



The Achiever



News of the 33rd National Junior Achievers Conference

Wednesday, August 11, 1976

Liberal arts lauded



SIDNEY P. MARLAND

Dr. Sidney P. Marland Jr., noted educator and president of the College Entrance Examination Board (CEEB), told this morning's general meeting that rounded liberal arts education is vital to today's college student.

Marland stated that he felt no need to profess his belief in the positive value of career education to students who were actively involved in JA — a career-oriented organization — but rather, urged delegates to consider a liberal arts education.

"Truly educated individuals contribute powerfully to an educated society, one with aspirations beyond existing achievements, with goals at the far limit of existing knowledge,"

Marland said.

"Part of the essential purpose of a liberal education is to help each new generation to have a series of creative engagements with human anxieties and adversities," he said. "You have a mind, a spirit, an inner self that will respond to learning if you take the trouble to do something beyond mere occupation."

In his position as CEEB president, Marland directs a national, non-profit organization composed of more than 2,000 colleges and universities. He is currently a member of the boards of trustees of Educational Testing Service, the American College of Life Underwriters, and the Thomas A. Edison Foundation.

Marland is also currently serving on the National Advisory Panel to the John F. Kennedy Center for the Performing Arts and the National Chamber of Commerce Advisory Group of Scholars. He was appointed Adjunct Professor of Educational Administration at New York University in January 1974.

From 1970 to 1972 Marland was U.S. Commissioner of Education, and the following year served as Assistant Secretary for Education in the Department of Health, Education, and Welfare.

In his speech before the delegates, staff and executive visitors who were present as part of Business, Industry and Education Day, Marland praised JA, saying that it "prepares you most admirably for the realities of the college campus equally as well as it does for the demands of the business world."

Marland also called for a reform of the formal education system to incorporate more career education at all levels of schooling.

"Career Education is conceived with the necessary harmonizing of occupational development with the totality of learning," he stated.

In an interview before his speech, Marland expressed the same views about Junior Achievement.

"JA is a way of relating formal education to the realities of responsible living," Marland commented. "Linking arms with businesspeople and other adults gives young people a chance to grow in ways other than formal schooling."

(Continued on Page Seven)

Business leaders to view conference

Over 430 people are arriving today to observe, share, and participate in the "Spirit of Achievement" at NAJAC. Thirty-six corporate planes will land at Bloomington airport to bring visitors to the 10th NAJAC "Business, Industry and Education Fly-in Day."

"These people have been recruited mainly at the local level," explained Joseph Francomano, conference chairman. "NAJAC is JA's biggest showcase. We want local business people to see Achievers in action, and let the Achievers sell themselves."

Business people from all walks of life are expected. Educators, media persons, national Junior Achievement board members, contributors, and sponsoring company representatives are scheduled to arrive. They will spend the day observing Achiever activities and talking with the Achievers themselves.

"These business people and educators are coming to learn what Achievers are thinking about current issues and their involvement in JA," continued Francomano. "I hope that all Achievers will express their personal appreciation and support by introducing themselves and exchanging ideas with the visitors. That is the whole purpose of their being here."

The visitors will have plenty of time to intermingle with Achievers. At 9 a.m. the visitors will be taken by Achiever guides to visit workshops, group discussions, and other activities. Many will be eating lunch with the Achievers. At 4:00 there will be a special session in the

Auditorium for the businesspeople to talk with selected Achievers on a more personal basis.

Wednesday evening will be highlighted by a dinner and reception at the Student Union. Richard Terrell, national chairman of the Junior Achievement board of directors, will preside. Bert Schoen, 1975 outstanding young businesswoman and public speaker of the year will be the featured speaker. A filmclip of Bert's recent appearance on "Good Morning, America" will also be shown.

Several past inductees of the Junior Achievement National Business Hall of Fame will be honored including Royal Little, a 1975 inductee who founded Textron Corporation, and 1976 inductee Cyrus R. Smith, President of American Airlines until his retirement in 1974.

Numerous other guests will be featured at the dinner. William T. Maoney will receive the "Pioneer Award" for his key efforts in developing a Junior Achievement program in Charlotte, North Carolina. Maoney currently is president of Maoney Piping Supply Company. Claire Giannini Hoffman, daughter of Business Hall of Fame inductee A. P. Giannini, will also be introduced. The senior Giannini founded the Bank of America, one of the largest banks in the country today.

Richard Maxwell, president of Junior Achievement Inc., will also speak. He and 19 other members of the national JA board of directors

will also take time out for a meeting on Wednesday.

"We've been having the fly-in for several years now, and the results have been tremendous," said Francomano, organizer of the event. "The number of returnees and visitors has constantly grown. Our first year we had only fifty guests and one or two corporate planes."

Francomano is also pleased with the long-range results from the event. "We've had excellent results in terms of involving new people in Junior Achievement," he concluded.



Curfew

A fading smile, a lingering farewell, the completion of a never-finished conversation, and the day is gone. 11:30 is a time for goodbyes.

JA 'team' scores

Junior Achievement companies have been sponsored by nearly every imaginable type of firm, probably including the proverbial butcher, baker, and candlestick maker, but a Junior Achievement company sponsored by a hockey team? Actually, that's not quite right. The Kalamazoo Wings minor league hockey team of Kalamazoo, Michigan not only sponsored one JA company, it sponsored two, and a third company was sponsored by Wings Stadium in Kalamazoo.

Total sales for the three companies were over \$9,000, with the least performance by a company that had final sales for the year of a "mere" \$1,300. The highest sales were pulled in by the JA company, Goaltenders, with a total of \$4,088. The company also provided the Kalamazoo program with an area Treasurer, Secretary, VP of Personnel, an Outstanding Young Businesswoman and was named Company of the Year.

The Goaltenders began the JA year by selling T-shirts. Then they arranged a revue featuring performances by Wings players, and met their greatest success publishing a Wings Yearbook. In addition to its sales, the yearbook was used by the hockey team as a giveaway promotion to fans at each home game. Arrangements for this were

made through one of the Goaltender's advisers, Coach and General Manager Bob Liemieux. Liemieux has also placed the staff, coaches and players of the Wings at the disposal of Kalamazoo JA staff for recruiting for the 1976-77 JA year.

