



International Dateline July-September 1998

The World Wide Web – Expanding Junior Achievement International's Global Horizons!

The "Net" and the "Web" – these two buzzwords are sweeping across the educational landscape, changing the way we learn and how we will go about learning in the twenty-first century. These technological tools correspond with two major trends in today's societies; the ongoing internationalization of virtually every aspect of our lives, and the increasingly heterogeneous nature of the communities in which we live, work and learn. In today's world, a provincial approach to economic and business education is no longer acceptable. At Junior Achievement International (JAI) we strive to infuse a global perspective into all of our programs, while applying innovative instructional approaches and preparing students to relate to different cultures—both in their own communities, as well as abroad—with dignity, respect, and understanding.



Technology is an engaging medium for student thought and collaboration, and as such it is a catalyst for change. New JAI programs utilizing technology encourage fundamentally different forms of interactions between students, teachers, and business consultants than in the past. They engage students and prompt teachers to question their old assumptions about the world in which we live.

Similarly, JAI and Member Nations are also learning as they explore new uses for available and future technology. Technology-based programs such as the Hewlett-Packard Global Business Challenge, GLOBE, Banks in Action, and the new Business & Tourism programs, provide great benefits to JA even outside the classroom through reduced shipments of printed materials and the ease of adapting programs and offering supplemental materials in many languages.

Development of international business and economic programs with new technology in mind creates opportunities to meet the needs of specific markets through 'customized' programs, whereas traditional delivery limits such possibilities. In this way, JA programs are made more meaningful for all participants. For example, in exploring development of a new "Business & the Environment" program, JAI could feasibly customize this single product to meet specific needs in many countries. In Indonesia, the main environmental concern may be soil erosion; in the US it may be air and water pollution; in Brazil it may be conservation of the rainforests. Through technology, these needs can be easily and effectively met, while also maintaining flexibility to meet a variety of curriculum needs for wider JA use around the world. It is conceivable that in our rapidly changing global economic and business environment, curriculum could even be revised on a daily basis and disseminated around the world at the touch of a button.

JAI and its 103 Member Nations haven't even begun to think of all the ways technology can be used to enhance economic and business learning on a global basis. We realize that technology alone – or the Internet in particular – is not the answer to all business and economic education applications. However, technology, used in conjunction with the best in Junior Achievement International programs, can change the way JA programs are taught and learned far into the 21st Century.

Please visit our updated website at <http://www.jaintl.com> to see some of the ways JAI is utilizing technology in enhanced delivery of JA programs and information.

Article adapted from Reinhold Steinbeck, "The World Wide Web as an International and Cross-Cultural Collaborative Environment," ASCD Global Education Network's Global Connections, Spring 1998. Adapted with permission.

New Edition of FOME Ready for Distribution

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Since 1989, over 2 billion people have entered market economies. As a result, multinational businesses in many countries have the opportunity to reach more people than ever with new products and services. However, as businesses expand, often many employees lack the basic skills needed to run a successful enterprise. Questions emerge such as-- How do you manage a business in a market system? What is the role of the customer? How do you conduct market research? How are prices determined? Why is customer service important? Why are patent and copyright protections necessary? How do you improve communications?

For those participants in Junior Achievement's primary, secondary and tertiary programs, these questions are quite easy to answer. Junior Achievement International's Fundamentals of Market Economics (FOME) program is designed to educate adults who are not familiar with business practices and provide them with a basic understanding of market systems, and give them a greater comprehension of customer service, interdepartmental communication, business ethics, as well as the impact of individual productivity on the bottom line.

The program is organized into 18 weekly, two-hour sessions which can take place during, before or after work. A professional trainer works with groups of 25 to 30 employees on site at their place of business.

Based upon a successful pilot program in the Czech Republic, Junior Achievement International has created an updated version of FOME which is now available for worldwide use. For more information on sponsoring FOME in businesses in your area, please visit the JAI website or call the JAI offices in Colorado Springs.

WORLD RECORD: A Brief Overview of Junior Achievement Around the World

Trinidad & Tobago – Former Chairman of the Joint Chiefs of Staff retired General Colin Powell of the United States took time to make a brief stopover at the local JA office during his recent visit to Trinidad. Involved in several youth development projects in the USA, the General used the opportunity to share some personal insights with the hundreds of secondary school and other students who are participants in JA programs in Trinidad. The entire Board of Directors, including Ken Gordon, Trinidad and Tobago's Representative on the Board of Junior Achievement International, was on hand to greet the General.

