



# The Achiever

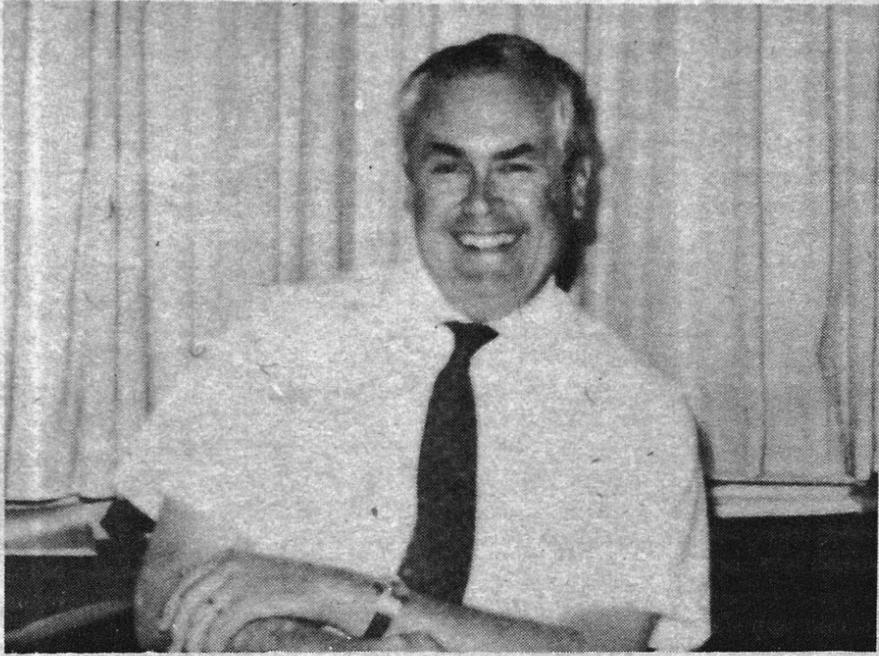
News of the 39th National Junior Achievers Conference

SPECIAL EDITION

August 8-13, 1982



# New National President welcomes delegates



National JA President, Karl Flemke welcomes Achievers to NAJAC.

Welcome to the 39th National Junior Achievers Conference. As the new National President of Junior Achievement, it is my pleasure to congratulate all of you on earning the high honor of representing your area in Bloomington this week. We are proud of you. You should be equally proud of your achievement.

Of the more than 227,000 Achievers enrolled in JA, only 3,000 of you have made it to Bloomington, which puts you in the top percent of an already outstanding group. NAJAC

delegates are JA's showcase of winners.

Some of you I know, having worked with you in Los Angeles, and some of the staff are friends from my days in Pittsburgh and New Bedford. However, I feel as though I know you because you're Achievers, and as Achievers you possess those qualities that I have come to recognize and respect. You're great!

All groups reflect the standards of their leaders. As JA leaders, you'll help recruit ambitious, intelli-

gent, and friendly new members when you return home, because you care about the future and the world of tomorrow.

The Johnston Report On The Teen Environment, which Junior Achievement sponsored recently, reveals that peer pressure is one of the most important influences on teenagers today. I'm sure you all know this, because you are teenagers—tomorrow's hope.

Think of the effect each of you can have as you influence your peers to give a little extra to the community and themselves through membership in JA. Individually you are powerful. Collectively, you're an overwhelming force for greatness that is sorely needed in our nation today.

While you're here, enjoy yourselves. This is your conference... your reward for excellence that has brought you new experiences, new friends, and additional self-confidence that will never desert you.

Although workshops and contests are major functions of this conference, it is also filled with entertainment, as returning Achievers know.

A high point of the week is on Wednesday—Business, Industry and Education (BI&E) Day—a combination of learning and fun. On that day, hundreds of your supporters from the corporate world will

break their busy routines to spend a day in Bloomington talking to you. They believe in Junior Achievement, and are as proud of you as we are. Among them will be Dennis R. Hendrix, National JA Board Chairman and Chairman and Chief Executive Officer of Texas Gas Transmission Corporation. All of the executives are here to answer your questions, ask some of their own, and share ideas and business knowledge with you.

Talent night is another high point of the week, as is the President's Ball—the night when the shorts, jeans, and crazy hats vanish for a few hours, and the glamour of long dresses and suits and ties take their place.

Best of luck to all you contestants who have worked so hard in your competitions. You won't all win, but you'll all be better for having tried.

Give everything you've got this week, and you'll leave with memories that will last a lifetime.

You are our best!

*Editor's Note: Karl Flemke was elected National Junior Achievement President in June by the National Board of Directors. He succeeds Richard Maxwell, who retired after 12 years of outstanding leadership, which is reflected by JA's record growth.*

# Centenarian receives special award

"I don't want to think of myself as anyone special. I just want to be one of you." With these modest words, Robert Picking, 102, of Bucyrus, Ohio accepted a special National Achievement Award for outstanding service to the local JA program.

Junior Achievement came to Bucyrus in 1969, thanks largely to Picking's efforts. During the past 11 years, he has served as board member and president, fund drive chairman and major contributor. But aside from his formal contributions, he is JA ambassador-at-large and an inspiration to Achievers, who turn to him for guidance as they run their businesses and plan their future careers.

Henry Heffner, National Vice President, Financial Field Services, presented the plaque at the Future Unlimited Banquet where Picking was keynote speaker. The inscription reads:

"In recognition of your lasting and enduring contributions to Junior Achievement. Since 1969, when you became a founding father of Junior Achievement in Bucyrus, your generous gifts of capital, leadership and wisdom have enabled the American private enterprise message to be carried to hundreds of young people, and have strengthened the bonds of understanding among the home, school, and business communities."



In recognition of his lasting contributions to Junior Achievement of Bucyrus, Ohio, Robert Picking (center) is presented with a special National Achievement Award. Presenting the award to Mr. Picking are Henry Heffer, National vice-president, Financial Field Services (left), and Frank Lambert, Bucyrus board president.

Picking spoke directly to Achievers during his talk at their year-end banquet.

"To the young people, I'd like to say, don't ever be afraid to work. It'll pay off in the end. And if your job requires just a little bit more work, do it. It's up to you, though, to have a happy life in the work that you have to do."

Robert Picking exemplifies the truth of his own philosophy. Dedi-

cated to his business, as he is to his community, he still works daily in the copper company established in 1886 by his father. For the past 106 years, D. Picking & Company has been widely known for their fine hand-crafted copper coal shovels, baskets, kettle drums and kettles.

At 102, his life is full, busy and happy, and JA in Bucyrus, Ohio is a flourishing program because he cares.

## THE ACHIEVER

Published daily during the National Junior Achievers Conference, Indiana University, Bloomington, Indiana by the Conference Public Relations Department.

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# Steve Brown receives Distinguished Graduate Award

Steve Brown, this year's recipient of the Distinguished Graduate Achiever Award, began his business career at age six with a cantankerous billy goat and a two-wheeled cart.

After having a great deal of fun with the goat and cart, which were Christmas gifts, Brown decided to use his new acquisitions to earn some extra money. He contacted the superintendent of a local amusement park who agreed to his proposal to sell rides in the cart for ten cents a ride.

