



# The Achiever

News of the 42nd National Junior Achievers Conference

August 4-9, 1985  
Special Edition





# JA Victory Offers Lasting Benefits

Imagine you are standing on the stage of the I.U. auditorium . . . they've announced the third and second place finishers . . . you weren't either of them . . . so are you fourth? fifth?

Or, just maybe, you're a JA national contest winner.

Placing in a national JA competition has many short-term rewards: the scholarship from the sponsoring organization, the "thrill of victory," the travel and the realization that you are, literally, the best in the country — not to mention the recognition of the fact by Junior Achievement and your peers.

Nevertheless, an interesting question is: When the euphoria fades, what are the long term effects of placing in one of Junior Achievement's national competitions?

Four years after her victory, Teri Hord, National Secretary of the Year in 1978, found that her JA interviewing skills helped her in seeking employment. Hord, a Systems Engineer at IBM, is a graduate of Harvard. While speaking at the 1979 National Business Leaders' Conven-

tion (NBLC), Hord met her future employer. That meeting resulted in a college internship that Hord maintained throughout her years at Harvard.

Hord says, "I found it rewarding that at the age of 19, JA was sending me across the nation." During one such trip, she had the privilege of meeting former President Jimmy Carter.

Ken Kam, 1978 second place Outstanding Young Businessman and second place President-of-the-Year, feels that "competing in a national contest lends poise and confidence to achievers." Kam, having graduated from University of Santa Clara, won a full-tuition scholarship through JA to the graduate business school of his choice. Kam chose Stanford, where he is about to begin his second year.

John Tipton, Purchasing Manager of the Year in 1978 and NAJAC President, said "When I won at NAJAC, it increased my competitive drive because I applied that desire for success to different areas in my life."

Having recently graduated from Miami University of Ohio in Political Science, Tipton will be attending Harvard Law School in the fall. He says, "JA was the driving force behind my individual career decision. It also made me realize that there's no way to succeed without hard work, preparation, and proper execution. With those three elements," says Tipton, "any goal is attainable."

Katy Devine, 1983 OYBW and President of the Year, explained, "For me, winning at NAJAC was the first time I set a major goal that seemed absolutely unobtainable and managed to reach it. Through it, I was able to gain confidence in my abilities."

Devine is planning to go to Nepal this autumn to write an honors thesis in Economics for Wheaton University. The topic will be "the economic effects of development on women."

Danny Herp, who in 1983 won an unprecedented triple sweep of VP of Finance of the Year, OYBM, and NAJAC Officer (Mid-America region), found the continuum of the time to prove humbling. "In the short-run" reports Herp, "I had the feeling that anything I wanted to do, I could. But as time went on, I realized that a person can't rest on his laurels, but must continue to compete with himself in order to succeed." Herp attends Centre College and studies English.

Kathy Harris, 1980 VP of Marketing of the Year and NAJAC Secretary, attributes a change in

career goals to JA. "I was a design major, then decided to switch to finance because I knew I enjoyed it more." Harris attended University of Illinois-Champaign.

Many of the experiences that these winners had were similar, but each individual's reaction was different. One thing they all seem to share is a desire to give back to JA, what they feel they received . . . experience.

Audrae Erickson, Best Salesperson in 1980, says that winning revealed to her that success is not something that you can achieve overnight. Erickson says, "I have a desire to give back to JA what was given to me by turning around and being a support system for my local area."

Erickson, a computer analyst for Point West Bank, says "I get more satisfaction from seeing the people I help succeed than when I won."

Laurie Stearn, the 1979 OYBW and Secretary of the Year, decided to devote her energy to JA by working as a Junior Achievement professional. After graduating 2nd in her class at Virginia Tech, and having been accepted to Harvard Business School, Stearn decided to defer enrollment in order to work in the Junior Achievement organization.

She, like Erickson, and the others who are all on staff here at NAJAC want to recycle the JA experience and bring it full circle for the next group of fresh-faced NAJAC hopefuls . . . in hopes that those they counsel can one day hear the voice behind the microphone announce, "The first place winner is . . ."

— J. Chang

## San Jose is Top AA

On Thursday, nine Achievers Associations (AAs) went through interviews to decide which AA demonstrated a *winning combination*, and would receive distinction as the top AA in the nation.

Those competing were narrowed from a field of over 42 Associations nationally. Selections were based on

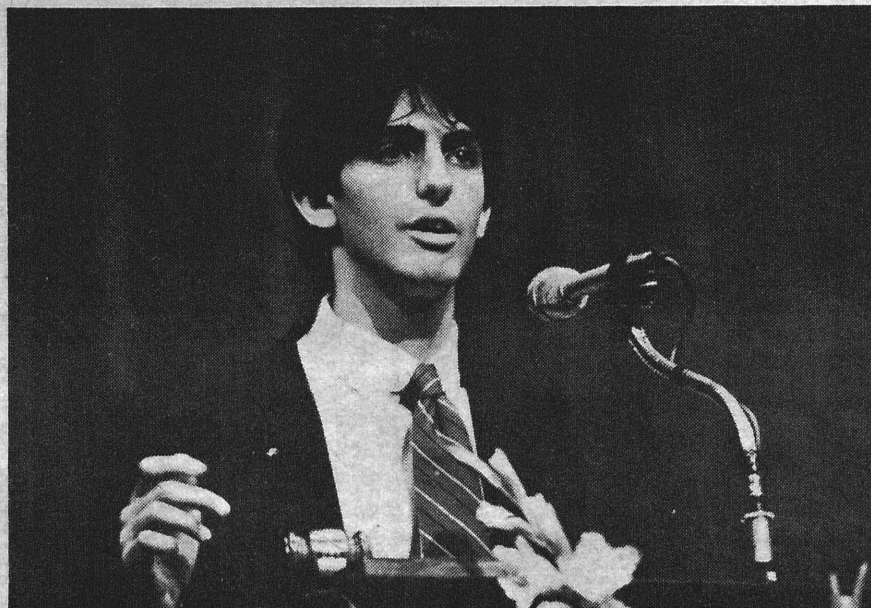
correspondence with their regional director, type of activities, and assistance to area staff. The nine finalists were: Boston, MA; Pittsburgh, PA; San Juan, PR; Louisville, KY; Lafayette, IN; Owensboro, KY; San Jose, CA; Eugene, OR; and St. Petersburg, FL.

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Jeffrey A. Brown, NAJAC President 1986

E. Thomas



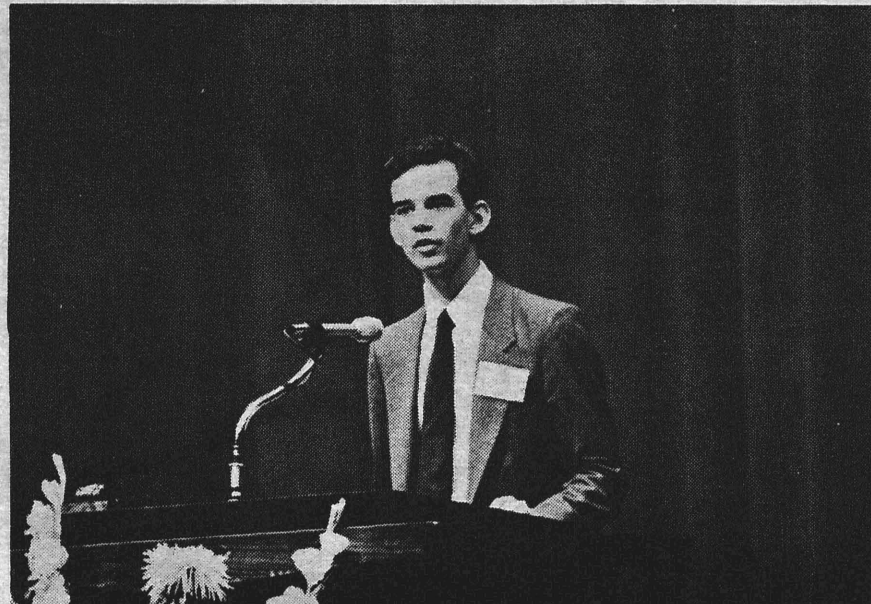
Jason Cohen, Vice President Atlantic Coast, 1986

