



The Achiever



News of the 33rd National Junior Achievers Conference

Sunday, August 8, 1976

2700 delegates descend on IU

33rd NAJAC biggest yet

The size of this year's National Junior Achievers Conference has again surpassed all previous records, with an expected registration of roughly 2,720 delegates. Last year, with 2,555 delegates and a total registration — including fulltime visitors and staff — of 2,934, three dormitories were utilized for the first time in Conference history. Briscoe has now expanded to contain two

units, G and H, with six groups per unit, and also houses a great percentage of the Conference staff. As a tribute to our National Bicentennial, the Conference theme this year is "JA: The Spirit of Achievement." As is the tradition, the contestants in the National Public Speaking Contest will use this theme as the topic for their prepared speech.

NAJAC, as the Conference is known to Achievers throughout the nation, is designed to enhance the abilities of outstanding Achievers chosen from their local Junior Achievement programs. The most successful managers and the most active workers in local JA companies are chosen to represent their areas here at Indiana University in Bloomington, Indiana, where they participate in discussions, seminars and workshops on various aspects of the private enterprise system.

group discussions. Also, for the first time, Conference participants will be given a roster of all delegates and staff who had registered by July 27. (Previously, the rosters were available only on the last day of the Conference.) The staff roster includes the names of the colleges attended by staff members who are still students. A supplement to the rosters will be published Thursday, and will include information on all those who did not register in time to be included in the first edition.

About 35 percent of the delegates will be involved in competitions for national business awards such as president of the year, marketing executive, and treasurer. The Conference serves as the final round for competition for titles and scholarships provided by the national civic and trade associations sponsoring each event. Representatives from national business associations judge the contests on the basis of written tests, interviews and extemporaneous presentations.

Another new feature is the Product Fair and Contest, which replaces the old Product Development Contest. The best JA company products from around the country will be displayed and judged in the Flame Room, McNutt Basement.

Several new features have been added to this year's Conference. All delegates, for instance, will receive a souvenir three-ring notebook containing the delegate manual and plenty of space to put papers received from workshops, seminars and

Sunday night, after the first General Meeting, delegates will meet with their group counselors to get acquainted and discuss the week ahead. After the group meeting, Rob Ray, a graduate Achiever and former Conference delegate from Dallas, Texas, will provide music for dancing as he brings his "Disco Road Show" to McNutt's Flame Room.

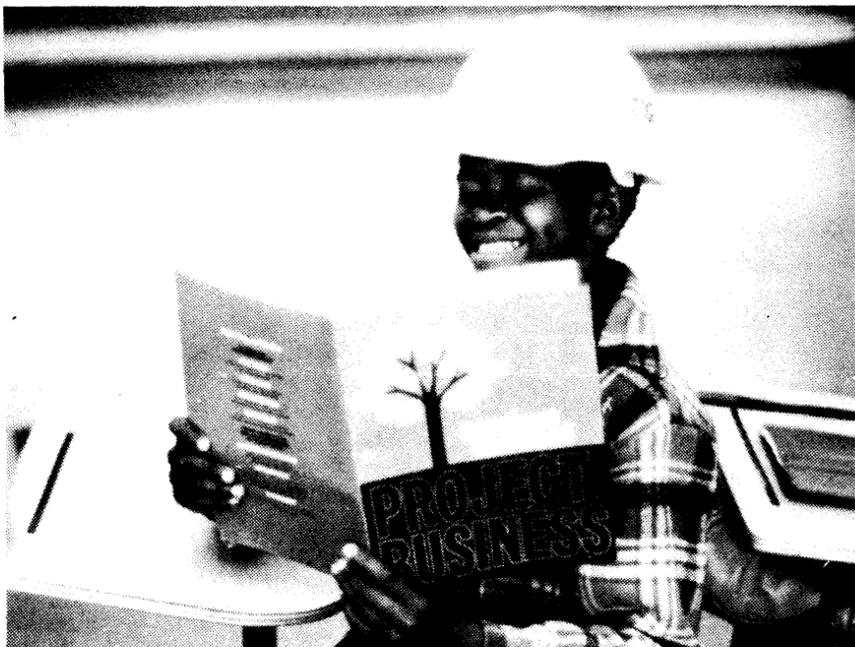
Another addition to this year's Conference is Terry Foster, JA executive director from Roanoke, Virginia, who will be the Conference organist.