Brown's father was impressed with the boy's initiative but insisted that he pay a portion of his earnings for the care of the goat. Simple though it was, the youngster understood what an operations statement was before he was seven years old.

This, in conjunction with his Junior Achievement experience, formed the foundation of business knowledge which enabled Brown to become a multi-millionaire by age 40.

Today, Brown is the Chairman of the Board of The Fortune Group,



Steve Brown, Distinguished Graduate Award recipient

and international training and consulting service that provides multimedia programs to many of the most successful companies of three continents.

Brown's JA career started in 1954. He was soon elected President of the Southern JA Confer-

ence, an office he held in 1955-56. In 1957 he became Program Director for the Birmingham, Alabama area.

Almost 30 years ago, Brown embarked on a career as a salesman, starting without success, progressing to an acceptable level and later to a top producer. What he learned in the process stimulated him to become a sales trainer.

The now-successful businessman described his career move as, "a satisfying decision which has allowed me to help hundreds of thousands of others. It also has allowed me to exchange ideas, be exposed to countless success and failure experiences and to participate in programs with all the major sales trainers and consultants."

Brown believes that through years of give and take, certain principles of sales performance

have emerged. "These have been exposed to the critical evaluation of students and teachers, tempered in the heat of selling situations and honed by repetitious study and practice."

As a trainer, Brown never tells his clients to do it "his" way, but rather to take the proven principles of the most successful individuals and break them down and mold them to fit their own personalities. He does not attempt to fill the role of motivator. His basic belief is that no one motivates anyone else. Motivation is personal and integral to Brown. The phenomenal success of Steve Brown is a testimony to his beliefs and techniques.

The Distinguished Graduate Achiever Award will be presented at the Thursday morning general session. —B. Bailey

## NAJAC gets a Dutch treat

For most of the 3,000-plus delegates attending NAJAC, English is a language granted by the virtue of citizenship, but for some delegates like Jifke Kuitse, English is a new experience.

Four years ago Jifke Kuitse came with her family to the United States from Texil, an island off the coast of the Netherlands. Kuitse's family came to America when her father accepted a position with M.B.S. Biblical Seminaries in Elkhart, IN.

Her first encounter with Junior Achievement came through her older brother, who joined JA when he first arrived in the U.S. However, it wasn't until her senior year in high school that Kuitse joined the program.

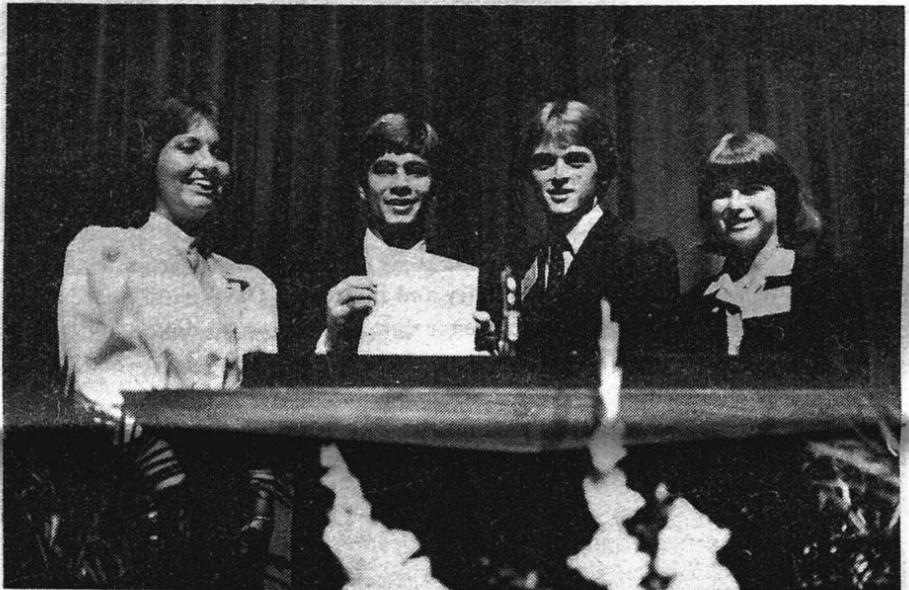
It wasn't long after Kuitse joined JA that she was elected vice president of administration. Her company manufactured three products—custom mirrors, trivets and candles—all of which are in competition in the NAJAC product fair. Her company is also in the running for

Manufacturing Company of the Year.

An outstanding Achiever, Kuitse was a finalist in her local area for Outstanding Young Businesswoman, vice president of administration and Achiever of the Year.

After NAJAC, Kuitse will return to the Netherlands where she will begin her senior year. Because of a more advanced school system in the Netherlands, Kuitse was able to graduate from high school in Elkhart at 16. Kuitse will return to her native country to get an equivalent degree.

Kuitse's parents returned to the Netherlands in June, at the completion of her father's work. Kuitse remained just to attend NAJAC. Once she completes her education in the Netherlands, Kuitse will return to the U.S. and attend Goshen College in Indiana. Kuitse has not decided on a major, but if she attacks this challenge with the same enthusiasm that she attacked the English language, you can bet she'll be a success. —P. Di Pronio



Conference officers (L. to R.) Karen Hill, Chip Hardt, Michael Bishop and Julie Wetherell welcome Conference delegates.

## National Officers greet 1982 delegates

Congratulations! You have reached the summit! The long-awaited 1982 National Junior Achievers Conference is finally here, and you are one of the 3,000 Achievers special enough to be a part of it.

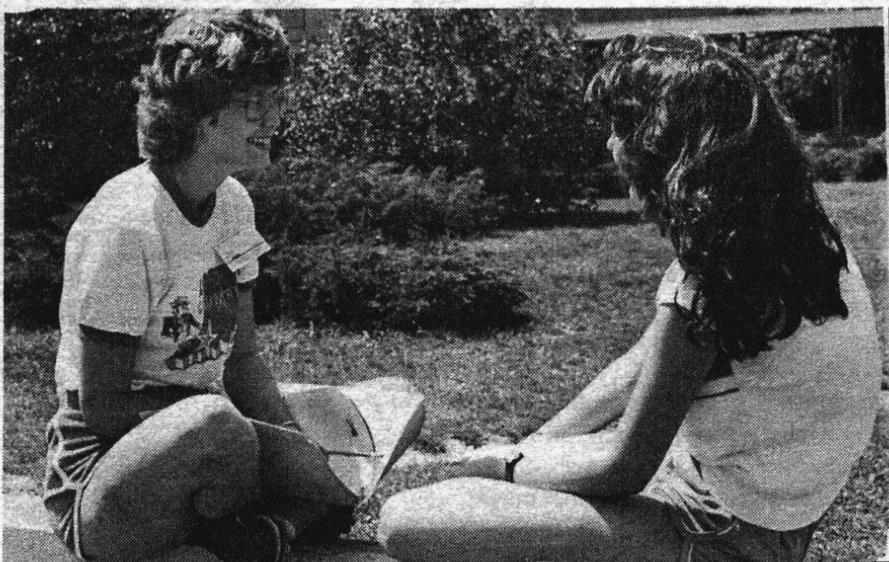
This week will be filled with fun and excitement, with making new friendships to last a lifetime, taking part in discussion groups, workshops, contests, committees...not to mention the dances and many social activities. Of course, what you bring to the conference is what will make it great, so let your own enthusiasm shine through, and help make this one of your best experiences!