E. Thomas



Charlene Gerke, Vice President Mid-America, 1986

J.T. Smith



Michael A. Alderete, Vice President Western, 1986

J.T. Smith



## Officers Review Conference Accomplishments

"We're tight." This is how Ron Thomason, Vice President for the Western Region, describes the friendship that developed between the officer team members in preparing for and leading the conference. Thomason, along with Cynthia Dai, President, Kathy Devine, Vice President for Atlantic Region and Stephanie Alden, Vice President for Mid America, relinquishes the reins of the conference officers to the newly elected team today.

The officers appeared relaxed and friendly as they recounted their conference accomplishments. "I'm really proud of BI & E Day," said the serious and poised Dai. "By staging a cabbage-patch type adoption of guests, the groups saw more interaction between Achievers and visitors than previous years. The visitors were really receptive. All we had to do was invite them." Some groups reportedly presented certificates to their adoptees.

Devine, an east-coast charmer whose yankee accent slips out at

unguarded moments, was excited about the Conference Officers Exchange Program (COEP). About 30 people attended a reception this year held to encourage communication between local, area and regional conference officers. "We hope that this interaction will result in better area and regional conferences, and new local conferences," mentioned Devine. "Conferences at all levels are important to build Junior Achievement enthusiasm, and to show Achievers what is beyond their company walls."

The officers hope that next year's team will produce a "COEP Directory of Conferences" with the results of a survey they conducted. "We are providing a package of information to next year's officer team," explained Dai. "Hopefully our notes and worksheets will provide some consistency to the transition, they will not have to reconstruct the wheel next year."

"I was proud of the way the theme 'Winning Combinations' was incorporated into everything —



J.T. Smith

Conference aid Harris and officers Kathy Devine, Cynthia Dai, Stephanie Alden, and Ron Thomason

materials, programming, even the I.U. cafeteria got into the spirit," commented Alden. She mentioned two programs that the team has laid the groundwork for, which they hope to see implemented next year. First is a group chairperson's reception to provide training on leading a discussion, creating unity, and setting an example for the group.

A staff change postponed another program; a preconference publication that provides personal hints to Delegates from officers, designed to capture the spirit of NAJAC.

Thomason worked hard on the Achiever's Association reception. "Its purpose is to provide recognition and a forum for exchanging ideas," explained Thomason. "It was so helpful to meet the faces behind all the letters we had written this year." Iowa City, IA and Pinellus County, FL were named "Rookies of the Year" at the reception. About 50 AA officers attended, and received an AA Handbook and Directory that Thomason compiled from surveys.

The officers' friendship began long before the conference, through the myriad of telephone calls and letters exchanged in planning the conference. The weeklong Readers

Digest Seminar (RDS) in Orlando, FL last October served as their main planning meeting prior to the conference. "This was most helpful in getting to know each other and developing a working relationship before NAJAC," offered Thomason.

A first this year was the presence of the officers aide, Kathy Harris, at RDS. Harris is charged with helping the officers prepare for the conference, and assisting them in making effective use of their time and energy during the conference week's activities. She was conference secretary in 1981.

"It really helps going to RDS," commented Harris. "By my working with them before the conference, they were able to come here more prepared. They had my 'things to do' list ready to go, and made my job easy at the conference."

"We love her (Harris)," commented Alden. "She was sincere and honest with us, and feedback is very important. Especially helpful was her training on proper conduct and how to be effective and efficient." "It is also good to see that the quality of the officers is improving over the years," joked Thomason. — T. Johnston

## San Jose is Top AA

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The Santa Clara County, CA Achievers Association (San Jose) was selected as the top AA in the nation due to its strong JA center structure, a successful bowl-a-thon which raised \$1,000 for the Statue of Liberty restoration project, and its effective grass roots recruiting effort to involve Achievers in Business Basics.

In explaining her selection of the four AA's from the Atlantic Coast, Kathy Devine recalled that she also based her choices on accomplishment of goals, social activities promoting Achiever involvement,

and response to the National Service Project — the Statue of Liberty.

Devine recounted that Pittsburgh's AA's selected third in the nation, was extremely helpful to their area staff; assisting in Business Basics training, and by completing time consuming chores, such as envelope stuffing for the office. The second place finish of the Puerto Rico AA redefined "success" in their activities, having turnouts of more than 1,000 for a dance; or hosting PRIJAC, a conference with delegates from El Salvador and Mexico's JA programs.

## Springer earns Disney Foundation Scholarship

Years of dedication in both high school and Junior Achievement activities has paid off for Todd Springer of Fort Wayne, Indiana. Springer received the 1985 JA/Disney Foundation Scholarship Tuesday evening at the general session. The scholarship entitles Springer to full tuition for four years



J.T. Smith

Todd Springer and Lou Ursone

at the college of his choice. He will also receive \$200 as a cash grant for miscellaneous expenses such as text books and study materials.

Springer is currently planning to use his scholarship at the University of Pennsylvania in Philadelphia. Regarding the University, Springer said, "I got inside the gates and said, 'This is Paradise!'"

Established in 1979, the JA/Disney Foundation Scholarship is open to all seniors in the JA High School Program. Springer applied in the early spring, and was required to submit three letters of recommendation: one from the executive director of his JA area, one from his executive adviser, and one from a person of his choice, who happened to be his high school principal. In addition, in order to be able to qualify, the applicant must major in fine arts or business administration. Springer himself chose to major in International Business.

An average of 100 applications are received annually; the Education Committee of the JA/National

Board of Directors narrows that number down to six finalists, and eventually picks the winner. In deciding who will receive the scholarship, they take into account the applicant's academic record and extracurricular activities, in addition to JA experience. The applicant must also submit their ACT or SAT scores as well as a short essay demonstrating their business knowledge.

In high school, Springer was a member of newspaper staff, speech and debate team, French club, and Honor Roll. He also holds Third Degree in the National Forensic League. His honors also include being a National Merit Finalist and an Outstanding Government Student, which is part of the Washington Congressional Program. He has volunteered for the Red Cross as well as the Republican Party.

Springer has been very involved in JA. In 1984, his company, Pen Classics, was National Company of the Year. This year, he was selected Best Speaker in his local region. His company also became Company of

the Year for his region thereby becoming a national qualifier. Springer holds the title of President-of-the-Year in his local area for both this year and last.

Last year, Springer attended Operation Enterprise in Hamilton, New York. This management training program was sponsored by the American Management Association. Also in 1984, the National Association of Investment Clubs awarded Springer \$1000 as well as a trip to Los Angeles to be a guest speaker. He achieved this honor through a stock analysis which he put together.

Springer's future plans include the ultimate goal of being an international banker. Springer gratefully thanks Junior Achievement and the Disney Foundation for their support as well as the scholarship.

