

# ACHIEVER<sup>TM</sup>

Vol. 1, No. 2

A Junior Achievement National Publication

February, 1979

Achievers  
Inspire National  
**PRIDE**  
**CAMPAIGN**

Beat Those  
Midwinter  
**SALES BLUES**



## **A Letter From The Editor**

Last month a letter from JA National Chairman Frank T. Cary, chairman and chief executive officer of IBM Corp., appeared on this page. This month you see a letter from the editor here. Starting next month this space will be reserved for **you** — it will become the permanent home of "Special Delivery", your letters to the editor column. What should you write about in a letter to the editor? Any JA-related item you'd like to talk about. You can comment on an article you read in **Achiever**, perhaps relating it to your own experience. Tell what you like or don't like about the magazine. Say what you'd like to see in **Achiever**. All letters will be acknowledged, and the ones of interest to the most Achievers will be printed in the column. Send your letters to: Special Delivery, Achiever Magazine, 550 Summer Street, Stamford, Conn. 06901.

Sincerely,

*Valerie Berger*

Valerie Berger  
Editor

### **Are you a photographer?**

We can use good black and white snapshots of any phase of JA activities in your town. Eight-by-ten glossies would be ideal, but we can also use very clear snapshots.

### **Are you an artist?**

Black and white sketches of JA scenes would make super illustrations for upcoming articles on JA activities!

### **Are you a cartoonist?**

A funny sketch relating to an upcoming JA event or time of year would be ideal.

### **We need your talent!**

### **We need your ideas!**

Send your artistic contributions to: Art & Photo Dept., Achiever Magazine, 550 Summer Street, Stamford, CT 06901. All submissions will be acknowledged, and credit will be given in the magazine for those we use. If you want your materials returned, please enclose a stamped, self-addressed envelope.

Need more details on the above? Drop us a note. Meanwhile, we hope you enjoy your second issue of **Achiever** magazine.



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A Junior Achievement National Publication

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**February, 1979 Vol. 1, No. 2**

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Did you know that you inspired the theme for JA's new national advertising campaign?

You did it by showing how proud you were . . . proud of your company's accomplishments, proud of each other, your product, your skills and knowledge. And, as everyone knows:

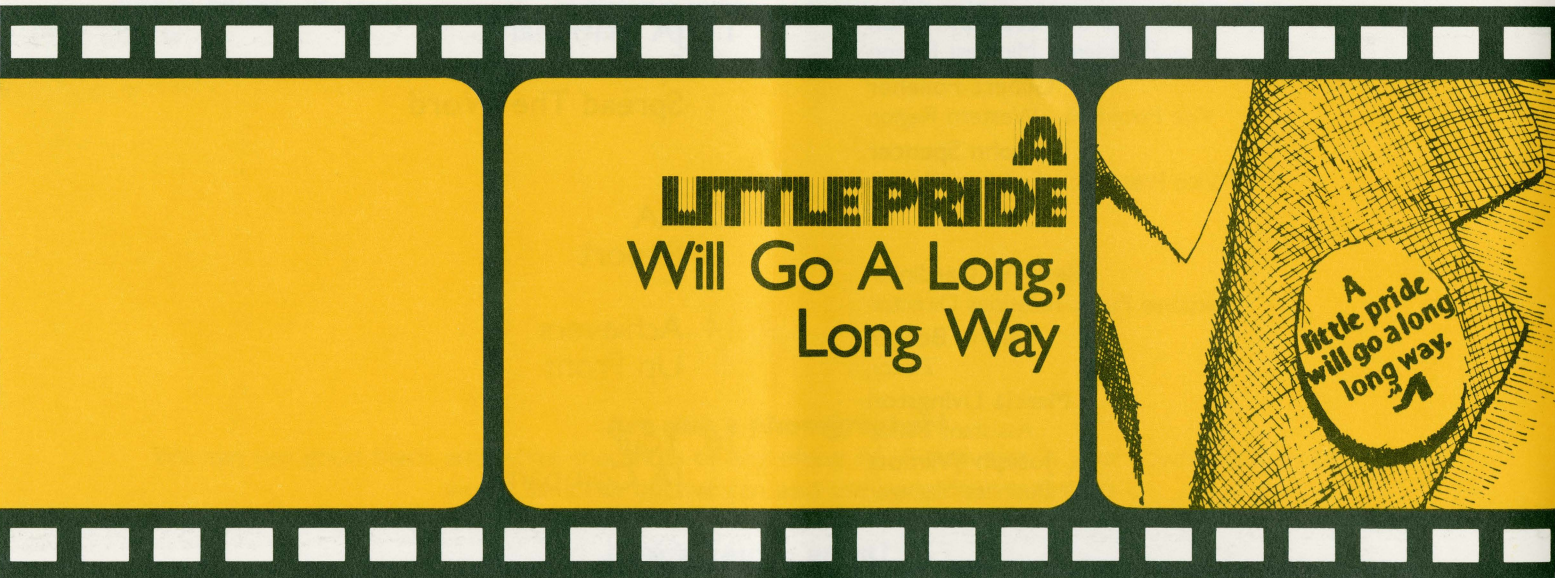
**"A Little Pride Will Go A Long, Long Way."**

JA's first major ad campaign in its 60-year history was developed under the guidance of its voluntary advertising agency, Wells, Rich, Greene, Inc.

