"35th" measures up best yet

NAJAC '78 opens tonight

The 35th National Junior Achieve­
ers Conference, which will officially
open at this evening's general session,
has surpassed the record 2,838 dele-
gates who attended last year's Con-
ference. An anticipated registration
of approximately 2,962 delegates and
334 staff and visitors marks the larg-
gest number of participants ever.

"JA Measures Up To The Future" will serve as the theme for the Con-
ference this year. As is traditional,
it is this theme that the contestants
in the National Public Speaking
Contest will use as the topic for their
prepared speech.

NAJAC, as the Conference is
known to Achievers all across the
nation, is designed to enhance the
abilities of outstanding Achievers
chosen from their local Junior
Achievement programs. Delegates
are chosen on the basis of their rec-
cords as Achievers in local programs,
and those most active and most suc-
cessful as officers or JA company
workers are chosen to represent their
areas here at Indiana University in
Bloomington, Indiana. It is here that
the delegates participate in discus-
sions, seminars and workshops on various aspects of the private enter-
prise system. Roughly 30 percent of the dele-
gates will be involved in competitions
for national awards such as president
of the year, marketing executive and
treasurer of the year. The Conference
serves as a final round of competition
for titles and scholarships provided
by the national civic and trade associa-
tions sponsoring each event. Repre-
sentatives from national business
associations judge the contests on the
basis of written tests, interviews and
extemporaneous presentations.

Changes have been made in the
contest categories for this Confer-
ence. Company of the Year has been
broken into two competitions. (Com-
pany of the Year — Manufacturing,
and Company of the Year — Service)
while the Outstanding Achiever and
Annual Report contests have been dropped.

The seminars and workshops,
which run Tuesday through Thurs-
day mornings, will be run as they
were last year. Each seminar and
workshop has a preassigned number
of delegate leaders, who were chosen
on the basis of their performance at
last year's Conference. The idea be-
hind this concept is for these seminar
and workshop leaders to share their
experience and knowledge. The ad-
vance preparation of these delegates
will serve to enhance the discussions
within each seminar and workshop
group.

On Thursday, the delegates will
vote the new Conference President,
Vice President, Secretary and Na-
tional Achievers Association officers.

The popular JA Bowl, new to the
Conference last year, will be repeated
this year. The Achiever panelists will
be facing each other to answer JA
and business related questions in a
manner similar to the College Bowl
that used to be played on television.
The JA Bowl will take place at the
Wednesday morning general session.

Delegates will have the opportu-
nity to hear several interesting
speakers during the week. On Mon-
day evening Van Sauter, vice presi-
dent and general manager of KNXT-
TV, Los Angeles, California, and this
year's recipient of the JA Distin-
guished Graduate Award, will ad-
dress the Conference.

On Wednesday, the $10,000
Junior Achievement Entrepreneur
Award will be presented. In past
years, the name of the winner of this
award has been released in advance,
but this year the recipient's name is
being kept secret until the presenta-
tion is actually made.

The featured speaker on Thursday
morning will be James W. Devant,
chairman and chief executive officer,

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

Buzzing with enthusiasm, the NAJAC swarm arrives.

Junior Achievement crosses borders

By Joseph J. Francomano
Executive Vice President,
Junior Achievement Inc.

Empresas Juveniles, Fundacion
Desarrollo, Jeune Entreprises,
Desarrollo Empresarial, Young En-
terprise — these are some of the
names you would have to look for if
you wanted to find the local Junior
Achievement headquarters in
France, Colombia, Mexico, Domini-
can Republic, Canada or England.
This is not to mention such other out-
standing places as Hong Kong,
Trinidad or the Republic of the
Philippines.

The JA feeling is spreading out to
different parts of the world as rapid-
ly as visiting businessmen from other
countries learn about JA, exchange
students in the U.S.A. who have been
Achievers return to their homes, or
JA grads, advisers and supporters
go abroad to work in other countries
for affiliates of their U.S.A. firms.

The JA experience has been suc-
cessfully exported to over a dozen
foreign countries with some excel-
lent results.

The first of our ventures abroad
was in Canada where, in the early
days of our growth, programs were
started in several key Canadian cities
as part of the United States program.

From the middle '50's to 1967-68, this
situation existed with JA growing
across Canada from Montreal in the
east to Vancouver in the west. In
1967-68 our Canadian friends or-
ganized their own national move-
ment, which today enjoys the status
of being the second largest JA coun-
try in the world with almost 8,000
Achievers in some 54 communities
across the country. What's really ex-
citing is that our Canadian Achievers
have a 1981 goal of reaching 12,000
Achievers and 600 JA companies.

