



# The Achiever

News of the 34th National Junior Achievers Conference



## Products to be on display Wednesday

Somewhere there are probably some returning Achievers or an adviser team already researching product ideas for the coming Junior Achievement program year. Some products will be good, some will be real "dogs", but there are always many "winners". This week at the National Junior Achievers' Conference some sixty to one hundred JA products from across the nation are being entered in the NAJAC Product Fair, according to the Fair's coordinator, Carl Bennett.

Bennett explains that all that must be done to enter a product in the display and competition is "for any delegate to bring his or her product to the site of the Product Fair at the McNutt Circle on Wednesday. If weather does not permit, the fair will be held in the McNutt Flame Room. All Conference delegates will have an opportunity to come by and see some of the best products in JA. They will also have a chance to gather some great ideas to take home with them."

A variety of products are expected, from those costing less than \$1.00 to those selling for over \$20.00 each. "Several of the products already entered," Bennett explained, "have sales totaling over three thousand dollars each."

The Wednesday judging will be conducted by the Conference staff members who make up the Product Fair committee, including Bennett. He adds, "some area executive directors, to be appointed later, will also take part in the selection of winners." The judges will be examining the various products to see how well they fit the criteria of originality, the degree to which they were manufactured by the JA company, the safety factors and marketability. Trophies will be awarded to the first, second and third place products. These winners may well be recorded in the Junior Achievement product book with ideas to help those Achievers and advisers who, this time next year, will be asking themselves, "What would be a good product idea for our JA company?"

## Turned hobby into career

# Organist given Grad Award

Dennis Houlihan has successfully combined musical talent with a business education. This combination and Dennis' continuing contribution to Junior Achievement are two of the reasons he has received a 1977 Distinguished Graduate Achiever Award.

At Monday's General Meeting Dennis told Achievers, "I'm really a lucky guy because I've been fortunate in turning my hobby into my career—and I love every second of it. Junior Achievement helped all of this evolve—since, like you, I was an Achiever, too."

Dennis works in London, England as Sales and Marketing Director for Lowrey Organ's European operations.

Dennis claims that his first big career break was the result of a talent show sponsored by a Junior Achievement company. After placing third in the competition, Dennis was asked to make a number of television and radio appearances. He also joined a JA company in the San Francisco area which started his career in the world of business—selling beeswax candles.

After graduating from high school Dennis entered California State University where he received a B.A. and a M.A. in marketing.

While at California State Dennis made an important decision concerning his career. "I looked around and saw that the job prospects for an organ player and beeswax candle salesman weren't that bright, but what intrigued me was combining a musical background with a business education, and then, perhaps, approaching a manufacturer and getting a job."



Dennis Houlihan receives his Grad Award from Conference Director Hugh B. Sweeny.

At almost the same time Dennis met representatives from Lowrey Organ and Norlin Music. While in high school he had demonstrated and then later sold Lowrey organs. After explaining his goals to the people at Norlin Music he was able to work out an arrangement whereby he worked part time for Lowrey Organ in Chicago. He sold organs wholesale while traveling throughout the U.S. and Canada.

For five years, Dennis continued his studies and his two jobs for Lowrey Organ—wholesale in the summer and retail during the school year. Dennis also maintained contact with Junior Achievement by playing the organ at NAJAC and at other JA activities including the Ohio State Fair, Midwest and Central JAMCO's and Future Unlimited Banquets across the country.

After completing college Dennis started work full time for Lowrey

Organ and two years ago was appointed to his present position.

According to Dennis, "living in Europe and working on a day-to-day basis with people of different nationalities has been very rewarding."

He advises anyone with an opportunity to live and work overseas to accept the challenge. He also counsels Achievers to develop their own talents and then incorporate them into their careers. "During my ten NAJACs, I've seen various slogans on this stage—JA Bridges the Gap, JA Makes It Happen, and so on. This year, Junior Achievement—Makes the Difference. Turn that around...it's the difference that makes Junior Achievement. It's the difference that makes each of you Achievers. It's the difference in the God-given talents that each of us have and the way in which we use those talents."

**An Achiever carefully selects from the many JA souvenirs which are available at the Souvenir Shop in the McNutt basement. This year special bulk discount rates are available to JA areas. One member of the staff advises delegates to shop early in order to avoid the annual Friday morning rush. The shop is open until 8 p.m. daily.**



## Hopefuls scored by peers

# Validations begin

"Be Yourself"—that is the advice Elections Committee Chairman Barb Loberg has for aspiring Conference Officers.