Several interesting speakers and guests are expected at the Conference, too. On Monday evening JA's Distinguished Graduate Award will be presented to Donna Shalala, an associate professor of politics and education at Columbia University Teachers College who is also treasurer and the only female board member of the Municipal Assistance Corporation for the City of New York ("Big MAC").

The featured speaker Wednesday morning is Sidney P. Marland Jr., president of the College Entrance Examination Board.

Other visitors will include Royal Little, founder of Textron Industries and member of JA's National Business Hall of Fame, and C. R. Smith, former chief executive of American Airlines and also a member of the Business Hall of Fame.

Last, but not least, is the entertainment and fun portion of the Conference, which ranges from Wednesday night's Talent Show and Thursday night's President's Ball to inter-dorm softball games, tennis, swimming and meeting new friends at the Souvenir Shop and the Coke Tent.



Economics is all smiles with Project Business.

Grant sparks JA's "Project Business"

A new program to combat ignorance of our American business system has been formulated by Junior Achievement Inc., the nation's oldest economic education organization, in cooperation with

school systems and businesses all over the country.

Geared to the eighth or ninth grade student, Project Business brings the business community into the classroom in the form of a "business

consultant" — a local executive who conducts the class for one period a week.

Project Business was recently awarded a \$755,910 grant by the W. K. Kellogg Foundation of Battle Creek, Michigan. That grant and the continued enthusiasm of the businesspeople who are the core of the program will make possible a 600 percent increase in enrollment in the next year and a thirtyfold expansion over the coming five years.

Each class of Project Business is sponsored by a local enterprise, which lends an executive to the school for an hour each week. For the businessmen and women involved the program represents a positive effort to remedy the widespread ignorance about American business and the market system revealed in recent national

THE TOP TEN

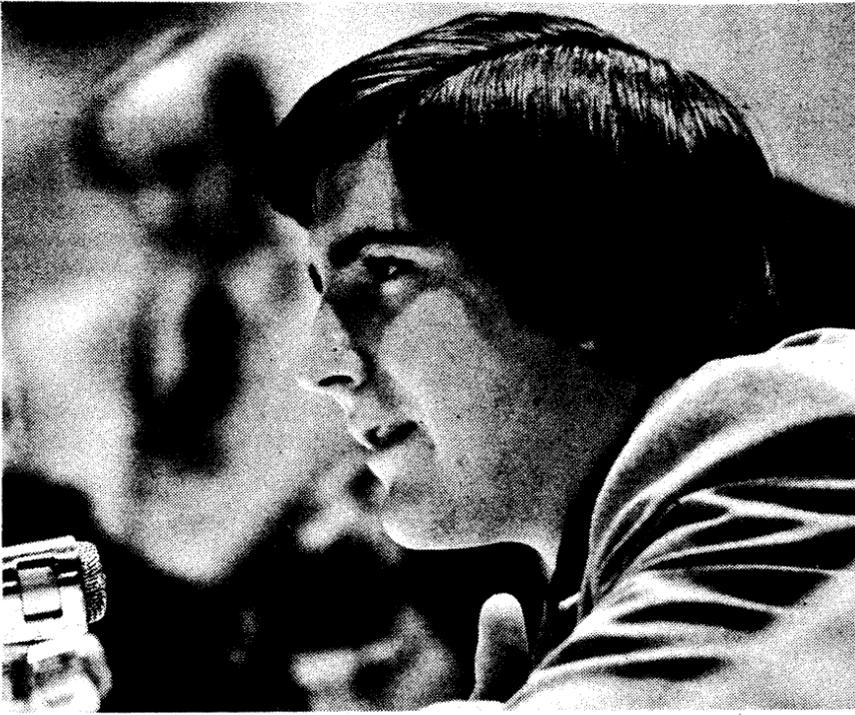
The following areas have been selected as the 1976 Top Ten Achievers Associations: Augusta, GA; Baltimore, MD; Battle Creek, MI; ELJAC (Elmira), NY; Marion, OH; New York, NY; Quad Cities, IL; Reno, NV; Saint Paul, MN; and York, PA.

