

# The Daily JA News

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## Award Offered To Entrepreneur

That do-it-yourself business created in a corner of a run-down garage may just be worth a \$1,000 Youth Enterprise Award.

The Jim Walter Corp. is searching for young entrepreneurs between the ages of 18 and 25 who have found or are seeking a profitable market for goods or services "in the best tradition of free enterprise and ethical business conduct."

"As successful entrepreneurs, you will be the creators and leaders of change," stressed James E. (Jimmy) Walter Jr., keynote moderator of "Entrepreneurs — Today and

Tomorrow," the Tuesday morning seminar at the National Junior Achievers Conference. "Whether a machine shop or service station, the dollar volume is secondary to the success of the business in meeting its objective and responsibility to its customers."

Twenty-five young entrepreneurs will be awarded a \$1,000 check and will fly expenses paid to the Jim Walter Corp. Stockholder Meeting in Florida this December. Twenty-five runner-up awards of three shares of Jim Walter Corp. stock will also be awarded.

The independent national

awards judges will base their selections on such things as originality of product or service, profitability, growth potential in relation to the age of the enterprise and its principles, and the obstacles overcome in establishing the business.

The search for the 25 YEA entrepreneurs by Jim Walter Corp. began in December, 1971, with an announcement by Board Chairman James Walter Senior. Walter, at age 25, started his corporation with \$500 of his own money and a \$400 loan. Today the Jim Walter Corp. has sales in excess of \$100 million and is a major force in the building industry. The company provides jobs for about 20,000 people; pays more than \$40 million in taxes and distributes more than \$13 million in dividends to its more than 35,000 stockholders.

In announcing the award program, Walter said, "Perhaps to some, \$1,000 isn't a lot of money. But I believe that recognition could mean the difference between making ideas work and settling for something less.

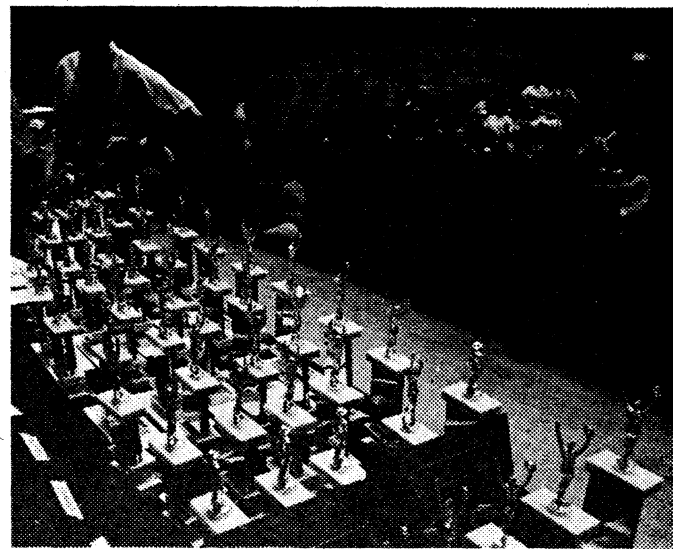
"I hope that it will mean more than just money to them. I hope it will mean that somebody recognizes that working hard within the great traditions that have made this nation strong is still a desirable, important and honorable thing to do. Starting a business today is not easy. If our recognition of these young people proves helpful, then we have really celebrated our 25th Anniversary in a worthwhile manner."

Young entrepreneurs interested in applying for the award should describe, in as many words as necessary, why they are worthy of winning a YEA Award. No entry form is required. A sponsor over 25 years old must recommend and verify the applicant.

"We encourage those who don't qualify this year to help us find 25 young men and women who deserve to be recognized," Jim Walter Jr., president of Congeneric Communications, Inc., concluded. "It's too bad I can't qualify for the award myself, but I'm only just starting my business and next year I'll be over 25!"

### BULLETIN

James E. Tompert, of Battle Creek, Mich., was elected president of the 1973 National Junior Achievers Conference yesterday. Other officers elected were vice president, Dave Ruffin, of Rockford, Ill., conference secretary, Carol Mozak, of Lima, Ohio, and association secretary, Gregory Snow, of Chicago, Ill.



These trophies are now the treasured prizes of the 1972 National Junior Achievers Conference contest winners. See list of winners on page 2.

