Officer update

Dear Friends,

During the past week, you have made this a wonderful experience for us. Your enthusiasm, consideration, involvement, and excitement have been a part of a week which we will never forget.

We sincerely hope that you have gained a great deal from this Conference. The workshops, group discussion, and guest speaker messages were all designed to give you the most useful information in the limited time available.

We’d like to stress the ultimate importance of your following up on what you have gained at NAJAC. Remember, if the spirit, enthusiasm, and knowledge you have found here are forgotten when you arrive home, the Conference has been a failure. Only if you carry back, to your area, friends, and company, what you have gained, can this Conference be a success—the success that we all want it to be.

You now have a new set of offices to help in the preparations for NAJAC ’82. Please support them with your letters and encouragement as you have supported us. Thanks for a super year!!

Sincerely,
John, Bill, Kathy and Bill Nielsen

(continued from page 3)

Brett Scharffs of Salt Lake City, UT has received the 1981 Junior Achievement Walt Disney Foundation Scholarship. Scharffs, a graduate of Skyline High School, earned a cash grant for expenses and full four-year tuition to the college or university of his choice.

Established two years ago, the scholarship is based on broad criteria, including Junior Achievement and community activities, scholastic achievement, human services and employment and personal references. The Education Committee of the national board of directors recognized Scharffs' outstanding qualities, and selected him from hundreds of applicants from around the country.

"You must do very well in many areas," Scharffs said. "You can’t only excel in Junior Achievement. You must be well-rounded because the judges assess all aspects of your background. They examine letters of recommendation, test scores, everything you’ve been involved in.

"I feel very indebted to Junior Achievement. It’s given me the opportunity to strive for success. Unlike other organizations, in JA there are opportunities to get more out of it than you put into it.”

Scharffs will major in business administration this fall at George-town University in Washington, D.C. He says that the scholarship has made it financially feasible to attend this private institution.

Conference Director Bruce Nasby, who presented Scharffs with the Disney Scholarship, encourages all Achievers to apply for the JA scholarships being offered throughout the year. He noted that there aren’t many applicants for the many available scholarships and urges all Achievers to contact their local JA office for more information.

Disney Foundation grant awarded

The future growth of Junior Achievement is dependent on formation of a unified, national movement of business leaders, educators and young people, according to Karl Flemke, JA executive vice president.

The formation of such a movement, says Flemke, will alleviate two of JA’s concerns; that the organization is under-gauged and under-financed. These issues were raised last year, with the publication of the Johnston Report, a major document (the result of years of effort) which charts the course of JA’s future.

"We have a network of boards of directors, we have a network of contacts with educators, and a credibility ... from which we can make significant forward strides," Flemke explained. "These strides can happen if we organize the movement carefully and create a vehicle through which we can make major impact."

Chief executives of major firms are being asked by Junior Achievement to commit their support of the organization by signing a "Five Point Pledge of Support," which pledges financial, volunteer and public relations support for JA. Those who commit their companies become members of a "National Leadership Council," which Flemke hopes will have 2,500 members by year-end.

The second half of the movement involves changes to the JA program itself. Although still on the drawing board, the general direction will be to develop an in-school JA program for high school students, using a business executive to lead Achievers through a JA company cycle. In addition, students would manage simulated businesses through computer exercises, and gain a broader understanding of business’ impact on society as a whole through role-play.

The program, as conceived, would take nine weeks with a one-hour presentation by the business adviser each school day.

“What we will maintain (from the current high school program) is the learn-by-doing, hands-on process of running a small company," Flemke added. He predicts that such a program could become the most exciting course on campus for many students.

The JA executive cautions that the in-school program for high school students is clearly in the research and development stage at this time. He does not expect the program to be fully developed for about six years and still see the need for a National Achievers Conference under any sort of program JA offers to high school students.

But, by allowing local areas to offer JA in the schools, Flemke sees major growth ahead. The high school program, which reached 211,000 students in 1980-81, could triple in size after use of the in-school program begins.

