

JA Job Shadow Day 2006

Job Shadow Day 2006 was a great success as Junior Achievement students shadowed “career mentors” around the nation.

On Capitol Hill, JA students from 11 JA Areas job-shadowed the offices of nearly two-dozen members of Congress and federal agency personnel. Participating agencies included the U.S. Treasury Department, the Small Business Administration, and the Bureau of Indian



Affairs/Department of the Interior. Job Shadow Day also was recognized by national media, including CNN, CBS’s *The Early Show*, and *People* magazine.

A special thank you to ING, title sponsor of Job Shadow Day 2006, for making the event a memorable experience, and to Rep. Judy Biggert of Illinois, who sponsored the room on Capitol Hill used to kick off the event!

JA of New York students, along with visiting students from JA Japan, during their job shadow experience at The Early Show. The JA Japan student visitors were selected as winners of a contest to participate in New York’s annual Job Shadow Day event sponsored by Best Buy Children’s Foundation.



Junior Achievement students get ready to job shadow at the U.S. Capitol on February 2nd.



More than 750 students in the state of New Mexico had the opportunity to job shadow on February 2. (From left to right) Lieutenant Allen Carter, Eddie Hernandez, Evony Alba, and Sheriff Gary Cicotelli are seen here enjoying their job shadow experience at the Luna County Sheriff’s Department.

JA Afterschool Plays Part in Katrina Relief

The need to explore program implementation in alternative, non-traditional after-school venues has been magnified by the disaster of Hurricane Katrina. The storm and floods destroyed schools and daycare sites, impacting tens of thousands of students, their schools, educators, and after-school program providers. During the aftermath, Junior Achievement of Greater Baton Rouge and Acadiana collaborated with many after-school programs and local schools to serve the influx of displaced children.

JA Worldwide released program-enhancement activities that focus on the various economic elements affected by a natural disaster. As JA worked with schools to provide alternative program delivery, this supplement became an important element in helping young people better understand the impact of the hurricane.

“We are very proud and excited about our collaboration with Junior Achievement. Not only do we get an outstanding program for our members, but it also shows the community and our donors

that each of us seeks out and values partnerships,” said Pat Van Burkleo, executive director of the Boys & Girls Clubs of Greater Baton Rouge. “Boys & Girls Club and Junior Achievement are stronger organizations because of the partnership we have created.”

In partnership with the Department of Justice, Office of Juvenile Justice and Delinquency Prevention, JA of Greater Baton Rouge worked closely with the Boys & Girls Club of Greater Baton Rouge, University United Methodist Church After School Program, Northwest High School JROTC, Masters Learning Center, Big Buddy, Young Leaders Academy, BREC, Home School Co-op, Westdale Heights Academic Magnet School, Mayfair Elementary, and Denham Springs Junior High School. Thanks to funding from the Department of Justice, Office of Juvenile Justice and Delinquency Prevention, JA was able to meet the needs of these organizations as they sought additional programming to keep kids engaged during after-school hours with fun, high-energy activities.



Rodney Hoyt of Homeland Security presents JA’s Economics of Natural Disasters.

On Board JA Worldwide Board of Directors Profile



Pamela George
Senior VP–Corporate Affairs (Retired)
Sybase

As senior vice president of Sybase, Inc.’s corporate affairs, Ms. George focused on building a high profile, positive worldwide presence for Sybase through branding, advertising, government affairs, public affairs, industry analyst relations, internal communications, websites, and creative services.

Before her work with Sybase, Ms. George was vice president of corporate communications at Manager Technology, a decision support software company in San Rafael, Calif. Prior to Manager

Technology, she was director of corporate communications at Cisco Systems for four years, where she worked to build the Cisco brand, growing annual revenues from \$62 million to \$2 billion.

Ms. George also worked as a field programs manager at Intel Corp., a marketing manager at Polaroid, and as a college mathematics textbook editor at Houghton Mifflin.

She knows what it takes to positively position an organization, creating maximum exposure and a tremendously effective impact. Her work with JA on its worldwide board of directors is an incredible asset to the organization, one that will help JA Worldwide advance its mission into the future.