## Contest Winners Awarded Prizes

The selection of Junior Achievement (JA) contest winners takes place in three rounds of competition at the national level. The first two rounds are coordinated by graduate Achievers, many former contest winners themselves. Final round judges, experts in their fields and representatives of the sponsoring organizations, conduct the stringent decisive interviews. Finalists tackle questions ranging from "What is President Nixon trying to accomplish through his new economic program and why?" through "Is this the appropriate time?" (One judge commented: "It's hard to believe, but I received a more reasonable solution to a problem my company is experiencing, from one of the contestants, than I had received from my executive committee.")

Contest winners are the top performers of the 1972 JA program year. These young people having excelled at JA's goal of economic understanding.

More than \$15,500 in scholarships awards will be awarded.

## Election Panel's Task Explained

The purpose of the Conference Election Committee is to screen and select competent candidates, who best prove their ability to represent Achievers as well as Junior Achievement.

It is the committee's responsibility to present the Conference with validated candidates, who have passed several rigorous screening procedures, including a series of exams and two interviews. In these exams their knowledge of JA and current events in the world is tested. The committee feels that the national officers should be aware of many things in order to represent Achievers.

During interviews, Achievers are tested on their ability to speak and express themselves;

they are interviewed by their peers as well as past officers.

After the committee has validated what seem to be the most competent candidates, it is the candidate's responsibility to campaign . . . to present himself or herself to the delegates. The Campaign process is real to life; it is where the candidate takes over and has to prove that he or she is the person who will do the best job.

Two years ago, the election committee added another job to its already busy schedule — the task of sponsoring caucuses. The purpose of these caucuses is to give each candidate equal opportunity to present his views to the delegates. Caucuses give delegates a chance to openly meet the candidates.

## Jinny Sands Cedes Crown

"Yesterday, tomorrow and today . . . Junior Achievement has and always will be an interest in my life," said Jinny Sands, 1971 national Miss Junior Achievement who passed on her crown last night at the gala Achievers' Presidential Ball.

Jinny, a petite blue-eyed blonde from Central Illinois, has had an exciting year of travel, meeting Achievers and some of the nation's leading businessmen. In her role, as one of Junior Achievement's top salesmen, she has participated in the Reader's Digest Seminar; has co-chaired the Midwest JAMCO at French Lick, Ind. Has been a speaker at area award banquets, predominantly in the midwest and on the east coast; has hosted and been a national representative at JA trades fairs; and, as a youth representative for JA, has been on a variety of TV and radio talk shows.

"It's been an exciting year full of new friends and valuable experiences," said Jinny who enters college next year in pursuit of a law degree.

"I have learned a lot this year

### BULLETIN

Christel Capdevielle, of New Orleans, La. was crowned last night as Miss Junior Achievement 1972 in ceremonies at the National Junior Achievers Conference. First runner-up was Jill Bergen, of Phoenix, Ariz., and second runner-up was Pam Connors, of Cincinnati, Ohio. The winner was crowned by Jinny Sands of Normal, Ill., Miss Junior Achievement 1971.

in my reign as Miss Junior Achievement," Jinny, a high school honor student said. "You learn you've got to work with people to get anything done . . . it's give and take if you want to accomplish anything worthwhile."

"It's hard to say all that I've gotten from three years in JA," she continued. "The main thing is that JA gave me a total look at the business world. I look at it as what I'm going to do in the future, as part of my life. I'm more aware as a consumer by understanding what the manufacturer is going through. I also think JA has influenced my thinking about a career — right now I'm thinking about law, but along with law I can see business coming into it."

The Miss Junior Achievement crown was a highlight in Jinny's JA experience but she places a higher merit on the relationships she has made while at national and regional conferences.

According to Jinny, "You're not only meeting people from different backgrounds, you do that on a typical JA night, but many people with different backgrounds from different areas of the country. And you have an automatic link with the person right next to you. That's JA! You can start talking with nothing to get in the way. So then the interaction starts, and once you're going — wow!"

Is Jinny going to miss the title? Probably, but there is always something new and different waiting to experience in the future," is Jinny's statement and probably her thoughts as she placed the crown on her successor's head.

