

DATELINE

January-March 2001



Global Leadership Conference will offer networking, learning and fun

The late silent movie actress Marie Dressler once said, "Never one thing and seldom one person can make for a success. It takes a number of them merging into one perfect whole."

For several days this summer hundreds of JA professionals from around the world will merge into one perfect whole to share ideas and learn from each other at the 2001 Junior Achievement Global Leadership Conference. In Milwaukee, Wisconsin from July 8-13, 2001, the Global Leadership Conference will be held in conjunction with JA Inc.'s National Leadership Conference. More than 400 are expected to attend.

"This is the one time when literally the world of JA comes together," says Sam Taylor, chief operating officer of JAI. "I can't emphasize enough how much good comes from this kind of conference. Meeting people who do the same things as one another with the same goals bears so much good for our organization."

In addition to numerous seminars, workshops and activities, the conference



JAI Chairman Mark Suwyn presents award for Outstanding New Member Nation to Delia Clancy, president of Junior Achievement of Ireland, at the 1999 JAI World Leadership Conference in Indianapolis, Indiana.

will feature the Junior Achievement International 2001 Global Awards and Recognition program where Member Nations and individuals are honored for outstanding accomplishments.

Individual award categories include the Bata Lifetime Achievement Award and Platinum Individual Achievement Awards. Country awards include: The Fuqua Global

Excellence Award, Outstanding New Member Nation Award and recognition in the areas of media, quality and innovation.

"These combined conferences (JAI and JA Inc.) only happen once every two years so I strongly urge everyone to make plans to attend. It is an investment which yields high returns!" says Taylor.

JAI received many positive comments from the last conference held two years ago in Indianapolis, Indiana. Here are a few:

"Expectations were exceeded! Terrific!"

"More outcomes and networking than expected!"

"Surpassed my expectations. Excellent content and format and amazing people."

"An excellent networking opportunity." Definitely the most positive aspect of the conference."

"The networking was excellent and very valuable contacts made."

Overall, participants rated networking as the best part, along with the conference's organization and workshops.

For more information on the conference, visit www.jaintl.org. ▲

Grant to bring JAI's best together

Thanks to the generosity of The Marmon Group of companies, each of JAI's 108 Member Nations have an opportunity to send one of their best and brightest students to attend world-class seminars and workshops this summer at the Illinois Institute of Technology in Chicago.

It's part of a brand new JAI program called The Marmon Group 2001 Global Trade Institute (MGTI). The Marmon Group, an international association of more than 100 manufacturing and service companies with \$6.5 billion in sales, pro-

vided JAI with the grant so that a group of JA students (ages 16-20) from all 108 countries could come together for study and fun; a formula to create life-changing experiences for these young people.

These future business leaders will learn the skills to be successful, not only in business, but also in dealing with people from other cultures. The grant (worth about \$2,000 USD for

each participant) covers all costs including dormitory lodging, food, local transportation, short-term medical insurance, conference handouts, seminars, speakers and social activities.

Students are responsible for round-trip air fare between their homeland and Chicago. They will spend eight days in Chicago from June 9-17, 2001.

"Giving students this chance to network with peers from around the world will forge lifelong friendships, and I

believe over time, will create innovative entrepreneurial enterprises," says Sam Taylor, chief operations officer of JAI. "The Marmon Group is proving its commitment to our students with this grant and on behalf of all the students who will benefit, we thank them."

Between March and June 2001, prior to the actual conference, students will complete pre-conference web-based activities and begin networking with each other.

"We felt this would be a great opportunity for the kids to get to

Continued on page 2



Brazil

In 1998, the Citigroup Foundation in New York City provided several thousand dollars to develop JAI's newest interactive software simulation, Banks in Action. The simulation helps students learn to operate banks by making business decisions as bank managers. The software generates results to demonstrate how those student decisions impacted the bank.



Enthusiastic acceptance for Banks in Action among both students and teachers is fostering national and international competitions. Brazilian students won a two-day tournament held in Buenos Aires, Argentina in August during which they competed with students from 12 Latin American countries.

