

Winners of FedEx/JA Regional International Trade Challenge Honored

In August 2008, student teams from six Asian markets met in Kuala Lumpur, Malaysia, to compete for business supremacy in the final round of the FedEx Express/Junior Achievement Regional International Trade Challenge. Sponsored by FedEx Express, a subsidiary of FedEx Corp. and the world's largest express transportation company, the competition aimed at nurturing the entrepreneurial spirit and business skills of students in the Asia-Pacific region. Team OCP from Japan took first place, followed closely by Team Pretty Alien from Australia and Team BS also from Australia.

The Challenge, which is in its second year, attracted a total of 18 teams from Australia, Hong Kong, Japan, Malaysia, South Korea and Singapore. Each team developed a unique product, business strategy and international marketing plan. The finalists vied for the highest score for content (including creativity and professionalism in executing a business plan) and presentation (including a demonstration of key business traits, such as teamwork, leadership, and public speaking).



David Ross, regional vice president, FedEx South Pacific, (far left) and Jack E. Kosakowski, JA Worldwide executive vice president and COO, (far right) look on as the top three FedEx/JA ITC teams express their enthusiasm.

In 2009, the program and event will expand to include 11 Asia-Pacific countries. It will mark the third year of a FedEx Express grant for more than US\$1 million to support the educational outreach of the International Trade Challenge.

“By opening up students’ minds to more possibilities and equipping them with the right skill set, this forward-looking initiative prepares our students to become the business leaders of tomorrow. The impressive work presented in the Final is testament to that,” said David Ross, regional vice president, FedEx South Pacific.

“The FedEx Express/Junior Achievement International Trade Challenge teaches students how to run a global business, and helps prepare them to succeed in our global economy,” said Jack E. Kosakowski, executive vice president and COO of JA Worldwide. “It also gives them a better understanding of the four cornerstones of international trade – clear goals, market knowledge, cross-cultural communication skills, and the passion to excel.”

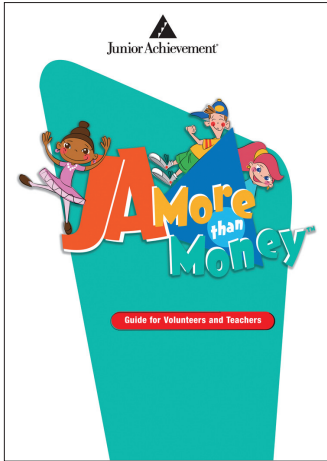


Jack E. Kosakowski, JA Worldwide executive vice president and COO, welcomes student teams to the FedEx/JA International Trade Challenge.

HSBC Shares a Commitment to Financial Education

In June 2008, HSBC Holdings plc and JA Worldwide launched a \$3.4 million, three-year, global program titled *JA More than Money*™ to teach basic financial skills to 100,000 elementary-grades students initially in 15 countries. And considering the current volatility in the global marketplace, this strategic commitment could not have come at a better time.

JA More than Money teaches students about earning, spending, sharing and saving money and about businesses they can start or jobs they can perform to earn money. It provides financial education that meets elementary school children at their own level of learning, communicating skills in a way students can remember them and put them into practice. Recent research by a third-party evaluation firm shows conclusively that U.S. 7-11-year-old students who participated in this program demonstrated significantly greater knowledge and



retention of financial concepts compared to their non-participating peers.

“As the world faces economic uncertainty, it is important that we help equip our children with the financial literacy skills they need to make wise decisions about how they earn, spend and save their money. HSBC is committed to improving financial literacy,” said Simon Martin, Head of Group Corporate Sustainability at HSBC.

“According to the UK-based Association of Investment Companies, 93 percent of teachers and parents believe that personal finance should be taught in schools—and half of those believe it should be mandatory. HSBC’s exclusive support of *JA More than Money* will allow JA Worldwide to address the growing needs of young people in many countries at an age when financial education can make a substantial impact on behavior in later life,” said Sean C. Rush, president and CEO of JA Worldwide.

2008 HP Global Business Challenge Inspires Young Entrepreneurs

Lithuania’s Team Hatrick won the HP Global Business Challenge, an international competition designed to increase the business knowledge and skills of students. In August, HP and JA Worldwide hosted 16 students, representing eight countries, for the final round of the competition at HP’s Colorado Springs campus. Team Hatrick received first-place honors and a cash prize of \$3,000. Second place went to Team Santos of Argentina, with Team Kiki of Estonia awarded third place.

The 2008 HP Global Business Challenge began in late February, with 238 teams participating. After two elimination rounds, eight teams emerged as finalists to compete in the last round of face-to-face competition. The Challenge is based on *JA Titan*™, an online program that allows teams of high school students to act as chief executive officers of virtual manufacturing companies and compete to earn the highest performance index. The teams are prompted to make decisions that affect the profitability and sustainability of their virtual company and attempt to outperform their competitors in profit, sales and market share.

“Teaming with JA for the last 12 years on this challenge supports HP’s goal to encourage innovation, diversity and global collaboration among the entrepreneurs of tomorrow,” said Yvonne Hunt, vice president, Global Social Investment, HP. “In addition, we are pleased to announce our 2009 grant commitment to JA Worldwide, a gift totaling \$1 million in computer hardware and continued JA program collaboration globally.”



Competition was friendly but intense at the recent HPGBC. Here, Matias Zabala of Argentina’s Team Santos (foreground) considers the next business decision.

“The HP Global Business Challenge is Junior Achievement’s most intense competition, requiring superior knowledge and skill levels,” said Sean C. Rush, president and chief executive officer, JA Worldwide. “These students are innovators. Through this competition, they not only develop work-readiness skills, but each student also energizes and expands his or her own entrepreneurial vision.”

