

## DATELINE



Junior Achievement®  
I N T E R N A T I O N A L

October-December 2001

## ETHICS IN FOCUS

### Templeton Grant Puts Ethics in Spotlight

*"It is not enough merely to possess virtue, as if it were an art; it should be practiced."*

—Marcus Tullius Cicero

Indeed, the words of Cicero ring as true today in the 21st century as when he wrote them in Ancient Rome.

It is one thing to possess and discuss ethics, but entirely another to practice ethics ... something the renowned international investor Sir John Templeton knows well. That is why his foundation has given JAI a challenge grant worth \$383,000 to launch a worldwide Global Business Ethics Program.

"As more business alliances between countries and cultures grow we need to ensure that sound ethical business practices are implemented and followed," said Paul Ostergard, JAI's president and CEO. "And thanks to the Templeton Foundation,

The Templeton Foundation has graciously given JAI a funding commitment of \$383,000, which will cover half the cost of the worldwide Global Business Ethics Program. The foundation has issued a challenge to other organizations to provide the other \$383,000. Those companies or individuals interested in learning more about this matching program should contact Marsha McMillan, JAI at 719-540-2276 or email: MmcMillan@jaintl.org.

JAI will now be able to do that as never before."

The program's primary goal is to help young people understand how to make conscientious, ethical business decisions and help them realize their responsibilities to communities and global society as a whole.

"Ethics is a fundamental and essential ingredient of business and this partnership will no doubt add much to what we impart to our students," said Ostergard.

Once partners are found to match the Templeton challenge, program development will begin. The program, expected to begin in classrooms during 2002, will be web-based and will include classroom volunteers who can share their own ethics-related business experiences.

"We felt strongly that JAI not veer from its tradition of having role models in the classroom, especially with this program because real life examples can only strengthen lessons on ethics," said Sam Taylor, JAI chief operations officer. "Letting students interact with business leaders will help guide and reinforce ethical behavior and the relationship between actions and consequences."

The Templeton Foundation recently sponsored a "Laws of Life" essay competition for Junior Achievement students in Russia.



Global Business Ethics will feature an annual Global Ethics Competition. Students will resolve case studies of ethical business dilemmas that correlate to specific maxims to test their integrity and build character.

Competitions will take place via the Internet with local, state, country and world rounds held. Students from different countries will be paired to solve the dilemmas.

"We wanted to pair students from different cultures so they can discuss cross border issues," said Taylor.

The curriculum targets the teenage market and runs 10 to 12 weeks with lesson plans that cover core values of ethical business behavior. The lessons will also include morals, integrity, virtue and respect for others. Students will both write and discuss how they would handle situations involving ethics.

"As students go through the course, they will be able to identify core values more quickly and learn how to apply them in business situations," said Ostergard.

In the final lesson, students will create their own maxim, write a business dilemma

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## FedEx Delivers Generous Gift to JAI

FedEx Express delivered a special package to JAI and 31 of its Member Nations in July with the announcement of a non-revenue account for JAI. This in-kind gift will allow the organization to ship educational materials to many countries at no cost to JAI, allowing Member Nations to take advantage of substantial freight savings, freeing up that money for other educational tools needed in their programs.

Executive Vice President, International, for FedEx Express and JA International Board Member, Michael L. Ducker, helped secure the donation.

"This is a tremendous contribution that will help reduce the bottom line for our operating expenses," said Sam Taylor, JAI chief operating officer.

Taylor said it is a "significant gift" for JAI headquarters and regional operations centers.

"Thanks to our unparalleled FedEx Express global network, we are in a unique position to support JAI's education efforts around the world," said Ducker. "On a personal level, I am proud that through this in-kind contribution, FedEx will facilitate these critically impor-

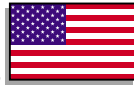


tant education programs around the world quickly and reliably – at no cost to JAI."

JAI thanks FedEx and welcomes the worldwide leader in express transportation as a proud sponsor of Junior Achievement International – working together to deliver tomorrow's international business leaders ... today!