They were selected on the basis of communications, activities, and general impressions by the National Conference officers. They were chosen from a field of 25 top areas — an average of the top five per region — selected on the basis of material sent to Bonnie Leighty, NAA Chairman, throughout the year. Final judging for top five will be done by the NAA Program Committee during the Conference, on the basis of material contained in their annual reports.

This achievement is a result of a year of hard work and active communications on the part of the Achievers in the Association. For this, they are to be sincerely congratulated!

(Continued on Page Three)

Year's highlights shared



CRAIG CHOUN

Seminar trains speakers

Every November a group of remarkable young people gathers for four days in Williamsburg, Va. They are the JA/Reader's Digest Speakers Corps, 24 high school seniors and college freshmen who have particularly distinguished themselves in their Junior Achievement programs the year before.

By the end of the weekend, these Achievers have acquired a new thoughtfulness and an ability to marshal their facts to present a point of view on a variety of issues, to a variety of audiences.

The JA/RD Speakers Corps is nine years old and is supported by DeWitt Wallace and the Reader's Digest, which provides funds sufficient both for the seminar and to enable speakers to travel to meetings around the country on behalf of Junior Achievement. Although its immediate mission is to teach its participants to "sell JA" and to explain the American business system, the Speakers Corps seminar is equally committed to laying down basic precepts to help its graduates exercise their potential for leadership in a variety of areas throughout their lives.

In the article below, Craig Choun, a 1975 seminar participant, details his experiences at Williamsburg.

By Craig Choun

When I arrived at the Reader's Digest Seminar five minutes before the speaker began, I found myself in a very embarrassing position. I had been flying all day to reach Williamsburg and was dressed in my patchwork denim jeans and jacket. Suddenly I walked into a room full of neatly dressed delegates waiting for JA President Richard Maxwell to make his opening remarks. But my embarrassment ceased shortly after, when I became engrossed in Mr. Maxwell's speech.

Mr. Maxwell opened his speech with a statement that remained in the

minds of all the delegates at the seminar. He said in essence, "Your job is to represent JA. Speak on how you feel about JA." In order to be a true representative of JA, we had to be familiar with all aspects of the Junior Achievement program.

After listening to Mr. Maxwell's speech, I personally gained a greater understanding of the Junior Achievement program as a whole. I now knew the complete history of JA as well as the organization's goals and programs. With this knowledge,

(Continued on Page Three)

Delegates welcomed by JA president

(As the National Junior Achievers Conference opened, Richard Maxwell, national president of Junior Achievement Inc., sent the following message to Conference delegates:)

It is my great pleasure to welcome you to the 33rd National Junior Achievers Conference. This year's Conference theme, "The Spirit of Achievement," is the motto all of you live by, whether in your Junior Achievement activities, your schoolwork, your sports activities, or whatever endeavors you undertake. I make that statement without fear of contradiction because if you didn't have those goals and that kind of ambition, you would not be a delegate to this Conference.

Out of nearly 200,000 Achievers active in the nation this year, only one-and-a-half percent become

Executives hear Achievers

By Palma Carini

In December, 1975 I received notification from Junior Achievement that I, along with five other Achievers, had been selected to attend the Second National Business Leadership Conference, to be held in Dallas, Texas on January 30, 1976. I couldn't believe it! This was one event that I only dreamed of, never imagining that I would ever get to attend. I read on to discover that the six of us would participate on the panel discussion, "CHANGE . . . FOR SURVIVAL", and be present for the induction of ten new members into the Business Hall of Fame sponsored by Junior Achievement and Fortune magazine.

