Resolutions Approved

Nineteen resolutions created by the 29th Annual Junior Achievers resolution committee were discussed and approved Wednesday afternoon following a 14-hour debate.

Initial votes were cast by the National Achievers Association (NAA), a core group of fifty achievers representing local Achiever associations. An hour into the meeting, however, parliamentarian John ruled that all delegates in the auditorium should have the right to vote, "because the resolutions were written and titled the 29th Annual Junior Achievers Conference Resolutions."

The first major resolution concerned installing the Achiever Conference Association-Secretary on the national board of directors with authority of representation to be designated by the board. A similar resolution recommended that representatives of area Achievers Associations also be on the area board of directors.

One of the most controversial resolutions approved concerned the encouragement of school credit programs and job education programs in certain areas of Junior Achievement. Students against the program stated, "Too many students will join JA to get an easy credit, not to learn about business."

The group of about 300 delegates consisted of NAA members, the resolutions committee and interested Achievers and staff. A national contest for the service company of the year, a resolution encouraging JA to continue the development of programs for handicapped students; and a resolution that the treasurer of the area board of directors present a yearly fund report to the Achievers Association, were all approved.

The resolution that each Achiever at the Conference write a one-page letter to the Indiana State Legislature urging them to use state funds to correct pollution output by EI's electric power plant, was the only resolution of the session that was defeated.

Other approved resolutions urged that more areas participate in the NAA; that more regions hold Achiever Association elections; that resolutions committees be formed at each regional conference; that international conference secretaries that limits on campaign spending be reviewed raised and that election participation involve 100% of the Achievers.

A final addition to the agenda came from Roger Boul, coordinator of the newly formed graduate alumni committee.

"The purpose of our group is to maintain the spirit of enthusiasm for national Junior Achievement," he began. "Right now we need as much help as possible in tabulating a list of over a million people who have ever been connected with JA."

NAA members are asked to help locate JA graduates in their local areas. Other graduates can assist by sending the names and addresses of any NAAJIJA counselors of delegates, and regular Achievers in a particular area from as far back as 1948.

Liberation Or Liberated?
Woman Issue Debated

Women in Business is a workshop at the National Junior Achievers Conference (NAAI), composed of female delegates concerned with the status of women in business and one boy who enjoys meeting girls.

Ann Splittgerber, a second-year counselor, is the workshop leader. This is the first year that such a workshop has been tried, even though Junior Achievement (JA), unlike numerous other youth organizations, has been coeducational since its inception in 1919.

For her workshop, Ann has collected numerous pamphlets from government agencies and women's organizations, in an attempt to, as she puts it, "destroy some of the myths and misconceptions about women in business." She has also chosen a panel of businesswomen from the Indianapolis area, who will address the delegates from both her workshop and the "Secretarial Opportunities" workshop.

Ann had some expectations as to the type of girl who would enroll in her workshop.

"I expected the type of girl," said Ann, "who is interested in business as a career, and not just as a secretary, one who wants to be informed, not only about JA, but about the realities of the modern business world."

Ann Splittgerber, who herself is unsure as to who to believe about woman's role in society, believes in asking questions: "Why a Miss JA contest; why is it necessary to emphasize that during a business conference?... What are career opportunities for in JA? I'm not challenging, I'm just wondering... Why is 'Women in Business' listed under 'Business Problems'?"

Ann wants to broaden the scope of her workshop to include all discriminatory practices in employment. In her words:... how do we go about doing something, and how can JA help?"

Sharon Jo Patterson, the 1970 Conference president and the first woman elected to that office said, "My area was talking about my running for vice president. I told them then and there, if I ran for anything, I would be president. There's no need to take a little bit, when you can have it all.

"In my final interview before the campaign," Sharon went on to say, "I received the advice that I had two strikes against me - first, that I was a woman, second, a black... A woman has to be better than a man, smarter, not just academically, but she must have more common sense, too.

This summer, Sharon is working as a management trainee at Honeywell in her home town of Phoenix, Ariz. Already, as a woman in business, she has had problems, since she is the only woman among about 20 men, in addition to being the youngest trainee.

When asked what she foresaw for women as Conference president, Sharon stated, "I feel I have paved the way. Since I was in office, more girls are trying to be validated for Conference
The adversary we must overcome is not American education, not American business, but American culture; the pattern of racial values and standards to which we have become accustomed," said J. Joseph Cronin yesterday at the Indiana University Auditorium.

