West coast grad Achiever awarded $10,000 grant

The $10,000 Royal Little Free Enterprise award was given this morning to Burke Pease, of Monterey, Calif., for his proposal to found a company to market computerized hotel reservation services. Pease—who is no stranger to the NAJAC stage, having won the president of the year competition during the 1961 Conference—accepted the award at this morning's general meeting.

Royal Little, founder of the Textron conglomerate, set up the award while visiting NAJAC last year. This year's Free Enterprise Award was open to all past winners of the national President of the Year contest. The award was to be used to either set up a business or buy control of an existing one.

The company Pease proposed to establish, Minitech, Inc., will concentrate its operations on handling hotel reservations for large conventions. The processing of convention reservations by current mechanical means is a "phenomenal labor task," Pease says. In his capacity of executive vice president of the Monterey Peninsula Chamber of Commerce, he has been "dealing with the problem for six years."

The task requires several operations. First a room is assigned. Then the room must be subtracted from the space-available list for the dates it is used, then confirmations must be sent to the hotel, the guest, and the convention group. The real problem, Pease notes, is when changes or cancellations come in. In that case, the process must be repeated along with the additional task of locating—and cancelling—the original information. A computer, however, can do all of these functions at incredible speeds, saving time and labor costs. When a firm may be handling ten conventions with sizes of 5,000–6,000 people each, this becomes important.

In addition, a computer provides instant recall of all information stored in it for easy verification.

Pease estimates that it will cost Minitech between $25,000–$30,000 to design the software, or the computer program, for the service. In addition, there will be the cost of the Digital Equipment mini-computer and the other operational expenses.

"Non-profit organizations have not been able to put up the money for this type of enterprise," says Pease. "It is definitely a venture for the private sector."

Pease first heard of the award

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The 1976 NAJAC Product Fair was a huge success, judging from comments made by the delegates, staff and visitors who crowded three and four deep around the booths Wednesday afternoon.

"This is great!" exclaimed Mark Kerseumph of La Crosse, Wis. It can definitely help you get product ideas to take back with you." Mark's comments were echoed by everyone interviewed. The fair-goers also were pleased by the decision to hold this year's exhibit outside on the sidewalk in front of McNutt.

"Having the fair outdoors makes it easier to get to," commented Ellen Mauro of Fort Worth, Texas, an adviser from Richmond, Va. "Of course, it only works if the weather is nice.

Having an Achiever present to answer questions about the product on display was another change in this year's fair which was very well received.

"Just looking at a product doesn't tell you how it's made," commented Sharon Furey, an Achiever from Belvedere, Ill. who was exhibiting her company's product at the fair.

"This way you can find out everything you need to know to get a product off the ground."  

"Just seeing a product isn't enough," agreed Joe Fortunato of Greenwich, Conn. "Even if there's something written down it's not always the information you need and then you're stuck if no one's there to talk to." Efrain Mercado, an Achiever from Puerto Rico, approved of holding the fair on Business, Industry, and Education Day.

"VIP day is an especially good day for the fair," Efrain asserted. "This way the visitors really know what the kids are doing. They see the reports, and they see the work.

Quite a few green-carded guests could be spotted in the crowds around the booths. Herbert McAllachlan from Ernst and Ernst in Lansing, Mich. was one visitor who was quite impressed by the fair. "It's super," he commented.

"There's no better way to learn. You can get out and see what your competition is making, see what is selling well — just like in real business."

"And this retail catalogue," he continued, tapping a JA Product Idea Book he held in his hand. "I picked this up and I'm taking it back with me. I think business in my area could use something like this."

The only improvements suggested by the people interviewed were having more products on display and having products available for sale whenever possible.

"It's set up really well," concluded Neil Draper of Cincinnati. "I can't think of any way to make it better."

Achievers display wares

SBA's Whiting explores careers

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experience of eating in a restaurant might open the door to numerous career ideas.

"The workshop really has two goals," continued Bruce. "First, I want to share with the delegates ways to get relevant information about creative career decisions and the economic aspects of those decisions."

Bruce encouraged lively discussion by asking Achievers to name all the important considerations in making a career decision. Does one need to work with people? Is creative expression, money, or the chance to be a leader important?

