



The Achiever



News of the 1974 National Junior Achievers Conference



Award winner

Above, Distinguished Graduate Achiever award winner Maynard Parker as he looks today. Below, Parker's registration card and photo from his first National Junior Achievers Conference, in 1957. That conference was also the first held at Indiana University.

Newsweek editor gets award

JA honors Parker

In 1957, Maynard Parker joined 611 other delegates at the 14th National Junior Achievers Conference held for the first time at Indiana University. Sunday he returned to the same auditorium that delegation frequented to accept the Distinguished Graduate Achiever award.

Parker first joined JA in 1955 in Los Angeles, but his relationship with JA goes much farther back. Parker's father was involved with JA for many years prior to opening the program in Los Angeles and serving as its first executive director. Parker was vice-president of his JA company for two years and also served as sales manager and representative to the Achiever's Association. He received all three progressive awards. At the 1957 conference,

he worked on the publications committee.

Parker became interested in journalism while attending high school in Burbank, California. He was editor-in-chief of the school newspaper and worked summers as a staff writer on the Burbank Daily Review. He graduated from Stanford University in 1962 and a year later from the Columbia Graduate School of Journalism. After graduation he was a public affairs reporter for Life magazine. He then served two years as an Army lieutenant in northeast Thailand, after which he returned to the Life staff.

Parker joined Newsweek in 1967 as a correspondent in the magazine's Hong Kong bureau and in 1969 was named Saigon bureau chief. After a year and a half in Saigon he returned to Hong Kong as head of that bureau. He was named

Managing Editor of Newsweek's International Edition in May 1973.

The Distinguished Graduate Achiever award was originated in the mid-1950's by the National Graduate Achievers

organization as a way for the conference to recognize former members of JA and particularly former NAJACers for their service to the community, their success in business, and their service to JA.

Can tired lawn find love here?

Hugh B. (Jim) Sweeny, conference director, has kicked off a concerted effort to keep the grass between Briscoe and McNutt Quads green all this week.

On the narrow stretch of mud (known popularly as the "Briscoe strip," or simply DMZ) often used to shorten the route between the two buildings, there is actually green grass growing this year, as the result of herculean efforts by the Indiana University Gardeners Squadron.

Sweeny would like to keep it that way. In his opening address to all staff last Friday afternoon, he suggested that staff and delegates stick to the recognized traffic routes around the lawns: the sidewalks.

Various suggestions have been made for attempting to enforce this new policy. Some would like to see security start a Grass Patrol, equal in stature to the infamous Bush Patrol, to continually remind wrongdoers to stop killing the grass.

Others have suggested a procedure similar to the popular "walk around the dining hall" routine frequently enforced for wrongdoers caught with their elbows on the table at the dining hall.

Another faction has suggested that those attempting to commit grass genocide be condemned to the most torturous punishment NAJAC can offer: a three hour wait at the Coke

tent on a sweltering hot day.

A local ecology group supports NAJAC's effort to maintain the ecological balance between Briscoe and McNutt halls.

"We are not in favor of killing in any form and we applaud efforts to maintain truth and beauty," a spokesman for the group said.

Meanwhile, high conference officials refused to confirm or deny rumors that the IU football team, on campus to prepare for the opening of their season, could step in to enforce the rule.

Well-informed sources said in private that such a solution might have unfortunate repercussions, as football teams tend to massacre acres of turf in the pursuit of their art. Should they step in, however, no one was considered likely to point out the contradiction.



LAWN GUARDIAN

NATIONAL JUNIOR ACHIEVERS CONFERENCE

Please Type

PERSONAL RECORD CARD

Write Additional Details on Back

Mr. X Maynard Parker Date of Birth July 28, 1940 none

Home Address 1024 E. Walnut Ave Burbank, California

What grade in school in Fall senior Course college prep Been to NAJAC before NO

Year first joined J.A. 1955 Company Name Tropi-Co. link

Offices held: Pres. 2 Vice-Pres. 2 Secy. 2 Treas. 2 Sales Mgr. 2 Prod. Mgr. X Ach. Assn. 2 Other (Specify) link

J.A. Awards won: Officer-of-the-Year (Title) X I agree to comply with instructions of Junior Achievement Staff and Counselors as to travel and Conference Regulations and to use the Official Information Booklet as my guide

Outstanding Achiever Sales Attendance Speech Personal Signature of Delegate



Products and banking tested

New contests organized

Two new company contests have broadened the "new world" of this year's NAJAC.

