



After a two year absence Dennis Houlihan once again delights NAJAC with music from the Lowrey Organ.



Happiness fills the stage when two old friends, Bob Richards and Dennis Houlihan, have a surprise reunion.



The Achiever



August 8, 1977

News of the 34th National Junior Achievers Conference

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Meeting sparkles with reunion

NAJAC opens with a song

The song leader for the National Junior Achievers Conference was surprised onstage last night by an old friend.

Bob Richards, executive director of Junior Achievement in Peoria, Illinois had just lead his 3,000-voice chorus in a rousing rendition of

"Hello, NAJAC" when Bob Van Zandt, national JA personnel and training director, stepped onstage to give him a warm tribute on the occasion of his 25th anniversary as the NAJAC song leader. Van Zandt also told the delegates that, since Bob Richards was retiring this year, this

would be his last NAJAC.

As the delegates cheered him enthusiastically, Bob Richards didn't notice the figure slipping onstage behind him until it sat down at the organ and began to play.

The new organist was none other than Dennis Houlihan who for almost ten years has astounded and delighted NAJAC audiences, ever since he first played at the Conference as a 15-year-old Achiever. Dennis, however, has missed the last two Conferences due to his position as a Lowrey Organ representative in London, England. His surprise appearance onstage last night was the occasion for a happy reunion between him and Bob Richards, who were the official NAJAC musical team for so many years.

Delegates to NAJAC '77 will have the opportunity to enjoy Dennis' music at other assemblies this week.

Following Sunday night's sing-along, Richards took the stage to make a few comments on his long

career. "People have asked me if JA pay is encouraging," he said. "I don't think you can look at it from a monetary standpoint. It's been a joy to see young people grow up, start businesses and have a profitable life."

Concerning the satisfactions of a JA career, Richards said the experiences make him feel "like a billionaire".

Richards began as NAJAC song leader 25 years ago when a rained-out Conference meeting required a fill-in activity, and he says he's been "stuck with the job ever since".

Richards left his audience with a promise that "tomorrow night we'll have more fun". But for Bob Richards, the fun of being NAJAC song leader ends with this 34th National Conference.

Last night's first General Meeting also gave delegates the chance to meet their four Conference Officers, as well as Conference Director Hugh B. "Jim" Sweeny and Conference Chairman Joe Francomano.

Hail, Hail! The gang's all here

Once again, Achievers from across the country, and even from around the world, have come to Indiana University to attend the 34th National Junior Achievers Conference. The latest count placed 2,850 delegates on the IU campus where they will begin a week long symposium on business.

As usual, buses began rolling in yesterday from all over the nation. Weary, bedraggled delegates piled off the buses to face a period of registration, orientation, and long lines for lunch.

Along with sighs of relief and "Hey, remember me?" came many tales of travel, such as the one from the Florida delegation which found itself with a broken train engine. A 28-hour train ride stretched to 31-and-a-half, and according to delegate Rick Eggert, "There was nothing to do but sit in the boonies."

The Tennessee delegation was in stitches over an incident involving a male delegate's ripped jeans. It seems a young female adviser offered to sew the pants, which was fine except that she sewed his pants to his underwear.

The first delegate to arrive also came the farthest. Herbert Leddy traveled from Guam, halfway around the world, in order to attend the conference.

Toledo, Ohio proved to be the group with the largest number of delegates: they registered 80.

Delegates from Michigan and Indiana say they did not have transportation problems but did

experience troubles along the way. A bus full of delegates got lost at the wrong end of the IU campus, while the delegates from Richardson, Indiana found it strange that a usual two-hour drive took them a full five hours yesterday.

Many interesting things have also been reported on several other bus trips.

South Carolina thought it was funny when they found out they almost slept two hours. A pair of blue jeans hanging from a bus window also drew a few chuckles.

Dave Geiger, the honorary delegate from the Key Club was, at press time, the last delegate to register for the Conference.

The Minnesota delegation thinks that they may have set a world record by stuffing 11 people in a bus restroom.

One girl from St. Paul, when asked if anything interesting happened on her trip responded, "Yes, I found a new boyfriend."

