



The Achiever

News of the 34th National Junior Achievers Conference



Friday, August 12, 1977



Community service is cited

Michigan AA receives award

One very prestigious way of recognizing an outstanding service to America is through the Freedoms Foundation awards presented by that organization in Valley Forge, Pennsylvania. Last Tuesday a Freedoms Foundation Honor Certificate was presented to the Junior Achievement Chamber of Commerce of South Central Michigan for outstanding service to the Battle Creek community. Accepting the award for the first Achievers Association to be so recognized were Brian Quada and Cheryl Beebe, and Cheryl's sister Alison Beebe. All three have been to NAJAC before.

The Achievers Association of Battle Creek, which represents twenty-eight JA companies, "has sponsored fund raising events for several charities as well as services to the local JA program," according to Brian. Each year the Association runs the officer training sessions as well as a sales rally.

As a part of a summer Junior Achievement program the Association operates a concession stand in a city park at Willard Beach.

Cheryl said the beach enterprise netted sales of over \$20 thousand. During a twelve hour skate-a-thon they raised \$6 thousand for the fight against muscular dystrophy. Alison pointed out that, "during the hours of roller skating, Achievers were interviewed for reports on WUHQ—television in Grand Rapids." In another charity drive they spent a day raising money for St. Jude's Child Research Center.

All of this outstanding work by the Grand Rapids Achievers Association earned them the "Valley Forge Honor Certificate." The plaque was presented to the JA Chamber of Commerce of South Central Michigan as "an outstanding achievement in bringing about a better understanding of the American way of life."

Battle Creek was one of six JA areas (in addition to the National Office) to win a Freedoms Foundation medal or certificate this year.



Battle Creek Achievers Brian quade, Cheryl Beebe and Allison Beebe receive a Freedom Foundation Honor Certificate.

Aide surveys Achievers during 34th Conference

To claim social awareness is increasingly in style these days. To actually get involved and help people is not as common.

One who has benefited from the Junior Achievement experience, and then turned around and used it to help others, is Cynthia Myers.

A native of Rockford, Illinois, Cyndy is attending her tenth NAJAC, despite the responsibilities that she has in her own job. At age 27, she heads up Metro-Help, Inc., a Chicago-based nonprofit organization which provides a telephone hotline for runaway teenagers.

NAJAC is a part of her life every August. "It's related to what I do in a way," she says. "My board of directors supports it. When I took the job at Metro-Help, part of the deal was that I would be able to attend NAJAC every year."

As executive director of Metro-Help, Inc., Cyndy works with her board of directors in the areas of fiscal management, program and personnel development, and all the other areas that are covered by the job. At NAJAC Cyndy holds the title of Conference aide, a position that essentially makes her a jack-of-all-trades.

Besides working on arrivals, departures and information, Cyndy is also heavily involved in special projects. Presently she is compiling a survey of Achiever attitudes regarding current happenings in the world.

After so many years at NAJAC and being involved with Junior Achievement, Cyndy has a somewhat different view of NAJAC.

"It's very different being here as staff," she comments. "I see such spirit when I look down from the top balcony and see all the kids screaming and cheering and having a good time. It makes me feel good to know that kids are focusing on one specific thing and doing something constructive in our society."

Cyndy's strong belief in youth issues and youth rights brought her to the position with Metro-Help, Inc. in 1972. She has a paid staff of eight full-time and seven part-time workers and a \$304,000 budget to administer. There is no question that she is bullish on the youth of America: "I believe that kids are able to make decisions. They may need guidance in making them, but I really believe in their ability. My commitment is to provide them with the guidance."

Metro-Help's prime thrust is to help troubled teenagers from all over the country. Last year Metro-Help and the National Runaway Switchboard (which Metro-Help runs) handled over 75,000 calls from runaway teens, many of which involved complicated problems. Cyndy emphasizes that any Achiever who knows someone with such problems should encourage them to contact her organization at the toll-free number, 800-621-4000 (800-972-6004 in Illinois).

Many of the values and ideas that Cyndy Myers was exposed to in her years as an Achiever have assisted her in her work. And she still feels that Junior Achievement is very good business. Why else would she keep coming back to NAJAC?

Graduate staff is vital to the success of NAJAC

Requirements: One year as a delegate to NAJAC. A good recommendation from a NAJAC counselor. A glowing report from your area Program Director. An ability to go without sleep for long periods of time.

The privilege of wearing those blue and white shirts with the pink badges does not come easily, for the job of graduate staff counselor is vital to the success of NAJAC '77.

Certainly, such a job is demanding and the rewards tend to be somewhat intangible, but there is intense competition for the available positions. What keeps grad staffers coming back to NAJAC?

Many grad staffers agree that there is a certain sense of importance, a mystique if you like, about returning to NAJAC as a staff member. Carol Ludington, from St. Paul, Minnesota, states simply, "I can't leave the Conference. When you're here as an Achiever you see the blue and white shirts. You want to become a part of that."

First year graduate staff members work in a variety of jobs like security, workshops and seminars, and group assignments. They spend their time preparing, policing the delegates (thus, the moniker "pink fink"), and doing anything and everything that will contribute to the success of NAJAC.

If the grad staff person returns for additional years at the Conference (and many do), other positions are opened up to them because of their advanced experience. Being former delegates, they have a good understanding and feeling for what goes on; witness the reaction when organist Dennis Houlihan appeared on the first night of the Conference. Such an event meant quite a bit to many of the staffers.

Group counseling, assistant supervisor positions, public relation

jobs and other posts are staffed by graduate Achievers who have had Conference experience.

Some grad staff members aspire to careers in Junior Achievement and their NAJAC experience stands them in good stead when jobs open up. Indeed, a number of program directors are former delegates and grad staffers at the Conference.