When you reach out to your fellow delegates, you'll find that NAJAC becomes more than just a week in Bloomington, Indiana, attending a JA conference. It becomes

more even than a happy memory at the end of a productive year in Junior Achievement. NAJAC is a mixture of emotions, enthusiasm, excitement, and above all, spirit that becomes a part of you. And with that confident, proud spirit, you can do *anything!*

The best thing about NAJAC spirit is that it doesn't just last the duration of the conference—you can take it home and make it part of your life. With it, you can improve your JA company, program, or yourself. Of all the souvenirs you can take from NAJAC, the spirit is the most valuable!

Get in the spirit of NAJAC right now! You're an outstanding Achiever, and you deserve to have **THE BEST WEEK OF YOUR LIFE!!!**



Jifke Kuitse of Elkhart, IN relaxes in the Briscoe courtyard with friend Mary Dean of Akron, OH.

Welcome to this special edition of *The Achiever*.

*The Achiever* is a daily publication of the National Junior Achievers Conference, which is held annually at Indiana University, Bloomington, Indiana. The newspaper serves as a record of this unique gathering of young people.

This special edition is a recap of the Conference activities. The articles are reprinted here as they appeared throughout the week.

# Executives join Conference for B, I & E Day

Take over 400 leaders from the ranks of American industry and education.

Add 3,000 enthusiastic NAJAC delegates.

Mix in 375 dedicated Conference staff members.

The result? The annual Business, Industry and Education (B, I & E)

Day at NAJAC providing all involved with an opportunity for discussion, sharing of experiences and friendship.

Among the distinguished visitors are Dennis Hendrix, chairman and chief executive officer, Texas Gas Transmission Corp. and Junior Achievement national board chair-

man; Bud Chicoine, vice president, Ford Motor Company; Dick Hoerner, vice president, American Airlines; John Holland, group vice president, Armco; Vernon Jordan, attorney; David Kearns, president and chief executive officer, Xerox; James Rosenfeld, executive vice president, CBS; Tina Santi-Flaherty, corporate vice president, Colgate-Palmolive Company; and Robert J. Wood, chairman, president and chief executive officer, Carl Byoir & Associates.

Of special interest to delegates is the appearance of Cathy Lee Crosby, actress and host of ABC's "That's Incredible!" series, who spoke this morning at the general session. Former NFL great Gale Sayers is also in attendance.

According to Hank Kopcial, B, I & E Director, the day will be an enjoyable experience for all involved. "This is the one opportunity JA has each year to bring together the key corporate leaders who make JA possible with the individuals who benefit from JA and its high school program.

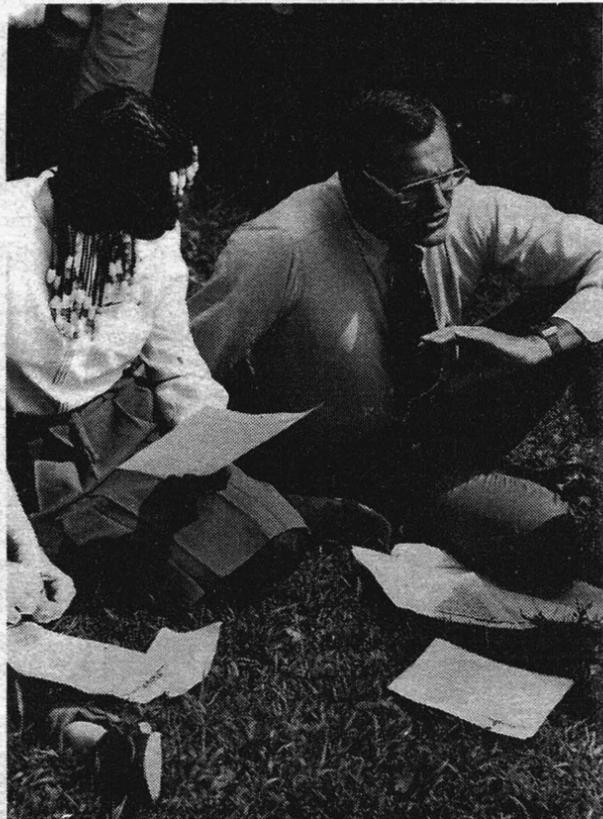
"That interest allows Achievers to express their appreciation and serve as motivators for corporate support," Kopcial continued. "The day also provides a very effective introduction to the JA program for

those business leaders who have not participated before," he commented.

The guests attended the general session this morning, then toured workshops. Accompanied by Achiever guides, many will eat lunch with delegates in the dining rooms, followed by an afternoon on the campus lawn with discussion groups. Kopcial encourages delegates to share their views openly with B, I & E Day guests, as the discussion topics have been designed for wide participation.

The highlight of the day will be the Chairman's reception and dinner tonight at the Memorial Union, where Morris Pendleton of Claremont, CA will be presented with Junior Achievement's 1982 "Pioneer Award" by JA Chairman Hendrix. The Pioneer Award is given annually to an individual who has made an extraordinary contribution to founding and fostering a local area's JA program. Pendleton, 81, was instrumental in establishing the JA movement in greater Los Angeles. The southern California JA program was the largest in the nation in 1981-82.

The B, I & E Day guests will conclude their visit to the 39th annual NAJAC with their attendance at the Talent Show



A Business, Industry and Education Day visitor shares his views with Conference delegates during a discussion group.

# Oregon Achievers spin-off new ventures

Many Achievers learn how to operate a small business through their JA company experiences.

Few, however, apply their knowledge immediately in a real-life situation—risking their own capital and skills against the rigors of the marketplace.

That was the challenge faced by a group of Achievers in Portland, Oregon. Led by Christian Seaborn, an independent producer/writer for movies and television, ten Achievers were asked by the JA staff to create a pilot program on which a JA broadcasting company could be developed for the coming program year.

They quickly discovered that it would be too difficult for a JA company to produce a regular program using a 30-minute, news-magazine format. The obstacles centered on the time, effort and equipment needed to produce vignettes on successful people in the Pacific Northwest. An easier format for a JA broadcasting company, they concluded, would be a standard news program, focusing on Achievers. Their recommendations were presented in the form of a 20-page report to the staff.

However, a funny thing happened while completing the report. To put it simply, the group really got excited about a regional television program featuring successful people.

Their work for JA was done. They weren't.

In May, they drew up the legal

documents and formed a partnership, calling the new company "YFP Enterprises."

The president of the company is NAJAC delegate George Van Hoomissen. Under his direction, a specific proposal for the program, now called "Success," was mailed to a select group of national advertisers for their reaction. The response was not encouraging, said Van Hoomissen.