Our ultimate aim is to have a better informed citizen who has an objective view of business and its relation in our society," Flemke explained.

"This (JA’s) vast network of resources, if it ever moves in one direction, can accomplish phenomenal things.

—R. Grimshaw

One example of the spirit of NAJAC is this continuous unsupported circle formed by officers to help in the preparation for NAJAC ‘82. Thanks for a super year!!

John, Bill, Kathy and Bill Nielsen
Distinguished Grad gives advice

"Go For It!" These words of Donald P. Nielsen, this year's Distinguished Graduate Award winner, are not new to NAJAC. Conference president John Tipton used the phrase in his opening speech. But Nielsen took the idea one step further—he volunteered advice on how to achieve goals, drawn from 25 years of business experience.

Nielsen, president of Hazleton Laboratories since 1969, was presented the award at the general session Thursday morning. Hazleton is a Vienna, VA based firm, one of the country's largest companies involved in biomedical research.

Nielsen listed ten lessons that he learned in a career of business management. "Do not hesitate to become an entrepreneur," he advised. He described business ventures as available and risky, but an "unbelievable experience," recounting the feeling aroused when you "achieve a goal against insurmountable odds."

Nielsen stressed that Achievers should get a good education. He studied finance and accounting at the University of Washington at Seattle, and later received an MBA degree from the Harvard Business School. Rather than study business, he suggested that Achievers begin by studying another subject—particularly history, psychology and computers.

He suggested, above all, to "learn a lot more about life than you do today." He mentioned the benefits of a graduate degree, but not without at least two years of full-time business experience.

"Get selling experience as early as possible," advised Nielsen explaining that selling skills are useful in selling yourself or products, raising venture capital, managing and motivating people and developing organizations that "move in the right direction."

"I spend 50 percent of my time on issues related to organization and personnel," remarked Nielsen. "If I (continued on page 2)

News capsules

WARSAW, POLAND....Solidarity leaders have called the Soviet bloc's first national newspaper strike to protest a growing tide of anti-union propaganda by the Polish government and the Communist Party.

TAMPA....More than 10,000 acres have been sprayed with the air with insecticide, and a quarantine on produce from the Tampa area continues as Florida officials attempt to halt the spread of the Mediterranean fruit fly. Officials plan to spray the area in which flies were discovered every seven days for eight weeks.

PRESQUE ISLE, MAINE....Maxie Anderson, captain of the first helium balloon to safely cross the Atlantic vowed Tuesday he would circle the world in a balloon this winter. Anderson made the announcement during dedication ceremonies at the Double Eagle II from Presque Isle, Maine to Marse, France.

NEW YORK....The days of the Rolling Stones are apparently numbered. The band is preparing a tour, with members Keith Richards and Mick Jagger saying it'll be their last together.

NORFOLK, VIRGINIA....An explosion and fire in a Navy waste-storage warehouse containing "highly flammable" materials spread a white vapor into the air, forcing hundreds of nearby residents to remain in their homes. Two Navy firefighters were injured while dousing the blaze.

OTTAWA....American air traffic controllers lost some key support for their strike Wednesday when Canadian controllers resumed handling U.S. flights, ending a logjam that temporarily trapped more than 100,000 trans-Atlantic travellers. Some airline crews say flying is safer now than before the controllers' strike.

JUANA DIAZ, PUERTO RICO....A group of 125 Haitian boatpeople have arrived at a detention center in Puerto Rico, the first of about 800 to be transferred from an overcrowded camp near Miami.

LONDON....A world record price of $468 was paid Wednesday in London for a small toy soldier. The three-inch lead figure of a British soldier was manufactured in 1910, when it sold for two pennies.

Members of the western region team reply to a bonus question on their way to the JA Bowl championship Thursday. Members of the winning team are: Ofray Hall, Topekaj, KS; Jim Thornton, Colorado Springs, Co; Robert Ulrich, Salt Lake City, UT; and Howard Writkin, Los Angeles, CA. The western region defeated the southern region 355-255.
Outstanding Young Businessman

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.