By no stretch of the imagination can a staffer's job be termed "easy". From the moment a former delegate decides he or she would like to be a graduate staff member, the going gets rough. Only one out of every five former Achievers who applies for a grad staff position actually gets one. The previously mentioned criteria are used to pick those who will join the staff at NAJAC, but being selected is only the beginning.

Grad staffers are expected to arrive by Sunday afternoon at the latest and no time is wasted in assigning them to various tasks. For some, the pot of gold at the end of the rainbow (or the reward for working) is a dinner party held at the end of the week. For most, the exhilaration of being part of a complex organizational machine is reward enough.

Staffers Carol Ludington and Don Benson (Toledo, Ohio) agreed that the enjoyment of working with the Achievers is the highlight of the Conference for them. Jokingly, the pair explained that their free time was limited to the hours between four and six in the morning, but such a statement is not far from the truth.

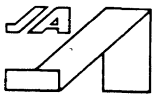
Between discussion groups, unit meetings, seminars and a host of other responsibilities, sleep doesn't receive top priority.

In the end though, the over 200 graduate staff members must wonder: Who really enjoyed themselves more, the Achievers or the grad staff?

Baum wins election

On Thursday 99 per cent of the delegates to the 34th National Junior Achievers Conference went to the polls, and elected Stuart Baum, of Van Nuys, California, as Conference President, Nahum Chandler, of Bakersfield, California will be the Conference vice president, while Ellen Flemke, from Granada Hills, California, became Conference secretary. Jim Andreoni, Beloit, Wisconsin, was elected the new chairman of the National Achievers Association.

Filling the four new officers that were created this year are: Kevin Mead, Battle Creek, Michigan, NAA vice chairman, Linda Weber, San Lorenzo, California, NAA secretary, Andrew Rome, Springfield, Massachusetts, chairman of the program committee, and Shelly Tucker, Fort Worth, Texas, is chairman of the development committee.



IRS helps JA Company

One of the primary purposes of Junior Achievement is to provide business experience that young people can apply to their careers. Three Achievers from St. Louis, Missouri, Eric Stith, Wesley Perry and John Meredith, have already put their JA knowledge to work by forming their own business, Mod on Display (MOD). Eric who is a student at Metro High School said that he and his two friends, "got an idea to form a company to provide entertainment such as bands and disc-jockeys for high school and college events to benefit charities in the St. Louis area."

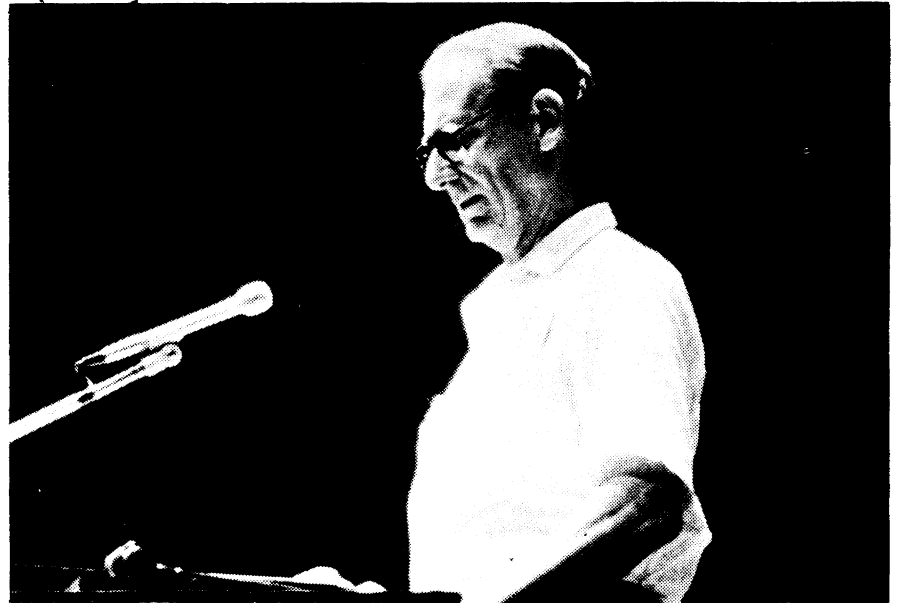
It all began last January when they wanted to line up a band for a fund raising event at Eric's high school. The administration and students did not think the three could successfully form a business. However, when Eric, Wesley and John succeeded in raising eight hundred dollars for the school, everyone became believers.

The three were members of Consolidated American Products, a JA company counseled by the Internal Revenue Service. Since the purpose of the shows are to help charities, their JA advisers suggested that they form as a nonprofit organization. "Our advisers, being from the IRS, were a great help to us in giving suggestions of how to form our company. Our JA experience has helped us too, because it taught us

the basics of running a successful business," Eric said. Eric is president of MOD, John, a student at Summer High School, is vice president and Wesley, who attends Metro High School, is treasurer. There are fifteen other high schoolers who work for MOD.

Since their beginning, at the first of this year, twelve events have been organized by MOD. Their most successful event to date was held April 16. It was a benefit disco-dance with eleven hundred people in attendance. The dance was successful in raising one thousand dollars for the United Negro College Fund.