Cronin's comments followed his recognition as the 1972 Junior Achievement Distinguished Graduate.

Cronin, an Achiever and National Junior Achievers Conference delegate in the early fifties, has distinguished himself in the area of education, and is currently the present secretary of the educational affairs for the Commonwealth of Massachusetts and has authored over 40 books, articles and reviews on education.

He stressed in his fifteen-minute speech the importance of a business-education partnership in the struggle to overcome the social problems facing our metropolitan areas.

"The world of business impinges in many ways on the world of education," Cronin said. "Education, like business, can either improve competitive and employment opportunities for others, or honor the status quo and perpetuate existing patterns of discrimination and blocked opportunity."

The former associate dean of the Harvard Graduate School of Education went on to call for a sense of national corporate responsibility and social accountability in our free enterprise system. He pointed out the trend in this direction is being instigated by youths who believe corporations "not only have a responsibility to the investor, but to each inhabitant of a shared space on earth—be it city, state, or nation."

He commenced industries that "recruit economically and educationally disadvantaged employees and then provide the training they need only for an entry job but for advancement just as fast as openings appear." And also to those "that reach out to the communities and respond to local needs whether for anti-poverty programs or a school building for a school generally."

Cronin severely attacked corporate hypocrites who give lip service to the problems of the inner city, "but quietly move their headquarters to the comfortable suburbs, who attack pollution but are unwilling to stop the dumping of metallic wastes into the water or sulphur into the sky," and the taxation system, which "lacks the reforms that would place the major burden on the milling of oil and gas, and the investor in municipal bonds instead of on the elderly, the homeowners and the working class."

"We need an educational system that will train citizens to question the quality of what either business or government provides for products or services. We need a corporate system which will provide the kinds of responses needed—whether the questions are about poverty or pollution, manpower or even about humanity. We need both educational and a corporate system which will force departures from the inhumanity of our government also the oil and gas producers and property developers from the iniquity of our taxation programs," said Cronin.

Junior Achievement, in its business education role, is able to teach students and sponsor a sense of corporate responsibility and social accountability, said Cronin. Junior Achievement has the potential to change attitudes toward social involvement by business.

Perhaps the future business producer will not be saying "let the government do it," but "let business have a try."

### Business Challenged

(Continued from Page 1)

freedom to produce what he thinks the public wants and give the consumer the freedom to choose, in the open marketplace, what he wants to buy. Freedom, for both the consumer and the producer is the cornerstone of our economic system."

"Terrell, born in Dayton, Ohio in 1918, began his career with General Motors in 1937. He held 14 executive positions before being named vice president in 1959. He served as a consultant after returning from Germany to replace Mountbatten's staff during the war."

He feels that American businessmen are concerned about the tough tasks of our times, that they are interested in the ability of private enterprise to prove equal to the challenges. Terrell noted his pleasure in seeing young people so interested in business; "Better than 39% of our work force to day is under the age of 30 and so are 38% of the American car buyers. You can be sure that we at GM are not "tuning out" young people."

"As businessmen and women and as Americans, we must not allow this great institution of our society to be perverted into another country; that we not disrupt by our inaction, by our indifference, by our unwillingness to stand up for what we know is vital to the preservation of America's place in the world."

"I, for one, secure in the knowledge that we will meet them, look ahead with anticipation to our future with George Widener at the GM helm," said he. "Our air—already cleaner, will be even cleaner; our markets will be green safer; our workers will enjoy their deserved equality; travel will be safer; even our employees will gain greater satisfaction from their labor, and profits will continue to help our country retain its economic leadership."

"Whose business is it? It's our business, whether we be Junior Achiever or senior Achiever," he concluded.

### Cronin Selected For Grad Award

The long history of racial segregation and discrimination in the United States was also discussed freely. Ron Adderley, St. Paul, Minn, commented, "When you are taught inferiority, then you start to feel and act inferior. That's why the black pride concept is so strong today. Black pride is reconstructing oneself of worth as a person. The time has come for the black man to take responsibility for himself, and for his brothers and sisters as well."

