



## International Dateline October-December 1998

### Partnering with Junior Achievement International A Wise Investment for the Future

The era of partnership is only just beginning. In the next few years it will become very routine for private companies, foundations, nongovernmental organizations, governments and multilateral organizations to work together in partnership to address social problems.

-Jean Francois Rischard, Vice President Finance & Private Sector Development  
The World Bank



Since Junior Achievement's inception in 1919, the concept of working in partnership with the business and educational communities has been central to the philosophy of JA. By bringing volunteers with business experience into the classroom to facilitate its programs, Junior Achievement teaches the next generation of entrepreneurs, managers, policy makers and voters the value of free enterprise. This idea has been taken to a new level with the growth of JA International, impacting more young people each year and closely complementing the goals of globally-minded individuals, communities and multi-national corporations worldwide.

In 1998-99, JA International Member Nations will reach over a million students, and these numbers will only show exponential growth in coming years, as established programs expand their operations through global partnerships and new JA organizations are planted.

Junior Achievement is a powerful world force, due in large part to the dedication and support of its many sponsors and corporate partners who are willing to commit to improving the future. Everyone from multi-national CEO, to parents, to JA alumni can serve as a partner in JAI's worldwide mission. If you share the dream that the world can be a better place, then there is a place for you with JAI. Such partnerships make sense and add value to all involved. Benefits include investing in the future of a country, creating pro business climates and opening new markets, all while addressing long-term issues such as hunger, sanitation, housing and education, and helping people believe their lives can be better while giving them the personal skills necessary to take charge of their economic futures.

Additionally, volunteer business consultants in local communities receive special advantages as they project a positive image and hone presentation and people skills, all while touching young lives and 'giving back' to the community. It is a win-win situation. In this way individuals and the global business community can effectively reach out to partner with the billions struggling to understand the risks and gain the rewards that economic freedom holds.

Looking beyond the financial and volunteer partnerships, we see that the true winner of Junior Achievement's efforts is the global community. With the development and exercise of free enterprise education, the world is enriched and the leaders of tomorrow are trained to compete and understand the impact that their decisions and actions have on a global scale.

### Junior Achievement Students from Argentina Win 1998 Hewlett-Packard Global Business Challenge World Championship



Five teams of Junior Achievement (JA) students from around the world recently left Atlanta, Georgia, \$7,000 richer after placing atop the international competition in the Final Round of the 1998 Hewlett-Packard Global Business Challenge. The 1998 world champion is Team TAGWE from Buenos Aires, Argentina. Second place went to Team METRO from Moscow, Russia. Third was captured by Team RAGAS from Kaunas, Lithuania. Fourth and fifth went to Teams IMPERIOR of Moscow, Russia and ALIEN of Minsk, Belarus. Finalists receiving Honorable Mention were Team SANTIAM of Mill City, Oregon (USA), Team PARANOIC of Shilute, Lithuania, and Team CHAMP of Lviv, Ukraine.

These teams have competed against thousands of other JA students since the contest's start in February. Only the top eight teams with the best 'bottom-line' results advanced to the final competition in Atlanta where they enjoyed an all-expense-paid week of Atlanta's best activities, as well as a VIP Awards Ceremony at the Carter Center International Library. This marks the third year of the HP-sponsored contest.

(For information on the 1999 Challenge, please visit our website at [www.jaintl.com/hpgbc](http://www.jaintl.com/hpgbc))

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

St. Lucia – JA-St. Lucia is very proud to announce that Her Excellency The Governor General, Dr. Pearlette Louisy has accepted the role of Patron of Junior Achievement of St. Lucia.

Costa Rica- The CRUSA Foundation (Costa Rica-USA) committed to up to \$185,000 (USD) over five years to fund 50% of the Junior Achievement Business Basics program in local public schools. The project will reach a total of 45,000 students. The CRUSA fund will match corporate sponsorship of Business Basics programs in community schools.

Singapore- Three hundred invited guests including Members of Parliament, diplomats, business leaders and school representatives were in attendance at the launching ceremony of Singapore's Young Entrepreneurs Programme. This new affiliate of Junior Achievement International was pronounced official by Mr. Peter Chen, the Senior Minister of State for Education at the special event. YEP's start-up and launch have been funded by a grant of 100,000 SGD by City Developments Limited, a firm based in Singapore.

Togo- Please join us in welcoming Togo as the newest Member Nation to sign an official operating agreement with JAI. Still in their organizational stages, Ambassador Samuel K. Apaloo oversaw a JA training seminar in Lomé on October 5-9.

