



The Jackson, Mich. delegation arrives in style on the Big Mac bus.



New arrival ponders registration as thousands arrived on Sunday.



The Achiever



News of the 35th National Junior Achievers Conference

Monday, August 7, 1978

Big Mac and CIA attack NAJAC

An appearance by the CIA was one of the many happenings which marked the beginning of this year's NAJAC. No, the well-known government agency did not show up for the week, but the Central Indiana Achievers did arrive — prepared for a

week of fun and excitement.

Many other delegations had excitement even before they reached the Conference. Delegates from Jackson, Michigan arrived in style on a "Big Mac" bus which is owned and operated by McDonald's. The

bus, equipped with a quadraphonic stereo system, closed circuit television, private bar, and both 8-track and regular cassette players, is one of a 26 bus fleet used by McDonald's for service purposes. Each bus costs over \$200,000. The fortunate delegates all agreed that their seven-hour trip, broken by only two stops (one at McDonald's for breakfast and one at McDonald's for lunch) was both pleasant and exciting.

Delegates from Birmingham and Mobile, Alabama had an exciting, although far from pleasant, trip. At 5:30 a.m. their bus developed engine trouble just outside Horse Cave, Kentucky. By 10:30 that morning the delegates found themselves on a new bus on their way to Bloomington.

Although many of the Alabama delegates probably wished they had never seen their ill-fated bus, two delegates from Washington State were desperately hoping they'd find some way to get to the Conference. After missing their original flight, the two attempted to follow their delegation on the next flight. One of the delegates got on the plane while the

other missed his second flight. His third attempt at reaching Bloomington was more successful, and after a night in O'Hare Airport in Chicago, the Edmonds, Washington Achiever was reunited with his delegation.

Those travelling with the Houston delegation found that a surprise raid they planned was more of a surprise than they had expected. During one stop the delegates on Bus "B" decided to rush out of their vehicle and surprise their companions on Bus "A". The raid would have probably been a great success for the attackers, if one girl hadn't lost a valuable ring. The loss resulted in a thorough 45-minute search that proved unsuccessful. The story does end happily — two hours later the delegates discovered that the ring had been stuck to someone's shoe and had been brought safely back on the bus.

Despite the fact that the first bus to arrive Sunday morning was #13, the day promised to be lucky. All arrived safely and eagerly prepared to make the 35th NAJAC a week to remember.

Fervor runs high as Conference opens

"Welcome to the best week of your life!" said Joe Francomano, JA's national executive vice president, in his opening remarks to the delegates of the 35th annual National Junior Achievers Conference.

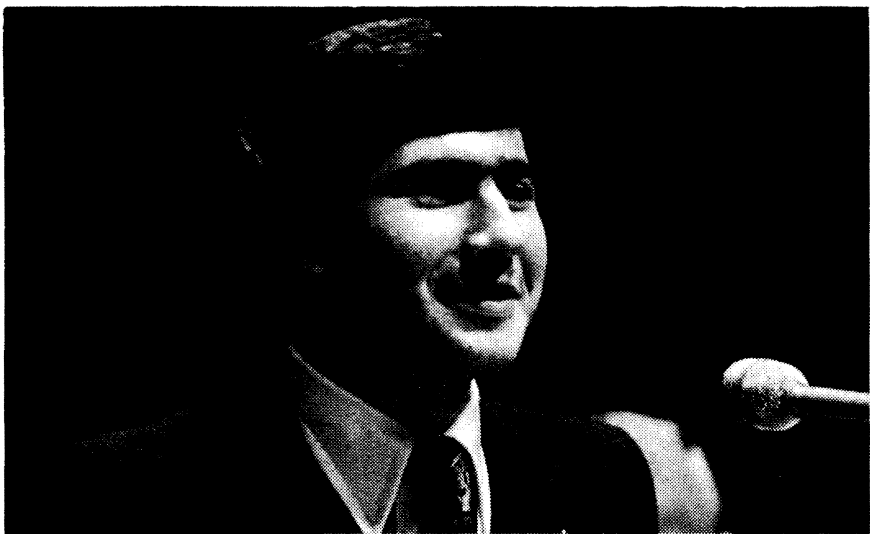
"Just like the Statue of Liberty, the NAJAC Conference staff greeted the arriving delegates, and some of you sure looked tired, sure looked wretched, and sure looked poor . . . but frankly, Miss Liberty never gave a warmer welcome than you're going to get this week at NAJAC 1978."