In the way of advice to fellow Achievers regarding the scholarship, Springer enthusiastically said, "You have nothing to lose and everything to gain, so go for it!"

— J. Dusendschon



## OE Motivates Future Managers

How would you like to improve your management skills, develop your self confidence, set and achieve your personal goals, and perfect your ability to motivate others? By participating in Operation Enterprise (OE), you can have the chance to do all of the above and much more.

OE is a 10 day seminar, sponsored by the American Management Association (AMA), designed to teach participants managerial and motivational skills. This program puts high school students together with the men and women who manage the nation's businesses, cities, hospitals, banks, schools, civic groups, and other vital organizations. OE is patterned after the AMA's management course for company executives.

The American Hardware Association provides 25 OE travelships nationwide to outstanding juniors in JA. Interested Achievers can apply for the travelships through their local

Junior Achievement office. The student then must fill out an application and write an essay. Area offices nominate candidates and the national Junior Achievement office picks the 25 winners. Winners can attend one of the several summer sessions.

Achievers who attended the 1985 summer OE sessions are very enthusiastic about the program and its benefits. Mike Matsamoto from Sacramento, CA said that, "OE was one of the best experiences of my life." One of the facets of OE that Mike enjoyed most was the speakers. He mentioned that they spoke on such varied topics as corporate responsibility and goal setting. Lisa Brauning of Toledo, OH also liked the high quality speakers. She added, "OE teaches you to figure out what you want and how to get it."

In addition to learning about different components of management, OE participants also have the opportunity to make friends from



D. Repp

The 1985 Operation Enterprise winners.

across the nation. Junior Achievement is very happy to be one of the organizations that send students to Operation Enterprise. Matt Flynn of Stockton, CA commented that "through OE, I had the good fortune to make some of the best friends that I have ever had." Steve Arnold of San Jose, CA felt that the OE attendees

developed an "esprit de corps second to none."

Mike Boyd of Indianapolis, IN best summed up OE as "the rare opportunity to work with the nation's top business leaders, learn more about yourself and others, and meet lifetime friends."

## Little Family Foundation Scholarships

# Foundation Funds Achievers' Dreams

"All Achievers interested in a business education should know that a top business school is within reach — Junior Achievement can put it into their grasp." Ken Kam, Personnel/Corporate Secretary Manager at the Conference, should know. He will soon begin his second year at Stanford University on a full-tuition scholarship, provided by the Little Family Foundation Fellowship Program, in cooperation with Junior Achievement.

Kam's involvement as an Achiever, his undergraduate degree, and work experience qualified him to apply for the award. Advisers with at least one year of JA experience, an under-

graduate degree, and work experience can also apply, even if they were not in a JA company as Achievers themselves.

"At Stanford, I simply filled out a form that detailed my JA experience," explained Kam. "This is used by the schools financial aid office to verify recent JA involvement." Kam emphasized that by competing nationally or simply attending NAJAC one will have more experience than does the average Achiever. "People admitted to the top business schools don't always have JA experience, so the chances of getting a scholarship are enhanced," he remarked.

Each school seems to handle the process differently, reported Kam. That view is confirmed by Lou Ursone, Assistant Conference Director. He advises interested Achievers to contact a particular school for more information. The first requirement is to be accepted by a participating school.

For Kam, the application process was relatively simple. In addition to the JA experience form, he provided letters to substantiate his involvement. "I believe that references from the national office were valuable," Kam revealed. He added, "A Bechtel Corporation executive that I met at a National Business Leadership

Conference offered to write a letter on my behalf. Current JA contacts are important to involve in the application process."

Generally, winners are selected 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.

"The Little Family Foundation scholarship made it possible for me to think about going to a private school, and encouraged me to make the effort

(continued on page 3)



Veteran Readers Digest Speakers corps members reunite.

## RDS Seminar Inspires Speakers

The Reader's Digest Seminar (RDS) is said to represent the "creme de la creme" of Junior Achievement. Though much of the format has changed throughout the years, RDS has consistently gathered the best of NAJAC for five days of speakers' training. In turn, RDS prepares the group for public speaking as official Junior Achievement representatives. Past RDS's have taken place in October in various cities across the nation including: Washington, DC; Orlando, FL; and Stamford, CT. Readers' Digest sponsors the seminar and Dale Carnegie provides training for attendees. The S. Bayard Colgate Memorial Fund supplies the funding for travel.

**Who's Eligible?** All contest finalists, validated candidates, group chairpersons, and committee heads are all encouraged to apply. If you think it's out of your league, think again. Many of the old RDS'ers had the same attitude. Craig Burton, a NAJAC Conference Aide and an RDS'er in 1979, described RDS in two ways: 1) as an opportunity to polish your speaking skills and 2) as preparation for the duties that the ten-person Speakers' Corps will perform

during their tenure as Corps members. The Speaker's Corps members travel to a wide range of groups including: service clubs, business conventions, and JA conferences. They give keynote speeches on a variety of topics, all dealing with JA subject matter.

The seminar is indeed a unique Junior Achievement experience. Kathy Harris, NAJAC staff person and an RDS'er in 1980, says the high point of the conference was the opportunity to become friends with people who have such remarkable talent. Most RDS's include one day of fun-filled sight-seeing and four days of intensive training.

**How do you sign up?** Go to the Information Desks located in the lobby of every dorm or write to the National Junior Achievement office before the deadline of October 1st. If NAJAC is a tremendous honor, then RDS can only be described as a once in a lifetime opportunity. Paula Morris, group counselor and an RDS'er from 1984, says, "if you really care about your speaking skills and you really care about Junior Achievement, then RDS is for you." Get your application today. — J. Chang



# Murphy records panoramic view of NAJAC

Mr. Clarence A. Murphy is the cool head and steady hand behind the delegation, unit, staff, and panoramic photos taken at the Conference. Each year Murphy, his wife Eileen, and his nephew Gary Spaun are on campus early to capture JA memories with a special brand of group photography.

Murphy cut his teeth on photography, learning the art from his father, Clarence J. The "Marchada Photo Service" (Marchada is the Gaelic name for Murphy) took the first NAJAC photo in 1946. The elder Clarence attended until his passing in 1967 at age 86. The family has frozen the faces of about 100,000 JA people in 35 years of service.