Finally, the day came, and we all met in Dallas to prepare for the NBLC and our panel discussion. The five other Achievers (Lurita Alexis, New Orleans; Mark Atkinson, Middletown, Ohio; Craig Choun, Denver, Colorado; Roberta Schoen, Scranton, Pa.; and David Haug, Ft. Worth, Texas) were as excited and nervous as I. As the first part of the day wore on we met the six business leaders who were on the panel with us. They were an impressive group and I knew our questions to them and our answers to their comments would have to be intelligent and substantial. The men



— Dr. C. Jackson Grayson Jr., professor, School of Business Administration, Southern Methodist University; Ernest T. Baughman, president, Federal Reserve Bank of Dallas; Frank T. Cary, chairman and chief executive officer, International Business Machines Corp.; Irving Bluestone, vice president, United Automobile Workers; Lawrence E. Fouraker, dean, Harvard University Graduate School of Business Administration; and Frederick Taylor, managing editor, *The Wall Street Journal* — were all friendly toward us, yet their great accomplishments and apparent knowledge and intelligence made me feel tiny, as I was only a college freshman.

As the time drew near for the panel discussion, the butterflies fluttered in my stomach like never before. Fifteen hundred corporate executives would be watching and listening to our comments and questions! Would we be able to show them that as America's youth of today, we were America's business leaders of tomorrow? As I thought about that, I could feel those butterflies growing!

Then the final moment arrived. We'd been briefed, we'd met with JA staff, each other, and those who offered help, had discussions and more briefings. The six of us were as ready as we'd ever be. We walked up on the platform, took our seats and looked at the vast audience. It was a magnificent sight, especially when we realized who the audience was and what they represented as individuals! Once the introductions were over the five businessmen made their comments. Then we asked our questions to them and, before we knew it, the panel was well underway.

It was great!! The butterflies settled down and my heart stopped pounding. Before we knew it, our time was up and we still had questions! The panel had gone smoother than I ever imagined and we were all pleased with what we had learned. There was a great feeling of accomplishment within me. Something I thought would never happen was about to end, and I was still hungry for more.

When the panel discussion ended, it was time to continue with the agenda for the day. That evening was the National Business Hall of Fame Awards Banquet! Ten new members were inducted. The accomplishments of these great men were so magnificent. Even though I was still only a college student, I could set as my goal to become one of the best in my career, as they had done, through honesty, knowledge, enthusiasm, and determination.

All this in one day! The National Business Leadership Conference was a spectacular experience for all of us. Thanks to Junior Achievement I was able to be a small part of it! The thing that still remains most outstanding in my mind when I think of the NBLC is that there is no limit to what an "Achiever" can accomplish!

NAJAC delegates. Yours is a special responsibility — as a representative of your city's JA program, your assignment is to learn as much as you can from the speakers, seminars, workshops, and competition you'll be exposed to in the next five days, and to take what you learn back to your JA area.

We hope that NAJAC will provide one of the most stimulating experiences you've ever known, but it is by no means all work. The Conference provides an opportunity to make new friends, exchange points of view with people from other parts of the country (and other parts of the world), participate in sports activities and enjoy Talent Night.

Your participation in all the many phases of NAJAC will help make it the best Conference ever.

— Richard Maxwell

Project Business expanding

(Continued from Page One)

surveys. Young people, particularly, tend to live in a vacuum as far as economics is concerned; Project Business surveys have revealed that

JA speakers

(Continued from Page Two)

all the *Reader's Digest* Seminar delegates could answer almost any question asked about JA. To help us be true representatives of Junior Achievement, we were given many suggestions on how to be effective speakers to many types of audiences.

All people familiar with the Junior Achievement program know the best way to learn is to "Learn By Doing". This method was also used at the *Reader's Digest* Seminar. After listening to a brief lecture by a member of the national staff, we participated in a role-playing exercise to demonstrate what was said in the lecture. A few of the role-playing exercises conducted at the seminar included service club presentations, JA recruiting presentations, panel discussion groups, and operating a convention booth.

The single most important element brought out by the role-playing exercises was the need for giving examples when you speak. During the lectures, we were encouraged to use examples whenever we speak to people about JA. The role-playing exercises demonstrated how essential examples are in a speech. If the audience has nothing to grasp but general statements, they are less likely to remember what you were talking about and will forget your purpose for being there.

I can honestly say that the idea of using examples in speeches has made my speeches more meaningful and — most importantly — easier to give. They are easier because I am talking about something I have experienced and have earned the right to talk about.

