The Achiever
News of the 37th National Junior Achievers Conference
Wednesday, August 20, 1980

Speed and knowledge seen in JA Bowl

Because of the overwhelming response, the JA Bowl has become a permanent part of NAJAC's agenda this year. Previously, the JA Bowl has been run on an experimental basis. This year the competition is sponsored for the first time by Gino's, Rustler Steak House, a large Mid-Atlantic restaurant chain. The 90 entrants in the contest will compete for trophies and prize money.

George Larkens, public relations director of Gino's, Inc. in Baltimore believes that the program calls well-deserved attention to the Junior Achievers.

"Gino's is in support of furthering these Achievers' awareness of the free enterprise system. And this is one way to stimulate the general knowledge of our youth."

Founded in Baltimore, Gino's, Inc. is now in its 24th year of operation with over 350 Gino's restaurants from North Carolina to New Jersey. By executing a franchise agreement with Kentucky Fried Chicken Corporation in 1962, Gino's was allowed marketing rights throughout the East Coast. The Rustler Steak House chain was later acquired through a franchise agreement with Kentucky Fried Chicken Corporation in 1962.

Gino's, Inc. later pioneered the organization of Junior Achievement.

Officer attends NBLC

by Craig Canfield

Where can you find the nation's most successful and influential business people gathered each year? National Business Leadership Conference! This year, on April 10th, the plush Bonaventure Hotel in Los Angeles was the scene of just such a gathering. The day-long JA-sponsored event included discussions, receptions, a luncheon and a Junior Achievement Trade Fair. The 1980 Laureates were inducted into the National Business Hall of Fame at an impressive banquet that evening.

Each year Junior Achievement asks the board of editors of FORTUNE magazine to select new members for the National Business Hall of Fame. A stipulation made by the board is that an inductee may no longer occupy the post in which their contribution to business was made.

It seems that in America, we are quick to heap praise and recognition of (continued to page 3)

Business leaders visit Conf. for B, I & E Day

Approximately 400 Business, Industry and Education leaders from throughout the United States arrived at the Indiana University Campus today to participate in the Business, Industry and Education Day. Members of the National JA Board of Directors, corporate executives, educators and media personnel are participating in the days activities with selected Achievers acting as their guides.

Among the distinguished visitors are Royal Little, National Business Hall of Fame Laureate; David T. Kearns, president and chief operating officer of Xerox Corporation and chairman of the National JA Board; Mrs. Tina Santi Flaherty, corporate vice president, Colgate-Palmolive Company; L.M. Cook executive vice president, Atlantic Richfield Company; R.P. Straetz, chairman, Textor Inc.; and Martin D. Walker, president, Automotive Operations and executive vice president, Rockwell International, and a member of the Detroit JA Board.

Marvin L. Butts, senior vice president, Administration and Planning and B, I & E Day Coordinator, said of B, I & E Day "this is an opportunity for businesses to actually meet and exchange experiences with Achievers on a common 'ground' which results in a better understanding of the business world and helps to solidify that understanding."

This morning the B, I & E Day participants attended the General Session, and will, throughout the day, be participating in regular NAJAC activities, such as the group discussions on the lawns. During the course of the day business leaders and Achievers will discuss areas of mutual concern openly and freely with an eye to, possibly, making changes for the betterment of all.

The day's activities will be highlighted with a dinner and reception at Alumni Hall, where Marion Kessler, chairman of the board of Kessler-Bodenheimer Inc., a New Orleans based insurance company, will receive the 9th annual Pioneer Award.

Kessler, a prominent civic leader, is one of the group of business leaders who pioneered the organization of Junior Achievement in New Orleans in 1955. He was elected the first president of the New Orleans JA board and is celebrating his 25th year as an active member of that board.

Following the dinner, B, I & E Day participants will be invited to attend the Talent Show, which will include a JA hymn written by an El Salvadorian Achiever.

Business, Industry and Education Day was originally called "Fly-In Day" because business leaders would be flown into the Conference by JA to acquaint them with NAJAC's purpose. This was later changed to B, I & E Day because many of the visitors drive to the Conference rather than fly.
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A four step approach works

How to make selling easy

The following is the first in a series of articles to be presented on selling.

You have a problem. It is the beginning of November and your JA company has been working hard for the last few weeks. You have so many products stocked in inventory that the door on the storage closet at the center is getting hard to close. You ask your advisers, what to do? They reply “sell!” You ask, “How do we sell?”

The key to becoming a successful salesperson, as an Achiever, is in understanding that selling must be reduced to a procedure. In this case, procedure is a step by step method of producing a desired result. Selling is a step by step method of making a sale. If an Achiever salesperson could identify the steps that make up the sales procedure, he could plan his sale.

