

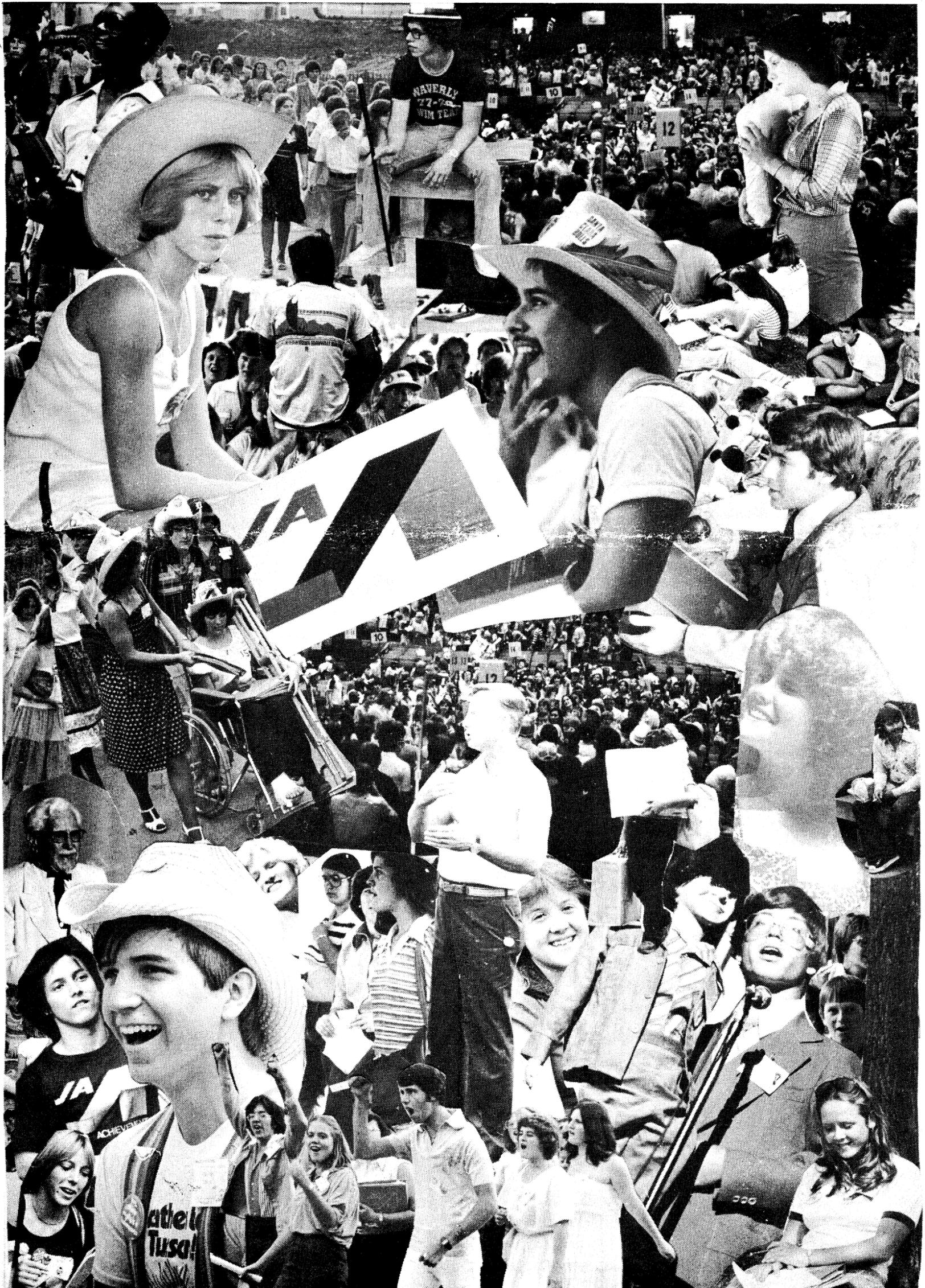


The Achiever



News of the 35th National Junior Achievers Conference

Friday, August 11, 1978



1978

NAJAC

MEASURED

UP

Life is austere

Iowan debates Finnish business

Germany, Sweden, France, Switzerland and Finland bring to mind images of castles and knights, monasteries and abbeys, culture and tradition. We always seem to say that one year I'll go. One year I will ferry down the Rhein, ski down the Matterhorn, or simply get out of the tourist centers and live with the people. That is exactly what Bill Land-

schulz, an Achiever from Dubuque, Iowa did. He got away from the hustle and the bustle of the urbanized centers and lived among the locals. Bill, a first year Achiever in the Dubuque program just recently graduated from high school. He joined Junior Achievement when he returned home from his one-year living experience in Finland.

Bill went to Finland at the urgings of his parents, who felt that it would be good for him to meet his grandparents and to discover his Finnish background. He was in Finland during 1976-1977.