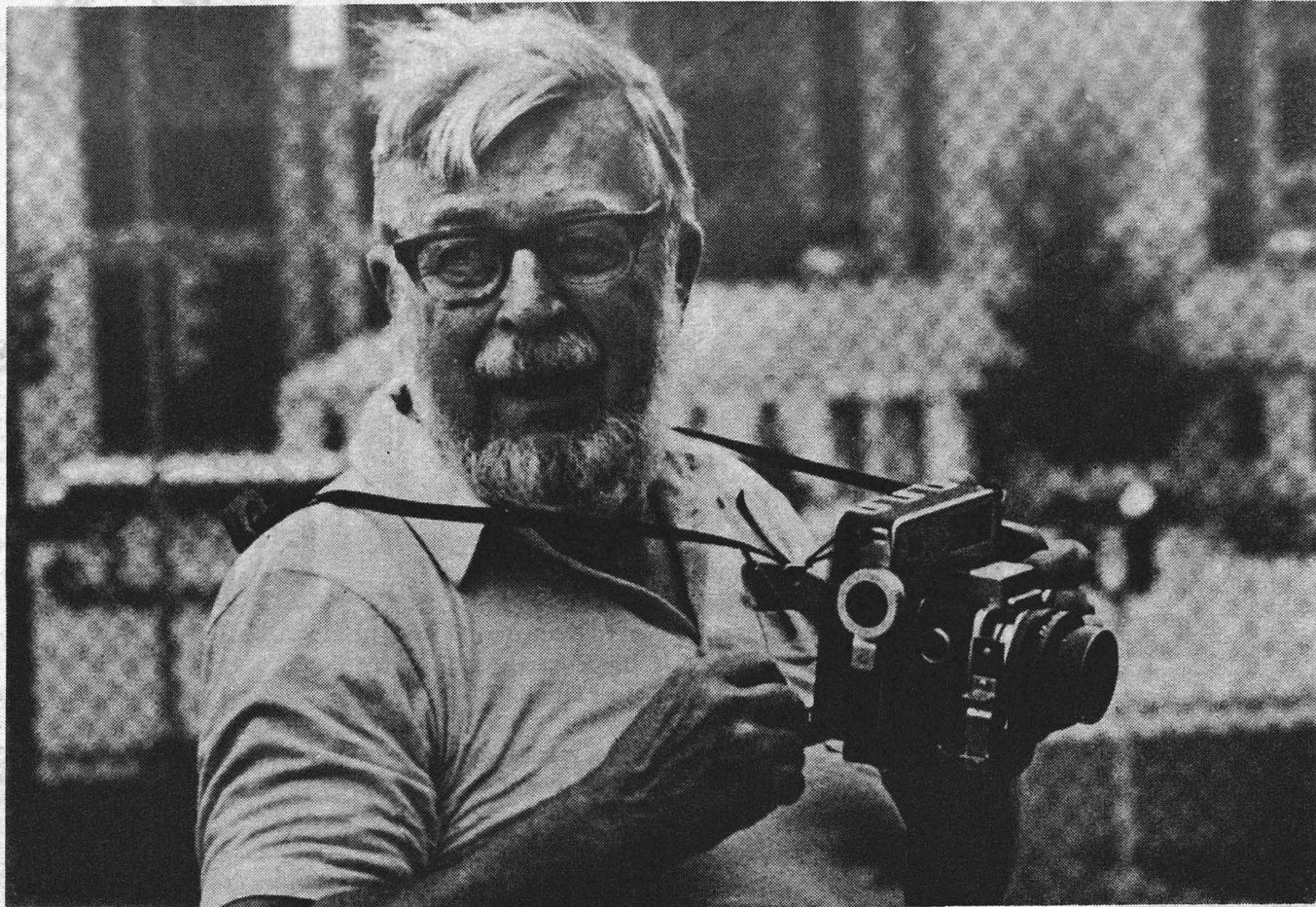
The panoramic photo has become a trademark of the Conference — a 10-by 30-inch print that faithfully reproduces over 2,500 faces in black and white. It is created on Monday morning, when the Conference stands to face an unusual and rare WWII-era camera. Manufactured by Folmer-Schwing, this "circuit camera" has the ability to make a continuous exposure along a six-foot strip of film. Originally costing \$300, one might pay up to \$4,000 to obtain one today.

"We do not have many problems at the JA conference," explains Murphy. "We get lots of cooperation, and the kids know how to behave. Each shot is critical because the group comes together only once. One year I took only one exposure," he recalled, "and the film was four inches short. A few people got cut off that year, so now I always take two."

Murphy is quick to point out that he is not just a man who makes his living with one eye and one finger — more is involved in conference photography. "It is hard work. We provide and set up our own bleachers, up to eight foot by 72 foot, and Gary has done a fine job of helping us at this for the past 10 years," explains Murphy. "It is a case of 'hurry up and wait'; setting up and waiting for groups to assemble." Gary, currently finishing his engineering degree at Ohio University, agrees, "It taught me how to work like the devil."

In addition to the panoramic photo, Murphy snaps the delegation photos on Sunday, and the unit photos on Monday afternoon. Groups are the toughest for Murphy.

Murphy develops the film at home,



Clarence Murphy

and returns the proofs for display Wednesday afternoon. Delegates can order prints from the souvenir shop for the panoramic, unit, and the group photos. Photos arrive at your mailbox in 4 to 6 weeks.

Murphy has collected all kinds of cameras over the years, but his photography is strictly business. "I hate to take little pictures," he commented. He took his biggest photo at a Pentecostal convention in Dallas: 12,000 people. "You had to find the faces with a magnifying glass, but they were sharp. People love to see their face, no matter how small," he observed.

Strange requests do not ruffle Murphy. The first delegation to pose this year (Greater Salt Lake) built a pyramid of humans wearing red propeller beanie hats on the tennis court asphalt. The mount featured props spinning in the breeze and more groaning than grinning, but Murphy coolly captured them on film before they crumbled. By contrast, JA of Bluegrass (Lexington, KY) sported their blue cowboy hats with portrait studio poise. "I take them anyway they want them," offered Murphy.

— T. Johnston

## Achievers' Dreams...

(continued from page 2)

required to even apply to a top school like Stanford or Harvard," mentioned Kam. He explained that it would not have been possible for him to attend an expensive school were it not for the existence of the program and his involvement in JA. "The program opens up a world of options not there if you are not involved in JA," he observed, "It encourages you to set your goals high."

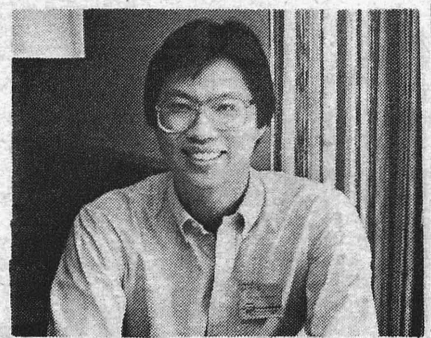
The program provides for tuition, currently \$11,000 per year at Stanford. The second year of the scholarship is not automatic — one must reapply — but the funding is usually renewed for students in good standing, Kam offered. Applicants not selected are eligible for \$700 honorariums.

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, Stanford

University, the University of Chicago, and Duke University. Kam advises interested JA graduates and advisers to write to an individual school for details, emphasizing their strong involvement in Junior Achievement.

Kam remains involved in Junior Achievement through his volunteer efforts as a staff member in the NAJAC Competition department. "We try to give the Achievers a better experience each year, so that each feels that the competition is worthwhile and learns something by participating."

— T. Johnston



Ken Kam

## Staff Smooths NAJAC Check-In

If you attended NAJAC last year, or even if you did not, you will notice that registration was extremely efficient this year. PRC's and group rosters were ready immediately after orientation, a feat never successful in the past. This ease in registration can be attributed to John Temple, Management Information Systems (MIS) Program Analyst at Junior Achievement National Headquarters, and the NAJAC summer staff. Temple has been focusing his attention on registration and workshop assignments for the past two months.

Temple remarked that when he first started, "there were many bugs to be worked out," but thanks to his efforts and the dedication of the summer

staff these bugs were corrected in time for NAJAC. Temple had nothing but praise for the NAJAC staff. Consequently, the staff remarked that, "he was an excellent person to work with." The people on the NAJAC summer staff are as follows: Paula Mencil, Colleen Gaffney, Dave Eustis, Jr., Dave Melbourne, and John Mancini.

Frank Evans, Conference Director, remarked, "Registration was marvelous, and it is largely because of the five terrifically dedicated summer staff who worked long and hard making sure that everything went well." "I couldn't be more privileged than to work with this staff of tremendously dedicated workers" said Lou Ursone, Assistant Confe-

rence Director. Gil Folleher, Conference Chairman, remarked, "I have never seen a team click so well so soon to get such outstanding results."