At 2:00 a.m. Sunday, three girls from a Texas delegation filled their bus with musical notes from an old favorite—"99 bottles of beer on the wall". That incident was followed by a pillow fight.

Finally, Alabama says the initiation ceremonies of its new delegation club, the Alabama-H, was quite funny. What is so funny about Alabama-H, you ask? Any member of the Alabama delegation will be glad to show you.



After Joe Francomano, conference chairman, introduced the conference officers, President David Harris began the 34th NAJAC with a slap of the gavel.

NAJAC seminar and workshop locations are made available

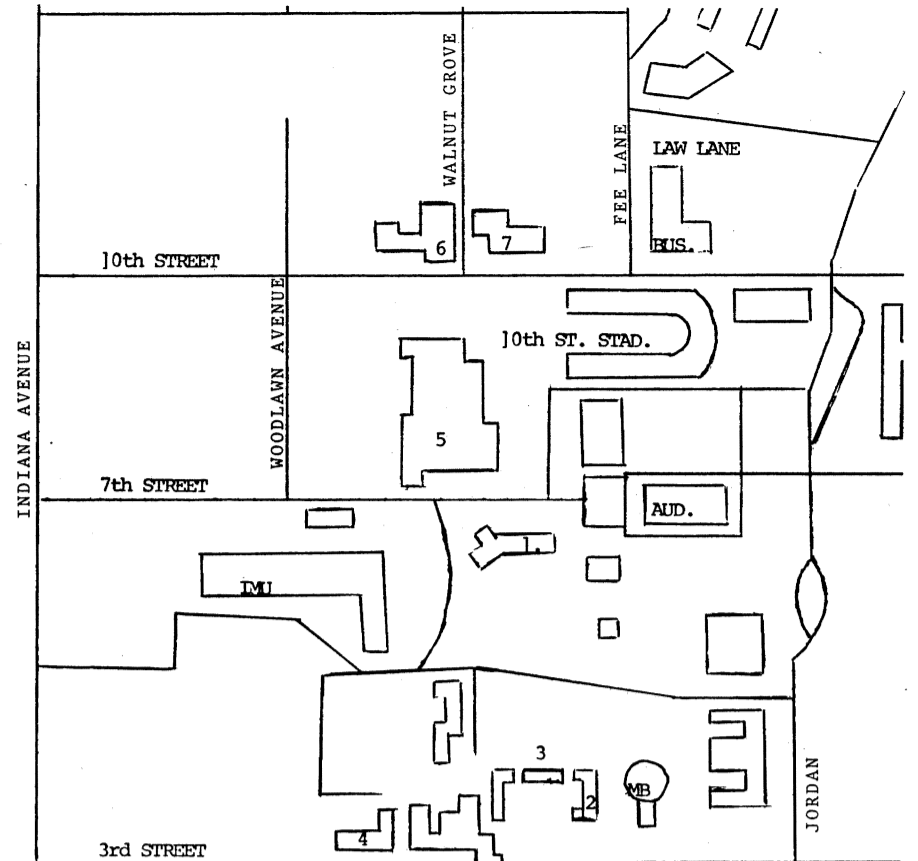
Workshops

Workshops are one day, two hour sessions on JA topics and Business topics. They will be Tuesday, Wednesday and Thursday (10 a.m. to 12 noon). Most workshops are given divisional priorities on each of the three days. For workshops designated "A" Division I has priority Tuesday, Division III has priority Wednesday, and Division II has priority Thursday. For workshops designated "B" Division II has priority Tuesday, Division I has priority Wednesday, and Division III has priority Thursday. For workshops designated "C" Division III has priority Tuesday, Division II has priority Wednesday, and Division I has priority Thursday.

IN ADDITION, THERE WILL BE A COMMUNICATIONS WORKSHOP TUESDAY, A SELLING WORKSHOP WEDNESDAY, AND AN OPERATING A JA COMPANY WORKSHOP THURSDAY. ALL THREE WILL BE HELD IN THE AUDITORIUM AND ARE OPEN TO ALL DIVISIONS.