Along with her spot on the board of directors for JA Worldwide, Ms. George is a board member for the California Music Project, the Women’s High Tech Coalition, and the San Francisco Opera.

New Program on the Business and Economics of U.S. History

The Pitney Bowes Literacy and Education Fund recently donated a \$1 million multi-year grant to JA Worldwide to develop *JA Business and Economics: A U.S. History Perspective* (working title). Rolling out in early fall 2006, the new JA program will educate middle grades students about America’s rich and storied economic history.



Contrary to recent concerns about American students’ ability to compete in the global workforce of the future, a new poll commissioned by Pitney Bowes Literacy and Education Fund and JA Worldwide suggests that students exhibit a strong interest in business and have learned basic facts of business history. This new program is designed to take students to the

next level by linking business history with entrepreneurial principles.

“Tomorrow’s entrepreneurs should apply the important lessons learned from history in order to compete more effectively in the global economy,” says David S. Chernow, president and CEO of JA Worldwide. “The extremely generous grant from the Pitney Bowes Literacy and Education Fund will enable us to develop an exciting curriculum, giving students knowledge and tools to help them succeed in life. This partnership will show what can truly be accomplished when we work together to support the future leaders of tomorrow.”

The program has the potential to reach students in more than 2,200 middle schools nationwide.

David Chernow Meets With President Bush



David S. Chernow, president and CEO of JA Worldwide (far left), along with his wife Elizabeth (far right), recently attended a reception for non-profit organizations at the White House, where they met President and Mrs. Bush.

With this recent meeting, JA Worldwide will have had three meetings with President Bush in the last five months. The others include meetings between President Bush and JA volunteers.

JA Worldwide Displays Member Nation Flags

The *JA Pioneers Museum of Junior Achievement History* is nearing completion with the installation of nine flagpoles outside the JA Worldwide Headquarters. The nine new flagpoles will proudly display the flags of each JA Member Nation, beginning with the first group of



John O. Dickinson, chairman of the JA Pioneers Archives Committee (left) and John Skalla, superintendent of facilities for JA Worldwide, preparing the flag display.

countries to join the JA family. The flags, which can be seen from the highway alongside JA Worldwide Headquarters, will be displayed on three-month cycles, ensuring all JA Member Nations are represented.

JA Heritage Society Founding Member Profile



Our featured Junior Achievement Heritage Society member this issue is Barbara Dowell Lancaster. Her beneficiary is Junior Achievement of Southern California.

Barbara Dowell Lancaster

Barbara Dowell Lancaster has 23 years experience in a variety of fields including manufacturing, software creation, marketing, and sales. She holds a BA in Economics and Biology from Bucknell University and has completed graduate work in Organizational Dynamics at Franklin and Marshall College. She is active in the community leading the Torrance Public Library Foundation and is on the JA of Southern California board.

“I give to the children I will never have. I give to honor the family members before me. I give because kids need hope and JA delivers it,” says Barbara on her involvement with the JA Heritage Society.

The JA Heritage Society recognizes ardent JA supporters that have included the organization in their estate planning. The founding membership period was recently extended through June 30, 2007. More information on the JA Heritage Society can be found in the “Contributors” section of www.ja.org.



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From the President’s Desk



David S. Chernow
President and Chief
Executive Officer

more children than ever before with our highly relevant programs.

More and more corporations and governments around the world are seeing the importance of JA Worldwide, and our message and effect of inspiring young people to reach their full potential. As awareness for JA Worldwide continues to increase, so does our willingness and desire to see that we reach new levels and set new goals. Together we are changing the world, better preparing today’s youth to succeed tomorrow.

Looking at the lead story in this issue of Futures, you’ll see six exceptional business leaders who will be recognized as the 32nd class of Laureates inducted into our prestigious Hall of Fame. As I’ve said countless times before, the success of our organization is based on the tremendous leadership of our collective staff and boards. Through our tireless hard work with donors, volunteers, teachers, and students, JA will remain vital to those who build the future. Due to the passion, dedication, and commitment of our more than 2,700 staff and 6,800 board members worldwide, we are building communities one child at a time.

Thanks to your leadership and positive spirit, JA Worldwide will prosper in 2006. Entering my fifth year, I am grateful, hopeful, and extremely encouraged with our continued and growing influence on young people around the world.