Thanks also goes to two Indiana University Computer Science department colleagues, Larry Mehan and Dave Pleiser who were called in Saturday night and graciously helped set up phone lines to the Indiana University computer, working into the early morning.

The Summer Staff was also influential in the assigning of delegates to the workshops they had chosen, a practice which was reintroduced this year. In the past, workshops were assigned at random.

— J. Dusendschon





# Winners of J A national

## Outstanding Young Entrepreneurs

### NFIB

Sponsored and judged by the National Federation of Independent Business, Research and Education Foundation. 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 — Scott Kleinberg  
San Jose, CA  
Marla McFadden  
Dubuque, IA
- Second — Kris Babicky  
Milwaukee, WI  
Matthew Okamoto  
Sacramento, CA
- Third — Michael Alderete  
San Jose, CA  
Terri Lewis  
Bakersfield, CA

## President



Sponsored and judged by the Young Presidents Organization.

First prize \$1,500; second, \$750; third, \$500; finalists, \$300 each.

- First — Todd Springer  
Fort Wayne, IN
- Second — Vivian Dai  
San Jose, CA
- Third — Jeff Phillips  
Twin Cities, MN
- Finalists — Patrick Davidshofer  
Dubuque, IA  
Chris Babicky  
Milwaukee, WI  
Jeff Brown  
Rockford, IL

## Vice President of Finance



Sponsored and judged by the National Association of Accountants.

First prize, \$1,000; second, \$600; third, \$400; finalists, \$250 each.

- First — Matthew Okamoto  
Sacramento, CA
- Second — John Weber  
Louisville, KY
- Third — Michael Alderete  
San Jose, CA
- Finalists — Marla McFadden  
Dubuque, IA  
Kent King  
Twin Cities, MN

## 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; finalists, \$250 each.

- First — Scott Kleinberg  
San Jose, CA
- Second — Marnie Falck  
San Francisco, CA
- Third — Christopher Bannister  
Raleigh, NC
- Finalists — Jason Slibeck  
Ashland, KY  
Jon Auérbach  
Birmingham, AL

aspa

Managing Human Resources

## Vice President of Production



Sponsored and judged by The Society of Manufacturing Engineers.

First prize, \$1,000; second, \$600; third, \$400; finalists, \$150 each.

- First — Sandeep Kunwar  
San Francisco, CA
- Second — Christina Postman  
Toledo, OH
- Third — Kevin Yamada  
San Jose, CA
- Finalists — Edwin Rainier  
Wilmington, DE  
John Yeomans  
Midland, MI



# 1 contests announced

## Vice President of Marketing



Sponsored and judged by Sales and Marketing Executives International.

First prize, \$1,000; second, \$600; third, \$400; finalists, \$150 each.

- First — Jason Cohen  
Philadelphia, PA  
Second — Colleen Boylston  
New Orleans, LA  
Third — Terri Lewis  
Bakersfield, CA  
Finalists — Kevin Cobb  
Elkhart, IN  
Ravi Allada  
Midland, MI

## Best Sales

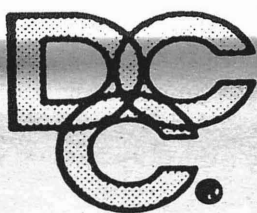


Sponsored and judged by Sales and Marketing Executives International.

First prize, \$750; second, \$500; third, \$250; finalists, \$100 each.

- First — Julie Hollensed  
Dallas, TX  
Second — Melissa Richards  
Toledo, OH  
Third — Mark Go  
Stockton, CA  
Finalist — Kenneth R. Wandstrat  
Cincinnati, OH

## Public Speaking



Sponsored and judged by Dale Carnegie & Associates, Inc.

First prize, \$1,000; second, \$750; third, \$500; finalists, \$250 each.

- First — Charles Miller  
Kansas City, MO  
Second — Michael Taylor  
Mobile, AL  
Third — Bruce Littlefield  
Columbia, SC  
Finalists — Kyle Moore  
Columbus, OH  
Sam Schapmann  
Birmingham, AL

## Banking Company of the Year



AMERICAN  
BANKERS  
ASSOCIATION

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; finalists, \$100.

- First — Terry Gansen  
Dubuque, IA  
Second — Larry Danna  
Nashville, TN  
Third — Rob Bearrood  
St. Paul, MN  
Finalist — Stephanie McGuire  
Cedar Rapids, IA

## 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 to each of three representatives; finalists, \$50 to each of three representatives.

- First — Diversified Interests  
San Jose, CA  
Second — Doughbusters  
Fort Wayne, IN  
Third — New Energy  
Twin Cities, MN  
Finalists — Renaissance  
Johns Town, PA  
T.I.M.P.  
Twin Cities, MN

## Service Company of the Year



Sponsored and judged by Junior Achievement, Inc.

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

- First — TCT Press  
Twin Cities, MN  
Second — Future Visions  
St. Petersburg, FL  
Third — Achiever Diversified  
Services  
Des Moines, IA  
Finalists — Data Probe  
Cincinnati, OH  
Music City Productions  
Nashville, TN



# Bogus Russian Challenges Achiever Beliefs

*Doubt . . . icy anger . . . spine-tingling pride.* These are words used to describe the reaction to the unusual address Tuesday by George Velliotes, alias "Dr. Gyorgi Velikovski." Velliotes masqueraded as a Moscow-born citizen of the USSR and writer for the Russian newspaper *Pravda*.

Velliotes is a professional speaker from Santa Barbara, CA. He has spoken to hundreds of high schools across the U.S. His firm, "Put Ons Production", presents him in many roles, including an Arab oil minister, a British health chief, an OSHA administrator, a prison warden, and other roles.

Perhaps his finest role is the Russian official. Degreed in political science from Stanford University, Velliotes did extensive research in visual propaganda at Stanford's Hoover Institute. President Hoover preserved the world's largest collection of pre-revolution propaganda. "Most of the materials in Russia were destroyed," said Velliotes. He explained how Solzenytzen (the expatriated Soviet writer) commutes to the institute from Vermont to do research on Russia, using materials not available in the USSR.

He maintains the largest private collection of visual propaganda in the world. His presentation included recent and historic political cartoons that showed the consistent Soviet stance on issues such as prejudice, political assassinations, doctors, inflation, Vietnam, missiles in Europe, "the Bomb," and President Reagan.

Velliotes uses "psychodrama" to create a powerful message about propaganda. "He got the psychological edge," said Achiever Robert Johnson of Atlanta, GA. "His delivery brought out feelings of sympathy, then friendship, then doubt, and then he really picked us apart." Without exception, audience members stated that they were fooled by his performance.

His message is highly charged with emotion. "He is a great actor," commented Holly Nelson of



George Velliotes, alias Gyorgi Velikovsky

Sacramento, CA. "The audience got defensive because he challenged what we believe in — capitalism. How could our deepest beliefs be brain-washed?"

"Dr. Velikovski," a hard-line anti-capitalist character, wears black horn-rimmed glasses and displays medals on the lapel of his dark blue suit. Sometimes the crowd reaction is volatile. One Achiever was removed from the audience for a spontaneous expression of emotion against communistic ideology. "I wish I could meet the young man," mused Velliotes. "I would pin a medal on him. My presentation depends on audience reaction and participation." Velliotes considered the NAJAC crowd on the tame side. "They were almost too polite at first," recalled Velliotes. "I get two kinds of audiences; ones that sit in icy anger waiting to pounce, and ones that won't let me finish."