Become a JA Donor and Receive Lifetime Income

You can support Junior Achievement’s educational mission and help yourself at the same time by establishing a Charitable Gift Annuity. You can set up this annuity if you are age 60 or older. It is a gifting tool that enables a donor to make a charitable contribution that will generate an immediate income tax deduction, plus provide an annualized income stream for life.

Becoming a donor is simple.

- The minimum age is 60 for an immediate charitable annuity contract.
- The minimum gift is \$10,000.
- Interest rates depend on your age and can be as high as 0.5 percent.

For more information, please contact Development Vice President Debra Stinton Othitis by telephone at 719-540-6191 or by email at dothitis@ja.org.

Information about Planned Giving can be found in the Donors section of www.ja.org.

From the President's Desk



Sean C. Rush
Sean C. Rush
President and Chief
Executive Officer

Are you as concerned as I am? Main Street, USA, is feeling the impact of the financial storm buffeting Wall Street and the banking industry. The U.S. National Debt Clock, the digital counter near New York's Times Square, has run out of space to display the current total that has now surpassed the \$10 trillion mark.

But Americans aren't the only ones worried about keeping their homes and cars and putting food on the family table. Across the globe, hardworking Main Street residents are feeling the local aftershocks of toppling banks and roller-coaster FTSE, Nikkei, and Micex market indexes in towns in Britain, Japan and Russia, respectively. Families in Beirut, Bogotá and Johannesburg are concerned about the future. All would benefit from the confidence reinforced by a strong financial education.

It is a Code Red world emergency. We need volunteers for a rescue mission, supplying basic financial literacy survival skills right away. One of the first targets for disaster relief must be the young people worldwide who will inherit our financial legacy—good or bad—and need to have the education and skills to deal with it. They need to know the basics about earning, spending, saving and credit.

Junior Achievement has the right programs in place, ready to go. We know “the JA way” works. JA can provide programs that teach K-12 students age-appropriate, hands-on lessons about how to be financially literate. What can you do to make sure these educational lifelines reach the young people who will be in charge of preserving the global economy? The future is in your hands.

JA Heritage Society Founding Member Profile



Jon Dewar

After starting his own financial planning company, the Legacy Life Group, Dewar joined the Junior Achievement of Eastern North Carolina Board of Directors in 2005, earning the

Jon Dewar is a strong believer in the power of Junior Achievement. He started in 1997 as a classroom volunteer in Atlanta while working for Wachovia Bank and quickly realized the potential for JA's impact on young people. After moving to North Carolina in 2001, Dewar remained an enthusiastic supporter of JA, continuing as a classroom volunteer, job shadow host and special event sponsor.

organization's 5-Star Award in 2007. He currently serves on the Board's Executive Committee as Vice Chair for Individual Giving.

As Dewar sees it, “Chinese philosopher Lao Tzu said, ‘Give a man a fish and you feed him for a day. Teach him how to fish and you feed him for a lifetime.’ That's how it is with Junior Achievement. JA volunteers teach kids lifelong financial and business skills that can mean the difference between mediocrity and success.”

“It takes money and volunteers for Junior Achievement to offer programs that inspire students to excellence for themselves and for their community. I encourage you to help these young people build a better future by donating to Junior Achievement now or as part of your legacy through estate planning,” he added.



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Photo ©AT&T

AT&T Chairman and CEO Randall Stephenson and high school senior Alex Elizardo enjoy a discussion at an AT&T/JA Job Shadow event in San Antonio.



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AT&T/JA Job Shadow Brings Work-Readiness Skills to 100,000 Students

It's a shocking statistic. Almost one third of all U.S. public high school students fail to graduate with their class, and many drop out with less than two years to go, according to a recent Gates Foundation study. AT&T and Junior Achievement believe the problem requires strong, immediate action. In October, AT&T and JA jointly launched a \$5.5 million, five-year job shadowing initiative that will match 100,000 U.S. students with more than 50,000 AT&T employees to help strengthen high school retention and workforce readiness.

“One of the best ways we can help our young people succeed in high school is to ensure that they see the connection between what they learn in school and what's required in the workplace,” said AT&T Chairman and Chief Executive Officer Randall Stephenson. “Across our company, the people of AT&T are proud to join forces with Junior Achievement to help students make that connection and go on to build great careers.” The program is part of the \$100 million AT&T Aspire Initiative, one of the largest-ever corporate commitments to high school success and work readiness.

AT&T/JA Worldwide Job Shadow brings students into the world of business through classroom instruction followed by on-site mentoring. AT&T is committing 400,000 employee volunteer hours so students can interact with AT&T employees and observe their jobs firsthand. Local Junior Achievement offices work closely with local AT&T operations to set up job shadowing opportunities between students and mentors.

“Seventy-nine percent of students participating in job shadowing report that the program increased their desire to stay in school, so this is clearly a proven way to improve high school success,” said Sean C. Rush, president and CEO of JA Worldwide. “Through the job shadowing opportunity, students experience some of the interpersonal nuances of the workplace that are difficult to grasp in a classroom setting, such as the importance of negotiation, teamwork, cooperation, decision making and problem solving. Students also learn to identify and demonstrate the work-readiness skills needed to research, get and keep a job.”

Job shadowing helps students develop personal strategies to achieve goals and take advantage of career opportunities, Rush added. “They see that they can be in charge of their futures.”



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Students at W.H. Adamson High School assemble for the AT&T/JA Job Shadow Day launch in Dallas.