In making any type of sale of any type of product/service there are four new elements in the sales procedure: 1) pre-call planning 2) presentation 3) answering objections 4) closing the sale. If you have never sold anything in your life, these steps, your chances of success are drastically reduced.

The four step planning step ties the other elements together. In this step, you, together with your JA company’s marketing executive and the rest of the company, analyze your market and your product. Who is your market? What are the characteristics of the people in that market? Where and when can they be reached? Remember that in order to be a prospective buyer a person must have a need for your product, have the ability to pay, and be accessible to the salesperson.

What is your product? Why should someone buy it? What are the benefits of buying it? What kinds of disadvantages might the prospect see in the product? At this point, make a list of all the possible objections that might be raised by a prospective buyer. Decide how you are going to overcome these objections.

You should map out the “route” you want to take. What should I say during the presentation? Should I have a sample product with me? Can I anticipate any questions or objections?

J A Company Goes Nuts

is Junior Achievement a nuts and bolts operation? One JA company in Midland, TX is, and proud of it.

NUTCO, sponsored by The First (Achievers) Alumni Association, is that company, and Augustin Garza jr., president of the alumni group and executive adviser says, “Coming up with a new product idea isn’t easy, but when you founded the association, we knew we needed a new idea as well.”

The advisors spent a summer of research before Garza, who works in a bolt store, was struck with the idea of making chess figures from nuts and bolts. He took the figures he had designed to the first company meeting, and received unanimous approval from the 16 company members. Achievers being Achievers, however, they soon were experimenting with Augustin’s designs until they developed one that lent itself to smoother and faster production.

Even so, making the chess game was a painstaking process. Each board must be cut, sanded, painted and packaged along with 32 individually crafted and painted chess pieces.

“Why would a new company risk it with a new idea?” asks Augustin. “I think it was because the Achievers knew their advisers had been Achievers themselves and that first sales call.

I.U. campus provides the perfect setting for this group discussion.

L.E. campus provides the perfect setting for this group discussion.

New York...A Wall Street Journal-Gallup Survey reported that chief executives of the 1,500 largest U.S. corporations typically work 60-70 hours a week, travel 6-10 days a month, and cut back on family vacations in order to make the move to success in business. Most top executives have relocated six or more times.

(THE survey was based on interviews with 106 executives.)
They saw things not for what this a public timeT'. "A" is man~pr~grams and It's very difficult to several executives from our nation's and scientists. Rarely do we opportunity to express our views and makes known their achievements. athletes, discussions with past and present women who have shaped our free a 1980 Laureate. (Crawford took aerospace industry.) Crawford said, diversified giant in the aviation and We Achievers were involved in many factions of our nation and five panel featuring leaders from diverse JA executive vice president. a dazzling audio-visual display, and Charlton Heston's presentation made this celebration of Business' short of spectacular. Walt Disney created a dazzling audio-visual display, and Charlton Heston's presentation made this celebration of Business' triumphs and the people behind them truly outstanding.

The 1980 Business Hall of Fame Laureates were: George Westinghouse (Westinghouse Electric Corp.); Robert Justus Kleberg Sr. (King Ranch); Charles C. Spaulding (North Carolina Mutual Life Insurance Company); Joseph C. Wilson (Xerox Corp.); DeWitt and Lila Wallace (Reader's Digest); William A. Patterson (United Airlines); Frederick C. Crawford (TRW); William M. Batten (J.C. Penney). As David K. Ears, chairman of the JA National Board of Directors said of the members of the Hall of Fame, "They saw things not for what they are, but for what they might be. Their achievements are a compelling reminder that the wealth of this nation is in our minds and hearts... and that's a renewable resource."
Candidates for nation-wide Achievers Conference

SUSAN REDMAN
Conference President
Age: 18
School: University of Kentucky
JA area: Louisville
JA activities: Region Two JA Management Conference Conference President; 1979-80; NAA Region Two Coordinator; 1979-80; Kentuckian achievers Association Vice President; Kentuckian JA Conference Vice President; Dale Carnegie, 1979 Speakers Corps of Kentuckians
School activities: Senior class vice president; Boys' State and Boys' National Diet; Student Council; school newspaper editor; speech; National Honor Society; golf, track, Math Leagues; senior play; cheer; Spanish Club; Latin Club
Other activities: American Cancer Society Fund Raising Drive; Kentucky Mental Health Foundation Fund Raising Drive; Church Youth Group Advisory Board
Awards: Special Human Relations Award and Impromptu Speaking Champion; 1978 National Purchasing Director of the Year; 1979 National Semi-finalist President of the Year; 1980 Kentuckian's Outstanding Young Businessman Runner-up; Senior Achievement Scholarship; NAAJAC and JAMCO delegate; three years; KAJAC delegate; $300 Club; Progressive Awards; 100% Attendance
"The real success of this conference will be measured by what you take back to your areas. If the spirit and enthusiasm generated by NAAJAC die when the final session closes, NAAJAC has been a failure. The planning of NAAJAC '81 is the same way. Each of you has a responsibility to let your conference officers know what you liked and disliked about NAAJAC '80. Only when all 1,000 delegates express their feelings about NAAJAC will it reach its full potential. As NAAJAC president, I promise to apply dedicated persistence to combine your ideas, comments, and suggestions and to turn them into realities."

