

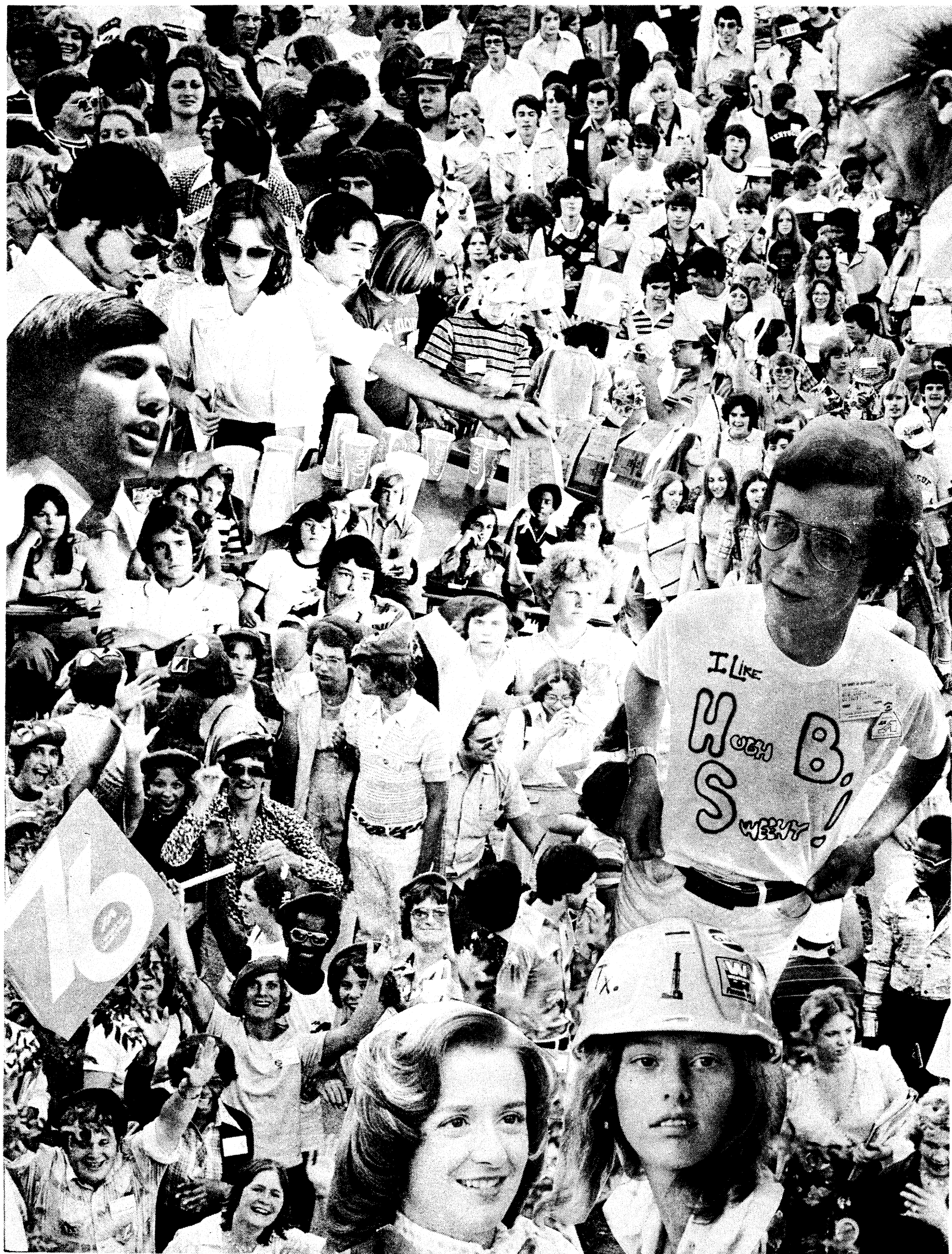


The Achiever

News of the 33rd National Junior Achievers Conference



Friday, August 13, 1976



'76 officers bid farewell

As NAJAC 1976 drew to a close today, the 33rd Conference Officers, Gene Musser, president; Lisa Miller, vice-president; Carolyn Ruh, conference secretary; and Bonnie Leighty, National Association secretary, expressed their hopes that delegates would share their NAJAC experiences with their home areas.

"Go out and share what you've learned at the Conference," Bonnie advised. "NAJAC is an unbelievable adventure for only a few. The more you can share, the better off we all are."

"Delegates should use every opportunity they have to promote JA," Lisa agreed. "NAJAC is a type of investment in the delegates. You should make a return on that investment with improvements in your program. An effective JA starts in the areas. If JA is strong there, it is strong nationally."

All four officers also expressed their hopes that the conference delegates were satisfied with the jobs they had done as elected leaders.

"I know that only about 20% of the 1976 delegates who were responsible for electing me to office are here again," commented Carolyn. "And I

hope that they, as well as the 80% new delegates, have been satisfied. The officers are a type of legacy left from one conference to the next."