Sponsorship by the Wings has greatly increased publicity for the Kalamazoo Junior Achievement program, including personal recognition and promotion of JA by the top-rated announcer of the area's



Two members of the Goaltenders, a Kalamazoo, Mich. JA company, explain Junior Achievement's operation and check the accuracy of the 'bios' in their product — a game program — while on the ice at their counseling firm's "office," Wings Stadium of the Kalamazoo Wings hockey team (from left to right, Ron Wilson, Ann Schouwborg, Julie Groendyk, and Brett Callighen).

most popular radio station. Junior Achievement publicity will also appear in all future Wings game programs, as well.

The Wings front office has established an incentive program for Achievers, by giving ten Achievers the opportunity to apply for summer jobs as salesmen with the Wings and instruction by the club's sales representatives on the organization of a sales force.

One difficulty of the three companies not usually faced by the average JA company was finding a meeting place during Wings' home games. All three companies met at Wings Stadium, and home games or concerts left the Achievers without meeting space. Alternate meeting nights were arranged to avoid this scheduling conflict.

Perhaps the greatest testament to the success of the Junior Achievement — Kalamazoo Wings collaboration can be found in a single statistic. Of the eleven members who were present at the first meeting of the Goaltenders, all eleven were still present at the final company meeting. With enthusiasm like that, all other successes of the Goaltenders and the other two companies sponsored by the Kalamazoo Wings organization, the team has definitely proven to be a winning combination.

Band-aids, blisters

An ill-founded view of the NAJAC First Aid staff is that they only dispense band-aids, throat lozenges, and lectures. In truth, the crew of two R.N.'s, three student nurses, and three secretarial aides are called upon 24 hours a day for remedies for everything from acute homesickness to torn hems.

Based in Harper Lounge, away from the mainstream of competition and contests, the First Aid staff is constantly made aware of the side

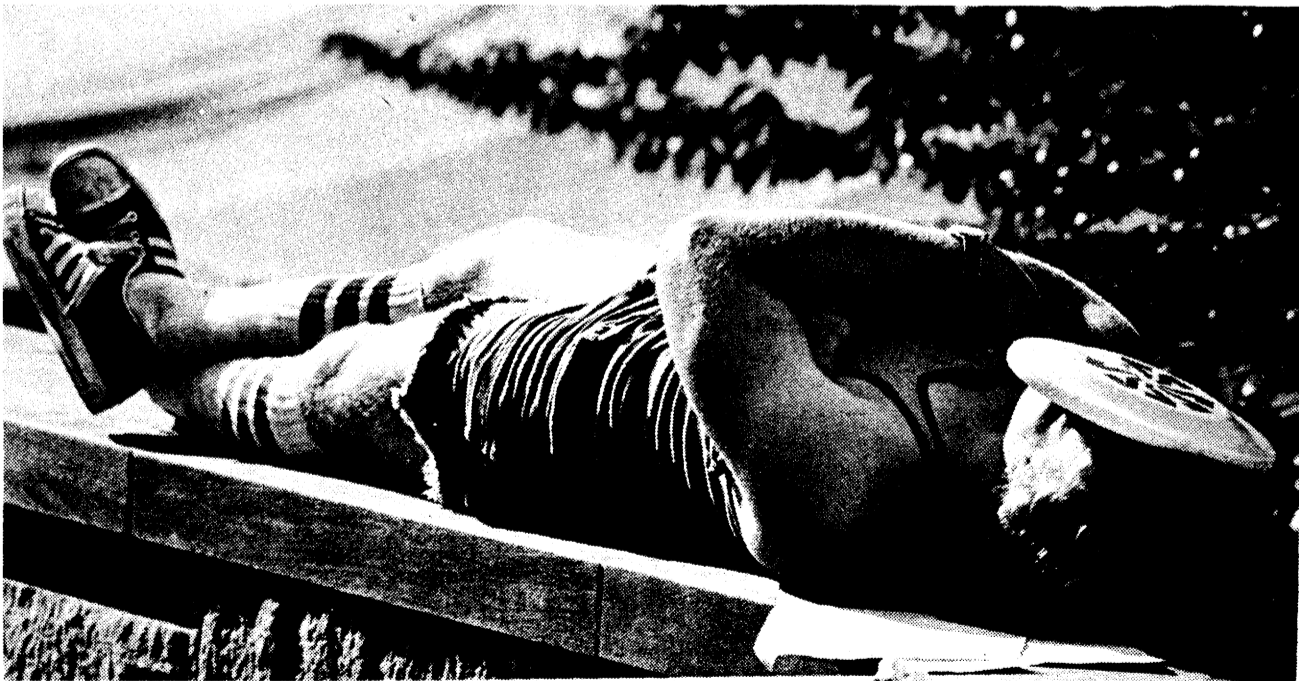
effects of Conference activities. For many delegates, the change in patterns of eating, sleeping, and physical exercise induces such complaints as upset stomachs, tension headaches, and twisted ankles. The brisk business is done in blisters, which have caused delegates to go through 800 band-aids since arrival time on Sunday.

First Aid also serves as the general catchall for any problems that no one else knows how to handle. When a

shoe falls apart, they become the fix-it department. They turn a sympathetic ear to Achievers who are homesick, shy, overwhelmed, or just plain exhausted. Last year, when a pregnant cat turned up at their desk, First Aid housed and fed the expectant mother and timed her contractions. And every year just before the President's Ball, they must turn down several requests to store corsages and boutonnieres in their refrigerator.

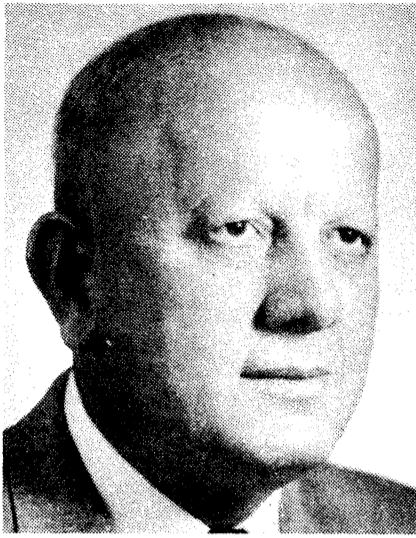
When questioned as to how many Achievers are treated in Harper Lounge in one day, R.N. Diane Kopcial replied, "I've never really thought about it. I've been afraid to." A Graduate Achiever seeing her thirteenth NAJAC, Diane has noticed her case load rising with the increased number of delegates and miles of walking at recent NAJACs. A close liaison with Indiana University Student Health Services enables the First Aid staff to treat immediately even the more serious health problems. They usually hand out close to a dozen pairs of crutches by the end of the Conference; five pairs had already been distributed by Tuesday afternoon of the 33rd NAJAC.