Angie Lopez, black delegate from Chicago, contributed, "At one time, the inner city was the black and the suburbs were white. Now the inner city is being torn down and replaced by the high-rise apartment and office complexes and the whites are moving in. This is a major cause of resentment."

She declared a major deterrent to racial understanding, according to Achievers.

Glenda Montgomery of Rome, Ga., was especially vehement—"I can't stand white smiling faces. Those faces aren't friendly or sincere. The next time they see you they don't know you."

James Shoot, also from Chicago, defended the black stereotype of a down and out. He said, "We never expect when the public services like garbage collecting cut back on their services as soon as a black family moves in?"

Does Alvin find the workshops to be successful?"

"The discussions were successful if they motivated each Achiever to examine his own ideas and areas on the subject," Alvin continued. "I hope other Achievers becomes interested enough to go home for more thought and reading than can be crammed into seven workshop hours."

Specific suggestions written by the workshop members for the JA program and NAJAC included the appointment of more blacks to the JA national board of directors, more black staff and advisers in the local areas and more black delegates and counselors at NAJAC. A specific effort should be made to racially mix JA companies to promote the feeling of unity and cooperation."

"I am greatly encouraged that a number of white delegates joined the workshop to participate in and learn about the black issues," Alvin concluded.

### Black Business Myth Or Reality?

Stop right up and get your program. You can't tell the staff from front to back. The blue and white checked shirt, a familiar symbol at performance center. You've got to work through the system at the problem. "Shirts" the new dress presents a problem. You can't tell the staff whether the counselors wear or not. Mary Beth Vernon, Conference program director, explained; "The main reason for the checked shirt is to readily identify staff for the guidance and assistance of delegates and other staff. However, we feel that the kind of thing we're trying to achieve doesn't happen here."

The forerunner to the blue checked shirt was the original JA Shield imprinted upon it. They were replaced in 1957 through a search for something more practical, and in line with a general revision in the organizational image.

Reactions to the change has been varied. Jean Schober, a 15 year old girl, student, comments, "This is a business conference. I think the new dress presents a more professional appearance."

Special projects counselor Roger Bowman agrees with the change; "Shirts tend to represent authority. I believe this will help develop a better rapport between delegates and staff."

Delegates interviewed were near unanimous that some form of identification would be helpful. Almost all staff and delegates felt group counselors should continue with the present shirt. There was a consensus that the blue checks in the new design prompt dele- gates to make inquiries from persons most visible.

following NAJAC the change will be reviewed; "We'll take a careful look at all the pros and cons" Mary Beth stated.

Perhaps the best comment came from an anonymous individual; "I really don't matter what the counselors wear, just as long as they're clean!"

Looking into the future, Cronin-Selected Conference officer.

"We are investigating whether black capitalism is a myth or a reality," Alvin began. "We want to take a look at today's blacks going into business and somehow relate that to JA."

"It is up to the black people themselves to support their business," Adriana Sanderson, honorary delegate from Trinidad, commented. "There must be a black awareness and consideration for our fellow man. You can't depend on the white people."

Peaches disagreed. "You've got to work through the system for a while to earn the money to start a business. Blacks just don't have the money. The biggest problem is the blacks rent rather than buy the majority of their possessions."

"The black man and the white man can only trust each other when they have a common cause," Peaches Hauser, North Carolina member of the black capitalism workshop commented Wednesday. "And that cause can't be on the local level." Is black capitalism the answer for creating new jobs and incomes? Is there a century of two centuries of past-oriented advertising convincing even black consumers that products coming from their own community may not be any good?

The atmosphere was open and honest during the black capitalism, human relations and JA Urban Problems workshops held this week at the National Junior Achievers Conference.

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Women In JA Equal

(Continued from Page 1)

president. This year's election is the third since I was elected and I'm concerned that if we go too long without a woman president, she may have to start all over again.”

Jinny Sands, 1971 Miss JA, feels she is one of Junior Achievement's primary spokespersons. She denies that the contest is a "beauty contest." "A lot of people have the misconception that Miss JA is a beauty contest — bathing suit, the whole bit. It's nothing like that at all. She starts with the same business knowledge, goes through the same type of contest that any other contestant goes through." Miss Sands went on to say that like any other contest, Miss JA is judged on a variety of planes. "It all comes down to being chosen for business ability, poise and ability to communicate with other people.”