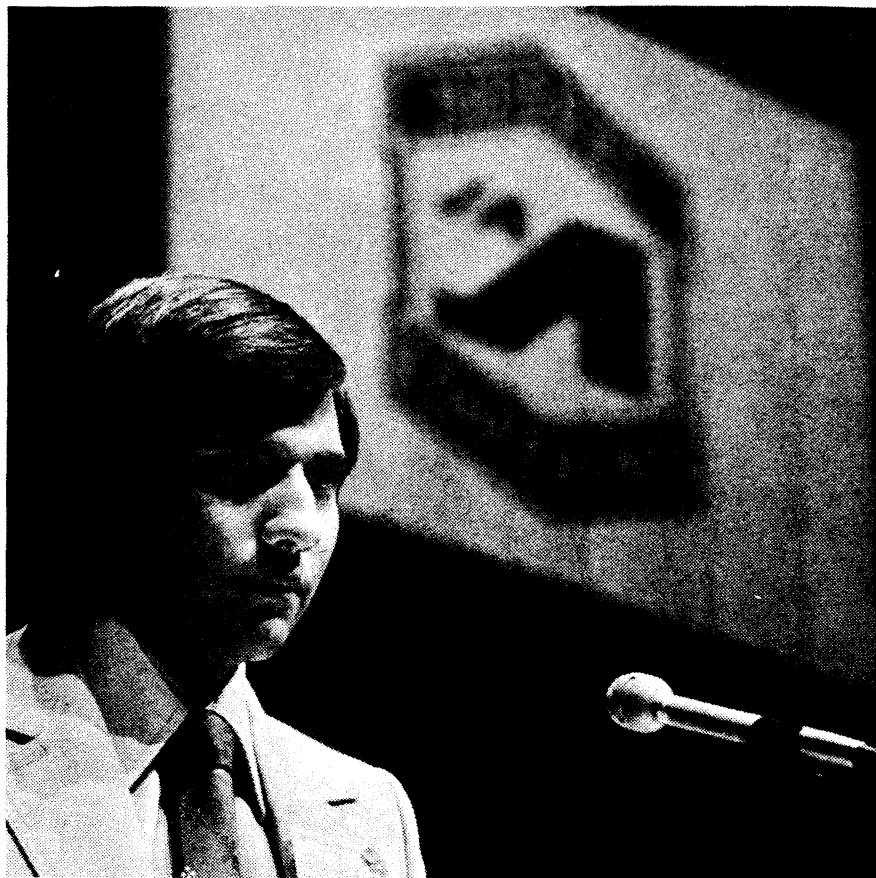
Bonnie and Lisa also commented that, in retrospect, they wish they could have had more communication with the individual areas during the past year.

"I only wish I would have had time to write every program area on a regular basis, instead of communicating only with the ones which wrote me," stated Bonnie.

"I know that sometimes it seems as if the officers are elected one year and then disappear until the next conference when they just turn up," agreed Lisa. "But the officers have to keep the JA spirit alive. I hope that the new officers will maintain the spirit."

In reviewing his year as president of the Conference, Gene Musser summed up his own feelings and those of the other three officers.

"You hope that the Achievers approved of what you, as a conference officer, did and that they understand what you didn't do," Gene reflected. "The most important thing for me is that the Achievers



GENE MUSSER

remember this week always, and that they remember it as a good week. It's not so much that they remember me, but that they remember what the officers tried to do for them.

"NAJAC is one week of friendship and togetherness," he concluded. "This is the only place in the world you'll find that."

IU officials enjoy NAJAC

For one week of each of the last 20 years the National JA Conference has taken over part of the Indiana University campus. The annual influx of 3,000 delegates certainly creates a lot of work for many of the university departments, but according to the IU Conference Bureau, the trouble is worthwhile.

"We enjoy having the JA Conference here," stated Karen Raleigh, senior coordinator of the bureau. "We find it pleasing to bring that many high school students from all over the country to our campus."

Over 30 university departments are involved with setting up and running the Conference, according to Raleigh. They include the residence halls, dining staff, physical plant, clean-up, and the IU buses.

Raleigh noted that of the 250 to 300 conferences hosted by IU every year, NAJAC is the largest.

"Although NAJAC is our largest conference, it certainly is not the most complicated to arrange," Raleigh commented. "That's because so much of the organization is done by the JA staff. Their organization is really superb."

"We're glad that NAJAC has chosen to locate at IU for the past 20 years," Raleigh concluded.

Brilliant brainstorm brings bizarre bird

A strange-looking delegate has been attracting attention at NAJAC. He's small, has a round body, orange fur, and a long neck. His friends call him "Funky Chicken."

Funky is the brainchild of Achiever Richard Schumacher of St. Louis, Mo. He is really a puppet-like

marionette skillfully operated by Richard. Funky's greatest appeal is in his "life-like" movements, his ability to "shake hands," and the occasional kiss he plants on an unsuspecting nose.

Richard developed the product for his sagging company last Christmas with the help of his adviser, Martin Hassel. Not only did his company receive the "Most Improved Company" award, but his product won the award for "Most Original Product" at the Product Fair and took second place for "Best Product." Funky's owner also placed as a finalist in this year's National Marketing Executive of the Year contest.

"I got the idea when I saw a poodle puppet similarly designed," he explained. "I tried to make it easier to manipulate and produce. So, I lengthened the neck, took off two legs and one body ball, and added a beak and feathers. Now we've got a chicken."

Production snags prevented the company from marketing the product until early April. In one short month, however, the company produced and sold 43 small chickens and several large ones.

The small chickens cost the company \$2.09 to make, and were sold for \$4.95. A chicken could be produced in an hour by a skilled

employee. The large chickens of the Funky variety were sold for \$20; they were made for \$13.50. A trained person could produce a large chicken in about two and a half hours.