You may not even have been an Achiever in the summer of 1977 when an agency group came to NAJAC to talk to Achievers, advisers and sponsors for the first time. Perhaps you talked to them, though, at your company meeting last winter, at your Regional Conference or at the National Business Leadership Conference in Detroit if you were one of the lucky delegates.

That's how the search began for the best way to tell the world about Junior Achievement.

Agency Copywriter Susan Montgomery and Art Director Marshall Cetlin were especially involved in creating the "pride" package. Once the theme was established, they and other members of an agency creative team were in daily contact with the JA National Public Relations department. Messengers whisked copy from New York to Stamford for



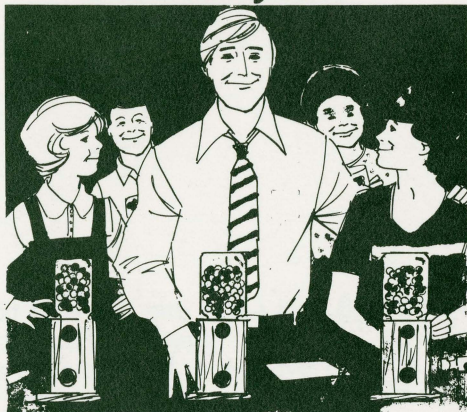
A pride campaign lapel button.

approval or correction. Thousands of telephone calls and hundreds of brainstorming hours kept things moving.

The many aspects of the campaign called for just as many different talents. While one person was writing copy for the print ads, others were writing catchy music and lyrics for radio and TV ads.



## What's an executive from Procter & Gamble doing on an assembly line?



For seven years, Jack Fisher has been a systems analyst with Procter & Gamble. But this year, he took on a second job. And he's proud of it.

Jack Fisher is an advisor for a Junior Achievement company.

Every Monday night, he and twenty high school students get down to business. They manufacture gumball machines. And, to Jack's surprise, it isn't that much different from manufacturing a product for Procter & Gamble.

A company had to be organized. Shares of stock were sold. And, once the product was chosen,

they were ready to produce, promote and sell. JA gave Jack a rare opportunity to teach kids what he knows about the business world. But it gave him something even more rewarding: a chance to see the enthusiasm, commitment and the real sense of pride these students shared creating a company of their own. That experience will stay with them a long time.

To find out how you can participate in JA, call or write us. There's a job here that you can be proud of.

**A little pride will go a long, long way.**



JA - A DIVISION OF JUNIOR ACHIEVEMENT INC.

An artist's conception of a JA print ad.

## Why is an executive from Procter & Gamble making gumball machines?



Believe it or not, Procter & Gamble encourages their executives to help develop products like gumball machines, buster blocks and funky chickens.

It's part of their participation in Junior Achievement. And JA companies are just as serious about business as Procter & Gamble.

With the help of an adviser, they draw up a company charter. Elect officers. Sell stock. And, once a product is chosen, they produce, promote, sell and turn in a profit.

But there are more valuable gains than dollars and cents. Ask any JA adviser.

He's seen the shyest boy in the group become a top salesman. He's watched the girl who could barely balance the books map out a brilliant financial plan. And he's shared the enthusiasm, commitment and the real sense of pride these kids feel creating a company of their own.

Both large corporations and small businesses are proud to participate in Junior Achievement. We're listed in your local white pages so call us and join. You'll be doing a lot more than just making gumball machines.

**A little pride will go a long, long way.**



JA - A DIVISION OF JUNIOR ACHIEVEMENT INC.

The finished ad. By changing the names of the corporations involved, this ad can capture local as well as national interest.



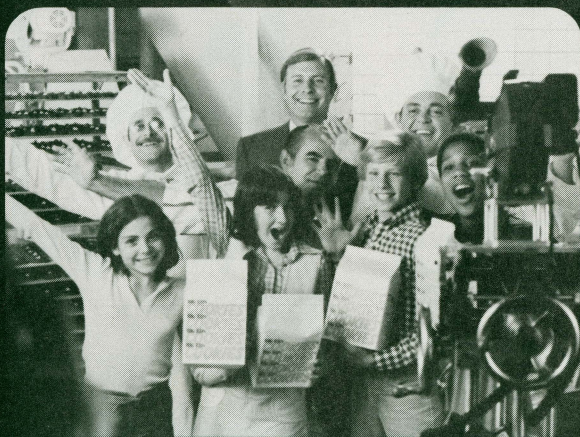
The four television public service announcements you will see when you flick on your set this winter are the culmination of one part of this campaign. The PSA for JA's eighth and ninth grade program, Project Business®, was shot on location in a school and a bakery, while the JA spot was filmed in a classroom constructed in a television studio. A 60-second and 30-second version of each was filmed.

In each PSA, the crowd you see on camera is barely half the work force. Would you believe there was also a technical crew made up of a director and assistant, executive producer and producer, three cameramen, grip man, prop man, wardrobe and makeup people, three set people, and a script girl?

An art director, producer and copywriter from the agency, three technical producers and an art director from JA completed the team.

Each PSA is the result of two 10-hour days of filming. In other words, it took about 52 hours of shooting to get the three minutes of film that satisfied director Ron Finley of Best People Inc.

In addition to the TV spots, radio PSAs and print ads there is support material such as bill stuffers, buttons, posters and a billboard. Using it all together could make JA a household word all over the country.



Roll 'em! A scene from the filming of the JA TV spot. The Wells, Rich, Greene team that created this campaign was headed by Martin M. Mitchell Jr., senior vice president, and Paul Barrett, vice president.

