Execs visit conference

Dennis Hendrix, new national chairman of Junior Achievement, issued a challenge to nearly 400 Business, Industry and Education Day guests at NAJAC yesterday: Make Junior Achievement the leading economic education program for young people in America. Throughout the day, the BI & E guests visited with the delegates and took part in discussion groups.

"And we, as the senior citizens of today's economy, must see to it that they are provided that opportunity." Hendrix's remarks came at the reception and dinner highlighting the trek of the nation's top business executives to the yearly gathering of the top members of the Junior Achievement program, gathered for a week at Indiana University.

"We must become more positive about what can be accomplished... There is more right in America than there is wrong. We as Businessmen should emphasize this within our own organizations and within our own communities.

Earlier in the day, Conference guests attended the morning general session and had the opportunity to share their ideas and experiences with delegates involved in their group discussions.

A veteran of 14 Conferences, Charles Bright, Elmira, New York, keeps returning to NAJAC to "get that JA feeling.

"I always say this is my last year, but then I come and I see something new," Bright commented. "It's just inspirational coming here—it really does charge my JA batteries." His contributions to JA through the years have led to his selection as a national Bronze Leadership Award winner.

Not many JA companies can claim worldwide distribution of their company product, but a company in Fort Worth, Texas can. Metroplex Marketing, sponsored by Bell Helicopter Textron, produced T-shirts which helped pioneer a new Bell Helicopter product at the famous Paris Air Show last year.

The product used the Bell Helicopter Textron logo and name.

The first major step was to get permission from Bell Helicopter Textron, to use its name, which is copyrighted. This wasn't the easiest thing to do because the company had to convince Bell's legal department to accept the idea. Bell Helicopter Textron has never let its name be used commercially. They limited outside use of the name to these two products.

The T-shirts had the logo of the newest Bell Helicopter, the XV15, and the slogan "Going Full Tilt". The tennis shirt had the Bell Helicopter Textron logo.

The XV15 is a tilt-rotor helicopter that takes off with the rotors in the vertical position and then they shift into the horizontal position.

Metroplex Marketing began the year with a goal of $10,000 in sales and convinced a shirt manufacturer that they could do it. The first day of operations they were over $4,400 in debt because of set-up costs. Their company had the typical problems of keeping everyone busy but as the year progressed everyone got involved to meet the goal.

The company produced 1748 units and surpassed its $10,000 goal by $4.08. The shirts were marketed in seven Bell Helicopter plants and door to door. Achievers were permitted to sell shirts at a special Christmas event which Bell sponsored for employees and their families.

The idea to use the logo on the shirts came from the adviser team. Adviser Bill Maddox, bought a supply of shirts and distributed them throughout the Middle East during a business trip. One hundred shirts were taken to the Paris Air Show, Paris, France as a promotional tool for the XV15. These shirts are now all over the world.

The company was led by President John Albritton, a three-year NAJAC delegate, and Vice President-Marketing Keith Halcomb, who is attending his first national Conference. Both came to NAJAC after winning major awards in their local area. B. Jones
Delegate Develops Silent Selling

Tina Peebles, a 17-year old junior from Pensacola, Florida was the top salesman for her company, "Monteeco" and was also selected as 'Best Non-officer' earning her way to NAJAC.

Peebles succeeded in selling over one-third of her company's total $1000 sales of "Char-lites," a product designed to start charcoal without the use of lighter fluid. She achieved this by going door-to-door selling for several months. To the average NAJAC delegate, this may not seem special. But Tina is not the average delegate. She is special; she is deaf.

"At first I didn't get any sales at all," Peebles explained. "But then all I did was type my name, a statement that I was deaf and then the description of my product. The product sold just like that!" she exclaimed snapping her fingers.

Peebles began her experience in JA in the manufacturing of the char-lites; however, she soon switched to sales declaring that she did not like the sawing. She was appointed assistant to the vice president of finance after another member dropped out of the company, and was able to also be involved in the bookkeeping end of the company.

Peebles sees JA as a valuable experience. She says she has been able to meet people and really build up a good self concept despite her communication problem. She noted that communication is quite difficult for people who aren't accustomed to those who sign language. She believes that she has influenced many Achievers especially those at NAJAC to meet new people.