The end of the JA year didn't stop Richard. He went into business for himself, independently producing and selling over 800 little chickens since the JA year ended. He has taken orders for dozens more to be mailed to NAJAC staff and delegates after the Conference.

"They just sell themselves," Richard smiled. "It's naturally attractive. People usually come to me. One woman took it to work with her, and I received scores of orders almost instantly."

Although Richard graduated from high school last year and will be starting as a business administration major at the University of Missouri at St. Louis this fall, he plans to return to JA next year and help one or two other companies continue to produce and market his product. He will also continue to market the product on his own.

"I'm very happy with the success of the product," concluded Richard. "Now I'm expanding into new colors and styles. Although orange and yellow are the most popular colors, we now have a Bicentennial red, white, and blue chicken as well as a frosted one."



Funky Chicken does his thing with help from owner and designer Richard Schumacher.

Over 99 per cent of the delegates to the National Junior Achievers Conference trooped to the polls Thursday to vote in officers for the 34th NAJAC. David Harris of New York City led a field of four to become the next Conference president, while Sandy Beach of Toledo, Ohio was named vice president. Peter Rothschild of Greenlawn, New York is the new chairman of the National Achievers Association, and Cindy Schoenhardt of New Orleans was elected Conference secretary.

Meeting topics brightened by new economic games

Junior Achievement doesn't always mean hard work. Sometimes it means playing games.

For the first time, Junior Achievement will incorporate six economic game activities to replace monthly board of director discussion meetings. The games are designed to teach Achievers practical business knowledge and skills in the JA "learning by doing" tradition.

Take the stock market game, for example. In a final testing session at NAJAC, the Achievers of the Economic Activity seminar pondered whether they should invest an imaginary \$20,000 in General Motors, Walt Disney Productions, Xerox Corporation, Kellogg Company, other stocks, or cash. Achievers had to consider the U.S. economic situation of the past three years in making their decisions.

Imagine the year 1974. There's inflation, an oil crisis, and a presidential resignation. What is the safest investment?

An especially perceptive Achiever asked if Sun Oil had holdings in the U.S. or abroad. Two other Achievers argued over the merits of oil investment as opposed to investment in Disney Productions. NAJAC delegate Daule Augenstein, Owensboro, Ky., finally hypothesized that people might seek out entertainment during bad economic times. He went with Disney.

And so it went for 1975 and 1976. The winning team was the one with the most earnings after three years, as measured by current stock market readings.

The other games are equally true-to-life. In one board meeting session, a tax accountant is invited to explain the meaning and mechanics of taxation. Each Achiever is then given a chance to fill out the long form of a 1040 tax return for a hypothetical family situation that includes various deductions. Similarly, a visiting personnel director will discuss job interviewing and do some illustrative role playing. Achievers will then be asked to fill out a job resume.

A fourth game is called "Competition." Two new hamburger stands open in competition with one another. Achievers are forced to make decisions about labor problems, the contents of the hamburgers, advertising costs, and employee morale. Achievers are given five or six choices in each decision, and are awarded a certain number of points from a prepared matrix.

Each of the six economic games will be conducted by an outside resource person, such as a lawyer, stockbroker, accountant, personnel director, or plant manager.

"We wanted to broaden the base of Junior Achievement's volunteer support," explained Julie Hubbard, research and development director for Junior Achievement. "This also takes the burden off the advisers, who are tied up in the day-to-day functions of the company. This way, a prepared activity package is provided the visitor, and he can instantly relate his personal experience to the JA level."

The new program is also a way of providing concrete educational materials to the Achievers. This is important, since school credit is now being allowed for Junior Achievement programs in approximately 120 cities.

The Education Committee of the national Junior Achievement board of directors selected the topics they thought most important for the Achievers to learn about. Julie Hubbard, Ann Wells, and Mike Roer, all of the national JA staff, then developed the games. The

activities were first tested in a limited fashion about a year ago. This year they are being introduced at NAJAC to evaluate how the package should be administered.

"We want to see if there is anything we should especially warn the area officers and advisers about before they put the games into effect," explained Bert Schoen, workshop leader and 1975 Outstanding Young Businesswoman. "We want to see what works and what doesn't—what the Achievers seem to like."

Bert's seminar is not the only activity in this area. Jean Fish, program director of Junior Achievement of Indianapolis, is exploring more complex games for possible future use in the JA program.

"It's clear that activities like these are what's needed," Jean commented. "They make a tremendous difference in what the Achievers learn. After all, learning by doing is the basis of JA."

Jean conducted the Economic Games seminar experimenting with four prepared games. In the "New City Telephone Company" game, teams of three made decisions concerning the operation of a public utility. After setting their initial goals, the team made various decisions about management, vacation pay, and productivity problems.

For example, what percent salary increase should be allowed when profits are reduced by \$500,000 per percent increase? The Achievers were surprisingly conservative. Most

failed to sufficiently consider the effect the increases would have on employee morale and the fact that the company might lose \$100,000 for each day of employee strike activity.

Jean's most complex game involved Tinker Toys. The entrepreneurs had a shop consisting of the backs of two eight-foot tables. None of them was allowed to move from the space or even sit down. Nearby the buyer/seller was stationed, who supplied the toy parts and later bought the finished product. The buyer was not allowed to verbally communicate.