"Hurray! A little pride will go a long, long way!" Herbert Santos, owner of La Esperanza Baking Co., on location in his bakery with the Project Business TV spot acting team.

The campaign kicked off in November and will reach a peak during JA week. It is designed to heighten the interest of sponsors, board members and contributors, as well as Achievers. Also, it will help every phase of the JA program from raising funds to selling your JA product●



### Cincinnati: Trade Fair Promotion

In Cincinnati the spirit of JA involvement is exemplified by Louis M. Groen, who is president of McDonald's National Association of Owner-Operators and owner of 25 hamburger restaurants in and around the city.

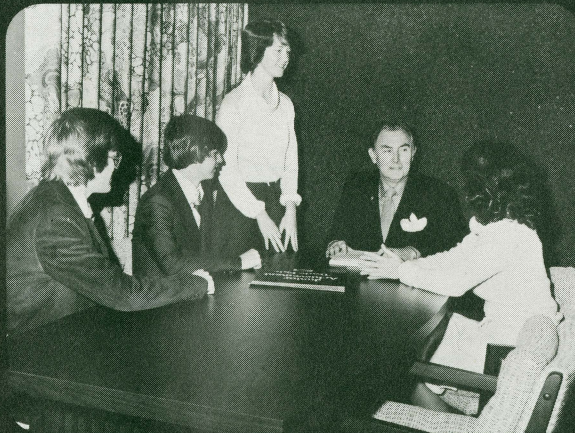
An active member of the JA board of directors, Mr. Groen contributes operating funds for the JA program and "purchased a room" towards the construction of Cincinnati's brand new JA center. In addition, a number of Achievers in the program receive a free Big Mac hamburger on opening night each fall, while others hold part time jobs at McDonald's restaurants.

However, it is with Cincinnati's gigantic annual trade fair that Mr. Groen says he has the most fun. To help publicize it in advance, he produces a special TV commercial on the trade fair and then gives over a large part of McDonald's radio and TV commercial airtime for the months of February and March to

Next time you bite into a juicy Big Mac™ sandwich, you'll be saying "thank you" to a company that has been a friend to Achievers and JA programs all over the country. In your town McDonald's® may be providing funds to help run your program (or build your new JA center), executives for your adviser team, free hamburgers, or transportation to Achievers conferences via luxurious Big Mac bus. The story is different, but equally exciting, in every McDonald's/JA town, where individual McDonald's owner-operators, successful free enterprisers themselves, help Achievers learn about business through Junior Achievement.

**TO MAKE A  
JA SANDWICH!**

**McDonald's®  
Mixes Money, Mayo,  
Mustard, Placemats,  
Pickles, Bus Trips. . .**



McDonald's owner-operator Louis Groen discusses plans for the 1978 Cincinnati trade fair with Achievers.



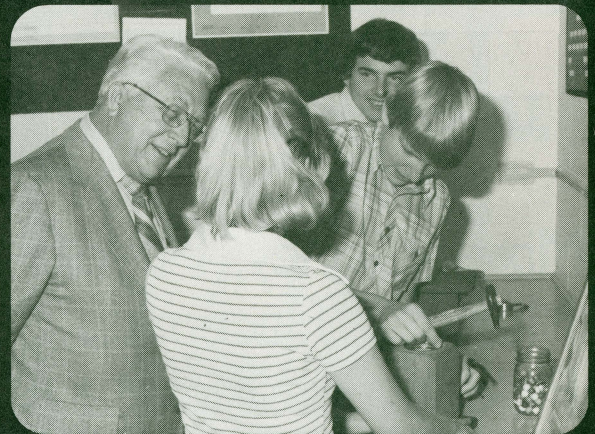
Ronald McDonald promotes the Cincinnati JA trade fair.

special trade fair promotions. In his stores, translites and tray liners advertise the fair. (Big Mac and Egg McMuffin® coupons appear on the ticket itself.)

At the trade fair held early in April, Ronald McDonald® in person is a star attraction as he gives away cheeseburgers to youngsters who have entered his Ronald McDonald Coloring Contest. McDonald's also sponsors Cincinnati JA's Top Teen Talent Show at the fair and provides \$1,000 in prize money.

Due in large part to McDonald's participation, attendance at the Cincinnati JA trade fair has doubled since 1975, to over 100,000 visitors.





William Sigmund and Achievers in Jackson, Michigan.

### Jackson, Michigan: A Bus To Bloomington

Williams Sigmund knows how to spot a good investment. Back in 1959 he was one of the first 50 franchisees of a new fast food chain called McDonald's. Today he's making another kind of investment, this one in the young people of Jackson, Michigan, as he contributes funds, manpower, and goods and services to the JA program there.

Last spring the McDonald's-sponsored JA company and its adviser team made up of store managers won local Company of the Year honors. The year before that, the 17 Jackson Achievers

who'd managed a perfect weekly attendance record were treated to a steak dinner at one of the fanciest restaurants in town, by their host Bill Sigmund. Meanwhile, the 18 delegates to the National Achievers Conference last August traveled to Bloomington, Indiana on a Big Mac superbus, which returned at the end of the week to bring them home again.

This fall McDonald's printed 84,000 tray liners to aid Achiever recruiting efforts and added a JA tagline to their radio commercials.



