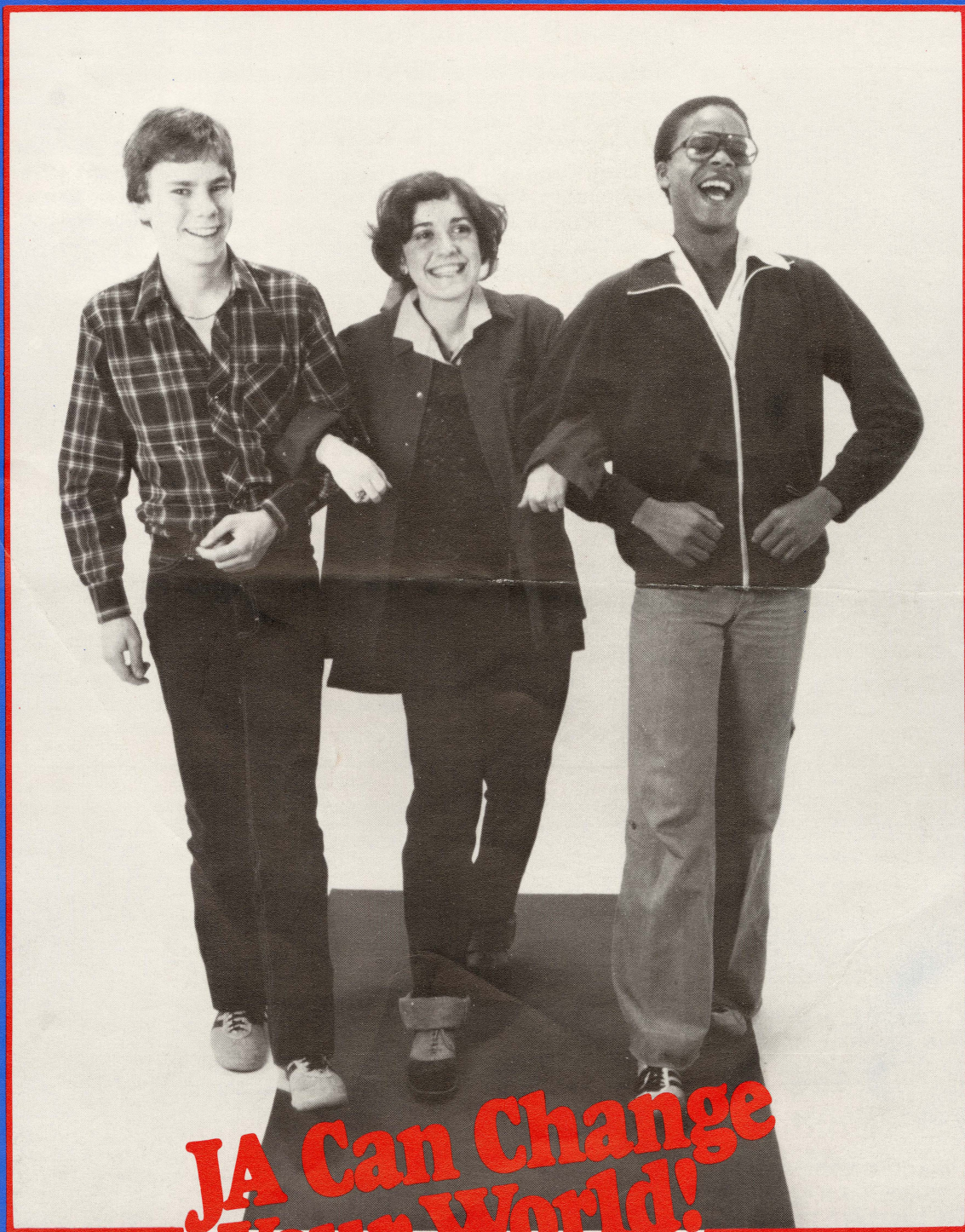


# ACHIEVER<sup>TM</sup>

The Junior Achievement National Magazine



**JA Can Change  
Your World!**

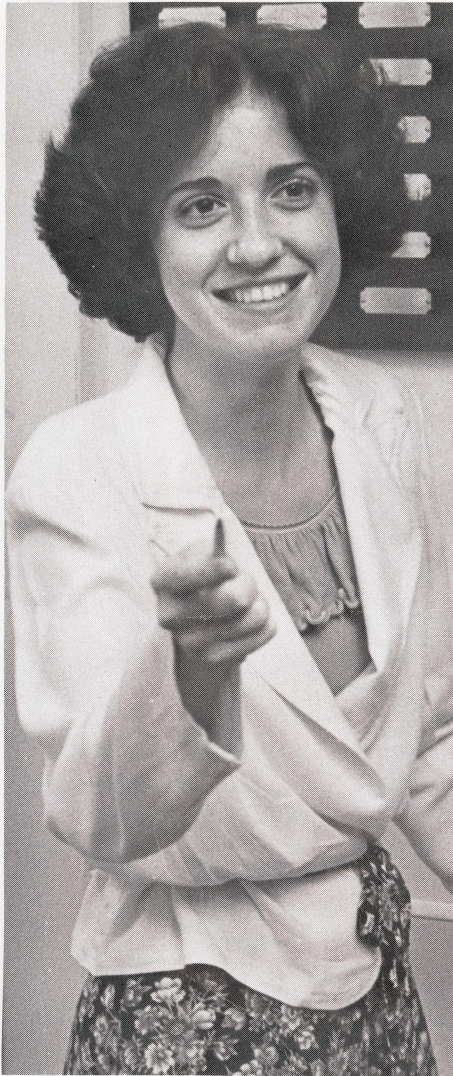
Vol. 2, No. 5

September 1980



# The Day She Won

## The Disney Scholarship



April 15 may be income-tax-headache-time to most American adults, but to 18-year-old Laura Perachio of New York, it will always be The Day She Won The Disney Scholarship.

"What a day that was," remembers Laura. "In the morning I learned I had been accepted to the University of Pennsylvania Wharton School of Business, and in the afternoon I found out I'd won the scholarship. Boy, was I excited."

Laura chose the Wharton School because she thinks it is the best

business school is the area, and she says, "I could sense the competition when I visited the campus, and I like competition."

The Disney Foundation JA Scholarship, now in its second year, awards an Achiever a four-year, full-tuition scholarship to the college of his or her choice. It stipulates that the recipient must maintain satisfactory grades, report to the scholarship committee periodically and must use tuition funds, plus \$200 annually for educational materials, during the regular school session. The student must also pursue a degree in either business or the fine arts.

The competition is based on high school grades, SAT scores, outside activities, a business and a JA essay and JA involvement.

Laura's credentials are impressive. In addition to top school grades, during 1979-1980 alone she was editor-in-chief of her school newspaper, a finalist in five national JA contests, and chairperson of the New York JA Chamber of Commerce.

In her "spare time," she served as New York State Senator for the Empire Girls State American Legion Auxiliary (ALA), and Secretary, Energy Committee for Girls Nation, the national ALA organization.

After she has earned her Bachelor of Science degree what does Laura plan to do? "I want to get into management in a big corporation like IBM or Xerox," she says. "I have chosen the big corporations because, again, of the competition, and diversification. Who knows, some day I may be chairman of the board."

Meanwhile, back in New York, Laura spent her summer working on an internship with Arthur Young & Company in the Management Consulting Division — a job she obtained because of her JA involvement.