The major handicap that Bill encountered was the fact that he did not speak Finnish. "When I was young my mother would speak to me in Finnish . . . I was able to understand the language but I had trouble speaking it." The beginning of the year was especially difficult in school. Bill's grandparents spoke only Finnish so he eventually overcame his communication problems by being placed in a totally non-English speaking environment. "I initially felt like an outsider looking in," commented Bill, "but after the first few months I began to fit into the community."

The Finnish lifestyle, according to Bill, leaves young people out of the

social life. "Academics are very important in Finland, and the life is more austere," said Bill. "Young people usually got together in groups and went to either a park or a cafe."

A typical Achiever, Bill gave his impressions of the Finnish business system. "The communist and socialist influences makes the business community really political . . . once you are set in a business you are in your own class," explained Bill. Bill also noted that the social democrats are the largest political party in Finland. "The communist group is strong, but divided. It is divided into two groups — the Stalinists, who are the minority, and the Euro-communists, who are the majority. This division is really an aid to Finnish business."

"Government influence is strong and subsidies are large in the business sector," added Bill. "Taxes are also prohibitive."

'78 Best Sales contest won by Ind. Achiever Randy Dedman

Many delegates may not realize it, but there is one national contest not conducted here at NAJAC each year. That contest is the National Best Salesman Contest.

Randy Dedman, a delegate from Evansville, Indiana, was the winner of the contest this year which was conducted in New Orleans in May. He was also a finalist in the 1977 contest that was held in Dallas.

Dedman was president of his JA company which sold a pencil holder that was made from the tension spring of a swivel chair. The spring was brass plated and fastened on a walnut mount.

The product sold for \$3 and Dedman accounted for \$750 of his company's \$1550 in sales. He commented that it was a hard product to sell because it did not have a practical application. Such things as the attractiveness of the product and its durability had to be stressed in the sales presentation.

In the first round of the National Best Sales contest the 10 contestants,

two from each of the five regions in JA, had to sell both their own product and a commercial product to a panel of judges. The commercial product was a Windmere Hair Dryer and was actually sold in a department store in New Orleans.

The field was cut to four for the finals. Each of the finalists again had to sell both a commercial product and their own product. A new twist was added in the sale of their own product: that sale was made before the 3000 delegates to the National Association of Electrical Distributors Convention.

In response to what advice he could give to new and unsure sales personnel Dedman said that you should try to make sales exciting, have fun, be organized and above all have complete pride in your product.

The official results of the contest were: first place, Dedman; second place, Randy Flower, Toledo, Ohio; third place, Nancy Miller, Portland, Oregon; and fourth place, Patti Jacobsen, Jacksonville, Florida.



Dubuque, Iowa Achiever Bill Landschulz discusses his trip to Finland and the differences he saw in their business sector.

NAA resolutions passed

1. Whereas the smooth transition of leadership is of great concern to the NAA,
Be it resolved that the present NAA officers meet with the officers-elect on the Thursday afternoon of elections.
2. And whereas the Program Committee is intended to improve the Conference for everyone,
Be it resolved that a method be devised for additional input by other delegates.
3. And whereas greater Delegate participation is desired at NAJAC,
Be it resolved that all discussion topics and pertinent materials be included at the distribution of the NAJAC Souvenir Binder.
4. And whereas banking companies are a growing part of the JA Program,
Be it resolved that JA Bankers be recognized (in some form) in National Contest at NAJAC.
5. And whereas Conference Officers have learned a great deal by doing while in office,
Be it resolved that this knowledge be imparted on the members of the interviewing panels used in the validations procedure.
6. And whereas the discussion topics are used as a source of challenging stimulation,
Be it resolved that the discussion topics be written so as to require a greater amount of thinking.
Be it further resolved that these discussion topics include more current events.
7. Whereas Indiana University's campus is so large, and easy to get lost in,
Be it resolved that a slide presentation of the campus be incorporated into the delegate orientation session.
8. Whereas NAJAC is a busy Conference and therefore meals become very important,
Be it resolved that no contestant either in elections or contests should miss a meal due to interviews or tests.
9. Whereas NAJAC is a business learning experience for Achievers,
Be it resolved that a letter be sent to businesspeople inviting them to attend NAJAC throughout the week and to participate in the group discussions, and be it resolved that this letter be signed by the Achievers.
10. Whereas the credentials of a candidate are more important than the area from where he/she is from,
Be it resolved that the area not be given after the candidate's name.
11. Whereas workshops are an essential part of this conference,
Be it resolved that more space be allotted for popular workshops, and that popularity be decided on by looking back to the year before.
12. Whereas due to fluctuating costs of campaign materials,
Be it resolved that the staff should analyze costs and then set the campaign material budget.
13. Whereas the current NAJAC elections system is lacking in some areas,
Be it resolved that these weaknesses be strengthened by:
 - 1) Having 4 Conference officers, elected by all the delegates.
 - 2) Having 4 NAA Officers elected by the NAA Council. These 4 NAA officers will have to be validated by the elections committee.
 - 3) The 4 NAA officers will have "special status".
 - 4) Each candidate must run for a particular office.
14. Whereas the smooth transition of NAA officer teams is essential for the continued excellence of the NAA and that transition is only possible if the NAA Chairman is familiar with the NAA,
Be it resolved that the validated candidates for NAA Chairman must fulfill the following criteria:
 - 1) He/She must have a local Achievers Association.
 - 2) He/She must be affiliated with the NAA for at least one (1) year.
 - 3) He/She must have held an office and/or been on the executive committee of his/her local Association.
15. Whereas NAJAC 1978 has been the greatest conference yet, and whereas Mr. Allen Kirtley has recently been appointed as Conference Director, and thus responsible for this fantastic happening,
Be it resolved that the delegates of this the 35th National Junior Achievers Conference extend their whole-hearted thanks.
16. Whereas valuable resources are not being utilized due to the graduation of Achievers,
Be it resolved that areas should be made aware of the possible usage of graduates to aid in the betterment of Junior Achievement.
17. Whereas Mr. Hugh B. Sweeny, during his numerous years as Conference Director, contributed much to the National Achievers Association,
Be it resolved that Mr. Sweeny be admitted as an honorary member of the National Achievers Association.