Ghana- Enterprising members of JA in Cape Coast, Ghana, recently had an astonishing return on capital. Through the JA Company Program, students made an initial stock offering of (2,000 per share. Students augmented capital by securing a loan of (1.5 million from the Agric Development Bank at a rate of 42%. The loan was invested in the printing of school t-shirts for their colleagues from a contract awarded by school authorities. Excess funds were used to set up a credit union in the school. Upon liquidation of the student company, shareholders earned an astonishing dividend of (13,000, a nearly 700% return on investment! Watch out New York Stock Exchange!

Uruguay-More than one thousand students, teachers, business consultants and dignitaries participated in the recent 1997 Graduation Ceremony for Empresarios Juveniles/Junior Achievement of Uruguay, which was described as "a special night of much emotion." Of special note was an address by the President of the Republic, Sr. Julio María Sanguinetti, who spoke of his pleasure with the work realized during the year and that what the Achievers had learned "is life itself".

Antigua – JA of Antigua, in conjunction with the Royal Bank of Canada, recently held its year-end awards ceremony for a number of their successful Company Program student-companies and all those that were involved with Junior Achievement in that country. There were a number of prestigious business leaders on hand for the event, as well as an address by the Minister of Education, Youth, Community Development & Sports, Bernard Percival. On the whole, the event was the culmination of a successful year for JA in Antigua, and a sign of continued growth and outreach in their future.

PUTTING THEIR STAMP ON THE FUTURE

JAI is delighted to announce the support of new sponsorship arrangements for our worldwide programs. Junior Achievement International is pleased to work in partnership with these donors to carry JA's message and programs around the world.

IREX – Expansion of Banks in Action in Russia and the former Soviet Republics (Newly Independent States)

Ford – Support for Regional Office in Central and Eastern Europe

Exxon – Support of worldwide operations

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United Technologies Corporation – Development of the JAI/GLOBE Webpage

AWESOME JUNIOR ACHIEVER(S)

Young Enterprise European Trade Fair, LeMans, France

They came by air, car, rail, boat and bus, from as far away as Estonia and Russia, some after travelling, literally, for days. These Awesome Achievers were the participants in the Young Enterprise European Congress and Trade Fair in LeMans, France in early March. Approximately 1500 students from 16 countries took place in this remarkable event.

In addition to the other Congress events, students set up booths at a local shopping center where they enthusiastically promoted their products and services. Prizes were awarded to student teams with the most effective marketing techniques, best products, best display, etc. in their own countries, as well as at the fair.

The gala event was capped off by a banquet and dance for all participants. While congratulations go to the staff of Juenes Entreprises (France) for hosting a first-rate gathering, as well as Young Enterprise Europe for their role in the event, the real winners and the truly AWESOME ACHIEVERS were the student participants who have been and continue to be the inspiration for Junior Achievement/Young Enterprise in Europe and around the world.



CHAIRMAN'S REPORT

As I consider the Internet, I get very excited about its potential for teaching worldwide business and economics, particularly in an international and cross-cultural context. The Internet, and especially the World Wide Web, provides access to a wealth of information and a world of images. In so doing, these technologies provide young people with multiple perspectives and a wide range of viewpoints. If learning is to be truly an active, social and creative process, the Internet, with its potential to allow collaboration across traditional borders, will enrich learning and teaching economic principles in classrooms around the world.

Studies have shown that the use of telecommunications in the classroom has the potential to change the entire nature of teaching and learning, shifting the focus from whole-group to small-group interaction, and from lecture to coaching, while encouraging teamwork and assessment based on products and progress rather than on test performance. JA has been working in this same direction for years. New programs developed by JAI and those still in the development stages are being designed to engage many members of the global society in constructing, using, and improving shared knowledge.

But we must remember that it's not technology itself which makes Junior Achievement an enriching learning experience for students. Rather, it is the use of technology, in conjunction with well designed and fully integrated JA programs that can create learning opportunities for all students in a project-based, team approach to solving meaningful, real-world problems.

It is JAI's goal to be on the leading edge of creating computer environments that provide students with an opportunity to construct their own knowledge of business and economics and acquire the skills necessary to become responsible citizens in the increasingly interconnected and diverse global community.

Concepts adapted from Reinhold Steinbeck.