WORKSHOPS

| TOPIC | LOCATION | MAP KEY | PRIORITIES |
|-----------------------|------------------|---------|------------|
| Banking | Woodburn | 014 | 1 A |
| Broadcasting | Woodburn | 111 | 1 A |
| Energy | Woodburn | 013 | 1 A |
| Executive Woman | Woodburn | 123 | 1 A |
| Investments | Woodburn | 115 | 1 A |
| Job Applications | Woodburn | 122 | 1 A |
| Marketing | Woodburn | 118 | 1 A |
| Advertising | Woodburn | 124 | 1 A |
| Partnership | Woodburn | 119 | 1 A |
| Public Speaking | Woodburn | 100 | 1 B |
| Star Power | Woodburn | 116 | 1 B |
| Starting a Business | Woodburn | 200 | 1 B |
| Tori | Woodburn | 101 | 1 B |
| College | Myers | 101 | 4 B |
| Products | Myers | 151 | 4 B |
| Government & Business | Geology | 125 | 6 C |
| Labor/Management | Geology | 143 | 6 C |
| Recruiting | Psychology | 101 | 7 C |
| Personnel | Health, PE, Rec. | 154 | 5 C |
| Service Companies | Health, PE, Rec. | 009 | 5 C |
| Consumerism | Morrison | 122 | 3 C |
| Selling | Morrison | 007 | 3 C |



Seminars

Seminars are three day, two hour sessions on JA topics and Business topics. They will be held Tuesday, Wednesday and Thursday (10 a.m. to 12 noon).

SEMINARS

| TOPIC | LOCATION | MAP KEY |
|---------------------------|----------|---------|
| American Business System | Sycamore | 108 2 |
| Banking | Sycamore | 022 2 |
| Broadcasting | Sycamore | 210 2 |
| Business Law "Mock Trial" | Sycamore | 002 2 |
| Communications | Sycamore | 004 2 |
| Consumerism | Woodburn | 020 1 |
| Energy | Woodburn | 121 1 |
| Executive Women | Woodburn | 112 1 |
| Government & Business | Sycamore | 103 2 |
| Government & Business | Geology | 125 6 |
| Investments | Sycamore | 003 2 |
| Marketing | Sycamore | 106 2 |
| Operating a JA Company | Morrison | 112 3 |
| Product | Sycamore | 105 2 |
| Recruiting | Sycamore | 200 2 |
| Selling | Sycamore | 006 2 |
| Service Companies | Woodburn | 119 1 |
| Starting a Business | Sycamore | 212 2 |

Arrivals are a two way street



A weary delegate cautiously steps off the bus on her way to the "best week of her life".



Security head Doc Pasqual glances questioningly toward the sky, hoping that the rain which greeted the early arrival of delegates would soon be over.



REGISTRATION TENT. The registration tent proved to be a busy site, as delegates from across the country arrived by the busload yesterday, to begin the 34th NAJAC.

Junior Achievement isn't only for superstars

Maybe you've read the story before. Former Achiever, former national officer of the year goes out and starts his own business, and is making XX quadrillion dollars a year by the age of twenty-three. Or else the story is about a former Achiever from a radio or television company who's an up-and-coming media superstar with a network position just around the bend.

This isn't that kind of story. This former Achiever sells men's clothing in Columbia, South Carolina, but he says he's found his Junior Achievement experience just as valuable and helpful to him as for the media superstar or the 23-year-old corporate exec.

Denny Brazell, the son of a carpet contractor, spent three years in the Columbia, SC JA program, winning his area's President of the Year contest and attending NAJAC in his final year. He credits JA with teaching him what he considers the most important aspect of sales, or any career, "selling yourself." "It helps you get along with people. You always get something from the program," Brazell believes, "either in personal satisfaction or in recognition. JA gives you a goal, puts it in your reach—but not so simply you can just pick it up."

Brazell found what he learned about administration in his Junior Achievement experience as a company president most valuable. "As an assistant manager at one store," Brazell explains, "my JA experience gave me an overview of what happened to something after it left my desk."

"It teaches leadership," Brazell feels, "and gives everyone a chance to find their leadership abilities. It

expands you, gives you the chance to see and try new things. Junior Achievement is one of the best things in the world." In fact, Brazell's major disappointment with his three years in JA stems from just that. "If I'd applied myself from the start," he now says somewhat ruefully, "and not waited until my senior year (in high school) I might've gone to NAJAC three times instead of once."