Francomano noted that Achiever enthusiasm was a key to the success of the Conference and, almost as if cued, the 2800 delegates showed him the enthusiasm that is unique to

NAJAC. Francomano also noted that NAJAC was "the largest single gathering of positive minded teenagers in the world."

Stuart Baum, conference president, stressed the need for communication between the officers and the delegates in order to make the Conference more meaningful. He also stated that the officers will try to see as many delegates as possible in an effort to obtain Achiever feedback on Conference activities.

"To make your experience better, the Conference officers want to make themselves available to you, but you'll have to bear with us," Baum said. "It may take us a few days to learn all your names."



Conference President Stuart Baum opens last night's general session.

Teens win grants

The highlight of the Future Unlimited Awards Banquet each year for Junior Achievement of Greater Atlanta is the presentation of scholarships. This past May over \$24,000 in grants were awarded. Atlanta's JA scholarship program is the second largest in the nation. The largest is in Toledo, Ohio, where \$50,000 is awarded each year.

The scholarships are aiding many young people, who have been successful in JA, prepare for their future. One such recipient of a four year scholarship to Georgia Tech is Robert Crabb, who says, "This JA scholarship will allow me to study Industrial Management so that I will be better prepared to go to work.

Junior Achievement has taught me that a manager must really know what he is doing to be effective."

It was only four years ago that Atlanta was awarding a small fraction of what it now gives. The increases have been due mainly to the efforts of Alan E. Thomas, vice president of Southern Bell and chairman of the scholarship committee of the Atlanta JA Board of Directors. Thomas became chairman in mid-1974 after JA of Greater Atlanta had presented \$2,500 to only a handful of Achievers.

One of Thomas' first contacts was with Claude Grizzard, a former President of JA of Atlanta. Thomas

(continued on page 3)

Jobs concern Florida girl

There are over 123,000 Floridians between the ages of 16 and 24 who are unemployed this summer. This is nearly double the general jobless rate for all age groups in the state.

Kelly Corrigan, an 18-year-old Achiever from Jacksonville, is doing something about this high unemployment rate.

As Florida Gov. Reubin Askew's special emissary for the Young Adult Employment Program (YAEP), Miss Corrigan encourages private-sector businessmen to hire young people. She has spoken throughout the state before civic groups and made radio and television appearances in over 17 Florida cities.

"I ask employers to give us a chance," said Miss Corrigan. "Let young people demonstrate the kind of good work they can do."

But businessmen are hesitant to hire young adults because they are unwilling to pay the minimum wage

of \$2.65 an hour to untrained employees, according to Miss Corrigan. She also said employers sometimes stereotype young people as being lazy and uncaring.

"The program tries to show employers that all kids aren't like this," said Miss Corrigan, explaining one aspect of YAEP.

During her presentations, Miss Corrigan tells businessmen that although teenagers lack experience, they do possess three advantages she calls the three E's — eagerness, enthusiasm and energy.

"Eagerness to work for the employer and contribute to his company."

"Enthusiasm that will supplant their lack of experience."

"Energy to follow through and do a quality job."

Miss Corrigan also offered tips for young job hunters.

"Appearance is most important,

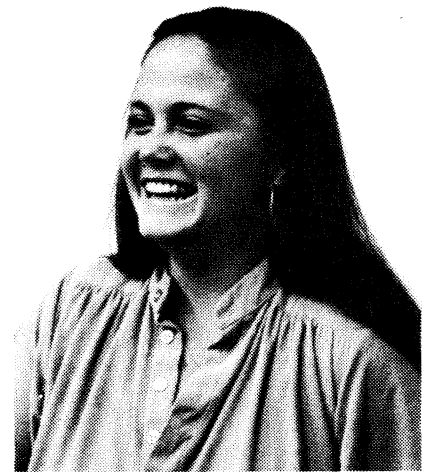
so people should dress well for an interview," said Miss Corrigan. "A positive attitude toward the job is essential too."

