



# The Achiever



News of the 35th National Junior Achievers Conference

Sunday, August 6, 1978

**"35th" measures up best yet**

## NAJAC '78 opens tonight

The 35th National Junior Achievers Conference, which will officially open at this evening's general session, has surpassed the record 2,838 delegates who attended last year's Conference. An anticipated registration of approximately 2,962 delegates and 334 staff and visitors marks the largest number of participants ever.

"JA Measures Up To The Future" will serve as the theme for the Conference this year. As is traditional, it is this theme that the contestants in the National Public Speaking Contest will use as the topic for their prepared speech.

NAJAC, as the Conference is known to Achievers all across the nation, is designed to enhance the abilities of outstanding Achievers chosen from their local Junior Achievement programs. Delegates are chosen on the basis of their records as Achievers in local programs, and those most active and most successful as officers or JA company workers are chosen to represent their areas here at Indiana University in Bloomington, Indiana. It is here that the delegates participate in discussions, seminars and workshops on various aspects of the private enterprise system.

Roughly 30 percent of the delegates will be involved in competitions for national awards such as president

of the year, marketing executive and treasurer of the year. The Conference serves as a final round of competition for titles and scholarships provided by the national civic and trade associations sponsoring each event. Representatives from national business associations judge the contests on the basis of written tests, interviews and extemporaneous presentations.

Changes have been made in the contest categories for this Conference. Company of the Year has been broken into two competitions. (Company of the Year — Manufacturing, and Company of the Year — Service) while the Outstanding Achiever and Annual Report contests have been dropped.

The seminars and workshops, which run Tuesday through Thursday mornings, will be run as they were last year. Each seminar and workshop has a preassigned number of delegate leaders, who were chosen on the basis of their performance at last year's Conference. The idea behind this concept is for these seminar and workshop leaders to share their experience and knowledge. The advance preparation of these delegates will serve to enhance the discussions within each seminar and workshop group.

On Thursday, the delegates will elect the new Conference President,



Buzzing with enthusiasm, the NAJAC swarm arrives.

Vice President, Secretary and National Achievers Association officers.

The popular JA Bowl, new to the Conference last year, will be repeated this year. The Achiever panelists will be facing each other to answer JA and business related questions in a manner similar to the College Bowl that used to be played on television. The JA Bowl will take place at the Wednesday morning general session.

Delegates will have the opportunity to hear several interesting speakers during the week. On Monday evening Van Sauter, vice president and general manager of KNXT-TV, Los Angeles, California, and this year's recipient of the JA Distinguished Graduate Award, will address the Conference.

On Wednesday, the \$10,000 Junior Achievement Entrepreneur Award will be presented. In past years, the name of the winner of this award has been released in advance, but this year the recipient's name is being kept secret until the presentation is actually made.

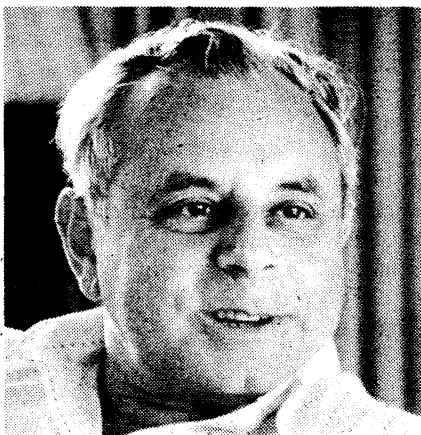
The featured speaker on Thursday morning will be James W. Devant, chairman and chief executive officer, Paine, Weber, Jackson & Curtis.

Last, but not least, is the fun and entertainment portion of the Conference, which ranges from Wednesday night's Talent Show and Thursday night's President's Ball to inter-dorm softball games, discos, swimming and meeting new friends at the Souvenir Shop and Coke Tent.

## Junior Achievement crosses borders

By Joseph J. Francomano  
Executive Vice President,  
Junior Achievement Inc.