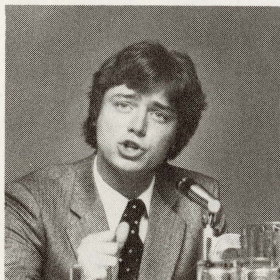
If you are interested in competing for The Disney Foundation Scholarship, apply at your local JA office.

**Each year the Disney Foundation presents one Achiever with a 4-year full-tuition college scholarship.**



Michael Liss, who now attends the University of Pennsylvania's Wharton School, is the first Disney Foundation Scholarship winner. (Permission to use Mickey Mouse in ACHIEVER granted by the Disney Foundation.)





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Thons, p. 8-9



South Africa, p. 17

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**COVER:** The smiling faces at the March 19th picture-taking session in New York's Carnegie Hall belong to Achievers Tom Kushner, Laura Perrachio and Michael Welsh. You have probably seen these faces at your school since they now appear on one of the new 1980-81 JA posters for high school recruitment (see the back cover) as well as on the brochures which explain the Junior Achievement program. The preceding page has a story about Laura. (front and back cover photographs by Stephen Fay Studios)

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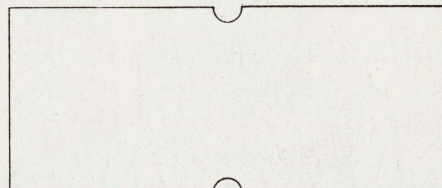
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# LOS ANGELES 1980

## THE NATIONAL BUSINESS LEADERSHIP CONFERENCE



Behind the Junior Achievement flag loom the three towers of the Bonaventure Hotel, the site of the 1980 NBLC.



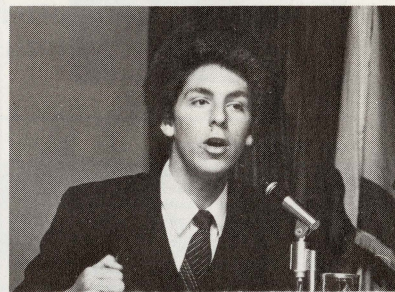
Junior Achievement's National Chairman David Kearns (right), president and chief operating officer, Xerox Corporation, and Karl Flemke, JA's executive vice president, visit the Trade Fair booth of Natalie Lim, a Los Angeles Achiever, who holds her sales pad at the ready.

Several laureates returned to the 1980 NBLC to participate in a panel discussion with Achievers. Expressing their views about the draft, inflation and other economic issues were, from left to right, laureates Royal Little, the founder of Textron, William Blackie, the former chairman of Caterpillar Tractor Co., and C. R. Smith, the founder of American Airlines, while Jack Perkins, veteran NBC-TV news commentator, moderated. To the right are individual photographs of three Achiever panel members.



Kathleen J. Madden

Lexington, KY



Thomas Feiler

Denver, CO



Paul Beirne

Anchorage, AK







C. Alexander Payne Omaha, NB



Nancy Miller

Portland, OR

Kiplund R. Kolkmeier

Cedar Rapids, IA



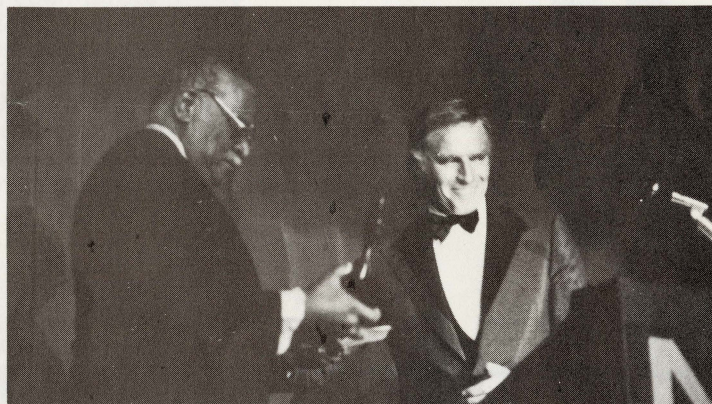
A respected quartet of leaders held a stimulating discussion about the "Critical Choices" facing business in the '80s. On the panel, from left to right, were Donald S. Perkins, chairman and CEO, Jewel Companies, Inc., Carol Hallett, San Francisco Assemblywoman, Vernon E. Jordan, president of the National Urban League, and Odessa Komer, vice president of the United Auto Workers. Moderator of the afternoon panel was Sander Vanocur of ABC-TV News (seated, far right). To the left are individual photographs of three Achiever panelists.

The National Business Leadership Conference, known within JA as the NBLC, was held on April 10, 1980 in Los Angeles. This informative conference featured a full day and evening of activities ranging from lively discussion panels to a JA Trade Fair to the crowning event of inducting nine giants of American business into the National Business Hall of Fame. The photographs on these two pages capture some highlights of the sixth annual NBLC.

Members of the Business Hall of Fame, called laureates, now number 62. Among these business leaders are, from the past, such eminent names in American history as Eli Whitney and Thomas A. Edison, and, from more modern times, such recognizable names as Walt Disney and Florence Nightingale Graham (Elizabeth Arden). A complete history of the National Business Hall of Fame, its laureates and excerpts from NBLC acceptance speeches is available in limited quantities for \$5 from: National Public Relations Director, 550 Summer Street, Stamford, CT 06901.

This year's conference reached a zenith when energetic, 89-year-old Frederick C. Crawford, honorary director and honorary chairman of the Board of TRW, Inc. accepted his award. His words brought the crowd of almost 2,000 to their feet for a five-minute standing ovation.

More than 800 Achievers participated in the NBLC as discussion panel members, guides, escorts, company representatives at the Trade Fair and as guests at the luncheon and dinner. Next year's NBLC will be held on the East Coast in Washington, D.C. on March 5, 1981.