Peak work hours in Harper Lounge occur in the afternoon, during the delegates' free time. The period of time between Talent Night and the President's Ball is an especially hectic one, as contest pressure and Conference excitement takes its toll on Achievers. But during slower hours, the First Aid staff sometimes divides their patient roster by group numbers, divisions, dorms, or delegations, to pinpoint which set is the sickest and the most infirm. The vocal enthusiasm of many delegates has made throat lozenges the item most requested by their clientele, who devour a case of 300 lozenges every day. Referring to a sore throat epidemic through Cincinnati's especially articulate delegation, Diane Kopcial said, "We told them to go buy their own throat lozenges."



Snooze in the sun

The many and varied activities of the Conference can get mighty hectic, so a delegate takes every chance he can for a quick catnap.



WILLIAM T. MAUNEY

N.C. businessman honored

'Pioneer' prize given

Among the visitors to the Indiana University campus for NAJAC's annual Business, Industry and Education Day activities is an individual whose involvement with Junior Achievement for nearly 20 years has made him more than just another guest. William T. Mauney, member of both the southern regional and national JA boards of directors, and a founder and member

of the board of directors for JA of Charlotte, North Carolina, is here to receive Junior Achievement's Pioneer Award from national board of directors Chairman Richard Terrell.

The Pioneer Award is presented to individuals involved in the organization of national JA, an individual JA area, or in the program's development during its

first five years.

Only four other individuals have received the Pioneer Award since its inception two years ago. Mauney's award is in recognition of his contribution to JA of Charlotte, with which he became involved in 1958. JA Executive Vice President Joseph Francomano said Mauney was "instrumental in turning Charlotte into one of the southern region's top areas." At that time, he was president of the Industrial Piping Supply Company of Charlotte.

Mauney grew up in Charlotte, and attended The Citadel and North Carolina State University. He is a licensed professional engineer who became president of Industrial Piping Supply in 1945, and directed its operations until 1968. In 1970, he founded the Mauney Piping Supply Co., and he currently serves as president and chairman of the board of that corporation.

Another Pioneer Award will be presented later this year to Dr. Howard Phillips of Orlando, Fla. for his work as a founder of Orlando's Junior Achievement program. Dr. Phillips is presently in New Zealand, and will receive his award on his return to this country.

Grad hits air waves

When Kirk Varner, General Manager of Trident Youth Broadcasters, walked into the Charleston, South Carolina JA center one night in early 1973, Executive Director Alan C. Veeck had a small surprise for him. Varner's picture graced the cover of the March-April 1973 issue of *Dateline*, Junior Achievement's national magazine, and both he and TYB were proud of the distinction.

The members of the company, sponsored by Charleston radio station WNCG, even came up with music to commemorate his feat. At the time the photo appeared, Dr. Hook, who recently released the single *Only Sixteen*, had just topped the charts with their first hit, *On the Cover of the Rolling Stone*. TYB members rewrote the chorus however, to something more appropriate: "... on the cover of the *JA Dateline*..."

TYB went on to become the first runner-up in Charleston's annual report and company of the year competitions, while Varner was named first runner-up in Charleston's president of the year contest, narrowly losing to a company president who had been the 1972 national secretary of the year. Varner attended NAJAC as Charleston's representative in that year's public speaking contest, drawing on his broadcast experience to compete.

Even before that Junior Achievement year was over, Varner had begun to expand his broadcast training by taking a job with another Charleston radio station. He continued to work for that station, WTMA, for another year and a half, while serving as an adviser to Charleston's second-year JA radio company, which was Charleston's 1974 Company of the Year.

Varner helped to found Charleston's first JA television company in the 1974-75 program year, in his new position as operations manager of Charleston's cable TV operation.

Currently, he oversees the nighttime operations of WCIV-TV in Charleston, in addition to maintaining the station's videotape equipment and producing and performing in commercials.

He credits JA for his success in broadcasting. "It inspired me," he says. "Before I got into JA I had no idea where I was going. My first exposure (to broadcasting) was through JA. It dealt with sales, programming and technical matters, all in one shot."

Varner admits his first opinion of Junior Achievement was slightly different. "Oh yeah," he remembers thinking at a recruiting assembly, "they make shopping list pads."

Nowadays his opinion is somewhat different: "There is no other way," he says, "to get such a well-rounded, well-diversified coverage of business as in Junior Achievement."

After making the cover of a national publication at 16, and being Operations Manager of a TV station at 19, very few goals would seem to be left, but the 21-year-old Varner has something he is aiming for: "At 26 I want to hold the same position I held in TYB — General Manager!"

Young 'ambassador' takes JA to Cali, Colombia

The differences that separate Columbia, South Carolina and the South American nation of Colombia are far greater than the fourth letter of their respective names. Different languages, cultures, economic traditions and history also separate the two areas. One Columbia, S.C. Achiever has helped to bring a new common denominator to the two societies: Junior Achievement.

Steven Mungo, 17, recently carried the JA story from Columbia, to Cali, Colombia during a Partners of the Americas tour of the South American nation. Mungo presented two seminars to members of the Cali Chamber of Commerce on Junior Achievement, and found the South American businessmen "very friendly and receptive." Mungo described JA from his own personal experience as a company president and as Columbia's Outstanding Young Businessman.