*Empresas Juveniles, Fundacion Desarrollo, Jeune Entreprises, Desarrollo Empresarial, Young Enterprise* — these are some of the



Joe Francomano

names you would have to look for if you wanted to find the local Junior Achievement headquarters in France, Colombia, Mexico, Dominican Republic, Canada or England. This is not to mention such other out of the way places as Hong Kong, Trinidad or the Republic of the Philippines.

The JA feeling is spreading out to different parts of the world as rapidly as visiting businessmen from other countries learn about JA, exchange students in the U.S.A. who have been Achievers return to their homes, or JA grads, advisers and supporters go abroad to work in other countries for affiliates of their U.S.A. firms.

The JA experience has been successfully exported to over a dozen foreign countries with some excellent results.

The first of our ventures abroad was in Canada where, in the early days of our growth, programs were started in several key Canadian cities

as part of the United States program. From the middle '50s to 1967-68, this situation existed with JA growing across Canada from Montreal in the east to Vancouver in the west. In 1967-68 our Canadian friends organized their own national movement, which today enjoys the status of being the second largest JA country in the world with almost 8,000 Achievers in some 54 communities across the country. What's really exciting is that our Canadian Achievers have a 1981 goal of reaching 12,000 Achievers and 600 JA companies.

After the northern adventure, JA headed south and found roots in Mexico City where the program was established in the late '50s and founded the name of *Empresas Juveniles*, which was later used in many of the other Spanish-speaking countries.

Then came England and the name Young Enterprise when JA was established in, 1961. These were the

early pioneer countries of JA's global expansion, and we are happy to report that the movement abroad is doing well with new inquiries coming in on a regular basis from countries on all continents.

JA, like Coca-Cola, is pretty much the same wherever you find it. In the Philippines they are making candles, place mats, and silk screened T-shirts and calling themselves *D'Best* — Executive Thinkers — *Avant Garde* and Gimmick Makers, just like their counterparts in Toledo or Columbus, Georgia. They are keeping pretty much the same kinds of records, having the same problems with sales, and the same fun and experience that makes JA the great program we all know.

If you are planning to go abroad, and want to look in on JA overseas, get in touch. Maybe we can arrange for you to visit *Jeune Enterprise* or *Empresas Juveniles*, and add another dimension to your trip.



JA National President Richard Maxwell sits in on discussion group.

## Conf. officers say "Hello NAJACers!"

Welcome to Bloomington!

Today is the first day of the best week of your life; and that should even hold true for those of you who are returning delegates. The exciting part about NAJAC is that you will be so much a part of its success.

Throughout this coming week, you will find the energy level of the conference surpassed only by the emotional level, and the whole experience almost indescribable. The

schedules are designed to offer you tremendous opportunity, but the *time* is yours.

On hand will be almost 3,000 of Junior Achievement's most outstanding Achievers, as well as enthusiastic visitors and staff who have come to contribute and participate. I'm sure many of you fear getting lost in the crowd . . . However, you're lucky if you do. Where else can you discover a Texan learning the Hula?, or how about some surfer boys and girls tasting their first spoonful of grits? The idea is to have as much fun as you can, while learning and participating as much as possible.

To offer you a lot of what to expect would not do NAJAC justice. Imagination can't capture the reality of NAJAC "magic". It's like the feeling you had when you found out you were coming to NAJAC. It's everywhere. It's at group discussions, seminars and workshops, contests, elections, disco dances, The President's Ball, B.I.&E. day, general sessions and . . . free time.

As you begin this week we would like to leave you with one thought: We know that you have certain expectations and tremendous enthusiasm — if you come wanting to *give* as much as you expect to *receive*, and you *communicate* your enthusiasm, this week will be everything you've hoped for.

We hope that NAJAC will provide one of the most stimulating experiences you've ever known, but it is by no means all work. The Conference provides an opportunity to make new friends, exchange points of view with people from other parts of the country (and other parts of the world), participate in sports activities and enjoy Talent Night. Your participation in all the many phases of NAJAC will help make it the best Conference ever.