### Ireland & U.S.A.

Ireland and the U.S.A. teamed up earlier this year to participate in the GLOBE (Global Learning of the Business Enterprise) program. Ireland sent one teacher and six students and Northern Ireland sent two teachers and six students to Denver, Colorado. The U.S. sent six students,



Showing their enthusiasm for the GLOBE program are Heather Montgomery, an Irish student; Dr. Sean Farren, minister for further and higher education in Ireland; and Kylene Vigil, a U.S. high school student. The photo was taken outside the Northern Ireland Parliament in Belfast.

a teacher and a classroom consultant from Denver to the two countries. GLOBE is designed to help students grasp international trade first-hand as they form joint ventures with students from another country. GLOBE topics include trade agreements, favored nation status, exchange rates, trade barriers, dumping, trademarks, patents, copyrights, letters of credit and joint venturing. ▲

### Bahamas

A JA Company in the Bahamas made more than \$22,000 selling a booklet about preparing for Y2K. The students produced the 18-page book as part of their JA Company Program. The students also sold advertising for the booklet to several companies to help underwrite their costs. "This is a perfect example of students finding an opportunity within a problem and doing something positive about it," said Lionel Elliott, executive director with JA in the Bahamas. ▲



This is the cover of the Y2K booklet JAI students in the Bahamas created as part of JA's Company Program. The students made \$22,000 selling it.

### Francophone

The president and first lady of Cote d'Ivoire held a luncheon in their residence for the executive members of the National Council of Employers of Cote d'Ivoire and the top 15 patrons of JA Francophone Africa's Enterprise Club. ▲



Students that won the best company of the year award in Cote d'Ivoire displaying their products.

### Central and Eastern Europe

Fifty-three students from 15 countries attended JA Central and Eastern Europe's (JA CEE) third annual student conference in Zlin, Czech Republic in July. During the five-day conference, students built on their JAI classroom experiences through economics seminars, career development activities, workshops, corporate tours and interaction with business leaders. One of those leaders was Thomas J. Bata, honorary chairman of the Bata Shoe Organization and JA International board member. One student commented, "This was the most exciting experience of my life."

JAI opened two regional centers this year as part of its efforts to reach more students. They're listed here with the contact personnel:

- Europe, Caroline Jenner, [jai.europe@skynet.be](mailto:jai.europe@skynet.be)
- Middle East, Ibrahim Osta, [ibrahim\\_osta@hotmail.com](mailto:ibrahim_osta@hotmail.com)

### JAI Welcomes new Member Nations:

-  British Virgin Islands, Nadine Battle, [bviccha@surfbvi.com](mailto:bviccha@surfbvi.com)
-  Guam, John Calvo, [jcalvo@ids21.com](mailto:jcalvo@ids21.com)
-  Uganda, Elizabeth Tamale, [elizabeth.tamale@ug.pwcglobal.com](mailto:elizabeth.tamale@ug.pwcglobal.com) ▲

### Moscow YEE Trade Fair

JA Russia hosted the Young Enterprise Europe 12th Company Competition finals in August for the first time in the history of Junior Achievement/Young Enterprise. In his address to the participants, president of the Russian Federation, Vladimir Putin,



wished students good health, luck and new achievements. Since March of 2001, 20 member countries of Young Enterprise Europe held national competitions that culminated in August with student companies' top managers, their teachers and

advisors representing their national organizations and countries at the finals. The competition included companies' written reports, a trade fair, panel interviews with judges and final presentations. Participating countries were Austria, Belgium, Denmark, Estonia, Finland,

France, Germany, Hungary, Ireland, Israel, Italy, Latvia, Malta, Netherlands, Norway, Poland, Russia, Sweden, Switzerland and United Kingdom. All competed for the title of the "Best Overall Company of the Year 2001." Ireland won, Sweden took second and Switzerland came in third. ▲

### Ethics/Templeton Grant Story *continued from page 1*

that relates to it and then define the core values that apply to the maxim. It's expected that this exercise will help JAI evaluate what the students gained from the course.

The John Templeton Foundation was established in 1987 by Sir John Templeton, to encourage a fresh appreciation of the critical importance—for all peoples and cultures—of the moral and spiritual dimensions of life. The foundation believes that such efforts can

have an enduring significance for helping make the world's future more peaceful.

The foundation encourages institutions of learning to incorporate training towards excellence in character in their efforts to prepare the next generation for service. It also encourages growth in appreciating the potential of free societies and promotes understanding of the significant responsibilities associated with freedom.

The foundation currently funds more than 150 projects, studies, award programs and publications worldwide.

John M. Templeton, Jr., M.D., Sir John's son, said his father is honored to be able to pass on these core principles to young people worldwide.

"Ever since my father started out in the investment business nearly 60 years ago, he has always believed that "free competition can be a teacher of ethics and that ethical

behavior and good character will be rewarded over the long term," said Templeton.

Ostergard praised the Templeton Foundation's work and said it is "renowned for making our world a better place" and that he "couldn't be more pleased with the Global Business Ethics program."