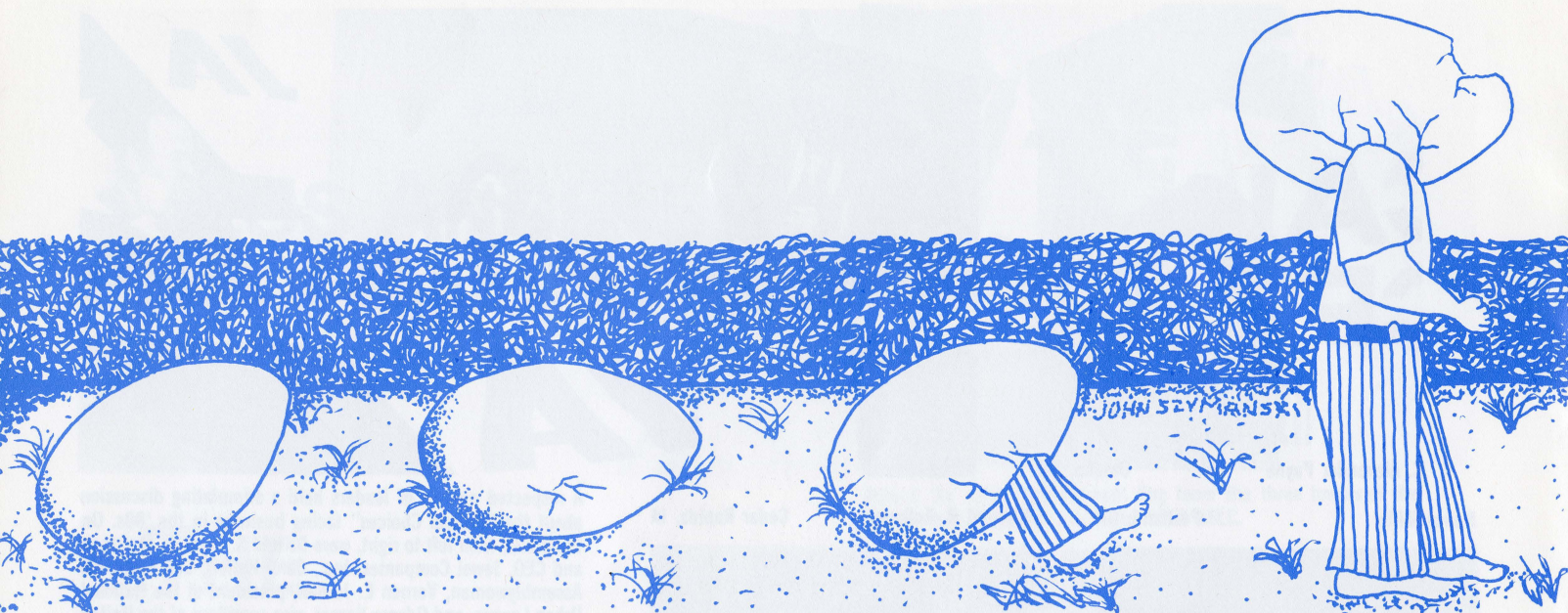


During the evening ceremonies Charleton Heston proved to be a sincere and eloquent award presenter. Here Heston gives the National Business Hall of Fame silver-leaf statuette to Charles C. Spaulding, Jr., who accepted this honor on behalf of his late father. Charles Clinton Spaulding was president of the North Carolina Mutual Life Insurance Company which was established for the benefit of, and owned, managed and operated by black people.



"Up With People" danced and sang a half-century of pop music, providing a finale that left the audience feeling very up with people.





# IS THERE LIFE AFTER JA?

This letter was written to Executive Director Jim Branscombe and his staff in Colorado Springs, CO by Mike Lindsay, an Achiever who has gone on to college.

**Dear Kathy, Jim and Co.,**

How goes the business of teaching the business of business? I'm sure that all is well on the home front.

It's hard to believe what a big part Junior Achievement played in my life. Now, being completely severed from it, it's like going through withdrawal symptoms. I often wonder how the program can go on without Mike, Roger, and Judy there every night to bother and help you.

On the bus back from NAJAC it hit me: "That's it. It's all over. Now what's going to happen to the program? Now what's going to happen to ME?" No more JA? Can you imagine Mike (Supreme Wombat) Lindsay not in Junior Achievement? Why, I remember the first time he ever went to a JA meeting. He had his father drive him to the building, and insisted that he keep driving past the center and around the block. Mike wasn't one to move easily into new situations. He was extremely shy and overweight and appeared tall only because he was

standing on top of his self-esteem.

Walking into that center that night was a big and hard step for Mike. They put him in a company and he was told that the company would be sponsored by members of the U.S. Army, but there weren't any advisers yet. That he showed up at the next meeting surprised everyone. That night, still without advisers, elections were held. Mike had never taken a leadership role before. He decided that night that he would change his image and would run for V.P. of Personnel. When nominations for the positions were called for, none was made. When volunteers were asked for, none came forward. What an opportunity! All he had to do was raise his hand and the job was his. On the second call for volunteers, no one answered. Finally, a girl was coaxed into accepting the position.

Things did not get off to a good start, and after several weeks, the company held a special meeting to decide whether or not to liquidate the company.



At that meeting Mike said his first words. When asked, "What do you think?" he replied, "Ah, well, I, um, I don't, um, think we should quit." Not exactly Dale Carnegie, but he had taken a stand on something and he felt good about it.

Now that he had spoken out, he jumped into that leadership position. He was determined to be the best Purchasing Manager that company would ever see. After attending ALCO and JAMCO he knew that JA was in his blood. He took over the duties of V.P. Personnel, V.P. Manufacturing, and V.P. Sales, after those people stopped attending meetings. He became the Annual Report Editor and writer when none of the officers turned in reports. He even wrote the letter from the advisers for their signature.

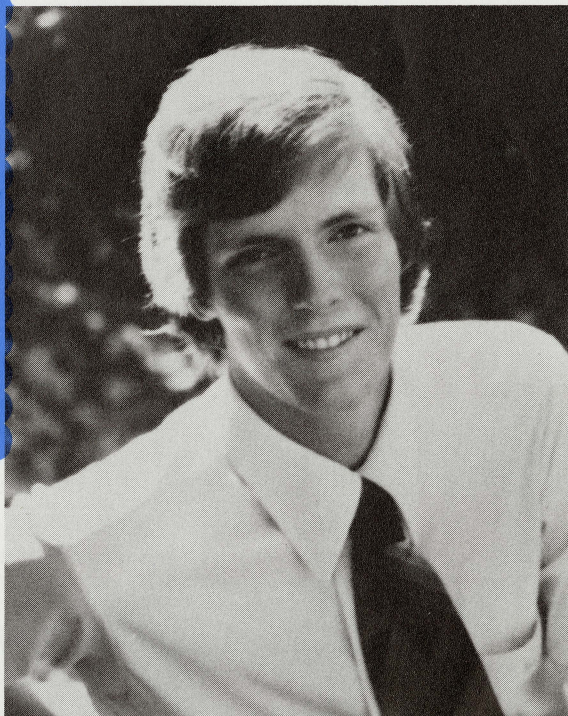
He took the test for Purchasing Manager and got 8 of the 20 questions right. That was enough to win on the center level. After that, he started studying and went on to win.

That summer he moved back to Colorado. The rest is history. He spent two years in the program there. Getting a big head, losing 40 lbs., and making great friends.

He spent so much time at JA, his parents forgot what he looked like. Now it's all over. Of course the program's doing alright. After all we trained a whole new set of business superstars. But what about Mike? Is there life after JA? What about the rumors that he wanders the campus looking for people to explain GNP to? Is it true that he painted a break-even chart to cover a whole wall in his room? Does he really enter stores and try to purchase Dr. Pepper with Wombat Bucks?

No, Mike's doing all right because he got something from JA that he'll always carry with him. He has knowledge. Not just knowledge about business, but knowledge about communication, people, responsibility, and himself. He has memories. Memories enough to last a lifetime. Most important: he has friends. He now counts himself among them. Yeah, old Mike's doing okay.

Thank you,  
Mike, aka Wombat



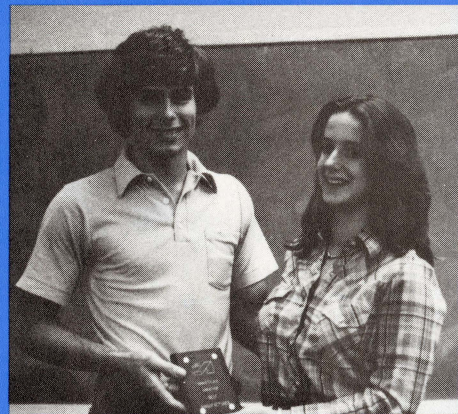




Thirty Stockton/Manteca Achievers participated in their first Volleyball marathon last spring and raised \$250 for Achiever Association activities. Most Valuable Player for men and women as well as a Championship Team award kept the action high for 24 hours. The champs (left to right) are Darlene Sinogui, Carol Gepford, Carl Robinson, Gabrielle Young, Bryan Sipple, Ann Walters (holding the banner), Jonathan Diehl, Bill LeFlore and Nita Banks.