The four-year Achiever was nominated for the job by the Jacksonville Achievers Association because of her outstanding qualifications. She has won the local Speaker of the Year Contest three times, has participated in both the Dale Carnegie course in Human Relations and Effective Speaking and the Toastmaster's Youth Leadership Program. She also served as a JA company president for three years.

"I am representing the governor and whatever I say is reflected on him," said Miss Corrigan.

The Department of Commerce provided Miss Corrigan with a travel coordinator to help with the program.

The four-month position will end in August. Miss Corrigan plans to



Kelly Corrigan

attend Florida Junior College in Jacksonville. Next fall she will enroll in Florida State University's School of Business. Eventually she hopes to own a business.

Referring to the program, Miss Corrigan said, "It was an experience in itself. I've learned that there are a lot of people out there who really want to help young people find jobs."

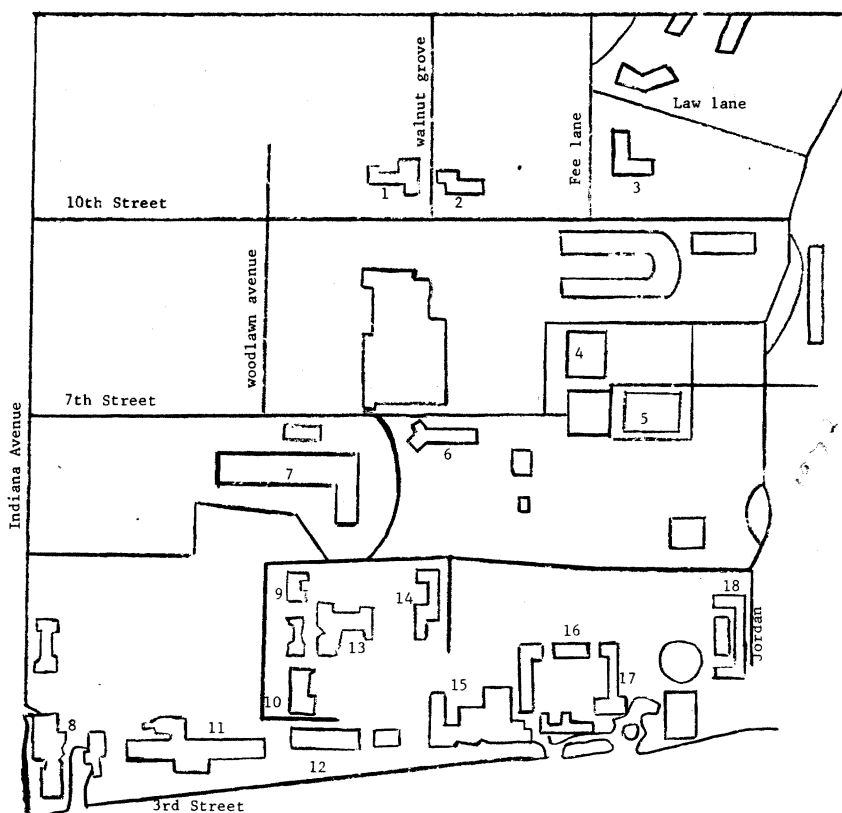
Workshop locations listed

PRODUCTS — LAW RM. 103 (8)* The JA product — what makes a good one? a poor one? How can a product be improved? The product workshop will deal with the successful researching, development, and marketing of a JA product. Helpful tips and common mistakes in product choice will be looked at as well as many product ideas, new and old. **SELLING — STATE ROOM EAST (IN THE STUDENT UNION) (7)** If there were a way that you could have all that you wanted in this world, you would be interested, wouldn't you? The Selling Workshop will cover how to sell yourself, develop self-confidence and strengthen your communication skills. It is designed to be light and humorous, but at the same time, very informative and re-