After the northern adventure, JA
headed south and found roots in
Mexico City where the program was
established in the late '50's and
founded the name of Empresas
Juveniles, which was later used in
many of the other Spanish-speaking
countries.

Then came England and the name
Young Enterprise when JA was es-
tablished in, 1961. These were the
early pioneer countries of JA's global
expansion, and we are happy to re-
port that the movement abroad is
doing well with new inquiries coming
in on a regular basis from countries
on all continents.

JA, like Coca-Cola, is pretty much
the same wherever you find it. In
the Philippines they are making can-
dles, place mats, and silk screened
t-shirts and calling themselves
D'Best — Executive Thinkers —
Avant Garde and Gimmick Makers,
just like their counterparts in Toledo
or Columbus, Georgia. They are
keeping pretty much the same kinds
of records, having the same problems
with sales, and the same fun and ex-
erience that makes JA the great
program we all know.

If you are planning to go abroad,
and want to look in on JA overseas,
get in touch. Maybe we can arrange
for you to visit Jeune Enterprise or
Empresas Juveniles, and add another
dimension to your trip.

Joe Francomano
Vice Chairman, JA International

President greets Achievers

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 35th National Junior Achievers Conference. This year's Conference theme, "JA Measures Up To The Future," is the motto all of you live by. Whether in your Junior Achievement activities, your school-work, your sports activities, or whatever endeavors you undertake, you "measure up". 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 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

Conf. officers say "Hello NAJACers!"

Welcome to Bloomington! Today is the first day of the best week of your life; and that should even hold true for those of you who are returning delegates. The exciting part about NAJAC is that you will be so much a part of its success. Throughout this coming week, you will find the energy level of the conference surpassed only by the emotional level, and the whole experience almost indescribable. The schedules are designed to offer you tremendous opportunity, but the time is yours.

On hand will be almost 3,000 of Junior Achievement's most outstanding Achievers, as well as enthusiastic visitors and staff who have come to contribute and participate. I'm sure many of you fear getting lost in the crowd - . . . However, you are lucky if you do. Where else can you discover a Texan learning the Hula; or how about some surfer boys and girls tasting their first spoonful of grits? The idea is to have as much fun as you can, while learning and participating as much as possible.

To offer you a lot of what to expect would not do NAJAC justice. Imagination can't capture the reality of NAJAC "magic." It's like the feeling you had when you found out you were coming to NAJAC. It's everywhere. It's at group discussions, seminars and workshops, contests, elections, discos, dances; The President's Ball, B.I.E. day, general sessions and . . . free time.

As you begin this week we would like to leave you with one thought: We know that you have certain expectations and tremendous enthusiasm - if you come wanting to give as much as you expect to receive, and you communicate your enthusiasm, this week will be everything you've hoped for.

Seminar information provided

If it is indicated on your pink card that you are to attend a three-day seminar while at NAJAC, then please sign up for the one of your choice between 3 and 8 p.m. today, Sunday. Sign-up tables are located in the Briscoe "A" lobby, outside the Program Office. To help you choose your seminar, check the descriptions below.

COMMUNICATIONS - How important is communications in today's business world? This seminar will deal with the role of both internal and external communication in business organizations. It will include a brief introduction to public relations and will discuss the reasons communications skills are important.

OPERATING A JA COMPANY - Why are some JA companies successful while others are failures? Learn the secrets that could help your company to be a winner.

RECRUITING - Help recruit other high school students by developing new and exciting presentations that could be used by your area. This seminar will involve the participants in role playing and case studies.

SERVICE COMPANIES - Learn the details of operating a successful JA service company. All forms of service companies will be discussed.

This seminar will include a visit to a local firm involved in a service-related field.

SELLING - New sales techniques can increase your success as a salesperson. This seminar will introduce you to new selling techniques and help review the basics.

BROADCASTING - Explore the activities of JA companies involved in broadcasting by taking part in this exciting seminar. Learn what it takes to be a broadcast journalist. If your area has a broadcasting company then this seminar is a must for you.

STARTING YOUR OWN BUSINESS - Begin to plan your future now by taking part in this seminar. You can learn to apply your experiences in JA to start your own business in the future.

STOCK MARKET/INVESTMENTS - An investigation of the broad range of investment opportunities: how the market works, who should invest, and how they should do it.

BUSINESS AND GOVERNMENT - What are the complexities facing business and government decision-makers? How does one learn to accept the challenge of making these decisions and accepting the possibilities of failure? This seminar will discuss these and other related questions.