First— Theodore Monroe, Harrison County High School, Lexington, KY
Second— Michael Levy, Manhasset High School, New York, NY
Third— B. David Lennert, St. Xavier High School, Cincinnati, OH

Finalists— J. Michael Vaughan, James Madison High School, Portland, OR, Jennifer Keinath, Edina West High School, Minneapolis, MN

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.

First— Carol Maier, Edina West High School, Minneapolis, MN
Second— Ann Reed, Santa Rosa High School, Santa Rosa, CA
Third— Rosemarie C. Emanuele, Immaculate Conception High School, Western, CT

First— Chip Hardt, North Central High School, Indianapolis, IN
Second— Daniel R. Eder, Nicolet High School, Milwaukee, WI
Third— Michael Levy, Manhasset High School, New York, NY
Finalists— Ann Reed, Santa Rosa High School, Santa Rosa, CA, Diane Kozak, Grand Rapids West Catholic High School, Grand Rapids, MI, Dennis Cream, Marist School, Atlanta, GA

President

Sponsored and judged by the Young Presidents Organization.

First prize $1,500; second, $750; third, $400; fourth, fifth and sixth, $200 each.

First— Chip Hardt, North Central High School, Indianapolis, IN
Second— Daniel R. Eder, Nicolet High School, Milwaukee, WI
Third— Michael Levy, Manhasset High School, New York, NY
Finalists— Ann Reed, Santa Rosa High School, Santa Rosa, CA, Diane Kozak, Grand Rapids West Catholic High School, Grand Rapids, MI, Dennis Cream, Marist School, Atlanta, GA

Vice President of Finance

Sponsored and judged by the National Association of Accountants.

First prize, $1,000; second, $600; third, $400; fourth, $300; fifth, $200.

First— Greg Gennrich, North Central High School, Indianapolis, IN
Second— Timothy Gross, Park Senior High School, St. Paul, MN
Third— Ann Baumert, Clarence Central High School, Buffalo, NY

Vice President of Administration

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

First prize, $1,000; second, $600; third, $400; fourth, $300; fifth, $200.

First— Steven Whearman, Miami Killian Senior High School, Miami, FL
Second— Dina McFadden, Stephen Hempstead High School, Dubuque, IA
Third— Laura Lewis, Highline High School, Puyper Sound, WA
Finalists— Laura J. Johnson, James Madison High School, Washington, D.C., Rolanda Johnson, Jefferson High School, Denver, CO

Vice President of Production

Sponsored and judged by The American Institute of Industrial Engineers, The Society of Manufacturing Engineers, and The American Society of Safety Engineers.

First prize, $1,000; second, $600; third, $400; fourth, fifth and sixth, $200 each.

First— Kenny Worzel, Berkeley Preparatory, Tampa, FL
Second— Steve Szczecinski, St. Ignatius High School, Cleveland, OH
Third— Manuel De Aquino, Peterson High School, Santa Clara, CA
Finalists— Margaret Dougherty, Boylan Central High School, Rockford, IL, Tim Giles, Mulvane High School, Wichita, KS

Vice President of Marketing

Sponsored and judged by Sales and Marketing Executives International.

First prize, $1,000; second, $600; third, $500; fourth and fifth, $50 each.

First— Todd Lue, Burlingame High School, San Francisco, CA
Second— Carol A. Maier, Edina West High School, Minneapolis, MN
Third— Rosemarie C. Emanuele, Immaculate Conception High School, Western, CT
Finalists— B. David Lennert, St. Xavier High School, Cincinnati, OH, Theodore Monroe, Harrison County High School, Lexington, KY
Public Speaking

Sponsored and judged by Dale Carnegie & Associates, Inc.

First—Kelley Dixon, Ramsay Alternative High School, Birmingham, AL
Second—Frank Chen, Mohonasen Senior High School, Albany, NY
Third—Michael Bishop, N.P. Forrest High School, Jacksonville, FL
Finalists—David Procter, Cottonwood High School, Salt Lake City, UT; Bruce Johnson, Waggener High School, Louisville, KY

Best Sales

Sponsored and judged by Sales and Marketing Executives International.