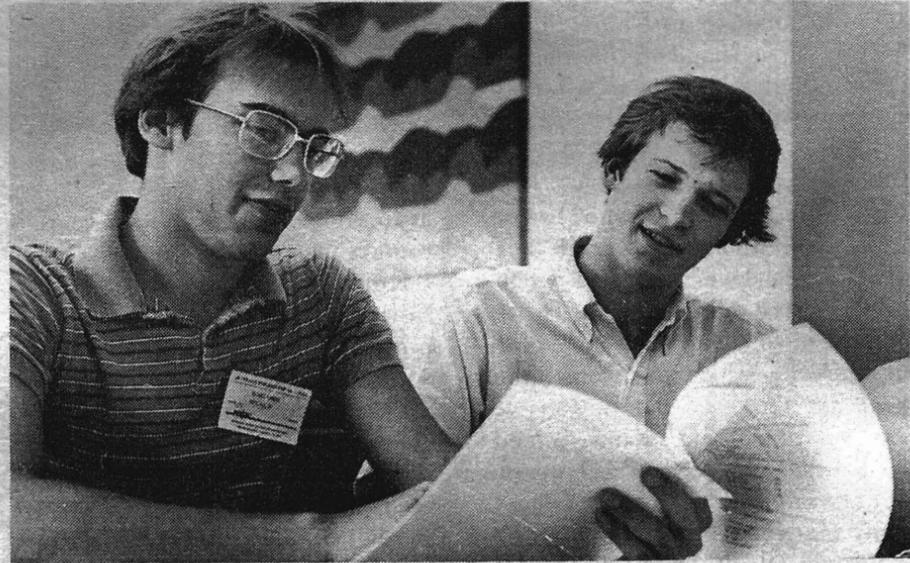
"We re-drafted the proposal for regional advertisers, and have been very well-received so far," he continued. "The idea may have some merit. We're also beginning negotiations with several local TV stations."

The television program wasn't the only idea on the group's mind. "We developed a number of ventures. All of them were creative ideas—like selling a specific product from mail-order for a cookbook of favorite cookie recipes, to a preliminary outline of a book on success."

Again, little or no response. That doesn't bother the young executives.

"If we don't get any responses, it's still a cheap education," Van Hoomissen added. "We were primarily interested in just experimenting."

The next idea was a greeting card line aimed at special interest groups—ethnic, handicapped or social. The idea was to commission an artist, then sell the concept to a card manufacturer with a production and



YFP Enterprises' officers Mike Vaughan and George Van Hoomissen review their company's performance during a break at NAJAC.

distribution system in place. The artist was an Oregon ex-convict who had polished his drawing skills while incarcerated. So far, response has been lukewarm in some areas and slightly encouraging in others.

All part of the learning experience, reported Van Hoomissen. "I could go out and get a job and work for someone else and make money. That's not our purpose. Whenever you start a business, you don't have income until you sell your product."

The learning process was fed by JA company experiences. "At best, we could make money and maybe get some bonuses for college," Van Hoomissen related. "At worst, it's a good education. As a result of this, my mind has been focused now on

entrepreneurial ventures and a business administration career, not law or politics as I had planned."

YFP's president counsels patience for delegates interested in starting their own business.

"It's not that easy to make money with your own business. You come up with a lot of great ideas, but it takes a lot of work to implement them," Van Hoomissen concluded.

The jury is still out on the success of YFP Enterprises' varied business projects.

But the verdict is in on the education received by the young entrepreneurs involved.

In that light, they've been a smashing success.

# Achievers proclaim volunteer spirit

"We're picking up on the spirit of volunteerism that is sweeping America," says Mike Bishop, Conference president.

The proclamation is "a symbol of our commitment to the communities which support us so strongly," says Bishop. It calls for April 2, 1983 to be Junior Achievement Community Action Day. On this day, Achievers from all over the country will give their time to community public service projects.

The purpose of the proclamation is to show that Junior Achievers aren't just working for themselves; they can also contribute to the well-being of their community by becoming more active in local service efforts.

The idea for the Junior Achievement

ment Community Service Day is the brainchild of Mike Bishop and Chip Hardt, Conference vice president. Each JA area can take the initiative by helping charity and service organizations and by doing JA center work.

JA center improvements will show that the Achievers really care about the environment they work in, and the environment that their advisers counsel in.

Hardt hopes the proclamation will "integrate Achievers Associations towards a common national cause. Associations have had little personal guidance in the past, he says; and he predicts this project will be "the first time that youth across the country have gotten together to show support—volunteering to help



NAJAC Vice President Chip Hardt encourages delegates to add their names to the growing list of support for a National Junior Achievement Community Action Day next April.

their country on a massive scale."

Bishop stated that Achievers are "going to realize that they are going to get the most fulfillment and fun out of their experiences in Junior Achievement by not just working to make a profit in their companies, but by also lending a hand in their communities . . . we hope Achievers will support this project as much as the free enterprise system has supported them."

Delegates will have an opportunity to participate in the proclamation by

signing a scroll, which will be available in various locations throughout the week. The scroll will be encased in a box. The Conference officers are encouraging the full participation of the NAJAC delegates in this effort.

So be famous: be a nationally-recognized Achiever and help others, too. The proclamation, with the "Ark" petition, promises to be an exciting addition to NAJAC 1982, and the United States, 1983.

—A. Hippleheuser

## Country sound' comes alive



Achievers Jeff Larsen, Amy Norkus and Mary Ann Klimas display their company's highly-successful record album.

"Southern Wind", sponsored by WCUZ radio, may not be a country-format station, but the sounds produced by this Grand Rapids Junior Achievement company come in loud and clear—country.

The recording, "Grand Rapids: All-American Country" was created by a 19-member JA company. The LP features 12 local bands who recorded a variety of songs from light, energetic pop-country, to slower country-and-western.

According to Southern Wind President Jeff Larsen, the record was an impulsive idea. "We had our minds set on producing a good weekly radio show, but we also wanted to do something new. So we decided to do both," he commented.

The initial step in production was to take out a \$2,000 loan, then contact an attorney about copyright procedures and select the groups that would be recording their music. Out of the 30 local bands that submitted tapes, 12 were chosen. The only requirement was that the band's song had to be an original composition.

"The idea was to promote local groups," said NAJAC delegate Mary Ann Klimas, company vice

president of administration. The artists receive no royalties."

Despite a delay in receiving the finished albums, Southern Wind was able to sell 722 of its 1,000 records between February and May. Trade fairs, television and newspaper ads, billboards and retail selling in local music stores were the major methods used to market the album. In addition, one song from the album was featured on their weekly radio program, "JA Country Countdown."

Sales from radio advertising totaled over \$8,500—the best company sales performance ever in the Grand Rapids area. As a result, Southern Wind was selected as local Service Company of the Year with the album being named Product of the Year.

Larsen credits much of the success to the company members' cooperation. "Our officers were fortunate enough to work together. We had the same goal, and it worked out a lot easier."

What about next year? "Everyone enjoyed working on the album. We'll probably have to think up something quite original," Larsen exclaimed. "It's a tough act to follow."

—T. Wicklin

## Proclamation

WHEREAS tens of thousands of businesses and individual adults give willingly and generously of their time and money each year to support Junior Achievement, and,

WHEREAS, more than 8,000 JA companies in all 50 states benefit each year because of this volunteer spirit, and,

WHEREAS, JA members learn about both the rights, and responsibilities, enjoyed in a free enterprise democracy, and,

WHEREAS, the President of the United States has called upon the private sector to assist in community public service efforts,

THEREFORE, we, the delegates to the 39th annual National Junior Achievers Conference, young people about to embark on our private sector careers, do proclaim that Saturday, the 2nd of April, 1983, shall be Junior Achievement Community Action Day, and,

THEREFORE, on said date, JA teenagers shall perform acts and projects to benefit our communities across the nation, and,

THEREFORE, let it be known that we young Americans in Junior Achievement realize and readily accept the responsibilities of a free enterprise system, as well as enjoying the benefits and freedoms.