Fire and water mix for Wilkens

A solar pool cover company and a fire works stand are two thriving businesses owned and operated by 18-year-old Tim Wilkens, an Achiever from San Jose, Ca.

"I've always enjoyed making things and selling them," said Wilkens. "Now, on a good day, I am earning about \$50 an hour putting all my business background into running my two newest companies."

Wilken's major business, Tim Wilkens Enterprises, manufactures and sells solar pool covers. The covers float on the surface of the pool, keeping out leaves and debris. In the summer, the insulated cover keeps the water temperature at 85 to 90 degrees.

"With gas prices so high in California and since the San Jose area has so many pools, there was a large demand for this product," explained Wilkens. "The market was new and uncompetitive too."

Wilkens came across the idea of a pool cover company when his dad bought one for their family pool.

"I added a unique feature to the

cover," said the free-enterprising Achiever. "I attached a roll-up bar that allows for easy removal of the cover."

Tim Wilkens Enterprises, which is located in a vacant 3400-square-foot JA center, employs 11 people. There are four salesmen, two installers and five seamers.

"I used to be involved in sales and production. Now I just coordinate the business activities," said Wilkens, explaining his role in the company.

The nearly two-year-old manufacturing company's owner "tracked down" the first customers by approaching people who had applied for city pool building permits. The covers now are sold primarily because of referrals from previous customers.

An average cover will cost \$50 to \$100 and a cover for a uniquely designed pool may be \$200. The company sometimes sells as many as three a day.

"I've seen just about every kind of pool. One we did recently had semi-circles all around the sides and

waterfalls running into it," described Wilkens. "We charge a lot for doing covers for these pools."

Pool covers are not Wilkens' only means of support. He is also the owner of Tim's Discount Fireworks.

"Because of contacts I made through JA, I got a real good deal on the fireworks, so I got a permit and opened the business," said Wilkens.

Presently, the teenage owner operates one stand, but hopes to have three by next year. The average stand nets \$2,500 annually. Wilkens' stand netted \$3,000.

"One fourth of July I hired my brother to dress up like Uncle Sam to get the stand more business," remembered Wilkens. "By the end of the day we were completely sold out."

This fall Wilkens will enter San Jose State College, where he will pay for his tuition with his company's profits. He plans to major in business administration and pre-law. Later Wilkens hopes to be in corporate management.

THE ACHIEVER

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Business engineers demanded

"There are two kinds of people in this world — those who are engineers and those who wish they were."

With this comment, the importance of engineering in business was emphasized by none other than visitor Lou Ross, executive vice president of the Ford Motor Company. Ross was visiting the new three-day Engineering in Business seminar at NAJAC.

The brainchild of graduate Achiever William (Duff) Robinson, the seminar was created to inform Achievers of opportunities in engineering and the relationship between engineering and business.

The following company products placed in the annual NAJAC Product Fair competition.

First prize, \$250; second, \$100; third, fourth and fifth, \$50.

1st — GEODESIC REDWOOD PLANT HANGER, Aric Wilmuder, Santa Clara, CA

2nd — LAMINATED OAK CARVING BOARD, Mardy Davis, Union County, NJ

3rd — SUPER SLICER, Frank Moscow, Portland, OR

4th — I-BLOCK GAME, Aaron Liesch, Cedar Rapids, IA

5th — BREAD BOX, Jeannette Oliver, Bay Area, CA

"High school students interested in engineering don't have anyone to talk with," explained Robinson, now entering his fourth year of study in engineering. "They don't know that engineers are in high demand. At South Dakota School of Mines and Technology, where I attended my first two years, every senior mechanical engineering student had a job in February of his graduation year."

"The average starting salary for an engineer is \$18,000 per year — not bad for someone just finishing four or five years of college," Robinson continued.