Members of the Emerald Empire Achievers Association (EEAA) of Eugene-Springfield, OR held a Bowl-A-Thon which raised \$313.50 towards the purchase of savings bonds presented to the "Officer of the Year" award recipients at the Annual Awards Banquet. Pictured are Tracie Phillips receiving a bowling ball from Jim Lanzarotta, EEAA Bowl-A-Thon chairman, for collecting the highest total amount in pledges.



Fifteen determined Achievers was all it took in Mobile, AL earlier this year to raise almost \$4,000 in pledges to support their first "Marketplace Marathon." "Marketplace" is an economic game for management training that the participants played for 24 hours straight to raise funds for JA activities and scholarships. Only 20 percent of the pledges went to defray marathon expense — food! In the photo Chris Goheen (left) receives his award for being Best Manufacturer from Cindy McDonald.



Achievers from Southwest Pennsylvania visit "X the Owl's" tree from the Mister Rogers' Neighborhood program while participating in WQED-TV's fund drive. The achievers are considered one of the public broadcasting station's most dependable and enjoyable volunteer groups.



Achievers of Mississippi Valley Inc. (St. Louis) on the phones for PBS station KETC, Channel 9, during one of the yearly fund drives. The Achievers volunteered to help staff the phone lines on ten different occasions last year and, in addition to helping this very worthy cause, prompted some good publicity for JA.



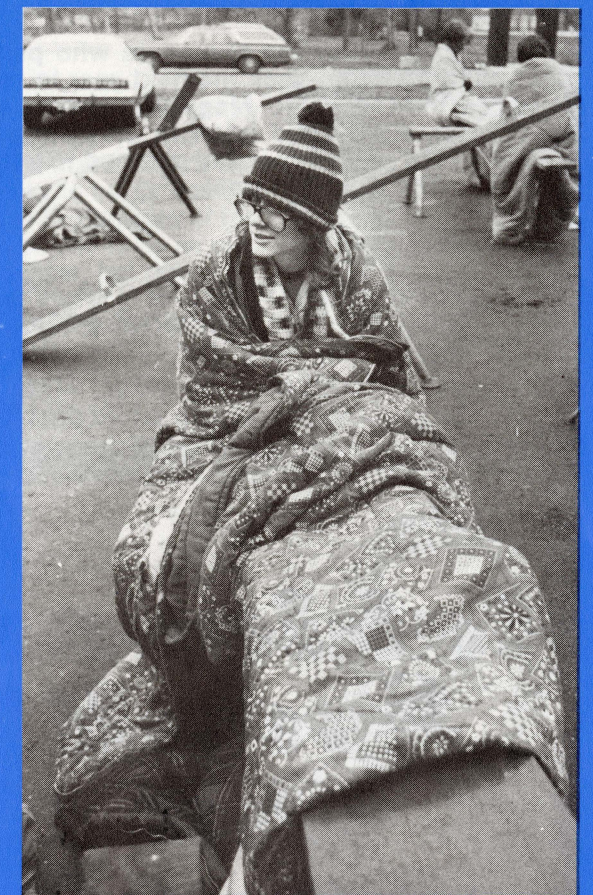
"Run In The Country" had the whole Phoenix, AZ community running to support JA last April. Achievers joined runners of all ages in this AAU sanctioned 10,000-meter (6½ mile) marathon. The event was sponsored by The Valley National Banking Machine whose slogan, "We're running 24 hours a day," fit right in.

# The Ups and Downs of Fund Raising

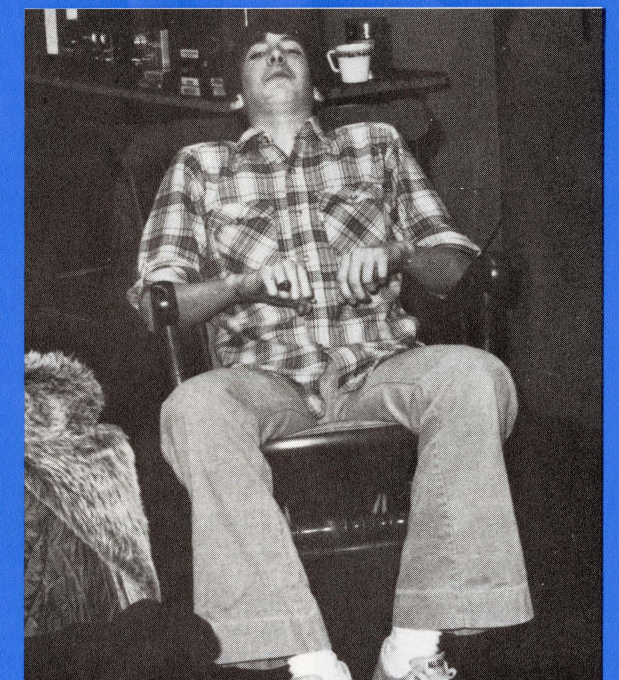
Achievers take part in fund drives for their JA programs to raise money for scholarships or Achiever conference travelships as well as for other agencies such as the Public Broadcasting system and March of Dimes. They man the phones for telethons, do the leg-work for walk-a-thons or rock back-and-forth or up-and-down for other thons as the pictures on these pages note.



World Cup Wrestling got a little added support when Laura Busson and Sean Dailey decided teamwork was the answer to rocking the night away in Toledo, OH. They were two of 74 Achievers who joined the 24 hour Rock-A-Thon to raise money for the international amateur wrestling competition held in Toledo. Participants were entertained through the night with films, games and music, but had several Olympic wrestlers and coaches as special guests and speakers during the day. (photo by Mark Mysliwiec)



Sleeping bags help Janet Bohannon get through the See-Saw Marathon that lasted from 7 p.m. Friday to 7 p.m. Saturday in Lake Jackson, TX last winter. While they see-sawed their way to conference travelship funds, teams of Achievers had their own competition going, awarding prizes for the prettiest team, the ugliest team and best-looking see-saw. (photo by Michael Boddy, The Brazoport Facts)



More than 30 Achievers in Youngstown, OH rocked around the clock to raise money for their scholarship-travelship fund. They came prepared for the annual event, laden with books, snacks, games, radios, televisions, blankets, pillows and the all-important rocking chairs. Could John Giffin be wishing he had brought a couple of cushions for his Boston rocker?



About 20% of the teenagers who participate in JA come back the next year to "do it again." ACHIEVER Magazine spoke with Achievers who had been in JA during the 1979-1980 school year and planned to join JA again. The question was:

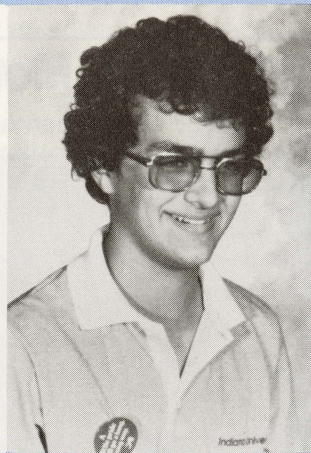
When you return to the JA program this fall, what goals have you set for yourself, your company or your area based on the kinds of experiences you had in JA this past year?