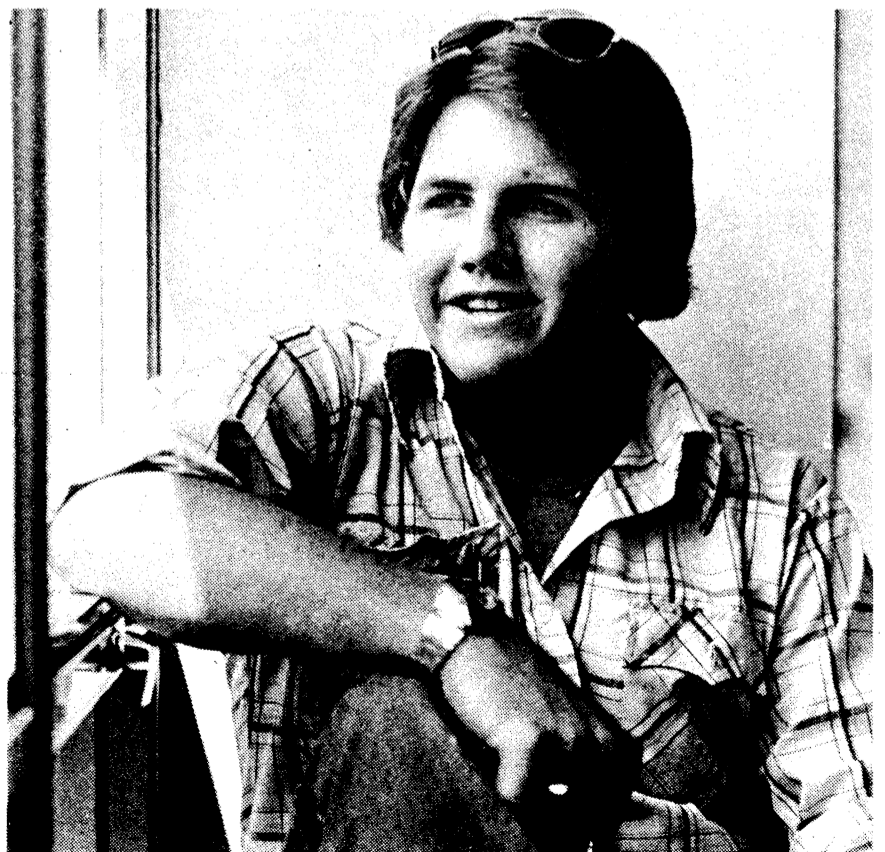
South Americans must have been impressed by Columbian Mungo. A board of directors has been formed in Cali, and support and information requested from Junior Achievement's national office in Stamford, Ct. Executive Vice President Joseph Francomano said that the national staff had sent "considerable information" to Cali and referred the Colombian businessmen to JA's Venezuelan affiliate, *Empresas Juveniles*, for more assistance.

Although this is the first time an active Achiever has ever had a hand in bringing Junior Achievement to a

new nation, Francomano considers the introduction "nothing new," except for scale. "Achievers are basically our best sales people for the JA program," says Francomano.

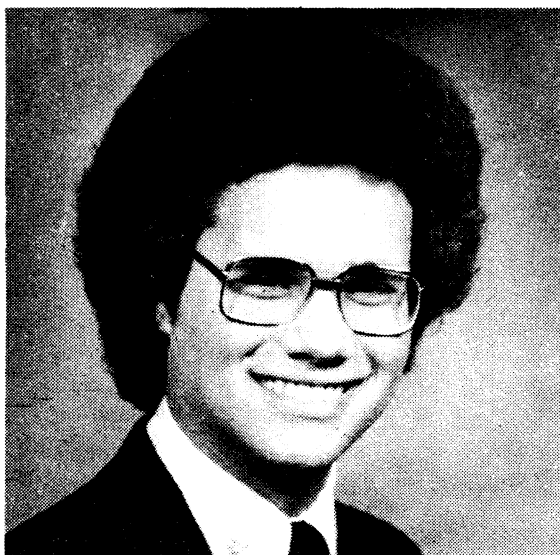
Mungo is attending NAJAC as a delegate from Columbia, S.C., adding to his Junior Achievement knowledge and capabilities. He

hopes to remain in contact with JA of Colombia. "If they do form a program," he says, "I'd like to be back when they start." Colombia is a nation, according to Mungo, "with unlimited natural resources in materials." Mungo's goal is to increase the resources available within her people.



Achiever Steven Mungo of Columbia, S.C. relaxes at NAJAC, a long way from Colombia, South America, where he helped begin a JA program.

Candidates for natio



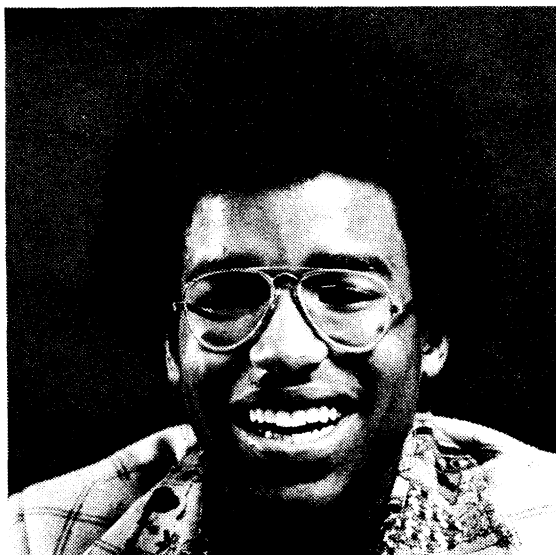
FRIED

Mike Fried
Conference president

Age: 17
School: Class of '76, Edgewater High School, Orlando, Fla.
JA activities: NAJAC three years; SUNJAC; EMCO; 3rd place in national banking competition; president of the year; outstanding young businessman of the year; president of Achievers Association; Toastmasters Corps; all progressive awards; 100% attendance.
School activities: president of Young Democrats; forensics; French Club.
Awards: sophomore scholarship; Dale Carnegie Scholarship; Arthur Anderson Scholarship; top senior scholarship.
Plans: accounting or tax law, politics.
"I have leadership experience, am a good listener and have the ability to get things done."

David Harris
Conference president

Age: 17
School: Class of '76, Power Memorial Academy, New York, N.Y.
JA activities and awards: NAJAC, three times; ROJAC, three times; NYJAC, twice; MASSJAC; ELJAC; SYJAC; N.Y. public relations executive of the year; NYAA president; ROJAC president; NYJAC president; NAA vice chairman.
School activities: director of cultural and educational affairs for Afro-American Society; vice president of Drama Club; editor of school newspaper; tutor.
Awards: Society of Distinguished American H.S. Students; Who's Who Among American H.S. Students; Arthur Young Scholarship; State Regents' Scholarship; National Merit Scholarship semi-finalist.
Plans: to make a career in law or international relations; will be a government major.
"I feel I have more to offer than anyone through my experience and personality."