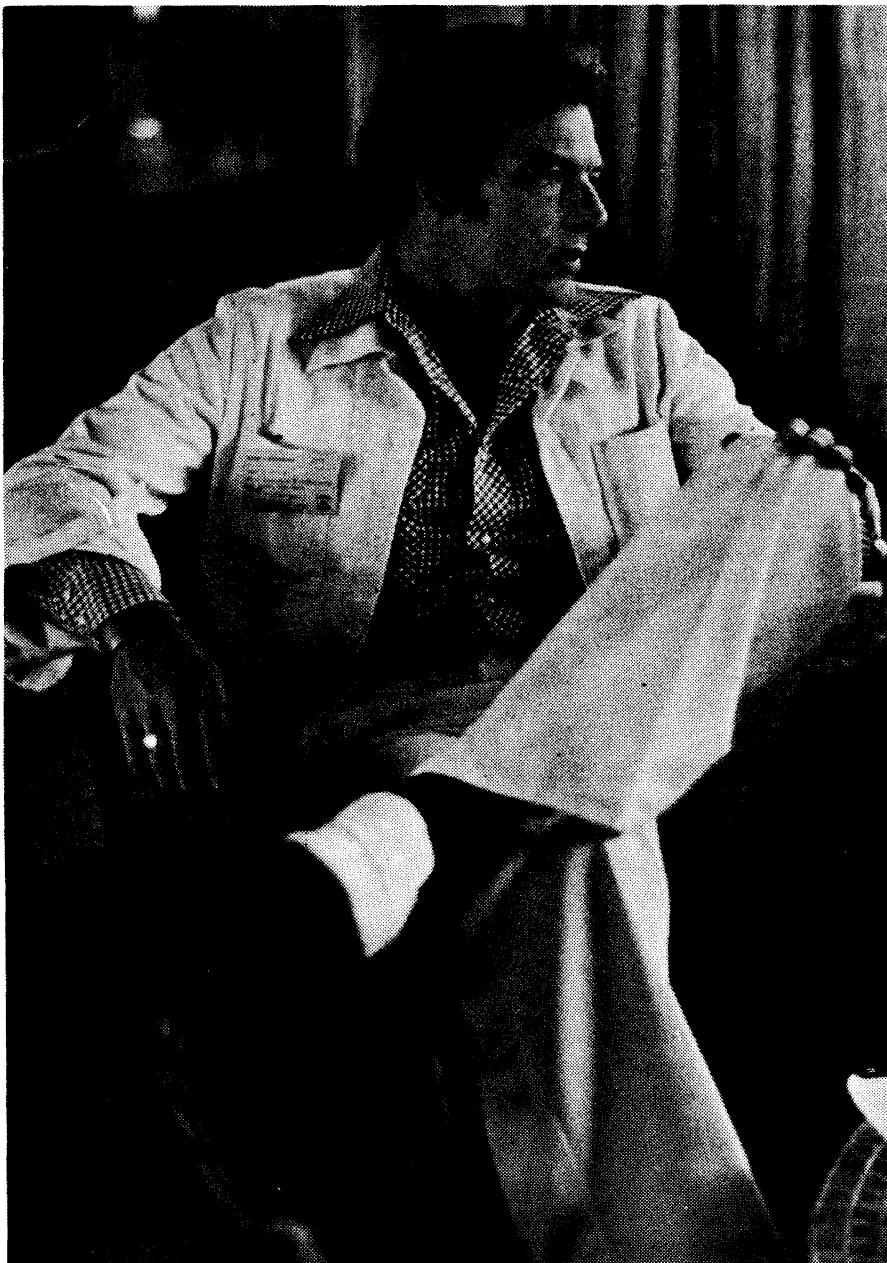
Eric sees school fund raising events as, "our prime market". As they grow they have been able to advertise on local radio stations through public service announcements as well as air time that they have been able to purchase. MOD has bought disco lighting systems for their shows which, according to Eric, "creates continued interest, because people always want to see what we will come up with next." Looking to the future, Eric says that they "want to continue to expand, because MOD not only offers a chance for himself and his friends to earn money, but through fund raisers, a chance to help others."



Conference Director Hugh B. Sweeny, a familiar face at NAJAC for many years, addresses the 34th NAJAC from the IU Auditorium stage.

\$2 million invested

Achievers get scholarships



J. Barrie Rhind, Dale Carnegie and Associates national accounts director.

Since 1972, over 5,000 Achievers across the country have been awarded scholarships to take the Dale Carnegie Course in their city, either as a member of a class open to the public or in a "private" course made up entirely of Achievers on scholarship.

The monetary value of these scholarships has now passed the \$2 million mark, and Dale Carnegie and Associates feels it has a very good reason for making this continuing investment in the Junior Achievement membership. J. Barrie Rhind, Carnegie's national accounts director, explains that part of his company's corporate philosophy statement is to "contribute to the society in which we operate."

Rhind asserts that "working with Junior Achievement and other select youth groups certainly helps us to enjoy that satisfaction. In addition, JA's belief is maintaining the free enterprise system and in developing the potential of the youth in this country and in the world is very much in line with our own thinking."

Because of this, Dale Carnegie and Associates is encouraging its Sponsor and Institute network to make local scholarships available to deserving Achievers in the United States and Canada.

Although the Carnegie organization presents many paid courses and workshops to both corporate and individual markets, it's the famous Dale Carnegie Course itself

that the selected Achievers take. "It's a credit to the Achievers themselves that they so enthusiastically pursue the program's 14 sessions," says Rhind. "Many of the weekly classes are held early Saturday morning, and the sessions are four hours long. Still, Achiever scholarship holders average a 90% graduation rate—yet another indication of the Achievers' perseverance and desire to grow."

The Dale Carnegie Course deals with enthusiasm, effective communication, human relations, memory training, self-confidence, speaking, and leadership skills. Here at the Conference, Rhind has had the opportunity to chat with many Achiever graduates of the Dale Carnegie Course, many of them in the public speaking workshops he is conducting here this week.

Carnegie graduates at the Conference have been telling Rhind things like: "I get along better with my friends and family"... "I'm not shy about asking girls for dates"...and, "I can sell myself and my ideas better."

Mrs. Dorothy Carnegie Rivkin, president of Dale Carnegie and Associates, promises her continuing support of the JA scholarship program, which next year will be offered to some 2,400 Achievers.