For the first time, a "product of the year" or Commercial Product Development competition will recognize Achiever ingenuity in product research and development. Equally innovative will be the institution of a second company of the year contest restricted to JA banking companies. Both contests will parallel the regional competition pattern of current company of the year judging.

Mike Gerber, one of the graduate Achievers who is judging the new CPD Contest, explained the purpose of the competition.

"We want to further encourage Achievers on the local level to create their own Research and Development committees for product selection," he said. "We are looking only at products researched, designed and created by Achievers."

The sponsor of the competition, the Commercial Development Association, is awarding a total of \$500 to the top national entries. Each of the five regional entrants is allowed one representative to present his product in the national competition and to describe its commercial development.

Several stages of each company's product develop-

ment will be evaluated. The contest will explore how the company identified its new business opportunity and evaluated this opportunity in terms of product refinement.

"There are a lot of questions here," began Bob Strader, another contest judge. "Manpower, raw materials, production flow, cost and pricing are all factors that have to be considered. Results of company marketability surveys are also being looked for."

As with adult corporations actual success will be measured by company sales, profitability and employee satisfaction.

"In essence, we are looking to enhance JA's product lines

with saleable products appealing to a wide variety of people," continued Gerber.

Regional winners will undergo the traditional three rounds of interviews and tests. Region I's representative is the A.D.M. Company of Ilion, N.Y. Officially known as the "Acce-Deucy Manufacturing Company," the company produced a \$5 to \$6 card party coaster set made of solid walnut. Each of the four coasters was carved into the shape of a diamond, spade, club or heart.

SEACO, a part of Region II's JA of Kentuckiana, manufactured a Kentucky Derby pen set for \$3. A metal stirrup and a gold plate with the

(Continued on Page 4)



Quite an armload

Kent Greenawalt, operator of the souvenir shop, displays two of his hottest selling items: the flying saucer, a new item this year, and the popular red bowler derby. Both items are available at the shop, along with many other NAJAC keepsakes.

Bowler hats lead souvenir craze

Red bowler hats are everywhere this year at NAJAC.

"They're the hottest selling items we have," says Kent Greenawalt, "curator" of the JA souvenir shop. "We only have one case left."

Bowler derbies, which sell for one dollar, are most often teamed up with various JA buttons and patches. Some can be bought at the souvenir shop and some are part of the area identification of various delegations.

The souvenir shop, a regular feature of NAJAC, is in the basement of McNutt. This year it will be open from 10 a.m. until 8 p.m. every day. It stocks everything from JA pens, two for a quarter, to JA windbreakers, \$8.75.

New this year, in addition to the derbies, are JA flying saucers, frisbee-like souvenirs.

"We are predicting that we will be out of them by Wednesday," said Greenawalt. "They are proving to be a very popular item." The souvenir shop is stocked with 2000 JA saucers.

Conference officials have expressed some concern that the saucers will be a distraction at the general assemblies and have asked delegates to refrain from throwing them inside buildings.

Bowler hats are the most popular item and "flying saucers" are the most plentiful item in the shop but the staple of the shop's business over the years has been the JA t-shirts.

This year the t-shirts come with red or blue trim, in solid white and in solid gray. All of the shirts and most of the items in the souvenir shop have the familiar JA emblem on them. The shirts come in four sizes.

"There is no hard sell atmosphere in the souvenir shop," Greenawalt says. "We play Dennis Houlihan records all the time we are open and want people to come in and look around." Houlihan, the popular NAJAC organist, who works his magic on the Lowrey organ, has all of his records on sale at the shop for \$4 each. He will be at the souvenir shop Wednesday afternoon to autograph his albums for the delegates.

Over thirty different items are offered for sale at the souvenir shop, the largest selection of souvenirs ever at a NAJAC.

JA Boards receive more Achiever input

When Barb Baker was elected president of the Achievers Association in St. Paul, Minn., last October, she promised greater communication with the board of directors.