HARRIS

Paula Pyron
Conference president

Age: 17
School: Class of '76, Memorial High School, Tulsa, Okla.
JA activities: Dialog, two years; NAJAC, three years; TEXJAM; JAMCO; Speakers Corps; vice president, president, Achievers Association; NAA representative; TEXJAM best salesperson; salesperson of the year; vice president of personnel of the year; outstanding undergraduate; outstanding young businesswoman; 100% attendance; \$100 and \$200 sales awards; JA merit scholarship.
School activities: National Honor Society; pep club; student council; president, Tulsa Model United Nations ECOSOC; Community Service Council of Greater Tulsa; University of Oklahoma President's Leadership Class.
Awards: University of Oklahoma President's Leadership Class Scholarship.
Plans: law.
"I possess the dedication and experience necessary to hold this office effectively."

Bill Smith
Conference president

Age: 17
School: Class of '77, Henrico High School, Henrico County, Va.
JA activities: MAJAC; ROJAC; NAJAC; local sales; regional sales; national sales finals; president MAJAC; president ROJAC; president local Achievers Association.
School activities: student government president; class council; German Club.
Plans: law and the foreign service.
"I have done extensive speaking and public relations work. I think I'm outgoing and a capable leader."

Sandy Beach
Conference vice president

Age: 18
School: Class of '76, E. L. Bowsher H. S., Toledo, Ohio.
JA activities and awards: NAJAC, three times; JAMCO, twice; president of the 1975 and 1976 regional company of the year; president of the year; Speakers Corps, three years; JA scholarship; Achiever of the year; president of the year; outstanding young businesswoman of the year, twice.
School activities: member of National Honor Society; vice-president of Periclean service society; vice-president of Spanish Club.
Awards: 1975 Certificate of Achievement of Merit and Scholarship; 1976 Medal of Scholarship.
Plans: to develop a career in management; with



PYRON

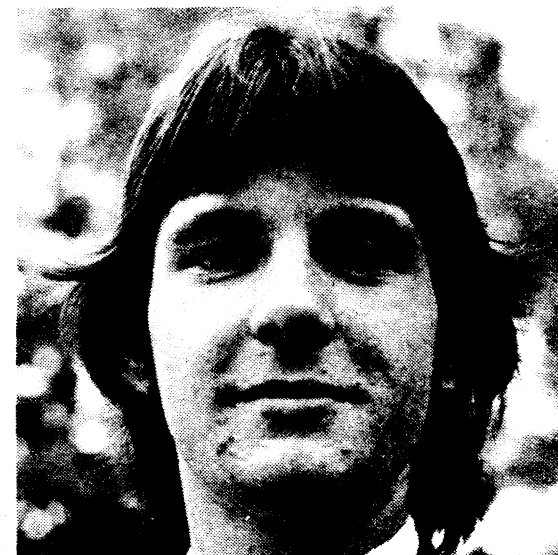
hope of a career as a corporate executive.
"I have the determination to get the job done; the ability to listen to the ideas of my fellow Achievers; the qualifications needed to fulfill the office; and the dedication to do the very best job I can."

Dennis Finan
Conference vice president

Age: 18
School: Class of '76, Stow High, Stow, Ohio.
JA activities and awards: NAJAC, three times; JAMCO, twice; Mr. Executive; outstanding young businessman; speaker of the year; president of the year; Achievers Association president; 5th place finalist in national Achiever of the year.
School activities: member of debate team; tennis team; chess team.
Awards: Voice of Democracy award winner.
Plans: to be a lawyer.
"I really feel that I have the background and qualifications to be an effective officer."

Susan Morelli
Conference vice president

Age: 17
School: Class of '77, Sacred Heart Academy, Hempstead, N.Y.
JA activities: NYJAC; ROJAC, twice; NAJAC, twice; outstanding young businesswoman; female achiever of the year; president of the year; Achievers Association.
School activities: president of student body; National Honor Society; Spanish Club.
Awards: Society of Distinguished High School Students; Who's Who of American High School



SMITH



nal office announced



BEACH

Students.
Plans: law or corporate business.
"I have been involved in JA very much on a local and regional level. I have had leadership experience in my past JA companies and in school activities. Most of all, I desire and wholeheartedly want to represent JA."

John Padgett
Conference vice president

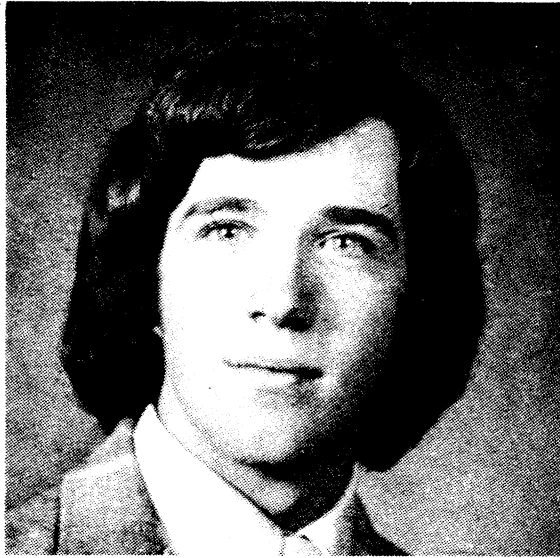
Age: 18
School: Class of '76, Kempsville High School, Virginia Beach, Va.
JA activities: MAJAC, twice; ROJAC, three years; NAJAC, twice; third place national president of the year; ROJAC outstanding young businessman; first place public speaking, MAJAC; Mr. Executive, MAJAC; president, Achievers Association.
School activities: president, International Thespian Chapter 3027; vice president, National Honor Society; forensics.
Awards: Class salutatorian; Who's Who Among American High School Students, twice; Dale Carnegie Scholarship.
Plans: law
"I have the basic leadership qualities of desire, enthusiasm, and sincerity. Such elements give me a desire to work diligently for Junior Achievement and the National Conference."

Cindy Schoenhardt
Conference secretary

Age: 17
School: Class of '76, O. Perry Walker High School, New Orleans, La.