"I asked the Achievers to sit by themselves for a few minutes and jot down the considerations most important to them. I also asked them to repeat that exercise three and six weeks after their return. The pattern that emerges will help the Achievers learn more about themselves," Bruce explained.

Bruce's second goal is to impart information about the free assistance offered by the SBA to those who want to get into business or those who want to strengthen or expand their businesses. His department produces over five million business publications each year on such topics as site selection, business planning, and financial analysis.

"We also provide one-on-one counseling services for individual business problems," he explained. In addition, Bruce oversees the Small Business Institute program, where college business majors are allowed the chance to work closely with local businesses in a lab-like situation.

And of course, SBA loans are available for qualifying projects. "The SBA will guarantee a loan if the applicant has solid documentation for a business plan," he explained. "We don't just give money away. If a business is viable, and there is a good indication of repayability, we'll usually grant the loan."  

Bruce also hopes to explore the similarities between JA and the SBA. "I want to see if JA and the SBA might benefit from mutual or supportive activities. The job Congress assigned to us is pretty much in line with what JA does."

"If everyone had Junior Achievement experience, people wouldn't have to come to our training sessions," Whiting commented. "Many of the participants don't know nearly as much about business as JA people."

The top Administration of the SBA has expressed interest in the purposes and functions of JA. "We really applaud JA and its Applied Management and Economic Awareness programs," the four-year SBA executive continued.

"We think JA is very helpful to the economics of this country. If JA expands, more people will be educated in the business world, and fewer people will need to participate in the publicly funded SBA programs."

Fan mail from afar

When Mary Szczecinski, of Cleveland, Ohio, accepted her award as national secretary of the year at the 1974 NAJAC, she had no idea it would turn her into an international phenomenon. Although no publicity information was beyond the United States by Junior Achievement, her story was picked up by news media in Poland. To Mary's surprise, she began to receive fan mail — from Poland.

The first letter, which came in February of this year, nearly two years after Mary's award, arrived at her home less than a week after it was mailed in Kalisz, Poland bearing the address: Thadeusz Galant, an engineer, has crossed the Atlantic and reached the shores of the Baltic.

Mary has no idea how the information about her JA success got from Cleveland to Poland, because, to her knowledge, she has no living relatives in Poland. Mary, who is here at the Conference on the secretary of the year contest staff, was extremely surprised to receive the letters and discover that "the JA feeling" had crossed the Atlantic and reached the shores of the Baltic.
Communications seminar told
Know self, audience

"Who are you?" According to Rob Van Zandt, if you can answer that question in five different ways, you have fulfilled the first objective of the Effective Communication workshop. Most people, given this assignment, will respond with a list of labels such as student, employee, etc. However...I am a high school senior...I am a contest semifinalist." However, the question of what you are is not as of much importance to your audience as who you are. Developing a confident and persuasive speaking manner, developing skills toward relating to your audience, are dependent on first identifying your personal strengths and weaknesses and recognizing your personal needs. Van Zandt illustrated this with the statement that "People give to people, not to causes." Effective communication can be frustrated if the speaker sloughs off responsibility from his own shoulders, throwing out "if only" clauses to his audience. Finally, TORI advocates integration with credibility laying the foundations on which the audience can identify with the speaker.

Van Zandt outlined four steps necessary to the organization of a convincing speech. The introduction is constructed on the "ho hum" approach, where the speaker assumes that his entire audience is asleep. He must find a very sensitive button, which will gain and maintain their attention throughout the rest of the speech. One way to activate these hot buttons is by "strocking," or making subjective judgements of the members of the group. Strokes bring the interchange down to a more concrete and personal level, and thus more strokes equal more effective communication.

A positive stroke is known as a "warm fuzzy." Prompting an equal and opposite reaction, a warm fuzzy usually warrants another warm fuzzy in return. A negative stroke is called a "cold prickle," but it doesn't stimulate immediate responses. According to Van Zandt, "You deliver them, and people wait to get you." At the "so what" point, the speaker uses a story or description to motivate the group to visualize his main concepts. He may supplement his speech with some abbreviated statistics at this second stage. The third point of organization involves implanting the question "what can I do?" into the minds of the listeners. Without drawing conclusions for them, the skilled speaker moves on to the fourth and final point, suggesting how they can support his needs.