"Ethics is the adhesive that keeps the business world together and operating as it should, with trust, virtue and integrity," said Ostergard. ▲

## Chairman's Report



**Mark Suwyn**

*Chairman & CEO,  
Louisiana-Pacific  
Corporation*

*Chairman,  
Junior Achievement  
International*

The United States and the world experienced a tragic loss on September 11. The short and long term impact of these events is still unknown at this time. Our sympathy and condolences go out to the families and friends of those who lost their lives.

Those of us who live and work in a free market economy often take it for granted – it is the life we know and love. These events bring back to stark reality the fact that free societies and markets require constant attention and nourishment. One way to increase the acceptance and commitment to free enterprise is to ensure that more and more people around the world are actively and successfully participating. Junior Achievement has provided training and experience to young people for over 80 years to give them the skills and self-confidence to become

productive participants in free market economies. These recent events increase the urgency to engage millions of young people around the world in Junior Achievement programs.

For those who have participated as students, advisors, teachers or board members, the life-changing impact JA programs can have is well known. It is critically important that we personally engage others to join us in this important effort. Your efforts to do this will be rewarded by changing the lives of millions of young people who will strongly influence the world we live in ten and twenty years from now. There isn't a much higher calling one can aspire to than that.

I want to thank each of you who continue to support Junior Achievement's efforts to make a difference. ▲

The Mission of Junior Achievement International is to recognize and serve Member Nations that develop and implement economic education programs for young people through a partnership between business and education. The programs are implemented by Member Nations to help young people gain an understanding of:

- the importance of market-driven economies;
- the role of business in a global economy;
- the commitment of business to environmental and social issues;
- the commitment of business to operate in an ethical manner;
- the relevance of education in the workplace; and,
- the impact of economics on their future."

## Networking Yields Creative Partnership

Networking at JA's Global Leadership Conference in Milwaukee, Wisc. in July yielded a creative partnership between two JAI member nations.

When Yoriko Kuroki, of JA Japan and Karuna Aksaravut, of JA Thailand, met at the Global Leadership Conference in Milwaukee, they learned they both had a strong interest in JA's new Travel and Tourism Business program (TTBiz), so they made a pact to go back home and begin working on details for a TTBiz partnership.

The result? In 2002, students from three schools in each country will compete to develop the best travel plan via TTBiz – the first competition of its kind since the program began last year.

The competition will bring the top contestants together in Japan in 2002 to compete for travel prizes to each of the two countries.

TTBiz was created with a grant from the

American Express Foundation to help students better understand and appreciate Travel and Tourism, the world's fastest growing industry. TTBiz is web-based and it lets students start and run a service business.

"Travel and tourism is critical to several countries' economies where JAI operates," said Sam Taylor, JAI chief operations officer. "Through TTBiz, young people now understand the significance of the tourist industry and the many career paths it offers. Plus, it gives students valuable interaction with other countries and cultures."

Mitsuo Inagaki, director of Public Affairs and Government Relations for AMEX Japan and JA Japan board member, helped get the two countries together to participate in this TTBiz partnership.

The American Express Foundation has given additional grants to translate TTBiz into Spanish and to subsidize 10 TTBiz classrooms in each of JA's Member Nations. ▲

## Welcome to New Board Members

JAI confirmed four new board members this summer. They are:

Michael Bianco, CEO and director of American Capital Markets Corporation in San Francisco, California, who oversees the company's work with a variety of global clients. Bianco has been with American Capital Markets Corporation since 1993.

Bernard Dulal-Whiteway, CEO of Neal & Massy Holdings Limited, a Caribbean-based conglomerate, headquartered in Trinidad and Tobago. Dulal-Whiteway, is a member of the Institute of Chartered Accountants of

Trinidad and Tobago and a fellow of the Association of Chartered Certified Accountants of the U.K.

Marguerite (Peggy) Goodman Greenfield, senior partner in Greenfield & Goodman, LLC, in Paoli, Pennsylvania, who specializes in commercial litigation.

Dr. H. Kenneth Staffin, president and CEO of Procedyne Corporation, a leading designer and manufacturer of fluid bed furnaces and reactor systems in New Brunswick, New Jersey, who helped found the company and oversees the work at Procedyne. ▲



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## Country Profile

Year Founded: 1970

Number of  
Students Served:  
50,000 per year

JAI Member Nation

# Trinidad & Tobago



## Trinidad & Tobago

Population: 1.2 million

Percent of Population Less  
Than 15 Years of Age: 25%

Number of Board Members: 6

Language Spoken: English

Executive Director: J. Errol Lewis

Programs Offered: After-School Program, Company Program, Elementary Program, Middle School Program, GLOBE, Hewlett Packard Global Business Challenge, Travel & Tourism Business Program.