warding. It also promises to eliminate all your inhibitions and give you the wherewithal to be a very positive individual in your future. **OPERATING A JA COMPANY — BALLANTINE RM. 240 (14)** Discussion will take place on how members, customers and products communicate visually, verbally and physically. A firm titled "You Pack Your Own Chute" will be viewed and related to the operation of a company. Achievers will be made aware of the causes of failure and success. Achievers will also discuss self-motivation and/or "If life is a bowl of cherries, how come I'm in the pits." **COLLEGE — WHITTENBERGER AUDITORIUM (IN STUDENT UNION) (7)** This workshop will consist of general background information for those who are interested in attending college. Admission requirements and procedures will be discussed. Various types of financial aid, as well as where to apply for it will be included. Campus life and activities, where to find help when you need it and other aspects of college life will be included. **BANKING — WYLIE RM. 306 (9)** The Banking Workshop will focus on both "real-world" banking and Junior Achievement banking. Real-world banking will look at the role of banks in our national economy, governmental regulations of banks and current issues in banking. The discussion of Junior Achievement banking will concentrate on an examination of the Junior Achievement bank, its structure, operation and relationship with the rest of the program. Culmination of the workshop will be a simulation exercise where Achievers can share and explore new ideas about bank management. **PARTNERSHIP — BALLANTINE RM. 242 (14)** The partnership workshop will compare the advantages and disadvantages of partnership, proprietorship and corporate types of business. We will discuss problems in Junior Achievement company partnerships and see a film entitled, "The Day Business Stood Still." **MARKETING — EDUCATION RM. 110 (18)** How to market your product or service. Different methods of marketing will be discussed along with instruction on how to apply them in your JA company. **ACHIEVER MAGAZINE IDEAS WORKSHOP — GEOLOGY RM. 447 (1)** This fall there will be a brand new magazine published for Achievers around the country. Its editor, Valerie Berger, wants to know the kind of features and columns you'd like to see in a Junior Achievement magazine, and she's holding workshops on Tuesday, Wednesday and Thursday morning to hear your views. You'll do some talking and some writing too — and you could wind up being featured in the first issue! Please bring with you the copy of DATELINE magazine you got at registration. **SERVICE COMPANIES — BALLANTINE RM. 305 (14)** Service Company Workshop participants will discuss all JA service company possibilities and share knowledge of personal experiences. We will also try to make suggestions how service company manuals can be improved and what new ones may be implemented. **TORI — BALLANTINE RM. 003 (14)** TORI stands for Trust, Openness, Responsibility and Integrity. It is a sensitivity workshop aimed at developing positive interaction among human beings. **COMMUNICATIONS WORKSHOP — BALLANTINE RM. 204 (14)** Communications will be discussed as the most important part of life and JA. Communication within JA between Achievers and the public will be explored. **STARTING YOUR OWN BUSINESS WORKSHOP — MORRISON RM. 007 (16)** Find out how to go about starting your own business. The opportunities, requirements and procedures for starting a business of your own will be discussed. **CONSUMERISM WORKSHOP — GEOLOGY RM. 126 (1)** Consumerism is a word in the public eye every day. A look will be taken at consumerism from the point of view of business and from the consumer's viewpoint. **PUBLIC SPEAKING - CHEMISTRY RM. 122 (13)** The Public Speaking Workshop is conducted by Dale Carnegie and Associates. This workshop is designed to aid Achievers in basic public speaking skills and show how a JA Speakers Corps will aid the local Achievers Association and JA area. **LEADERSHIP — SWAIN WEST RM. 007 (11)** Ever wonder what it takes to be a good leader? Here is the place to find some ideas. The role of a leader and how to be an effective leader in and out of JA are two topics that will be analyzed. **STARPOWER — GEOLOGY RM. 143 (1)** How many times did you wonder last year — "How do I motivate our company members to do a better job?" Starpower is an experience in motivation and group dynamics. **APPLYING FOR A JOB — EDUCATION RM. 324 (18)** How to get a job is what everybody wants and needs to know. The range of topics flows from how to go about filling out an application to how to dress. **EXECUTIVE WOMAN — BALLANTINE RM. 142 (14)** The role of the Executive Woman in today's business world and the pressures and rewards for the Executive Woman are the topics of this workshop.