JOHN TIPTON
Conference Vice President
Age: 17
School: Norton High School
JA area: Milwaukee
JA activities: NAAJAC; JAMCO; leadership Training Seminar; Dale Carnegie; Trade Fair Chairman; Speaker-FUB; Speaker-BJAAC; Speaker-Fair Rally, recruiting
School activities: Yearbook Business Editor; National Honor Society, forensics; French Club; soccer
Other activities: Nicole Magic Revue-Muscular Dystrophy Foundation
Awards: 100% Attendance; all Progressives; $1,000 Sales Club; area Vice president of Marketing of the Year 1980; Dale Carnegie Scholarship; College Scholarship; Area Outstanding Male Achiever
"I have been deeply involved in Junior Achievement for three years. Before you will agree, I record indicates that I possess the qualities necessary for this position. They include dedication, enthusiasm, and a commitment to hard work. My achievements include being chairman of the world's largest JA trade fair, being chosen as the Area Outstanding Male Achiever of the Year and being selected as Area V.P. of Marketing of the Year. Together we will make 1981 the banner year for Junior Achievement."

Dan Eder
Conference Vice President
Age: 17
School: Niagra Falls High School
JA area: Dubuque, Iowa
JA activities: Toastmaster's President
School activities: Toastmaster's President
Other activities: Dale Carnegie Course; President of Dubuque Achievers Association; Regional Coordinator
Awards: Best Salesman, Officer of the Year, Outstanding Young Businessman
"Meeting the challenge of the coming Junior Achievement year will require a definite plan of action. I believe the following steps comprise such a plan."

"An 'Achiever Input Page' in the Achiever magazine will bring the ideas and contributions from the entire spectrum of JA programs which previous officer teams employed would be continually developed and expanded to maintain continuity; finally, Achievers everywhere must make a commitment to JA and to its program. As the "top" Achievers, NAAJAC delegates must lead the movement."

"Let's work together to meet the challenge."

Willium Herp
Conference Vice President
Age: 17
School: Bishop David High School
JA area: Louisville
JA activities: NAAJAC '78; KAJAC '78; JAMCO '79; Vice President KAJAC '80; CINJAC '75
School activities: National Honor Society; Student Council President; varsity soccer
Other activities: Church Youth Group; retreat leader; grade school ruler
Awards: Vice President of Marketing of the Year; Treasurer of the Year
"As Vice President of NAAJAC '81, it would be my main goal to serve and act on the behalf of the delegates to NAJAC.

HEATHER KARIN HALFACRE
KATHY HARRIS
ANNE OKREPKE

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NAA Chairman

School: Elizabethtown High School

Age: 18

Other activities: ROJAC Secretary; chairman of Western Connecticut Correspondence Committee; Speakers Corps; WESCONN JAC Secretary; Achievers Association

Heather Karin Haffacre

Conference Secretary

School: Elizabethtown High School

JA area: Louisville

JA activities: JAMCO, NAJAC

School activities: Honor Roll; Pep Club; French Club; band

Other activities: Achievers Association Vice President; Speakers Corps

Awards: Progressive Awards

"Communication is what NAJAC should be built on. Your input as delegates can make the difference in what the Conference can contain, it is designed for you to strengthen yourself and the JA program. As interested delegates and responsible officers we should utilize all communication resources. We have superb delegates, staff and ideas - we need communications to tie them together, to provide a NAJAC that contains what the delegates want and need to be successful Achievers and to have a successful program."

Kathy Harris

Conference Secretary

School: Iowa State University

JA area: Chicago

JA activities: NAJAC '79, ALCO, CAJAC, JAMCO

School activities: Class Council; Student Union; tennis; National Honor Society; French Club

Other activities: Presidential Classroom; League of Women Voters

Awards: Progressive Awards; $300 Sales Club; Achiever of the Year

"NAJAC is a dynamic rewarding experience which offers many opportunities for growth and accomplishment. To continue "Meeting the Challenge" we need dedicated, competent and enthusiastic leadership. I believe that I possess these qualities necessary to represent our interests and continue making NAJAC a meaningful experience."