A good indication of Peebles' enthusiasm and efforts were demonstrated this week. She taught her group sign language in a discussion. Aided by her interpreter and friend, Grace Keith, Peebles proceeded to explain the significance of certain signs.

"Signs are made for reasons," Peebles said as interpreted by Keith. "'Night', for example, is the action of a moon over a mountain. And 'later' is signed by positioning your fingers so that they resemble the hands on the face of a clock moving to a position pointing down."

Other "time" words such as now, day, and soon, were taught to the struggling group. Peebles jubilantly spent time correcting members hands as several members of the group exclaimed "Slow down." "This hard to do." "Try that again."

According to John Pul, an Achiever from Dubuque, IA, he enjoyed the group session. "It's different," he admitted. "It's fun, too. Sign is something I've never seen or done before. The deaf have a language of their own. I can now appreciate their struggle in society to communicate."

Initially, not everyone accepted Peebles in her company either. "The first night of the meeting, everyone ignored me," she explained. "But by the second meeting, six more deaf students from my high school joined."

After members saw what a hard worker Peebles was by achieving such a high sales goal, everyone became anxious to find out what her secret was to selling. She enjoyed teaching others her special techniques she developed. In fact, two of the hearing-impaired members whom she helped, soon became her stiff competitors in reaching top sales.

Peebles feels competition is good. "I try to keep ahead of others," she said. "The other salespeople tried to sell more, but I had to keep going (to be salesperson)."

Peebles advice to other Achievers who are having difficult times selling is to "keep on trying." "Don't give up," she suggests. "But instead, be interested in what you're doing and you will surely succeed." – T. Wicklin

Intercom Aids Communication

Chad Paul knows first-hand what it's been like in the past trying to get messages around the campus during NAJAC week. When he was a delegate in '71 and '72, he remembers the frustration of delivering an "urgent" message—and what message isn't urgent at NAJAC?—to the right place, only to find the intended recipient had just left.

So when he became established in his own company, Chadwick Telephone, with connections with Toshiba Telecom America, he decided to try to ease the communication problems. Two years ago he took his concern to Toshiba, and was overwhelmed by their sympathetic response. They agreed to ship and install, totally at their expense, the sophisticated intercom system we now use. The Strata III telephones used at the Conference are equipped to handle 12 lines on 24 telephones. Messages are not only transmitted before the recipient can escape, but the main office can keep track of big events taking place on other parts of the campus, and staff members who are "minding the store" can listen to general sessions and guest speakers.

Chad is just another example of the old adage, "NAJAC delegates never die, they just keep contributing to NAJACs of the future."
News capsules

BEVERLY, MASSACHUSETTS ... A commuter train filled with homemade-bound sunbathers collided head-on with a freight train channeled onto the same track because of construction. Massachusetts State Police officials said four persons were killed and 27 injured.

TEHRAN, IRAN ... Iran's new president, Ali Rajai, angry over a congratulatory telegram from Francois Mitterrand, called the French President a liar on a Tehran radio broadcast. Rajai also accused Mitterrand of turning France into a "center of Hell!"

KEYSER, WEST VIRGINIA ... An explosion in a rocket propellant factory along the Potomac River in Keyser, W.V. killed two workers in the factory and debris scattered over more than 1,000 feet.

GDANSK, POLAND ... Solidarity leaders, conferring at Gdansk as the Polish government launches blistering attacks on spreading protests, have urged restraining by local union leaders while they develop the union's next course of action.

TOPEKA, KANSAS ... Police conducting a "sting" operation by video-taping their purchases of stolen goods were themselves stung by two burglars—who ripped off the police's videocamera equipment.

WASHINGTON ... Selective Service announced that the names of young men who have registered for the draft will be posted in their communities in the next few days. Brayton Harris, Selective Service deputy director said that the posting is required by law.

INDIANAPOLIS ... Striking air controllers failed to discourage "good to heavy" passenger loads yesterday. Indianapolis International Airport reported that commercial flights approached 80 percent of normal operating schedules.