First—Peter L. Gabriele II, N. Smithfield High School, Greenville, RI
Second—Heidi Bair, Manheim Township High School, Lancaster, PA
Third—David Hanson, Hill High School, Lansing, MI
Finalists—Juanita Strong, East Sparta, OH; Rick von Greschen, Panahou School, Honolulu, HI

Manufacturing Company of the Year

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

First—CREATIVITY ON TAP, San Jose, CA; John Dawson, Peterson High School; Carolyn Hoff, Homestead High School; Kathy Ko, Homestead High School.
Second—THEE ASSOCIATES, Minneapolis, MN; Kathy Noren, Cooper High School; Paul Sandmann, Osseo Senior High School; John Stowe, Osseo High School.
Third—CREATIVE ENTERPRISES, San Jose, CA; Ronald Fong, Peterson High School; Judy Jue, Peterson High School; Mary Jue, Peterson High School.
Finalist—WATT-A-LAMP ENTERPRISES, Los Angeles, CA; Keith Coleman, North Hollywood High School; Beth Maxwell, La Canada High School; Randy Salter, Grant High School.

Service Company of the Year

Sponsored and judged by Educational Consultants, Inc.

First—ACHIEVERS IN RADIO (A.I.R.), Des Moines, IA; Lisa Guthrie, Newton Senior High School, Paula Kryztopoloski, Newton Senior High School; Brenda Sackett, Newton Senior High School.
Second—OLD DOMINION REGICARD, Richmond, VA; Pam Busch, Douglas S. Freeman High School; Candice Crawford, J.R. Tucker High School; Rodney Neely, Douglas S. Freeman High School.
Third—EAT TO THE BEAT, Battle Creek, MI; Gail M. Schwartz, Pennfield High School; Roger A. Schwartz, Pennfield High School; Charles Walker, Battle Creek Central High School.
Finalist—WJAB, Nashville, TN; James Miner, Antioch High School; Kara Modglin Antioch High School.

Banking Company of the Year

Sponsored and judged by the American Bankers Association.

First—BUSY BEAVER BANK, Liz Clayworth, Lakeland High School, Portland, OR
Second—THE PEOPLE'S BANK, Rebecca Muir, Campbell High School, Atlanta, GA
Third—NICKEL AND DIME SAVINGS BANK, Laurie McCann, Bullock Creek High School, Midland, MI
Finalist—SOUTHSIDE ACHIEVERS' BANK, Jon King, St. Christopher's School, Richmond, VA

Product Fair

Sponsored by the Commercial Development Association.

First—Blown Glass Figurines, Thomas Wolcott, Midland, MI
Second—Golf Ball Dogs, Melissa Lung, Honolulu, HI
Third—Multi-purpose Cheeseboard, Othman Atta, Milwaukee, WI
Finalists—Stainless Steel Trays, Sally Campbell, Baltimore, MD; PVC Upright Chair, Kenneth Eldridge, New Haven, CT
Business Basics experiences major growth

Business Basics: The students love it; the Achievers love it; and, the teachers love it. This is one way to paraphrase the common opinion of people involved in the relatively new Business Basics program, and how they explain its phenomenal growth.

From its origin as an experiment in the Quad Cities back in 1974, the program has been aggressively expanded to involve over 80 JA areas. In 1980, 5,000 students participated in the program. This year, over 1,000 consultants will stand in front of gradeschool classrooms filled with students—25,000 in all.

Delegate Lynn Hetzel was one of six Achievers to deliver the program in her native Chicago area. Lynn, a high school senior and third-year Achiever, consulted with two sixth-grade classes, or about ten to eleven-year-olds.

Lynn met with the students in advance, obtained the approval of their teachers and principals, obtained the approval of the local JA staff, and successfully completed the training program.