Today she's a member of that board.

"I felt we could both help each other," the third-year Achiever explained. "It's difficult to make policy concerning Achievers when there is no Achiever representative to give that point of view."

Much of Barb's success resulted from her perseverance. Although the idea was received negatively in October, Barb personally appeared before the board in February to request that an Achiever be allowed to serve on the board. By the end of the meeting she had been elected by a unanimous vote to a board position.

"I SIMPLY EXPLAINED the functions and accomplishments of our Achievers Association," she explained. "The board hadn't realized how serious we were — that we were doing something worthwhile."

Barb's main duty is that of liaison between the board and the Achievers Association. She makes monthly presentations to the board and brings back pertinent information to the AA. Barb also enjoys full voting privileges during her one-year appointment.

"THE BOARD MEMBERS were very receptive to my ideas, and have asked my opinion often," continued Barb. "Of course, there were many issues such as fund raising where I didn't have the experience for informed input. But in areas like center location and program changes, I felt very involved in the outcome."

Barb felt she gained a great deal from the experience. "I discovered a completely different perspective by working with older and influential people," she explained. "But most important, I gained a real appreciation for these people. I had never imagined how much work business people put in for us — usually on their own time."

"IT'S SO EASY for us to take the JA program for granted," Barb continued. "Everything is there for us and we never think about how the funds are obtained to run it."

Barb wasn't the only one who learned. George McFadden, St. Paul JA board member and marketing director of a St. Paul newspaper felt the learning experience worked two ways.

"WE ARE DELIGHTED with Barb and with the idea in general," McFadden commented. "We learned a great deal of first-hand knowledge we had never known before."

McFadden continued, "Barb was conversant with almost 100 per cent of the companies in the center. She was full of ideas and shared the events of individual companies that we never see. In my mind, the communication gap was completely eliminated."

Ron Tschida, program director, agreed. "She was able to answer questions that the staff couldn't answer — simply because we are not Achievers."

ST. PAUL is only one city in a growing trend toward more Achiever input on local JA boards. Connie Smith, a NAJAC delegate from Augusta, Ga., also just completed a year as a

board member. President of her Achievers Association, she served a one-year term on the board with the AA secretary, Pat London.

"The board members liked the idea," commented Bob Smith, executive director of Augusta JA. "They didn't always understand the teen-age point of view. The Achievers helped them relate their decisions to teens."

Connie, a four-year Achiever participating in her third



BARB BAKER

NAJAC, made her approach to the board in November. She has served for a year with full voting privileges.

"THEY WERE VERY INTERESTED in what we had to say," she commented. "The Achiever viewpoint was especially important when center modifications were discussed."

Another NAJAC delegate, Fred Kalisz, has just been elected to a second year as a member of the New Bedford, Mass. board of directors. His executive director describes the general reaction as "very favorable."

Some have unusual experiences

Arrivals smooth, but . . .

Lost luggage? No room assignment? No name tag? A mile walk only to discover the person needed was back where you started? Although most activities at the conference are well planned and occur with little or no confusion, the arrival of over 2,400 delegates cannot be fully and exactly prepared for.

However, thanks to the staff's advance planning, many problems are handled immediately and others are shortly resolved. Without the coordination of the registrar and travel staffs, the welcoming and orientation could have lasted longer than the conference itself.

If you had a long wait to register or to have some problem solved, relax! Most of your friends made it to their rooms and their groups with no difficulty at all. But then, there are always a few . . .

TWO DELEGATIONS left late Saturday night planning to arrive at 9 a.m. The actual arrival times were closer to 5 a.m. Needless to say the conference staff was still sleeping.

A DELEGATE missed her bus, so she came by private car and arrived . . . ahead of her delegation!

ONE DELEGATE flew into Indianapolis and neglected to

transfer all of his luggage from the airport to the bus. He has enough toothpaste, but little else.

A COMMERCIAL BUSLINE lost an Achiever's luggage and has faithfully promised to trace it for return as soon as possible. The busline guarantees it will be here . . . by Friday!

COUNSELORS have problems too. Three counselors arrived in Indianapolis later than scheduled Saturday night, to find that there was no one available to drive them to Bloomington.

