

April-June 2001



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

## Out of Africa – good news of growth and change

*“At home we have a shop and I used to ... think that those who wanted to buy something will come and buy it. But when I joined Junior Achievement in Zimbabwe, I was elected to be the sales and marketing manager. I learned that you have to advertise and persuade customers to buy. I hope you will continue sponsoring as many schools as possible in the coming future.”*

**W**ords from Clever Sango, a student at a secondary school in Bulawayo, Zimbabwe, that eloquently mark the dawning of a new day across Africa's landscape.

As the dust of discord and difficulty settles, hope is beginning to emerge on the world's second largest continent. And no doubt, some of that hope,



**Individuals shown, left to right, are: (seated) Futhi Hedebe, Ernest Mchunu, Tshidi Tlhong and Susan Waweru; (standing) Mlonggetcha Mkuku, Abdul-Fatahu Abubaker, Elizabeth Tamale, Owen Pansiri and Maggie Magadza.**

as Clever's words so ably demonstrate, is coming from the lessons of Junior Achievement International. By the end of this year, JA in Zimbabwe

where Clever lives, plans to reach 10,000 students just like him—students eager to learn and students hungering for a better life.

JAI is now in 12 African nations: Benin, Botswana, Cote d'Ivoire, Gambia, Ghana, Kenya,

*Continued on page 2*

## JAI's new president and CEO says 10 million is reachable

**P**aul M. Ostergard, JAI's new president and CEO, says the organization's plan to reach 10 million students by 2005 is aggressive but reachable if “we have significantly more resources.”

“To achieve more rapid growth over the next four years requires strengthening and expanding JAI teams at the regional and headquarters level as well as the JAI board,” says Ostergard. “I plan to use my experience as a former JA participant, JA board member in New York, and JAI board member, to provide leadership to achieve our plan. I suspect that my experience heading both the Citigroup and GE

foundations will come in handy as well.”

Ostergard, who took his new position on April 1, 2001, says he's impressed with the lack of bureaucracy at JAI and the “remarkable growth” Sam Taylor, JAI's chief operating officer, has led in a relatively short period of time. JAI now reaches more than 1.5 million students outside the USA.

“There's a “can do” attitude and a speed and agility that JAI uses to take ideas and turn them into programs on a cross-border basis. I have always been a practical philanthropist and grant maker. I'm interested in what works. And JAI works.”

Ostergard says JAI's growth

formula is a proven one. But, he says, to reach 10 million students JAI will need:

- Wider business relationships to build the bases for support locally to expand in at least 20 additional countries.
- A board that more accurately reflects the 108 Member Nations participating in JAI.
- Financial support and key people to reach our planned numbers.

Ostergard sees JAI as an easy sell “when it has access to the right decision makers.”

“JAI's reputation and brand name in the field of economic education and financial literacy are unmatched,” he says. “The timing couldn't be better. The

globalization of the economy and the global aspirations of the most successful corporations require a broad base of citizens who understand how to make the new economy work for their countries and themselves. JAI is providing the knowledge, skills and training to do just that.”

Ostergard says the movement towards free enterprise and free markets cannot accelerate “unless people worldwide see their stake in a growing economy where they live.”

“That is where JAI is a proven success,” he says. “Today, we need more than corporate grants and corporate

*Continued on page 2*

### Croatia

JA Croatia has a new supporter, Stjepan Mesic, president of the Republic of Croatia. In February, President Mesic hosted a meeting of 15 JAC board members and donors. The president said he supports any initiative that improves economic literacy among young Croats. Nenad Maljkovic, JAC's former executive director, wrote to President Mesic on behalf of the JA board of directors right after he was elected in January 2000. He accepted the patronage in June 2000. Once a year President Mesic will receive a delegation of JA board directors and donors and attend a JAC event. He will also nominate business people to the JAC board of directors twice a year. "JAC is in a very delicate start-up phase, this kind of high level support adds to our credibility among business people and other supporters," says Maljkovic.



### Greece and Spain

JAI would like to welcome its two newest Member Nations: Greece and Spain. Programs are getting underway in both countries with fantastic management teams and lots of enthusiasm.