### Warren, Ohio: Hamburger Eating Contest

How do you win a hamburger-eating contest? The teenaged winner of the Warren Achievers Association's first annual eat-a-thon two summers ago ate the required three hamburgers and buns in 43 seconds flat. The secret? Take rapid, tiny bites, rather than stuffing a lot in your mouth at once! The contest was repeated this past August, again as a joint project of the Achievers Association and McDonald's Owner-Operator Albert Covelli. Mr. Covelli donated the locale of the contest (one of his 25 restaurants) as well as hamburgers and soft drinks for the 300 contestants and \$75 worth of prizes, while publicity for the event was provided by local radio station WTCL reporting from the scene.

Now in his second year as a Junior Achievement board member, Mr. Covelli's involvement goes far beyond hamburger eating contests. As chairman of the board's Project Business Committee, he personally recruited three consulting firms for JA's

### Detroit: Instant Achiever Card

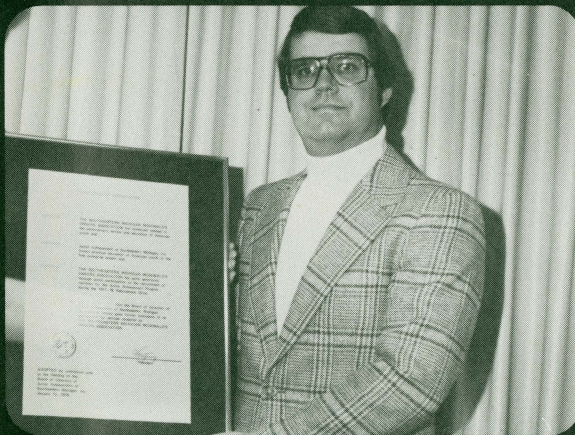
A McDonald's gift certificate program in Detroit furnishes every new Achiever an Instant Achiever Card good for a hamburger and soft drink at any restaurant owned by a member of the Southeastern Michigan McDonald's Association (SEMMA). Some 10,000 Detroit Achievers benefit from the program every year, receiving their coupons the first night their JA company meets. The promotion urges potential Achievers to join the program at the beginning of the year and offers them a tangible benefit from the first week of JA. The program is publicized through Achiever recruiting posters and presentations.

### Rochester, New York: Bus Trips And Tray Liners

Visit any McDonald's restaurant in Rochester, New York around Achiever recruiting time and you'll be greeted with a friendly tray liner under your Big Mac lunch that tells you, "There are McDonald's people all over the nation who help Junior Achievers learn how to succeed in business by really trying." Last fall some 160,000 of these tray liners were



Determined candidates munch their way through a hamburger eating contest in Warren, Ohio.



SEMMA president Bernie Schmitt holds a Resolution of Appreciation given by JA in recognition of McDonald's active participation in Achiever recruiting.

eighth and ninth grade in-school program, and his chief area supervisor, Tony Sabino, serves as Business Consultant to a fourth Project Business class.

In addition to his annual donation to JA's operating fund, Mr. Covelli's involvement includes free coupons for breakfasts, Big Mac and/or Quarter Pounder sandwiches to Achievers coming back after the Christmas break and to those who sell 12 tickets to the JA trade fair. Advisers benefit at their own recognition night from McDonald's giveaway of T-shirts, backpacks and other novelty items.

distributed during a ten-day period. Dick Weaver, president of the McDonald's Co-op in Rochester, a group of six owner-operators of 19 restaurants, also sent a letter of congratulations to the parents of each Achiever joining the program.

The Co-op also sponsored a group of Achievers who traveled by Big Mac bus to Albany, New York last May to visit the regional offices of McDonald's, and a similar trip to Toronto is planned for this spring.



### And Elsewhere . . .

Under the leadership of Jim Pihos, president, Conley-Pihos Management Company, McDonald's owner-operators in Milwaukee offer that city's JA program a trade fair promotional package modeled on the successful cooperative effort between McDonald's and JA of Greater Cincinnati . . . In far-off Anchorage, Alaska, William Pargeter, president, McDonald's of Alaska, has served as a JA board member, sponsored a JA company, and assisted with the fund drive for the past three years, last year serving as a division chairman. McDonald's is a major contributor to JA of Alaska and, in addition to funds, Mr. Pargeter donated a 3M copier to the JA office on behalf of McDonald's . . . Hamilton, Ohio's successful JA fund drive last year was chaired by McDonald's owner-operator Joel Schmidt.●



**JA National  
Speakers  
SPREAD  
THE WORD**

Dick Weaver (right) and fellow McDonald's owner-operator Richard Guon (left) pause before the Golden Arches™ with a group of Achievers in Rochester, New York.



If you like being in JA, you're probably telling other people about it, right? Achievers telling their friends why they should join JA, and Achievers telling businesspeople and educators what they are learning in the program, has always been the best kind of public relations JA can have.

If you have a Speakers Corps in your JA area, it is organized on this same principle, training Achievers how to spread the word about JA most effectively. The National JA/Reader's Digest Speakers Corps does this on a national scale. Every October a group of top Achievers from around the country gathers for four days in Stamford, Conn., near JA National Headquarters, for a special seminar to teach them to do this job.