## President Of The Year

### Young Presidents' Organization, Inc.

First Place—\$1,500

Michael Saunders, Minneapolis, Minn.

Second Place—\$500

Suzanne Holman, Chattanooga, Tenn.

Third Place—\$250

Barry Kessler, Dayton, Ohio

Finalists—\$100

Denese Cosper, Miami, Fla.

Morris Maclin, Jr., Buffalo, N.Y.

Claude Organ, Omaha, Nebr.

## Production Executive

### The American Institute of Industrial Engineers, Inc.

First Place—\$500

Randall Kern, Akron, Ohio

Second Place—\$150

Ernest Lottman, Orlando, Fla.

Third Place—\$50

Anthony Puentes, San Jose, Calif.

Finalists—\$25

Glen Jackson, Tulsa, Okla.

Tom Lucas, Pittsburgh, Pa.

## Marketing Executive

### Sales & Marketing Executive International

First Place—\$1,000

Peter Doan, Battle Creek, Mich.

Second Place—\$250

Connie Waltz, Jackson, Mich.

Finalists—\$50

Laurie Rhodebeck, Mansfield, Ohio

Steven Silverman, Miami, Florida

Terry Vujea, Grand Rapids, Mich.

## Corporate Secretary

### American Society of Corporate Secretaries, Inc.

First Place—\$750

Faye Martin, Charleston, S.C.

Second Place—\$400

Clare Helmer, Dallas, Texas

Third Place—\$200

Rebecca Short, Bryan, Ohio

Fourth Place—\$100

Lee Learned, Birmingham, Mich.

Fifth Place—\$50

Kathy Freundl, Jackson, Mich.

## Treasurer Of The Year

### National Association of Accountants

First Place—\$500

Deborah Tierney, St. Paul, Minn.

Second Place—\$150

Debra Jenkin, Scranton, Pa.

Third Place—\$50

Julie Purdy, Owensboro, Ky.

Finalists—\$25

Tricia McClurg, Louisville, Ky.

Kathy Phillips, Anderson, Ind.

## Safety Director

### American Society of Safety Engineers

First Place—\$250

Mike Champion, Dallas, Texas

Second Place—\$100

David Richardson, New Orleans.

Third Place—\$50

Mike Budas, Battle Creek, Mich.

Finalists—\$25

Pat DeMarco, Canton, Ohio

William Guinee, Boston, Mass.

## Miss Junior Achievement

### Junior Achievement, Inc.

First Place—\$250

Christel Capdevielle, New Orleans, La.

Second Place—\$75

Jill Bergen, Phoenix, Ariz.

Third Place—\$25

Pam Conners, Cincinnati, Ohio

Finalist

Carolyn Post, Terre Haute, Ind.

Kim Zimmer, Grand Rapids, Mich.

## Special Recognition: Quality Control

### American Society for Quality Control

First Place—\$150

Tim Molony, New Orleans, La.

Second Place—\$75

Andrew Turner, Tulsa, Okla.

Third Place

Patricia Llewellyn, Battle Creek, Mich.

## Public Speaking

### Toastmasters International (Judges)

First Place—\$500

Barbara Leffler, Omaha, Neb.

Second Place—\$150

Richard Williams, Kingsport, Tenn.

Third Place—\$50

Donna Chapman, Buffalo, N.Y.

Finalists—\$25

Harry Bonner, Cincinnati, Ohio

James Tompert, Battle Creek, Mich.

## Purchasing Manager

### National Association of Purchasing Management, Inc.

First Place—\$500

Dan Dunahay, Pittsburgh, Pa.

Second Place—\$150

James Letourneau, St. Paul, Minn.

Third Place—\$50

Jerry Solove, Phoenix, Ariz.

Finalist—\$25

Marie Marx, Milwaukee, Wis.

Dave Reeves, Chattanooga, Tenn.

## Personnel Director

### American Society for Personnel Administration

First Place—\$250

Michelle Rolish, Johnstown, Pa.

Second Place—\$100

Eleanor Burkart, Reading, Pa.

Third Place—\$50

Tara McDowell, Cincinnati, Ohio

Finalist

Sally Furniss, Grand Rapids, Mich.