Brazell has found that one piece of advice from staff is really true, "putting Junior Achievement down as a reference on a job application," he says, "really is one of the best things you can do." Management at many firms realize, Brazell thinks, that graduates of Junior Achievement are "problem solvers, thinkers." Graduates of JA are also more likely, he feels, to understand "the importance of paperwork, no matter how dumb it seems."

Denny Brazell freely admits that 'learning the business of business' was not his primary goal when he first entered the Columbia JA program. "The only reason I joined," Brazell says, "was just to meet some different girls." He considers what he got from the program to be more than just entries in his little black book, however. "I didn't think they could teach me anything," was Brazell's initial impression of JA. "I was wrong," he says now. "It changed me," he explains, "from cocky to confident."

Brazell also was impressed by the fellow Achievers he met at regional conferences and at NAJAC. He feels that such gatherings "give you a chance to meet (the people) who'll be running the nation in our generation...especially at a big conference like NAJAC."



GENERAL SESSION. The beautiful Indiana University auditorium is used as the setting for the Achievers' general sessions.

JA snows Buffalo, New York

"Neither rain nor snow nor sleet nor dark of night shall stay these couriers from their appointed rounds."

That, supposedly, is the motto of the United States Postal Service, but Western New York, neither rain nor snow—not even 199.4 inches—could put them out of business.

A monster snowstorm hit the Buffalo area on January 24th. Forty-five mile an hour winds brought near-zero visibility and temperatures hovering around ten degrees below zero. Thousands were stranded in government buildings, office buildings, banks and department stores, and ten people were found dead in their cars. Schools were closed, all driving was banned, and Western New York was declared a disaster area by President Carter.

Nearly everything in and around

the city of Buffalo came to a standstill.

The future of 57 JA companies hung on the end of a telephone line, and holding that line was Western New York Program Director Michael P. Demske.

Demske kept the communication lines constantly open between advisers and Achievers. Despite the blizzard, Junior Achievement of Western New York survived.

"We encouraged advisers to call the Achievers to let them know they were still alive and not buried under a five-foot snowbank," said Demske.

The Blizzard of '77 definitely had an adverse effect on company meetings, but the 'Big One' was not the only problem the JA companies had to face.

"We were plagued by several different snowstorms, and not just the blizzard," Demske said. "We lost around seven full meeting nights before the blizzard, and then after the storm we were unable to hold meetings in most of our centers for another two weeks."

Wondering how they "ever got through the thing," Demske glanced through his calendar to find out just how many meetings were actually lost.

"Oh my gosh," exclaimed Demske, "we only met on Wednesday."

"We were closed the 10th and 11th of January. The next week, we had another snowstorm...the 17th, 18th and 19th...the whole week was gone! I couldn't pick up the Purchasing Managers' tests on the 24th, because there was no one at the Center."

"The following week, which was the first of February, we were closed the entire week. The trade fair was gone, too, due to snow."

The 21st of February was the first full week of meetings in six weeks. During part of these six weeks many Achievers used their time to reduce their inventories. A few companies managed to meet at their advisers' homes to go over records or dish out a few products.

Once the snow-clogged streets were cleared, the JA Center finally opened and, thanks to what Demske calls "cabin fever", the first full week of company meetings resulted in record attendance.

"The loss of meetings definitely had an effect, in that the Achievers returned energetic and eager to do something other than just sit around the house."

Demske claims the 'fever' gave many Achievers the impetus to work a bit harder. Most of the companies turned out to be a great success. Many had profits that were never expected.

Thinking back to the telephone conversations with Achievers during the Blizzard, Demske related a story about one company that wanted to raise enough money for a trip to Florida. "It wouldn't have been a bad idea to raise some money to send all the Achievers to Florida...that is, besides the staff. Maybe we could have set up a program on Daytona Beach. That," mused Demske, "would have been a great idea."



JUNIOR ACHIEVEMENT

Peddle your posters

National Junior Achievement is providing Achiever artists a unique opportunity to obtain local and national recognition through a JA poster contest. This is the first year for the contest, which is the idea of Mike Davison, executive vice president, JA of Dallas.