Attested to on this 12th day of August, 1982, by the following individuals, on behalf of delegates to the 39th National Junior Achievers Conference, and on behalf of all loyal Junior Achievers across this great nation.



Actress Cathy Lee Crosby announces her support for JA.

# Winners of J.A. national

## Outstanding Young Businessman

### NFIB

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— Daniel Herp, Bishop David High School, Louisville, KY
- Second— Kenneth Worzel, Berkeley Preparatory School, Tampa, FL
- Third— Richard Titsworth, Sylvania Northview High School, Toledo, OH

## Outstanding Young Businesswoman

### NFIB

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— Katy Devine, Hinsdale Central High School, Chicago, IL
- Second— Maren Kay Johnson, Mounds View High School, Twin Cities, MN
- Third— Victoria Prater, Westerville North High School, Columbus, OH

## President



Sponsored and judged by the Young Presidents organization.

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

- First— Katy Devine, Hinsdale Central High School, Chicago, IL
- Second— Walter Steele, Chicago, IL
- Third— Cherrilyn McLane, Oklahoma City, OK
- Finalist— Chris Smith, Dubuque, IA  
Maren Kay Johnson, Mounds View High School, Minneapolis, MN  
Richard Titsworth, Sylvania Northview High School, Toledo, OH

## 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— Daniel Herp, Bishop David High School, Louisville, KY
- Second— Joe Husman, Oak Hills High School, Cincinnati, OH
- Third— Amy Hemseri, Edison High School, Los Angeles, CA
- Finalist— Tom Avery, Mountain Brook High School, Birmingham, AL  
Anne Palombi, Lake Brantley High School, Orlando, FL

## Vice President of Personnel and Corporate Secretary



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— Greg Boston, N. B. Broughton High School, Raleigh, NC
- Second— Shani Kramer, Arvada West High School, Denver, CO
- Third— Stuart Ellis, El Camino Real High School, Los Angeles, CA
- Finalist— April Myers, Bonny Eagle High School, Portland, ME  
Victoria Prater, Westerville North High School, Columbus, OH

## Vice President of Production



Sponsored and judged by The Society of Manufacturing Engineers.

First prize, \$1,000; second, \$400; third, \$300; fourth, \$150; fifth, \$150.

- First— Jon Marchuk, Deefield High School, Chicago, IL
- Second— Patrick Davidshofer, Wahlert High School, Dubuque, IA
- Third— J. T. Smith, Louisville Male Traditional High School, Louisville, KY
- Finalist— Jeff Dieffenbach, Brandywine High School, Wilmington, DE  
Margaret Dougherty, Boylan High School, Rockford, IL

## Vice President of Marketing



Sponsored and judged by Sales and Marketing Executives International.

First prize, \$1,000; second, \$400; third, \$300; fourth and fifth, \$150 each.

- First— Cathy Devany, Anderson High School, Austin, TX
- Second— Kenneth Worzel, Berkeley Preparatory School, Tampa, FL
- Third— John Nebelle, Griffin High School,

# Annual contest announced

Springfield, IL  
 Finalist— David Kruer, Bishop David High School, Louisville, KY  
 Laurie Lewis, (High School unavailable), Seattle, WA

Elkhart Central High School  
 TWILIGHT TIME: Salt Lake City, UT; John Cowan, Judge Memorial Catholic High School; Scott Schamay, Skyline High School; Lisa Scharffs, Skyline High School

## Public Speaking



Sponsored and judged by Dale Carnegie & Associates, Inc.

First prize, \$900; second, \$450; third, \$250; fourth, \$100; fifth, \$50.

- First— Kirk Brothers, Elizabethtown High School, Louisville, KY
- Second— Patrick Kennelly, Gonzaga College High School, Washington, DC
- Third— Rick Neal, Redlands Senior High School, Los Angeles, CA
- Finalist— Jon Robinson, Arvada West High School, Denver, CO  
 Kevin Cooper, (High School unavailable), Kalamazoo, MI

## Banking Company of the Year

AMERICA'S BANKERS



Sponsored and judged by the American Bankers Association.

First prize, \$900 to representative of company plus \$75 savings bond to each additional member; second, \$450; third, \$250; fourth and fifth, \$100.

- First— INVESTMENT OPPORTUNITIES UNLIMITED: Michele McMahon, Wahlert High School, Dubuque, IA
- Second— COLUMBIA EMPIRE BANK OF PORTLAND: George Van Hoomissen, Jesuit High School, Portland, OR
- Third— SOUTHSIDE ACHIEVERS BANK: Shaun O'Keefe, Marymount High School, Richmond, VA
- Finalist— FIRST JA BANK: Charles Campbell, Jr., Dunwoody High School, Atlanta, GA  
 BANK OF GREATER ACHIEVEMENT: Lisa Carlson, Sacred Heart Academy, Louisville, KY

## Best Sales



Sponsored and judged by Sales and Marketing Executives International.

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

- First— Maria Carson, Lynnbrook High School, San Jose, CA
- Second— Frederick Goff, E. L. Bowsher High School, Toledo, OH
- Third— Sandy Siegert, Hempstead High School, Dubuque, IA
- Finalist— Rylan Harris, Gonzola College High School, Washington, DC  
 Daniel Coy, Valley High School, Des Moines, IA

## Service Company of the Year



Sponsored and judged by Educational Communications Consultants, Inc.

First prize, \$250 to each of three representatives, plus \$75 savings bond to each additional member; second, \$100; third, \$75; fourth and fifth, \$50 to each of three representatives.

- First— HORIZON PRODUCTIONS: Minneapolis, MN; Randall Rivers, Minnetonka High School; Ivan Silverman, Lindbergh High School; Michael Thompson, Minnetonka High School.
- Second— WJAM: Nashville, TN; Dara Modglin, St. Bernard Academy; Ronald Randolph, Father Ryan High School; Maria Thomas, St. Bernard Academy.
- Third— SOUTHERN WIND: Grand Rapids, MI; Mary Ann Kimas, West Catholic High School; Jeffrey Larsen, Forest Hills Northern High School; Amy Norkus, West Catholic High School
- Finalist— THE COMMONWEALTH CHRONICLE: Richmond, VA; Beth Burton, Jefferson-Huguenot-Wythe High School; Candice Crawford, John Randolph Tucker High School; Nancy Nelson, Jefferson-Huguenot-Wythe High School  
 CREATIVE COMMUNICATIONS: New Haven, CT; Joseph Gallagi, Wilcox Technical School; Peter Klein, Platt High School; Beth Scott, Hillhouse High School

## 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 plus \$75 savings bond to each additional member; second, \$100 to each of three representatives; third, \$75; fourth and fifth, \$50 to each of three representatives.