"We were proud of our group because they kept under control," recounted Tom Klempay, Group 37 counsellor. "You could really see them boiling inside with emotions." Donna Schneider, co-counsellor, claimed that Velliotes was the best speaker she has heard in the past six years at the conference. "He made you angry because he tested your beliefs, and because his one-sided approach was unfair. When he revealed his identity I felt great to know that he is not a real person."

Velliotes' specialty is political satire and comedy. He entertains groups at meetings of corporations and professional organizations, such as Hewlett Packard and Salomon Brothers Investment Banking. His psychodrama-style show is available to high schools in an arena meeting format. A recent program in Monroe, LA, drew 5000 students.

"My goal is to set a fishhook into your guts, then pull them out so that you see where you are coming from" was Velliotes' podium explanation. "I challenge you to think about the two different systems, and look underneath the surface of what you see and hear." He explained that his message is not to create a hatred of the Soviet people, but to encourage people to know more about themselves.

"Freedom is a disease" offered Velliotes, and dictators don't want it." He spoke of propaganda as the tool of communist leaders, who use it as a "circle of wagons against Indians," and feel threatened by the invasion of freedom into their ideology. "Soviet leaders cannot afford to share the minds of their people with Jesus Christ, or any competing beliefs," offered Velliotes. "They are scared, powerful, and dangerous."

## Achievers study their way to NAJAC

Conducting business interviews, studying economic terms, earning Toastmaster's certificates, and playing Trivial Pursuit are just some of the ways Achievers prepared themselves for the 42nd National Junior Achievers Conference (NAJAC).

Many Areas underwent summer-long weekly training sessions to groom Achievers for national competition. The Sacramento, CA, delegation spent 30 hours preparing for the Conference. Their training program consisted of nine tests on business, economics, NAJAC, and the company manual, election campaign speeches, business interviews with local advisers, and current events discussions. The most challenging aspect of the rigorous Sacramento training program was "keeping up with current events," says Jana Platina, a returning Achiever. When asked if she was ready for the

Conference, Platina replied: "There is always something more that can be done."

Extensive training programs are a familiar event for Grand Rapids, MI, Achievers who took 13 tests, held outside interviews with local businesspeople, and spent a total of 80 hours of mandatory attendance at study sessions.

Not only did Achievers prepare in their local areas for the Conference, some even studied while on their way to the Conference. Providence, RI, Achievers, for example, made the most of their 22-hour bus ride by quizzing each other on current events and JA topics. Achievers read business magazines, also played Trivial Pursuit (to prepare JA Bowl contestants) and psyched one another up for the level of competition they would encounter at NAJAC.

Salt Lake City Achievers deserved their retreat to a Park City, UT, ski resort after completing their rigid conference preparation schedule. Meeting every Monday night, these Achievers reviewed two JA Company Manual chapters per week, studied vocabulary terms, learned officer responsibilities from local business leaders, and practiced their speaking skills at Dale Carnegie sessions. All Achievers were expected to score 90 percent or better on their tests, and those absent from training meetings were replaced by alternate delegates.

Perhaps the value of the time Achievers spent preparing for NAJAC can be best summed up by Achiever Julie Hastings of Wichita, KS, who completed 30 hours of preparation: "I know more now than I ever did about JA and business."

— A. Erickson

By contrast, he stressed that the Soviet people are "much like us, and want to get along with us. We all must live together, or die together. He offered a call to action to the conference, instructing the audience members to send a letter to the Soviet ambassador, and copies to their U.S. senators. By publicizing the response (or lack of it) one can increase awareness of efforts to "try to break through to them."

Chip Hurst from Charlotte, NC, said "I thought it was the best thing at the Conference. It made me appreciate living in America." Velliotes quoted the late president John F. Kennedy: "And so my fellow Americans, ask not what your country can do for you, ask what you can do for your country. Let the word go forth from this time and place, to friend and foe alike, that the torch has been passed to a new generation of Americans."

— T. Johnston



## Hulvey, Gerke capture GMI Scholarships

Charlene Gerke, Grand Rapids, MI, and Ronald Hulvey, Danville, IL, have won the Second Annual GMA/JA Scholarships. Gerke and Hulvey have both received full-tuition grants to GMI Engineering and Management Institute in Flint, MI.

GMI, an integral part of the General Motors Corporation for 56 years, became a separate nonprofit institution on July 1, 1982. GMI offers curricula in engineering and management. The management majors include: manufacturing management, marketing, accounting/finance, materials management, information systems, and dealer management.

Students attending GMI alternate periods of full-time work with studies beginning in their freshman year. As they progress through school, their work responsibilities increase accordingly. They also receive a base salary during the work phase of the program. GMI has a unique 100 percent cooperative education program. This "earn while you learn" experience not only aids students financially but it also enables them to gain valuable work experience. Each GMI graduate will have at least 2½ years of on-the-job experience.

Each local area JA office receives applications for the GMI Scholarship. After the completed applications are returned, GMI screens the applicants to see if they meet admissions criteria. The final selection is made by members of the National Junior Achievement Board of Directors. Board members review the finalist's JA activities, high school activities, academic records, and written essays.

Andrew Powell, Associate Professor of International Business and Marketing at GMI, has been "impressed with the leadership qualities of the students involved with Junior Achievement. These qualities are vital to the GMI cooperative educational program."

Gerke was "speechless" when she learned that she had won the scholarship. Gerke attributes winning to her extensive involvement with JA over the past three years. "I was a very active member of Junior Achievement," she said. "I tried to do as much as I possibly could." She has been a member of the Achievers Association; a delegate to JAMCO '82, '83, '84; and a delegate to NAJAC '83, '84, and '85. In addition to the GMI scholarship, Gerke has won these local awards: \$5,000 sales



Ronald Hulvey and Charlene Gerke accept GMI Scholarship recognition plaques from Andrew Powell.

club, President-of-the-Year, Best Salesperson, Speaker-of-the-Year, and she attended Operation Enterprise. "All the work that I have put into JA over the past three years is really starting to pay off," she added.

Gerke will be working in the Lansing, MI car assembly plant of Buick, Oldsmobile, and Cadillac and she does just about anything. "I'm just trying to learn about the plant and its operation this year and I'm really enjoying what I'm doing," she stated.

Hulvey, an honor student at Danville High School, has been president of a JA company for four

years and vice-president of his Achievers Association for one year. He has also been named Top Salesman and finalist for President-of-the-Year locally. Hulvey began his studies at GMI this summer.

"Char Gerke and Ron Hulvey exemplify exactly the type of college student which GMI wants to attract — bright, high academic performances, outstanding leadership qualities, and very personable," Powell commented.

Next year, GMI will again offer two scholarships to seniors in JA. Applications will be mailed to all areas.

— C. Walls



Riad Shaheen, President of Long Electric Company in Indianapolis, holds the 1985 Junior Achievement National Distinguished Graduate Award. With Shaheen is Hicks B. Waldron (l), National Chairman of Junior Achievement Inc. and Chairman and CEO, Avon Products, Inc., and Karl Flemke (r), Junior Achievement's President and CEO. He was presented the award by Stephanie Alden, Conference Vice-President for Mid-America, at NAJAC's Thursday general session.

## JA gets Colorado HQ

Karl Flemke, President and Chief Executive Officer of Junior Achievement Inc., announced Thursday at the morning general session that Junior Achievement, Inc. will relocate its National Headquarters from Stamford, CT, to Colorado Springs, CO.