Contestants in the poster contest are asked to illustrate basic education topics. There are ten topics which include: annual report, capital, taxes, productivity, supply and demand, break-even point, profit, stockholders, competition, and business and society.

During the conference winning posters from each participating area are judged and a winner is selected in each category. Category winners will receive \$25. After category winners are selected the judges will select first, second, and third place overall winners. These winners will receive \$100, \$75, and \$50 respectively.

All entries will be kept by Junior Achievement Inc. for possible display and reproduction.

Posters are to be delivered to the Program Office in Briscoe "A" on Monday, August 8.

Rehearsal and preparation "make it happen"

Preparing for NAJAC is a busy time in any JA area. Dalia Gonzalez of Houston describes how her area gets ready for the week in Indiana:

Preparing for NAJAC is a very busy and exciting time in Houston. The delegation is selected towards the end of the program year from many of the outlying centers. It is a tough job and only the best are chosen. Once selected they gather for the first of many NAJAC preparation meetings.

The first meeting is conducted informally by the Achievers Association president in conjunction with the Junior Achievement staff in charge of NAJAC preparations. Since most of the delegation is comprised of students from different high schools and different JA centers of the surrounding areas, an introductory session is held. Each member stands and gives a short spiel on him or herself. They are asked to give their names, age, high school, JA activities, and any other information they wish to add. A break allowed the Achievers to become better acquainted. After the break former NAJACers try to summarize "the best week of your life" for the newcomers. Then there is a question and answer session immediately followed by a trip to the local ice cream parlor for some socializing.

The second meeting is more down to business. The delegates are now acquainted with each other and do not feel awkward about asking questions. The first half of the meeting is a complete rundown of the week's activities at NAJAC, including arrival procedures, registration, contests, meals, curfew, recreation, group meetings, Talent Night, President's Ball, and more. By the time the break arrives the delegates are full of questions. The break allows them to ask former NAJACers questions such as, "What kind of clothes should I bring for all the different occasions?", or "How much money should I bring?"

The second half of the meeting is a breakdown of the paraphernalia the delegation as a whole will take to NAJAC. Each proposal is voted on by the entire delegation, and the majority rules. The delegation decided on colored jackets, hats, and certificates.

The enthusiasm and zeal of the delegation is already building. This intensity grows with each passing meeting. And as usual, when the meeting comes to an end the fun travels over to the local ice cream parlor.

The meetings continue and the delegates are constantly briefed on what to expect in Indiana.

The countdown is finally over and the last meeting has arrived. A surprise is in store for the eager delegation. The Achievers are led outdoors to the parking lot. Together they look up in bewilderment at the leader standing on a raised sidewalk. He informs the crowd that there is one more thing they need to know before arriving in Indiana. "What, what?" they ask. They need to learn

the *GOOD OLE TEXAS SPIRIT RAISING SONGS*. Good singers, bad singers, alto and bass, one and all, they join together and, with joyous hearts and expanding lungs, they sing and sing and sing.

The Achievers' enthusiasm is highlighted throughout the meeting. Travel arrangements are run through once more for a final time. Then a question and answer period follows to make sure everything is in order. The delegation is ready. Indiana, here we come!

R.D.S. polishes speakers

• By Cindy Schoenhardt •

It was a cool October evening in New York City. The peak hour traffic jam was beginning to take root in mid-town Manhattan. But, just outside the gates of LaGuardia Airport, we, the 24 JA/Reader's Digest seminar delegates were boarding a bus that would take us on one of the most exciting and informative weekends of our lives.

We spent our first evening in the heart of the "Big Apple." We dined in

New York's Benihana of Tokyo restaurant and followed that with a drive through the streets of Manhattan to the Anta theater where we attended the fantastic Broadway play "Bubbling Brown Sugar." After the play it was back to the bus where we took a final riding tour of the city, and then we were on our way to Stamford, Connecticut and Junior Achievement National Headquarters.