- First— BLAZIN' BOX II: Fort Wayne, IN; Rob Bixby, Tim Brown, Ken Carlson
- Second— WOOD STOCK MANUFACTURING: Dubuque, IA; Michael Kuhl, Wahlert High School; Michelle Locher, Wahlert High School; Dina McFadden, Hempstead High School
- Third— SOLAR SOUNDS: Los Angeles, CA; Elizabeth Butler, Foothill High School; Kevin Jolly, Westminster High School; Joyce Steers, Foothill High School
- Finalist— CREATIVE PRODUCTS: Elkhart, IN; Jifke Kuitse, Elkhart Memorial High School; Julie O'Brien, Elkhart Central High School; Kim Phillips,

# B, I & E Day guests and Achievers exchange ideas

Hundreds of executives from business and education joined 3,000 Achievers at NAJAC yesterday and learned one simple truth: The free enterprise system—whether seen in a large corporation or a small JA company—provides the freedom to make money. But, as 81-year-old Pioneer Award winner Morris Pendleton told Business, Industry and Education Day guests last night, it also gives you the freedom to go broke.



JA National Chairman signs the proclamation.

That simple lesson provided the cornerstone of yesterday's experience for Achievers and distinguished guests alike. As Conference President Michael Bishop put it, "NAJAC is a week-long celebration of what the free enterprise system is all about."

Not surprisingly, the day was jam-packed with activities for B, I & E guests. Arriving Wednesday morning, most had the opportunity to sit in on workshops before joining their Achiever guides for lunch with NAJAC delegates. The afternoon was highlighted by participation in discussion groups, where many executives came away quite impressed with the views of Achievers.

Dennis Hendrix, chairman and chief executive officer of Texas Gas Transmission Company and JA national chairman, felt the Achievers "answer very effectively and express themselves well . . . all (of the delegates) exhibit a very broad understanding of the issues and problems we face today."

Marvin Womack, vice president, of Proctor and Gamble Company, called NAJAC "the best battery-charging exercise I know of." Another JA National Board member, Donald Garretson, vice presi-



Pioneer Award winner Morris Pendleton talks with two NAJAC delegates during yesterday's B, I & E Day activities.

dent of The 3M Company, tries to bring associates to NAJAC. "First-time visitors at NAJAC are always surprised at the maturity and sharp thinking of the Achievers," he commented.

The Chairman's dinner, hosted by Hendrix, featured the presentation of the Pioneer Award to Pendleton, who was instrumental in founding the JA program in Los Angeles. Keynote speaker was Lee Corso, head football coach at Indi-

ana University, who blended his spirited sense of humor and anecdotes about football with his personal formula for success.

Hendrix also used the occasion to endorse the proclamation being signed this week by NAJAC delegates, calling for a national Junior Achievement Community Action Day on April 2, 1983.

The evening ended with many of the guests attending the Talent Show in the auditorium.



## B, I & E Day

# Indiana Achiever creates service group

At 15, Achiever Lenny Ball is already a bridge builder. And he started his bridge building on his own. But that's nothing unusual. At least not for Lenny.

Lenny Ball, a Richmond, IN delegate and Life Scout, is working for Eagle rank. He has been in Scouting for seven years.

What kind of bridges does Lenny build? In order to meet his requirements for an Eagle Scout, Lenny was required to develop and give leadership to others in a service project helpful to a religious institution, school, or community.

"I had seen other Eagle projects," Lenny explained, "but they seemed just temporary. I was hunting for something long-lasting."

Lenny approached several local agencies, including the Red Cross, Retarded Citizens of Indiana, Kiwanis Club and Jaycees, and requested lists of groups that would need volunteer assistance. After



Super Scout Lenny Ball discusses his unique idea for a service project.

months of research, "Bridge Builders," a service organization, was born. Bridge Builders not only helps

handicapped and elderly, it also exposes youth to a group often overlooked. Currently there are over 100 volunteers, ages 10-18, who are participating in the Richmond activity.

As a member of Junior Achievement, Lenny recently was named "employee of the year" of JACOA II, and was top assistant vice president of the Richmond area. He received a travelship to attend NAJAC, and recently spent two weeks at Philmont Scout Ranch in New Mexico.

According to Lenny, Junior Achievement played a major role in the development of Bridge Builders. "JA gave me the confidence to expand my project to a larger scale," said Lenny. "Success is the prime motivator for both JA and the Boy Scouts," described Lenny, "and you have to be organized and businesslike in both organizations. But they're both fun."

Lenny has always had an interest in business, which encouraged him to join JA. He feels his project could be a successful service organization or JA company. Lenny states, "The company members would get a lot of satisfaction from doing odd jobs like raking leaves, washing windows, and grocery shopping for the elderly and the handicapped. We washed a lady's windows once and she came outside crying because she had only a couple of dollars to give us." The service is free, but "it really gives you a good feeling," remembered Lenny.

Lenny Ball should get his Eagle Scout award in three or four months, and Bridge Builders will have made a significant impact on the public by then. Lenny has high hopes that Bridge Builders could possibly become a nation-wide organization.

—David Swincher  
Mark DeWitte

## 100,000 Welcomes

# "Cead Mile Failte" say the Irish

"Mhol an òige agus Eiofaich sí." This Gaelic phrase which means "Praise youth and it will develop," could serve as a motto for the new Junior Achievement program in the Republic of Ireland. The first JA representatives to come to NAJAC from Ireland are adding another notch to the conference's growing international tree with six countries now sending delegations to Bloomington.

The eight Irish Achievers arrived in this country on Saturday following a 17-hour flight between Dublin and Indianapolis. The group represents 500 Achievers from two Irish areas, Dublin and Cork.

Each of the eight contest winners in their local area, like their American counterparts, won a trip to NAJAC with their accomplishments. According to Scottie Pascual of contest department, this will be the first time international Achievers are competing in NAJAC's contests.

The delegation's travel leader is attending NAJAC as the winner of a contest which has no American equivalent. Dermot Kelly, is Ireland's Adviser-of-the-Year. Kelly, employed with Bank of Ireland, was chosen from among over 50 advisers who wrote a 3,000 word essay about their Junior Achievement company.

Travel costs for each Irish Achiever's trans-Atlantic trip were paid by businesses in their hometowns. Next year's delegation will be sent over by the Irish Junior Achievement program itself.

The Ireland JA program was started by Andrew Duffin, a 12-year JA veteran and 1974 NAJAC visitor who started the program after moving to Ireland.

The Irish program is basically identical to the American JA program, although becoming a member



Irish delegates (left to right) Tony McDonnell, Godfrey Nolan and Robert Kane discuss their first impressions of NAJAC.

is much more competitive. Only highly-interested and motivated secondary school (equivalent to high school) members are accepted. Some companies required each prospective member to develop and present a possible product for the company.

Activities of the companies, sponsored by firms such as the Bank of Ireland, Hallmark Cards and Guinness Breweries, included the videotaping of board meetings to recruit more sponsoring firms, a football (soccer) match, ice skating, and a local Trade Fair.

Commenting on the first impression of NAJAC, Irish delegate Thomas Neville said, "It's a new experience for us. Our main goal is to learn and bring back ideas to Ireland to put into practice."

Finnuala McLoughlin of Dublin, intends to put her NAJAC experiences into practice when returning to Ireland by starting her own business.

"I'm looking forward to the

Product Fair," she says. "I want to get some good ideas for my business."

According to the Irish delegates, Americans are very friendly and receptive. "We've gotten so many hugs and kisses from not only Achievers, but also people at the airport."

The only problem these new travelers seem to find difficult is the American sense of humor. "Some things aren't funny to us—just as Americans don't understand our dry wit," commented Tony McDonnell.

"Americans also take for granted their opportunity to go to college," claims Joanne McCloskey. In Ireland, college is not as readily available. Joanne's advice is to take advantage of every educational opportunity possible.