The event generated a great deal of publicity and more than 2000 students, parents and teachers attended the awards ceremony to hear guest speaker Alcides de Souza Amaral, president of Citibank-Brazil. ▲

Biz Challenge

The hottest business contest for students anywhere in the world will crank up on February 19. It's the 2001 Hewlett-Packard Global Business Challenge (HPGBC) where students compete by making their best business decisions on computer software that simulates a company.

Students will compete for cash and travel prizes totaling over \$50,000. After several months of competition, the top eight teams will send two delegates each to Singapore in August 2001 for a face-to-face final round. CYBER teams will compete again this year. Typically an HPGBC team is formed with students from the same school, but a CYBER team is comprised of four students, each from a different country. These students discuss their strategy and agree on decisions via chat rooms and e-mail.

Register at www.jaintl.org/hpgbc. Deadline for payment of the \$75 registration fee is February 2, 2001. Individuals may register for FREE to participate on a CYBER team. Nippon Telegraph & Telephone is sponsoring all 2001 Cyber teams.

This is the sixth consecutive year of HP's sponsorship. ▲



i n v e n t



Australia

Young Achievement Australia (YAA) held its national awards dinner in December to acknowledge the best young entrepreneurs emerging through Australia's YAA Business Skills Programs. Special guest Constancio Larguia, JAI's youngest board member, spoke to the crowd of 370 business leaders and students.

Larguia, a 25-year-old from Argentina who sold his company, Patagon.com International Ltd. for over half a billion US dollars last year, credits JA for

inspiring him to enter business. He told the audience JA taught him a "passion for life and a spirit to innovate as well as the courage to accept personal deficiencies and correct them."

YAA promotes the ideals of JAI, fostering an entrepreneurial spirit in Australian youth and partnering students with government and community leaders.



Zimbabwe

JA in Zimbabwe recently launched a two-year entrepreneurial education program for young people in the Chimani-

mani District, thanks to a \$300,000 (U.S.) grant from the WK Kellogg Foundation. The grant is part of a larger initiative by Kellogg to help the area with economic empowerment, civil participation and leadership development.

JAZ will offer two programs in Chimanimani, Business Basics and the JA Company Program, and plans to reach 10,000 students over the next two years. Both programs will include guest lectures by business leaders and entrepreneurs from Manicaland.



Thailand

JA is being introduced in Thailand under the auspices of the Stock Exchange of Thailand. Shawn O'Hara, president of JA in San Francisco, California, will visit Thailand in 2001 to help get the fledgling program off the ground. Shawn has agreed to establish a JA sister city relationship with Bangkok for one year, which will include hosting staff from Thailand. Thanks Shawn! Please send a welcoming letter to Naowarat Bumrungchit, JA-Thailand, at naowaratbu@set.or.th. ▲

Marmon Group *continued from page 1*

know a little about each other before they meet face to face in June," says John Geier, conference director. "That way we can maximize the students' time when they do meet in person."

One conference activity will include a real life lesson in marketing a product that every teenager loves: candy bars. Each student will bring five candy bars from his or her country to study how they are marketed around the world.

Many other lively seminars are sched-

uled on topics such as entrepreneurship, global trade, e-commerce, distribution, patent and copyright laws and regulations, web design and use, networking, venture capital, time management, total quality management, branding, marketing, accounting and finance, ethics, the digital age, sustainable environmental development and law.

Upon returning home, students will be expected to participate in local JA meetings and make speeches to promote JA/YE in their own countries.

Funding is available for 108 students

and JAI wants to ensure that 108 students are offered this opportunity. Therefore, each Member Nation may nominate a second student to participate who is the opposite gender of their first candidate.

These alternate students will fill in for those Member Nations unable to send any student at all. Expenses for every student will be covered, except the roundtrip airfare to Chicago.