Jinny is planning on going into law, specializing in poverty law. She felt she would have difficulty as a woman in that field. "I'll almost, well, I'll quote someone from this morning. I'll be a second generation by the time I get into it. And besides, I think that even now women are accepted when they're qualified. It's as simple as that.”

Jinny's not worried about the status of women in JA or at the Conference. This is her third conference and she feels that a definite progression has taken place over those three years. She pointed out the election of Susan Smith, 1972 Conference vice president and the 1970 Conference President Sharon Patterson. "Quite often in the discussion groups you run into more girls who are president of their companies; they are the office-holders. They know what's going on. I think the guys respect their opinions. I don't see any necessity for a special workshop on women at all. I think that especially in the organization of Junior Achievement, both the girls and the guys accept each other for their individual qualities.”

Tuesday morning, Dr. Sandra M. Brown addressed the conference as a member of a panel of young entrepreneurs. She was the only panelist who received a standing ovation when she explained the distinction between women's liberation and the liberated woman.

Dr. Brown is a millionaire, but she still has problems, because she is a woman in business. She has written a book about her experiences in business entitled "Talk of a Woman Entrepreneur". Her book was published by Random House.

Dr. Brown calls herself "a mass of living scar tissue." According to Dr. Brown, a woman in business must work harder than a man, but often it isn't only discrimination which prevents a woman from advancing. "A woman is often her own worst enemy.”

Dr. Brown feels that many women are unwilling to accept responsibility and might therefore accept positions beneath their capabilities.

With regard to the women's liberation movement, Dr. Brown said, "I consider Gloria Steinem and Kate Millet the first generation of women's liberation; they were a necessary extreme, we needed them. I needed them — my life has been made easier because of them. I have been receiving differently by businessmen as a result of their work.”

Little things can turn into hardships for a woman in business. For example, Dr. Brown said, "When I'm on a plane and ask to borrow a man's Wall Street Journal, he just stares at me. The stewardess hands me Woman's Day and seems surprised when I refuse it, asking for Fortune instead. If I call to make reservations for Dr. Brown, the clerk asks me when will he be leaving?".

Two years ago, Dr. Brown began working to publish a magazine which she calls "Executive Woman." "Two years ago I got lots of advertising, no subscriptions. Last year, still lots of advertising, but too few subscriptions to make it a worthwhile venture. In a year or two we will have a market for our magazine, because there will be 'executive women.'"

Achievers Can Help,
Says IU Consumerist

"Students as Citizens; Citizens as Students.”

Brad Baker, an Indiana University graduate student and consumer advocate, is a member of the National Committee on Student Consumer Action (NCSCA) and really believes Junior Achievers can help.

Assisting last year’s environmental workshop in its endeavor to recycle National Junior Achievers Conference (NAJAC) newspapers, Brad is impressed with the Junior Achievement (JA) program and feels JA can "help to catalyze student and public awareness of the need for consumer protection and education.”

"Because Achievers are both young business people and consumers, they have an insight and perspective that would be invaluable to the student consumer movement,” he said.

The NCSCA of which Brad is an executive member, is a coalition of city and state student consumer groups launched in the last few years through the suggestion of consumer advocate Ralph Nader.

Brad feels Junior Achievers can help promote responsibility citizenship in two ways: "cable TV outlets provide free time to local community groups," said Brad. A JA consumer information program, he said, would be a unique and valuable innovation. "But how it would be more strongly to advertisers in a way similar to commercial TV. Brad also encouraged Achievers as individuals, too, "because involved in all fields of social concern to obtain the tools and methodology to become responsible citizens.” "After all," he said, "the best consumer protection is consumer education, and what better way to learn than through JA.”

Walking from one place to another is a full-time occupation on the sprawling Indiana University campus, but youth attending the National Junior Achievers Conference have energy that never seems to wane. Besides which, nothing is all that bad when you’re with friends.
Maxwell Writes: Profit Necessary

BY RICHARD MAXWELL
JA National President

All living things and all organizations of living things must be profitable to exist. Bears, squirrels, and trees must make a profit in the summer to survive the winter and start producing again in the spring. Life survives unprofitable periods only if production exceeded consumption during an earlier period. Profit during periods of need removed enables a business and the jobs it provides to continue during hard times.