Those desiring to run for Conference office must take a general exam, a parliamentary procedure test, and a letter exam which requires the candidate to write two responses to the letters provided them. In addition candidates undergo an initial interview by a panel of three Achievers.

For the second time in Conference history the initial screening of the candidates for Conference office is being done entirely by Achievers. Sixty NAJAC delegates have been selected for the interviewing task.

Loberg says she thinks the Achiever panel is an improvement over past practices because "it took the elections out of staff hands and put it into Achievers' hands."

Staff is here to help us, not direct us."

As far as what makes the ideal candidate, Loberg says she "does not have a mold for the perfect Conference Officer." However, she did add that the candidate should be able to "talk easily and relate to people, be sincere, and use good judgment."

Loberg also says the candidates should be knowledgeable on JA and current events. "Most of the testing is on JA and how they would handle the job of Conference Officer. You can tell by how they act what kind of officer they will make."

"Appearance is one thing. Intellect is also important. That is, if they were smart and could relate to people on a friendly basis."

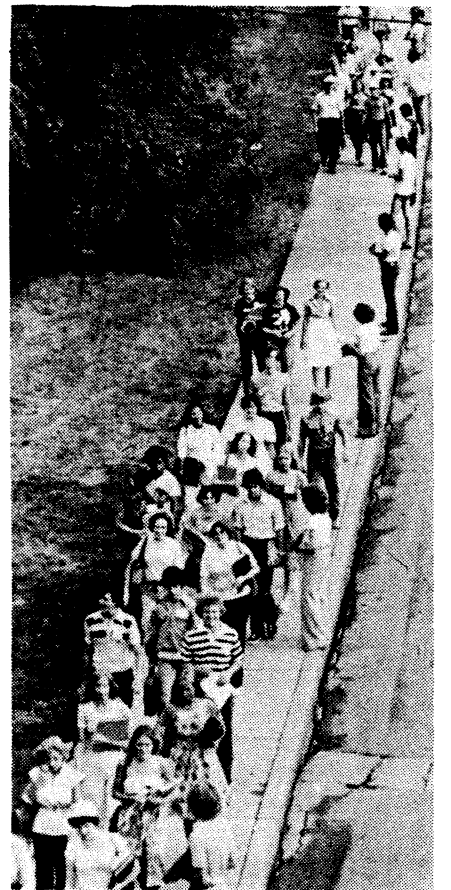
Each interviewer scores each candidate individually. The scores combine into a particular 'formula'.

That formula includes the exam and interview scores. The data is then fed into a computer.

Fairness is a prime consideration in the validations process. Panels found to have scored consistently high are balanced by those with low grading scores.

Impartiality on the part of the individual interviewer is also important. "You can not judge contestants against each other," explains Loberg, "you have to think each interview is the first."

A 'natural break' in the scoring determines the approximate number of first cut survivors. Those candidates are again interviewed the following day. The candidates remaining after Tuesday's interviews will then present their campaign speeches at that evening's General Meeting.



The long walk down Fee Lane twice a day is sometimes tiring but more often it is a source of new friendships.

### A DAY IN THE LIFE OF A CONFERENCE OFFICER AT NAJAC

• By Sandy Beach •

The morning for the four Conference Officers begins with a breakfast meeting, with all officers and Mr. Bob Richards present. Following breakfast, the team splits up, with one checking on the latest announcements, another traveling early to the auditorium and the remaining officers walking to the General Meeting.

Backstage before the General Meeting, last-minute preparations are made and then the officers go on stage to convene the meeting. The duties of each Meeting are divided evenly among the officers. Following each General Meeting, the officers disperse to carry out their various duties, which include visiting workshops and group discussions, attending meetings and typing up the previous meeting's minutes.

Conference Officers visit the cafeterias at lunchtime, then afterwards, they continue to carry out their morning duties plus a few additional ones such as participating in an NAA meeting, or group discussion.

Late afternoon means visits to committee meetings and the scheduling of more group gatherings to be led by the officers. Dinner in different cafeterias precedes last minute preparations for the General Meetings. With either the Conference President or Vice President presiding, the meeting convenes and the activity for the night begins.

After the General Meeting the officers can be found doing paperwork, talking, and visiting with delegates and perhaps even dancing at the disco.

A late night meeting wraps up a busy but enjoyable day of making new friends, assisting delegates, and participating in discussions. And it has been just one of the days in the life of a NAJAC Conference Officer.