"My goal was to present the basic business principles that I learned in the JA High School Program," explained Lynn. "I was free to draw on my own experience, and to present the ideas in my own words."

Business Basics consultants are given about four hours of training, including how to use the materials in the packet and techniques for teaching grade schoolers. Each packet contains exercises, ditto masters, posters, props, and an outline of the program.

"It is very important that the material is taught in the consultant’s own words," explains Mike Roer. "These people have been through the JA High School Program. They already know the basic concepts, and it is up to the consultants to decide how they will present them."

Achievers who qualify to serve as a consultant must meet these criteria: participate in at least one semester of the JA High School Program, serve as an officer of a JA company, be recommended by an advisor, obtain the approval of their high school principal, obtain the approval of the local JA staff, and successfully complete the training program.

Although consultants generally work solo, the regular teacher sits in on the session. "Teachers really help, especially with controlling the class," explains Lynn. "They know the students, who works well with whom, and how to maintain discipline." Although the program is geared for four sessions, follow up exercises are given to the teachers to present. This expands the program to eight sessions.

According to Lynn, the teachers accepted the program enthusiastically, and want to do it again. The teachers and their principal remarked that the program could be longer, and would welcome an expanded program in the future. To school personnel, the program fills a gap in the grade school curriculum where business ideas are rarely taught.

"The teachers like it because it is new and exciting," observed Roer. "In fact, the current growth rate is supported largely by word-of-mouth referrals. Students and teachers see the success of the program in a classroom across the hall, and want to get in on the action."

"Right now, without a great deal of promotion, the program is expected to double each year for several years. With the number of elementary classrooms in the U. S., the only limit to how big it can grow is the availability of interested and qualified Achievers to serve as consultants."

Business Basics is a good chance for consultants to find out just how much they know about business fundamentals. According to Lynn, "Knowledge is no good unless you share it with someone. As a consultant, you first have to understand the concepts very well." According to Roer, the experience aids Achievers in several ways. It brings Achievers into contact with, and even gives them the chance to sample, the teaching profession. It makes them feel special, by being able to share their knowledge and experience with eager students. Finally, Roer observes that students often become better students themselves. The stint on the "other side of the desk" gives them a better understanding of the learning process, as well as the teaching process.

According to Roer, using Achievers as consultants is absolutely critical to the effectiveness of the program. "There are literally hundreds of programs available for teachers to use," commented Roer, "but they all have the same drawbacks. There is no quality control over the end product, and, in fact, no assurance that the program was presented at all. By using Achievers, we know that the material was presented, and presented by qualified people." "We hope these kids will get interested in business," remarked Lynn. "They might even join the JA High School Program. In any case, they will get a background that anyone can use to understand the news better, or to just be a more informed consumer." Although the teachers, Achievers, and students like the program, there is currently no way of measuring how much the students learn by participating. This year, a before-and-after test will be introduced to give a more objective appraisal of the program, and to test changes as the program is refined.

"The toughest thing about being a consultant," confides Lynn, "is learning to relate to students. You have to present the concepts in a simple way, without sounding like you are talking down to them. The students think that they are very grown-up, so the trick is finding the right level on which to communicate with them." Lynn’s interest in business education in the grade schools, Business Basics seems destined to continue growing also. And with the continued interest of qualified Achievers, there seems to be no reason that it cannot keep getting better as well as bigger.

Small town stews over NAJAC

Do you know where the nation’s dry capital is? Do you know who’s famous for “Hokkins County Stew”? NJ? Well, neither did 42 other Central Texas NAJAC delegates. At least not until they arrived in Sulphur Springs, Texas, Saturday to pick up Jill Martin, to join them on their journey to Bloomington, Indiana.

Jill Martin, a junior at Sulphur Springs High School and a first-year NAJAC delegate, had thought much of enthusiasm to the busload of Austin, Hobbs, Midland and Odessa delegates. When they arrived in Sulphur Springs, Jill marveled at the activities that appeared to be a "family reunion" gathered at Stuckey’s Restaurant taking pictures and interviewing Jill before her departure.