## Achievers Speak Out



"I'm running for president of the Achievers Association, so, of course, winning that office is a goal. Over all, though, I'd like to help increase JA membership. I'd like to see more social events, more things to do at meetings and more people running for office. The success of everything comes back to membership."  
**Edward Mulchaney (16)**  
Johnstown, PA

"This coming year I'd like to see my company be more aware of itself and more unified—especially the officers. By that I mean, have the officers more aware of what's going on with the workers. We kind of isolated ourselves last year, and that means we didn't do our jobs."  
**Mack Lane (17)**  
Hobbs, NM

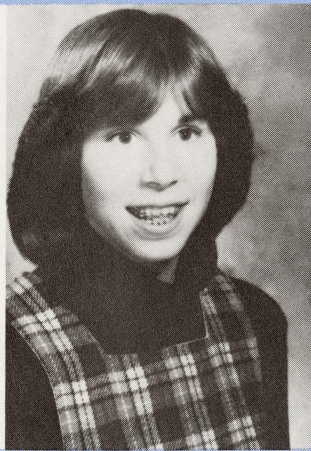


"Oklahoma City doesn't have a research company, and this coming year that's what I'd like my company to be. Of course, we'd like to be Company of the Year, and I'd like to be an officer of the year, but right now we're just starting to check around to find some advisers who like the idea."  
**Rudy Hymer (17)**  
Oklahoma City, OK

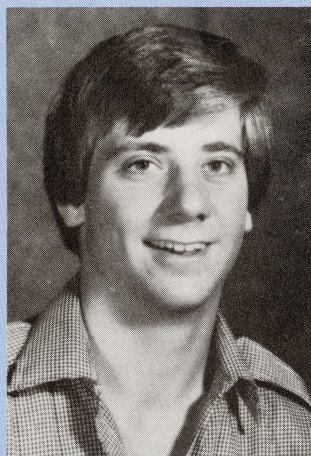
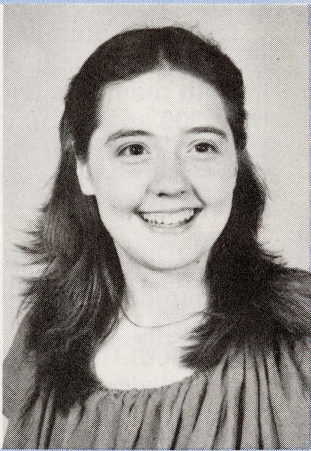


"I'd like to make things in the company run better. We should be a little more careful electing our officers — in other words, elect them for their ability rather than their popularity."  
**Joy Cox (17)**  
Pocatello, ID

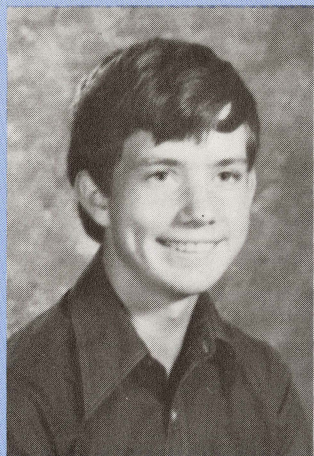
"Get better attendance. My first year we were Company of the Year because I was VP of personnel and called all the kids every week to get them to meetings. If you don't have the kids, your company just can't work."  
**Inga Burton (17)**  
Muncie, IN



"I'd like to see JA get more publicity. I'd like to see more people get involved, and I'd like to do my part for that by working on the publicity and getting an early start."  
**Cathy Devany (16)**  
Austin, TX



"I'm working real hard with the Achievers Association (AA), trying to get absolutely everybody involved. I'd like to form three committees next year — a house committee, a social committee and a projects committee. Then every representative from a company would have a specific job to do and get involved. Then, working with the officers, I'd like to mail an AA newsletter."  
**Fred Adams (17)**  
Raleigh, NC

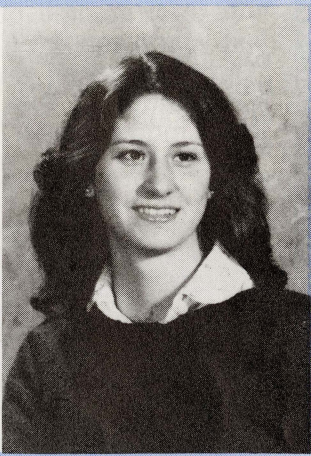


"Last year our company approached \$800 net and this year we'd like to make \$1,000. I'd like to see our whole company have 100% attendance as well as 100% for myself for a second year."  
**Jeff Hunter (17)**  
Loveland, CO

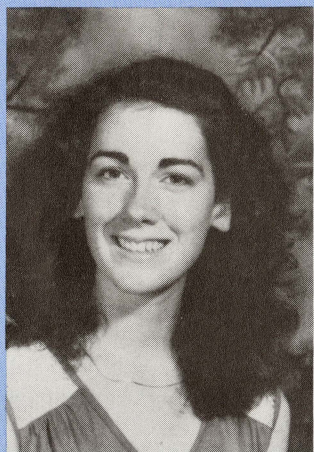
"I'd like to see JA grow and stay that way. I'd like every kid who joins to stay and bring in their friends. I'd like to tell them all what's in it for them."  
**Tracie Sivley (16)**  
Chattanooga, TN



"Included in my plans for the 1980-81 year are many goals. I hope to contribute to the success of my JA company and remain active in my JA area. As a third-year Achiever, I'm anxious to help with recruiting. Over all, I'm looking forward to another productive year."  
**Paula Mencil (16)**  
Bridgeport, CT



"My goal is to be president of our Achievers Association and to work to increase enthusiasm and membership so the Stockton JA companies can be really united."  
**Gabrielle Young, (16)**  
Stockton, CA

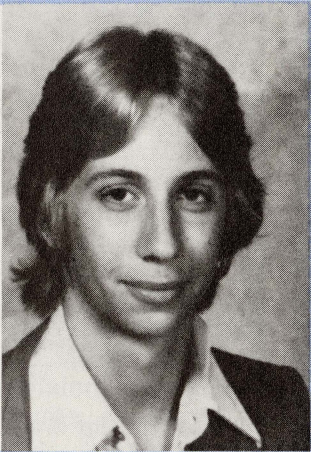


"I want to get more involved next year by striving for the highest office JA offers. Of course everyone wants their company to be the best, and I've learned that you have to be organized so you can get a fast start with a product. Then, you have to have back up products set to go in case your product doesn't sell or is seasonal."  
**Margaret Beagan (16)**  
Providence, RI

"I want to try for company of the year by keeping our members, and one way to do that is to get so many things going right away that everyone stays interested. If you can get the kids to stay through Christmas, they usually stay through the whole year. For myself, I'd like to go to NAJAC and run for conference vice president."  
**Joe Kim (17)**  
Lima, OH



"This coming year I'd like to have a really good company with kids who get really involved. Last year we had a difficult product, and this year I'd like to go back to the product we made a couple of years ago that people are still asking for and I know will sell well."  
**Bryan Barbeau (17)**  
Houston, TX





## Tulsa Trains Fashion Models

Professional fashion modeling is glamorous, right? Right. Professional fashion modeling is easy, right? Wrong.

For seven years, Sears, Roebuck & Co. in Tulsa, OK has been sponsoring a modeling company, and for seven years Shirley Bennett, assistant visual merchandising manager for the store, has been this JA company's executive adviser.

Last year Shirley's dedication to the company paid off handsomely in both members and money. More than 300 applied to join the modeling group known last year as Saharazzon. Thirty were accepted, and of that number, 22 remained active.

When the company did a show, the members charged \$50 or \$100, depending on how many models were used. The Achievers also sold their individual services as mannequins for from \$3.75 to \$5.00 an hour and kept 10% of their earnings for their wages.

A total income of \$1,135 made last year's venture a real success, "But it has taken years of building a reputation to turn the company into a money maker," says Shirley.