"The move will not have any adverse effect on JA or any of our other programs," Flemke said.

"Because of the tremendous growth of Junior Achievement, and a resulting growth in our National staff, we have simply outgrown our current building and have been looking for a new headquarters site for some time," Flemke continued. "The El Pomar Foundation donated \$1.5 million for the headquarters building. Land valued at \$1 million came from the Gates Land Company. Other Colorado foundations, along with the National Board will complete the funding effort prior to the move to Colorado. Junior Achievement's Board of Directors endorsed the proposal and our new 33,000 square foot headquarters is scheduled to open in Colorado Springs early in 1987."

National Junior Achievement employs 75 persons.

Nearly 700,000 students participated in Junior Achievement programs during the past school year. It's projected that annual participation will top the one-million-student mark by 1988-89.

National Junior Achievement has been headquartered in Stamford since the early 1970s. Before that, the organization's headquarters was in Manhattan.

"Whether our headquarters is in Colorado Springs, Connecticut or New York," Flemke said, "our commitment to delivering quality economic education programs to young people remains at the same high level."

"Ultimately, the delivery of our programs — and our ongoing growth — depends far more on our 242 local operating areas than on where our headquarters building is located."

Flemke said that Colorado Springs offers "a high quality of life, lower housing costs and a lower cost of living, in general. We will continue to attract the same high quality of JA professional to Colorado Springs as we have now in our national structure."

### The Achiever Staff

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# JA Extends Drive to Restore America's Lady

As NAJAC resumes this year, it meets the midpoint of a National Achiever Service Project initiated to raise \$100,000 for the Statue of Liberty-Ellis Island Foundation restoration project.

The service project was conceived by the 1984 NAJAC officer team in conjunction with the Junior Achievement National Office to assist in a national grassroots effort to raise the needed \$230 million to restore America's symbol of freedom and hope.

Contributions from delegates, staff, and visitors kicked-off the project last year at NAJAC with \$9,200 collected by the end of the week. This amount has grown to nearly \$44,000 on hand at the start of this year's conference. This money has come from numerous JA and Applied Economics programs throughout the country.

The project solicited a challenge to each JA company and AE class to contribute \$10 towards the restoration, as well as personal contributions from Achievers, program volunteers, and Junior Achievement staff and Board members.

This challenge was met with over \$3,500 raised among the National Junior Achievement Staff. Areas such as New York, NY; Bridgeport, CT; Pittsburgh, PA; Elmira, NY; and others raised over \$1,000 within JA and AE programs.

Two Achievers Association led the

field when it came to support for "the lady." Outstanding effort was displayed by San Juan, P.R. with a contribution of \$3,551. Santa Clara (San Jose) made a contribution of \$2,500.

Raul Perez, the current President of the San Juan AA, explained that their contribution is the result of two dances, the sale of mini chocolate Statues of Liberty, and bake sales. Similar events led to the success of the Santa Clara County Association. Stephanie Aflague, SCCAA President, mentioned that the SCCAA encouraged involvement in car-washes, food sales (pizza and doughnuts) at JA centers, and in a highly successful Bowl-a-thon which raised over \$1,000.

Frank Evans, NAJAC Conference Director, had a number of good suggestions for areas to continue to work toward the \$100,000 goal, so that a check can be presented prior to the July 4, 1986 rededication of the Statue of Liberty. He explained that on the bus ride from Massachusetts, the Boston delegation had passed the hat and raised \$62. He also mentioned that other areas such as Owensboro, KY have had success with candy bar sales.

The immediate goal Evans explained, is a current challenge presented by the NAJAC officers between Division One and Division Two. He hopes that this challenge will bring the grand total to over \$50,000



J.T. Smith

Stephanie Aflague presents check to NAJAC President Cynthia Dai as the Santa Clara County Achievers Association contribution to the Statue of Liberty Fund.

and possibly as high as \$60,000 by the end of NAJAC '85.

Mr. Evans said that a thermometer with the Lady's likeness would be presented to each division to chart the progress of contributions in the contest.

Lee Iacocca, in his autobiography has stated, "People are aching to

return to basic values. Hard work, the dignity of labor, the fight for what's right — these are the things the Statue of Liberty and Ellis Island stand for."

Let's all get behind the worthwhile service project. Junior Achievement and the Statue of Liberty go hand-in-hand — they both stand for what's right with America! — J. Warner

## JA Bowl: Hardly Trivial Pursuit

Now that the checks have been presented, and the trophies engraved with the winners of the JA Bowl Contest, there are many questions left unanswered.

As the eight finalists from the Mid-America and Western Regions

departed the auditorium stage following the Wednesday performance, many delegates, staff, and BI & E guests were left in awe.

What are these Achievers like? Do they fit into the stereotype "book-worm" mold? No, that's not the impression they left this staff

member with, as they gathered to chat before the commencement of the final round of competition.

The teams were narrowed down from 120 original entrants, to: Miguel Cruz, of Muskegon, MI; Deanna Light, of Nashville, TN;

Mike Danke and John McMahon, both of Toledo, OH; representing the Mid-America Team. The Western Region's Team consisted of Charles Hunsinger, of Oklahoma City, OK;

(continued on page 11)

## 1985 Pioneer Award

George H. Gage, president of General Telephone Company of Florida (GTE) is to receive Junior Achievement's 1985 Pioneer Award at the chairman's dinner tonight.

The Pioneer Award is presented annually to the individual who has done the most to establish Junior Achievement in a community and to foster its growth to maturity. Nominations can be submitted by all local Junior Achievement offices. The National office was flooded with outstanding applicants this year.

Gage was the first Board President of Tampa, FL and served as a board member from 1973 to 1979. During his tenure as a board member, he tripled the size of Junior Achievement in Tampa. He is also a member of the advisory board, which he has been serving on since 1979.

In the last few years, Gage has hosted the official unveiling of the Project Business Program. At one meeting, Gage single-handedly signed up enough sponsors to meet half of Tampa's Project Business program goal for the year. He is also general fund drive chairperson for 1984-85 and with the drive only half over Gage has already posted a 66 percent increase over last year.



Pioneer winner George H. Gage

Gage attended the University of California at Santa Barbara. He has been with General Telephone of Florida since 1971.

According to John Weir, Executive Director of Junior Achievement of Tampa, "Mr. Gage was not only one of the forces that started JA, he's also the driving force that keeps the organization alive and growing."

— C. Walls

## Shaheen Receives Distinguished Grad Award

Riad Shaheen, President of Long Electric Company in Indianapolis, has been named the 1985 National Distinguished Graduate Achiever by Junior Achievement.

He was presented the award by Stephanie Alden, Conference Vice President for Mid-America, at today's general session.

Shaheen participated in the JA high school program in Columbus, OH, in the 1950's, shortly after emigrating to this country from his native Lebanon at the age of 13. Joining JA introduced him to American culture and started the difficult transition from speaking Arabic to communicating in English.

JA was also a source of new friends. Shaheen attended JAMCO regional conferences and is a three-time alumnus of NAJAC; he attended once at Valley Forge, PA, and twice at Miami University of Ohio. He was a candidate for the NAJAC presidency in 1954, and became friends with longtime conference director Jim Sweeney.

Since Shaheen purchased Long Electric in 1972, annual revenues have increased from \$10,000 to over \$20 million. Long's client list has



Riad Shaheen

included B.F. Goodrich, Ford, Chrysler, General Motors, Kraft Foods, General Electric, A.E. Staley, Dow Chemical, National Starch, Caterpillar Tractor and PPG Industries.

