Chicago-Area Student Wins $5,000 Scholarship in "Excellence Through Ethics" Essay Contest

JA Worldwide recently awarded a $5,000 scholarship to Tracey Latimore of Joliet, Ill., as part of the first Deloitte/JA Excellence Through Ethics Essay Contest.

Beginning in October of 2004, applicants were asked to write an essay of no more than 500 words offering a solution to the ethical dilemma provided on the *Ethics Center* at www.ja.org. By the time the contest concluded on December 31, over 8,000 essays were received. These essays were narrowed down to five finalists who were then judged by the Junior Achievement Blue Ribbon Panel on Ethics, an advisory group composed of corporate ethics officers and noted academics. After reviewing the five outstanding submissions, they selected Tracey's essay as the winner.

Essay contest winner Tracy Latimore (center) receives her check from David S. Chernow, president and CEO, JA Worldwide (left), and Ainar D. Aijala Jr., vice chairman, Deloitte Consulting LLP (right).

Tracey recently graduated from Joliet West High School in Joliet, Ill., and plans to attend the University of Missouri to study Journalism and Psychology.

"I am honored that my essay was selected as the winner," said Latimore. "This scholarship will help me to realize my dreams. I am eager to start college and commence the next chapter in my life and am grateful to Deloitte and to Junior Achievement for this generous award. This essay contest is a great way to get kids thinking about ethics and the importance of doing the right thing."

Thanks to Deloitte for their support of Excellence Through Ethics and congratulations to Tracey!

For more information on the Excellence Through Ethics program enhancements, and to view the winning essay, visit www.ja.org/ethics.

On Board

JA Worldwide Board of Directors Profile

Lemuel Amen
Staff Vice President, Corporate Marketing & Sales, 3M

Lem Amen became a member of the JA Worldwide Board in April of 2005 because he is passionate about the impact of the organization.

"JA aligns with my personal and professional interests to build connections between business and education," says Lem. "The JA experience creates a winning proposition for students, teachers, and volunteers learning from each other about economic concepts and the connections to everyday life. It's great to be part of an organization with a rich history that continues to evolve enriching classrooms around the world."

As staff vice president, corporate marketing & sales for 3M, Lem is responsible for the Global Business Process transformation of the marketing and sales function for the company. 3M has been a supporter of JA Worldwide for more than 30 years, contributing nearly $2.8 million to the organization. Currently, 3M Foundation supports the correlation of JA curriculum to educational standards in each state.

Lem is also a member of the Corporate Executive Board's Marketing Leadership Council and the Sales Executive Council. He is active in the Northwestern University alumni association and serves as a board member for the Industrial Advisory Board serving the McCormick School of Engineering and Computer Science at Northwestern.

Born in California, Lem now resides in Minnesota with his wife and three young children. He is an avid sportsman and enjoys golf, fishing, and is a life-long auto racing fan.

HSBC - JA Volunteer Alliance

For the 2005 calendar year, HSBC has generously increased funding of their JA Worldwide Volunteer Alliance program to $737,500! JA Area Offices receive funding of up to $500 for each HSBC Finance Corporation employee volunteer, until the funding is depleted. HSBC is one of the leading providers of JA volunteers in the United States.

HSBC employees are volunteering to teach JA programs in record numbers. During the Fall 2004 semester, 49 JA Area Offices partnered with 700 HSBC volunteers.This initiative impacted more than 15,000 students with JA programs in 200 schools. As the alliance continues to grow, JA and HSBC anticipate even greater impact in 2005.

In addition to HSBC's volunteer support, last April over 4,000 employees raised more than $900,000 for 22 local JA offices through their annual National JA Bowlathon.

JA Co-Hosts Financial Literacy Day on Capitol Hill

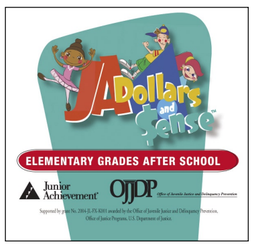
Junior Achievement recently co-hosted Financial Literacy Day for the U.S. House of Representatives. The event attracted nearly 500 Congressional staffers.

(Left to right): Senator Akaka, JA of the National Capital Area, Inc. student Sabrina DeSilva, and Rep. Rubén Hinojosa at Financial Literacy Day on the Hill

Field-driven outreach conducted during last fall's JA Day on the Hill and subsequent follow-up helped JA position itself as a key resource for a new Financial and Economic Literacy Caucus. Nearly 50 Members of Congress from both sides of the aisle have already joined.