Every twenty minutes a new memorandum would be published of the prices of the parts and the finished toys. There were no predetermined roles of leadership. When communicating with the buyer, the company representative had to be exactly precise in his request, or the buyer/seller would return the request without explanation. Similarly, if the final product did not meet quality inspections, it would be returned for repair.

"This game is designed to develop management decision-making skills, attention to detail, the ability to follow difficult instructions, and other basic skills," Jean explained. "It really is interesting to watch the leadership patterns emerge. You see whether people work together and how they cooperate."

Other games center around the basics of supply and demand. As business conditions change, the Achievers must determine the number of products or salesmen needed, the overhead changes, and other related decisions.

"The end result is that the Achievers become more creative in relating what they are doing," Jean concluded. "I'd also like to see these activities done on an Achievers Association scale or during a short weekend conference."



What goes up . . .

Waiting for elevators in Briscoe can be like waiting for Godot, and the delays were particularly long on several occasions this week when delegates overloaded the cars, causing them to stop between floors.

We Share in America's Spirit of Achievement.

 JUNIOR ACHIEVEMENT

THE ACHIEVER

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Results of the 1976 product fair competition have been announced. Winners were: first place (\$50 savings bond): Mike Fortin for "The Frame," IMAGINATIONAL, Boise, Idaho; second place (\$25 bond): Richard Schumacher for "Funky Chicken," BA TU ENTERPRISES, St. Louis, Mo.; third place (\$25 bond): Marian Eastern for "Bulletin Board," YOUTH INDUSTRIES, San Diego, Calif.; finalists: Dennis Hughes for "Jumper Cables," CHARGE, Ft. Wayne, Ind. and Ned Livorness for "Bicentennial Pen Set," JA BICENTENNIAL BANK, Colorado Springs, Col.

A \$50 bond for the most original product was also awarded to Richard Schumacher for "Funky Chicken."

Winners of JA national

Outstanding Young Businessman



Sponsored and judged by the National Federation of Independent Business.

For each place there will be a minimum increment in addition to whatever other award is won, to bring the total to at least the minimum amount provided. There are three places, each consisting of: first place, \$750-\$1,500; second place, \$500-\$750; third place, \$250-\$500.

- 1st — Carl Meyer, 18, Shorecrest Preparatory School, St. Petersburg, Fla.
 2nd — Steve Ladd, 16, Maynard Evans High School, Orlando, Fla.
 3rd — Mark Speers, 18, No. Attleboro High School, Attleboro, Ma.

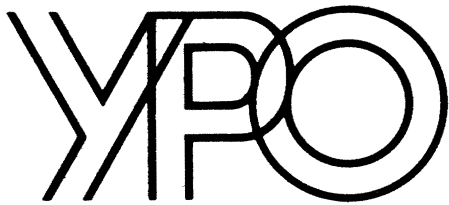
Outstanding Young Businesswoman

Sponsored and judged by the National Federation of Independent Business.

For each place there will be a minimum increment in addition to whatever other award is won, to bring the total to at least the minimum amount provided. There are three places, each consisting of: first place, \$750-\$1,500; second place, \$500-\$750; third place, \$250-\$500.

- 1st — Jill Sopko, 15, Aurora High School, Akron, Ohio
 2nd — Kathryn Dolan, 18, Marymount High School, Richmond, V.A.
 3rd — Kathleen Lopas, 18, Natick H.S., Boston, Mass.

President



Sponsored and judged by the Young President's Organization, Inc.

First prize is \$1,500; second, \$500; third, \$250; fourth, fifth and sixth, \$100 each.

- 1st — Carl Meyer, 18, Shorecrest Preparatory School, Pinellas County, Fla.
 2nd — Craig Choun, 18, Lakewood High School, Denver, Colo.
 3rd — Michael Fried, 17, Edgewater High School, Orlando, Fla.
 Finalists — Thomas Schwendler, 17, Canisius High School, Buffalo, N.Y.
 Stephen Schrang, 18, St. Mary

Central High School, S.E. Wisconsin
 Judie Harry, 17, Archbishop Chapelle High School, New Orleans, La.

Corporate Secretary

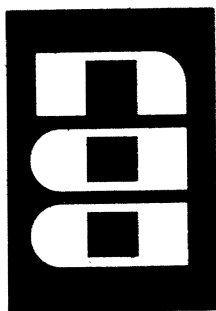


Sponsored and judged by the American Society of Corporate Secretaries, Inc.

First prize is \$750; second, \$400; third, \$200; fourth, \$100; fifth, \$50.

- 1st — Steven Ladd, 16, Maynard Evans High School, Orlando, Fla.
 2nd — Kimberly Marshall, 17, North Carolina School of the Arts, Winston-Salem, N.C.
 3rd — Kathryn Dickmader, 18, Northrup High School, Ft. Wayne, Ind.
 Finalists — Donna Hoy, 16, R. C. Start High School, Northwest Ohio
 Julie Mays, 17, Ravenswood High School, Kanawha Valley, W. Va.

Treasurer



Sponsored and judged by the National Association of Accountants.

First prize is \$750; second, \$400; third, \$200; fourth, \$100; fifth, \$50.

- 1st — Greg Maislin, 18, Central High School, Philadelphia, Pa.
 2nd — Michael Gardner, 18, Park Senior High School, St. Paul, Minn.
 3rd — Ronald Spanke, 18, Hale High School, Tulsa, Okla.
 Finalists — Robert Rosenblum, 16, Grant High School, Los Angeles, Calif.
 Lyn Wade, 16, St. Joseph High School, St. Joseph, Mich.