For details, visit www.jaintl.org/marmon. Member Nations may begin registering students in January 2001. Registration must be completed by March 1, 2001. ▲

Chairman's Report



Mark Suwyn

*Chairman & CEO,
Louisiana-Pacific
Corporation*

*Chairman,
Junior Achievement
International*

All of you know how much I believe in JAI – the organization does so many things well, particularly with students in the classrooms. But in this issue of Dateline I want to write about something else JAI does well: conferences. Two very important ones are coming up this summer, the JAI Global Leadership Conference for staff and local leaders and The Marmon Group Global Trade Institute for students. I have no doubt that both conferences will make this organization better and stronger.

I urge every staff and board member to attend the Global Leadership Conference in Milwaukee. It's especially important for JAI to hold this kind of gathering because great things are accomplished when like-minded people who care about our future get together to share and learn. Networking may be an overused term but it's a meaningful activity because it leads to relationships and relationships lead to success.

The Marmon Group, with its generous gift, has put together an unparalleled opportunity for students from 108 nations that can be treasured and remembered for a lifetime. It is an opportunity for students to learn from business leaders and from each other to create a vision for their lives, their futures and their nations. To have 108 JA students from different countries together in one place, learning about business and economics, will be a grand and historic moment for JAI. The opportunity for each member nation to offer such an exciting, rewarding experience to one of their own students is one of the growing, attractive features of JAI, which in turn helps generate further local support for member nations. ▲

Global Summit of Women

More than 500 women from 40-plus countries took part in the Global Summit of Women in Johannesburg, South Africa, October 5-7, 2000. The goal: to expand women's economic literacy and provide practical strategies and solutions from successful women around the world. Women entrepreneurs from the U.S., Canada, Argentina and several European and African countries attended.

The summit included speeches by Mrs. Nelson Mandela, former First Lady of Mozambique and South Africa, Graça Machel, Uganda's Vice President Speciosa Wandira-Kazibwe, Philippine Vice President Gloria Macapagal-Arroyo, and Organization of African Unity Secretary-General Salim Salim. A welcoming reception was held at the presidential guesthouse in Pretoria.

Ten female JA students from Jordan, Botswana and South Africa also attended the event and several of them spoke at the closing ceremony. One

student explained how JA taught her to write a business plan and another told the group that she learned to work with people she didn't like. "When the money starts rolling in, personality differences disappear," she said.



Workshop topics included: bridging the digital divide, the impact of AIDS and war on business development, understanding trade agreements, energy, telecommunications, roads and trans-

portation infrastructure, strengthening women's business organizations, protecting intellectual property and guiding corporations to serve the women's market.

"The summit was an amazing experience," says Nimi Nanji, director of development for Junior Achievement of Toronto in Canada. Nanji also made some funding calls with JA of South Africa while there and said she believes more funds will be made available for JA in that region. ▲

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 cooperate in an ethical manner;
- the relevance of education in the workplace; and,
- the impact of economics on their future."



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Welcome to New Board Members

Gilbert Glass understands first hand the importance of JAI and the organization's efforts to help young people. When he was young, Gil took a three-year solo journey to figure out what he wanted to do with his life.

He decided to become an engineer and started his own business designing and producing industrial equipment. He's now been successful for 25 years. Along the way Glass discovered JA and quickly became an admirer.

"JA helps young people discover for themselves how to understand and interact successfully with others, the mechanics of completing pro-

jects successfully and how to help people do the best they're capable of," says Glass.

Gil is a longtime JAI supporter. He has attended several JAI events, including the Latin American Regional Conference and the Worldwide Staff Conference. He also gave six \$100,000 charitable remainder trusts to JAI. Welcome Gil Glass as JAI's newest board member! ▲

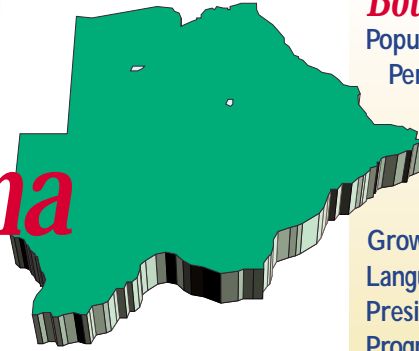


Country Profile

Year Founded:
1994

Number of
Students Served:
11,500 per year

Junior Achievement Botswana



Junior Achievement Botswana, which began operating in April 1994 under the support of a local USAID grant, has been self-sustaining and run by a staff of eight since October 1996.