The event also featured the debut of a compelling video with constituents from the districts of the caucus co-founders, Representatives Rubén Hinojosa and Judy Biggert. Both spoke at the event, as well as Senator Daniel Akaka of Hawaii. Special thanks to HSBC-North America for sponsoring the entire event and video. JA also collaborated with the Jump$tart Coalition and National Council on Economics Education in co-hosting the event.

All About Afterschool: Elementary Program Ready for Release



JA Worldwide is moving forward with its three-year strategy to research, develop, implement, and evaluate highly experiential after-school curricula for elementary, middle grades, and high school students. The elementary program, *JA Dollars and $ense*, will soon be ready for distribution.

JA Dollars and $ense meets the after-school programming needs of a diverse group of third through fifth grade students by providing engaging, academically-enriching, experiential activities in economic education. Students learn personal financial and business skills through innovative activities focusing on earning, sharing, saving, and spending.

Students also identify personal skills and interests and learn to connect them to business/career opportunities.

JA Dollars and $ense recently concluded its pilot phase, with the program being presented in more than 50 after-school settings at 12 JA Areas of varying sizes around the United States. Caliber Associates, Inc., an independent evaluation firm, evaluated the pilot program, and the JA Worldwide Education Group has incorporated the results of the pilot phase evaluation into the revisions. Introduction of *JA Dollars and $ense* is scheduled for July 2005.

Gold Leadership Award Recipients Recognized in St. Louis

Seated (L-R)*: Daniel G. Crockett, president & CEO, Franklin American Mortgage Co.; Ian Rolland, Retired CEO, Lincoln Financial Corp.; Ella Galil, chairperson, Young Entrepreneurs - Israel; Gus Stavros, chairman of the board, PELAM Investments, Inc; Jack Berberian, executive VP, Jons Marketplace.* **Standing (L-R)***: David S. Chernow, president & CEO, JA Worldwide; Samuel A. DiPiazza, CEO, PricewaterhouseCoopers, co-chairman of the board, JA Worldwide; David M. McClanahan, president & CEO, CenterPoint Energy, Inc.; M. Bradley Barrow, vice chairman & CFO, Hardin Construction Co., LLC; Scott H. Filstrup, president, The Consultants, Ltd.; Louis J. Fusz Jr., president, Lou Fusz Automotive Network; Alejandro Luis Bottan, regional executive, GE South America Area Operations - GE Intl.; Juan Cintron, presidente, Consultores Internationlaes C.L.B., co-chairman of the board, JA Worldwide.* **Not pictured***: Jorge Luis Diaz Iglesias, VP marketing - Latin America, Proctor and Gamble; Carey Jury, Sr. VP - health division, The Principal Financial Group; Prof. Ken O'Neill, Univ. of Ulster at Jordanstown; John G. Stumpf, group executive VP, Wells Fargo & Co.; Trevor Toolan, chairman, Pilat UK.*

The Gold Leadership Award recognizes Junior Achievement volunteers who have consistently gone above and beyond to help JA reach young people. This year, JA honored 15 volunteers at the Global Business Hall of Fame Chairman's Luncheon in St. Louis.

Junior Achievement of Greater New Orleans Hosts International Visitors

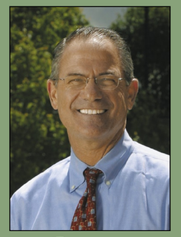
Junior Achievement of Greater New Orleans recently hosted a group of 12 international visitors touring the United States as guests of the U.S. State Department. The group consisted of teachers and government officials from Burma, Kenya, Poland, Pakistan, Mexico, Liberia, Nigeria, South Africa, and other countries.

The group was visiting to learn about civics education in the United States. The Council of International Visitors, which works with the State Department in hosting such groups, identified JA of Greater New Orleans and its experiential learning center as an excellent example of elementary and secondary civics education.

"Your work has inspired me to contribute more to my country and my people," says Eddie D. Jarwolo, a Liberian and participant in the program. "You are doing a great job to promote effective citizenship and make citizens develop positive attitudes toward their community and country."

For editorial information or to subscribe to the online edition of *Futures* please e-mail **futures@ja.org**
Editor: Bob Borges
Designer: Don Kennedy

From the President's Desk



David S. Chernow
President and Chief Executive Officer

Great organizations are often a result of great leadership. Great organizations often possess leadership in every facet of the operation. Any individual who has involvement in an organization has the opportunity to be a great leader. JA Worldwide and the people who make up this organization are no exception.