Annual Report

Sponsored by *Financial World* magazine and judged by the winners of *Financial World's* annual report competition. A first prize of \$250 is awarded to the representative of the winning JA company; second, \$100; third, \$75; fourth and fifth, \$50 each.

- 1st — DELPARCO, Diane De Lillio, 17, Henry C. Conrad High School, Wilmington, Del.
 2nd — IMAGINATIONAL, Connie Bruck, 17, Borah High School, Boise, Idaho.
 3rd — VIDEO '76 PRODUCTIONS, Andy Faucett, 18, North Augusta Senior High School, Augusta, G.A.

Bank

AMERICA'S BANKERS



Sponsored and judged by The American Bankers Association.

First prize is \$750 to the representative of the winning company and a \$25 savings bond to each additional member; second, \$400 to the company representative; third, \$200 to the representative; fourth, \$100 to the representative; fifth, \$50 to the representative.

- 1st — JA NATIONAL BANK, Brad Russell, 18, Charleston H.S., Kanawha Valley, W. Va.
 2nd — CUB BANCSHARES, Glenda Sager, 16, Maplewood High School, Nashville, Tenn.
 3rd — JABCO, Thomas Grubaugh, 17, Santa Rita H.S., Tucson, Ariz.
 Finalists — FIRST JA BANK AND TRUST, James Vagasky, 18, Cooper Senior High School, Minneapolis, Minn.
 PROFITS ASSOCIATED BANK, Elizabeth Cayer, 17, James Madison H.S., Washington, D.C.

Company of the Year



First prize is \$250 each to three representatives of the winning company and a \$25 savings bond to each additional member, provided by the National Association of Electrical Distributors. A second prize of \$100 each is presented to three representatives of the second place company; third, \$75 each to the three representatives; and fourth and fifth, \$50 each to the three representatives, all provided by the Amoco Foundation.

- 1st — CHARGE, Thomas McGuire, 18, Bishop Dwenger High School; Karen Palumbo, 18, Bishop Dwenger High School; Davis Smith, 17, Northrop High School, Ft. Wayne, Ind.
 2nd — AIRBORNE, Robert Christenson, 18, Keystone Oaks High School; Ellen Miller, 18, Carrick High School; Lynne Tiaclet, 16, St. Benedict Academy, Pittsburgh, Pa.
 3rd — S P U R T, Diane Burzinski, 17, Rogers High School; Michael Hartman, 17, St. Johns High School; Lorri Hileman, 17, E. L. Bowshear High School, Northwest Ohio

contests announced

Finalists — **BLACK DIAMOND**, Calvin Rhodes, Jr., 18, Central Cambria High School; Richard Rubisch, 18, Bishop Carroll High School; Terry Vargo, 17, Bishop Carroll High School, Johnstown, Pa. **RUSTIQUE**, Gail H. Ludwig, 18, Garden Spot H.S.; Dale Martin, 16, Garden Spot H.S.; Kim Martin, 17, Garden Spot H.S.; Lancaster, Pa.

Purchasing Manager



Sponsored and judged by The National Association of Purchasing Management, Inc.
First prize is \$500; second, \$150; third, \$75; fourth and fifth, \$50 each.

1st — David Gross, 17, John Burroughs Senior H.S., Los Angeles, Calif.
2nd — Mark Speers, 18, North Attleboro H.S., Attleboro, Mass.
3rd — Ronald Myers, 16, Ursuline H.S., Youngstown, Ohio.
Finalists — Carole Warner, 17, St. Albans H.S., Kanawha Valley, W. Va. Patrick Donahue, 17, Catholic Central H.S., Grand Rapids, Mich.

Quality Control



Sponsored and judged by the American Society for Quality Control.
First prize, \$250; second, \$100; third, \$75; fourth and fifth, \$50 each.

1st — Jill Sopko, 15, Aurora Senior H.S., Grand Rapids, Mich.
2nd — James Gaskell, 18, Forest Hills Central H.S., Grand Rapids, Mich.
3rd — Timothy Andrews, 16, Northwestern Senior H.S., Baltimore, Md.
Finalists — Kathleen Lopas, 18, Natick High School, Boston, Mass. Kathy Kuehn, 16, Baldwin High School, Pittsburgh, Pa.

Public Speaking



Sponsored by Robert Roblee and judged by Toastmasters International.

First prize is \$500; second, \$150; third, \$75; fourth and fifth, \$50 each.

1st — Patrick Newcomb, 18, Winter Park H.S., Orlando, Fla.
2nd — Mary Sue Nemecek, 17, Andrew Warde H.S., Bridgeport, Conn.
3rd — Jeffrey Moon, 16, Randallstown H.S., Baltimore, Md.
4th — James Lowe, 18, Seminole H.S., Pinellas County, Fla.
5th — Christopher Doyle, 17, North Pocono H.S., Scranton, Pa.

Achiever of the Year



Sponsored and judged by Junior Achievement.
First prize is \$250; second, \$100; third, \$75; fourth and fifth, \$50 each.

1st — Kathryn Dolan, 18, Marymount School, Richmond, Va.
2nd — Mark Fischer, 17, Trinity H.S., Louisville, Ky.
3rd — Lisa Dannemiller, 18, Vincentian H.S., Pittsburgh, Pa.
Finalists — John Swart, 17, Catholic Central H.S., Grand Rapids, Mich. Peter Barber, 17, Loyola Academy, Chicago, Ill.