Seminar locations made available

Seminar	Location	Map Key
Communications	Ballantine 208	14
Operating a JA Company	Ballantine 340	14
Recruiting	Ballantine 149	14
Service Companies	Lindley 202	10
Selling	Lindley 203	10
Broadcasting	Lindley 115	10
Starting Your Own Business	Ballantine 206	14
Stock Market/Investments	Lindley 215	10
Women in Business	Rawles 304	12
Business and Government	Ballantine 005	14
Banking	Ballantine 247	14
Consumerism	Ballantine 319	14
Applying for a Job	Georgian Room (in Student Union)	7
Marketplace	Ballantine 144	14
Executive Woman	Ballantine 244	14
Marketing	Lindley 316	10
Free Enterprise	Ballantine 209	14
Mock Trial	Stateroom West (in Student Union)	14
Engineering in Business	Ballantine 146	7
Public Speaking	Ballantine 208	14



*The number in the parenthesis indicates where the building can be found on the map.

Atlanta grants program is no. 2 in nation

(continued from page 1)

asked Grizzard if he knew of any groups who awarded scholarships. Grizzard's response was that a number of individuals at his church had organized a group to award scholarships called HANDS for Help a Needy Deserving Student. They decided to award a grant to an Achiever who would be attending Georgia State University. The scholarship would have a minimum value of \$2,400. Since 1975 they have awarded four such scholarships.

Kelly Mosley of the John and Mary Franklin Foundation presented the two \$1,000 scholarships at the Awards Banquet and was so impressed with the two recipients he soon after contacted Alan Thomas to announce that they would, over the three years that followed, donate \$30,000. They have recently agreed to continue supporting the JA scholarship program with at least \$10,000 each year.

A graduate of Georgia Tech, who has always insisted on remaining anonymous, agreed to give a full four

year scholarship valued at \$3,200 to a graduating Achiever who would be going to Tech. His first scholarship was presented in 1976. There are now three students at Georgia Tech on this JA scholarship. With this Tech scholarship and the new increase in the Franklin Foundation grant, over \$20,000 in scholarships were awarded in 1976.

The largest scholarship JA of Greater Atlanta has ever awarded was given that year to Bennett Kupperman in the amount of \$4,000, a part of the Franklin Foundation grant. Bennett is now in his third year at Georgia State University. That first Georgia Tech scholarship was presented to Patrice Perkins, who is now in her third year there. Patrice says, "I am studying Industrial Management, because I would like to get a job as a manager of a production assembly line, an interest I developed in JA."

Each year between seventy and eighty seniors in the Atlanta JA program apply for scholarships. Accom-



Why are these people smiling? They were among twenty-nine Achievers in the Atlanta JA program who received over \$24,000 in scholarships at the annual Future Unlimited Awards Banquet on May 4, 1978.

panying their application must be statements from their high school counselor, their JA adviser and their manager. The scholarship committee of the JA Board of Directors makes the final decisions based equally on Junior Achievement and scholastic accomplishments. The winners are announced at the Future Unlimited Awards Banquet each May, resulting

in the same tension and excitement that goes with the Academy Awards.

Last May twenty-nine individual Achievers received scholarships. The grants have now increased to more than \$24,000, which is the amount awarded in 1978. Alan Thomas is not satisfied, however — his goal is \$50,000.

'78 NAA officers report

Fellow Achievers,

NAJAC '78 is finally a reality. Welcome! After spending the past months working hard for your companies and for your Achievers Associations, the moment we've all been waiting for has arrived. It's been a great year, and we look to NAJAC as an exciting way to finish it off. But is NAJAC really the end? Or is it actually a whole new beginning?

For the 1977-78 NAA officers and regional coordinators, the beginning was at NAJAC '77. After our election, we spent several challenging weeks getting oriented to our new structure and preparing our project ideas, but the energy was really turned on when the officers met in October. At that meeting, we presented our ideas, divided our responsibilities, and set firm goals for our year: Communication that is efficient and effective, cooperation between NAA officers, motivation of areas to develop and begin Associations, participation in local, sectional, and regional conferences, and education of JA staff and Achievers as to the importance and the benefits of

having Achievers Associations.