Robinson spent considerable time

exploring the ways engineering can be used in business. Many of the B, I & E Day visitors to the seminar were examples of persons who started in engineering and ended up in management.

"Someone who has a technical engineering background and moves into management can better communicate with other engineers working under him," explained graduate Achiever William Crumley, who recently completed his Masters degree in Engineering and who is helping with the seminar.

Engineering background is also essential for those selling certain

complex products. Duff knows this first-hand, as he is currently selling boilers for the Kewanee Boiler Corporation in Sioux Falls, S.D. "The better you know your product, the easier it is to sell it. Your expertise instills confidence in the buyer," Duff explained.

Crumley, who wants to work for an engineering consulting firm, added, "An engineer can have the greatest plan in the world, but if he can't explain it to the company board of directors or the city planner, he'll never get it off the ground."

For this reason, the seminar visitors recommended that those interested in engineering take speech courses and sharpen their communication skills.

The opportunities in engineering are endless. Duff is specializing in mechanical engineering — the design of cars and other machines. Crumley is a civil engineer and works with buildings, highways and bridges. He is qualified to practice sub-surface engineering, which involves testing soil content and determining the best kind of foundation that should be built upon it.

"There are a number of other areas Achievers can explore," continued Robinson. A chemical engineer might develop a new kind of plastic or drug. In medicine, engineers have developed artificial ankles with nearly the same mobility as human limbs. Metallurgical engineers are constantly designing new metal combinations. There are electrical engineers and engineers in new fields such as solar energy.

"You could say that engineers are always looking for ways to make things easier, concluded Crumley. "Just about every home convenience item was someone's brainchild at one time or another."



Taking notes on a product at the 1978 Product Fair.

Winners of JA national

Outstanding Young Businessman NFIBTM

Sponsored and judged by the National Federation of Independent Business. Entry is limited to top finalists in each of the other individual contests.

For each winner there is a minimum increment to whatever other award is won, to bring the total to at least the minimum shown. There are three places, each consisting of: first, \$750-\$1,500; second, \$500-\$750; third, \$250-\$500.

- 1st — David Sturgeon, 18, Louisville, KY
2nd — Kendrick Kam, 18, Honolulu, HI
3rd — Robert Rosenbloom, 18, Los Angeles, CA

Outstanding Young Businesswoman

Sponsored and judged by the National Federation of Independent Business. Entry is limited to top finalists in each of the other individual contests.

For each winner there is a minimum increment to whatever other award is won, to bring the total to at least the minimum shown. There are three places, each consisting of: first, \$750-\$1,500; second, \$500-\$750; third, \$250-\$500.

- 1st — Dianne Jenkins, 18, Dubuque, IA
2nd — Jill Johnson, 18, St. Paul, MN
3rd — Melissa Wheeler, 18, Columbus, OH

President



Sponsored and judged by the Young President's Organization.

First prize, \$1,500; second, \$500; third, \$250; fourth, fifth and sixth, \$100 each.

- 1st — Robert Rosenblum, 18, Grant High School, Los Angeles, CA
2nd — Kendrick Kam, 18, Punahou High School, Honolulu, HI
3rd — Jill Johnson, 18, Hudson High School, St. Paul, MN
Finalists — Clayton Reed, 16, Northeast High School, St. Petersburg, FL; Stanley Kaminski, 18, Mt. Carmel High School, San Diego, CA; David Sturgeon, 18, Bishop David High School, Louisville, KY

Corporate Secretary



Sponsored and judged by the American Society of Corporate Secretaries, Inc.

First prize, \$750; second, \$400; third, \$200; fourth, \$100; fifth \$50.

- 1st — Theresa Hord, 18, South Vigo High School, Terre Haute, IN
2nd — Sue Vergo, 18, Our Lady of Mercy High School, Rochester, NY
3rd — Patricia Zillian, 16, Bishop D. J. O'Connell High School, Washington, D.C.
Finalists — Melissa Wheeler, 18, Upper Arlington High School, Columbus, Ohio; David Polston, 16, St. Xavier High School, Louisville, KY

Treasurer



Sponsored and judged by the National Association of Accountants.

First prize, \$750; second, \$400; third, \$200; fourth, \$100; fifth, \$50.

- 1st — David Esmail, 18, Richardson High School, Dallas, TX
2nd — Paul Smith, 18, Morthrup High School, Fort Wayne, IN
3rd — Susan Hautzinger, 17, Wissahickon High School, Philadelphia, PA
Finalists — Glenn Kishiyama, 17, Irvington High School, San Francisco, CA; James Vincent, 17, Apollo High School, Owensboro, NY

Manufacturing Company of the Year



Sponsored and judged by the National Association of Electrical Distributors (NAED).

First prize, \$250 to each of three representatives of winning company and a \$25 savings bond to each additional member provided by the NAED; second, \$100 to each of three representatives; third, \$75, fourth and fifth, \$50 to each of three representatives provided by Amoco Foundation.