Barrie Rhind indicated that he would enjoy hearing from Achievers who are graduates of the Dale Carnegie course. You can write to him c/o Dale Carnegie and Associates, 1475 Franklin Avenue, Garden City, NY 11530.

Winners of JA national

Outstanding Young Businessman



Sponsored and judged by the National Federation of Independent Business. Entry is limited to top finalists in each of the other individual contests.

For each winner there is a minimum increment to whatever other award is won, to bring the total to at least the minimum shown. There are three places, each consisting of: first, \$750-\$1,500; second, \$500-\$750; third, \$250-\$500.

- 1st — Steven Ladd, 17, Orlando, FL
 2nd — Stuart Baum, 17, Los Angeles, CA
 3rd — Joel Samuels, 17, Los Angeles, CA

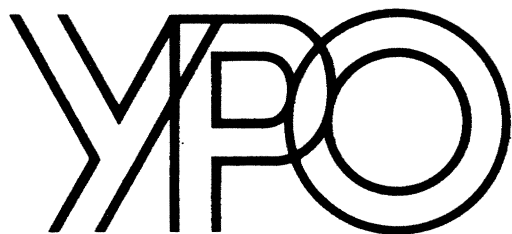
Outstanding Young Businesswoman

Sponsored and judged by the National Federation of Independent Business. Entry is limited to top finalists in each of the other individual contests.

For each winner there is a minimum increment to whatever other award is won, to bring the total to at least the minimum shown. There are three places, each consisting of: first, \$750-\$1,500; second, \$500-\$750; third, \$250-\$500.

- 1st — Kimberly Marshall, 18, Winston-Salem, NC
 2nd — Dianne Gallant, 17, San Jose, CA
 3rd — Gena Cadieux, 18, Johnstown, PA

President



Sponsored and judged by the Young President's Organization.

First prize, \$1,500; second, \$500; third, \$250; fourth, fifth and sixth, \$100 each.

- 1st — Kimberly Marshall, 18, Winston-Salem, NC
 2nd — Frank Crivello, 17, Nicolet High School, Milwaukee, WI
 3rd — Stuart Baum, 17, Los Angeles, CA
 Finalists — Ron Stevens, 18, Springfield, IL; Steve Ladd, 17, Orlando, FL; Robert Johnson, 18, Plano High School, Dallas, TX

Corporate Secretary

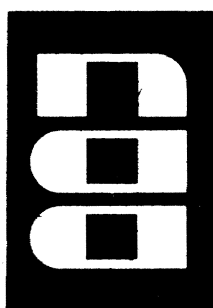


Sponsored and judged by The American Society of Corporate Secretaries, Inc.

First prize, \$750; second, \$400; third, \$200; fourth, \$100; fifth \$50.

- 1st — Margaret Szczecinski, 18, Cleveland, OH
 2nd — Rosemary Abowd, 18, Our Lady of Mercy High School, Detroit, MI
 3rd — Sheryl Simandl, 18, Omaha, NE
 Finalists — Cindy Hall, 18, Sioux City, IA; Thomas Revay, 17, O.H. Platt High School, New Haven, CT

Treasurer



Sponsored and judged by the National Association of Accountants.

First prize, \$750; second, \$400; third, \$200; fourth, \$100; fifth, \$50.

- 1st — Ken Parrish, 18, Forest Hills Central High School, Grand Rapids, MI
 2nd — Denise Poloyac, 17, Conemaugh Valley High School, Johnstown, PA
 3rd — Jeff Zlotky, 17, Richardson High School, Dallas, TX
 Finalists — Susan Pirri, 18, Harding High School, St. Paul, MN; Lyn Wade, 17, St. Joseph, MI

Annual Report

Sponsored and judged by Junior Achievement Inc.

First prize, \$250 to representative of winning company; second, \$100; third, \$75; fourth and fifth, \$50.

- 1st — VAPROCO, Mark Scully, 18, Hartford, CT
 2nd — THEE WACKEE WEEVERS, John Swart, 19, Grand Rapids, MI

- 3rd — LANDMARKS INK, Joel Barker, 18, Boise, ID
 Finalists — SOONER MFG. & SALES CO., James Hammar, 18, Oklahoma City, OK; JANECKO, Melissa Wheeler, 18, Columbus, OH

Bank

AMERICA'S BANKERS



Sponsored and judged by The American Bankers Association.

First prize, \$750 to representatives of winning company plus \$50 savings bond to each additional member; second, \$400; third, \$200; fourth and fifth, \$100.

- 1st — AMERICAN CONSOLIDATED TRUST, Teri Zimmerman, 18, Orlando, FL
 2nd — JABCO, Susie Stagner, 18, Tucson, AZ
 3rd — CHANG-BUCK, Sandra Timmons, 17, Johnston Central High School, Johnstown, PA
 Finalists — LAST NATIONAL BANK, Debbie Gansen, Dubuque, IA; STEP AHEAD, Beth Cayer, Washington, D.C.

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 and a \$25 savings bond to each additional member provided by the NAED; second, \$100 to each of three representatives; third, \$75, fourth and fifth, \$50 to each of three representatives provided by Amoco Foundation.

- 1st — JAXXON; Lise Guay, 17; Arnold Abrams, 18; Timothy Andrews, 17; Baltimore, MD
 2nd — WOODWORKS UNLIMITED; Suzanne White, 18; Martha Campbell, 17; Johnny McMahan, 16; Atlanta, GA
 3rd — STEP-RITE; Peter Smith, 16; Michael Schram, 16; Dennis Hughes, 17; Fort Wayne, IN
 Finalists — PRESTIGIOUS PRODUCTS; Malena Adzich, 16; Scott Smith, 17; Robert Clancey, 15; San Jose, CA; JANECKO; Jeffrey Vancouver; Joan Bletzacker; Carol Carol Johnson; Columbus, OH

al contests announced

Purchasing Manager

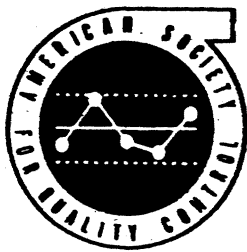


Sponsored and judged by The National Association of Purchasing Management.