MANY DELEGATES in the excitement of arrival forgot to check the luggage racks and left overnight cases, valets and travel bags on chartered buses later discovering the buses weren't staying in Bloomington but returning to the home cities immediately after dropping off the Achievers.

A DELEGATION arrived with 30 per cent more people than conference records indicated. With rooms at a premium, the registration staff had to resort to a magic wand.

BUT OUR BEST BUS story gets down to basic comfortability — or at least minimal. One Achiever traveling on a bus found out at departure time that the bus had one less seat than the delegation had members. She was assigned the best seat — or at least the most private — in the bus lavatory.

**In
Junior
Achievement,
you make
decisions
that count...**

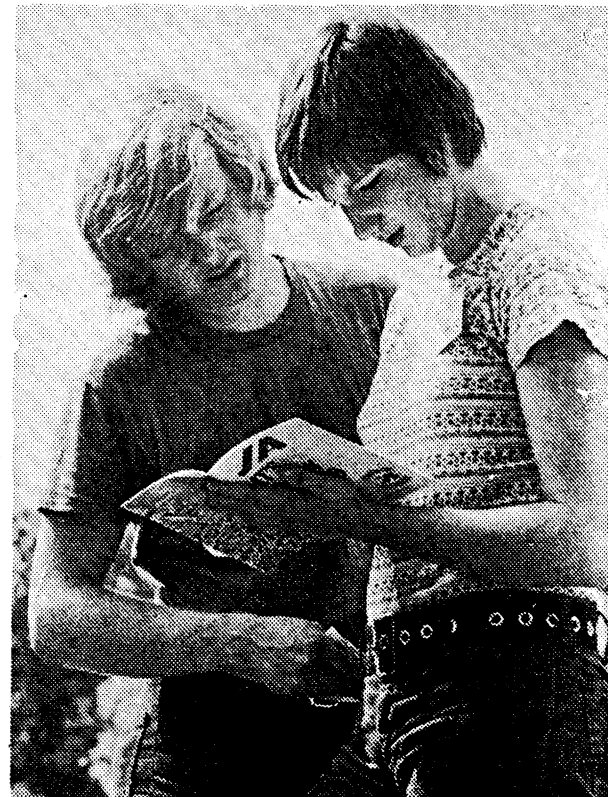


**Get Involved
Join JA**



Crowded around a bus, the hustle of unloading luggage is the chaotic beginning of a NAJAC week for many of the delegates.

If you don't know what's going on . . . look it up in the book. Two Achievers consult the NAJAC bible, the delegate manual, for the next step in their arrival schedule.



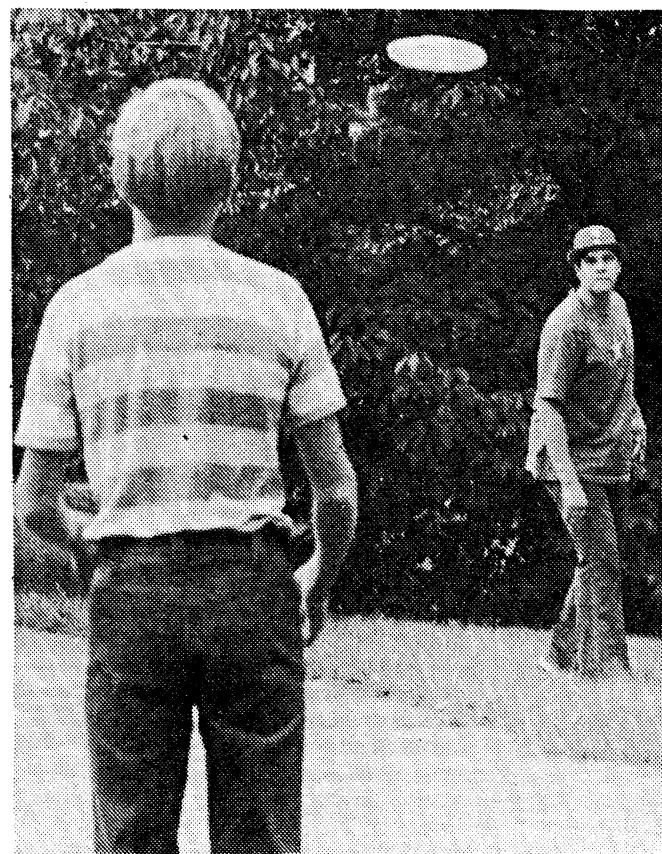
Arrival scenery . . .