Lou Ann Greco, Cedar Rapids, Iowa

## Annual Report

### New York Stock Exchange

First Place—\$250 to company representative

Something Special, Detroit, Mich.

Marypat Abowd

Second Place—\$100 to company representative

Undying Spirits, San Francisco, Cal.

Maria Lozada

Third Place—\$75 to company representative

Pesaco, St. Paul, Minn.

Debbie Glewwe

Finalists—\$25 to company representative

Candex, Richmond, Va.

Karen Hairfield

Wesco, Atlanta, Ga.

Renee Matherne

## Company Of The Year

### National Association of Electrical Distributors and American Oil Foundation

First Place—\$250 to each of the three selected company representatives and a \$25 Savings Bond to each additional company member.

Pocket, Pittsburgh, Pa.

Cynthia Legin, David Mashinski, Phillip Volponi

Second Place—\$100 to each of the three selected company representatives

Sten Craft IV, Tucson, Ariz.

Mary Ebert, Carol Pitts, Dan Starkey

Third Place—\$75 to each of the three selected company representatives

JA Publications, Phoenix, Ariz.

Aprile Coroneos, JoAnne Doles, Pamela

Hantsch

Finalists—\$25 to each of the three selected company representatives

Creative Manufacturing, Lima, Ohio

Kathy Comer, Tom Swickrath, Dona Watterson

Jangers, Lincoln, Neb.

Phyllis Berry, Patty Huguenin, Thomas Kell

# Workshop Minutes Released

Nearly 700 delegates to the National Junior Achievers Conference (NAJAC) participated in Workshops. The main purpose of these sixteen workshops was to provide an optional opportunity to study a number of subjects. Under the direction of A. E. (Tony) Vendely, program director of Junior Achievement (JA) of Central Indiana, the Workshop Department uses the talents of Graduate Achievers, professional staff and experts from business, education and industry. Vendely said the function of the workshops is to aid JA in the development of the program and provide Achievers with an insight into topics outside JA.

Achievers who desire additional information on the activities which took place in the workshops should contact Mary Beth Vernon, assistant program director, Junior Achievement Inc., 909 Third Avenue, New York, New York 10022.

Assisting Vendely in the direction of the department were Wayne York, Thomas Schober, and Ralph Howarth.

## Service Companies

PHIL WATTS

The objective of the service company workshop was to discuss the different types of service companies by the criteria of what they can do for JA, for the community, and for the company members and also to define problems associated with the operation of service companies.

Workshop members were unanimous in their support of the service company concept. Service companies provide more incentive to join JA, allow achievers to express themselves creatively in a specific interest field and give achievers the opportunity to learn new skills. Service companies benefit the JA program by providing entries into more publicity, by getting achievers out into the business community, and by providing JA with a new image which workshop members felt was sorely needed. Service companies benefitted the community in which they operated by providing the community with needed services.

In spite of the above factors, workshop members pointed out several problems in the operation of service companies. In cases where service companies met outside the building center, a communication problem between the company and the center does exist. Of primary concern to workshop members was the difficulty in which service companies and their members have in area, regional, and national competition in contest.

The service company concept, because of the many benefits which it offers should be instituted in areas wherever possible. Furthermore, achievers in a position where they can compete on an equal offered by JA.

## Consumerism

BOB LABANOWSKI

In the course of the nine-hour presentation the following topics were discussed: Introduction to consumerism, The pre-purchase

phase, the purchase transaction, the post-purchase experience, and positive efforts being made.

After an introduction on the general topic was made, the availability and quality of information was discussed which involved branding, advertising, and packaging. Following this the factors involved in the actual purchase of a product were discussed. Various fraudulent selling practices were investigated along with factors in the pricing of a product. Also, the use of trading stamps, which are a unique form of purchasing products in the marketing structure, was presented.

The post-purchase experience concerned warranties and service and also improvements being made in product safety.

The workshop concluded with a look at the positive action being taken by government and consumer groups highlighted by a special message on protecting consumer interest given by President John F. Kennedy, a code of consumer obligation, and a consumer code of ethics.

## Choosing A College

HOWARD SHAPIRO

The principal objective of this workshop was to inform the delegates of the procedures and considerations involved in their choice of a college. It is hoped that college-bound students will be more aware of the advantages and disadvantages involved in their decisions of what types of educational institutions are available. In addition, the resources for obtaining information on accreditations, scholarships and financial aid, etc. should be realized.