## A new tradition gets waving arms

Monday night's General Meeting got off to a rousing start with a boisterous Southern revival, complete with a full rebel charge across Tenth Avenue. Groups of cheering delegates entered the IU auditorium where they continued their spirited chants for nearly half an hour. The delegation from Georgia was particularly enthusiastic this year, while the Cincinnati delegation was conspicuously quieter, though hardly silent.

The delegates quieted down once the meeting got underway. Slides of Walt Disney and Robert Lynch, of Coca Cola were shown during the Business Hall of Fame presentation.

Dennis Houlihan, a recipient of the Graduate Achiever Award, related his experiences in JA and how they have helped to shape his life. Applause frequently interrupted his speech as the delegates sought to confirm Dennis' sentiments. He was given a standing ovation at the end of his acceptance speech.

Following the Coke break the honorary delegates were introduced to the Conference. Julie Smiley, a

national officer of the Future Farmers of America, spoke on behalf of all the honorary delegates.

Julie emphasized the importance of the value of the individual and the necessity for mutual cooperation between youth groups.

The final speaker of the evening was Stanley Poe of the Indiana Farm Bureau, Inc., who twenty years ago was the speaker for the Honorary Conference delegates. Poe repeated the message that he had given twenty years before: trust in God is essential to the success of an individual. He also said that Americans do not realize the extent of their freedom until they have an opportunity to see first hand a country where that freedom does not exist.

During the course of the evening, Sandy Beach, vice president of the Conference, may have started a new NAJAC tradition. After pointing out that the applause was continually interrupting the speakers she suggested that delegates simply wave their arms in the air. The delegates quickly caught on to this silent applause, and all 2,850 began wildly flapping their arms in the air.



IT'S PEOPLE...Junior Achievement of Madison County, Inc. gathered 1,500 Anderson High School students to help kick off its first "Free Enterprise Days". They co-sponsored the event with the Anderson Chamber of Commerce.

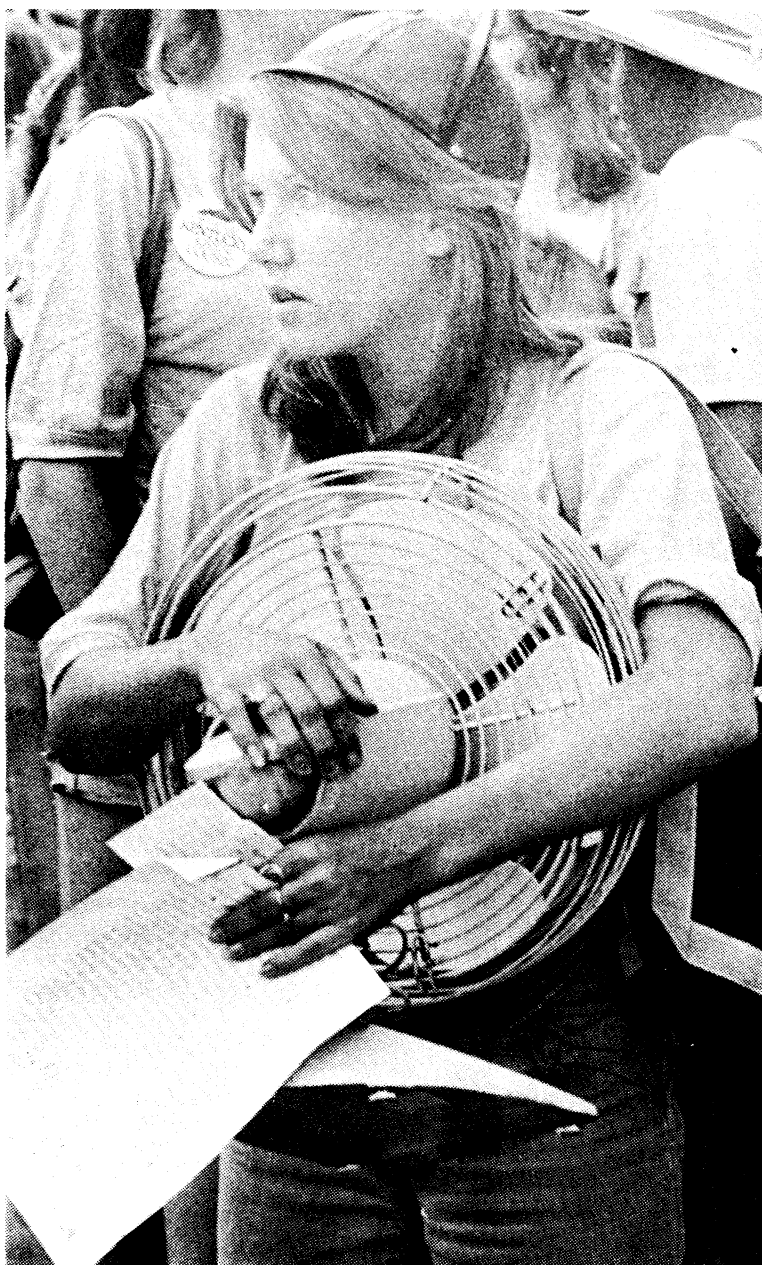




"MAY THE FORCE BE WITH YOU."