Anne Oskopie

Conference Secretary

School: St. Joseph High School

JA area: Bridgeport, CT

JA activities: ROJAC Secretary; chairman of Western Connecticut Correspondence Committee; Speakers Corps; WESCONN JAC Secretary; Achievers Association

School activities: 1st Place National Spanish Exam; Century III Leadership Winter; Quill and Scroll Scholarship; Trumbull Exchange Club Youth of the Year; DAR Award; First Slovak Wreath of Free Eagle Scholarship; Listed "Outstanding America"

Other activities: Church Youth Council; Jerry Lewis Muscular Dystrophy Telethon Committee

Awards: Dale Carnegie Scholarship; Rotary Club JA Award; all Progressive Awards; Public Speaking Contest; Finalist National Secretary of the Year.

"If given the honor and privilege to serve at the 1981 National Conference, Secretary, and a representative of Achievers nationwide, I would work to the best of my ability to not only act as an effective sounding board for Achievers, but to achieve the objective of maintaining strength of communication within Junior Achievement; to expand our communication with other youth organizations extensively and participation in the community to improve public awareness of JA. To meet this challenge successfully requires a utilization of the qualities of determination, perseverance and most importantly, a sincere enthusiasm - gained in my service as a local and regional Conference officer."

William Sawyers

School: Skyline High School

JA area: Grants Pass Lake, UT

JA activities: COJAC '78-'80; Speakers Corps; President; Salt Lake Chamber of Commerce; NAJAC '79-'80; NAA Council '79; Dale Carnegie; Toastmasters; Advisers Council-Achiever Representative; Presidents-WACCO 90

School activities: Vice President National Honor Society; National Merit Finalist; Who's Who; M.U.N. Delegation Chairman; NAJAC's Exchange Officer; FBLA-State Representative; Mr. FBLA; Boy Scouts Senior

Other activities: DECA-National Content Finalist; Free Enterprise Project; Boys State- State Officer; Explorers-President; Eagle Scout; Patrol Leader; Exchange Clubs-Youth of the Year

Awards: Best Annual Report, 100%; Attendance 2 years; Executive Award; Presidents Scholarship; National Forensic League-Second Place State Legislative Forum; Century III Leadership; America's Outstanding Names and Faces; Exchange Clubs; Arthur Anderson Scholarship

"As NAA Chairman, I would strive to strengthen the National Achievers Association and its role in Junior Achievement. I believe that NAA has recently made great strides in becoming a more efficient organization by streamlining the flow of information from individual Achievers Associations to NAA offices. I will work to continue this trend. The National Achievers Association can be beneficial to every Achiever in the nation, and can be instrumental in making NAJAC even better in the future. The NAA has the potential to be this kind of organization, and I would like the opportunity to help make it such."

Donald Schieman, Jr.

NAA Chairman

School: Ballarmine College

JA area: Louisville

JA activities: Future Unlimited Banquet speaker; Achievers Association President; KEACAC; Speaker's Corp

School activities: National Honor Society; German Club; Student Activity Council; National Merit Commended Scholar

Other activities: Senior Achievement Award; Senior Achievement Scholarship, Company of the Year; 100% Attender; $500 Sales Club; Outstanding Leadership Award; President of the Year.

"I am running for the office of NAA Chairman in order to be the most service to the Achievers across the nation. I believe that my experience as an Achievers Association officer will let me understand the problems of the Associations and their officers. Also my experience as a local Conference officer and National Achievers Association Representative will allow me to be an able administrator. I will work to help the National Achievers Association be as beneficial and helpful as possible to the people that matter—the Achievers that benefit from their local Achievers Association."

Roger A. Sobek

NAA Chairman

School: Boyertown High School

JA area: Reading, PA

JA activities: NAJAC, Penn JAC; MAJAC; President-Elect Area Achievers Association; President MAJAC; NAA representative

School activities: Executive Council; Student Council; Traffic Safety Council; State Advisory Board Student Forum Representative; Presidential Classroom for Youth Americans; National Honor Society; soccer; OYBM; Dale Carnegie Scholarship; Progressive Awards

"The NAA Chairman is responsible for leading the NAA to be the voice of the Achievers, and to be an integral part of the officer team. I am running for the office of NAA Chairman. I know that through my JA and school activities and experiences, I can be the type of officer that you demand. One who demonstrates leadership skills, communicates effectively and answers to the Achiever's needs and opinions. If you were a more effective NAA, vote Roger Sobek at the polls Thursday for NAA Chairman."
Contest Semifinalists