METER



FINAN

JA activities: JAMCO, three years; NAJAC, three years; secretary of the year; recording secretary, Achievers Association; Speakers Corps.
School activities: National Honor Society; drama club; student council.
Awards: Kiwanis Club Scholarship; Fred S. Lands Memorial Scholarship; Tech Honor Award.
Plans: speech and hearing therapy.
"I have the secretarial skills of typing, shorthand and have worked in correspondence."



PADGETT

Kathy Meter
Conference secretary

Age: 17
School: Class of '76, Van Nuys, Calif.



SCHOENHARDT



MORELLI

JA activities and awards: NAJAC, twice; BAMCO, twice; v.p. personnel of the year, twice; Speakers Corps; JA scholarship.
School activities: California Scholarship Federation; Gold Seal Bearer, Ephebian Society.
Awards: Dale Carnegie Scholarship; Bank of America Achievement Award in Business; 3rd place in California typing contest; scholarship from the Secondary and Elementary Teachers Organization of Los Angeles.
Plans: would like to obtain a teaching degree in special education; would eventually like to become a child psychologist.
"I have the skills that are so necessary to be conference secretary (I type 120 words per minute and take shorthand at 120 words per minute). I feel that I have good leadership ability and an extreme amount of dedication and enthusiasm."

Patti Smith
Conference secretary

Age: 18
School: Class of '76, Wissahickon Senior High School, Ambler, Pa.
JA activities: Achievers Association president; president of the year; outstanding young businesswoman; Speakers Corps; PAMCO; PENNJAC; ROJAC; NAJAC.
School activities: Future Business Leaders of America vice president; student government; Pep Club; French Club; National Honor Society; hockey and baseball teams.
Awards: FBLA scholarship.
Plans: business management and administration — University of Delaware.
"I have experience and training in secretarial duties, can deal with responsibility and love people."



SMITH

NAA candidates chosen

Steve Ladd NAA chairman

Age: 16

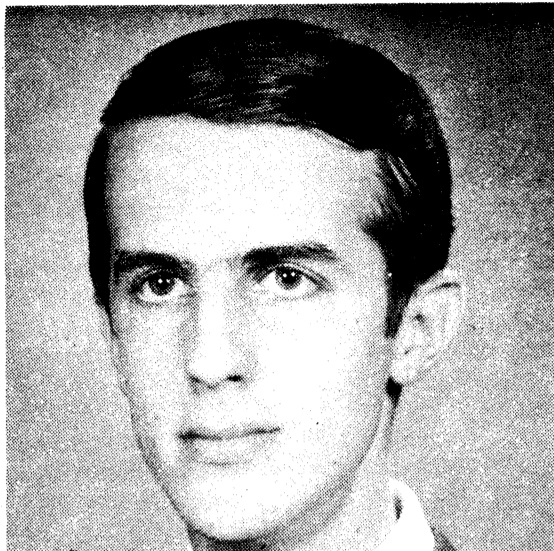
School: Class of '77, Evans High School, Orlando, Fla.

JA activities: Chess Club president; forensics; German Club; National Honor Society.

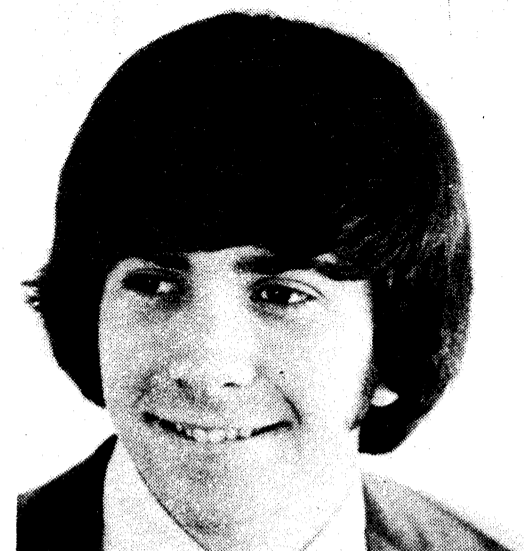
Awards: Junior Achievement scholarship; RPI medallist.

Plans: to head an environment or energy related engineering firm.

"I have the determination to serve and the ability to stay in touch."



LADD



ROTHSCHILD

Peter Rothschild NAA chairman

Age: 17

School: Class of '77, Harborfields High School, Greenlawn, N.Y.

JA activities: president of the year; vice president, president NYAA; NYJAC; ROJAC, twice; NAJAC, twice.

School activities: student council; Drama Club; Explorers; Humanities Council for the Arts. Awards: winner regional Explorers' public speaking contest.

Plans: career in business or law leading to government or political service.

"You have to effectively communicate with people; without that, success will be limited."

New facets of JA

Two programs examined

Since its founding in 1919 Junior Achievement has kept its program attractive to successive generations of students by continuously searching for new ideas to update its image. In recent years JA has expanded its efforts in the field of business education largely through its Research and Development Department.

"Junior Achievement's Research and Development Department is responsible for co-ordinating all of the experimental programs through a continuous up-date and development of all educational material for all five programs," says

Julie Hubbard, head of the R & D Department. R & D's most recent success was the development and expansion of the junior high program, Project Business. The department is now turning its attention to the further development of two programs, Applied Management and Economic Awareness.

Applied Management is Junior Achievement's extension into the nation's colleges and universities and is currently being operated under two structures. One, highly successful in the Cincinnati area, features senior business majors who act as fourth

advisers to a JA company. For some of these "associate advisers" advising a JA company may be their first practical exposure to operating a business. The first-hand observation and limited participation in a company from beginning to end which the JA program permits are a valuable supplement to their "textbook" education. In addition, the students are gaining contacts with local businessmen through JA — which are valuable indeed to a senior.

The second principal Applied Management approach also deals closely with Junior Achievement. An auditing "company" is formed of college senior business students and performs as a consulting firm. The company audits Junior Achievement companies' books for a fee. "JA", says Hubbard, "provides a built-in laboratory for a lot of business students to get some practical knowledge."

Vickie Petruzzelli, who advises an Applied Management Company in Springfield, Massachusetts, made up of students from American International College, says the program takes the college student from "theory to a real world experience." During its first year the company, which audited 24 JA companies in western Massachusetts, was run according to JA rules; last year the company was operated as a partnership. The company operated at a profit both years.

The program, which earns the student college credit, takes up more time "than the 2 hours on meeting night if you do it right," Petruzzelli continues. Besides preparing for the meeting night, the student is required to give several reports on his duties and activities.