He is President and/or CEO of several companies, including: Long Electric, Bright Sheet Metal, Diversities, Inc., Hayes Electric and Henry Electric.

— T. Johnston





National Board members David Kearns and Tina Santi-Flaherty join JA-CEO, Karl Flemke (center) at BI & E Day.



BI & E Day Guest joins in discussion group.

## BI & E Guests and Achievers Share Ideas

Curiosity was the watchword yesterday as nearly 350 business executives, educators and special guests were able to share in the NAJAC spirit at BI & E Day. The visitors started their day by attending the morning general session which featured the final round of the JA Bowl. The auditorium cheers put the guests in an enthusiastic mood that set the pace for what was to come.

After a brief orientation, the guests met their official guides who were eager to begin the tour.

The first stop was a group discussion and later, workshops. One guest said that the high point of his day was attending the discussion group. "The discourse seems more real, more relaxed," he explained. The discussion topics included, "In Search of Excellence," "Going Into Business for Yourself," and a human relations discussion entitled "Dear Coach."

The workshops were attended by Achievers and guests alike. Among the workshops were "The Stock Market," "Needs Assessment," and "Developing Interpersonal Skills."

The effectiveness of BI & E day is seen in the active role that the guests play in the day's activities. The event is a perfect illustration of JA's theory of hands-on experience. By meeting the delegates on an informal, one-to-one basis, the supporters of the

program can receive a first-hand explanation of the benefits of JA.

Among our guests were College Deans, High School administrators and teachers, and high-ranking executives from many JA supporters such as, GTE, Xerox, Avon, and IBM. The presence of all these high level professionals brought multi-media coverage of the event as several local news stations were just as curious about the day.

The response from the executives was extremely encouraging. Many were amused at the traditions and spirit of NAJAC, and at the same time, they were impressed by the level of expertise that the Achievers displayed in business-related topics. At lunch, for example, an Achiever was explaining the "elbows off the table" chanting that admonishes such behavior and then immediately launched into a discussion of the foreign trade deficit.

BI & E Day allows the guests the opportunity to witness the personal growth of the Achievers. The guests were able to see first hand the interaction of the youth of America discussing the issues of business and economics.

Harry Kalajian, Vice-President Regulatory and External Affairs, Michigan Bell commented on the day, "BI & E Day is the perfect

chance to understand the issues that are important to the Achievers." Another guest noted that it is an appropriate opportunity for the sponsors and supporters of Junior Achievement to see that their support is worthwhile.

It was difficult to determine which group was more enthusiastic about the day, the Achievers or the guests. Both groups expressed pride in being able to meet the other. And the questions kept coming, from both sides. The Achievers were confident in approaching the guests, and many took advantage of the opportunity to compare and contrast the differences in area operations. Steve Arnold, a delegate from San Jose, CA, explained to an area JA professional how he had used the Cola taste test to help him illustrate a marketing point while teaching Business Basics.

Guests spent time at the Product Fair to view all the creative merchandise that JA companies had manufactured across the nation. The guests adjourned to the annual Chairman's reception and dinner at the end of the day. George H. Gage was honored with the 1985 Pioneer Award by Karl Flemke, President of Junior Achievement, Inc. Flemke spoke on the contributions of Gage in developing the Junior Achievement program in Tampa, FL.

The distinguished guests were then able to enjoy the spectacular JA talent show before returning home with a new store of experiences from NAJAC. The event was truly successful for the Achievers in that it brought about a better understanding of the corporate world and an appreciation of the free enterprise system.

— J. Chang

## JA Bowl: Hardly Trivial Pursuit

(continued from page 10)

Zackary MacRunnels, of Twin Cities, MN; Robert Book, of Los Angeles, CA; and Elliott Sattler, representing Reno, NV.

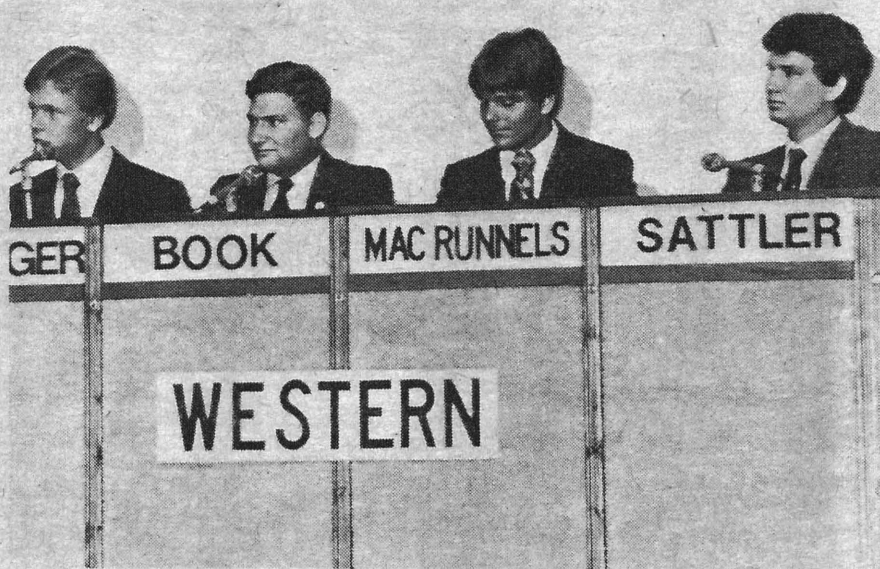
So what type of person is one of these contestants? Also, what would lead them to desire this type of memory drilling? Mike Danke responded by saying, "Our area sends the local contest winners to National Competition, and the only thing left was the JA Bowl." John McMahon added, "I wanted to be in a national contest, and this was an easy one for me."

Somehow I felt many of the other NAJAC delegates would disagree that this was so easy; so I questioned whether the award amounts provided any motivation for entering the JA Bowl. "Yes," they answered,

"the \$1,000 first prize provided motivation."

Because none of these contestants would give me the response, "I read encyclopedias for a hobby," I tried to see how each prepared for the JA Bowl. Robert Book swore allegiance to several sources. He explained that he studied *Facts on File* for three months. Also, he said, "*The Reader's Digest Almanac* has been like a bible" in preparing. Charles Hunsinger said that keeping up with national news was key. However, each person seemed to have a different favorite source; Newsweek, U.S. News, and Time were among those mentioned.

Zack MacRunnels said that the Twin Cities had summer training that was useful; and others used maps, the atlases, and of course cards from Trivial Pursuit. Most



Western team wins JA Bowl title.

important for each was the practice quizzing by friends, and peers, to build up speed.

Preparation for this contest, they concluded, was not really "cramming," but instead, paying attention to what's current. Elliott Sattler stated, "the key is to be able to remember stuff." Although the others chuckled over his choice of words, they unanimously agreed.

For all of those already preparing for next year's bowl, this group's words of wisdom acknowledge that speed is the essence; whoever can answer first will win. Mike added, "most of it is luck."

With all of their preparation behind them, this group of special

delegates took their places to begin the final round of the 1985 JA Bowl.

Questions ranged from names of constellations and stars, referee symbols, poets' works, university fight songs, and questions dating to childhood on Winnie the Pooh. Most questions seemed to provide little challenge for these marvels of memory, however, a few gasps were heard from the audience when the Western Region was only able to name two of four video game answers. (One of the few questions the audience clearly knew.)

In the end, the final score of 460 points for the Western Region gave that team a clear victory over the Mid-America score of 220.