The merits and values of each alternative and the considerations involved with each factor were discussed in great detail with a panel of university students. Methods of establishing priorities were demonstrated by linear model. The resources available in finding information on school accreditations, scholarships, loans, etc. were explored in conjunction with the review of college catalogues.

The preparation for and importance of College Board Examinations were discussed, as well as the requirements of the colleges for the acceptance of their students. The workshop was successful because the broadened understanding of its participants in the factors affecting the important choice of the institutions of higher education.

## Recruiting And Membership

LOUIS GOSS

Goal: Conceive new ideas and discuss possible improvements in recruiting and solutions to membership problems.

The delegates filled out a questionnaire on why and how they joined JA and what problems arose in the past year. Groups were then formed with discussion based on what turns kids off and on.

With the results of Monday's questionnaire and discussion, the delegates were then assigned to five different groups:

recruiting speech: five minutes in length aimed at an assembly of high school students; posters; radio spots; TV spots; pamphlet — a combination of a fact sheet and questionnaire.

An open discussion on the roots of memberships problems preceding breakup into sub-groups. Four groups were assigned a different problem: a.) early retention, b.) boy-girl ratio, c.) second half dropouts and d.) extra-curricular activities in the JA program (non-social).

The workshop ended with a review of the week and a talk on what each delegate could do when he returns home. A question-and-answer session with the workshop head ended the workshop.

## Getting Ahead In College

JEFF L. DEAN

OBJECTIVES: To prepare Achievers for a new experience — the aspects that cannot be defined and written down. These may include social problems, coping with free time, learning to exercise self control and handle the responsibilities of college life. And to discuss beforehand what problems other students have encountered and how they handled them.

The first day was devoted to interpersonal communication aimed at defining what getting ahead in college means in terms of the individual's goals and interests. The delegates became oriented with the wide range of goals and interests by means of introductions to the other members of the workshop. The discussion owed its success to the open-mindedness of the Achievers. The second day of the workshop consisted of a panel discussion on college life in general. College students from different types and sizes of schools in many different locations comprised the panel that spoke on topics ranging from campus protests to academics. This was effective in answering individual questions and erasing many illusions the delegates had formed in high school. The final session was spent making suggestions for next year's college workshops. New ideas were suggested and discussed.

Conclusion: Since all aspects of college change every year in terms of importance and interest, we feel that every year the workshops should devote time to those topics which are most relevant to the times. This was done this year with success. Many of the achievers display an ability to objectively analyze and effectively define the problems one faces today in college.

## New Ideas For JA

LARRY DRUMMOND

The goals of this workshop were to inform Achievers of new ideas being tried in the JA program, and gain Achiever input of new ideas to be proposed in the future.

Ideas discussed were a proposed urban renewal; the JA Company; partnership companies; and The four year, graded program.

Various Program additions include: field trips to area colleges; contest information and motivation session; management games; community responsibility programs; one day, local conferences; graduate achiever programs; plant tours; mutual officers aid groups; local seminars on typical company problems; local speakers; local workshops; trade fair planning meetings; job placement by JA.

The achievers suggested the following ideas: Production worker of the year award; unify large, many-centered areas, seminar on unions and collective bargaining, more social activities, JA credit in high schools; stock broker companies.

## Public Relations

STEPHEN ENCARNACAO

The purpose of the public relations workshop was the development of those skills necessary for successful use of the public relations process. The public image of Junior Achievement on the local and national levels was analyzed in depth. The utilization of resources available to Junior Achievement was a major topic of discussion.

Films from government, industry, and Junior Achievement introduced basic concepts of the public relations process. Members of the workshop played various roles in the step by step flow of the public relations — communications process.

Case studies gave the workshop the opportunity to serve as a dynamic model of the process of image building and attitude change. Decision making teams attacked the problem of changing a "negative" and "square" image of JA. The teams actually assumed the roles of radio, television, newspaper, business, and educational workers assigned to a public relations program for JA.

The results of the workshop seem to indicate the need for grass roots development in the area of JA image-building. Beginning at home, the communication model flowed in concentric circles with each circle representing a different layer of the information flow necessary to public relations information.