This year's 24 new National Speakers Corps members are high school seniors and college freshmen who were chosen from among national JA contest winners or finalists, elected national conference officers, and validated candidates for national office. They have all had some experience with public speaking already. What they work on during the seminar weekend is how to relate to a specific audience. In lectures, discussion groups and role-playing situations they learn . . . how to host a convention booth; how to participate in a panel discussion; what to say if interrupted by a heckler

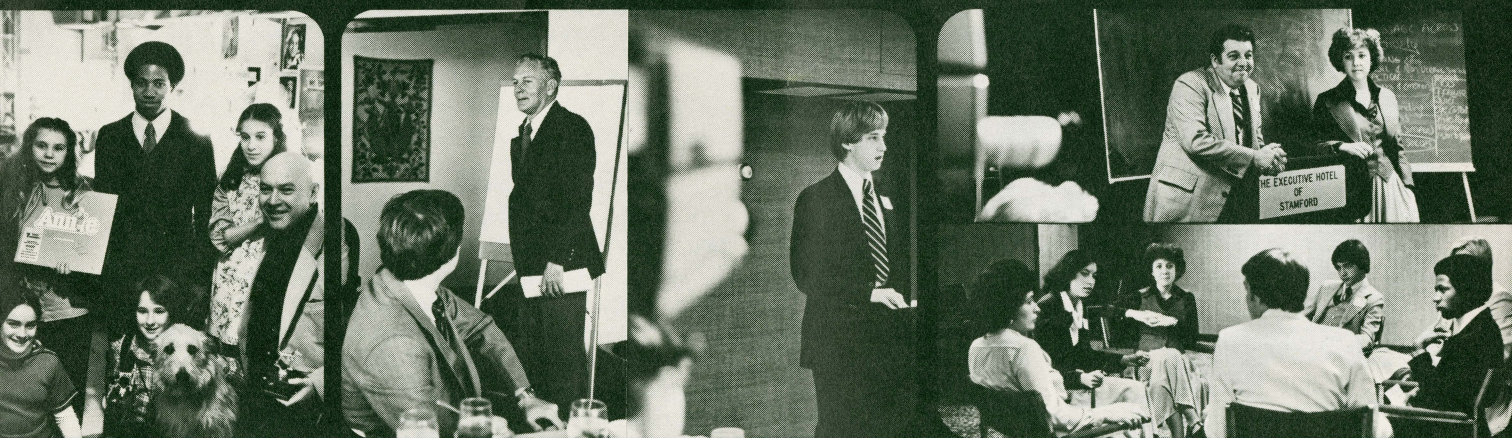
while addressing a meeting; how to interest a high school student in joining Junior Achievement and how to interest a businessman or woman in supporting it . . . the same story, but told a different way each time.

Although its immediate purpose is to teach seminar participants to "sell JA" and to explain the American business system, the Speakers Corps seminar also helps Achievers to develop leadership skills they will be able to use throughout life.

It's hard work, but it's fun, too, as you can see from the photos. The Achievers all filled with apprehension when they had to stand up and give their first speech before the other seminar members, but they also had the fun of learning to be better speakers and of sightseeing the nearby New York City during free hours.

The JA/RD Speakers Corps is ten years old and is supported by DeWitt Wallace and the **Reader's Digest**, which provides funds for the seminar and to enable Speakers to travel to meetings around the country on behalf of Junior Achievement.

These outstanding Achievers are available to make speeches to civic groups and professional associations anywhere in the nation. Requests should be addressed to the National Program Department, Junior Achievement Inc., 550 Summer St., Stamford, CT 06901. ●



After a day spent touring New York City, the seminar participants saw the Broadway musical "Annie" and met the cast members backstage.

Here Achiever Michael Ladner of Orlando, Fla. (center rear) stands with Daddy Warbucks (actor Reid Shelton, right), Little Orphan Annie (Shelley Bruce, center front), and dog Sandy, and three of the "orphans" from the cast.

JA National President Richard Maxwell tells the group about Junior Achievement's educational programs.

Scott Larsen of Fort Wayne, Indiana is videotaped while making a speech.

Lou Gallo of Dale Carnegie and Associates addresses the group.

A thoughtful moment during a group discussion.



### How St. Paul Got To Be #1

They scored in the Top Ten for the past six years, and in the Top Five for the past five years. Then last summer the National Achievers Association named the St. Paul, Minnesota AA the best Achievers Association in the country for the 1977-78 program year. How did St. Paul get to be #1? Here's what they did:

At the 1972 National Achievers Conference the first steps were taken to reorganize and revitalize the National Achievers Association. The conference delegates from St. Paul felt that a similar reorganization was in order for their own local AA. They did two things that year to start their AA on its trip to the top.



Inner tubes play a big part in the social activities in and around St. Paul. In summer, tubing down the Apple River in Somerset, Wisconsin is a popular AA event.

First, they set themselves the goal of providing service to the Achievers of the St. Paul JA program and the community at large. That included planning a sound program of social and public service activities.

Second, they elected a fifth officer in addition to the usual AA president, vice president, secretary and treasurer. This officer was called the National Achievers Association Representative, and his or her job was to communicate with other AA's around the country and attend regional and national NAA functions.

Thus the St. Paul AA set goals for themselves back in 1972 to become a social and service organization for Achievers and a service organization to the community, and they also set up a communications system with AA's in other cities. After several years of experimentation and refinement, here is how the St. Paul AA operated last year:

Goals of the 1977-78 Achievers Association year included (1) increasing Achiever involvement; (2) providing additional learning experiences for Achievers; (3) organizing social and public service activities, and (4) raising enough money to award at least one AA scholarship at the Future Unlimited Banquet.