Originally, the most difficult thing was selling the company's



Del Ford, VP in charge of sales, models a three-piece suit.



Saroya Payne, Saharazzon Models Unlimited.

services to the local clubs such as The Financial Club or Women In Construction, or stores like Sears that were planning fashion shows or needed mannequins. "It isn't easy to convince people that 15-and 16-year-old boys and girls can do the job like pros," she points out. "But as our models

continue to meet high standards year after year, this resistance is breaking down."

The models train constantly at their weekly meetings. Under the watchful eye of Paula Mills, Sears fashion coordinator, the Achievers learn how to put on makeup. They learn to walk, turn, show the



clothing to its best advantage, and to "freeze."

"'Freezing' is definitely a learned skill," Paula explains. "I instruct the models to pick a spot to stare at somewhere over the heads of the audience, and then to forget everything that's going on in the room and let their minds wander."

At a Sears show last winter, the freezing technique of Achievers Ann Warnken, Lynette Meyers, Rose Copeland, Kim Scott and Dawn Wiegand added immeasurably to the success of the show. These five models actually maintained an exaggerated, motionless stance throughout the 30-minute show.



Kim Scott practices with make-up.

## Milwaukee School Displays Special Talent

by Tom Hlavacek

Our school, F. J. Gaenslen, is a special place.

Designed to meet the needs of school-age handicapped children and young adults, we serve 150 students with an array of helping professionals ranging from teachers and child care attendants to music, speech and physical therapists.

The majority of our student population is in wheelchairs. Our school is completely accessible, equipped with elevators, ramps and railings designed to overcome mobility obstacles.

The world outside of Gaenslen, however, is not so accommodating. After leaving us, our students face a multitude of challenges, including problems with accessibility, mobility, specialized housing and employment.

In an attempt to provide our high school students with an exposure to the work environment, a pre-vocational skills program was initiated. Our intent was to create a structured setting where students could learn work-related behaviors such as cooperation, punctuality and responsible production. To accomplish this, we decided to form a company, produce and market a product and pay wages.

We soon realized how much was involved in such a project. Selling stock keeping track of products, payroll procedures and sales percentages soon became an organizational problem of considerable dimension.

It was at this point that I recalled my own JA experience twelve years ago. I suggested to the others that we call in a JA representative to see what they could offer. An appointment was made and within a few days a JA representative came to our school to present the complete package to us. Having such a systematic approach to organizing our company appealed greatly to us, and we decided to charter ourselves as a JA company. Woodpecker Industries was born.

We were fortunate to have an Industrial Arts classroom at our disposal. We began with three advisers and about 15 students, meeting for an hour twice a week. Our first product was an inlaid walnut tic-tac-toe game that sold well but required many manufacturing steps. Richard LeBlanc, our shop teacher, came up with a design for a pencil holder. This pro-



Irving Ulmer drills holes for pencil holder.

Sears, Roebuck & Co.'s Mary Terrell, JA financial adviser, and Joann Webb, JA sales adviser, have a hectic time of it on meeting nights. In most companies while the officers work on books and records, the members work on the manufacturing end, but in Saharazzon everyone is part of the action, so officers learn modeling skills and work on records at the same time.

Saharazzon Achievers and advisers are proud of last year's financial record. They returned \$1.10 to the stockholders; divided \$161 into bonuses for the company members and gave \$58 to the JA scholarship fund.

ved to be a much simpler product to make, and we adopted it into our program. Along with these two products, we began production of a wineglass rack.

It didn't take long until we were flooded with orders and everyone was working hard.

From that point on, things have been going well.

Our record-keeping system runs smoothly. Our students are excited about being part of a successful company, and the various JA trade fairs have provided us with an excellent market for our products. Because of their wheelchairs, our Achievers can't sell door-to-door. The trade fairs allow us to get together in a mutual effort that has paid off well. Our company sales topped the \$1000 mark late last January.

Our operation went so well that we expanded our company to 32 Achievers and four advisers, and five Achievers went over the \$100 mark in personal sales.

Perhaps the greatest benefit that evolved out of our JA experience had to do with the self-image of our students. Pulling together, making a profit, selling at trade fairs and bringing home a paycheck gave our Achievers a chance to see themselves as successful, productive people. We hope these attitudes will carry over into their lives outside of Gaenslen and help to make their futures as bright as possible.



## College Training For A JA Career



Susan Casper on campus at the college in White Plains.

Grad Achiever Susan Casper is glad she found out about American Humanics (AH). She wants a career in JA, and American Humanics is a college credit program for men and women seeking professional employment in youth and human service leadership and administration.

Susan first heard of AH when she was a JA Area Manager in Westchester County, NY. While working at Westchester JA's first annual Trade Fair, she met Resident Administrator Bob Nori, who heads the program at the College of White Plains of Pace University. She and Bob talked about what the program could do for her. From him she learned that to earn an American Humanics certificate a student must complete five four-credit courses.

But Susan turned out to have already met the requirements for two AH courses. Because of her Area Manager work, credit was given to her for a 150-hour internship requirement and her years as an Achiever filled the requirements of a course on the basic operation of service agencies.

Taking Bob's advice, she is now enrolled in the American Humanics program, and is combining her journalism major with AH required courses in public relations, management and fund raising.

"In addition to the formal studies," says Susan, "AH encourages and arranges social events and retreats which create a fellowship feeling and keep students informed about what's happening in the youth agency industry. It's terrific for kids who haven't had any JA experience at all, but I'm getting a lot out of it, too, and think I'll be well prepared to go into a JA area office when I finally hit the job market."

American Humanics prides itself on the placement records of its graduates. "In the first place," Bob points out, "the students make friends and their abilities become known during their internships with the agency of their choice. Then, there is a national registry of job openings for youth agencies, like the YMCA and YWCA, that job applicants can refer to. And third, since prominent service agency executives conceived the AH idea more than thirty years ago, they support us and come to us first when they are looking for competent management personnel."

"Not the least of the AH advantages," he continues, "is that we have our own Student Loan Fund and are able to tap many agency scholarship funds for our AH students."

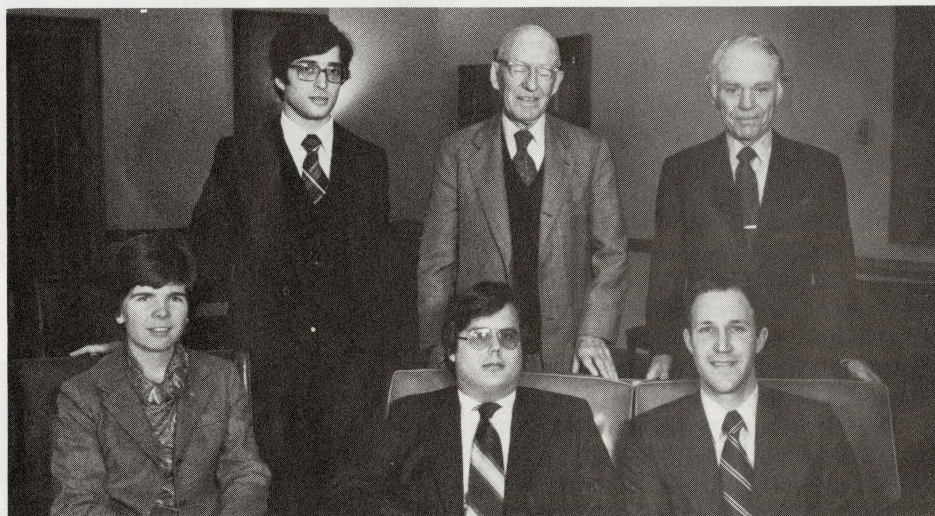


Grad Achiever Carol Specht is another Pace University student who has her eye on the AH study plan. She'll enter the program this fall in her junior year with the same JA transferrable credits that were given to Susan.