MONEY AND BANKING - The money and banking seminar will cover a brief history of banking and its services. Achievers will also be given the opportunity to better understand the concept of credit and how it affects our economy. These objectives will be obtained with audio-visual aids and simulation exercises.

CONSUMERISM - Are you now or will you ever be a victim of the marketplace? This seminar will use guest participation and Achiever experience to explore the various aspects of consumerism and the role of business, government and consumers in everyday activities. It also will look at mail order fraud and advertising.

APPLYING FOR A JOB - Looking for a job? If you aren't now, you will be in the future. This seminar explores the job-hunting process, discusses what employers are looking for, and teaches the composition of a job resume.

MARKETPLACE - Do you understand how the market mechanism works? This seminar will consist of translating economic principles into a series of transactions.

EXECUTIVE WOMAN - How has the woman's role in business organizations changed over the years? What are the business opportunities for women in today's job market? These questions will be explored in this thought-provoking seminar.

MARKETING - How does the marketing function of today's business affect our lifestyle? Learn the techniques businesses use to create a need for their products. This seminar will enable you to view actual marketing techniques first-hand.

FREE ENTERPRISE - Learn to compare our economic system to its counterparts in other countries. This seminar will broaden your perspective on economics and the American lifestyle.

MOCK TRIAL - If courtroom procedures interest you, then your participation in this seminar is a must. After reviewing common courtroom practice you will actually take part in a mock trial procedure.

ENGINEERING IN BUSINESS - Learn how engineering affects product design. This seminar will introduce the participants to basic engineering theory.
Memories of the 1976 Olympics returned when the Grand Rapids Achievers Association had its annual Olympic Day — medals and all. Many of these activities were reported or suggested at the NAA Seminar which was conducted at Region IV's JAMCO, December 27-30. Cincinnati held its conference, CINJAC, at the same time.

Finally, the Central Region recognized the Achievers in Jackson and Detroit who are making strong efforts to start Associations in both areas.

The Central Region has had a very enthusiastic and successful year, which will surely be reflected during NAJAC.

The Chicago JAMCO, held December 28-30, was led by Conference Co-chairmen Jill Johnson of St. Paul, and Tony Walton of Chicago. One tradition that was kept was the presentation of the Gavel Award to the most spirited and involved delegate in each of three separate categories. The winners in Chicago were St. Paul; Quad Cities, Iowa; and Albert Lea, Minnesota.

The sectional conference in Kansas City was held December 28-30. The Conference Director was Mike Wilson, executive director of the Kansas City JA program, and the Assistant Director was Scott Riddle, JA executive director in Des Moines, Iowa. Gavel Awards were presented to the St. Louis, Wichita and Springfield, Missouri delegations.

January 14 and 15 were the dates for JAMCO in Indianapolis, headed by Conference Co-Chairmen Bert Bateman of Danville, Illinois and Dave Dedman of Evansville, Indiana. The Gavel Award winners at this JAMCO were Evansville, Indiana; Danville, Illinois; and Bloomington, Indiana.

The NAJAC Regional Coordinators for this year were: Tim Potts, Richmond, Indiana; Jill Johnson, Hudson, Wisconsin; Minnette Bumpus, Kansas City, Missouri and Bert Bateman, Danville, Illinois.

The sectional conferences that were held in the southern region include the following: SUNJAC in Jacksonville, Florida; CAJAMCO, the Carolina Management Conference; and the Atlanta Conference. Feedback concerning these conferences has been good — apparently everyone has had a good time.

SUNJAC had an excellent conference with approximately 300 Achievers attending. According to Regional Coordinator Tim Bush, "It was a super good conference." Special speakers included Harris Rimley and Mayor Hans Tanzler. The conference was coordinated by Regional Coordinator Kelly Corrigan.

Fort Lauderdale really has some good activities going on, including what they call "Get It Together February." During the month of February, an AA meeting or activity was planned for each weekend. A dance was held, a volleyball league was formed, and the whole group of Achievers participated in the walk-a-thon for muscular dystrophy. A car wash was also held, bringing in $200. They also prepared 800 Easter baskets that sold for $5 each.

Regional Coordinators for the region this year have been Kelly Corrigan, Jacksonville, Florida; Tim Bush, Margate, Florida; and Troy Templeton, Miami, Florida.

The copy, editing, typing, layout and design of Achiever Expression are contributed by Achiever delegates to the 35th National Junior Achievers Conference.