JA programs have been customized to fit the Botswana environment. JAB is very actively involved, nationally as well as globally.

Three JAB participants attended the Global Summit of Women in South Africa in late 2000. JAB's executive director, Matshidiso Tlhong, accompanied seven Achievers to CANJAC in August.

Botswana sent eight students on a cultural exchange to JA in Memphis, Tennessee, USA, in July 2000. The trip, sponsored by BP (British Petroleum) Botswana, included a meeting and lunch with Memphis Mayor Dr. Willie Herenton and a tour of several area businesses and a school.

Reportedly, the students were fascinated with the idea of not going to school year round and that school uniforms were not required. Youth unemployment and the gap in the current school curriculum to prepare students for work are critical problems in Botswana.

One of JAB's main goals is to foster an entrepreneurial attitude in students. JAB recently held the Best Business Competition: two regionally and one nationally. The competition was featured in the newspaper and on Botswana television. JAB also holds Mini Trade Fairs and Volunteer Motivation Day.

The Ministry of Education is allowing JAB to handle the World Bank Computer Project for Schools. JAB Achievers made presentations to World Bank associates and some members of the Enterprise Network from Madagascar who were really impressed.

Junior Achievement Botswana has already laid the foundation with the Company Program and is ready to implement MESE, HPGBC and TTBiz.

This should help them reach their goal of 11,500 students impacted during the 2000 school year, up more than 15% from the previous year. ▲

Botswana

Population: 1,500,000

Percent of Population Less Than 15
Years of Age: 43%

Annual Budget: US \$450,000

Board Members: 8

Average Annual Student
Growth: 30%

Languages Spoken: Setswana, English

President: Ms. Matshidiso Tlhong

Programs: Business Basics and
Company Program.

Financial Contributors: Bank of Botswana, Barclays Bank, BHC, BNYC, Boteti Sub-District, Commonwealth Award, Culture & Youth-Botswana, De Beers, Debswana Diamond Company, Department of Women's Affairs-Botswana, FNB, GDS, KMS, Local Government-Botswana, OSISA, Owens Corning, Peace Corps, PEP Holdings, Procter & Gamble, SAHC, Secondary Education Department-Botswana, Sefalalana, Shell Teacher Training and Development-Botswana, UNICEF, USAID and Youth Award-Botswana.

Get yours today! Junior Achievement International 2000 Annual Report



If you want the scoop on what happened at JAI during 2000, it's ready – in the form of the 2000 JAI Annual Report. Simply call 719-540-0200 or e-mail staff@jaintl.org. Forty copies have been sent to each Member Nation.

On Board

A Profile of Junior Achievement International Board Members



Robert S. Singer
Executive
Vice President
Gucci Group N.V.

Robert S. Singer says he's "very honored" to be appointed to the JAI board of directors. Well JAI is equally honored to have Singer on board.

Sam Taylor, JAI's chief operations officer, says Robert's international experience and business acumen will be a huge boost to JAI efforts. "He's a proven leader and I know he'll assist JAI in many ways to help young people around the world," says Taylor.

Singer was appointed to the JAI board of directors in the fall of 2000 and he's currently the executive vice president and chief financial officer of Gucci Group N.V. He's been with Gucci for five years and has been an important contributor to its growth into one of the world's leading multi-brand luxury goods groups. Previously, he was a partner and member of the Management Committee of the accounting firm Coopers & Lybrand in Italy.

Singer was quick to make a personal financial contribution to support JAI operations and provide assistance to JA in Nigeria. He also made a commitment to spearhead efforts for establishing a JA program in Italy.

In addition to all of his international business experience, Singer holds degrees from Johns Hopkins University, the University of California, and New York University. He lives in Milan, Italy with his wife and two children.

"I look forward to working with Junior Achievement in the coming years," he says. ▲