Since that meeting, all officers have been active doing their share. Jim, the NAA Chairman, has made presentations and hosted a workshop at the Region Three JAMCO in Chicago, and at area conferences in Milwaukee and St. Paul. He also participated in activities in JA in Minneapolis and Rockford, Ill. as well as representing the NAA at the American Academy of Achievement in Owensboro, Ky. Kevin, the Vice Chairman, gave speeches and seminars at the Region Two JAMCO, and at a Chicago area conference. He also held a meeting with the Region Two coordinators. Linda, the Secretary, had speaking engagements at COJAC, in Estes Park, Colorado, and made appearances at JA in Springfield and San Francisco. Andrew, the Program Chairman, was a guest at the Region One JA Conference and also participated in programs in Allentown, Pa. and Springfield, Mo. Shelley, the Development Chairman, took an active role in speaking and training seminars in Fort Worth, as well as aiding in the development of three new Associations in Region Five. All in all, the NAA officers have made over 15

presentations at local, sectional, and regional JA conferences, and helped start seven new Achievers Associations.

In addition to gains in motivation, participation, and education, much effort has been put into our goals of communication and cooperation. We have worked to propose permanent regional coordinator subregions and have classified the Achievers Association status of every area as a means of measuring our growth in communication effectiveness. We have a communication guide for regional coordinators and are updating the NAA bylaws.

Organizational guides for Achievers Associations have also been prepared. The new Association guide on writing an annual report gives tips for what to include. An Achievers Association Self-Evaluation Guide is a new booklet which Associations can use to help them identify their strengths and problems.

New communications aids include an Achievers Association directory to be published at the end of the conference along with correspondence suggestions to NAA Council representatives. We have also worked on the Project Sourcebook,

an endeavor entailing an organized system of collecting project descriptions from Achievers Associations to be used first as a correspondence tool for NAA officers and later to be put in booklet form for Associations to use as a source for project ideas.

This past year has been a full and rewarding one for all of the NAA officers. Now that it is almost over, we don't look at NAJAC '78 as the end, but we see this finish of our work in communications and our projects as one more new beginning for increased involvement by you Achievers, for success in your associations and more building, growing and strengthening of the NAA.

We thank all of you for helping make our year fulfilling and wish you the best of luck and much success both during and after your new beginning at NAJAC '78!

Best wishes,

Jim Andreoni, Chairman
Kevin Mead, Vice Chairman
Linda Weber, Secretary
Shelley Tucker, Development Chairman
Andrew Rome, Program Chairman

Pen-pals offered

Want to share your NAJAC friendships throughout the year? At the suggestion of the Conference officers, NAJAC now has its very own pen pal program.

The program has been designed to help delegates make new friends and learn about JA operations in different geographical areas.

Your PEN PAL APPLICATION form is being distributed at lunch today. If you missed your copy, pick one up at dinner this evening. A "Business Buddy" friendship is a great way to relive your NAJAC experiences.



Continuing a long NAJAC tradition, Achievers flock to the Coke tent for a refreshing drink.

Achiever Expression

JA MEASURES UP

The time and effort spent in Junior Achievement makes the difference between a person with experience and a person with no experience.

With JA experience, Achievers are better qualified to meet job requirements. They measure up to the needs of today's employers just as products must meet the demands of consumers.

Attractiveness may sound like a term used to describe a supermarket display but in fact typifies the business personality and the self-confidence of an Achiever. Those qualities are gained through first hand experience in making decisions on company operations.

Achievers are the enthusiastic,

creative and competitive breed that will become tomorrow's world leaders. They are able to take on the challenges of the future. Their decisive selling factor is their ability to communicate their thoughts and ideals to others.

It's a pretty package all ready to be used at a moment's notice. But more than that, it is our personal identity to wear the name of Junior Achievement, not merely as a label, but as a symbol of ourselves and much of what we stand for.

JA does measure up to the future and the NAJAC delegates below tell how it measures up for them.

"The experiences with JA will help me measure up to my future."
FRANK MOSCOW - Portland, Oregon

"The people who are here will be running the country someday, and JA prepares these people for the future."

MARIE HILL - Brevard, N.C.

"JA will be a means of business education today as well as in the future."