"WHY, THERE ARE PLENTY OF SPACES TO PARK, LIKE ON TOP OF THAT BUS."



"PLEASE DON'T TAKE MY FAN."

## Radio firm makes chickens Profitable JA company diversifies

Three 1976 NAJAC delegates proved that it does "make the difference" to apply what they learned at the Conference to the JA radio company they co-advised this year. After attending a seminar on partnerships, former NAJACers Tom Anderson and Diane Coyle decided to start a partnership company in Western Massachusetts. Thus WWJA (Win With Junior Achievement), sponsored by WBEC, Inc. of Pittsfield, Mass. capitalized by having each of the company members invest \$10 for a total capitalization of \$120.

Investing their own money inspired the Achievers to sell so much advertising time that by December the company was enjoying a fat profit margin, despite the fact that they gave away a total of \$300 in a contest called "The Mystery Sound". So WWJA did what any business with a large cash surplus does—they reinvested and diversified, branching into the production field, by assembling and selling "Funky Chickens", a product idea culled from NAJAC '76. In addition, their cash surplus enabled them to buy raw

materials in bulk quantities and receive a cash discount upon purchase. WWJA eventually realized a net profit before taxes of \$338.93, over half of which was obtained from the manufacture of chickens. This enabled the partnership to return \$24.95 on each partner's original investment of \$10. The company later reached the regional finals for company of the year and was named a Top Achievement company.

JA radio companies sponsored by WBEC, Inc. have a long history of success. Demand to join the company is so great that only second and third year Achievers are accepted. The company is always represented at NAJAC. WWJA sent three Achievers, Tim Horsman, Nancy Anderson, and Mary Beth Hebert. Involvement with the JA radio company has started many Achievers on a broadcasting career. WBEC's program director, Richard Taylor, who was one of the top five program directors in the nation in the M.O.R. format, under-a-million audience category last year, first became interested in radio as a member of one of the early JA radio

companies sponsored by WBEC.

The radio company meets for four hours on Saturday afternoon instead of the usual JA two hour weeknight meeting. The company holds all its meetings at the WBEC studios, with the exception of a once-a-month two-hour board meeting at the local JA center. The pressures of producing a show within three hours and going on live for the last hour 5:00 to 6:00 p.m. create a special bond of friendship and cooperation among the company members, who often hold parties on Saturday night to help relieve the tensions which build up during the day.

The company also provides a constant learning experience for its members, who are responsible for every aspect of their show. They write, read, and produce all of their commercials and other material. The hour-long show is broken into halves, each with a different Achiever as D.J. The station is also engineered by Achievers during this time. When they're not meeting, the Achievers sell advertising time to businesses. They find that, contrary to popular opinion, advertising is not easy to

sell. It requires the ability to sell refrigerators to Eskimos and the persistence to return to a business two or three times a week until the manager is willing to buy anything to rid himself of the salesperson. Once a sale is made the salesperson's job is far from finished. He has to provide "rough" copy for the ad, obtain the advertiser's approval of the final ad and, if an account is delinquent in paying, he is responsible for getting the money.

All of the problems and headaches are compensated for by going on the air "live". Live broadcasting is an incomparable ego building experience. It requires a vast physical and mental effort to get psyched up to speak, knowing that thousands of people are listening. Good D.J.'s are born, not made. A good announcer rarely thinks about what he is going to say; the right words are just there. Even though the most seasoned announcer occasionally dreads turning on a microphone, there is no satisfaction as fulfilling as doing a good job, then leaning back and saying, "It just comes naturally."

## Ad campaign succeeds

# Idea clicks for Atlanta JA

Junior Achievement, over the years, has used many posters and brochures for recruiting Achievers and telling the public about JA. Wanting to do something different, Gerald Scott, executive director, JA of Atlanta, posed a question to himself. Would it be possible to do a local ad campaign with local talent and local Achievers? After a telephone call to an Atlanta advertising agency, Cargill, Wilson & Acree, Inc., Scott found the answer was "yes!"