First prize, \$500; second, \$150; third, \$75; fourth and fifth, \$50 each.

- 1st — Bob Henry, 15, St. John's Country Day School, Jacksonville, FL
 2nd — Sue Ardussi, 16, Grosse Pointe South High School, Detroit, MI
 3rd — Gladys Davis, 17, Mt. Pleasant High School, Wilmington, DE
 Finalists — Zenon Kramarchuk, 17, St. George Academy, New York, NY; Lisa Tondreau, 16, Charleston Catholic High School, Charleston, WV

Quality Control

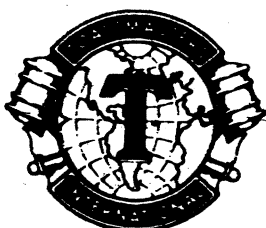


Sponsored and judged by the American Society for Quality Control.

First prize, \$250; second, \$100; third, \$75; fourth and fifth, \$50 each.

- 1st — Louise Bronish, 16, Lakewood High School, Cleveland, OH
 2nd — Janet Noniewicz, 18, Hartford, CT
 3rd — Lenda Hisle, 15, Owensboro, KY
 Finalists — Tony Walton, 16, Aurora Catholic High School, Chicago, IL; Maureen McGavin, 17, East Kentwood High School, Grand Rapids, MI

Public Speaking



Judges from Toastmasters International, awards from Robert Roblee.

First prize, \$500; second, \$150; third, \$75; fourth and fifth, \$50 each.

- 1st — Keith Bailey, 18, Seminole High School, St. Petersburg, FL
 2nd — Kevin Jordan, 17, New Orleans, LA

- 3rd — Nancy Miller, 16, West Linn High School, Danville, IL
 Finalists — Rafael Bernardino, 17, Los Angeles, CA; Chris Zack, 18, Franciscan Academy, Syracuse, NY

Achiever of the Year



Sponsored and judged by Junior Achievement Inc.

First prize, \$250; second, \$100; third, \$75; fourth and fifth, \$50.

- 1st — Mark Coogan, 16, Fox Lane High School, New York, NY
 2nd — Yvonne Andrews, 17, Lamar High School, Fort Worth, TX
 3rd — Robert Henthorn, 17, Yorktown High School, Washington, D.C.
 Finalists — Carolyn Feitig, 16, J.R. Tucker High School, Richmond, VA; Jennifer Minton, 16, Birmingham High School, Los Angeles, CA

Marketing Executive



Sponsored and judged by Sales and Marketing Executives International.

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

- 1st — Joel Samuels, 17, Birmingham High School, Los Angeles, CA
 2nd — Gena Cadieux, 18, Johnstown, PA
 3rd — Stanley Kaminski, 17, Mt. Carmel High School, San Diego, CA
 Finalists — Keith Duclos, 18, Springfield, MA; Kathleen Kitron, 18, St. Joseph, MO

Safety Director

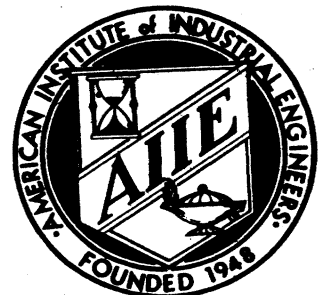


Sponsored and judged by the American Society of Safety Engineers.

First prize, \$500; second, \$150; third, \$75; fourth and fifth, \$50.

- 1st — Paul Work, 14, J.E.B. Stuart High School, Washington, D.C.
 2nd — Eric Lopez, 16, Lake Brantley High School, Orlando, FL
 3rd — Scott Thon, 16, Edina West High School, Minneapolis, MN
 Finalists — Larry Caudill, 17, Mount St. Joseph High School, Baltimore, MD; David Dunning, 17, Midland High School, Midland, MI

Production Executive



Sponsored and judged by the American Institute of Industrial Engineers, Inc.

First prize, \$750; second, \$400; third, \$200; fourth, \$100; fifth, \$50.

- 1st — James Fotie, 18, Akron, OH
 2nd — Katy Campana, 18, Dallas, TX
 3rd — Randle Howard, 17, Fort Worth, TX
 Finalists — Donna Bolthouse, 17, Grand Rapids, MI; George Werner, 18, St. Petersburg, FL

Personnel Executive



Sponsored and judged by the American Society for Personnel Administration.

First prize, \$500; second, \$150; third, \$75; fourth and fifth, \$50 each.

- 1st — Marilee Clement, 18, Dallas, TX
 2nd — Dianne Gallant, 17, Monta Vista High School, San Jose, CA
 3rd — Danny Kim, 17, St. Albans High School, Charleston, WV
 Finalists — Dianne Jenkins, 16, Hempstead High School, Dubuque, IA; Ron Bodtcher, 17, Los Angeles, CA

Energy survey taken

The Energy Workshop and Seminar, coordinated by staff members Scott Macfarlan and Ron Dugas, conducted an opinion survey on some of the current energy issues.

The following are the results of the survey: 80% of the delegates felt that there was a serious energy crisis today. 82% of the businessmen agreed. 95% of the delegates felt that our life styles would change due to the crisis. 40% of the businessmen believed the same. 62% of the delegates approved of nuclear energy; 17% were against. When asked if they felt that the government should step in on the problem of energy, 62% of the delegates said yes while only 38% of the businessmen agreed.