. . . the new world of NAJAC '74

Making friends is a big part of the arrival process . . . even if your new friends turn out to be stuffed animals.

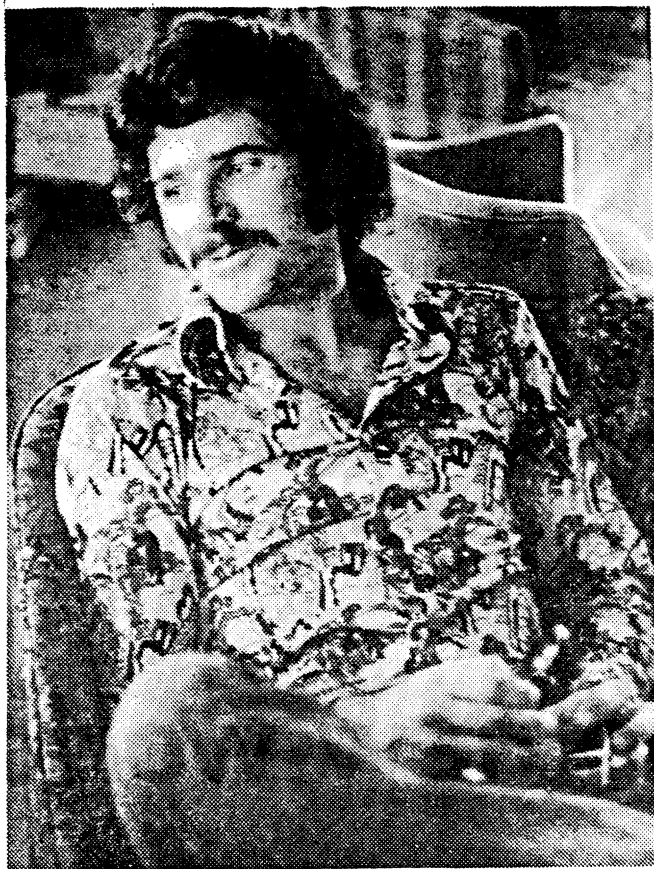


A smile is the best way to end a long bus ride and begin the best week of your life. Smiles were in abundance at arrival time this year.



Two delegates take advantage of a lull in the registration activities to test the JA "flying saucers" new this year at the souvenir shop.

Breezes buffalo balloonist: NAJAC's first float foiled



DENNIS FLECK
Balloonist

Forbes, a management magazine, will be unusually represented at the fourth annual Business and Industry Day on Wednesday. Their Balloon Ascension Division will float a huge multi-colored balloon over the conference as soon as the wind dies down.

Dennis Fleck, the operator of the 1,000 square feet of material plus accessories, is waiting for a storm center to pass over the city and calm the weather down. Most likely this will happen tonight.

"The balloon is flying publicity for the magazine. It's an advertising promotional gimmick explains Fleck. "I'm staying here until Wednesday because we were invited for the Executive Fly-In. That's when we will get the most exposure."

When inflated, the hot air balloon stands 80 feet high and 55 feet in diameter. Propane gas heaters control the vertical movement of the balloon. Only the wind controls the horizontal movement.

The Forbes balloon, which cost the magazine over \$8,000 has been demonstrated all around the country. A specially equipped Mercedes-Benz bus has traveled over 50,000 miles transporting and 'chasing' the balloon for the two years it has operated.

Fleck, who had been a regular employee of Forbes, first became interested in balloons about three years ago. Both he and Malcolm Forbes, the president of the magazine, took balloon pilot training lessons at the same time.

"The training is similar to that which an airline pilot receives," said Fleck. "We learn navigation and Federal

air regulations. A balloon is a registered aircraft, just like an airplane."

The Forbes balloon is one of only about 300 hot air balloons in the country, but the balloon fad is growing rapidly.