Marketing Executive



Sponsored and judged by Sales and Marketing Executives International.

First prize is \$1,000; second, \$250; third, fourth, and fifth, \$50 each.

1st — Daniel Mittleman, 18, Williams-ville H.S. North, Buffalo, N.Y.
2nd — Richard Hunter, 18, Jean Ribault Senior H.S., Jacksonville, Fla.
3rd — Duane Kiser, 17, Greenup County H.S., Ohio Valley
Finalists — Brenda Hnanicek, 18, Holy Name H.S., Cleveland, Ohio Richard Schumacher, 18, Bayless H.S., Mississippi Valley

Safety Director



Sponsored and judged by the American Society of Safety Engineers.

First prize is \$500; second, \$150; third, \$75; fourth and fifth, \$50 each.

1st — Melissa Alsbury, 16, Irving H.S., Dallas, Texas
2nd — James Kirk, 18, Shorecrest Preparatory H.S., Pinellas County, Fla.
3rd — Michael Audette, 18, Henry Senior H.S., Minneapolis, Minn.
Finalists — Katherine Evans, 17, Holy Angels Academy, Buffalo, N.Y. Thomas Birch, 18, South Charleston H.S., Kanawha Valley, W. Va.

Production Executive

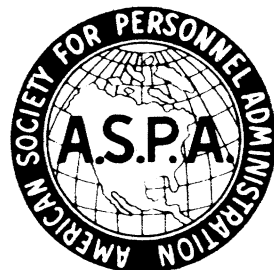


Sponsored and judged by the American Institute of Industrial Engineers, Inc.

First prize is \$750; second, \$400; third, \$200; fourth and fifth, \$50 each.

1st — Cheryl Holland, 18, Irmo High School, Columbia, S.C.
2nd — Barry Volpert, 16, Van Nuys H.S., Los Angeles, Calif.
3rd — John Soares, 17, All Hallows Institute, New York, N.Y.
Finalists — Andrew Tompson, 18, Reno H.S., Reno, Nev. John Burke, 15, Dixon H.S., Quad Cities, Ill.

Vice President, Personnel



Sponsored and judged by the American Society for Personnel Administration.

First prize is \$500; second, \$150; third, \$75; fourth and fifth, \$50 each.

1st — Michael Restifo, 17, Central H.S., Philadelphia, Pa.
2nd — Clare Brandys, 16, Dixon H.S., Quad Cities, Ill.
3rd — Sandra Brandt, 16, Bishop Dwenger H.S., Ft. Wayne, Ind.
Finalists — Christopher Grass, 17, Bishop Kenny H.S., Jacksonville, Fla. Andrew Moore, 16, Griffin H.S., Springfield, Ill.

Winners' listings include name, age, high school, and JA area.

Seminar reports

Public relations

This year's Public Relations seminar was divided into three sections: media, speakers, and image building, and was attended by thirty-three delegates. The main focus was on development of a public relations committee in the respective Junior Achievement areas to handle all PR in cooperation with the executive director.

Tuesday's session concentrated on the journalistic side of PR. Members were given a JA style sheet to take back to their areas for writing their news articles. Valerie Berger, manager of internal communications for Junior Achievement Inc. spoke to the group about *Dateline*, the national JA news magazine of which she is editor. The new JA radio jingle was played and analyzed for Achiever appeal.

Wednesday the members of the seminar viewed the national public service television spots and were surveyed for their reactions to them. Wednesday's guest speaker was David Tyson, public relations coordinator for Western Electric of New York. Group members divided into four sections to discuss their area plans, procedures, and the image of JA.

The final day's session consisted of dialogue between the groups and discussion with Diana Jacobs, national public relations director. A case study was introduced dealing with media coverage of the National Conference.

Products

On the first day of the seminar, the participants were divided into two groups. Those groups listed their ideas as to what makes a good JA product. Each of the 23 points which they mentioned were discussed in turn.

On Wednesday, they discussed the proper function, membership, and organization of the Research and Development Committee. A game invented by Dan Luther to help him in a market analysis was introduced. The Achievers also discussed employee motivation to increase productivity and dealings with the dissatisfied company member.

Slides of products were shown to the seminar participants on Thursday, and the group analyzed the products according to the points discussed on Tuesday. The group also reviewed new product sources, how a "real" company chooses a product, the merits of advisers introducing "starter products" and the utilization of one product from year to year. A discussion on how market analysis can be conducted concluded the seminar.

Service companies

The goal of the seminar was to review service companies as they exist in the real world and as JA companies. Areas of discussion ranged from the need for them, what they are, how and why they exist, how they fit into our society, their role in JA, and career opportunities.

The seminar included a field trip to local Bloomington offices. Included in the trip were visits to George Green Company, an auditing firm, and the First National Bank of Bloomington. The list of activities included guest appearances by Bob Greenberg, Indiana University Placement Office representative, who spoke on making career decisions and investigating options open to those who wish to pursue a career in service companies. Delegates also made presentations on various JA service companies including banking, news reporting, auditing, radio, television, stock brokerage and reselving firms.

Consumerism

The Consumerism Seminar centered its attention on three main areas: advertising, selling, and an in-depth study of neighborhood groceries. Each area was discussed from the point of view of the businessman as well as the consumer.