Applied Management gives the student work experience in the business field and a marketable skill

when he looks for a job. While Hubbard doesn't see Applied Management becoming as large as the JA program she does see "JA and Applied Management as a way to change attitudes about business on a college level."

Economic Awareness, the other program under expansion, is directed at the general public. One of its programs focuses upon JA stockholders and high school students who signed up for JA but for one reason or another did not join a company. The program is operated through four informational mailings on the topics Capital, Relationships of Business and Government, Productivity/Competition, and Profits. The material contained in the mailing is similar to the discussion topics used by JA companies but directed at a different audience.

Another Economic Awareness experiment features an accelerated JA program. Used in Los Angeles, the program condenses the full scope of JA company operations into 14 weeks.

A third experiment allows local JA company presidents to visit 4th and 5th grade classrooms. They tell the pupils the brief details of Junior Achievement, stressing the theme of "how we started a business."



Concentration

NAJAC inspires not only the physical spirit so evident at general meetings but also a large amount of mental activity. One Achiever is obviously absorbed in the presentation before him.



Contest semifinalists

President

Susan Artt, Lincoln, Neb.; Stuart Baum, Los Angeles, Calif.; David Brame, Greensboro, N.C.; Steven Brewer, Grandview, Mo.; Craig Choun, Denver, Col.; Charles Cummings, Richmond, Va.; Kathleen Czajkowski, Southeast Mich.; Howard Dulude, Attleboro, Mass.; Sandra Frajter, Cleveland, Oh.; Michael Fried, Orlando, Fla.; Anthony Gallo, Bridgeport, Mass.; Colleen Gunder, Fort Wayne, Ind.; Judie Harry, New Orleans, La.; Mary Jo Heidenga, Grand Rapids, Mich.; Barbara Hoppman, Dubuque, Iowa.; Robert Jonker, Holland-Zeeland, Mich.; Randy Kollars, Chicago, Ill.; Carl Meyer, Seminole, Fla.; Gary Nichols, Augusta, Ga.; John Padgett, Tidewater, Fla.; Rhonda Rhodes, Allentown, Pa.; James Saltz, Ashland, Ohio; Allan Scharf, Greater Tulsa, Okla.; Stephen Schrang, Southeast Wis.; Thomas Schwendler, Buffalo, N.Y.; Margo Shrack, Spokane, Wash.; Leslie Stewart, Fort Worth, Texas; David Vigna, Vancouver, Wash.

Corporate Secretary

Anne Altman, Washington, D.C.; Kathleen Ann Boham, Danbury, Conn.; Susan Brycki, Philadelphia, Pa.; Bonnie Byers, Tidewater, Va.; Kathryn Dickmader, Fort Wayne, Ind.; Bonnie Enloe, Denver, Col.; Donna Hoy, Toledo, Ohio; Elyn Kazle, St. Paul, Minn.; Steven Ladd, Orlando, Fla.; Dawn Marie Lee, Fort Worth, Texas; Kimberly Marshall, Winston-Salem, N.C.; Julie Mays, Kanawha Valley, W. Va.; Ellen Pint, Akron, Ohio; Steven Pottier, Greater Tulsa, Okla.; Thomas Revay, New Haven, Conn.; Patricia Rohrs, New York, N.Y.; Cynthia Schoenhardt, New Orleans, La.; Sherri Shields, Dallas, Texas; Chris Sicking, Cincinnati, Ohio; Karen Soehnen, Massillon, Ohio; Sheryl Summers, Southeast, Texas; Margaret Szczecinski, Cleveland, Ohio.

Treasurer

Bryan Cavitt, Elkhart, Ind.; Marilyn Chappell, Denver, Col.; Brad Dollis, Omaha, Neb.; Michael Gardner, St. Paul, Minn.; Alison Hack, Akron, Ohio; Karen Hanley, Toledo, Ohio; Chris Holmes, Boston, Mass.; Piyush Joshi, Prairie Village, Kansas; John Kappers, Lorain, Ohio; Greg Maislin, Philadelphia, Pa.; Kathleen Mc Nerney, Dubuque, Iowa; Denise Poloyac, Johnstown, Pa.; Clayton Reed, St. Petersburg, Fla.; Robert Rosenblum, Los Angeles, Calif.; Dinah Sargeant, Kanawha, Va.; Donald Seibel, Baltimore, Md.; Ronald Spanke, Tulsa, Okla.; Victor Stonebrook, Shreveport, La.; Lyn Wade, St. Joseph, Mich.

Marketing Executive

David Black, Fort Lauderdale, Fla.; Sharon Burke, Chicago, Ill.; Brian Fujita, Los Angeles, Calif.; Janet Gould, Memphis, Tenn.; Anne Hannum, Philadelphia, Pa.; Pamela Henderson, Lansing, Mich.; Brenda Hnanicek, Cleveland, Ohio; Richard Hunter, Jacksonville, Fla.; Denny Janes, Indianapolis, Ind.; Duane Kiser, Ashland, Ky.; Kathleen Kitron, St. Joseph, Mo.; Mark Klingensmith, Colorado Springs, Col.; Deborah Macfarlan, Washington, D.C.; Anne McGavin, Grand Rapids, Mich.; Tom Miller, Louisville, Ky.; Dan Mittleman, Buffalo, N.Y.; Robert Mordhorst, Richmond, Va.; Cheryl Pitts, Dallas, Texas; Rich Schumacher, St. Louis, Mo.; Tom Welch, Tulsa, Okla.

Production Executive

Karen Brotherton, Colorado Springs, Col.; John Burke, Quad-Cities, Ill.; Ann Carlson, Jacksonville, Fla.; Mike Casteel, Pittsfield, Mass.; Cheryl Holland, Columbia, S.C.; Kent Jackson, Findlay, Ohio; Jeff Kimbell, Puget Sound, Wash.; Lew Korzeniowsky, Wilmington, Del.; Rita Morrin, Philadelphia, Pa.; Greg Morris, Charleston, W. Va.; William Muntean, Canton, Ohio; Darryl Owens, Oklahoma City, Okla.; Elizabeth Palmer, Des Moines, Iowa; Laurie Roese, Grand Rapids, Mich.; Chris Skoczylas, North Central, Conn.; John Soares, New York, N.Y.; Andrew Tompson, Reno, Nev.; Barry Volpert, Los Angeles, Calif.; James Wilber, Buffalo, N.Y.; Doug Wilder, Elkhart, Ind.