"It doesn't matter what you are—manager, teacher, or bus driver. You are still somebody."

The Irish delegation plans on visiting Boston prior to concluding

their visit to the U.S. In preparation for their trip, they hope to talk with Boston delegates in order to learn about the city.

—T. Wicklin

## Achievers express optimism on economy

A survey of this year's NAJAC delegates reveals that Junior Achievers are concerned but optimistic about the nation's economy. Two thousand delegates were surveyed on subjects ranging from lifestyles to business and unemployment.

Eighty percent of those responding indicated that their families had been effected by the current recession, but 74 percent expressed confidence that the country would be able to avoid a depression and rebound from its economic problems. Sixty-one percent believe that reducing unemployment is more important than reducing inflation.

Delegates were less optimistic when asked about the potential for peace. Eighty-four percent believe that nuclear war is a very real possibility.

Delegates were also asked which men and women they admired most in the country today. Although Sandra Day O'Connor and President Reagan were the top choices, parents ranked second, with Moms garnering a higher percentage of votes than Dads.

Conversely, President and Mrs. Reagan also ended up as the least-admired man and woman in America.

The results of the survey indicate that males and females think very much alike. Votes in all areas were very close.

# Pendleton named Pioneer Award winner

Morris Pendleton raised \$18,000 nearly 30 years ago to help found the Junior Achievement program in Los Angeles, CA, after seeing Achievers in action during a business trip to Portland, OR.

Now, Junior Achievement of Southern California is one of the largest JA operations in the nation. The area's budget for the 1981-82 year was 655 times higher than Pendleton's initial contribution.

Because of his efforts in establishing JA in Los Angeles, Pendleton was presented Junior Achievement's annual Pioneer Award Wednesday night, during the Chairman's Dinner, at the National Junior Achiever's Conference.

"JA is one of the greatest institutions I know of involving young people," Pendleton commented when accepting his award. "One of the characteristics of JA that appeals to me so greatly is that we are harnessing the normal dynamism of young people," he continued.

Pendleton is the former chief executive of Pendleton Tool Industries, Inc., a firm which now accounts for about one-seventh of the industry's national volume of mechanics' hand service tools. This places Pendleton Tool in first place among 80 competing firms.

Under Pendleton's leadership, the company embraced the corporate philosophy that employees and stockholders should share in the company's good fortune as well as bad, economizing together in bad times and enjoying participation in profit-sharing in good times. A profit-sharing fund was established at the company in 1940.

The now-retired executive was

quick to note the spirit of Achievers at the Conference. "We have found that the determination for success in young people pays off in a lot of ways," he proclaimed. "You've seen it in so many ways," he told the nearly 400 assembled executives, "especially around you today."

"That movement is continuing," he concluded, giving a strong endorsement of Junior Achievement in the process. Getting involved, he predicted "Can make your heart just glow."

"To succeed," he advised, "you need a happy family, good friends, a prosperous business, and to always do more than what is expected of you."



Morris Pendleton displays the plaque he was awarded, as this year's recipient of the Junior Achievement Pioneer Award.

Speaking at the Chairman's dinner, Morris Pendleton makes a point about his association with JA.



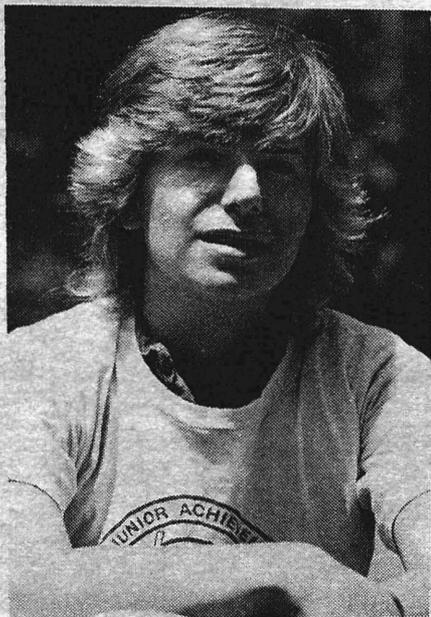
# Wyler's fundraiser no lemon

"If life gives you lemons, make lemonade."

Achievers in Boston, Chicago, and Cleveland changed this old saying to "If Wyler's gives you lemonade, make money!" These three JA cities pioneered a new fund-raising program developed for Junior Achievement and Borden, Inc. (Wyler's parent) by Carl Byoir and Associates, a New York advertising agency.

Chicago delegate Barbara Brahns sold lemonade and punch for 10 cents a cup (other cities charged 25 cents—Chicago had competition from the Boys Clubs of America) at the John Hancock building downtown. "I enjoyed the experience," stated Brahns "and was glad I had the opportunity to raise scholarship money and talk to people about JA." Brahns and her co-worker were supplied drink mix, equipment, signs, hats, t-shirts, cups, coupons and pamphlets by Wyler's. They supplied the labor.

"I never realized how involved business was," explained Brahns, "until we had to deal with city inspectors and police. They are helpful, but I was amazed at things I



R. Beatty

Chicago Achiever Barbara Brahns explains the Wyler's Teen Free Enterprise program, introduced in three Junior Achievement cities this year.

used to take for granted." The money raised by the three Chicago locations went into the JA scholarship fund. "I think it is a good way to raise money—kids appreciate it more because they earn it," com-

mented Brahns.

Achievers also distributed pamphlets entitled "The Free Enterprise Guide to Summer Job Hunting." The brochure gave tips on how teenagers could land jobs by evaluating their skills, locating job opportunities, tracking down leads and interviewing properly. The brochure also suggests starting a business and doing volunteer work. To obtain a copy, send a self-addressed, stamped envelope to Wyler's Teen Free Enterprise, 180 Broad Street, Columbus, OH 43215.

"We feel that the program was a success," related Linda Kay, program contact at Borden's. "Achievers in the three cities combined raised over \$2,200 in drink sales alone, but, more importantly, we estimated that an audience of over two million people were reached by the radio and television coverage of the program."

According to Kay, the program was a success for everyone involved. The Achievers raised scholarship money, Junior Achievement and Wyler's received valuable publicity, and Carl Byoir and Associates provided an important service for JA

nationwide.

"We plan to run the program again," announced Kay, "possibly in 10 to 20 cities nationwide. The locations depend on the strength of the local JA program, and the support we can expect from our agency and local food brokers." The program typically runs for four days. Achievers spend Thursday and Friday in downtown locations serving business people, and Saturday and Sunday in suburban locations serving shoppers.

Achievers also distributed 20 cent coupons for Wyler's products at the stands. According to Kay, 18,000 were distributed, and JA gets five cents for each coupon redeemed. JA areas interested in learning more about the program should contact Kay at Borden's, Inc.

—T. Johnston



# Entrepreneur considers all options

"I plan not to work for anyone else," said the 14-year-old entrepreneur, and he didn't; in two years, he earned \$2,000.

NAJAC delegate Drew Van Sickle, now 16, from Toledo, OH, started working for himself as a child. He sold used comic books from a red wagon to the kids on his block.

Drew started his current business only two years ago. He remembered a friend complaining about the lack of sorority-oriented products on the market. So, Drew invested \$200 capital—money he had earned from mowing lawns—and started A.P. Sales ("A.P." stands for Andrew Paul, Drew's first and middle names).