While in Virginia, seminar participants didn't just work; we had a great deal of free time to visit many of the historical sites in the old colonial area of Williamsburg. Everyone enjoyed dining in colonial restaurants, eating freshly baked gingerbread, and buying a string of rock candy. We even had time to play a short football game with a group of local high school students who were also touring the sites.

Overall, I feel the seminar was of great value to all participating delegates. I gained a great deal of knowledge about JA as a whole. But most importantly, I learned how to put this knowledge to use in an effective manner when I speak about JA.

Participating in the *Reader's Digest* Seminar meant a great deal to me. I have found a hidden spirit within all Achievers; the enthusiasm and closeness of the delegates at the seminar was another example of this spirit. I am thankful I had the opportunity to be a part of the *Reader's Digest* Seminar of 1975.

junior high school students are often uninformed about basic economic concepts as well as such personal financial matters as check writing and budget planning.

For teachers, Project Business is a resource offered by business. The program is designed to supplement existing economics or social studies classes by bringing the "real world" of business into the classroom. One class period weekly is given over to Project Business sessions with the local business consultant, who leads the students in a three-part sequence of classroom preparation, visits to business concerns and industrial sites, and discussions on career choices.

The program is flexible enough to mesh smoothly with a wide variety of classroom schedules; its length can be set anywhere from 9 to 18 weeks to suit a local school's semester, and each class chooses the topics it finds most interesting from a number of possibilities. Options include basic economics, money and banking, consumerism, the market system, and choosing a career.

Junior Achievement developed the basic Project Business framework and materials after a four-year period of experimentation. JA President Richard Maxwell believes the program approaches economics from a teenager's vantage point, and thus captures the imagination of "the younger student, who is eager to learn about checking accounts, budgets, careers and other aspects of business that apply to his daily life."

The key to the program is the consultant, who is usually an upper-level management person with at least one college degree and an average of 14 years spent in the business community. Consultants are drawn from all sectors of the economy — from banking and small service industries as well as from manufacturing — and it is their dedication and creativity that make the program come alive for the youngsters, according to Donald T. Floyd, Junior Achievement's national Project Business director.

"They take the resource material we provide, put in their firsthand experience, and come up with some extremely creative ideas," says Floyd. "Leading a class of teenagers is an unusual challenge for businesspeople, and there's a lot of real benefit in it — for the consultants as well as the kids."

There are currently far more school systems eager to use Project Business than there are businesspeople available to staff it. The program represents a valuable resource in two fields — career education and economic education. In five years, it is thought, there will be 200,000 students enrolled in the program.

The Kellogg Foundation grant will facilitate recruitment of the volunteer businesspeople needed to spark future expansion. It will assist 35 local Junior Achievement offices in funding full-time coordinators for Project Business, one of whose prime tasks will be to work with JA supporters in the local business community to find firms willing to

contribute consultants to the program.

While some consultants will no doubt come from firms which are already involved in the Junior Achievement high school program, others are expected to come from firms which cannot sponsor JA mini-companies because of limitations

imposed by staff size or scheduling, which would not be obstacles in the more flexible Project Business format. Officials hope that the additional involvement of the business community thus stimulated will prove beneficial to Junior Achievement's other educational programs, as well.



1976 Conference Officers are (from left) Gene Musser, Lisa Miller, Bonnie Leighty, and Carolyn Ruh.

Officers greet 1976 delegates

As the 1976 National Junior Achievers Conference opened, the Conference officers extended their greetings to this year's delegates:

WELCOME TO NAJAC!

The National Junior Achievers Conference is exactly what the name indicates, a conference planned and run with you, the Achiever, in mind. Your presence here represents the highlight of the Junior Achievement year and the beginning of one of the best weeks of your life. The road to NAJAC is neither easy nor without sacrifice, but you are to be commended for being one of the few chosen to attend from more than 200,000 Achievers across the country.

There are as many different personalities and backgrounds as there are Achievers attending this Conference. You will have time in your group discussions and free time to get a chance to know each other.

There are many reasons why you are here. Some of you are invited guests, or you have won a local or regional contest, or you may just be a good all-around Achiever. No matter what the reason, we are glad to have you here at the 33rd National Junior Achievers Conference.