PRESIDENT OF THE YEAR
Patrick Connelly, Sioux Falls, SD; Grady Daniel, Richmond, VA; Kent C. Diamond, San Jose, CA; Luke J. Fannon, IV, Bridgeport, CT; Michael Guarneri, Stamford, CT; Ralph Johnson, Grand Rapids, MI; Ed Letourneau, Topeka, KS; Michael Levy, New York City, NY; Scott Moore, Denver, CO; Ann Reed, Santa Rosa, CA; Paul Savary, Dubuque, IA; William R. Sawyers, Salt Lake City, UT; Clyde Skeyen, Mobile, AL; Murry Stegelmann, Elkhart, IN; Colin Stevenson, Fort Worth, TX; John Martin Tipton, Louisville, KY; Brian Wichman, Cedar Rapids, IA

SECRETARY OF THE YEAR
Deborah DePue, Chicago, IL; Susan K. Feldman, Santa Clara, CA; Scott W. Friestad, Des Moines, IA; Donna M. Fiegel, Syracuse, NY; Melissa S. Goodham, Tulsa, OK; Theresa R. Hartlage, Louisville, KY; Karen M. Hill, Orlando, FL; Lyle M. Ishida, Honolulu, HI; Rola Linda Johnson, Louisville, KY; Scott Reimer, Minneapolis, MN; Nathaniel Kersjes, Grand Rapids, MI

SAFETY DIRECTOR OF THE YEAR
Lori Essig, Canton, OH; Lenora Fester, Los Angeles, CA; Barbara Hale, Denver, TX; Benito Juvara, Colorado Springs, CO; James Kersjes, Grand Rapids, MI; Mark Krueger, Louisville, KY; Stephen Lipp, Ft. Wayne, IN; Scott Reimer, Minneapolis, MN; Brian Sanders, Evansville, IN; Ellen West, Orlando, FL

BANKING CO. OF THE YEAR
Bank of Prosperity, Waterloo, IA; Achievers National Bank & Trust, Denver, CO; JA Financial Company, Charleston, WV; Atlanta Bank of Achievers, Atlanta, GA

SERVICE CO. OF THE YEAR
Pioneer Advertising & Production, Salt Lake City, UT; A.I.R. Achievers (In Radio), Des Moines, IA; Tri-Century Productions, Nashville, TN; The Commonwealth Press, Richmond, VA; Jenison Accident & Casualty, Grand Rapids, MI

VICE PRESIDENT OF MARKETING
Maria Elena Alonso, New Orleans, LA; Tom Avery, Birmingham, AL; Kathy Bindels, Allentown, PA; Wendell Bouwman, Sioux Falls, SD; Jimmy Carter, Ft. Lauderdale, FL; Bob Clemens, Akron, OH; Elizabeth Corcoran, Bridgeport, CT; Kevin Driscoll, Orlando, FL; Daniel Eder, Milwaukee, WI; Norman Friedman, Dallas, TX; Barb Feeler, Denver, CO; Paul A. Funk, Rockford, IL; Kathy Harris, Chicago, IL; Carol Her, Honolulu, HI; Rusty Holt, Roanoke, VA; Matthew Kears, Ashtabula, OH; Elizabeth Kiesler, Louisville, KY; Theo Monroe, Lexington, KY; Susan K. Schmuckley, Cedar Rapids, IA; Davis Taylor, III, Los Angeles, CA; David Turk, Des Moines, IA; Donna Wahlen, Kingsport, TN

VICE PRESIDENT OF MANUFACTURING
Ben Cohen, Tulsa, OK; David Collom, San Diego, CA; Craig Conti, Lexington, KY; Margaret Dougherty, Rockford, IL; John C. Finn, Cincinnati, OH; Joe Gunther, Omaha, NE; James Gutting, Flint, MI; Allison Hansen, Miami, FL; Chip Hardt, Indianapolis, IN; Diana Held, San Francisco, CA; David Lees, Wilmington, DE; Michael Levine, Los Angeles, CA; Todd Lue, San Francisco, CA; Patrick McGough, Tampa, FL; Hilliard Oubre, New Orleans, LA; Laura Palombi, Orlando, FL; Bryan Rossmann, Pittsburgh, PA; Daniel Small, Johnston, PA; Kimberly Stevens, Milwaukee, WI; Jon Topp, Grand Rapids, MI; Rhonda Wright, Muncie, IN

TREASURER OF THE YEAR
Wanda Back, Cincinnati, OH; Douglas Bearwood, St. Paul, MN; James Brewer, Jr., Chicago, IL; Rosemarie Emanuele, Bridgeport, CT; William Hepp, Louisville, KY; Anna Ho, San Francisco, CA; Timothy Johnson, Detroit, MI; Mary Sue, Santa Clara, CA; Jon King, Richmond, VA; Kenneth Mertzel, Los Angeles, CA; Keith Miller, Cedar Rapids, IA; Brenda Lee Mills, Washington, D.C.; Mike Procious, Columbus, OH; Michele Remillard, Toledo, OH; David Salama, Milwaukee, WI; Valerie Silver, Tucson, AZ; Daniel Sklar, Shreveport, LA; Robert Tepedino, New York, NY; Jill Tradeau, Toledo, OH; John Warner, Akron, OH; Morgan Williamson, Lexington, KY