From the employees around the globe to the volunteers, teachers, contributors, and board members who play a vital role in continually advancing the mission of JA Worldwide, there is certainly no lack of leadership.

As seen in this issue of *Futures*, on April 21, 2005, we recognized five distinguished businesspeople who are defined by their extremely strong leadership. This 31st class of laureates inducted into the JA Global Business Hall of Fame join more than 200 individuals who have made legendary contributions to the free enterprise system. Everything they stand for and have accomplished throughout their successful careers exemplifies and echoes the mission, purpose, and values of JA Worldwide.

The recent inductees at the Global Business Hall of Fame showed that great leadership is a cornerstone to success. Senator John Danforth's keynote speech at the luncheon, Joe Buck's rousing work as emcee for the induction, and the enthusiastic participation from St. Louis-area JA students are just a some of the pieces that made this latest hall of fame an unforgettable event.

With events like this, as well as our daily activities around the world, each and every person involved with JA Worldwide can be confident that their impact is strong, and their efforts continue to inspire and instill a message of opportunity in the kids of today – and leaders of tomorrow.

JA Interprise Poll™: Today's Teens Already Striving for Financial Independence

According to a new "Teens and Personal Finance" poll conducted by JA Worldwide and The Allstate Foundation, American teens are establishing credit at an early age.

Eleven percent of teens have credit cards in their name, with the incidence of credit card ownership rising with age, from 6.2 percent for ages 13-14 to 21 percent for ages 18 and up. Employment also affects the rate at which teens own their own credit card, with 16 percent of employed teens holding their own credit cards compared to only 7 percent of teens without jobs possessing charge cards. Most importantly, teens with credit cards are conscientious about servicing their monthly debt, with 82 percent indicating that their monthly balance is paid in full. Almost three quarters of teens said they have dollars set aside in a savings account, while nearly one third of teens polled have money in a checking account.

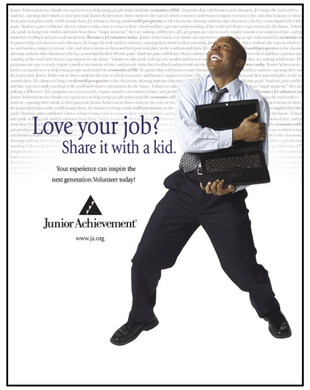
Other results from the poll indicate that 67 percent of teens say that they influence the purchasing decisions in their respective households, underscoring the strong presence of teen buying power in the nation's economy. Females are more likely to influence these purchases (69 percent) than males (65 percent).

Students from 80 JA locations across the country participated in the *2005 JA Interprise Poll on Teens and Personal Finance.* This is the sixth time this survey has been conducted, and 1,065 students voluntarily participated. The survey was administered in October and November of 2004.

To read full details of this poll, visit the *Research Center*, located in the *Student Center* on www.ja.org.

"Hero" PSA Campaign

Junior Achievement launched its new PSA campaign in January with related television and radio spots and has since gained nearly 400 million audience impressions. Love your job? Visit www.ja.org to become a JA volunteer in your city.



JA Worldwide
Headquarters
One Education Way
Colorado Springs, CO 80906
www.ja.org

2005 Business Hall of Fame: A Success

Since 1975, the Junior Achievement Business Hall of Fame has honored distinguished businessmen and women who have epitomized what is great about business, economics, and free enterprise. Each of the 223 laureates in JA's Business Hall of Fame have led a career and life which falls directly in line with the mission, values, and purpose of JA Worldwide.

This year's event, held in St. Louis on April 21 at the St. Louis Hyatt Regency, paid tribute to the outstanding achievements of five business leaders during a prestigious ceremony and award show.

(Above) 2005 Laureates (seated left to right) August A. Busch IV (representing August A. Busch Jr.), August A. Busch III, Gertrude Boyle, Charles M. Cawley, and Raymond G. Chambers. (Top row left to right) JA Worldwide Co-Chairs Juan Cintron and Samuel A. DiPiazza, Event Chair Charles F. Knight, JA Worldwide President and CEO David S. Chernow, and event emcee Joe Buck.

The 2005 laureates inducted into the hall of fame were **Gertrude Boyle**, chairwoman of the board, Columbia Sportswear Company®; **August A. Busch Jr.** (1899-1989), former chairman, Anheuser-Busch Companies, Inc.; **August A. Busch III**, chairman of the board, Anheuser-Busch Companies, Inc.; **Charles M. Cawley**, founder and former chairman, MBNA; and **Raymond G. Chambers**, chairman, Amelior Foundation.