"The number of balloons has been doubling every year since I got my license," continued Fleck. "About half of the balloons in the country were in Iowa last week at a national meet."

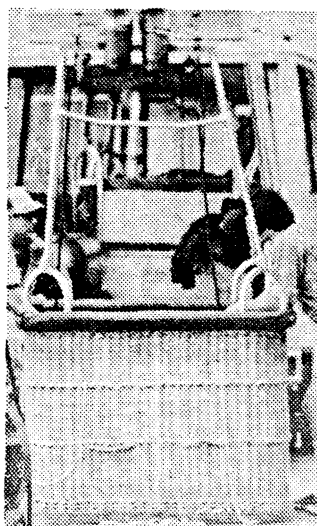
"Balloon competition is becoming very popular," he added. "We race our balloons and we participate in accuracy competition."

Nothing but the wind controls the direction of a hot air balloon. Fleck is reluctant to launch his balloon between the NAJAC dormitories even if the wind is slight.

"You have absolutely no control over your direction," he said. "When you get that balloon fully inflated it is like a ten story sail. A little bit of wind can really carry it. All I want to do is wait for a calm period and tether the balloon so the conference can see it."

Early Sunday evening, Fleck checked with the weather bureau about the wind. He thinks the earliest he can raise the balloon is Monday evening.

The balloon has made one long trip, exclusive of its many



Too breezy

Basket for Forbes balloon awaits calmer weather.

short publicity appearances. Fleck and Forbes traveled over 2,800 miles, from Oregon to Virginia, in one six-week trip.

"We made 22 flights and spent 140 hours afloat in that six-week trip," said Fleck. "We had one astounding flight from Indiana to Virginia. We made 415 miles in that one stretch."

Two new contests sponsored

Products, banks compete

Continued from Page 1) words "Kentucky Derby 100 Running — 1974" accented its wooden base. Region III's representative, the Sunshine Company of Danville, Ill., sold candle lanterns for \$4 and \$4.50. The company used a cork base and glass chimney to adorn a small, scented candle.

A glass chimney was used by Region V's SEARCO as well. Creating a small terrarium, the Atlanta, Ga. company charged \$3 to \$3.50 for its product. Region IV's representative, Candelero Unlimited of Bellingham, Wash., produced a variety of products. Starting with a three-branched candle product selling for \$4., the company expanded to a mini-candle of two branches for \$2. and a wall-holder pair of candles for \$7.

For its first year, the Commercial Product Development Contest is evaluating only tangible products. Future judging will add criteria on services, systems, and processes for special recognition.

BANKING BOON

The growing trend toward service companies made possible a new company contest, established to honor the

200 JA banks in the country. Mike Roer, contest assistant, explained that the increasing number and significance of JA banks in the overall program had made judging banks with manufacturing companies like comparing apples and oranges."

The American Bankers Association recognized the need to establish a national banking contest in JA and is sponsoring the competition. The first place bank's national representative will receive \$500 and \$25 bonds will be awarded each Achiever in the company. The second place representative receives \$150; third place receives \$50 with finalists receiving \$25 each.

The five finalists will be evaluated on criteria common to all companies, such as attendance, management and board meetings. However, additional criteria will include the quality and variety of banking services. Savings accounts, loans, collection services and even Christmas Clubs have been offered by JA banks around the country.

"We will be especially strict in our evaluation of each bank's record-keeping," continued Roer. "As a bank is a custodian

of other people's money, books must be accurate."

Judges for the initial rounds of the contest include Cindy Cook, an assistant head teller at a bank in Silver Spring, Md.; Marty Rothman, a veteran of a JA auditing company; and

Robin Holdin, former president of a JA bank and currently program director for Junior Achievement of Canada.

Finalists in the bank of the year contest were selected in regional competitions. Winners were Liberty JA Company of

San Francisco, Calif.; Penny Larceny and Trust Company of Omaha, Neb.; Achievers Banking Company of Pittsburgh, Pa.; United Achievers Bank of Richmond, Va. and Citizens JA bank of Orlando, Fla.



Product Contest entries

Pictured above are this year's five entries in the new "Best Product," or Commercial Product Development

competition, which is sponsored by the Commercial Development Association.