The Republic of Trinidad and Tobago is a twin-island nation, each with its own character and ambiance: a cosmopolitan mix of an Old World civilization overlaid with New World energy.

For more than 30 years, Junior Achievement of Trinidad and Tobago has been adding strength and enthusiasm to that energy.

It was 1970 when JAOTT started serving students with the JA Company Program. Today the program serves about 1,000 students annually from thirty-seven high schools across the country, and the high school graduation rate now soars at 90 percent.

This year JAOTT is bringing five new high schools into the JA Company Program and raising the number of students to 1,500.

Just five years ago JAOTT began implementing in-school programs, and since then those programs have served 20,000 students in 64 primary schools, 18 secondary schools and the University of the West Indies.

This year JAOTT stepped out of the box and began programs at the Youth Training Center in Trinidad — a correctional facility for young offenders where consultants from businesses conduct the programs along with prison officers.

JAOTT embarked on an annual charity program in December 2000 where every achiever was requested to bring one can of non-perishable food, which was contributed to a deserving charity.

And in August JAOTT hosted a speakers' forum at a business conference at the Trinidad Hilton that included Jeffery Gittomer, author of the best seller, "Customer Satisfaction is worthless, Customer Loyalty is priceless."

The person behind much of the success JAOTT has enjoyed? J. Errol Lewis, a.k.a. Mr. JA.

"You could say Errol has earned the moniker, Mr. JA," said Paul M. Ostergard, JAI's president and chief executive officer. "He has been totally committed to this organization for more than a quarter of a century and his work shows it. Whether you cruise on a boat or fly across the Caribbean waters to get to Trinidad and Tobago one thing will be sure, when you arrive, Errol will likely be there to greet you, and he'll probably ask you to volunteer."

Lewis began his career with Junior Achievement in 1971 as a student in the JA

Company Program. Four years later he joined the staff and for the past 28 years has become known in the organization as "Mr. JA."

Lewis' work has led JAOTT to put more than five percent of the country's entire population through the JA Company Program. And the volunteers he has recruited have contributed more than three million hours.

Lewis' efforts at JAOTT haven't gone unnoticed. At the JA Global Leadership Conference in Milwaukee this past July, he was honored for his innovation and commitment with the Platinum Achievement Award, which recognizes JA executive directors who significantly improve the quality, impact and image of JA in their countries.

While Trinidad and Tobago may not be one of the world's largest countries, Lewis' unyielding dedication and resourcefulness has put the country on JA's map in a big way. ▲

## On Board

### A Profile of Junior Achievement International Board Members



**Bess Stephens**

Director of  
Philanthropy and  
Education

Hewlett-Packard  
Company

Over the last 10 years there's been an on-going major construction project to reduce the achievement gap and more recently, to bridge the digital divide around the world. And one of the key business people in its design is Bess Stephens.

Stephens, who became a JAI board member last year, is president and executive director of the Hewlett-Packard Company Foundation and director of corporate philanthropy and education. In that role, she has led the development of innovative philanthropic initiatives that contribute resources to K-12 schools, community colleges, universities, non-profits and projects designed to reduce the digital divide.

Under Stephens' leadership, HP's program received several national awards, including the Conference Board's Best in Class Award for Innovation and Effectiveness. In May 2000, HP was honored with a Presidential Award, the prestigious Ron Brown Award, for its diversity in education initiative, which she directs. During her tenure at HP, she has served in a variety of management roles, including government and public affairs manager at HP corporate and human resources manager in several divisions.

"I'm a great believer in JAI and all it does to build a better future," said Stephens. "The organization is one of the best run non-profits I've ever seen and it's a privilege to be a part of its efforts to teach young people the benefits of the free enterprise system."

Stephens, a 20-year HP veteran, represents HP's philanthropic interests to educators, policymakers, community organizations, and advancement and development officers. She was selected the 1999 Black Engineer of the Year for her leadership in corporate promotion of education and is a frequently invited speaker at business and education conferences.

Stephens is co-principal investigator for a National Science Foundation science education initiative to support eight Bay Area school districts. She serves on the Contributions Council of the Conference Board and the Board of Fellows of Santa Clara University.

Stephens is a 1996 graduate of the Executive Development Program at Northwestern University's Kellogg School of Management. She holds a bachelor's degree in chemistry from Tuskegee University and earned two graduate degrees from Vanderbilt University, including a Master of Arts in teaching chemistry and an Education Specialist Degree. ▲