- 1st — X-10-TION; Susan Schmickley; Kim Larsen, 17; Scott Larsen, 18 Ft. Wayne, IN
2nd — DIGI-TECH ENTERPRISES; Donald Jackson Jr., 17; Joseph Bocker III, 15; Lynn Garry; St. Petersburg, FL
3rd — M*A*S*H; Kenneth Nalale, 18; William Lonett, 18; Pamela Baughman, 17; Pittsburgh, PA
Finalists — SYMMEX; Kathleen Troidle, 16; Julie Schmidt, 15; Michael Brown, 18; Rochester, NY; ENLITEMENT; Michael Schram, 17; Sue Brown, 16; Edward Kenn, 18; Ft. Wayne, IN

Banking Company of the Year

AMERICA'S BANKERS



Sponsored and judged by the American Bankers Association.

First prize, \$750 to representatives of winning company plus \$50 savings bond to each additional member; second, \$400; third, \$200; fourth and fifth, \$100.

- 1st — UNITED COIN AND PAPER ASSOCIATION, Martha Matrone, 18, Battle Creek, MI
2nd — UNITED ACHIEVER'S BANK, Steven Riggan, 18, Richmond, VA
3rd — SWISS TRUST AND SAVINGS, Peter Reinert, 17, Dubuque, IA
Finalists — JABCO, Daniel Wong, 17, Tucson, AZ; MONEY CHANGERS, Lisa Dimitry, Jackson, MS

Service Company of the Year

The following companies placed in the Service Company of the Year competition.

- 1st — WMJA, Rick Williams, 17; Diane Goyette, 17; Nancy Anderson, 17, Springfield, MA
2nd — ACHIEVERS IN RADIO (AIR), Carol Baulos, 16; Janet Baulos, 18; Tim Haworth, 16, Decatur, IL
3rd — STARSHIP ENTERPRISES, Lester Turner, 18; Mayme Richie, 17; Carolyn Kalil, 17, Nashville, TN
Finalists — E.F.S. ENTERPRISES, Del Kurpanek, 17; David Ford, 16; Mark Jackson, 18, San Jose, CA; STARCOMM WILD, Mike Ambargly, 17; Laura Barnhard, 18; Julie Fredricks, 16, Toledo, OH

1 contests announced

Purchasing Manager



Sponsored and judged by The National Association of Purchasing Management.

First prize, \$500; second, \$150; third, \$75; fourth and fifth, \$50 each.

- 1st — John Tipton, 16, Atherton High School, Louisville, KY
- 2nd — Mike Proctor, 17, Cottonwood High School, Salt Lake City, UT
- 3rd — Gigi Graser, 17, Garfield High School, Akron, OH
- Finalists — Denise Renton, 17, Costa Mesa High School, Los Angeles, CA; Mike Gravelle, 16, East Grand Rapids High School, Grand Rapids, MI

Quality Control



Sponsored and judged by the American Society for Quality Control.

First prize, \$250; second, \$100; third, \$75; fourth and fifth, \$50.

- 1st — Larry Stubbs, 16, Dixie Hollins High School, St. Petersburg, FL
- 2nd — Eric Martin, 16, St. Anthony Village High School, Minneapolis, MN
- 3rd — William Ray, 18, Edgewater High School, Orlando, FL
- Finalists — Kimberly Kraft, 16, Stow High School, Akron, OH; Robert Coughlin, 17, Anderson High School, Cincinnati, OH

Public Speaking



Judges from Toastmasters International, awards from Robert Toblee.

First prize, \$500; second, \$150; third, \$75; fourth and fifth, \$50 each.

- 1st — Jill Sopko, 17, Aurora High School, Akron, OH
- 2nd — Kelly Corrigan, 18, Bishop Kenny High School, Jacksonville, FL
- 3rd — Michael Ladner, 18, Orlando, FL
- Finalists — Mark Kimbell, 17, Glendale High School, Kansas City, MO; Kevin Huston, 16, Kalamazoo High School, Kalamazoo, MI

Marketing Executive



Sponsored and judged by Sales and Marketing Executives International.

First prize, \$1,000; second, \$250; third, fourth, fifth, \$50 each.

- 1st — Theresa Talbot, 15, Frederick Douglas High School, Washington, D.C.
- 2nd — James Witcher, Richardson High School, Dallas, TX
- 3rd — Thomas Munteer, 16, Albany High School, Albany, NY
- Finalists — Robert Fye, 17, Cedar Rapids, IA; Donald Baker, 16, Palmetto High School, Miami, FL

Safety Director



Sponsored and judged by the American Society of Safety Engineers.

First prize, \$500; second, \$150; third, \$75; fourth and fifth, \$50.

- 1st — Mark Tiedt, 18, Northbrook High School, Houston, TX
- 2nd — Cynthia Wilbrandt, 16, Dundee Community High School, Chicago, IL
- 3rd — John Schwartz, 17, Metairie Park Country Day, New Orleans, LA
- Finalists — Lisa Hopkins, 16, Howland High School, Warren, OH; Susan Davis, 18, Angela Merici High School, Louisville, KY

Production Executive



Sponsored and judged by the American Institute of Industrial Engineers, Inc.