Achiever Expression, now this year, means the means through which NAJAC delegates can communicate their news and views to the Conference community. Members of the public relations committee will use the back page of The Achiever newspaper to relate the dynamic experiences of fellow NAJAC delegates through original stories, puzzles and cartoons.

All delegates can submit notices of birthdays, reunions, meetings, ideas, contests, records, sports events, etc. by filling out Tip Sheets which can be found near the cafeteria waiting lines. The paper comes out at lunch every day, and the deadline is noon for the next day's paper. Example: Tip Sheets submitted at noon on Monday will appear in Tuesday's paper.

All items will be considered for publication, and Achiever Expression is always looking for new ideas, so keep those Tip Sheets rolling in! All Tip Sheets should be submitted to the Public Relations office in Briscoe "A" Lounge.

Members of the Public Relations Committee are required to stop by the Public Relations office in Briscoe "A" Lounge as soon as possible after arrival Sunday.

Sunday Menu

12:00-1:15
McNutt Only
Sell Tickets
Chix Rice Soup
Barb-B-Q Pork Buns or 2 oz. Fish Wedge
Bu. W.K. Cnd. Corn
Peach Sli.
Molasses or Sugar Cookies or Fresh Plums
Asst. Bever.
5/15
9:00-5:30
Full House
Gr. Steak or Tuna Sal./LL
Ranch Style Potatoes
Bu. Froz. Peas
Cant. Ring-W-Melon & H'Drew Cubes/LL/Ft. Dr. or Leett. Wedge
Zebra Pudding or P.A. Chunks
Asst. Bever. H.M. Rolls-B

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Ye Olde Bulletin Board

OFFICES

Conference Office  Briscoe "C"
Contest Office    Briscoe "B"
Visitors Desk     Briscoe "A"
Departure Plans   Travel Desk
& Travel Info     Briscoe "C"

First Aid            Harper, Main Lounge
Main Office         Briscoe "C"
Elections Office    McNutt, Upstairs Lounge
Lost and Found      Dorm Info Desk
Souvenir Shop       McNutt, Lower Lobby

MEETINGS

Event
House Committee
Elections Committee
Public Relations Committee
Welcome Committee
Product Fair Committee
Talent Committee
Dance Committee
Disco Committee
Sports Committee

Time
Sunday, 7:30 p.m.
Sunday, 6:30 p.m.
Monday, 4 p.m.
Monday, 4 p.m.
Sunday, 6:30 p.m.
Monday, 10 a.m.
Monday, 4 p.m.
Sunday, 5 p.m.
Monday, 4 p.m.
Sunday, 8 p.m.
Sunday, 7 p.m.
Sunday, 12 & 5 p.m.
Sunday, 8, 10, & 11:30 a.m.
4:30 p.m.
Sunday, 6 p.m.
Daily, 10 a.m. (T, W, TH)
Daily, 10 a.m. (T, W, TH)
Daily, 10 a.m. (T, W, TH)
Daily, 4 p.m. (M, T, W)

Place
Auditorium
McNutt, Upstairs Lounge
Briscoe "A" Lounge
Coke Tent
Briscoe "C" Rec Room
Briscoe "C" Rec Room
Briscoe "C" Rec Room
McNutt Flame Room
Coke Tent

Auditorium
Fine Arts Auditorium, Rm. 015
McNutt, Flame Room
St. Paul's Catholic Center,
1413 E. 17th St. (just cast of the pool)
Fine Arts, Rm. 015
Psychology, Rm. 100
Fine Arts, Rm. 005
Woodburn, Rm. 101
Woodburn, Rm. 100

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
$2.15. 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 1979 Conference. Orientation meetings will be held in the
Auditorium at 4:15 p.m. Monday, Tuesday, Wednesday and
Thursday for those interested in applying.

Where to Register
For Contests: Registration for individual and company contests is Sunday,
10 a.m. to 8 p.m. Register in the contest office in Briscoe "B" Lounge. Con-
testants will receive instructions for their specific contests when they register.
For Elections: All candidates must register before 8 p.m. Sunday. Registra-
tion 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. Infor-
mation about auditions will be distributed at registration.
For Product Fair: Exhibitors register products Monday, 4-6 p.m. in the
contest office in Briscoe "B" Lounge.
For Seminars: If you have been pre-assigned to your seminar, please re-
ister at the Coke Tent 10 a.m.-6 p.m. Sunday. Anyone not yet registered for a
seminar and wanting to participate in one should register at this time, too.
For J.A. Bowl: All participants must register before 6:00 p.m. on Sunday in the
contest office in Briscoe "B" Lounge.