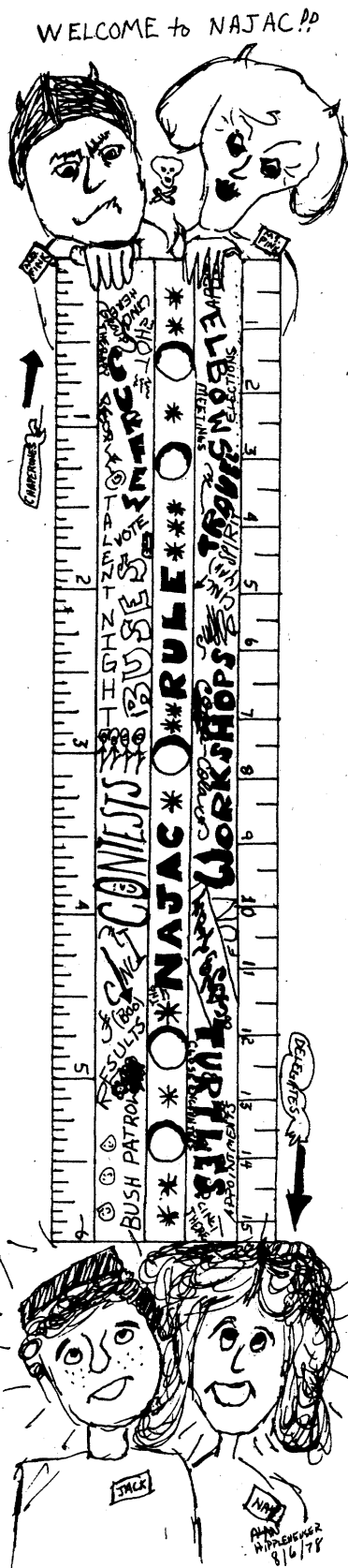
JOHN MALONE - Atlanta, Georgia

"It will help me in the future when I get into a business career and give me a better understanding of free enterprise."

RAY JOHNSON - Lincoln, Nebraska

"It shows that right now we're just working on a small scale, but to us it's important. Someday we will make use of the skills that Junior Achievement is teaching us."

ROB GARCAS - Pittsburgh, Pa.



information



The Disco Committee will meet at 4:30 p.m. Monday in the McNutt Flame Room.

The Dance Committee will meet at 4:30 p.m. Monday in the McNutt Flame Room.

The Public Relations Committee will meet at 4:00 p.m. Monday in Briscoe "A" Lounge.

The Passionate Purple Road Runners of South Central Connecticut invite anyone to join the flock. See any purple-jacketed Road Runner for details.

Jeff Byas of St. Louis, Mo. and Laurie Gardiner of Charlotte, N.C., meet Anne Sobol of Framingham, Ma. at the McNutt flagpole Monday at 1:00 p.m.

Group Counselor Lisa Schmunk spent her birthday on the bus from Fort Lauderdale. She celebrated once before crossing the time zone line, once after.

Group #38 from NAJAC '77 will meet again to talk over old times at 5:15 p.m. Monday at the McNutt flagpole because #38 is really great, say: "000-AH-000-AH!"

Natalie and Pam of the Houston delegation found a really unique place to wash their hair on our 26 hour trip, McDonald's Ladies Room in Memphis, Tennessee. They managed to hold up two buses at midnight on Saturday because of their dirty hair.

Congratulations to Steve Black for not losing anything except his airline ticket, at least so far.

Group Chairmen will receive nomination forms for the Fourth Annual Sooper Dooper Pink Fink Contest today. Each group may nominate only one male and one female, and must turn their nomination in to the PR office in Briscoe A no later than 7:00PM Wednesday.

Here's how the competition is shaping up. As of 8:30 p.m. Election Committee reported the following totals:

Office	# registered
PRESIDENT	30
VICE PRESIDENT	38
NAA CHAIRMAN	24
SECRETARY	23
REG. COORD.	25

As far as other contests go the tally as of 7:00 p.m. was:

Contest	# registered
PRESIDENT	132
PRODUCTION	110
MARKETING	117
TREASURER	119
PERSONNEL	101
SECRETARY	105
PURCHASING	39
SAFETY	58
QUALITY	35
SPEAKER	87
TALENT	116

ACHIEVER EXPRESSION STAFF

Nicki Brown, Wendell Ching, Donna Gill, Alan Hippleheuser, Shelia Jones, Karen Lampe, Amy McDaniel, John Turner, Lyle Van Lannen