VICE PRESIDENT OF PERSONNEL
Heidi Bair, Lancaster, PA; Ruth Barr, San Jose, CA; Robert Bazzarelli, Cleveland, OH; Scott Blum, Atlanta, GA; Rebecca Brawley, Pittsburgh, PA; Michelle Foster, Elkhart, IN; Heather Halliance, Louisville, KY; Douglas Hileman, Toledo, OH; Teresa Jensen, Lincoln, NE; Corliss Knowles, Orlando, FL; Christine Linden, Milwaukee, WI; Kathy McGinn, San Francisco, CA; Janet Mennecke, Baltimore, MD; John Morrill, Portland, ME; Laura Perracchio, New York, NY; David Reed, Decatur, AL; Patty Stutz, Akron, OH; David Sumrall, Colorado Springs, CO; Steven Wheatman, Miami, FL

QUALITY CONTROL OF THE YEAR
Michael Boucher, St. Paul, MN; Max Domaschko, Charleston, WV; Renée Hall, Columbus, OH; Suzanne Iott, Madison, MI; Kathleen Johnson, Orlando, FL; Stephen Makk, Louisville, KY; Doug Miller, Pittsburgh, PA; Roger Schwartz, Battle Creek, MI; Pamela Taylor, Flint, MI; Deb Tiesenga, Grand Rapids, MI

PURCHASING MANAGER OF THE YEAR
Kurt Albrecht, Santa Clara, CA; Keith Anderson, Minneapolis, MN; Chante Cade, New York, NY; Marianne Connelly, Boston, MA; David Erickson, Orlando, FL; Gregory Gentrich, Indianapolis, IN; Todd Hall, Louisville, KY; Terry Lancaster, Akron, OH; Roman Mica, Chicago, IL; Maureen Nash, Baltimore, MD; David Raffo, Detroit, MI; Kevin Robertson, Atlanta, GA; Debra Waltz, Chicago, IL; Maryanne Netleton, St. Paul, MN

BEST SALES PERSON
Richard Borrelli, Elkhart, IN; Roger Brooks, Minneapolis, MN; Stephen Bass, Los Angeles, CA; Ingemar Conlin, PA; Adrienne Darris, Atlanta, GA; Audra Erickson, Portland, OR; Kevin Hansel, Muncie, IN; Jeffery Hansen, Dubuque, IA; Lynda Keeley, Denver, CO; Dennis Ladd, Kansas City, MO; Lance Laverne, Baton Rouge, LA; Marianne McInerney, Stamford, CT; Scott Myers, Akron, OH; Mark Ogletree, Augusta, GA; William Petersen, Buffalo, NY; Donna Schwab, Decatur, IL; Steven Silverstein, Allentown, PA; Roger Sobek, Reading, PA; Bruce Terrill, Waterbury, CT; David Wattel, Chicago, IL

"What do you mean I'm out!"

Things go better with Coca Cola at NAJAC.
FRANCOMANO: 44 YEARS . . .

KEEPING JA FLYING HIGH

A man whose career with Junior Achievement got off

ground over 44 years ago, Joseph J. Francomano left a

formal position as National Executive Vice President 1
t year. At NAJAC '74 he helped tether the Forbes magazin

hot air balloon. Francomano is personally responsible f
chartering more than fifty JA cities during his tenure, an

as an Achiever in 1930s, he created the first coeducation
JA company.

That JA feeling!

If you have ever been a delegate to

NAJAC, you owe a lot to Joseph J.

Francomano. He helped make NAJAC

happen.

And if you came from Detroit,

Denver, Seattle, Spokane, San

Francisco, New Orleans or over 45

other cities in the United States, you

owe him even more. He helped your

entire JA program to happen.

Joseph J. Francomano, national

executive vice president of Junior

Achievement, retired this year after

more than 44 years of dedicated service to

Junior Achievement. His greatest

reward?

"My greatest satisfaction came from

organizing JA in more than 50 cities in

the United States and more than 12

foreign countries," Francomano

smiled. "When I see those delegations at

NAJAC, I can say I had a part in

bringing those delegations here."

Francomano can be proud of much

more. He has been involved with every

NAJAC since the first Conference

during the late 1930's. He's been

Conference chairman for at least 25

years, although he is not quite sure

when the title became official.

He's watched NAJAC grow from a

Conference of only 17 delegates

representing 10 areas, with just one staff

member and several Board members in

attendance. That Conference had only

one group—and discussions centered on

JA itself.