We, your officer team, hope you have an outstanding and rewarding week. Over the next week you will be kept busy with group discussions, seminars, workshops, contests, elections and meetings of all sorts. However, do not let this scare you, for NAJAC is not all work. There will be plenty of free time and planned activities such as dances, athletic events, and opportunities for just plain socializing.

Your officers have had a busy year leading up to NAJAC. We have traveled to many local and regional conferences, some having to do with Junior Achievement and others sponsored by groups such as the Optimists, JayCeas, and Rotary. We have been keeping up with the correspondence from Achievers across the country and we've tried to keep in touch with as many as possible.

It has been a busy and rewarding experience and we are proud to be a part of your Conference, NAJAC 1976.

Gene Musser
(Conference President)

Lisa Miller
(Conference Vice President)

Bonnie Leighty
(National Association Secretary)

Carolyn Ruh
(Conference Secretary)

**We Share
in America's
Spirit of
Achievement.**

**JUNIOR
ACHIEVEMENT**

BULLETIN BOARD

OFFICES

Conference Office	Briscoe "C"
Contest Office	Briscoe "B"
Elections Office	McNutt, Upstairs Lounge
NAA Office	McNutt, North — 76
Product Fair	McNutt Flame Room
First Aid	Harper, Main Lounge
Lost and Found	Dorm Information Desks
Visitors Desk	Briscoe "A"
Departure Plans & Info	Travel Desk, Briscoe "C"

COMMITTEE MEETINGS

What	When	Where
Public Relations	Monday, 4 p.m.	Briscoe "A" Lounge
House	Sunday, 7:30 p.m.	Auditorium
Elections	Sunday, 6:30 p.m.	McNutt, Upstairs Lounge
Sports	Monday, 4 p.m.	Coke Tent
Recreation	Monday, 4 p.m.	McNutt Flame Room
Talent	Monday, 10 a.m.	Briscoe "C" Rec Room
Dance	Monday, 4 p.m.	McNutt Flame Room
Welcome	Monday, 4 p.m.	Coke Tent
Product	Sunday, 6:30 p.m.	Briscoe "C" Snack Bar

OTHER MEETINGS

<i>First General Meeting</i>	<i>Sunday, 8 p.m.</i>	<i>Auditorium</i>
Officer Candidates	Sunday, 7 p.m.	Fine Arts Auditorium
Church Services	Sunday, 11:30 a.m., 4:30 p.m.	St. Paul's Catholic Center, 1413 E. 17th St. (just east of the pool)
NAA Representatives	Sunday, 6 p.m.	Fine Arts Auditorium
NAA	Daily, 10 a.m.	Business Bldg., Rm. 273
Open NAA Meeting	Daily, 4 p.m.	Business Bldg., Rm. 273

Lunch Today

A special lunch is being provided Sunday from 12 noon to 1:15 p.m. in the McNutt dining hall. The cost of the meal is \$1.90 including tax. For all other meals, eat in the dining room of your dorm. Your name card is your meal card, so wear it at all times.

Graduate Staff Meeting

Graduated seniors are eligible to apply for staff positions at the 1977 Conference. Orientation meetings will be held in the Fine Arts Auditorium at 4:15 p.m. Monday, Tuesday and Wednesday for those interested in applying. Priority will be for Division I on Monday, Division II Tuesday and Division III Wednesday. Attend any meeting if a conflict occurs on your assigned day. There will be a makeup meeting Thursday at 5 p.m. in the Auditorium.

Where to Register

For Contests: Registration for individual and company contests is Sunday, until 8 p.m. Register in the contest office in Briscoe "B" Lounge. Contestants will receive instructions for their specific contests when they register.

For Elections: All candidates must register before 6 p.m. Sunday. Registration is in the contest office, Briscoe "B" Lounge. Late registration will be Sunday evening in the elections office, McNutt Lounge (upstairs).

For Talent Night: Talent Night contestants must register with the talent director in the contest office in Briscoe "B" Lounge by 6 p.m. Sunday. Information about auditions will be distributed at registration.

For Product Fair: Register products Monday, 4-6 p.m., McNutt Lobby.