(Left) St. Louis-area students get ready for the evening festivities.

(Left) American Idol *contestant Aloha Micheaux closes the show with JA students.*

Highlights from the recent event included JA's quarterly worldwide board meeting and the Chairman's Luncheon. During the luncheon, Senator John C. Danforth delivered a keynote speech, and St. Louis-area student speaker, Rui Bao, was inspirational with her comments on JA's involvement in helping her realize her career dreams.

In the evening, a black-tie reception, dinner, and laureate induction ceremony capped the day-long festivities. Spectacular performances by the St. Louis Arches, and YMCA Boys Choir were just some of the highlights from a high-spirited evening. The event was emceed by nationally-acclaimed sportscaster Joe Buck.

JA Worldwide thanks event sponsors Emerson, SBC Foundation, Anheuser-Busch Companies, Inc., Enterprise Rent-A-Car Foundation, MasterCard International, and Accenture for their support of this event.

For more information on the JA Business Hall of Fame and all the laureates, visit www.ja.org.

Junior Achievement Heritage Society

Founding Members

Some faithful friends of JA Worldwide have planned to support the organization beyond their lifetimes, and by including Junior Achievement in their estate planning, these caring individuals have taken deliberate steps to ensure its future. To recognize and honor these supporters, JA has established the Junior Achievement Heritage Society.

Membership is open to individuals who include any Junior Achievement operation around the world in their estate planning through such instruments as bequests, charitable gift annuities, charitable trusts, and life insurance. Founding members are those who notify JA Worldwide of their decision by June 30, 2005.

For more information, contact Debra Stinton Othitis, VP Development, JA Worldwide, at dothitis@ja.org or 719-540-6191.

Heritage Society members are featured in the order in which they enroll, and with space availability.

Junior Achievement of South Central Michigan, Inc.

Arthur W. and Judith L. Angood

Art has served Junior Achievement in many capacities, including board co-chair, and has been recognized for his service as a recipient of the Gold Leadership Award.

Art and Judy's belief in educating youth extends to a scholarship funded through the Battle Creek Community Foundation, as well as their community involvement in many organizations. Art is a trustee for the Miller Foundation and president of the Miller College, established for non-traditional students.

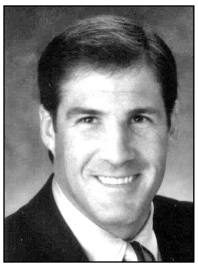
"We've found the collaboration between education and business is very valuable for our community," says Art. For that reason, we felt it was appropriate to include JA in our plans so JA could continue this wonderful collaborative partnership in the interest of young people as they enter the work world."

Junior Achievement of South Central Michigan, Inc.

Diane M. Dempsey

Diane Dempsey is currently the administrative director of Junior Achievement of South Central Michigan. Starting with JA in 1992, Diane is a past member of the American Business Women's Association (ABWA) Unity Chapter. She recently graduated from Kellogg Community College with a certificate in Business Management and her associate's degree in General Studies. Diane resides in Battle Creek with her husband, Chuck.

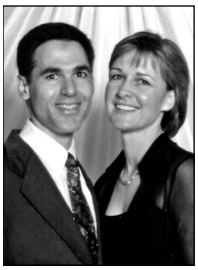
"JA is a very important piece of teaching our youth about economics," says Diane. "I've had the opportunity to be a classroom volunteer each year of my employment with the organization. This way I not only support JA financially, but am able to contribute by sharing my knowledge by teaching a JA class."



Junior Achievement of South Central Michigan, Inc.

Peter M. Kelley

Peter Kelley served as a board member for JA of South Central Michigan for more than 10 years. He served terms as chair and treasurer. Peter has been active as a classroom consultant, volunteering in at least two programs a year, and has supported JA financially. An assurance and business advisory services partner with PricewaterhouseCoopers, Peter now lives in Toledo, Ohio, and is still active in Junior Achievement serving on the board of directors and as a classroom consultant in the Toledo area.



Junior Achievement of Mid-Michigan, Inc.

Charles G. and Renee A. Maniaci

Chuck has set a volunteer record for 21 years of non-stop volunteer service to the students of JA of Mid-Michigan. In 2003, Chuck joined the board of directors representing IBM Global Services in his position as senior financial project manager.

"Teaching students and seeing their faces light up as they begin to realize what they are learning about business has been a very rewarding experience," says Chuck. "The information and experience the students gain is much more than what they would be exposed to within the normal school curriculum. It takes volunteer time, dollars, and commitment to make this happen. The students of today are the leaders of tomorrow. Let's prepare them the best we can."