First prize, \$750; second, \$400; third, \$200; fourth, \$100; fifth, \$50.

- 1st — Jeanne Huffman, 18, Westerville North High School, Columbus, OH
- 2nd — Andrew Knap, 17, Charleston Catholic High School, Charleston, WV
- 3rd — Charles Beadles, 17, Schlarman High School, Danville, IL
- Finalists — David Robblee, 18, Randolph High School, Boston, MA; Kevin Van Horn, 15, Bingham High School, Salt Lake City, UT

Personnel Executive



Sponsored and judged by the American Society for Personnel Administration.

First prize, \$500; second, \$150; third, \$75; fourth and fifth, \$50 each.

- 1st — Paulette Dolin, 17, Van Nuys High School, Los Angeles, CA
- 2nd — Shari Freedman, 18, Edgewater High School, Orlando, FL
- 3rd — David Bunch, 17, Lee High School, Washington, D.C.
- Finalists — Dianne Jenkins, 18, Hempstead High School, Dubuque, IA; Alan Hippleheuser, 16, North Virgo High School, Terre Haute, IN



The Achiever photographer Mel Root creates the illusion of a saxophone quartet. In actuality it is only a multiple exposure of John Easley, second place winner in Wednesday's Talent Show.

As years go by

NAJAC contest wins linger

You are standing on the stage of the I.U. auditorium . . . They've announced the third and second place finishers in your contest . . . and neither one was you. Does this mean you're fourth? Fifth??

Or, just maybe, a Junior Achievement national contest winner.

Being the winner of a national JA competition has many short-term rewards; the scholarship from the organization sponsoring the contest, the 'thrill of victory' like the one talked about by a weekend sports show, the pride of being, literally, the best at your JA duties — and the recognition of that fact by Junior Achievement and your peers.

What, however, are the long-term effects of winning one of Junior Achievement's national competitions?

Cheryl Holland, 1976's Production Executive of the Year, got to meet the governor of her home state of South Carolina. The Bryn Mawr junior finds the longest lasting effect of winning a contest to be an increase of confidence in her abilities. It was a combination of that new confidence and drive that made her a winner and brought about that gubernatorial handshake.

Agustin Garza feels that despite his 1975 success as NAJAC's Safety Director of the Year, today he's "no exception to anyone else here at the Conference, because everyone has the ability to excell." The Public Relations office staffer agreed with Cheryl Holland and several other former contest winners, that increased self-confidence is the major long-term effect of winning a national title. "It was a goal," Garza explained, "and I'd accomplished it. Now I know what success feels like and I know that I can reach success again thanks to JA."

The editor of this issue of *The Achiever* also stood on that I.U. stage in 1975. Mark Atkinson wound up three years as a NAJAC delegate by being named the Outstanding Young Businessman.

Atkinson credits his victory for

his current job and credits the award money he received for his start in college. Unlike some former winners of national competition, Atkinson did not find the publicity of his victory and its effects transitory. "It's pleasant to be able to call the mayor by his first name," he explained. More beneficial to his future perhaps, are the first name relationships Atkinson enjoys, and credits his NAJAC exploits for, with the business executives of his home of Middletown, Ohio. One member of the Junior Achievement National Board whom Atkinson met at the Conference resulted in his making contacts which eventually led to his employment with Armco, Inc. Atkinson expects to progress from his current position as office technician. "I know there's a future for me at Armco," he explained, "because of my experiences at NAJAC."

The other Outstanding Young Businessperson of the 1975 Conference was Roberta "Bert" Schoen. Since that Friday three years ago Bert Schoen has served on two White House committees, appeared with David Hartmann on ABC-TV's "Good Morning America" program and worked with both the Small Business Administration and the General Accounting Office.

"It'll be very difficult for me to be unemotional Friday morning," Schoen said. "I'm not sure if it's because of what Friday morning at NAJAC is, or because of the things that happened to me that Friday morning in 1975."

One major effect of being 1975's Outstanding Young Businesswoman was a great deal of travel for Bert Schoen. The time spent on the road with the *Reader's Digest* Speakers Corps had a subsidiary effect of its own. Schoen believes some of the people she has met have helped her greatly. "One example," according to Schoen, "is Royal Little (former chairman of Textron, Inc. and creator of the JA Entrepreneur Award). I've learned a lot from speaking with him." As with many other winners

from past NAJACs, Schoen finds her self-confidence, particularly in the area of public speaking and the training of speakers, increased by her conference experience.

Not every winner of a national JA contest has won his award at NAJAC. Mark Mysliwicz claimed his championship not in Bloomington, but in Milwaukee. Mysliwicz was JA's National Sales Contest winner in 1973 and placed second in the 1974 Public Speaking competition at NAJAC.