Girls’ Salary Expectations on Par With Boys’, According to New JA Worldwide Poll

Continuing a three-year trend, results of the “2006 *JA Worldwide Interprise™ Poll on Kids and Careers*” show salary expectations between boys and girls have narrowed. Since first being measured in the 2003 *Interprise Poll*, male salary expectations for most jobs exceeded earnings anticipated by female teens.

In this year’s *Interprise Poll*, the seventh time this poll has been conducted, the highest earnings expectations for frequently-cited careers are split fairly evenly between the genders. Girls’ expectations to earn \$250,000 or more were higher than boys’ for the career of businessperson (44.1 percent versus 38.9 percent), doctor (63.2 percent versus 41.7 percent), and teacher (9.5 percent versus 7.1 percent). Male students still held higher salary expectations for careers in entertainment (42.1 percent versus 38.5 percent), the computer field (38.1 percent versus 25 percent), and law (37.5 percent versus 34.8 percent).

“Businessperson” has been the most popular career choice overall for the last four years the poll has been conducted; this year it was selected by 8.7 percent. “Teacher” was the second-highest selection with 7 percent, moving past “Doctor,” a consistent first or second choice in previous years, which came in third with 6.2 percent, tied with “computer field.”

Over the past four years, the top ten career selections have remained fairly constant. However, female teens are drawn to careers that require more education, and this year are more confident than males that they can obtain their ideal careers.

Students from 97 JA locations across the country participated in the recent poll, with 858 responses being used. To view the complete poll results, visit the *JA Research Center*, located in the *JA Student Center* on www.ja.org.

JA of The Hudson Valley Teams With JA of Brazil



High school students at the Pan American School in Porto Alegre, Brazil, complete an activity from JA Global Marketplace.

In a recent partnership joining JA students from Brazil with volunteers from JA of the Hudson Valley (Westchester, N.Y.), the spirit of JA as a worldwide organization was as strong as ever. JA of The Hudson Valley provided training, lessons, and volunteers from PACE University-Model UN Team, with their counterparts from Universidade Federal do Rio Grande do Sul in Brazil to bring JA’s “real world” curriculum to students from the Pan American School. Age-appropriate curricula was presented to 35 international students in grades six through 12.



2006 U.S. Business Hall of Fame

Milwaukee is rolling out the red carpet! Title sponsors Harley-Davidson, Inc. and Northwestern Mutual along with Junior Achievement are proud to present the 32nd annual U.S. Business Hall of Fame. The 2006 class of Laureates will be inducted during a prestigious ceremony on Thursday, April 27, at the Midwest Airlines Center in Milwaukee.

Event highlights include JA Worldwide’s quarterly board meeting sponsored by CA, special city tours, and the Chairman’s Luncheon. U.S. Secretary of Education Margaret Spellings, has been invited to speak at the luncheon where awards will be presented to outstanding JA volunteers and contributors. In the evening, a black-tie reception, dinner, and laureate induction ceremony emceed by Merri Dee of WGN-TV cap the day-long festivities.

Presenting sponsors include Heartland Funds, Johnson Controls, M&I, Miller Brewing, Rockwell Automation, Accenture, Fuchs Business Solutions, ClearChannel, Midwest Airlines, Milwaukee Sentinel Journal, and The Woodstone Group. Special thanks to JA of Wisconsin’s board of directors and the Host City Committee of the JA Women’s Association.

For more information on this year’s event, please visit www.ja.org.

The 2006 class of Lauerates includes:



Arthur M. Blank
Co-Founder, The Home Depot, Inc.
Owner and CEO, Atlanta Falcons and Georgia Force



H. Wayne Huizenga
Chairman, Huizenga Holdings, Inc.
Owner, Miami Dolphins



Bernard Marcus
Co-Founder, The Home Depot, Inc.
Chairman, The Marcus Foundation



Maxine Clark
Founder and Chief Executive Bear Build-A-Bear Workshop, Inc.



Herbert V. Kohler Jr.
Chairman and President Kohler Company



Robert A. Swanson (1947-1999)
Co-Founder Genentech, Inc.



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