Drew soon talked to a printer, and he decided to produce bumper stickers with the caption, "Delta, Delta, Delta—Three Times Better." They sold for \$1. He then used the copy equipment in his mother's office to send mailings to 250 chapter houses around the country. In three weeks, Drew's initial \$200 investment had been returned three times. The stickers had only cost him 22 cents apiece. After the mail stopped coming in, Drew decided to reinvest his profit. He added T-shirts, coasters and key chains to his product line. He then mailed 1,000 catalogues to different sororities and fraternities.

While maintaining his mail order business, Drew is also diversifying. He paints addresses on blacktop driveways and cleans out basement and garage junk for resale.

Painters' hats have just recently become a fad on the East coast, and the fad is slowly moving all across the country. Three months ago, Drew spoke with a printer about putting a flame logo on painters' hats, and he then showed up in Knoxville, TN. He went straight to the World's Fair merchandising director and said, "You need painters' caps." The director heartily agreed, but had already signed an exclusive contract for baseball caps. So if you go to the Fair, you just might see Drew's hats at the entrance. He expects to sell 20,000 there. "If we could have sold them inside," he said, "we would have sold 100,000." Drew has learned that timing is important, too.

New ideas seem to be old hat to Drew. "It's not been all glory, though," he admits. One of his new ideas was to find some investors to back some new unannounced concepts. He found a backer, but problems came too. Drew's millionaire oil-company backer had quite a different temperament than Drew expected. "It can get really bad emotionally . . . I have a lot more worries than most people my age." Worries like trying to schedule trips to conventions in Dallas and Los Angeles that would seem a dream to most people.

Drew admitted, "I have had some good times and some bad times." One bad time was just this year: the post office lost 1,000 pieces of his mailings for the sororities and fraternities they were returned two



Drew Van Sickle

months later, too late to be effective. "I'm not going to cry about it . . .

I'm going to keep my head held high," Drew said.

Drew also says that his Junior Achievement experience has helped. He got his start in JA by helping his mother, an adviser, sell tickets for the area's Trade Fair. He sold 100 tickets. During the year Drew sold over \$1,000 worth of cheese balls.

Drew advises fellow prospective young entrepreneurs to research their ideas well and "consider all possible options . . . always reinvest your money in your business and don't let your car own you. Own your car." He said that too many teens make the mistake of selling their life for a Trans Am, only to end up with a poor job and no college education. And though "others get on your neck," he said, "have a little fun, too. Go for it—go for your ideas."

Drew's story will be a feature in a new book about 50 teen entrepreneurs. It will be published sometime next year by Gardenway Publishing.

Drew plans to work with his father soon, in Dallas. There, he hopes to help spread the painters' hats trend. And after high school, Drew is considering attending Indiana University, because they offer a program in Entrepreneurial Studies.

Long range goals are simple for Drew, "I want not just to make a million dollars, but to make a million before I'm 25."

Drew doesn't want to work for anyone else, because he doesn't want to sell himself short. He wants to reach for success and find the best within himself. "People say you can't do that—and just part of it is proving you can." It certainly is.

—A Hippleheuser

## Foundation provides MBA grants

"I was psyched!"

Ron Sege, Division III coordinator, reacted like a native Californian when he learned of his Little Family Foundation Graduate Fellowship award. Sege is between his first and second year in the Masters of Business Administration program at the Harvard Graduate School of Business.

Sege's three years as an Achiever, his undergraduate business degree, and his two years of work experience qualified him to apply for the award. Advisers with at least one year of JA experience, an undergraduate business degree and work experience can also apply, even if they were not in a JA company as Achievers themselves.

Schools currently participating in the program are Harvard University, Cornell University, the University of Rhode Island, Dartmouth College, the University of Pennsylvania, the University of Michigan, Babson College, Stanford Univer-

Each school seems to handle the process differently, reported Sege. That view is confirmed by Buffie Kaufman, manager of program administration for National Junior Achievement. She advises interested graduate Achievers to contact a particular school for more information.

For Sege, the application process was simple, but stressful. "I wrote

sity, the University of Chicago and Duke University.

"At Harvard, I received a grant for \$5,000 to help pay for tuition," explained Sege. "The three Harvard fellowships are usually renewed for the student's second year, depending on their first-year grades. Several \$200 honoraria were also awarded."

a letter detailing my JA experiences, and obtained letters of recommendation from my boss and from JA personnel," he explained. "But I didn't learn of the results until November, well into my first semester at Harvard."

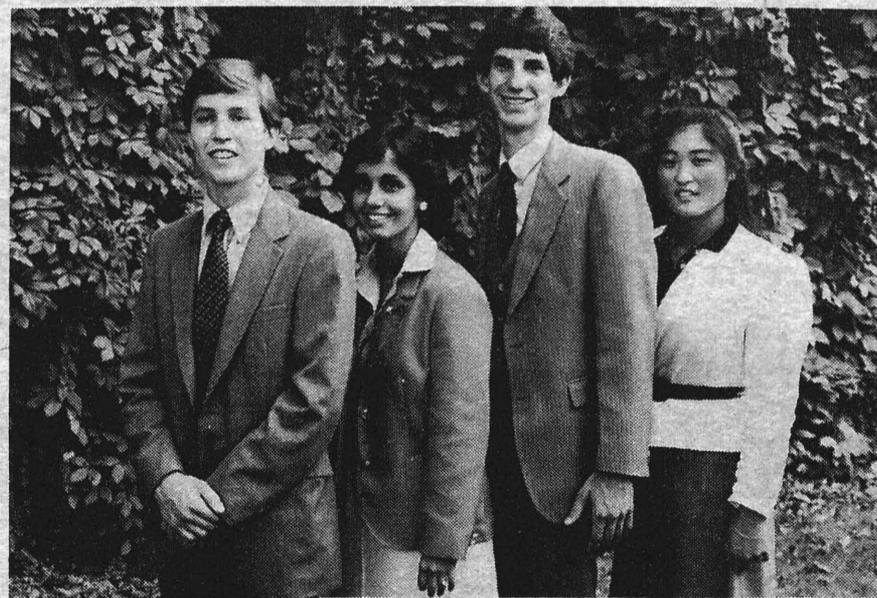
Generally, winners are chosen by representatives from the school and from the Little Family Foundation.

They are picked on the basis of JA experience, work history, education and other factors, depending on the school. Merit, not need, is the relevant criterion.

Competition at some schools is tougher than at others. At some, there were more fellowships than applications. "The program is being expanded," remarked Sege. "If people show interest, more schools will be added. If the money is not distributed, more publicity is needed about the fellowships," he concluded.

Interested Achievers and JA graduates should write to an individual school for details, emphasizing their strong involvement in Junior Achievement, according to Sege.

—T. Johnston



The 1983 NAJAC officer team

## Delegates elect 1983 officers

Richard D. Titsworth, 17, (Toledo, OH) has been elected president of the 40th National Junior Achievers Conference.

Elected to Regional Director positions were: Jane E. Henriques, New Bedford, MA (Atlantic Coast); Danny Herp, 17, Louisville, KY (Mid-America); and JuJu Chang, 16, San Jose, CA (Western). The new officers were introduced at Thursday afternoon's general session.