The first step was to design and lay out a poster and brochure, a task done by William Carrig of C, W & A. Annette Smith of C, W & A started searching for a catchy phrase and the concise wording that would tell what JA was all about. The message she decided on was an old cliché with a new twist; "We don't give you the business. You earn it." A brochure for Achievers' parents said, "We're not giving your kids the business. They're earning it."

Three of Atlanta's outstanding Achievers were selected to appear on the poster and in the brochures. Cathy Tarquinio, a first year Achiever from Norcross High School, and two second year Achievers, Mike Wright from Northwest High School and Regina Thomas from Southwest High School, found themselves in the studio of photographer Parish Kohanimz experiencing the rigors of modeling.

"All of these photographs just to get one picture?" they asked. Nearly a hundred pictures were taken to come up with exactly the right shot.

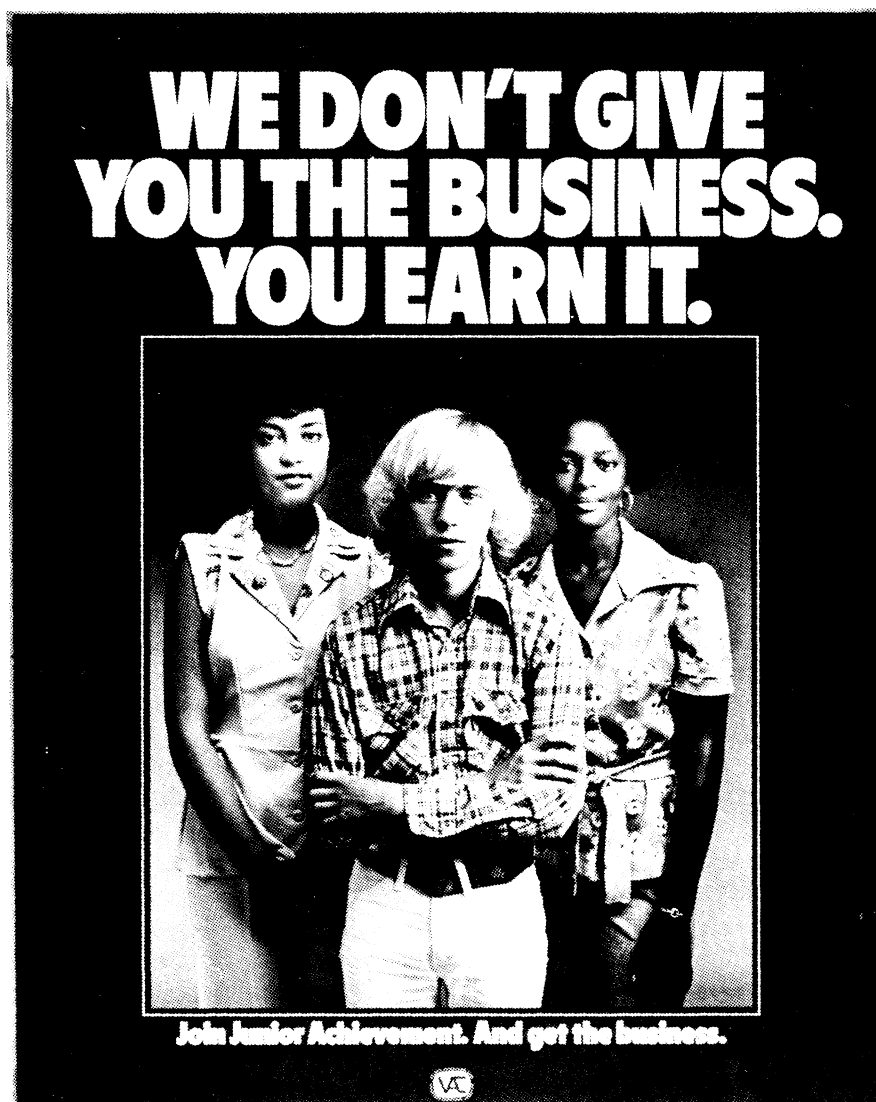
After a few more weeks of work by Cargill, Wilson & Acree the final product was ready. "What do you think?" members of the Atlanta JA staff kept asking each other.