— Richard Maxwell

## President greets Achievers

As the National Junior Achievers Conference opened, Richard Maxwell, national president of Junior Achievement Inc., sent the following message to Conference delegates:

It is my great pleasure to welcome you to the 35th National Junior Achievers Conference. This year's Conference theme, "JA Measures Up To The Future," is the motto all of you live by. Whether in your Junior Achievement activities, your schoolwork, your sports activities, or whatever endeavors you undertake, you "measure up". I make that statement without fear of contradiction be-

cause if you didn't have those goals and that kind of ambition, you would not be a delegate to this Conference.

Out of nearly 200,000 Achievers active in the nation this year, only one-and-a-half percent become NAJAC delegates. Yours is a special responsibility — as a representative of your city's JA program, your assignment is to learn as much as you can from the speakers, seminars, workshops, and competition you'll be exposed to in the next five days, and to take what you learn back to your JA area.

# Seminar information provided

*If it is indicated on your pink card that you are to attend a three-day seminar while at NAJAC, then please sign up for the one of your choice between 3 and 8 p.m. today, Sunday. Sign-up tables are located in the Briscoe "A" lobby, outside the Program Office. To help you choose your seminar, check the descriptions below.*

**COMMUNICATIONS** — How important is communications in today's business world? This seminar will deal with the role of both internal and external communication in business organizations. It will include a brief introduction to public relations and will discuss the reasons communications skills are important.

**OPERATING A JA COMPANY** — Why are some JA companies successful while others are failures? Learn the secrets that could help your company to be a winner.

**RECRUITING** — Help recruit other high school students by developing new and exciting presentations that could be used by your area. This seminar will involve the participants in role playing and case studies.

**SERVICE COMPANIES** — Learn the details of operating a successful JA service company. All forms of service companies will be discussed.

This seminar will include a visit to a local firm involved in a service-related field.

**SELLING** — New sales techniques can increase your success as a salesperson. This seminar will introduce you to new selling techniques and help review the basics.

**BROADCASTING** — Explore the activities of JA companies involved in broadcasting by taking part in this exciting seminar. Learn what it takes to be a broadcast journalist. If your area has a broadcasting company then this seminar is a must for you.

**STARTING YOUR OWN BUSINESS** — Begin to plan your future now by taking part in this seminar. You can learn to apply your experiences in JA to start your own business in the future.

**STOCK MARKET/INVESTMENTS** — An investigation of the broad range of investment opportunities: how the market works, who should invest, and how they should do it.

**BUSINESS AND GOVERNMENT** — What are the complexities facing business and government decision-makers? How does one learn to accept the challenge of making these

decisions and accepting the possibility of failure? This seminar will discuss these and other related questions.

**MONEY AND BANKING** — The money and banking seminar will cover a brief history of banking and its services. Achievers will also be given the opportunity to better understand the concept of credit and how it affects our economy. These objectives will be obtained with audio-visual aids and simulation exercises.

**CONSUMERISM** — Are you now or will you ever be a victim of the marketplace? This seminar will use guest participation and Achiever experience to explore the various aspects of consumerism and the role of business, government and consumers in everyday activities. It also will look at mail order fraud and advertising.

**APPLYING FOR A JOB** — Looking for a job? If you aren't now, you will be in the future. This seminar explores the job-hunting process, discusses what employers are looking for, and teaches the composition of a job resume.

**MARKETPLACE** — Do you understand how the market mechanism works? This seminar will consist of

translating economic principles into a series of transactions.

**EXECUTIVE WOMAN** — How has the woman's role in business organizations changed over the years? What are the business opportunities for women in today's job market? These questions will be explored in this thought-provoking seminar.

**MARKETING** — How does the marketing function of today's business affect our lifestyle? Learn the techniques businesses use to create a need for their products. This seminar will enable you to view actual marketing techniques first-hand.

**FREE ENTERPRISE** — Learn to compare our economic system and its benefits with those of other countries. This seminar will broaden your perspective on economics and the American lifestyle.

**MOCK TRIAL** — If courtroom procedures interest you, then your participation in this seminar is a must. After reviewing common courtroom practice you will actually take part in a mock trial procedure.

**ENGINEERING IN BUSINESS** — Learn how engineering affects product design. This seminar will introduce the participants to basic engineering theory.