Junior Achievement of Southeast Texas, Inc.

Jerry V. Mutchler

In his 35-year career with Junior Achievement, Jerry has served as chief staff officer in Canton, Ohio; Baltimore, Cincinnati, and currently, Houston. Jerry has dramatically increased scholarships awarded to deserving Junior Achievement of Southeast Texas seniors. Since his arrival in Houston in 1986, more than $6.2 million in scholarships have been awarded.

"Thirty-five years ago, I joined Junior Achievement to promote business and to educate young people about free enterprise and economics. My career choice was a great one, and I am more exited about our mission and impact than ever," says Jerry. "By recognizing JA in my estate planning, I will perpetuate an organization that has done so much for millions of people around the world."

Junior Achievement of Northeast Michigan, Inc.

Mark N. Pankner

In 1982, Mark started his JA career in Lansing, Mich., as the executive director. In 1994 he became president of JA of Northeast Michigan, where he has increased student involvement from 2,100 students to 15,000 students. Mark is a strong believer in community involvement.

"Selecting Junior Achievement as the beneficiary of one of my life insurance policies was a very easy decision," says Mark. "For almost 22 years I have been asking for financial support for JA because I am absolutely convinced that our programs are making a difference in how students feel about their economy. A more informed student would only increase our chances for success in the world economy."

Junior Achievement of San Diego & Imperial Counties, Inc.

Gene A. and Joanne M. Pastula

Joanne Pastula, a successful San Diego business executive and president of JA of San Diego and Imperial Counties, became a member of the Heritage Society because she has a "passion for the self-actualization of kids...all kids." Joanne believes that it is the responsibility of adults to reach down and give a hand up to the children of today so that they may realize their own potential and achieve their individual piece of the American Dream.

Joanne wants to support JA through the Heritage Society because she believes that the future generation's success rests upon the foundations created by today's leaders.

Junior Achievement of Mid-Michigan, Inc.

Larry R. Richardson

Larry R. Richardson is the president of Junior Achievement of Mid-Michigan, and a former JA Achiever at Midland High School from 1963-1966.

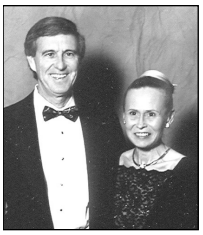
"Junior Achievement has been the most significant educational organization in my life. I first discovered JA in 1964 and was so motivated by the organization that I went on to serve as president of two student companies," says Larry. "In 1993 I joined the JA staff as the president of JA of Mid-Michigan. The Heritage Society is an excellent way to serve the young people of my community into the future and I am proud to join with those who also wish to dream large."

Junior Achievement of Mid-Michigan, Inc.

Susan L. Stuart

Susan L. Stuart is the development/program manager for Junior Achievement of Mid-Michigan.

Susan was first an outstanding volunteer for JA of Mid-Michigan, and became a staff member with JA of Mid-Michigan in 2002. Susan's efforts are highlighted by her ability to serve as both a program manager and resource generation manager. Susan was awarded the Junior Achievement of Mid-Michigan Chairman's Award for Outstanding Staff Member of the Year in 2004.

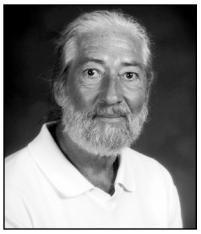


Junior Achievement - Rocky Mountain, Inc.

James D. and Judy S. Vaughn

James D. Vaughn is retired managing partner of Deloitte & Touche in Denver. He joined the board of Junior Achievement - Rocky Mountain in 1993, and has served in a number of important roles, including board chair.

"My experience with JA has given me the opportunity to fully appreciate the positive impact that JA can have on the development of young people at a crucial stage in their lives," says James. "Our planned gift will help JA continue its great work by helping future generations of youth."



Linda M. Wendt, In Memory of Martin "Marty" J. Wendt

Junior Achievement of South Central Michigan, Inc.

As president of Junior Achievement of South Central Michigan from 1986 to 2000, Linda grew the number of students served from 1,287 to more than 20,000. Over the years, Linda forged numerous collaborations and partnerships with business and education. Linda makes this gift in memory of her husband, Martin J. "Marty" Wendt, teacher for 34 years, and a committed JA volunteer.

"The need to prepare our children to live and work in a democracy and global economy accelerates everyday," says Linda. "JA connects young people to that world in a real and meaningful way through caring volunteers, sound educational materials, and a skilled professional staff."