The real argument between free enterprise and socialism—consummation is not about profit per se. The contentious issues are these: Who produces it? Who gets it? How is it used? How are these decisions reached?

Opinions on these questions should be developed and evaluated in light of one glaring fact: no one gets it if there isn't any. Profit must proceed allocation.

Education through the simple and accurate truth is the most meaningful approach business people have when they get themselves into, or are gotten into, decisions concerning profit. With public opinion as it is, the lack of public support for the American economic system is understandable, if unfortunate, reality. It is up to us in business to correct the public's misconception.

Those of us who work directly with young people are greatly aware of their sense of "Don't tell me, I want to find out myself," whether it's about driving before the legal licensing age, or learning about profit and its place in the American economy. Young people listen, and respond to facts. But they want the facts through first-hand experience (as we did at the age of 15 or 16).

In Junior Achievement, young people are in business. This year 161,000 teens are operating 7,000 mini-corporations. They are meeting business face-to-face: selling, paying wages, salaries and taxes, and making a profit for their JA achievement.

These Achievers know the facts. The 2000 Achievers attending the National Junior Achievers Conference last summer were asked: "On the average, figuring the good years with the bad, industry makes how much profit on sales?" More than 82% identified a 2% to 5% profit average. All Achievers polled identified average profit below the 5% found by the Opinion Research Corporation, which polled largely the adult population.

It is heartening to read these statistics with the advent of the 18-year-old vote. (Achievers surveyed were 15 to 18 years of age and only 39% of them had an economics course related to how our business system works.) In addition to educating youth, Junior Achievement is currently developing an economic awareness program geared to informing the general public on the American economic facts of life.

JA is in the education business and is meeting the need for education on profits. At the conference. It's shared by delegates and counselors alike, all of whom root for their groups, divisions and/or dorms with all the gusto they can muster.

Average Profit as a Proportion of the Sales Dollar

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<th>1970 Actual Mfg. Profits (After Taxes)</th>
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<tbody>
<tr>
<td>Public Median</td>
<td>28%</td>
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<tr>
<td>JA Median</td>
<td>7.4%</td>
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Profit data: F.T.C., SEC; Opinion Research Corp.

As a percentage of the gross national product, actual manufacturing profit (after taxes) in 1970 was the lowest since 1929. Over the past 15 years, profit in America has not gone above a 5.6% average in 1970, the median adult estimate of profits was 28% when actual profit was 4%. 1970-71 Achievers median estimate was 7.4% of the sales dollar.

NAJAC spirit is something that's hard to describe, but easy to find at the Conference. It's shared by delegates and counselors alike, all of whom root for their groups, divisions and/or dorms with all the gusto they can muster.

During yesterday's Business and Industry Day, executives wandered freely through discussion groups and workshops. Here, two businessmen stop to listen in on a discussion on the grass.

Visitor Reactions Good

"NAJAC far exceeds what I expected in terms of caliber of discussion and number of participants," said Ed Stermeyer, Terre Haute, Ind., Junior Achievement board president and one of the 2000 business executives visiting the conference Wednesday and Thursday.

Businessmen seemed unanimous in liking what they saw after only a half-day at the conference. Typical of comments received were:

"What they (the Achievers) are talking about is not too different than what we're saying. Only the words are different."

"These kids have a lot of good ideas."

"Their questions and comments are quite thought provoking."

"Somebody put a lot of work into this conference." Many observers visited workshops in the afternoon. "Ninety per cent of the questions were pertinent and relevant. They went right to the core of the problem and the topics were really quite good."

Several guests were asked to participate, and commented about the way delegates treated them. "Everyone was so friendly. They made us feel at home."

Other comments varied. "Achievers learn reality. They're wide awake. They know a little about a lot of things."

"No doubt about it, the kids here are a cut above."

"Achievers are tuned into current events. They are aware of consumer problems, yet they're open minded about solutions."

"The quality of delegates is extremely high."

"Achievers seem to represent what the youth of America is really like."

What kind of effect will all the visits have? As an executive director put it, "Our program is only as good as the priority the business community gives us. Business people see NAJAC first hand has got to have a positive effect." A nearby businessman concurred. "This conference makes you know that your contribution is being utilized to the fullest. It reaffirms our conviction that JA is where the action is!"