# Regional rundown

## EASTERN



The Region I Junior Achievers Conference was held Feb. 14-17 at Mount Airy Lodge in the Poconos. The new ROJAC president is our own Mike Liss from Puerto Rico. Also, the Mid-Atlantic Conference (MAJAC) was held in Richmond, Virginia, November 25-27.

Communication with the Associations has been going very well. We had a Regional meeting at ROJAC, where we discussed mutual problems and fund raising ideas. Some of the fund raisers that were suggested were: a dinner dance (Achievers Association of Springfield, Massachusetts), a Monopoly marathon (Achievers Association of Baltimore), a roller skating party and a gift wrapping booth at Christmas (Achievers Association of Syracuse).

In February, Region I started work on two major projects. The first is the standardization of all Achievers Association forms such as minutes and project reports. The second project is to develop a booklet on how to write an annual report for the NAA.

The NAA Regional Coordinators for this year were: Mike Liss (Puerto Rico), Tim Andrews (Baltimore), and Sue Spaulding (Hartford).

## CENTRAL



Throughout the JA program year, Region II, the Central Region, continued its active participation in JA, as well as in local community affairs. The Battle Creek area held a Dance-a-thon on November 19 to benefit the United Way. The Achievers Association of Greater Lansing also conducted a similar event. The Mansfield area held a JA Management Conference March 10-12. Guests at the Appalachian Regional Conference were warmly greeted by members of the Kanawha Valley Achievers Association.

Several conferences were also held by the Central Ohio Achievers Association. The Central Ohio Junior Achievers Conference (COJAC) was held November 5, and LIQUIJAC was held March 11.

The Kentuckiana Achievers Association hosted the Festival of the Trees, December 2-4.

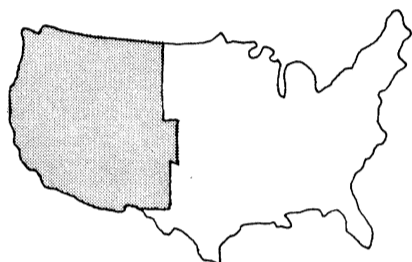
Memories of the 1976 Olympics returned when the Grand Rapids Achievers Association had its annual Olympic Day — medals and all.

Many of these activities were reported or suggested at the NAA Seminar which was conducted at Region II's JAMCO, December 27-30. Cincinnati held its conference, CINJAC, at the same time.

Finally, the Central Region recognized the Achievers in Jackson and Detroit who are making strong efforts to start Associations in both areas.

The Central Region has had a very enthusiastic and successful year, which will surely be reflected during NAJAC.

## WESTERN



Region IV held four sectional conferences during the months of November, December and January. The first of the four was held in Tucson, Arizona November 25, 26, and 27.

The next conference was held in Portland, Oregon December 27 and 28.

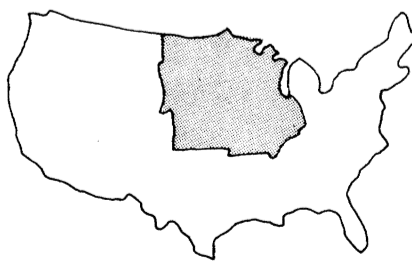
The last sectional conference to be held in Region IV was COJAC, which was held at Estes Park, Colorado.

Two areas held local conferences on April 15, 1978. Both featured business leaders of their communities as speakers, as well as holding seminars. Both Denver, Colorado and Salt Lake City, Utah ended their day-long conferences with a dance.

The Salt Lake City Chamber held their first Annual Show Event on January 13 at Park West Ski Resort. There was dinner, dancing and show events. Everyone had a good time and made new friends among the Achievers from their area.

The NAA Regional Coordinators for this year were: Robert Roseblum, Los Angeles; Patrick Noonan, Phoenix.

## MIDWEST



The Midwest Conferences were held in a somewhat different fashion this year but, according to most delegates, all three of the Sectional Junior Achievers Midwest Conferences (JAMCO) were as fun, exciting and successful as the single regional JAMCO held last year.