To all Member Nations interested in piloting the proposed "One Page Business Plan Program," please remember that agreement letters from your local university professors, indicating their interest in participating, are due by May 31, 2001.

### Out of Africa

*continued from page 1*

Nigeria, South Africa, Swaziland, Tanzania, Togo and Zimbabwe. And during the past three years, JA in Africa has expanded to reach 111,494 students with its message of free enterprise and economic education.

Numbers reached because of businesses that care, Exxon Mobil Oil, Proctor and Gamble, Kellogg and many others, who are throwing their support behind JAI because they know JA provides hope where it's needed most.

"It was really exciting to see real life business issues pop up and watch the students deal with them," says Tichafa Taderera, a manager with Mobil Oil Zimbabwe. "I was very impressed in the way the students were able to handle issues and find solutions. I thoroughly recommend this program for both businesses and schools. We can all learn from it."

### Real people, making a real difference.

In March, Kenya hosted a regional meeting funded by the Open Society Initiative for Southern Africa. By all accounts the meeting was a solid success. Attendees identified areas of collaboration and developed a strategic plan to ensure that all young people in the Southern African Development Community

(SADC) have access to economic education.

"And I would say without any doubt that's exactly what we accomplished. It was a tremendous meeting with fantastic outcomes," says Matshidiso Tlhong, president of JA Botswana. "It is very important that African countries work together to share expertise and experiences."

Not only is cooperation flowing in Africa, creativity is too. JA Tanzania, which began just a little over two years ago, found out quickly it had to be creative to survive. JA Tanzania learned that most potential donors were skeptical of investing in school programs and were interested only in giving immediate relief for youth unemployment and poverty.

"This challenge prompted us to redefine our programs and methods," says Mlongetcha Mkuku, president of JA Tanzania. "We're now focusing on self-employment creation to help students get basic business start-up skills. This program has reached more than 200 young men and women since June 2000.

JA South Africa has created the Center for Opportunity Development to offer similar programs to disadvantaged, out-of-work youth. This program has trained 5,800 young people how to research their markets in order to establish small businesses.

JA Zimbabwe is flexing its

innovation as well. It began a pilot in March with CARE to help two groups of AIDS orphans with the help of the Kellogg Foundation. The youngsters will participate in the elementary program, Business Basics, and the Company Program. Maggie Magadza, with JAZ, says if the program is successful, JAZ will extend the program to other CARE projects around Zimbabwe.

Privatization is gaining popularity with the African governments, especially in Botswana. There the government wants to privatize some of the activities to give the private sector more opportunities in service delivery. Citizen participation would be encouraged and this opens the door for JA Botswana to help businesses and raise funds.

And despite some skepticism, dreams of unity are rising amid talk of a United States of Africa. The Organization for African Unity ended a July 2000 conference in Togo with its latest call for a formal union of African countries. Desmond Orjiako, spokesman for the alliance, said the union was "easily one of the most important issues to be discussed," and declared that all the African states have now accepted the idea in principle.

Only time will tell. One thing is for certain, JAI will continue its work in Africa and students like Clever will continue to benefit. ▲

### New President

*continued from page 1*

volunteers on our boards and in our classrooms. We need the brains and experience of business people to help us develop teaching and learning formats that are in real time

and meet the needs of the real world."

Ostergard also sees technology playing a larger role in the organization.

"To reach 10 million students we are going to have to rely increasingly on modern technologies that engage stu-

dents and excite them to learn," he says. "We must build on our past success. Our curriculum and training materials are excellent, but this is a rapidly changing world and we must stay at the leading edge and earn our reputation every day." ▲

## Chairman's Report



**Mark Suwyn**

*Chairman & CEO,  
Louisiana-Pacific  
Corporation*

*Chairman,  
Junior Achievement  
International*

The words on the front of this edition of Dateline from Clever Sango, the student in Zimbabwe, are at the very heart of why JAI is so important.

To me his words and the story about Africa are just two more reasons to be proud of our involvement with and support of JAI. The good things happening in Africa are a clear example of the fundamental change that JAI can make and is making around the world.