The final judge would be the Atlanta community. The posters went up in the schools and the brochures started going out in the mail. "I like it" was the verdict from

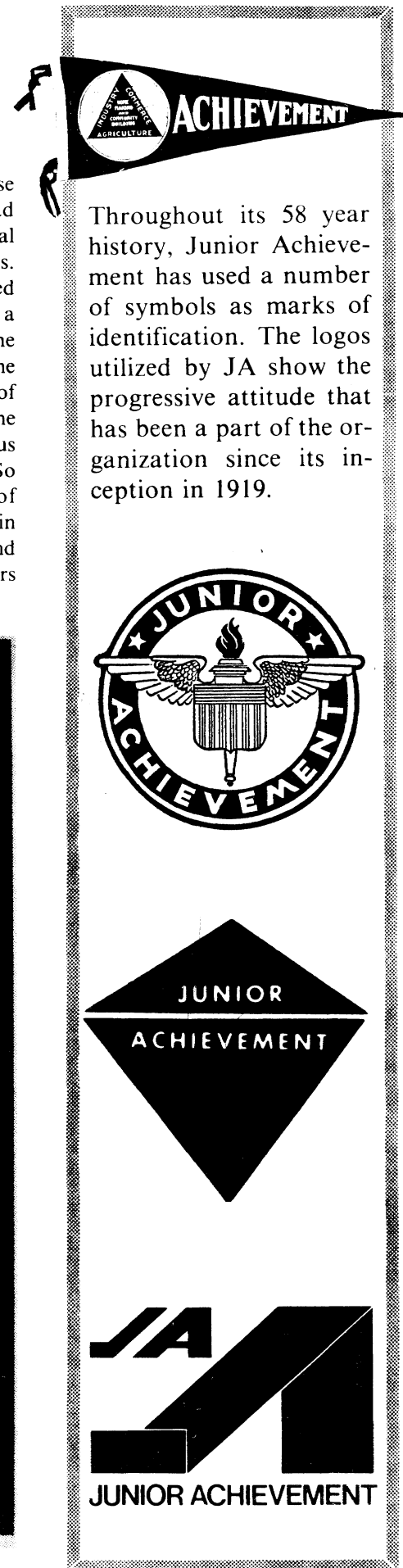
many. "Hey, I know that guy" or "I know that girl" was the comment in many schools. Identification was an important part of using local high-schoolers.

In a Junior Achievement company, like in any business enterprise, awards are earned. Many parents of Achievers, and most importantly, the parents of potential Achievers, liked the fact that the brochures related an experience that taught values that could be used throughout life. The remarks of many proved that the desired message was getting across to the public.

JA of Atlanta's biggest surprise came when word arrived that the ad campaign had captured national honors given to advertising agencies. Cargill, Wilson & Acree had entered the Junior Achievement material in a competition sponsored by the Advertising Club of New York. The JA ads received the Andy Award of Merit. According to C, W & A the Andy Award is a very prestigious award in the advertising industry. So while Junior Achievement of Atlanta's experiment succeeded in arousing interest in teenagers and parents alike, it also earned honors from advertising experts.



Atlanta's award winning poster.



Throughout its 58 year history, Junior Achievement has used a number of symbols as marks of identification. The logos utilized by JA show the progressive attitude that has been a part of the organization since its inception in 1919.

## Delegates dance at McNutt disco

Disco and dance contest were the entertainment activities for the opening night of NAJAC '77. Achievers poured into McNutt's Flame Room Sunday night, after the general meeting, to dance to the latest in disco music.

Achievers danced to the music of Love Unlimited and other disco groups. Dances ranged from the bump and the hussle to newer dances that Achievers themselves invented.

The disco equipment was set up on risers, causing every record to skip whenever anyone bumped the table or danced too close to the risers. However, the problem did not dampen the participants' spirits a bit.

Along with the disco, a NAJAC dance contest was held for the first time featuring the conference officers as judges.

The contest got underway around 10:30 p.m. with 30 to 40 contestants in the overcrowded hot and stuffy

room. The conference officers then chose the contestants they felt should be in the finals. Each officer selected one couple for the final competition.

The finalists were then required to dance again while the officers selected first and second place winners. Second place went to Reggie Bennett and David Parquet, both from New Orleans.

The winners of the dance contest were Kim Burch and John McKenzie of Louisville, Kentucky. The couple won the contest with a bump and a roaring twenties dance combination.

Both couples will receive, as their prize, a record album of their choice.

Carolyn Gordon, head of Disco, and Bob Ray, announcer, say that there will be a disco dance every night this week except for Wednesday. The dance will be held out on the tennis courts unless it rains. If rain does occur, the dance will be moved back into the McNutt Flame Room.



Achievers boogie to the beat of the McNutt Disco.