DALLAS ... While Larry Hagman may play the villainous J.R. on TV's "Dallas," he's a hero to the American Cancer Society. The actor will sponsor a nationwide contest for suggestions on how to quit smoking. Grand prize is three days in Hollywood.
Hang it up

Contact Russ Herms, group 45, or the other representatives, Keith Runnoe, group 39, or Diane Schmidt, group 48. They will also be reached at JA of N. WI, 402 Commercial St., Menasha, WI 54956. They will provide diagrams, pictures of machines, material lists, instructions, and set-up plans. Please send a S.A.E. (self addressed stamped envelope for reply)

NAJocks

Briscoe won the football championship yesterday by beating McFut 6-0, Briscoe's Team comprised of group 48 & 50 scored with an interception return and a long pass play. Congratulations Briscoe.

The Trade

When our reporters first heard the expressions "the trade," our minds raced endlessly at all the possible explanations for this simple two word phrase. We hit the campus in an attempt to learn the tricks of "the trade". Slowly, we weaved our way through each delegation, and approached the subject of trading. As we progressed in our research, we learned that trading involves some form of physical contact. Some contact is more extreme than others. To most, a kiss is reasonable compensation. Very few still use the traditional handshake as a means of payment.

Let me say that a thirty-six hour bus ride from Tucson did nothing to dampen that enthusiasm to engage in friendly exchanges. Nor do plane trips pop out a purker.

To close, we learned two necessary rules: inhibitions you may have had are usually lost; and Cersa is a necessity.

TODAY'S REUNIONS

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Information

Attn Atlanta, Gainesville and Griffin Georgia delegates! A MANDATORY meeting for departure instruction will be held today at 4:45 p.m. at the McNutt Flagpole. Happy Birthday to Kris VanderWagen, 18 today, from the Jackson, Michigan Delegation, and to Sharon Falardeau, 16 tomorrow, from the Rhode Islanders, and Renee Erich, 17 Tomorrow, with love from Orlando & Jeff.

The Cleveland Delegation announces the following: 24 achievers in one bus seat and 32 in the back.

Foster Fever is spreading. Symptoms include tired feet, sore throat, and hallucinations of blue checks everywhere. If you have any or all of these, go immediately to the Foster Information Desk.

JA of Central Iowa needs your help in putting their state back together. Please bring your piece of Iowa to the N.S. Corner of the Coke tent today at 4:15.

The Texas Secret Society announces the secret of the "lone star" sticker; gold star, Official honorary Texan for 50 years after obtaining 5 Texas Handshakes; silver star, 25 years - 1 Handshakes; blue star, 15 years - 2 Handshakes; red star, 10 years - 1 Handshakes; green stars or "greener-beaners" are very special and very rare. The receipt of this (limited to only 15) becomes an official honorary Texan for an entire lifetime.

THURSDAY P.M.

Ham, Fish, Potatoes Broccoli, Apple Cobbler, Peas
FRIDAY A.M.

Juice, Scrambled Eggs, Coffee Cake
FRIDAY NOON

Beef Noodel Soup, Cheeseburgers, Pies, Julienned Salad, Chocolate Chip Cookies, Fruit

Comin' to America

Thirty-three of the delegates at this years NAJAC Fall from other countries: The Bahamas - 13, Puerto Rico - 13, Trinidad - 1, Great Britain - 2 and France - 1.

All of these delegates are anxious to meet and exchange ideas with everyone here. Let's all do our part as JA Ambassadors.

Late Dates

Many delegates complain about the early "lights out" enforced by their own group counselor pink finks. They can't understand why they have to be in bed so soon. They don't realize how lucky they are.

The same 'rotten' pink finks are constantly busy from 6:00am to at least 2:00am with some duties lasting much later.

In addition to leading groups to their destinations, the counselors must write a short comment about each delegate in their group everyday. This record is used by the staff to determine who will become grad staff next year, the 'next generation' of pink finks.

There are also executive pink finks which the group counselors report to who make all the plans for the units and divisions. All group activities are cleared through the many channels of the NAJAC staff.

These people who work so hard and are dedicated to making NAJAC the best week of our lives, deserve our thanks. They give up vacations, their jobs and return year after year, refusing sleep for six days while keeping a protective eye over us all.

Get out and vote!!