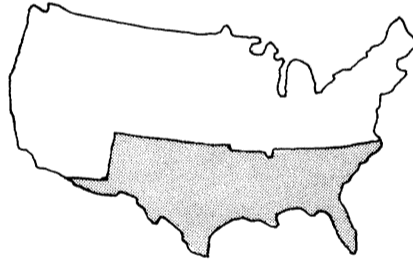
The Chicago JAMCO, held December 28-30, was led by Conference Co-chairmen Jill Johnson of St. Paul, and Tony Walton of Chicago. One tradition that was kept was the presentation of the Gavel Award to the most spirited and involved delegation in each of three separate size categories. The winners in Chicago were St. Paul; Quad Cities, Iowa; and Albert Lea, Minnesota.

The sectional conference in Kansas City was held December 28-30. The Conference Director was Mike Wilson, executive director of the Kansas City JA program, and the Assistant Director was Scott Riddile, JA executive director in Des Moines, Iowa. Gavel Awards were presented to the St. Louis, Wichita and Springfield, Missouri delegations.

January 14 and 15 were the dates for JAMCO in Indianapolis, headed by Conference Co-Chairmen Beci Bateman of Danville, Illinois and Dave Dedman of Evansville, Indiana. The Gavel Award winners at this JAMCO were Evansville, Indiana; Danville, Illinois; and Bloomington, Indiana.

The NAA Regional Coordinators for this year were: Tim Potts, Richmond, Indiana; Jill Johnson, Hudson, Wisconsin; Minnette Bumpus, Kansas City, Missouri and Beci Bateman, Danville, Illinois.

## SOUTHERN



The sectional conferences that were held in the southern region include the following: SUNJAC in Jacksonville, Florida; CAJAMCO, the Carolina Management Conference; and the Atlanta Conference. Feedback concerning these conferences has been good — apparently everyone has had a good time.

SUNJAC had an excellent conference with approximately 300 Achievers attending. According to Regional Coordinator Tim Bush, "It was a super good conference." Special speakers included Harris Rimley and Mayor Hans Tanzler. The conference was coordinated by Regional Coordinator Kelly Corrigan.

Ft. Lauderdale really has some good activities going on, including what they call "Get It Together February." During the month of February, an AA meeting or activity was planned for each weekend. A dance was held, a volleyball league was formed, and the whole group of Achievers participated in the walk-a-thon for muscular dystrophy. A car wash was also held, bringing in \$200. They also prepared 800 Easter baskets that sold for 25¢ each.

Regional Coordinators for the region this year have been Kelly Corrigan, Jacksonville, FL; Tim Bush, Margate, FL; and Troy Templeton, Miami, FL.



## ACHIEVER EXPRESSION

The copy, editing, typing, layout and design of *Achiever Expression* are contributed by Achiever delegates to the 35th National Junior Achievers Conference.

*Achiever Expression*, new this year, is the means through which NAJAC delegates can communicate their news and views to the Conference community. Members of the public relations committee will use the back page of *The Achiever* newspaper to relate the dynamic experiences of fellow NAJAC delegates through original stories, puzzles and cartoons.

All delegates can submit notices of birthdays, reunions, meetings, ideas, contests, records, sports events, etc. by filling out Tip Sheets which can be found near the cafeteria waiting lines. The paper comes out at lunch every day, and the deadline is noon for the next day's paper. Example: Tip Sheets submitted at noon on Monday will appear in Tuesday's paper.

All items will be considered for publication, and *Achiever Expression* is always looking for new ideas, so keep those Tip Sheets rolling in! All Tip Sheets should be submitted to the Public Relations office in Briscoe "A" Lounge.

**Members of the Public Relations Committee are requested to stop by the Public Relations office in Briscoe "A" Lounge as soon as possible after arrival Sunday.**

## Sunday Menu

12:00-1:15

**McNutt Only**

**Sell Tickets**

Chix Rice Soup  
Barb-B-Q Pork/Buns or  
2 oz. Fish Wedge  
Bu. W.K. Cnd. Corn  
Peach Sli.  
Molasses or Sugar Cookies  
or Fresh Plums  
Asst. Bev.