The study of advertising was highlighted by a panel discussion of the benefits of advertising to people *versus* the materialism of advertising. Different advertising techniques, good and bad, were discussed. In addition, Achiever participants created an imaginary product and developed an advertising campaign for it.

Different selling practices were brought to light in an involved discussion of this topic. Often-used practices such as bait-and-switch, fear selling, and "low balling" were reviewed along with the relatively new practice of discounts for paying in cash.

Discussion on the neighborhood groceries brought about much talk on unit pricing and freshness codes and their value to the consumer. "Needs *versus* wants" displays were also discussed.

Seminar participants agreed that cooperation and understanding between merchant and consumer must be reached for the consumer movement to be judged successful.

Selling

This year's Selling seminar had three objectives: to demonstrate the difference between marketing goods or services and merely selling; to provide examples of sales techniques through role playing; and to introduce Achievers to the concept of a marketing plan and how its various components tie together, especially for a JA company.

The Achievers learned the various components of the marketing mix, including channels of distribution, advertising, personal selling, product and price. Areas of marketing also covered were the scope and nature of international marketing, consumer behavior, market research and retailing.

The techniques used in personal selling were presented in relationship to demonstrating a product, overcoming objections, closing a sale, providing references, and understanding consumer needs. The seminar was greatly assisted by some visitors on B, I & E Day, demonstrating these techniques and commenting on them in view of their past experiences.

The third and final session consisted mainly of the presentation of a marketing proposal. Six groups had worked on the problem all week and each had been confronted with a slightly different variation of the primary problem which required their utilizing different types of marketing tools and approaches.

Data processing

The EDP seminar considered some of the aspects of computers which are or soon will be affecting the citizens of this technological society. The points-of-view surveyed were: the users and uses of computers; careers and education in computer science; issues raised by apparent trends in computers as a tool of technology.

The resources supporting the objectives included: a panel discussion on users/uses; a computer science education expert on careers/education; a computer center tour; and articles on trends and issues.

Main themes brought out of the discussions were: predictions of the future; computers as a tool of technology; participants' attitudes toward computers, technology and trends; and the distinction between technology as a means and

technology as an end in itself.

Several novel aspects were included in this seminar. It resisted the "gee whiz" approach — computers are defined only by their uses, not as if they had an intrinsic value which has sometimes justified defining them in narrow, technical terms. It developed a model of technology which accommodated both technical and humanistic approaches; and it identified a spectrum of alternatives.

Careers

The Careers seminar was designed to make Achievers more aware of and sensitive to the internal and external influences which constrain, influence or channel a person toward a given career. For purposes of discussion a career was defined as a series of jobs generating personal growth.

The representatives explored individually, and then discussed openly, such topics as personal values, strengths, weaknesses, preferences, and interests, as a personalized evaluation that can serve as an underpinning to career selection and development. Other topics included human motivation, the role of education in career planning and source agencies or activities available to provide assistance while in school. Maximum use was made of small group discussion, surveys, opinion polls, and questionnaires which aided each member in formulating his or her own future courses of action.

A guest speaker, Chris Streifender, a member of the Contest staff, and a lawyer, highlighted the third session. He provided personal insight into the problems encountered in his career development and his projection of career program potentials.

Economic activity

The purpose of the Economic Activity seminar was to run a test on the new discussion package that will replace the old suggested board meeting discussion topics in the JA company manual. This package includes games and practical exercises dealing with topics ranging from "Capital" to "Business/Society Careers."

The Achievers participating seemed to thoroughly enjoy the topics and felt that the implementation of games into the board meeting would lead to greater Achiever participation.

Since some of the topics, such as "profits" and "productivity" do not include practical applications, it was suggested that these be improved in the future.

Public speaking

Public Speaking has always been a very difficult art to master due to the fact that it is more like a fast moving, always changing science. The same kind of approaches which turned audiences on in the 1960's, used today are no more helpful than a product which has saturated the market and now has become uninteresting to the consumer.

Six goals set for the seminar were: to acquire basic skills in public speaking; to learn audience analysis as a guide in the decision making of what to say to an audience; to participate by preparing short speeches and getting used to impromptu situations; to analyze other speeches and speakers; to familiarize with information beneficial to representing Junior Achievement; and to receive information in beginning a JA Speakers Corps in JA areas represented by seminar participants.

The first day the seminar members were given

some instructions and useful suggestions in preparing speeches. The emphasis was placed on audience analysis and the motivations which people in mass communications society have. Impromptu speeches then followed, geared toward issues of the day and not directed to topics concerning JA.

The seminar divided into four groups, geared toward 10-15 minute presentations to the following four audiences: Adviser Training Group, Future Unlimited Banquet, high school recruiting sessions, and the Board of Directors. On the second day, the four subgroups delivered their speeches, which were documented for aid in speaking in local areas. The visitors who joined in the seminar were also asked to participate in public speaking by describing their individual responsibilities to the corporations they represented.

The third day consisted of a review of the skills learned, more speeches, information about the national organization and suggestions for starting a local speakers corps to aid area staff.

Starting a business

The opportunity to start and effectively run a business of your own is just a dream for most people. The goal of this seminar was to expose the participating Achievers to the fundamental question that must be answered before diving ambitiously but blindly into an area that they usually know very little about — starting a business of their own.