The American Humanics program now exists in 12 selected colleges and universities all over the United States, so if you are thinking seriously of a career in JA or one of America's other youth-serving agencies, write to ACHIEVER, 550 Summer St., Stamford, CT 06901, and we will forward your request for information to American Humanics.

*Richard Maxwell, national president of Junior Achievement Inc. joined the board of American Humanics in 1977. He served in 1979/1980 as chairman of the Nominating Committee and attended the annual meeting in Dallas, TX last July.*

## Harvard MBA Scholarships

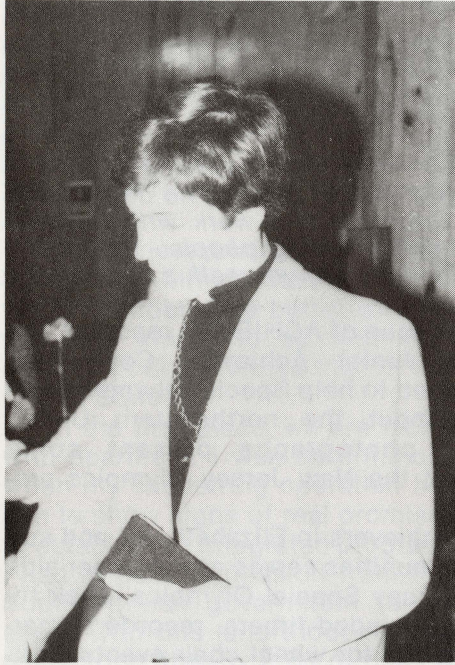


Royal Little (top center), founder of Textron, and James E. Robison (top right), president of Lonsdale Enterprises, Inc., are shown with Junior Achievement Fellows for the past academic year. From left to right Susan Jo Karash, David Eisenberg, Michael Lucas and William Glass III, each received a full-tuition fellowship provided in equal parts by Mr. Little and Mr. Robison.



## Louisville Loves Sadie Hawkins

A little bit of Dogpatch came to life last spring in Louisville, KY when the Achievers Association held a Sadie Hawkins Day event



Achiever Don Schieman enjoys playing the role of Marryin' Sam.

complete with booths, a dance band, a jail and even Marryin' Sam.

According to reliable sources, the jail was the busiest place in the barn as hot-tempered Dogpatchers-for-the-night paid roaming police constables \$.25 to put their foes and rivals in the pokey. Justice triumphed only when the victim, whose brush with the law was all part of the fun, bailed himself out with another \$.25.

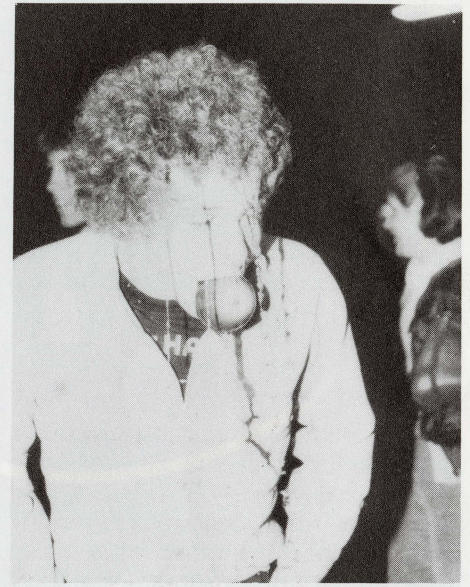
Another highlight of the evening was Marryin' Sam, the legendary circuit rider of the Li'l Abner comic strip, who, for a price, officiated at "weddings." He even supplied a wedding veil, orange blossom bouquet and tuxedo for the really big spenders. Although the "brides" didn't catch their man in the traditional Sadie Hawkins race, they did have to do the asking, and sometimes put on a little pressure to get him to the preacher.

When they weren't in jail or getting hitched for the duration of the



dance, Achievers were letting off steam at the pie-throwing booth, dancing, eating home-baked goodies (what, no preserved turnips?) and bobbing for apples.

More than 300 Achievers enjoyed this AA fund raiser which will add dollars to their JA scholarship and travelship funds.



Apple bobber John Tipton comes up dripping but triumphant.

## Olympics Fever Hits Battle Creek

Achievers and their advisers matched skills at the JA Olympics in Battle Creek, MI. Members of the JA Board of Directors judged JA teams made up of representatives from 17 JA

companies and one team of hardy advisers who participated in a pie-eating contest, egg toss, three-legged race, spider race, grapefruit pass and peanut push.



Rita Moreno works for peanuts during Battle Creek's JA Olympics peanut-pushing event.



Troy Moats flashes winner's smile as his team takes first place in Battle Creek's Olympic grapefruit pass competition.



## Special Olympics



Achievers Ken Maurer (left) and Karen Kowalski (second from right) check out frisbee toss accuracy of Chris Torsiello of Clark, NJ and Donita Balton of Elizabeth.



Steve Searles (right) of Bell Craft JA company, sponsored by Bell Laboratories, Berkeley Heights, NJ pins a winner's ribbon on Darrin Frey of Cranford, NJ.

Eunice Kennedy Shriver writes in the introduction to "A New Kind of Joy," the story of the Special Olympics:

*In Special Olympics it is not the strongest body or most dazzling mind that counts. It is the invincible spirit which overcomes all handicaps.*

*For without this spirit, winning medals is empty. But with it, there is no defeat.*

*Please volunteer and work with these wonderful and amazing people. You will bring to all, including yourself, a new kind of joy.*

As the May issue of *ACHIEVER* reported, the Region One Junior Achievers Conference (ROJAC) pledged to help Special Olympics programs throughout the northeastern United States. The photographs present some moments from the New Jersey Olympics program.

Thirty-six Achievers in Elizabeth, NJ and surrounding communities served as volunteer aids to the New Jersey Special Olympics. Their responsibilities included timers, recorders, marshalls and guides for wheel chair events, softball, long jump, high jump and frisbee competitions.

Congratulations to JA of Union County, North Central Connecticut and the many other JA areas where Achievers have volunteered their time for these worthwhile events.



Janet Khouri (left), member of "Gemco" sponsored by General Motors, and Ellen Kosten (extreme right) of Jr. Bell, sponsored by New Jersey Bell Telephone Company helped make the Special Olympics a very special occasion for participants Rosanne Lubrano, Sandy Giordano, James Sanzone, all of Clark, New Jersey.



## JA In South Africa

*Programme Director Mahala Harrison has brought Junior Achievement to South Africa. She is a well-educated, energetic woman who is devoting herself to advancing young people's learning experiences in a country separated by apartheid, vastly different cultural and language backgrounds and transportation difficulties. During a management training session in Stamford, Ct, Mahala told ACHIEVER about JA in South Africa.*

"Let me explain some of the background differences to you and you will understand better why JA will take longer to be fully recognized in South Africa than in the United States.

"In the first place, we are faced with apartheid. I was determined, when my shoestring operation began to show signs of real promise, to establish an integrated program. I had to gain permission from the South African government to go ahead with this 'unorthodox' idea, and it took literally a lot of time, a lot of conversation and copious cups of tea with government officials to receive that permission.