I'm delighted with our work in all our Member Nations around the world, but in Africa, I believe our impact is remarkably tangible because it is a continent that has been slammed with economic woes and social upheaval for decades. Fortunately, the tide is changing.

The African nations appreciate JAI's presence there and we appreciate their determination, creativity and innovation to make JAI work. The fact that we are doing well there is a testament to the flexibility and efficiencies of our programs. As our new CEO, Paul Ostergard, has said, there's a can-do attitude and a speed that JAI uses to take ideas and turn them into programs on a cross-border basis.

The recent regional meetings held in Kenya were a resounding success. And I have no doubt that much more good news will continue to come from Africa. I encourage each of our board members to take time to reflect on that great continent and evaluate what his or her company can do to help.

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."



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## On Board



**Essie Calhoun**  
*Vice President,  
Director, Community  
Relations and  
Contributions  
Eastman Kodak  
Company*

Everyone knows that Kodak's color is gold. And it could be the color of Essie Calhoun's heart, too!

In addition to all of her professional responsibilities at Kodak, where she serves as the vice president of community relations and contributions and a corporate officer, she has volunteered her leadership and kindness to many community initiatives and organizations. In fact, she even founded a couple of organizations. In 1991, she started and chaired the United Way's

African American Leadership Development Program, and later co-founded a leadership roundtable of experienced business, corporate and not-for-profit leaders.

She is a past chair of the Urban League of Rochester, Eastern Regional vice president of the National Urban League, co-chair of the Chamber of Commerce's Civic Medal Awards, and she serves on the boards of United Way of Greater Rochester, the Rochester Area Community Foundation and honorary board member of the Girl Scouts of Genesee Valley. She also serves on the Advisory Board of the Center for Corporate Community Relations, and the United Way of America's Corporate Associates.

Her professional affiliations include the Business Policy Review Council, Leadership America, the Public Relations Society of America, Contributions Council of The Conference Board, Rochester Women's Network, Leadership America, Women's

## A Profile of Junior Achievement International Board Members

Forum of Kodak Employees and Kodak's African American Leadership Team.

JAI is more than pleased to have someone with her expertise and dedication included on its board of directors.

"As a global company, Eastman Kodak understands the value of making basic economic education available to youth around the world," says Calhoun. "That is why we have chosen to support Junior Achievement International."

Calhoun joined Kodak in 1982 as a sales representative and was later named marketing specialist and sales manager. In 1988, she joined communications and public affairs as director of Public Affairs Planning. She was named director of community relations the following year and was named director of community relations and contributions in 1994. She was appointed a divisional vice president of C&PA in 1999. And last year the board of directors elected Calhoun a vice president of Eastman Kodak Company.

Calhoun holds a B.Ed. degree in social science from the University of Toledo and a M.S. degree in administration and supervision from Bowie State University. Prior to joining Kodak, she held positions as teacher and educational administrator.

She has received many service honors including Chamber of Commerce Athena nominee, the 1995 National Urban League Northeast Region Volunteer of the Year Award, 1997 Women's History Month Award for "A Fine and Long Tradition of Community Leadership," and she was selected to the 1998 High Falls Honors Showcase. She also received the Network North Star's Frederick Douglass Award (1999) and was a Network North Star Annual Leadership Award Finalist in 1999. Last year she received the Martin Luther King Commission's individual award in recognition of her lifelong, personal and professional dedication and commitment to help create a better community for all people. ▲

# Country Profile

Year Founded:  
1995

Number of  
Students Served:  
Nearly 200,000

## JAI Member Nation: New Zealand



Secluded inlets, rugged snow-capped mountains, wild coast, picturesque farming plains – in less than six hours, the TranzCoastal rail journey between Picton and Christchurch takes you through almost every type of New Zealand scenery. No geography lesson was ever this enjoyable.

And in less than six years, Enterprise New Zealand Trust has helped thousands and thousands of kids enjoy lessons in business.