Wellington, New Zealand- Enterprise New Zealand Trust will play host to a Asia Pacific Rim International Conference on November 2-4, 1998. Among the delegates expected to attend will be representatives from Argentina, Australia, Singapore, Sri Lanka, Tonga and the United States. At the conclusion of the Conference, the delegates will have the opportunity to attend the Young Enterprise Awards for Excellence and a Coordinators' Conference the following day.

Junior Achievement of Brazil has included a quote column in their newsletter Junior ExpressFax. This month Christiano Renner, Director-President of Lojas Renner, tells why he is involved with Junior Achievement. "Junior Achievement is extremely important for opening new horizons for our students. Normally, during this period of life, students are unaware of the real world of business, but through the innovative JA programs, business and society work together to provide students with hands-on economic experiences. It is impressive-- the excitement that these students have and how they leave JA with new perspectives on life."

### **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.

MasterCard International -for enhanced operations of JA International worldwide

Mobil – provision of vehicles for JA-Ghana

Hewlett-Packard Company – 4<sup>th</sup> year of support for the Hewlett-Packard Global Business Challenge

American Express-continued support worldwide

Citicorp- support of regional Banks in Action competition and MESE - Japan, Russia and Argentina

Chase Manhattan-support to JA- Romania, Turkey, Bahamas, Brazil, Russia, Venezuela, Chile and JAI

U.S. AID (Agency for International Development)-in an announcement made by Hillary Clinton, JA-Russia received \$1.2 million for expansion of their K-9 programs

True North Communications – continued support worldwide

Aeroquip-Vickers – support for Young Enterprise Great Britain

Texaco – support for JA-Dominican Republic

JB Fuqua – continued generous support of JAI operations worldwide

## **AWESOME JUNIOR ACHIEVER**

### **Delphine Cardoen of Verviers, Belgium**

Awesome Junior Achiever Delphine Cardoen of Verviers, Belgium is special in a number of ways. For one, this summer she served as an awesome intern at the JAI offices in Colorado Springs. But her JA claim to fame is in being a Financial Director of EUREKA, the mini-enterprise student team which was chosen Best of the European Congress at the Young Enterprise European Congress and Trade Fair in LeMans, France, earlier this year. It was the first time that a Belgian Francophone Team won, and from a field of nearly a hundred teams!

Said Delphine, "It was very exciting to be the best in Belgium and all of Europe...yet, to reach that level, we had to work hard. School, family life, the manufacturing of our product, final dress rehearsal and the necessary preparations for competition were a lot of hard work. But it has all been worth it.

She adds in regards to her JA mini-enterprise work and her summer experience with JA International, "Above all, it was the opportunity to develop and prepare for a future professional life and the opportunity to meet people from around the world. It's an experience I would highly recommend!"



## **CHAIRMAN'S REPORT**

### **The World's Best Investment**

In 1998, the world watches as widespread economic crises bring sharp focus to the fact that too many governments and individuals still do not have a clear understanding of the risks and rewards required in free market economies. Today and in the future, the extent to which any economic reform will truly succeed and be sustainable depends almost entirely on whether a country's people, especially its young citizens, understand the new system.

It is in the corporate world's self-interest to serve as a partner to 'help nations to help themselves' in transforming centrally planned economies and governments to market-oriented and democratic ones. There follows a myriad of important reasons for such an investment, including global stability and ultimately, peace. Junior Achievement, with a track record of nearly 80 years, is a critical partner in helping corporations achieve their worldwide goals.

Corporations see that by educating the young to be knowledgeable consumers, citizens, workers, business people and voters for the future of their countries, there will be a rapid reward in both human and economic returns. This is why JA programs have grown to touch 4.2 million students annually in the US and around the world.

Through JAI's efforts, the world is not helpless to stand by and watch the crises escalate. By partnering with economic education initiatives such as Junior Achievement International, as corporations, communities and individuals, we can make a difference today and have a substantial impact on the future. Only from a combined investment such as this will there emerge truly sustainable global stability and peace.

### **JA-Macedonia International Summer Camp '98**

Completing its first full year of Junior Achievement activities, JA-Macedonia hosted an international summer camp on Lake Prespa to the best and the brightest of its 19 student companies and 12 students from Latvia, Lithuania and Romania. 100 JA students participated in the three-week camp, which included instruction in JA principles and a MESE competition.

Afternoons were spent with friends swimming, kayaking, playing sports and ping pong, as well as taking a day-trip to ancient Lake Ohrid. Evenings were spent dancing at the disco, which hosted a Mock New Year's Eve Party (dress code: pajamas), and the final night saw the students at a lakeside campfire complete with a picnic and international songs.