Some of the aspects we had a chance to cover were:

(1) Many of the Achievers had personal experiences in their own enterprises, including a flower shop, literary magazines, lawn mowing, and chartered bus trips.

(2) There is a wealth of written material available from many sources such as the Federal Government (Small Business Administration) which can provide both written and personal guidance. Local public libraries may also be consulted.

In summary, we all believe anyone is able to turn the dream of starting and maintaining their own enterprise into reality with proper guidance and forethought.

Government and business

The government and business seminar was an addition to NAJAC this year and as such presented a unique challenge to the Achievers and director. So as to get a higher level of involvement for the Achievers, the first thing the seminar did was set goals. First, each person listed two or three things he wanted to learn. Second, the seminar was divided into eight teams of four or five each. Each team then came up with about four goals. Finally, the entire group set up goals for the seminar. This process acted as an icebreaker and better acquainted the Achievers with one another.

From this point, a number of handouts dealing with profits, competition, and of course, business and government were passed around. The group had some excellent discussion centered around the exact nature of the relationship of government and business — what it is and what it should be. They appeared to be meeting their goals.

Officer training

The Officer Training seminar was scheduled as a special activity to be conducted with a random sample of conference delegates who were officers in their JA companies during the 1975-76 program year. Junior Achievement of Northwestern Ohio, in cooperation with national

Research and Development, developed a new approach to officer training which it hoped to experiment with at NAJAC. The participants in the seminar actually took part in this new concept in hopes of discovering flaws in it.

The training session covered three basic areas: a slide presentation explaining individual officer duties; system interaction explanation; and an individual officer problem case study, which involved interaction of all company officers.

With the input received from the participants in the seminar, any necessary changes will be made. The concept will then be tested with the 122 companies in Northwestern Ohio and, if successful, may eventually be adopted by the national organization.

Women in business

The women's role in industry has been determined by the men who dominate the business world. In the seminar "Women in Business," attitudes of business toward females as well as what women are able to do to change these attitudes was discussed. Affirmative action and Equal Employment Opportunity were viewed as vehicles for further research. Such legislative action as age discrimination, the Equal Pay Act, the Rehabilitation Act, and Executive Orders 11246/11375 will be implemented in industry as business tries to meet Affirmative Action plans required by the government.

A panel discussion was informational. Panelists from all walks of life were utilized to point out the necessity for change. The key to becoming an executive manager is in professionalism and confidence.

Emphasis in this seminar started with attitudes on women, concentrated on EEO and Affirmative Action, and concluded with developing managerial skills in women through self-actualization.

Energy

The Energy seminar was essentially three learning sessions on several energy sources, their problems and their possibilities. Members were given basic facts on several energy fields, including nuclear, solar and fossil fuels. They were given statistics and problems of the various sources.

They were then broken into committees to expand and develop the different resources available to the United States today and in the future. These groups were to give their reasons why their particular industries should be allocated a percentage of money by an appropriations committee of three Achievers.

They were aided by businessmen from energy fields, who were able to explain to the Achievers what particular problems and potentials existed in the various fields. The members had to argue on their particular topic even if their personal views were contrary to what they were saying. After their views were presented and rebutted, they were then open to comment on personal beliefs and to ask questions about potentials and problems that confront industries today.

On the final day, they explored the various job possibilities that are waiting in the energy field. All in all, the Achievers were able to get a feeling for problems that we must face now and in the future if our country is to become self-sufficient.

an effort to gain a better understanding of exactly what it is and how it works.

With case study in hand, the Achievers were divided into three groups: Business, Government, and the Court. We spent a short while looking at the Sherman and Clayton Acts and then began to develop each of the three areas in depth. After extensive research on the topic of monopolies, the day of reckoning finally arrived: the case would be argued before a court of law.

The outcome was extremely professional. Government and Business argued feverishly in favor of their respective sides with the final outcome being extremely similar to the last five minutes of a Perry Mason show.

More seriously, the Achievers gained a firsthand look at the total frustration and extreme complexities of an anti-trust case. They found that it was more than the cut and dried picture often painted by the press. What they discovered was a realization that the free enterprise system offers the greatest challenge in the world, a challenge presented not only by the workings of the system but, more importantly, by the maintenance and preservation of this system.

Operating a JA Company

The first day's activities concentrated on exercises in getting acquainted.

(a) Window Information Sheet: Each Achiever divided a sheet of paper into four quadrants: personal data, seminar objectives, what I like to do, and what I am proud of. They were then asked to attach these sheets to their chests and mingle silently throughout the groups studying each other's sheets.

(b) Interview: Following the window exercise, we asked the group to get into pairs and interview each other. Each one then introduced the other to the rest of the group.

The majority of the second session was spent by dividing the group in half and having each group create a model company. They began by deciding what type of company they would form, then considered the selection of a product, a price, and company officers, the determination of capital needed, and other such steps that would be needed to bring their company into existence. Each Achiever was asked to consider for the next day the objectives, priorities, and foreseeable problems involved with the office they were chosen to fulfill in their model company.

The session on the third day began by reviewing the duties and possible problems of the officers in the two model companies. The remainder of the seminar was devoted to discussing questions and problem areas relating to the operation of a JA company, so that group members could take home ideas on how to deal with these problems as they might arise.

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and learn
the Business
of Business**



The American business system

One of the most widely publicized, but least understood topics of current public debate is anti-trust. For this reason the American Business System seminar attempted to take a closer look in