Attending this prestigious event were Sulphur Springs’ city manager, KSST, the local radio station, and the photographer of the city’s news-

Business Basics consultant Lynn Hetzel enjoys presenting fundamentals of business to a sixth grade class.
FINK FINALS

The Soap Opera Pink Fink Committee would like to congratulate the winners:

The first place male chosen for being the prancing, preppy, pink, pinko, Group 39’s very own picture of finkdom, is

Jon Cassady
Santa’s surprise who speaks of adventure, her femininess of face gives Group 3 first place: Joan Stenklyf

Dennis and Tina really wanted to be seen, so they did it by pair, which seemed to be fair, and it gave them the second place dream: both the male and female Fink from Group 12

Don’t start feeling pink if you didn’t rate, all other pink finks are really great.

I’d like to thank counselors who would like their Group essays please stop by the Public Relations Office in Briscoe A or pick then up Friday night at the staff party.

GOOD IDEAS!

As a result of the popular opinion vote taken at the Product Fair on Wednesday the following three products were named the Most Outstanding:

First: PVC Upright Chair

Ken Eldridge
New Haven, CT
$35.00

Second: Community Capers

Kim Bowman
South Bend, IN
$5.00

Third: Wicker Basket

Rick Eighme
Lake Jackson, TX
$13.50

INFORMATION

The Great Britain delegation would very much like to thank all Achievers for making NAJAC the best week of our lives; especially Group 45. Leeay & Dale Rule Britainia!

To all my favorite male delegates from Lincoln, NE: It’s been a great week, so I forgive you all. But expect no mercy on the way home! Love, your favorite travel leader.

To Uncle Bobby, Coach, and the entire Chicago delegation: a heartfelt departure of Mark Urrutia, Toledo, OH; Copy Editor: Kitty Baker, Milwaukee defeated Cincinnati in baseball at 5 p.m. Wednesday, 15 - 0.

Steve Mareburger shattered the "elbows on the table" record with 45 seconds. Steve is a delegate from Tulsa, OK. Michael Von Kante; Michael Von Kante did not get caught but had to leave after 25 minutes. Michael is from Stanford, CT.

Always remember the way back to NAJAC

Ode to Goodbye

You touched my life for a moment, and now that moment is gone. It was filled with laughter, fun and friends. But it’s time to go on. Moments have filled my lifetime. They’ve made me what I am. And if we always remember, our moments may join again. But we must not lose the memories, that we will find tomorrow by thinking only of the past. And looking back in sorrow. For if we live only in memories, we lose the joy of each day. If we never search for a future, our life may just slip away.

PIG OUT!

The Achiever Expression in cooperation with all of the dorm cafeterias has compiled the following statistics regarding the amount of food consumed per day during NAJAC ’81.

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<thead>
<tr>
<th>Item</th>
<th>Amount consumed</th>
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<tbody>
<tr>
<td>24 milk</td>
<td>276 gallons</td>
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<tr>
<td>Choo.</td>
<td>56 gallons</td>
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<tr>
<td>Skin</td>
<td>48 gallons</td>
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<tr>
<td>Eggs</td>
<td>300 dozen plus</td>
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<tr>
<td>Bread (white)</td>
<td>284 loaves</td>
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<tr>
<td>(rye)</td>
<td>16</td>
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<tr>
<td>Ice Cream</td>
<td>750 cups a.m.</td>
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<tr>
<td>Iced Tea</td>
<td>69 gallons</td>
</tr>
<tr>
<td>Luce</td>
<td>106 heads</td>
</tr>
</tbody>
</table>

The Dining Hall supervisors reported the most favorite ice cream flavor as “anything with chocolate in it.” Although Fruit Loops was described as the most popular cereal it is not certain if more was eaten or worn.

We the delegates, staff and visitors of NAJAC 1981 do hereby declare or deepest appreciation to the entire staff of Indiana University for making our stay here, the best week of our lives.

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