The annual Open House and Trade Fair is held at the JA center in conjunction with the St. Paul Winter Carnival. Here Achiever Sue Pirri presents one of her products to Carnival King Boreas and the Queen of the Snows.

To increase Achiever involvement, the AA held a monthly General Session that was attended by at least one representative from each JA company and any other interested Achievers. These meetings were held conveniently on Sunday afternoons, and turnout for them was good, because so many interesting activities were always in the works. In addition to discussion of normal AA business, each General Session also included a review of the monthly discussion topic presented by a representative of the Society for the Advancement of Management. These sessions were helpful in that attending JA company representatives were able to obtain additional background for covering the discussion topic of their monthly board meetings, and they were also able to bring back to their companies a special summary of the topic prepared by the guest speaker.

In addition to the monthly General Sessions, the AA held Mini-Sessions on every JA company meeting night one week a month. This gave those not able to





In winter, inner tubes take to the snow, as the AA sponsors a day-long snow tubing outing.

make the Sunday meetings a chance to get involved and to present special topics of discussion in smaller groups. Each JA meeting night (Monday through Thursday) elected a chairman to conduct the meetings and report to the Achievers Association Executive Board.

Holding meetings and enhancing Achievers' educational opportunities are important, but the St. Paul AA also recognized the value of just having fun. Once a month there was an AA-sponsored social event that might be a dance, a hayride, a roller skating party, or a snow tubing frolic. The reason the AA was able to offer such a variety of activities is that they operated just like a JA company — they planned their events within a budget with an eye to making a profit for the scholarship fund, or at least breaking even.

Meanwhile, almost every Achiever could find one or more social activities he enjoyed from among the variety offered. There was even one event that had "something for everyone" built right into it: The Annual Overnight Lock-In, where Achievers sign up on a first come-first served basis for a night at a local YMCA. The festivities run from 10 p.m. to 7 a.m. and include a dance, basketball, volleyball, bowling, swimming and the annual St. Paul talent show.

Public service activities included collecting food for Thanksgiving baskets and decorating the JA center at holiday time.

One of the main ongoing projects for the year was the raising of money for the JA scholarship fund. This was accomplished in a variety of ways. Achievers collected aluminum cans for recycling. They operated a parking lot at the Minnesota State Fair, using space provided by a local company for the purpose. During the year they also sponsored a food concession every evening at the JA center, held an auction of JA products at the annual Open House, and sold buttons to the St. Paul Winter Carnival. Proceeds from all these activities went to the scholarship fund, permitting the St. Paul AA to award two \$750 scholarships at the end of the year.

In April the AA held elections for the following year's officers. There were two weeks of open campaigning before the elections, and all Achievers in the program were eligible to vote. The balloting took place on all four company meeting nights of election week, and voter turnout was 75% of Achievers present that week.

The St. Paul AA is now involved in the planning and execution of another award-winning year. If you'd like more details (perhaps to help you with ideas for your own AA) write St. Paul's National Achievers Association Representative:

**Karen King, 468 North Robert Street,  
St. Paul, MN 55101.**



Achievers playing foosball in the JA center activities area. The proceeds from various game machines go into the AA Scholarship Fund.

**Editor's Note:** If you are interested in starting an Achievers Association in your area, the National JA office can supply you with a starter kit and a description of the rating system by which the best Achievers Associations are picked each year. Write: **Program Department, Junior Achievement Inc., 550 Summer Street, Stamford, CT 06901.** ●



### Augusta JA Photos Win Acclaim

The Jeff Maxwell Branch of the Augusta Regional Library selected some prize-winning photographs for a six-week exhibit last spring. What's so newsworthy about that? Just that the attractive photos were the product of Babco, a JA photography company sponsored by Babcock and Wilcox of Augusta, Georgia.

Inspired by the success of a former Augusta JA company that specialized in the manufacture of silk screened prints of historic sites, the Babco Achievers produced artistically matted and framed black and white photos of historic buildings found in and around Augusta.

Three of the 14 company members were photography "buffs" who enthusiastically took to the streets, seeking out the beauty of the city's past. One of the three had a darkroom where they developed their own film, passing the finished photos along to waiting company members for matting and framing.

Babco won first place in the product competition of JA's tri-state management conference which accepts entries from North Carolina, South Carolina and Eastern Georgia.

Although the exhibit brought Babco good publicity and the attention of the public, most of their more than \$1,000 in sales was accomplished by the old fashioned door-to-door method.



Denise James and Allen Isdell with prize-winning photos and trophy.

### Jobs Concern Florida Achiever

More than 123,000 Floridians between the ages of 16 and 24 were unemployed last summer. This was nearly double the general jobless rate for all age groups in the state and was a situation of great concern to the state Department of Commerce and to Florida Governor Reubin Askew himself.

Kelly Corrigan, an 18-year-old Achiever from Jacksonville, had a chance to do something about this high unemployment rate. As Governor Askew's special emissary, she represented the Young Adult Employment Program (YAEP), spending the summer encouraging private-sector businesspeople to hire young people.

Kelly's job — and YAEP itself — resulted from a phone call from the state Department of Commerce to the Jacksonville JA program. JA Executive Director John Raymond recalled, "They were interested in finding out more about JA, and they probably called us because we are the closest JA program to the state capital of Tallahassee."

Over the months, the Commerce Department and JA kept in touch and gradually formulated the program that became YAEP. Last April the Jacksonville Achievers Association, based on the recommendations of their executive director, selected Kelly to be spokesman for the program.