## Secretarial Opportunities

MRS. JEAN SCHOBER

The secretarial opportunities workshop was created to provide the Achiever with a better understanding of the business opportunities available to her through a secretarial career. The ultimate goal was to provide practical material on what type of job might fit their personalities and capabilities best, on how to use their Junior Achievement background to the fullest, and on what steps to take in order to obtain a job.

The first section of this workshop dealt with the individual Achiever's personality traits, temperament, interests, desires and goals and how these basic characteristics might relate to (1) job choice and (2) job capability. In addition, the correlation between their JA background and how it could relate and affect job selection by providing them with addi-

tional insight into the different internal divisions and departments in a business was also discussed.

The workshop reviewed the types of secretarial jobs available. The duties, income, demand and personal characteristics needed to perform well were reviewed and analyzed.

The procedure for obtaining a job was examined closely. Topics covered were employment agencies, how to fill out an employment application, how to make a good impression when phoning to make and interview appointment, how to dress, act and impress your prospective employer in an interview, what questions you should ask of the employer, and in general what an interview will actually be like. A resume form was distributed and time was spent on how to emphasize an Achiever's JA background, how to make it work for you, and how it provides an added insight into your being for your employer.

Overall, in addition to providing some very practical and basic knowledge, the workshop seemed to give considerable insight into the secretarial field and how a female could use this field to open the doors for her into the business world.

## Understanding Business

CURTIS J. THOMPSON, Ph.D.

The purpose of the workshop was to provide knowledge of business beyond that gained through JA Company activity. Specific objectives of the workshop were as follows:

1. To discuss the challenges of starting one's own business;
2. To deal with some of the fundamental financial considerations of operating a business;
3. To deal with questions of authority, responsibility, communications, productivity; effectiveness, and motivation
4. To analyse American business into functional segments and investigate the size and other characteristics of each segment;
5. To suggest how JA can better serve to help young people "understand business."

To accomplish these objectives, four business cases were studied and discussed. These cases were documentations of actual business situations. Each delegate read and analyzed each of the cases during his free time; small study groups met to discuss the case; and then the entire workshop discussed the case. Problems, symptoms of problems, subproblems, and root causes were identified and dealt with.

The concepts of productivity, production, effectiveness and efficiency were discussed; precise definitions of these concepts were established.

Several ideas were proposed on how JA can better serve to help young people understand business. These included having seminars and workshops in the local area with emphasis on stimulating business situations that have actually occurred.

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## Minority Enterprises

ALVIN LEE

In an attempt to utilize the talents, experiences and involvement in social affairs of the NA-JAC delegates to a greater extent, the idea of a cluster workshop was formed. The goals were to show the relationships between business and society, while dealing with situations that directly affect blacks and other minorities. The goals were purposely broad and were narrowed by the specific smaller workshops that dealt with Black Capitalism, Human Relations and JA in the Urban Area.

The overall plan of discussing three different ideas during the Workshop period was handled by large group and small group meetings. It is impossible to state all the topics discussed but they ranged from prejudice to JA involvement in large cities. A total effort was made through dialogue and exchange of ideas to look directly at the economic development of minorities in this country and what effect this may have on closing the gaps between blacks and whites.

No conclusion can be made which might be used to solve the problems that were discussed, rather a beginning was made to look at some specific situations and what can be done in these areas. We concluded the workshops by making specific recommendations to JA where warranted.

## National Management Association

JACK POST

RAYMOND JACQUETTE  
MICHAEL J. TIMMER

The objective of this workshop is to adapt, implement, and evaluate a series of four discussion topics for possible use as JA Board Meeting topics.

Junior Achievement's unique learn-by-doing experience is integrated on a regular basis with thought and discussion concerning company operations and the process of the economy as a whole. The vehicle of this activity has been the company board meeting which takes place once a month and consumes approximately 10 of the 60 total hours in the JA Program. The JA Staff constantly endeavors to update the discussion topics, improve the quality, and facilitate their use. This particular workshop has been utilizing the resources of selected delegates to adapt, implement, and evaluate four topics: "Preservation and Progress", "Interpersonal Relationships", "Self-Training" and "Management of a Business."