Safety Director

Melissa Alsbury, Dallas, Texas; Michael Arnold, Rochester, N.Y.; Michael Audette, Minneapolis, Minn.; Thomas Birch, Kanawha Valley, W. Va.; Kathy Damskey, Grand Rapids, Mich.; Katherine Evans, Buffalo, N.Y.; Jeffrey Filipski, Cleveland, Ohio; Kevin Guinee, Boston, Mass.; Donna Irwin, Pittsburgh, Pa.; James Kirk, Pinnelas, Fla.; Steve Osinski, Toledo, Ohio; Lynn Ortolano, New Orleans, La.; Michael Saxon, Akron, Ohio; John Williams, Chicago, Ill.; Todd Winstrom, Brown Deer, Wis.

Vice President, Personnel

Judy Bachman, Toledo, Ohio; Robert Baumgartner, Allentown, Pa.; Sandra Brandt, Ft. Wayne, Ind.; Clare Brandys, Moline, Ill.; Mary Ann Faber, Grand Rapids, Mich.; Christopher Grass, Jacksonville, Fla.; Elizabeth Herrmann, Niles, Ohio; Eric Lewis, Orlando, Fla.; Kathleen Meter, Los Angeles, Calif.; Andrew Moore, Springfield, Ill.; Leslie Anne O'Brien, Boston, Mass.; William Prince, Denver, Col.; Michael Restifo, Philadelphia, Pa.; Kevin Rodrigue, New Orleans, La.; Linda Stilwell, Wilmington, Del.; Diane Szweczyk, Gratiot, Mich.; Cynthia Ward, Richmond, Va.; Sandra Wetlesen, Santa Clara, Calif.

Purchasing Manager

Suzanne Arduzzi, Grosse Point, Mich.; John Cooper, Richardson, Texas; Patrick Donahue, Grand Rapids, Mich.; David Gross, Los Angeles, Calif.; Kay Lottman, Winter Park, Fla.; Brian Maloney, Columbus, Ohio; Jeffrey Harris, New Orleans, La.; Ronald Myers, Youngstown, Ohio; James Pearson, Williamsville, N.Y.; Jenny Peterson, Elsmere, Del.; Mark Speers, Attleboro, Mass.; Michael Schram, Fort Wayne, Ind.; Carole Warner, St. Albans, W. Va.; Richard Wilson, Hixson, Tenn.

Annual Report

Delparco, Diane De Lillie, Wilmington, Delaware; Imaginational, Connie Bruck, Boise, Idaho; Jacet, Shelley Burrell, Lafayette, Indiana; Postmasters Unlimited, Catherine Hewitt, Richmond, Virginia; Prima, Michelle Abowd, Southeast Michigan; Titan Enterprises, Gene Tracey, Tulsa, Oklahoma; Video '76 Productions, Andy Faucett, Augusta, Georgia.

Quality Control

Timothy Andrews, Baltimore, Md.; Mary Bertram, Albuquerque, N.M.; Cheryl Boggs, Kanawha Valley, W. Va.; Louise Bronish, Cleveland, Ohio; Darell Cleveland, Los Angeles, Calif.; Robert Cook, Tulsa, Okla.; John Egleston, Jacksonville, Fla.; Jim Gaskell, Grand Rapids, Mich.; Mari Grant, Ft. Wayne, Ind.; Kathy Kuehn, Pittsburgh, Penn.; Kathleen Lopas, Boston, Mass.; Sue McClellan, Orlando, Fla.; Janet Nonewicz, N. Central Conn.; Kristine Paliokas, Washington, D.C.; Jill Sopko, Akron, Ohio; Laura Whalen, Louisville, Kentucky.

Public Speaking

Rafael Bernardino Jr., La Miranda, Calif.; Myra Birch, Marshall, Mich.; Philip Carlson, Smithtown, N.Y.; Martha Collier, Fort Worth, Texas; Christopher Doyle, Scranton, Pa.; John Geffert, Central Ariz.; Denise Jackson, Tulsa, Okla.; James Lowe, Seminole, Fla.; Jeffrey Moon, Baltimore, Md.; Mary Sue Nemecek, Bridgeport, Conn.; Patrick Newcomb, Orlando, Fla.; James Pearsall, Niagara Falls, N.Y.; Mary Sharp, Nashville, Tenn.; David Smith, Spokane, Wash.; Steven Stearns, Columbus, Ohio.

Achiever of the Year

Peter Barber, Chicago, Ill.; Robert Box, Dallas, Texas; Mary Czarnecki, Genesee Valley, Mich.; Lisa Dannemiller, Pittsburgh, Pa.; Kathryn Dolan, Richmond, Va.; Mark Fischer, Louisville, Ky.; Cheryl Huerter, Denver, Col.; John Hurstell, New Orleans, La.; Ann Morrill, Providence, R.I.; Barbara Schnick, St. Paul, Minn.; Robert Sellers, Charleston, W. Va.; Rodel Serapio, Santa Clara, Calif.; Deborah Stark, Fort Wayne, Ind.; John Swart, Grand Rapids, Mich.

Company of the Year

Airborne, Pittsburgh, Pa.; A.P.T., San Jose, Calif.; Black Diamond, Johnstown, Pa.; Charge, Fort Wayne, Ind.; Coachman, Grand Rapids, Mich.; Rustique, Lancaster, Pa.; S.P.U.R.T., Toledo, Ohio.

Marland speaks

(Continued from Page One)

"Schools are not enough," he continued. "More and more is expected from them by the students. JA fills a much-needed place as a companion to the schools."

In his speech, Marland equated the importance of career education and a liberal arts education.

"While I concur that preparation for work is of equal importance with liberal learning, Aristotle, Freud, and Hemingway would not be bad companions for a man who contemplates the society beyond himself, as a place where some Americans find their deepest satisfactions," Marland stated.

Marland closed with a challenge to Achievers to expand their educational aspirations.

"As Junior Achievers, you are well started toward shaping your occupational careers," he said. "I now ask you to give equal effort to enlivening your humanism, so that at some time this will be a better world — a better community of humans, because you make it so."

The meeting can be large, or the group intense, in the end . . .



. . . the individual is the key.