Mass. JA company aids agency for the blind

Many Junior Achievement companies obtain financial success but 3RD CENTURY AMERICA, a JA company in Lawrence, Massachusetts, has experienced another type of success. Besides creating a high sales company for themselves, the members have played an important part in the continuing existence of another company.

This year, 3RD CENTURY AMERICA became involved with the Massachusetts Commission for the Blind when they decided to manufacture decorative fireplace brooms.

At the Commission for the Blind's workshops, blind craftsmen produce brooms and mops of the finest quality on century old machinery. A meeting between Achievers and representatives for the workshop was arranged to discuss the possibility of 3RD CENTURY AMERICA hiring the Commission of the Blind workshop members to produce brooms for them. In addition to furnishing 3RD CENTURY AMERICA with price quotes and samples shortly after their first meeting, representatives suggested that the company become a manufacturing representative for the Commission of the Blind.

The Achievers approved the fireplace broom samples and the manufacturing representative concept. Broom sales for both companies was much greater than either had anticipated. Before the two groups joined together the workshop had been in serious financial trouble. The state was concerned with the rate of return on dollars invested in the Commission for the Blind workshops and were

feeling pressure to cut their financial support. After 3RD CENTURY AMERICA began their sales campaign, the workshop's rate of return increased and Massachusetts could more easily justify continuing their support. The state also hired a marketing and sales manager for the workshop.

Thirteen resolutions were proposed by the Program Committee of the National Achievers Association. The Program Committee met for four hours each day to develop recommendations concerning the JA program and NAJAC.

The resolutions were presented to the National Achievers Association on Thursday. Resolutions 1 through 3 were approved by the NAA by majority vote. The remaining resolutions were not discussed by the full body due to lack of time.

The Program Committee, chaired by Sue Morelli, consisted of thirteen delegates.

The resolutions will be presented to the National Staff of JA for consideration in future program and Conference planning.

The following resolutions have been approved by the National Achievers Association Council:

1. In as much that the present group chairmen are many times scheduled in contests, elections and

other Conference activities, and with these conflicting responsibilities, be it resolved that for future NAJACs, group chairmen's duties be lessened to include just that which he or she can aid the group counselors, and these extra duties would be handled by scheduling a moderator for the entire week based on ability and availability.

2. In the interest of insuring the selection and election of the most qualified candidates for National Conference Officers, we hereby resolve that the validations tests be strictly multiple choice and made more factually difficult. Hereby be it further resolved that the validations interviews are to continue to be conducted by Achievers, but in a more positive manner and more indicative of the candidates' definite assets. In addition, we hereby resolve that the method of caucuses also include candidates visiting group discussions in an effort to allow all the Achievers to

become better acquainted with the candidates. We hereby further resolve that the schedule for validations speeches be changed from Tuesday to Wednesday in order to allow a full day of campaigning before the validations speeches are delivered, and be it further resolved, that the entire elections process be streamlined to allow the Achievers in the elections process to spend more time in their group's major activities.

3. In as much as the national board of directors of JA formed a committee to deal with graduate Achievers Associations, we hereby resolve that the necessary information and materials be developed and made available to local JA areas for the purpose of creating graduate Achievers associations on the local level, to eventually establish a group of experienced volunteers to serve in the local JA area and maintain contact with graduates of the program.

The other ten resolutions approved by the Program Committee but not discussed by the full NAA included a variety of subjects.

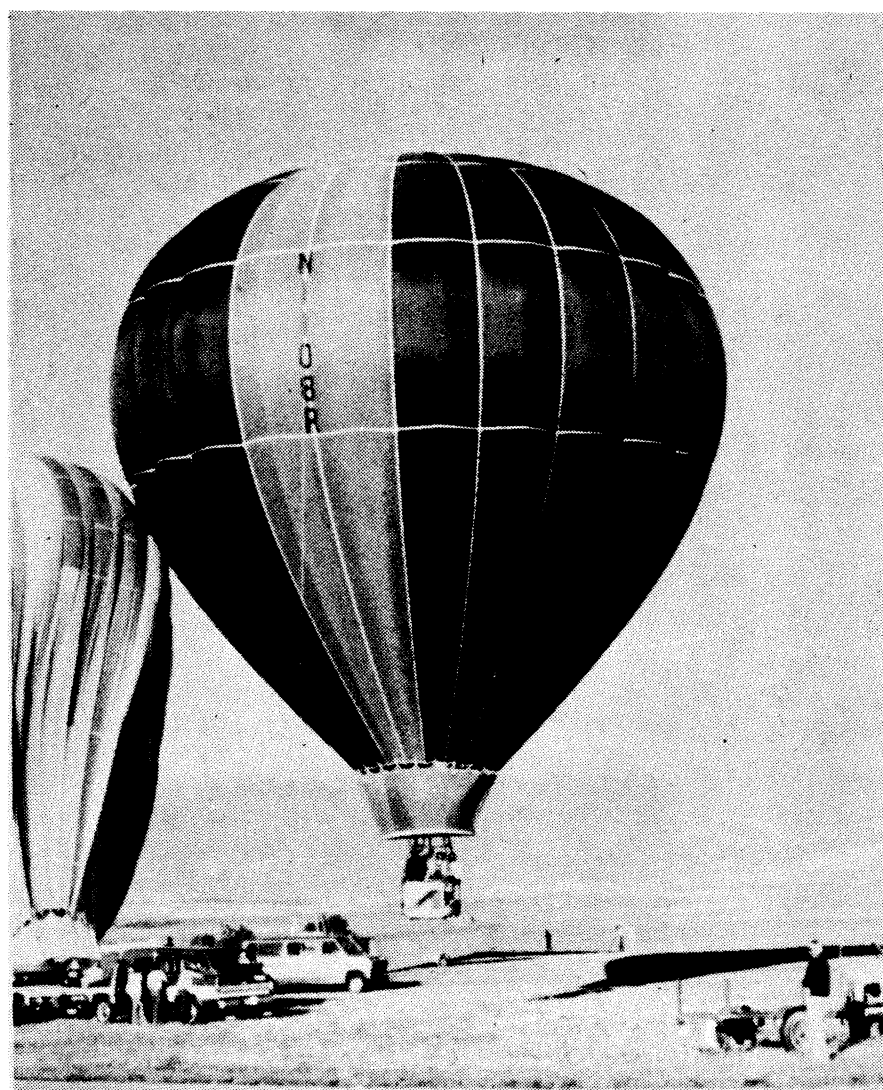
A possible consolidation of the offices of corporate secretary and vice president of personnel, quality control and safety director, and vice president of marketing was proposed.