ENZT is a charitable trust with a mission to promote an enterprise culture. A mission it achieves through its many programs with activities that focus chiefly on the primary and secondary schools in New Zealand. The trust has now developed a range of programs from year one through year 13. ENZT concentrates its efforts on three key elements:

1. Understanding business
2. Economic literacy
3. A can-do attitude

And make no mistake, ENZT knows about the can-do attitude. In just one year, from last to this one, ENZT went from just 14,000 students in its Primary Enterprise Program to 180,000. And last year, it had a record number of student companies — 288. Plus, 70 percent of high schools in New Zealand use at least one of its programs.

And the learning doesn't stop at the school doors. Ken Baker, president of ENZT, tells of a new program being developed that's a variation of Young Entrepreneurs in the Northland Region of New

Zealand. Baker says Young Enterprisers (Student Company Directors) will be given seed money to develop their company and product when they leave school. "This means that we are in a position to identify entrepreneurs at school, possibly from year one," says Baker.

Baker says the Trust operates nationwide, but that the organization is also proud of its international contacts.

"We're a member of JAI and we also have links with the United Kingdom, Sri Lanka and Australia," he says. "We have developed links with the University of Delaware, and have originated two Fulbright Scholarships for a primary and secondary teacher to attend a program for graduate students.

Within New Zealand Baker says ENZT gets most of its financing from the private sector, including Lucent Foundation, Fletcher Challenge Trust, 3M, ANZ Bank, Poutama Trust, BMW, Reserve Bank of New Zealand, Tower Managed Funds Ltd, and Office of the Retirement Commissioner. This year we are in the final part of a collaboration with the Ministry of Education, which offered ENZT a two-year

## New Zealand

Population: 3,600,000

Percent of Population Less Than 15  
Years of Age: 23%

Student Impact: 41,000


Annual Budget: US \$600,000

Staff Members: 8

Board Members: 14

Languages Spoken: English, Maori

President: Ken Baker

 **Programs:** Primary Enterprise, Pathways to Enterprise, Enterprise Studies, Business Hall of Fame, Financial Literacy, Young Enterprise Scheme, Young Enterprise Exam, School Leadership, Young Entrepreneurs Scheme, Student Company Achievers Forum.

**Financial Contributors:** Lucent Foundation, Fletcher Challenge Trust, 3M, ANZ Bank, Poutama Trust, BMW, Reserve Bank of New Zealand, Tower Managed Funds Office of the Retirement Commissioner, Ministry of Economic Development, Ministry of Education, Todd Corporation, BP Oil.

contract in Enterprise Education worth US\$120,000. We are training teachers in enterprise education through the Primary Enterprise Program, and the Enterprise Studies Program, which enables the development of community projects by students in partnership with businesses and non profits.

New Zealand has four major events coming up later this year:

1. Student Company Achievers Forum; June 4-12
2. Business Hall of Fame; September 20
3. National Young Enterprise Awards; November 3
4. Forum 2001; November 26-28 ▲

## Calendar of Events



**April 16:** Round Two of the Hewlett-Packard Global Business Challenge begins



**April 26:** 27th Annual JA National Business Hall of Fame, Boston, Mass. USA



**April 28-30:** JA Mongolian Education Expo, 2001



**May 17:** Mexican Business Hall of Fame, Mexico City, Mexico



**May 21:** Round Three of the Hewlett-Packard Global Business Challenge begins



**May 22:** JA-Spain kick-off event, Madrid.



**June 4-12:** Student Company Achievers Forum 2001, Auckland, New Zealand



**June 9-17:** The Marmon Group 2001

Global Trade Institute, Chicago, Ill. USA



**June 25-July 5:** 4th JA Summer Camp, Lake Prespa, Macedonia



**July 1-6:** Foro Internacional de Emprendedores (F.I.E. student conference), Cocoyoc, Mexico



**July 8-13:** 2001 Global Leadership Conference, Milwaukee, Wis. USA



**July 23-29:** Central and Eastern European Student Conference, Czech Republic



**August 8:** Final Round of the Hewlett-Packard Global Business Challenge, Singapore



**August 18-23:** Canadian National Junior Achievement Conference



**September 13-15:** Global Summit of Women, Hong Kong