"Now JA is the only program offered in the country which allows students of all races to work together. For virtually all of them, it is the first time they have had the opportunity to be with a member of



Achievers in South Africa concentrate on the manufacture of colorful bracelets.

another race working for a common goal."

Mahala describes another S.A. hardship.

"Transportation presents a tremendous problem. Many of our teenagers who live in outlying settlements must travel as much as an hour by train to get to the JA Center, and since our trains reflect the same high crime rate at night as those in many other major cities, I drive these Achievers to their destinations after our meetings."

African dialects create yet another barrier.

"Schools are helping work through the language barriers by teaching English, but up until and including the present time, there are literally thousands of Africans who speak a dialect understandable only to their own particular group."

Mahala describes the current JA program.

"At the present time we are running four companies at a time, with thirty Achievers to the company for a 12-week period. Operating 12 companies this way over the course of the school year, the pro-

gram reaches almost 400 students. Lack of funds so far is forcing us to turn away more prospects than we can accept, but that should begin to change as the program becomes better known and understood.

"Our Achievers are like Achievers around the world. They choose company names like 'Rock and Rawhide,' 'Boogy Bags,' 'Body Hug,' and 'Teen Team Work,' and manufacture and sell such products as leather pouches, silk-screened T-shirts, toys and jewelry. One of the most popular items is a T-shirt that identifies its wearer with a school, club or team. So far the South African program has no Achiever Associations, but that, too, will change as JA grows."

Mahala knows, because of Junior Achievement, many young people are starting on a road to economic security and business knowledge never before available to them. Thanks to growing support of many of South Africa's largest corporations, the future for many S.A. teenagers looks bright, especially for the black teens who are able to begin developing management skills at a very early age.



A board meeting in the University of the Witwatersrand, Johannesburg JA center. In South Africa JA companies reflect the actual racial composition of the country, one-third white and two-thirds black.



## Computer Company Cashes In

What in the world does a computer company do to make money? The May ACHIEVER told the story of one such company in Waterloo, IA, that made money and had fun too, putting on a computer-date dance. Now CAPA, a Lima, OH company sponsored by IBM, has come up with a starter product that's quick, easy, inexpensive and got them off to a flying financial start last year.

It's a computer calendar with a twist. Customers can select the area school mascot of their choice for their calendar design. The calendars proved so popular that they were still selling well last year right through the Trade Fair, even though the year was half over.

While the money was rolling in from calendar sales, company workers were keeping busy with more traditional computer services like printing mailing labels for JA companies.

As they get their feet more firmly on the ground the fledgling CAPA,



JA adviser, IBM's Dick Roth, shows Achiever Tim Tasler the ins of inputting at a computer terminal.

or its 1980 successor, hopes to become a full-fledged auditing company. In its first year of operation, it sold auditing services to JA companies for \$6 an audit, but because of its lack of experience in both sales and computer auditing, fell short of its hoped-for success.

The calendar-idea adviser, Joel Rotter, began his own career as a financial officer in a JA company. Now an accountant doing graduate work in computer sciences, he still

credits his introduction to the accounting world to his early JA experience.

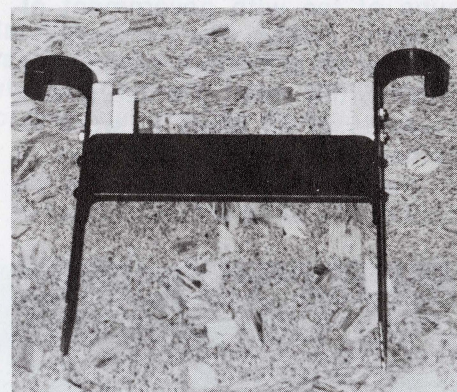
Adviser Dick Roth, who is the spark plug of the company, points out some non-monetary bonuses for Achievers in CAPA that are going to pay off later. "They're gaining knowledge and practical experience in computer work not even offered in the school curriculum, so they'll have a head start in an ever-expanding employment field when they finish their education."

Executive Director Mark Kidder thinks the greatest PR service the Lima JA program has yet had from a JA company came when CAPA mailed out mid-year statements to all stockholders enclosing invitations to the annual open house.

"Because they did a professional job which impressed the stockholders, the sponsoring community turned out in force for the biggest and best open house JA has ever had," he says.

## Rolling Off The Assembly Line

It's a snowman; it's a rabbit; it's Blinky, alias Flash Bunny, the versatile JA product that was born as a snowman last year in December and reincarnated in the spring as a rabbit. Southern California Industries, sponsored by Rohr Industries, reported their sales topped the \$4,000 mark last year from sales of their styrofoam product with a blinking red light for a nose, but they warned that it is not as easy to make as it looks. Without the help of one of their advisers who designed a special gig to hold the styrofoam ball steady, it was almost impossible to drill straight through the core of the body.



A foot scraper may not be a new idea, but Achievers in M & W Woodcrafters in Wichita, KS are proud of the one they produced last year which made their company a financial success. Dan Beeman, treasurer of the company, who perfected the design of the scraper, pointed out a couple of its winning features like the "extra large gap for large feet" and the polishing brushes along the sides.

Cathie Herbert (left), VP Production, with "Blinky the Snowman" and Beverly Allen, President, with "Flash Bunny."



(photo by Mark Mysliwiec)

Here's a product idea from Fostolite, a JA company sponsored by Bendix Autolite in the Toledo, OH area. Last year, using spark plugs manufactured by their sponsor this enterprising company made these attractive sculptures of cars and airplanes which were as much fun to sell as to produce.







The J.A. Advertising Agency, a JA company in Houston, TX wrote and produced a TV commercial. Here Achiever Kevin Johnson takes direction from KHOU-TV's director as he prepares to star in the 30-second public service commercial. On the right advisers Steve Speier, The Marshall Pengra Company, and Barbara Holland, KILT-Radio, look on.

## Achievers Chat With U.S. Post Master General



Henry Sanders (second from right) the United States Postal Service (USPS) coordinating adviser for the Washington, D.C. program, is beginning his eighth year as a JA adviser, his third in D.C. after putting in five years in Toledo, OH. Here officers of two JA companies, Southeast Industries and G.F.I., sponsored by the USPS, meet with advisers and the Post Master General in Washington, D.C. From left to right: Advisers Howard Williams and Vanessa McGill, Achievers Dana Butler, Mike Bishop, Bev Yang, Barry Cantor and Eric Davidson (back to camera) and Executive Adviser Henry Sanders chat with U.S. Post Master General William Bolger.

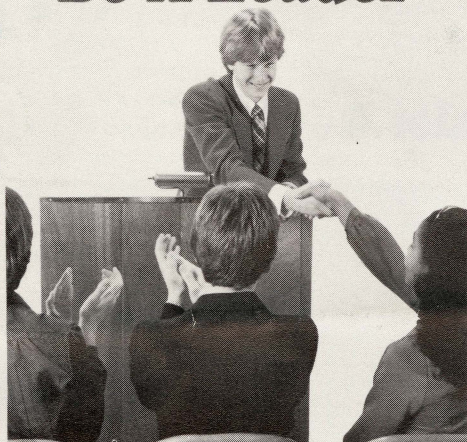




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## Coming In November

**The National Junior Achievers Conference —  
NAJAC**

**Who Controls The Currency?**

**The Balloon Works, Inc. — Up, Up & Away**

**What's Cooking in Chatanooga?**

**Part II: Is There Life After JA?**