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COUNTRY PROFILE – BOTSWANA

Year Founded: 1994

Number of Students Served: 7,000 since 1994

5,500 estimated in 1998

"Even though I sometimes fail, people will still think I'm an achiever because I'm in the company of achievers," said His Excellency the President of the Republic of Botswana, Mr. Festus G. Mogae, while addressing the Friends of Junior Achievement Botswana (JAB) on 12 March 1998. His Excellency, who is also the patron of JAB, said he was proud to be associated with JAB because of its objectives to empower young people with skills and knowledge at such an early age.

Junior Achievement Botswana's goal is to expose as many youth as possible to business awareness and the world of work before they leave school and afterwards. Like Junior Achievement organizations in 103 countries around the world, one of JAB's key features is to create partnerships between the educational community and the private sector to provide more 'real-world' experiences for students.

JAB targets both students and out-of-school youth (specifically the unemployed or the underemployed). JAB reaches young people in urban and rural areas with two programs: Business Basics and the Company Program. The Achievers are given an opportunity to showcase their achievements by participating in an annual Best Business Competition. This year's competition will be held in October.

Teachers and Business Advisors from the private sector are critical to delivering JAB programs to Achievers. They are regarded as great assets because of the wealth of business knowledge and experience they bring to the classroom and, similarly, gain through teaching JA programs in their communities. In September 1998 JAB will hold a Teacher/Business Advisor Motivation Day to recognize their invaluable support.

There is great demand for business education in Botswana, and accordingly, JAB intends to introduce a number of new programs. JAB also intends to restructure its programs to fit seamlessly into the education system at all levels. New programs will include Enterprise Dynamics for primary students, the JA Company Program, the Management and Economic Simulation Exercise (MESE) and Banks in Action for junior secondary school students, and the Hewlett-Packard Global Business Challenge (HPGBC) and Business & Tourism for senior secondary school level and tertiary students. These programs will ensure a sound economic foundation for all of Botswana's young people. As one Achiever once said, "The deeper the foundation, the higher the building".

JAB programs fit extremely well with the theme of globalization that was highlighted in Botswana's recent country-wide 1998 Budget Speech. The speech emphasized: the need to diversify the economy away from mining and into sustainable growth areas such as technology, manufacturing and tourism; economic empowerment through improved "on the job" skill training and the introduction of upgraded business courses; increased focus on exporting products and services; focus on productivity; and adoption of the world's best technology.

Said Tshidi Tlhong, JA-Botswana's Executive Director, "There is a bright future for Junior Achievement in Botswana because JAB is moving with the tide and not against it, while positively affecting the lives of many young people in the process."

-text adapted from local press release

JA-Botswana

ON BOARD: A Profile of Junior Achievement International Board Members

ROBERT ALAN PRITZKER

President and Chief Executive

The Marmon Group

Robert A. Pritzker, president of The Marmon Group, consisting of 60 member companies, has led their revenue growth rate to more than double that of the Fortune 500 over the past 20 years.

Pritzker's corporate philosophy of lean management, technological investment and autonomous operation of member companies, resulted in over \$6 billion in sales in 1997 made by the 35,000 people employed by the Marmon companies.

An engineer, Pritzker has spent his entire professional life in industrial management. At age 27 he became president of The Colson Company, a manufacturer of casters and wheeled equipment, and succeeded in bringing the company to prosperity. (While at Colson, Pritzker was invited to a Rotary Club luncheon honoring high school Junior Achievement company presidents and was mistaken for one of them.)

Robert then went on a quest for other management opportunities. Their manufacturing companies came to be known in 1964 as The Marmon Group. Since then, Marmon has added services to its profile. Its Trans Union Corporation, for example, maintains one of the largest databases of consumer credit information in North America.

Pritzker's strong belief in the value of education and international outreach is clear. He served as a graduate lecturer at the University of Chicago and is currently a visiting professor at Oxford University's engineering school.

Said Mr. Pritzker of his activity on the Board of Junior Achievement International since 1996, "Free enterprise, free people and democracy are inseparable."

Board Corner - New Members

JAI is pleased to announce the election of the following new members to the JAI Board of Directors. Their service is invaluable to the global advancement of JAI.

- Essie Calhoun, Eastman Kodak, Director of Community Relations and Contributions
- Raymond Deméré, Hewlett-Packard, retired Vice President
- Lisa Giarretto, The Generative Leadership Group, Vice President
- Tony Russo, MCI, Vice President for Data & Global Business Solutions
- Steven Percy, BP America, Chairman & CEO