The aforementioned topics are expected to expand and enhance the important aim of providing a general understanding of private enterprise.

## Officer Training

JACK E. MAZE

The purpose of the workshop was to examine the responsibilities of the officers including a detailed discussion of the renovated office of vice-president of personnel and examine the needs of increased communication.

By dividing the delegates into six groups, one for each of the elected offices, the responsibilities and duties were

presented to the entire group. Then, through question and answer sessions, the other delegates in the workshop received answers concerning their offices.

Because of the additional responsibilities the vice-president of personnel now has, a lengthy discussion and presentation was made. Special emphasis was placed on methods to achieve 100% attendance, mid-year recruiting, and company morale. Experience showed that the most effective mid-year recruiting was a contest between companies. The company which brought in the most new members during a month would receive points towards Company of the Month, a pizza for the members, or tickets to a movie. This provides the needed incentive for the program to succeed.

The other part of the workshop consisted of a communication experiment and case studies to make the experiment more relevant to JA. The experiment demonstrated how much easier tasks are when a good dialogue exists between the officers.

## Women in Business

ANN SPLITTGERBER

The objective of this workshop is to inform the delegate how to best use the JA experience and business knowledge to acquire a desired job and to promote a general understanding of the status of today's "woman in business".

A survey of workshop members revealed why they were interested in this particular workshop and a discussion was held concerning the special interests of the delegates which related to the modern businesswoman and non-female stereotyped jobs.

Packets containing information on recent women's movements, comparative wage and pay scale benefits, and facts and figures concerning the Federal Government's role with the American businesswoman were distributed to the delegates.

Brainstorming sessions on personal experiences and whether the delegates felt that JA had or had not prepared them for the problems discussed were held. A film, "Lamps in the Workplace" (a mini-study from the department of labor on sex discrimination, age discrimination, garnishment, etc.) was shown and was followed by a discussion concerning the employers' and employees' responsibilities to prevent similar problems.

Two guests from the Young Entrepreneurs entertained questions from the delegates concerning their personal experiences as "modern women" in the business world. The workshop was concluded with "A Woman in that Job?" designed to raise questions concerning myths about women in business.

## Sales Management

TOM STACEY

The goals of this year's sales management workshop were two fold: first of all, it was designed to teach the attending delegates the proper ground work for sales management in a JA company; second, with these methods installed within them it is hoped that by instruction they will be able to establish training

programs in their own areas. Sales management and individual sales presentations were the main points discussed.

Under sales management, new ideas were shown to promote a united company effort. To do so it was suggested that assistants be appointed to the vice president of sales to help implement new programs. These new programs would consist of sales training meetings for activeness, sales parties, and Achiever motivation. The sales presentation portion of the program followed the basic outline as given in the JA company manual. Techniques in giving various aspects of presentations were developed in reference to demonstration, objections, closes, referrals, and prospect congratulations.

## Operating a JA Company

RALPH P. HOWARTH, JR.

The function of this workshop is to analyze the activities and procedures in a JA Company, with reference to the new JA Company Manual and record system.

The workshop membership divided itself into sub-groups with each taking special sections of the basic program material to study. Both the strong and weak points were discussed. Suggestions were offered on board meetings and discussion topics; again pros and cons were pointed out. Strong approval was expressed for the new record system and officer handbooks. The new forms and separate binders are welcomed as providing better tools for membership of a JA Company.

Expressing the findings of this workshop in such a short space is impossible. The membership had strong opinions — some positive and some negative — about certain items or points in the operation of a JA Company. When expressing a negative opinion, the Achiever was not acting in a destructive manner, but rather being very constructive about JA. A major suggestion appearing throughout the workshop; even though not expressed, is that the achiever must fully understand the complete record systems and manuals to be an "expert manager".

## Achievers Association

DOUG CARLSON

The primary objective of the Achievers Association workshop was to train newly elected officers in association duties. The chief aims of an association are listed: Build JA spirit — Aid the JA companies and the individual Achievers — Promote good public relations — Make improvements and maintain business center — Promote participation in Regional and National JA activities.

Each of the aims of the Achievers Association were discussed by the workshop participants. An effort was made to more clearly define each of the aims by discussing how each of them could be implemented.