Last summer, Kelly spoke throughout the state before civic groups and made radio and television appearances in almost two dozen Florida cities.

"I asked employers to give us a chance," said Kelly. "Let young people demonstrate the kind of good work they can do."

According to Kelly, business executives are hesitant to hire young adults because they are unwilling to pay the minimum wage of \$2.65 an hour to untrained employees. She also said employers sometimes stereotype young people as being lazy and uncaring.

"YAEP tries to show employers that all kids aren't like this," she said.

During her presentations, Kelly told businesspeople that, although teenagers lack





Kelly Corrigan

experience, they do possess three advantages she calls the three E's: eagerness, enthusiasm and energy.

"Eagerness to work for the employer and contribute to his company.

"Enthusiasm that supplants lack of experience.

"Energy to follow through and do a quality job."

Kelly also offered tips for young job hunters.

"Appearance is most important, so people should dress well for an interview. A positive attitude toward the job is essential, too."

Kelly's qualifications for her job are impressive. The four-year Achiever has served as her JA company president three times, has won her area's Speaker of the Year contest three times and has participated in both the Dale Carnegie course in Human Relations and Effective Speaking and in the Toastmasters' Youth Leadership Program. Last summer she took a week off from YAEP to attend the National Junior Achievers Conference, where she was named second-place winner in the 1978 National JA Public Speaking Contest.

So successful was YAEP's first few months that the Commerce Department has provided additional funds for the program and Kelly, now a freshman at Florida Junior College in Jacksonville, has arranged her academic schedule to permit her to continue working part time for YAEP and also for her own Jacksonville JA program.

In November Kelly was presented with the Florida Personnel Association's Career Development Award for outstanding service to the State of Florida through her work with the YAEP program.

Referring to the program, Kelly said, "It's been an experience in itself. I've learned that there are a lot of people out there who really want to help young people find jobs."

## Achievers Take Board Members To Lunch At School

Every year in Warren and Youngstown, Ohio, the JA board of directors hosts a JA Week breakfast for the president and one adviser from each JA company, plus the two city mayors and other assorted dignitaries and educators. This year the Achievers wanted to do something for the board members in return and asked Executive Director Bob Brogna if they could take them to lunch. Bob said yes and suggested they do it at school.

Some 35 Achievers from each city, were chosen from volunteers and assigned a board member. Each Achiever sent a handwritten invitation to his or her board member, following it up with a phone call. The board members met their Achievers at school, where the Achiever was to buy lunch for them both out of his or her own pocket. However, in a majority of cases, the school principal came along, too, and picked up the tab for the party. After lunch the board member attended class with the Achiever or was given a tour of the school.

The lunch dates were a great success all around. The board members enjoyed spending time with their young hosts and in many cases invited the Achiever to visit them at their office. The Achievers enjoyed getting to know an adult businessperson a little better, and the school principals were delighted to have the executives visit their school. ●



Achiever Galen Robinson (right) attends an afternoon class with Youngstown JA Board Member Al Bright, director of Black Studies, Youngstown University.



### Chasing Those Midwinter Sales Blues

Selling JA products in the fall and early winter, when people are looking for gift ideas, isn't tough at all. Selling after the holidays is another story altogether, and JA companies that don't plan ahead can lose momentum and profits.

How can you keep sales and enthusiasm high in your company? Here's some ideas you might find useful:

1. Take a hard look at your product. If it's too much a holiday gift idea, you should think about switching to a more seasonally neutral product. (Cute, furry stocking stuffers won't make it in March!)
2. If you think you have a good product, but your company is manufacturing them faster than you're selling them, think about staging a one-week "sales blitz" to lower your inventory. Using a map of the section of town where your company members live, assign each sales team a certain area which they promise to canvass before the company meeting the following week. Offer bonuses or other incentives to the team with the most number of products sold. (One JA company president in York, Pennsylvania told his company that anyone who could beat his monthly sales record could cream him with a coconut pie!)
3. Ask your advisers if you can set up a booth on one or two afternoons in the lobby of your counseling firm.
4. Try for bulk orders by selling quantities of your product to a company in town, a civic group, or a store. One company in Akron, Ohio sold a large batch of their metal coat hangers to their counseling firm, who gave them out as one of several rewards given employees whose suggestion box ideas were adopted by the company.
5. See if you can get a couple of gift or department stores to purchase your items wholesale for resale to their customers. The store will probably prefer to take your products "on consignment", paying you for them only after the store sells them. If you make this kind of arrangement, be careful not to tie up too much of your inventory in it.

A JA company's sales success depends on every company member, so perhaps the most important thing you can do is concentrate on your own individual sales pitch. Review the "Selling Techniques" section of your Company Manual, pp. 44-46, and practice your sales presentation in front of the mirror or with a friend. Then go on out and sell! ●

#### Are You Moving?

Don't miss a single exciting issue of **Achiever** magazine! Attach your address label from this issue in the space indicated and write your new address below. Please let us know four weeks before you move.

NAME \_\_\_\_\_

NEW ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

MAIL TO:

**Achiever Computer Service,  
550 Summer Street, Stamford, CT 06901**

Attach address label here.



## Grad Achiever Astounds Senators With Bomb Design

Because of the ingenuity of Grad Achiever Dimitri Rotow of Lancaster, Pa., President Carter was asked by U.S. Senator John Glenn, Democrat, Ohio, and U.S. Senator Abraham Ribicoff, Democrat, Connecticut, to tighten controls surrounding special nuclear materials that could be turned into homemade weapons.