The Seminar officially began Friday, October 29, when our group was addressed by National Program Director Hugh B. Sweeny and National JA President Richard Maxwell. Following this, we got back on the bus for a brief tour of the National JA Headquarters in Stamford. After the visit to the National Office, we headed for Pleasantville, New York, to visit the folks who sponsor our seminar — *The Reader's Digest*.

During our visit to the *Digest*, we had lunch with the editors of the magazine, toured the offices, and admired the famous *Reader's Digest* art collection.

By 5:00 p.m. that evening we were back in Connecticut, this time at the Harrison Inn Conference Center in Southbury. We spent that evening and the next day working on presentations. Some of our prepared speeches were videotaped for evaluation by the other members of the Seminar, and we also gave impromptu speeches and presentations in groups.

The speakers training sessions were led by members of the National JA staff, Research and Development Director Julie Hubbard, Program Assistant Ann Wells and Personnel and Training Director Bob Van Zandt. They spoke on "Planning a Speech," "JA Promotional Material" and "Knowing Your Audience." Also addressing the group were Graduate Achievers Chad Paul and Jean Guinee.

In essence, the *Reader's Digest* Seminar is designed to train its participants to represent JA to a variety of audiences in a variety of formats (speeches, convention booths, etc.). The Seminar is sponsored by DeWitt Wallace and *The Reader's Digest*, who provide the funds enabling high school seniors and college freshmen to attend the Seminar, and to travel to various speaking engagements afterwards.

The 24 participants are chosen from the JA national contest finalists, validated candidates for national JA office, and group and committee chairmen from the National Conference. So, if you fall into any of the aforementioned positions, you are eligible to apply for the *Reader's Digest* Seminar and be part of one of the most exciting experiences JA has to offer!

CBS exec receives grad award

Van Gordon Sauter, this year's recipient of the Distinguished Graduate Achiever Award has made a lot of progress in the world of business since his years as an Achiever in the Middletown, Ohio area.

Sauter, who is the vice president of program practices for the CBS television network has spent the past 18 years in the field of communications. He has achieved recognition not only as a broadcaster but also as a print journalist.

After graduating from Ohio University with a B.A. in English and from the University of Missouri School of Journalism with a M.A. Sauter began his career as a reporter for the New Bedford *Standard-Times*. In 1963 Sauter moved to Detroit where he became the first Vietnam correspondent for the *Detroit Free Press*. At the same time he worked as a Vietnam correspondent for *Knight Newspapers*.

After a short time as a general assignment and feature reporter for the *Chicago Daily News*, Sauter moved from the printed media to broadcasting by joining CBS as chief correspondent and manager of WBBM radio station in Chicago. As news director for the station, Sauter was responsible for developing WBBM's all-news format which is becoming increasingly popular among radio stations.

In early 1970 he was appointed executive producer of special events for CBS News Radio. While working in this capacity Sauter was responsible for all CBS News public affairs programming on the CBS Radio Network, including the 1970 and 1972 election coverage. Following the 1972 election Sauter assumed the position of news director for WBBM-TV in Chicago. Later he moved into the job of anchorman for WBBM's "Five O'Clock Report".

Sauter's next job assignment took him to France where he headed the CBS News Bureau in Paris. Sauter was chief of the Paris division until July of 1976 when he was appointed to his present position.

Two of Sauter's other achievements include two books, *Nightmare in Detroit: A Rebellion and Its*



Van G. Sauter

Victims, an investigative report of the Detroit riots, and *Fabled Land/Timeless River*, a photo-text of the Mississippi River. He has also written numerous articles and book reviews and has served as contributing editor for *Chicago* magazine.

Sauter remembers how he became involved with JA as a teenager: "We had a group of guys who did just about everything together. We all joined JA at the same time because one of our fathers was an adviser. It was a great experience for all of us, because it was the first time that we had to work together as a team in order to achieve specific goals. Talk about learning self-discipline in a hurry!"

Although Sauter has come a long way since his years as an Achiever he still has an active role in Junior Achievement as a member of the communications committee of the National JA Board.

Sauter was scheduled to accept his award tonight at the General Meeting but due to conflicts which resulted from his work at CBS he will be unable to be present.

Don O'Brien, vice president, program practices, CBS News-New York will accept the award for Sauter.