As the program expanded

to the United States after WW II, the delegate numbers increased.

Contests, the first of which was public

speaking, proved successful. Grad

Achievers were brought back as staff

members. This allowed a proliferation of new programs and options such as

workshops, seminars, talent night

centered on JA itself.

We couldn't do these things without Grad staff," continued

Francomano. "We simply do not have enough professional staff to go around.

Professional staff here at NAJAC

probably represents only one percent of the
delegate numbers.

Francomano was named as contest

chairman, chairman of guest relations,

and liaison for B, I & E Day. He helped

start B, I & E Day to attract business people and community leaders to the

Conference. But perhaps his most

famous contribution to JA was the

creation of that renowned JA song--"I've got that JA feeling up in my

head, up in my head, up in my head!"

If you have a fine tenor voice,

Francomano, a cheerful, easy-going

gentleman who obviously loved his

work, always remembers the good

times. Like the time a delegation from

Texas arrived just on time for the

Conference at Bloomington--

Bloomington, Illinois, that is. Or the time
delegates had to push a bus out

from under a railroad viaduct when the

bus got stuck. Delegates had to let the

air out of the tires and push.

Then there were the times at the

early Conferences at such places as

Miami University in Ohio, and Ohio

State University in Columbus.

"NAJAC was in session when the

football teams were practicing. We had

to keep the players from getting into our

activities and dating our Achievers."

The townspeople of Bloomington,

Indiana also had their fun. "During the

early years at IU, every NAJAC

delegate had to wear a white hat--a

"Sweeney Beany" (named after

Conference Director Jim Sweeney who

retired two years ago.) We had to guard

delegates from 'Sweeney Beany hat

snatchers.' lest the townspeople take

them as souvenirs."

And what does Francomano see for

the future of NAJAC?

One thing he would like to see are
discussion groups with business people in addition to current

peer discussion groups. "I'm talking

about meaningful discussions where a

minimum of 15-20 business people per

group would stay at the Conference a

few days and actually participate and be

involved," explained Francomano.

"This participation would be far more

than they can participate during the

current B & E Day schedule."

This, Francomano feels, would be

open a dialogue in areas not currently

available to Achievers. At the same

time, business people would have a

better understanding of why young

people feel the way they do about

business and other issues.

In conjunction with this, Francomano would like to see

structured workshops in joint venture

with educators and community leaders,

to help prepare Achievers for what is to

come. "JA is a preparation for life, not

just business," he explained. "This

would provide exposure to community

responsibility in addition to the

specifics of earning a living."

Francomano also feels that the

number of delegates at each NAJAC

should be stabilized around its current

capacity to maintain the quality of the

Conference and make it more

meaningful. "If a Conference gets too

big, it becomes too stiff and formal.

Achievers here feel they are part of

something that they share together.

There is a spirit of enthusiastic

comradeship when delegates put their

arms around each other and sing in the

auditorium. There is a greater closeness

of delegates here--they get to know each

other sooner--than in other larger youth

Conferences I've attended," explained

Francomano.

Francomano also sees the recent JA

trend toward diversification. "JA will

be more international in the future," he

began. "I just went to Japan to start a

program over there; and students have

been trained to start one in Sweden.

We get requests all the time from foreign

countries--some Third World--who are

anxious to start JA. Someday we should

formalize this and have more foreign

delegates."

Francomano also believes JA

should work with other youth

organizations where the groups would

supplement each other. For example, a

Girl Scout troop could run a JA

company. And why not involve Science

clubs in JA where they can apply their

science interests to products and

services?

Although these are ideas for the

future, Francomano will still be around
to see them work. While he in no longer

going to be with JA full-time, he will

remain involved with JA on a volunteer

basis. In fact, he is attending this year's

NAJAC as a volunteer.

"I'm going to miss the people with

JA," admits Francomano. "But I will

now be able to devote my time to other

things as well."

Francomano will devote time to

various community activities, including

the Lions Club of which he has been a

member for 28 years. He wants to be

more politically active, and he wants to

return to some of his earlier volunteer

work, such as work for the Sloan-

Kettering Cancer Institute.

As Francomano said upon

accepting his appreciation award from

Conference officers Monday evening,

"Old Achievers never die...they just

keep hanging around NAJAC!"
My experience with NAJAC began on Saturday at 5 a.m., when the delegation from Birmingham, Alabama (I'm from Cleveland, Ohio) began the two-day journey to an exciting adventure. Right then, the adventure of meeting new people and learning new things began.

I was met by a humid parking lot, on which I remained for 30 minutes. At least I didn't have to sit on the asphalt any longer after that. I registered and became number 220. I was told not to lose my card or else... or else what? Would I get 30 lashes with a wet noodle? It turned out that

**Roller Coaster Fever**

B. Derek Shaw, Executive Director of Scranton, PA and a former Achiever from Pittsburgh, has an unusual hobby. He rides the nation's roller coasters for the thrill of it.