Mysliwicz found the big difference between the NAJAC experience and the National Sales Contest to be in the intensity of the NAJAC week. "At Milwaukee I could focus all my energy on one contest, but NAJAC was much more gruelling. It all happens at once," Mysliwicz explained. "While the time span between selection as a local sales contest winner and the Milwaukee competition among regional winners was measured in months, everything at the Conference was packed into one week."

Like the other winners Mysliwicz also noted an increase of confidence, particularly in his sales ability, to be the result of a national JA victory. "Selling isn't just hustling somebody: it's fulfilling somebody's needs. It's an art."

And, perhaps, there is an art to becoming a national contest winner at NAJAC. Perhaps it means hard work and sacrifice as expressed by former winners such as 1977's Secretary of the Year Marge Szczecinski and perhaps even a dose of luck. One seemingly safe prediction, however, is that the Junior Achievement winners of 1978 and the 35th National Junior Achievers Conference will find their lives changed in ways experienced by previous contest winners, and in previously unexperienced ways caused by their own work and preparation to hear the person behind the microphone say to the crowded auditorium that first place goes to . . .

★ ELECTIONS ★

The results of the 1978 elections were announced at Thursday afternoon's meeting. The Conference president for 1979 will be Seth Eisenberg from Washington, D.C. Shawn O'Hara will be the new Conference vice president. She is from Salt Lake City. Next year's Conference secretary will be Paulette Dolin from Los Angeles. A Chicago Achiever, Wayne Young, is the new NAA chairman. The NAA vice chairman will be Jose' Pratts from Los Angeles, Bill Ramage from New Orleans will be NAA Program Committee chairman. Mary Sullivan will be the Association Development chairperson. She is from Syracuse, New York. The 1979 NAA secretary will be Kimberly Ann Manicho.

New Orleans is NBLC sight

NEW ORLEANS — The week of April 4-6, 1979 is going to be a very hectic and most important week for Junior Achievement, *Fortune* magazine and New Orleans.

New Orleans is the site for Junior Achievement's National Business Leadership Conference. Almost 2,000 business leaders throughout the United States will attend a variety of activities at the Marriot Hotel in New Orleans. Clifford C. Garvin, chairman of the board of the Exxon Corporation will serve as general chairman.

Throughout the Conference, Junior Achievement area board presidents will be recognized and there will be a mini-trade fair, panel discussions and the Junior Achievement Hall of Fame Banquet.

JA National Chairman Frank T. Cary, chairman, IBM Corporation, will serve as program chairman for the Conference.

"Junior Achievement of Southeastern Louisiana is looking forward to being the host for the National Business Leadership Conference," said Chuck Ashman, executive director.



Mark Archey from Ashland, Ky. introduces Rudy to the audience at Wednesday night's Talent Show.

Achiever Expression

NOT GOOD-BYE, 'TIL THEN

NAJAC '78 will soon be gone, but the memories will linger forever. All of us have sad feelings about leaving. For some this is their last chance to attend as a delegate. To those who have "experienced" NAJAC it seems only right that they pass along some of the knowledge they have gained. Here are some bequests for the delegates of NAJAC '79 from the graduates of '78.

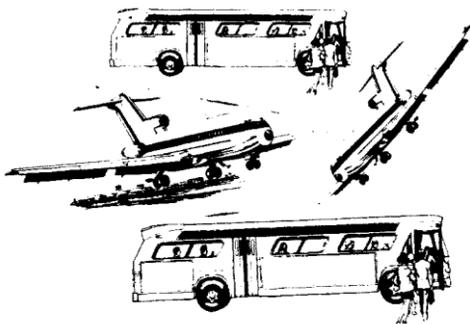
We, the NAJAC'ers of 19-78, being of almost sound mind and exhausted body, do hereby bequeath the following:

1. PINK FINKS !!! (need we say more)
 2. CURFEWS
 3. ALL THE COKES (Burp!!)
 4. SORE FEET (resulting from too much "jam" at the disco)
 5. CINCI'S CHEERING
 6. TURTLES, STARS, ORANGES, TEDDY BEARS, BRICKS, CAMELS, GIRAFFES AND ALL THE OTHER "FRIENDLY" CLUBS AND INITIATIONS.
 7. SHOWER LINES, CAFETERIA LINES, AUDITORIUM LINES
- These are things we can leave, but there are more things that we hope to keep forever. Friends are one thing we hope never to forget and hopefully all friendships made at NAJAC will continue through the years.

ACHIEVER EXPRESSION
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HAVE A SAFE TRIP BACK AND
ALWAYS REMEMBER THE WAY
TO NAJAC

***** CRAZY COSTUMES *****

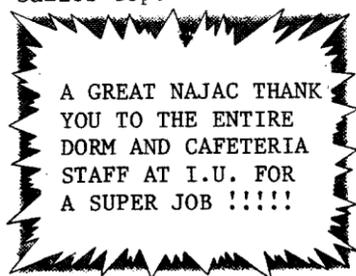
Cheers, identical T-shirts and symbolic buttons are just some of the things a NAJAC delegate uses to show that his city is the best. The 1978 delegations are motivated toward making a name for themselves.