It was also suggested that additional management games and activities be developed for use in the JA company. A proposal was made that a quarterly national publication be established to be written by an editorial committee of the NAA.

A suggestion was made to make the JA Bowl an annual competition with trophies and scholarships for the winners.

It was also suggested that Mr. Bob Richards be made a lifetime honorary member of the National Achievers Association.

A formal training session was proposed for the National Conference Officers. Junior Achievement's responsibility to the handicapped was recognized and it was suggested that the necessary ramps and facilities for the handicapped be installed in all JA centers where possible.



IT'S UP, UP, AND AWAY . . . FOR JA. Colorado Springs Junior Achievement participated in the First Annual America the Beautiful Cup Race. The balloon, which sports the JA colors, was aided in its flight by ten Achievers who served as members of the ground crew. The object was to see which balloon could fly over Pike's Peak first (14,110 ft.)

THE ACHIEVER

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Painters brush up on the ways of "big business"

Did you have any trouble finding a summer job? That was a real problem this year all over the country. But five Achievers from Grand Rapids, Michigan solved the summer employment problem with a creative idea — they went into business for themselves. They formed Collegiate Painters, a partnership in the painting profession. "It sure beats baking pizzas all summer long," declares Jim Krzeminski, one of the partners. "And it gives us a chance to brush up on our JA business experiences."

Collegiate Painters is successful enough to make its owners forget about the possibility of baking pizzas. In five weeks of operations, the company has grossed \$2100 in sales, and that's a lot of pepperoni. Treasurer Ken Parrish (who won Grand Rapids Treasurer-of-the-Year competition) explains, "We are really in demand. We have almost got more jobs than we can handle because we do good work at a very reasonable price. It is a good position to be in." The painters have received an average of \$350 each in wages, and the business is showing an additional \$30 profit.

The five young businessmen attended three different high schools last year. They met in Junior Achievement. All of them were members of the NAJAC delegation from Grand Rapids last year, and three are back again this year. Through their JA experiences, they realized that starting their own business could be financially and personally rewarding. The nucleus of the crew had had painting experience from the Absolutely Unincorporated Unholy Rollers, which was a summer company in the Grand Rapids Junior Achievement last year. This



Three of the five partners of the Collegiate Painters discuss business.

company had refurbished two of the Grand Rapids JA centers.

John Swart tells how the Collegiate Painters got started. "We all remembered how fun it had been to paint for our JA company last year, so we decided to do it again this summer. A partnership was formed because it was easiest to get started and because we all wanted a piece of the ownership of the company. Most of the problems in the beginning had to do with workman's compensation and social security taxes, but with advice from our executive director and Chamber of Commerce, we got through these difficulties. It is really not as complicated as we thought it would be. And it has been fun."

It does not seem anything would be too complicated for this group.

Their combined JA accomplishments include five officer-of-the-year awards, extensive Achievers Association activities, eighteen national and regional conferences, and \$2300 in JA scholarships.

The partners hold policy meetings either in the evening or, if they are all working together on the same job, at lunch breaks. Here they make company decisions on advertising, purchasing, scheduling, and price estimates. These meetings are similar to board of directors meetings in a JA company.

"What I like about self-employment is that I can schedule days off to go to the beach. I don't have to hassle with a boss, just these guys," says Mike Slomski, referring to his partners. "And they like to take

days off too. But the luxuries of self-employment go along with the responsibilities. We have to do a good job or risk losing a lot of business."

Swart voices the company's dreams for the future. "I can see some day in the future when Collegiate Painters will expand so big that we will have to incorporate. Then we will build a huge building somewhere with plush corporate offices, where we can wear three-piece suits instead of paint clothes. There will be a picture of the five of us on the wall behind the receptionist and the caption will read 'Our Founders'. Our stock will be traded on the New York Stock." It seems that JA has brushed up on the painter's ambition as well as their business involvement.

Product fair prizes given

Results of the 1977 product fair competition have been announced. Winners were: first place (\$100 savings bond): Tracey Skopinski for "Lighted Twigs", RUSTIC WOOD WORKS, Denver, Colo.; second place (\$50 bond): Kim King for "Clock Planter", PLEXICO, S.W. Idaho; and third place (\$25 bond): Dale Stroub for "Redwood Burl Clocks", ALIVE & KICKING ENT., Santa Clara, Cal.

A \$25 bond was awarded to Richard Auskalis for "Pay Telephone Lamp", MASH III, Chicago, Ill.

Other finalists in the competition were Anita Straubaar for "Picture of Christian Radich", DYNAMIC DOERS, Cleveland, Ohio and Mike Gretzinger for "Rope Barometer", PRODUCTS UNLIMITED, Orlando, Fla.