Delivery of the speech was also discussed by Van Zandt: "As a speaker, you've got to practice enough to find out what your style is." Consistent practicing will help to establish patterns of discourse that the speaker can draw on even for impromptu speaking.

Whether presiding as president of a JA company, speaking as a member of a JA speakers corps, or pursuing a career as a professor or politician, Van Zandt advised the Achievers to "try to develop in your mass communication skills the ability not to get rigid." The effective speaker must do away with memorized speeches and inflexible outlines. To meet the immediate needs of a particular audience, he must be able to revise his agenda as he goes along. At this point, the question is "in 15" and "who am I speaking to?" should no longer lack for answers.

Calf man wins award for enterprise

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when he received an announcement from Junior Achievement. "When the letter came, I had no idea that I would apply because I am very competitive. I had all sorts of side interests that I looked into, but it became apparent that I should do something I knew something about."

Pease consulted with friends in business and the computer industry while working out his proposal. In all, about 100 hours went into developing the business plan.

Besides his participation at the 1961 NAJAC, Pease was active in JA for three years. The year he won the national award, he was president of a company that manufactured candles. The company, sponsored by Pacific Motor Trucking Company of San Francisco, returned 10% in dividends to its stockholders. Pease served as a NAJAC counselor from 1962 to 1968. "By that time I had seventeen blue and white shirts."

JA gave Pease his "competitive spirit and willingness to invest time. It was an invaluable experience that taught me there is no such thing and that you must first establish your own credibility. There are 550 small business members of the Chamber that employ me. Because of JA I have a strong understanding of their operations and can talk intelligently to them."

Pease gives this advice to Achievers: "Recognize the need for and accept it. How you feel during the first thirty seconds you leave the house to go to work is important. Those seconds have to have a magic feel. Ask yourself if there is where you want to be today. If it isn't then get out." To future applicants for the Free Enterprise Award, Pease says, "Prepare your proposal as if you were going to the loan committee of the most conservative bank in town."
Execls, Achievers trade ideas

Over 400 of the nation's top executives and educators walked the campus of Indiana University Wednesday for the National Junior Achievement Conference's annual Business, Industry, and Education Day yesterday. Businesspeople in attendance represented local Junior Achievement boards of directors across the nation, from the national board and from America's top corporations. Among the visitors circulating among the discussion groups were Richard Terrell, vice chairman of General Motors and national JA board chairman; Royal Little, the founder of Textron and often called "the father of the modern

Business leaders honored by JA

Baseball's Hall of Famers have long served as inspiration for budding major league players. Few role models, however, have been recognized for outstanding business leadership. In 1974, Junior Achievement changed all that.

In that year, Junior Achievement established the only Hall of Fame for business leadership ever created in America. In an effort to provide inspiration for Achievers, JA asked the board of editors of Fortune magazine to select a group of laureates each year.

"The Hall of Fame highlights the first encounter with JA. "I saw a lot common experience," he said. Brock felt the most valuable thing about Junior Achievement was its accelerated pace. One JA year, he felt, "condenses all the bad and good things that can happen over generations in business.

"Mrs. Hoffman believes Achievers are "being acclimated to a business atmosphere, and to what makes business tick." NAJAC was not her first encounter with JA. "I saw a lot of business leaders were very much a first group. At the same time, a current NAJAC visitor, was one of the four living members inducted into the Hall of Fame.

In 1976, nine more persons were inducted; five were from history, ranging over 200 years of U.S. business. Henry Ford, George Washington, John D. Rockefeller, A. P. Giannini, Eli Whitney, Andrew Carnegie, and Thomas Edison are among the first encountered difficulty in determining criteria for selection. The criteria had to be broad enough to cover the immense range of activities encompassed by the word "business" and flexible enough to accommodate the fundamental changes that have occurred over two centuries. Fortune finally defined leadership simply as "outstanding and enduring contributions to improving the product, the processes, the efficiencies, or the human relations of business."

The Hall of Fame will honor living leaders, primarily. The initial group, however, honored fifteen members from history, ranging over 200 years of U.S. business. Harold Brock of Deere & Company in Waterloo, Iowa thought that NAJAC was a "fine activity" for Achievers. "They can share their common experience," he said. Brock felt the most valuable thing about Junior Achievement was its accelerated pace. One JA year, he felt, "condenses all the bad and good things that can happen over generations in business.

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