International students contributed a great deal to the experience. Friendships were established and many connections continue through the mail and via the Internet with promises for future exchanges among JA camps.

JA-Macedonia has already begun planning for the '99 camp season and will be accepting international registrations beginning in April. They hope to share their beautiful country of lakes and mountains with even more JA friends in the summer of 1999.

### **COUNTRY PROFILE – BULGARIA**

Year Founded: 1997

Number of Students Served: 400/year

Junior Achievement Bulgaria (JAB) was registered as an official Foundation in the Bulgarian court on February 10, 1997. However, the JA Applied Economics program had been taught informally since 1993 by US Peace Corps Volunteers (PCVs) in two cities. The 1996-97 academic year served as a pilot year for JAB, wherein the JA Applied Economics, Student Company, and MESE programs were taught primarily by PCVs in nine schools throughout Bulgaria.

At the beginning of the 1997-98 academic year, JAB welcomed a new executive director, Milena Stoicheva. That fall, JAB staff members worked closely with the JAI Regional Office for Central and Eastern Europe to reorganize, expanding its Board of Directors, and developing a strategic plan. Since then, JAB has truly begun to mature and has accomplished a number of exciting and noteworthy achievements:

- JAB forged Memorandums of Understanding with its key supporters, including the US Peace Corps, St. Kliment-Ohridski University, and the Ministry of Education. This final agreement approves JA programs as mandatory elective courses in the general curriculum for secondary schools in Bulgaria.
- JAB's program expanded to 26 classes in 23 different cities, exceeding the projection by 6 classes. During the 1998-99 academic year, JAB aims to have 60 classes during the fall and another 5-10 in the spring semester for a total of 1200-1400 students.
- Fifty new teachers and business consultants were trained at two short refresher seminars and one four-day annual training seminar.
- All JA program materials were translated and printed in Bulgarian.
- A case study supplement featuring Bulgarian business successes and challenges was developed with the assistance of

several PCV's and noted Bulgarian economists.

- Bulgaria ran six successful Student Companies, one of which (peanut butter) shall continue operating next year and possibly register as a real company.
- 13 teams participated in the first Bulgarian National MESE Competition in May and June, of which two will proceed to the International Hewlett-Packard Global Business Challenge. Three teams participated in the EuroMESE competition, administered by JA-Lithuania in February.
- JAB created a newsletter, **SOFIA SPEAKS**, through which students, teachers, consultants, and staff share information and relevant news items.
- On 27 June 1998, more than sixty people attended JAB's 1<sup>st</sup> Annual Award Ceremony and Student Day to celebrate the myriad achievements of our students, teachers, and business consultants.

These achievements, however, could not have been attained without the financial and moral support of many organizations, multinational corporations, and individuals, too numerous to name.

JAB is looking forward to another exciting and challenging year, as we aim to promote economic and business education and the infectious entrepreneurial spirit to our youth during this crucial period of Bulgaria's emergence as a free market economy.

-text adapted from Milena Stoicheva, Executive Director, JA-Bulgaria

### **ON BOARD: A Profile of Junior Achievement International Board Members**

KENNETH GORDON

Publisher/Chief Executive Officer/Chairman

Caribbean Communication Network Ltd.

Trinidad & Tobago

Mr. Ken Gordon began his association with Junior Achievement with the inception of Trinidad's JA organization in 1970. He served as a member of that country's Founding Committee, and subsequently with the board that guided the introduction of JA's programs into the Caribbean. It is noteworthy that his support and investment have not wavered in his 28 years of involvement. Presently, Mr. Gordon is in the forefront of the move to pioneer the introduction of JA in new countries.

Said Sam Taylor, Chief Operating Officer of JA International, "Since Junior Achievement plays such an important role in education in the Caribbean, Mr. Gordon's representation at the international level has been to the benefit of all the Caribbean states. It has also broadened the view of JA for all of our Board Members. We are pleased that Ken has taken such an active leadership role for JAI in the Caribbean and around the world."

As part of his ongoing efforts, Mr. Gordon recently chaired the second Caribbean JA Executives meeting in Antigua. The most significant outcome of that meeting was a resolution that made Trinidad and Tobago the regional Secretariat of Caribbean Junior Achievement.

Mr. Gordon has been a member of the Junior Achievement International Board of Directors since April 1997. He is also the Chairman of the Neal & Massy Board of Directors and the former Chairman of the Caribbean Association of Industry and Commerce, B.W.I.A., and the founding Chairman of the C.A.N.A.