The workshop participants had the opportunity to listen to and exchange views with an Executive Director in relation to the role of the Achievers Association. It is evident that as long as the work of the Achievers Association pertained to the designated goals, there is a

great potential to be of service to the local JA program and the Executive Director. It was emphasized that the Association should make a special effort to involve all Achievers in their activities and plan any social activities well in advance, so that follow-up will be assured.

In accordance with the purpose of the workshop, the participants were reacquainted with the aims, responsibilities, and make-up of an area Achievers Association, so as to be prepared for participation in and organization of such a group in the next program year.

## Business And The Environment

TERRY ZAJAC

The business and the environment workshop took a positive attitude this year, emphasizing the actions taken by business to curb pollution rather than delineating the problems at hand. Four major topic areas were discussed and evaluated; each was considered both as a separate sector of environmental situations and then as component of the total system: air pollution — discussed were automobile engines as they are today and the viable alternatives to internal combustion; smelting, refining, and manufacturing pollutants and steps being taken to curb their effects; water pollution — industrial wastes, municipal wastes, and oil spills were the major items of interest; many alternatives discussed primarily were water treatment facilities and their effect; ground pollution ("people pollution") — litter, noise pollution, and other problems which are currently being solved through progressive business actions; power production — the major types of power production were evaluated for their total efficiency and compatibility with the environment.

## Investments

JOAN E. KEHOE

The goal of the investments workshop was to familiarize delegates with little or no experience in investing with a basic understanding of the theory and mechanics of investment, including an Investment Game, which was played by the members to allow them to put into practice what they were learning during the workshop.

The objectives of this workshop were attained with its members leaving with general, basic knowledge of the principles, and mechanics of investment.

The consensus of the members was that JA stocks should be made transferable, not only to make the idea of investment companies in JA more feasible, but to establish a competitive market that would make for better and more realistic companies. Placed in this competitive market, the companies would sophisticate themselves to a higher level of experience and achievement.

## National Achievers Association

ED RATKA

The National Achievers Association (NAA) was formed at the 1971 National Junior Achievers Conference. Representatives for area Achievers Associations are meeting at this year's conference to further organize and formulate the

NAA. The delegates hope that the NAA will help to improve communication lines between area associations and serve as a unifying force.

The first meeting of NAA workshop was to review and discuss proposed by-laws drawn up by the National Junior Achievement Conference officers. The by-laws were accepted unanimously by vote of the NAA delegates after appropriate changes and additions were made. Copies of the by-laws were distributed to all delegates attending the conference.

One of the first duties of the newly formed NAA was to vote on the acceptance of the resolutions for the 1972 conference.

Regional coordinators were elected for each of the five regions to serve the NAA during the upcoming year. A vice-chairman and council secretary were also elected to aid the newly elected National Achievers Association Secretary, who acts as Chairman of the NAA.

## Urban Problems

MISS ELIZABETH A.

MARREWA

Urban affairs involves all of the social and environmental issues of a community, a region, a state and a nation. Such involvement includes minority employment and enterprise, housing, contributions, education, racial tensions, youth, crime, drug abuse, and all forms of pollution and land conservation. The urban problems workshop is exploring a variety of ideas about the city, in order to suggest future directions for business, government and the individual, in Urban government.

## Business and Social Responsibility

MRS. EMILIE MILLER

JIM PETTIT

The goals of our workshop are to define social responsibility and in which of the areas business should be involved and should JA companies also be involved.

Areas of concern and responsibility were listed and discussed, noting that business is first responsible to the stockholders and to producing goods and services. Beyond that there is providing equal employment, good working conditions, training and producing a quality product backed by the company. In the community there is supporting the arts, helping youth, urban renewal, decent housing, mass transit, medical facilities, and political involvement. These programs are financed through taxes, foundations, grants, bond issues, fund-raising (such as political contributions) and government matched funds (Job Corps). If business is not willing to take on many of these responsibilities or co-operate with government, then government will step in with regulations.

Business must set corporate policy, management and individuals must commit to being involved in the community and in political awareness. JA companies and achievers must decide their role in this area and work toward a goal. Just as corporate Annual Reports tell what their company has done in the area of social responsibility, so should the annual reports of JA companies.