The Senators made their request to the President at a special meeting last March after Dimitri, National JA Conference president in 1972 and current Harvard undergraduate, told a Senate committee that he had drawn up plans for a workable nuclear bomb.

Actually, Dimitri did what just about any intelligent person could have done. He walked into the Library of Congress and started studying unclassified public documents (although he did come across information on the TX-7 lightweight bomb that had been declassified by mistake). With only a rudimentary knowledge of physics (Dimitri entered Harvard as a physics major, but switched to economics at the end of his freshman year) he made his design in five months partly as a "lark" and partly to point up the accessibility of this highly technical material.

Now Dimitri finds himself with his own classified material on his hands — or rather in the hands of the U.S. Energy Department where it is stored in locked files. He has been told he faces criminal penalties if he discusses parts of his paper with anyone who lacks a special nuclear security clearance, but he is in no way denied access to his material.

The 22-year-old Grad Achiever began showing his outstanding abilities long before he joined the Lancaster County JA program as a high school sophomore in 1970. That first year he was president of his JA company, the Junior Bank and Trust Company, counseled by National Central Bank. In 1971-72 he was elected second vice president of the Region I JA Conference, and that summer he was elected president of the National Junior Achievers Conference in Bloomington, Indiana.

In an interview following his election to JA National office, Dimitri said he believes JA offers young people a means for "constructive activism". He stated, "JA pulls kids off the streets and shows them routes other than tearing down society."

When asked what effects the sudden notoriety caused by his bomb design have had on his life, Dimitri said,

"Actually, very little. After a government-sponsored trip to Los Alamos, where I was shown the operations of the atomic plant there, I completely put that phase of my life behind me. I'm satisfied I accomplished what I set out to do — to make the U.S. government aware of the looseness of our security — and I think it would be far more difficult now for an unclassified person to get information from a classified document.

"Now I'm working hard selling international real estate to improve my cash flow so I can return to Harvard next year to continue my studies as an economics major!"

Asked if JA had helped him, Dimitri became very serious. "It was during my JA years that I first took a look around and compared myself to those around me. Being a JA officer — both local and National — gave me confidence. Suddenly I said to myself 'Hey, you can do anything anyone else can do, and maybe do it better.'

"Now I know what I want to be — president of my own company. And because of that early JA training I know I'll make it." ●



Dimitri Rotow with some of the controversial "classified" information he used to design a nuclear weapon. (Photo courtesy Washington Star)



## A JA Word Search

by Shawn O'Hara

National Conference Vice President

Balance	S	D	O	O	G	A	C	H	E	D	A	R	T	Goods
Barter	I	E	E	V	D	E	R	T	R	O	P	M	I	Import
Cargo	S	F	Y	E	N	O	M	R	S	R	N	E	D	Market
	E	I	A	Y	A	T	H	A	E	O	T	R	E	
Commerce	I	C	C	O	M	M	O	D	I	T	Y	C	R	Merchant
Commodity	N	I	N	J	E	A	F	T	H	U	R	H	C	Money
Corporation	C	T	S	A	D	C	A	F	U	B	R	A	R	Product
	O	A	U	Y	L	R	R	A	I	I	T	N	B	
Credit	M	L	L	I	O	A	T	U	T	R	L	T	E	Resource
Deficit	M	A	P	P	P	R	B	I	O	T	A	D	E	Supply
Demand	E	W	R	I	Y	L	P	P	U	S	L	T	L	Surplus
	R	O	U	K	G	O	X	A	L	I	E	O	N	
Distributor	C	G	S	L	E	E	T	C	U	D	O	R	P	Tariff
Export	E	O	N	G	W	T	A	C	A	R	G	O	Y	Trade

All the business terms listed above appear in the puzzle — horizontally, vertically, diagonally, even backwards. Find them and circle their letters. The leftover letters, reading line by line, left to right, will spell out a 15-word slogan you'll be hearing a lot in months to come.

If you can solve the puzzle, there could be a prize in your future! Three lucky game players will win the ultimate word game — a compact set of the SCRABBLE® Brand Crossword Game - Travel Edition manufactured by the Selchow and Righter Company of Bay Shore, New York. This is the Scrabble set that can go with you everywhere — it will pack in any suitcase, and when you play, the letters won't slip around the board.

Winners will be drawn on March 7 from among correct entries, which must be submitted on the accompanying coupon or a facsimile.

The hidden slogan and the three winners' names will appear in the June issue of **Achiever**.

SEND TO: JA Word Game, Achiever Magazine,  
550 Summer Street, Stamford, CT 06901

The JA Word Game hidden slogan reads \_\_\_\_\_

\_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

The JA Word Search is a contest sponsored by Junior Achievement, Inc., which totally administers both contest and prize structure.





# **THE BEST** is yet to come

In The Next Issue

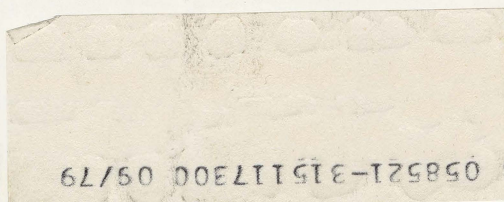
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- \* Where to look
- \* What to say
- \* What they'll pay
- ... and how JA can help you find summer work

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