About a year ago, Shaw bought a magazine called *Roller Coaster Fever* and decided to ride roller coasters for fun. In June of 1980, he attended the national convention for roller coaster riders and joined the club, American Coaster Enthusiasts. Shaw has spent the past few years of his life riding roller coasters, accumulating a count of 50 out of the 265 still operable in the United States.

He explained the nation's roller coaster system. Every roller coaster is placed in a category ranging from wooden to the most complicated structures ever seen. The wooden variety, built on wooden frames, is Shaw's favorite. No two wooden coasters are built alike.

He named a few that outstanding others: the Thunderbolt at Kennywood Park in Pittsburgh, his favorite; the Beast at Kings Island Park in Ohio, known as the fastest since its breaking of the Guinness World Book record with a speed of approximately 64 m.p.h.; and the Thunder Road at Carowinds in North Carolina that crosses the state line to South Carolina every trip and returns.

Shaw left some tips for those who want more out of a coaster than just the ride: 1. Sit in the last car, the force of the entire train being pulled over a hill is enough to lift you out of your seat. 2. On a corkscrew type, tilt your head to the side and watch the world turn around. 3. For those who are safety conscious, hold on tight and sit toward the center of the train.

Anyone interested in the American Coaster Enthusiasts (A.C.E.) should contact B. Derek Shaw in the Public Relations Office, Briscoe A.

**INFORMATION**

Sports flash: Group 5 beat Group 6 in Volleyball 55-5! Hang it up six!

Attention all delegates staying in McNutt: You are cordially invited to the McNutt dining room at 5:55 p.m. to hear an important announcement brought to you by the friendly folk in Group 5. No reservations required.

Chicago would like to announce the addition of two honorary members to the delegation. Fifi and Ethyl play an important part in sustaining Chicago morale. Listen for their cheers.

Ashland, Kentucky is sponsoring a contest. Each of 12 delegates has a shirt with a word on it. For those who are safety conscious, hold on tight and sit toward the center of the train. Anyone interested in the American Coaster Enthusiasts (A.C.E.) should contact B. Derek Shaw in the Public Relations Office, Briscoe A.

**INFORMATION**

Remember To Vote

Here's wishing Chris Hurd of the Manhattan, Kansas delegation a special happy birthday from Allison Stein.

I have worked for the Youth Conservation Corps (Y.C.C.) for two years. We build nature trails and such for the state. My experience was in 1978 the funds were $60 million, this year they're dropped to $56 million. Next year there may not be a Y.C.C. I'd like to make more people aware of Y.C.C. so that when voting comes around, they'll know about it. For further information call Tressa at 7-6170.

Contrary to yesterday's Achiever Expression, Southeast Texas has the record for bus-bathroom-stuffing: 17 bodies. We also hold the record for back seat stuffing: 24 in the back seat.

The Dallas Delegation runs this statement in memory of Delegate Kitty Robison: Kitty worked hard to come to NAJAC and this way she will be remembered at NAJAC '80. With respect, Dallas.

Wednesday is "Kiss a 44 Day". Kiss the folks wearing "Two" Days.

I didn't have anything to worry about. So long as I ate, slept, and showered with my card, nothing would happen to me. Maybe it would have been easier to just tattoo my name and number to my forehead. I will have to admit that if you're not good at remembering names, the name cards help a lot.

Another unique experience is the first trip to the Auditorium. I felt we were being herded like cattle coming in for the evening milking and every so often a blue-and-white checkerboard fence would say, "please stay on the sidewalk." The Pink Finks also extended a friendly greeting and a contagious smile.

On my second day, I was aroused by the piercing bust of my alarm clock. At least it works, I mused. I then reached over to turn it off, but before my hand touched the clock, the noise stopped. It was then that I realized the sound had been coming from across the hall.

Those are just some of the things I've encountered upon first glance at NAJAC. I believe this will be, without a doubt, the best week of my life.

**REUNIONS**

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**INFORMATION**

**THURSDAY NOON**

French Onion Soup, Corn Dogs, Potato Chips, Vegetable salad, Fruit cup, Buttered popcorn, Pecan pie, Nutty buddies.

**THURSDAY A.M.**

Roast Beef, Fruit Pluck, Mixed Vegetables, Tossed Salad, Strawberry Shortcake, Apple Torte, Thursday Night McNutt flag

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**WEDNESDAY P.M.**

Roast Beef, Fruit Pluck, Mixed Vegetables, Tossed Salad, Strawberry Shortcake, Apple Torte, Thursday Night McNutt flag

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