A few of the Utah reps wear what is called a "whoowee hat", a small, blue beanie, similar to that of the Brownies. Attached to this is a little red propeller which spins wildly with the slightest breeze.

From the depths of Ohio come the Akron delegates who "can be very friendly". They're mad at Kentucky because they "do it better".

Danville T-shirts say, "do it 3 nights a week". "Get together in Flint" because "Iowa Achievers have the fever."

If you're a Popeye fan, see the Seattle delegation. They sport white sailor hats topping a red, white, and blue dress or a white sailor top.



There are thirteen large bodies of water which are commonly and correctly titled "seas." Can you locate them in this word search?

M	B	A	T	N	G	B	C	I	T	L	A	B
R	E	K	W	N	R	A	M	C	V	M	J	S
K	R	D	H	O	J	L	P	A	D	Y	A	O
F	I	A	I	R	B	T	B	R	L	W	P	U
X	N	E	J	T	S	I	C	I	Q	L	A	T
I	G	N	L	H	E	C	G	B	E	E	N	H
O	K	H	O	E	R	R	O	B	I	E	I	C
O	K	H	O	T	S	K	R	E	P	D	H	H
H	Q	T	I	D	U	B	H	A	A	T	C	I
Y	E	L	L	O	W	S	U	N	N	O	T	N
B	L	A	C	K	O	C	Z	C	Z	E	S	A
G	X	V	A	F	Z	F	M	K	R	Y	A	Q
R	E	D	A	N	D	A	M	A	N	J	E	N

OH, SAY, CAN YOU SEA?

PUZZLE COURTESY OF TERRY WILSON

Answers: South China, Caribbean, Mediterranean, Bering, Okhotsk, Japan, East China, Andaman, Black, Red, North, Baltic, Yellow.

SOOPER DOOPER PINK FINK 1978

1st place - Lisa Wieggers
Group # 10

A counselor who is more bubbly than champagne, more sparkling than burgundy and has a voice which is so hoarse it makes any Cincy delegate jealous - such is ours. She makes the old woman who lived in a shoe look like an irresponsible parent. Ours cares - enough

to be sure we have at least 2 minutes before lights out to shower, change, etc. Without such thoughtfulness we would be lost.

1st place - Kevin Jordan
Group #10

Living with a group of guys for a week is like living in a bowl of granola; those who are not fruit and nuts are flakes. Let me tell you, our pink fink is one of the flakiest nuts I've ever met.

I'm not saying our fink is totally out of his mind, but singing several verses of "Rubber Duckie You're the One" at breakfast is not my definition of being all there.

I personally don't think I'm going to be able to wake up to the sound of an alarm clock ever again unless my clock says, "OK you rookies, roll out. You gonna sleep the day away?!"

Our fink is a friend, comrade, and brother.

The runners-up were:
Meg Conniff, Group 11 and
Shawn Poole, Group 40.

INFORMATION

Happy Birthday Elaine Dukes from Renee Steele!!

Group 29 is going to donate their "Ted E. Bear" to a childrens' hospital at the close of NAJAC. The "wild n' crazy" people at NAJAC request flying carpets for NAJAC '79.

McNutt group 1 defeated Foster group 22 (and Tigger too)two games Wednesday in volleyball 15-9 & 15-2.

Please place all cigarette packs in the box near Briscoe "C" info desk. The empty packs will be used for a kidney machine.

Linda Josten and Kim Hobart from the least known state delegation, Sioux Falls, S. Dakota want to be recognized. They say that even though they are small they are still important. Linda & Kim have also started a committee called "The Smiling Sweet and Sensitive Committee" contact them for rules and regulations.

Unit "E" created an unsupported circle utilizing 267 people. Let's try for a larger one. The current record is held by over 3000 people.

Dwayne L. Gordon from Richmond "picked up" 110 girls while roaming around Thursday. Before you get the wrong idea, he did this

by physically lifting the girls off the ground for a short period of time.

Group 8 proved that they're "crazy 8's" by replying to the turtle question with the bare facts in a surprisingly revealing way.....

Happy birthday to Thomas Murphy of Dallas, Texas.

Birthday greetings to all Delegates having birthdays between now and NAJAC '79.

Group 3, 1977 has reported a super reunion with a turnout of 25% members returning. A total of 14.

Have you seen a turtle on the loose lately? "Toby Turtle" member of group 55 has been making the rounds at NAJAC '78. This miraculous terrapin has been kissed petted and otherwise greeted by most of the conference attendees including Colonel H. Saunders.

Dianne Frizzle wishes Baltimores' Don Walters a belated happy birthday!

A delegate from Pittsburgh would like to announce the NAJAC kissing record of 15 minutes. The scene was Wednesday. He and a party who wishes to remain anonymous lasted from 1:05 to 1:20 on the front porch of McNutt. (they said it would have lasted longer but the interlude was broken up by a pinko.)