New horizons open for JA

Economic programs developed

"The last four years in JA we've been making an effort to broaden the base, that is, increase the number of people we're trying to reach through economic education," said Junior Achievement Research and Development Director Julie Hubbard. "First, we developed a junior high school program called Project Business. Then we looked at the college level and developed the Associate Adviser Program."

Project Business and the Associate Adviser Program have been joined by two additional new programs: Economic Awareness, which provides economic education for the general public; and Job Education, offering part-time jobs and business knowledge to inner-city high school students.

According to Hubbard the new programs are "just a natural branch" of JA because they can be picked up with little additional staff training.

Applied Management gives college students the opportunity for a laboratory-type experience as an

associate adviser to a Junior Achievement Company. Many senior business majors are receiving college credit for the program.

Mike Hemphill, a graduate accounting major from Northern Kentucky University was one such associate adviser. Hemphill said the program allowed him to "practice his management theories and develop many gratifying relationships with Achievers." Hemphill later acquired a part-time job with a JA sponsoring firm.

The program is taken on a pass/fail option for the first semester. Students must take the course two semesters in order to receive full credit.

The initial tests for the Applied Management program began at the University of Cincinnati and Northern Kentucky University. Twenty-five universities presently offer this program to senior business majors.

Economic Awareness encom-

passes several programs designed to make business and economic information available to the general public.

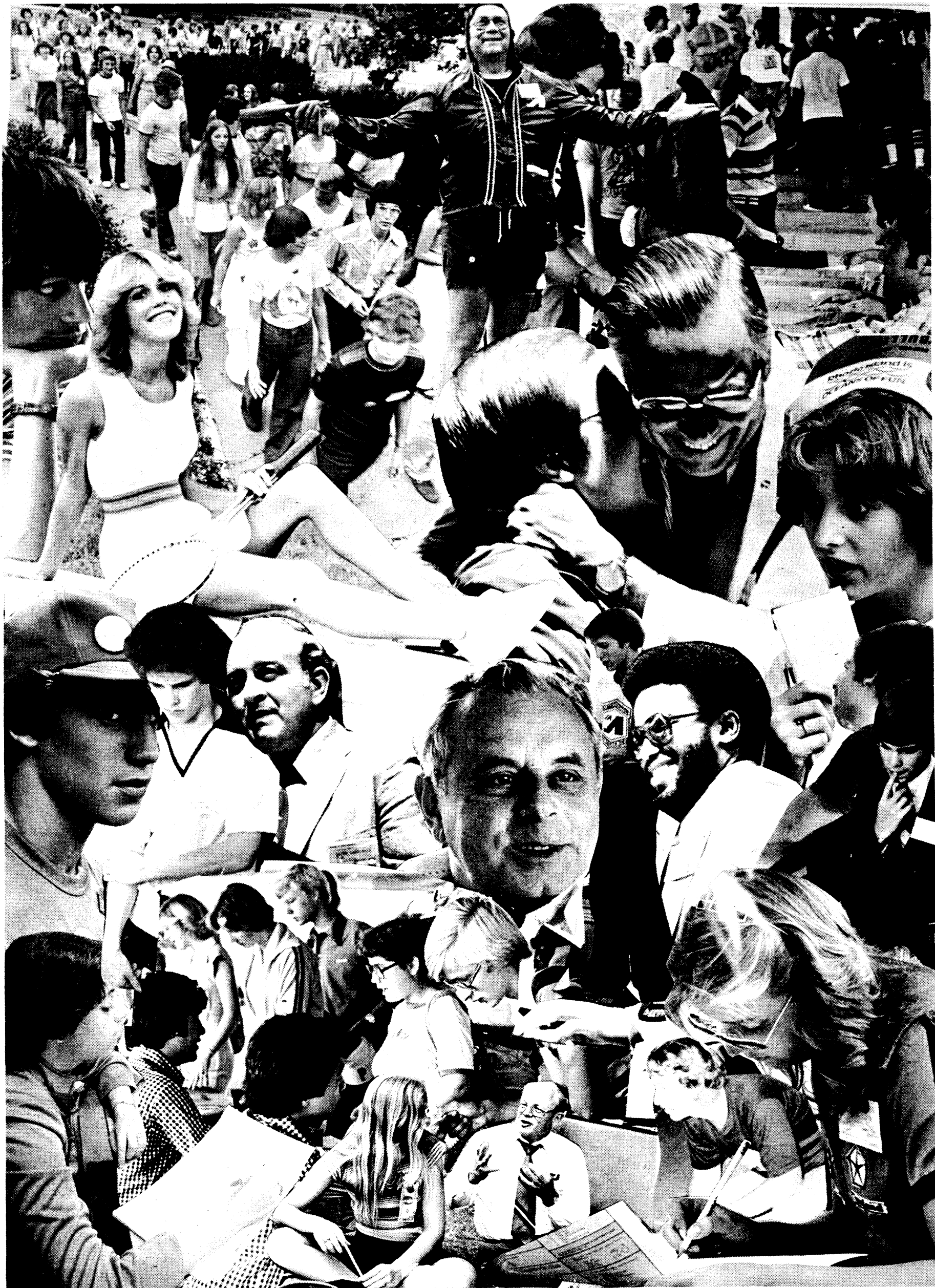
Plans have been made to experiment with a 5th and 6th grade Economic Awareness program in 15 cities.

Econ U.S.A., another part of Economic Awareness, involves a series of educational mailings to the people who have indicated an interest in JA but have never actually participated in it.

"Econ U.S.A. is being tested right now," said Hubbard. "The last mailing had an evaluation sheet with it. The forms are starting to come in to the national organization and it looks as though it's going to be very positive."

Hubbard disclosed that the next step in Econ U.S.A. is to develop the economic information further and to incorporate some type of activity to follow up class reading and discussion.

NAJAC '77



WAS FUN