5:15-6:30

**Full House**

Gr. Steak or Tuna Sal./LL  
Ranch Style Potatoes  
Bu. Froz. Peas  
Cant. Ring-W' Melon & H'Dew  
Cubes/LL/Frt. Dr. or  
Lett. Wedge  
Zebra Pudding or P.A. Chunks  
Asst. Bev. H.M. Rolls-B

# The Olde Bulletin Board

## OFFICES

Conference Office  
Contest Office  
Visitors Desk  
Departure Plans  
& Travel Info

Briscoe "C"  
Briscoe "B"  
Briscoe "A"  
Travel Desk,  
Briscoe "C"

First Aid  
Main Office  
Elections Office  
Lost and Found  
Souvenir Shop

Harper, Main Lounge  
Briscoe "C"  
McNutt, Upstairs Lounge  
Dorm Info Desk  
McNutt, Lower Lobby

## MEETINGS

### Event

House Committee  
Elections Committee  
Public Relations Committee  
Welcome Committee  
Product Fair Committee  
Talent Committee  
Dance Committee  
Disco Committee  
Sports Committee

### Time

Sunday, 7:30 p.m.  
Sunday, 6:30 p.m.  
Monday, 4 p.m.  
Monday, 4 p.m.  
Sunday, 6:30 p.m.  
Monday, 10 a.m.  
Monday, 4 p.m.  
Sunday, 5 p.m.  
Monday, 4 p.m.

### Place

Auditorium  
McNutt, Upstairs Lounge  
Briscoe "A" Lounge  
Coke Tent  
Briscoe "C" Rec Room  
Briscoe "C" Rec Room  
Briscoe "C" Rec Room  
McNutt Flame Room  
Coke Tent

### *First General Meeting*

Candidates Orientation  
Visitors Orientation  
Church Services

### *Sunday, 8 p.m.*

Sunday, 7 p.m.  
Sunday, 12 & 5 p.m.  
Sunday, 8, 10, & 11:30 a.m.  
4:30 p.m.

### *Auditorium*

Fine Arts Auditorium, Rm. 015  
McNutt, Flame Room  
St. Paul's Catholic Center,  
1413 E. 17th St. (just east of the pool)  
Fine Arts, Rm. 015  
Psychology, Rm. 100  
Fine Arts, Rm. 005  
Woodburn, Rm. 101  
Woodburn, Rm. 100

NAA Orientation  
NAA Council  
Program Committee  
Association Development Committee  
Open NAA Meeting

Sunday, 6 p.m.  
Daily, 10 a.m. (T, W, TH)  
Daily, 10 a.m. (T, W, TH)  
Daily, 10 a.m. (T, W, TH)  
Daily, 4 p.m. (M, T, W)

## Lunch Today

A special lunch is being provided Sunday from 12 noon to 1:15 p.m. in the McNutt dining hall. The cost of the meal is \$2.15. For all other meals, eat in the dining room of your dorm. Your name card is your meal card, so wear it at all times.

## Where to Register

**For Contests:** Registration for individual and company contests is Sunday, 10 a.m. to 8 p.m. Register in the contest office in Briscoe "B" Lounge. Contestants will receive instructions for their specific contests when they register.  
**For Elections:** All candidates must register before 6 p.m. Sunday. Registration is in the contest office, Briscoe "B" Lounge. Late registration will be Sunday evening in the elections office, McNutt Lounge (upstairs).  
**For Talent Night:** Talent Night contestants must register with the talent director in the contest office in Briscoe "B" Lounge by 6 p.m. Sunday. Information about auditions will be distributed at registration.  
**For Product Fair:** Exhibitors register products Monday, 4-6 p.m. in the contest office in Briscoe "B" Lounge.  
**For Seminars:** If you have been pre-assigned to your seminar, please register at the Coke Tent 10 a.m.-6 p.m. Sunday. Anyone not yet registered for a seminar and wanting to participate in one should register at this time, too.  
**For JA Bowl:** All participants must register before 6:00 p.m. on Sunday in the contest office in Briscoe "B" Lounge.

## Graduate Staff Meeting

Graduated seniors are eligible to apply for staff positions at the 1979 Conference. Orientation meetings will be held in the Auditorium at 4:15 p.m. Monday, Tuesday, Wednesday and Thursday for those interested in applying.