



The Achiever



News of the 35th National Junior Achievers Conference

Ford gave address

Tuesday, August 8, 1978

Abowd recalls NBLC

by Rosemary Abowd

The events surrounding the 1978 National Business Leadership Conference can be described in one word; impressive. It was staged in the spectacular Renaissance Center in downtown Detroit. And the list of Corporate Presidents, Chairmen of the Board, and other noted executives in attendance could be exceeded in number only by the lengthy list of their business achievements. Any onlooker would have been dazzled by the display.

But intertwined with the visual impression was a message of even greater impact, one that a Junior Achiever could easily detect as the events of the day progressed. Here many of the top corporate heads of the world addressed or were honored by the assembly. With so many achievements to be proud of, their greatest concern was not their personal strive for continued success, rather, they wanted to make the opportunities that they enjoyed available to others.

In his keynote address, Henry Ford II spoke of his concern for economic awareness and his desire to inform a nation of people about the capitalistic system they lived in. Later, J. Kirby Risk, upon acceptance of the Colgate Memorial Award, talked about the successes he discovered when opportunities were granted.

The afternoon discussion panel uncovered many of business, labor, education, the media and government's concerns about building America's future. Representatives from each of these fields were: Walter G. Davis, director of education, AFL-CIO, Lawrence E. Fouraker, Dean, Harvard University Graduate School of Business Administration,

Kenneth B. Hoyt, director of career education, Office of Education, Department of Health, Education and Welfare, Andrew Heiskell, chairman, Time Inc., and moderator Richard R. Terrell, vice chairman, General Motors Corporation. They fielded questions from a five-member Achiever panel consisting of Stuart Baum, James Foti, Kimberly Marshall, Mark Scully and Rosemary Abowd. The discussion focused on educational preparation and the role it plays in the future business world.

Finally, at an evening presentation, Achievers Peter Barber and Barb Loberg helped honor eight laureates to the Business Hall of Fame. Harry Blair Cunningham, of K-Mart fame, Joseph Irwin Miller of Cummins Engine Co., as well as representatives for Arthur Vining Davis, Francis Cabot Lowell, Henry John Heinz, Frederick Weyerhaeuser, Donald Wills Douglas and Conrad Nicholson Hilton, accepted their awards with gratitude for the opportunities they were afforded and hoped that the same chances would be available in the future.

Amid the lights and festivities one might be led to assume that those statements of concern were merely words scripted and polished to fit the occasion. But a walk into the adjoining room would show that those words were indeed sincere. There at any one of the Junior Achiever trade fair booths, one could watch seasoned business executives give a rookie Achiever one of those business opportunities they spoke of so frequently during the day, as they listened and fell prey to a sharp Junior Achievement sales pitch. To an Achiever, the 1978 National Business Leadership Conference left a very encouraging impression.



Van G. Sauter, vice president and general manager of KNXT television in Los Angeles, speaks at Monday night's general session. Sauter, recipient of the 1977 Distinguished Graduate Achiever Award, talks about his experiences in both journalism and broadcasting. He advises Achievers, "Choose a career with the qualities of journalism — honesty, social value and fun."

Turtle steak and mangoes help pay NAJAC travel

So you say that you have always wanted to make "Toad in a Hole", "Hen Sauce", and "Turkey Steak ala George", but you never found the time, or the recipe? And you just had to get that recipe for "Flamed Mango", but a Mai Tai or two later it was the furthest thing from your mind?

Well — your opportunity has arrived and it is waiting to enter your kitchen. Those are just a few of the exotic recipes that can be found in the new Hawaiian cookbook, *Dining In with a Dining Out flavor*.

Dining In differs from conventional cookbooks in that it contains recipes from some of Hawaii's best restaurants, and was published by a group of teenagers. *Dining In* was the special project of JANAJAC, a Junior Achievement Company in Hawaii. The company was incorporated to serve as a vehicle to send 16 delegates to NAJAC. The Hawaiian delegates were charged with the task of funding their own way to the Conference.

JANAJAC set as its goal to raise \$9,000 in a three month period. The company decided that its main product would be the publication of a cookbook. Although past Hawaiian delegations had published cookbooks, JANAJAC's differed in the respect that it contained not home recipes, but recipes from Hawaii's top restaurants.

Estimated cost for the publication was set at \$2,000. A rise in printing costs saw the total overall cost jump

to \$3,000. In order to establish a cash-flow the company packaged and sold cracked seeds, and also conducted a paper drive. The bulk of their time was spent on their cookbook.

They approached several of the major restaurants and asked if the management would be interested in providing the recipe for the house specialty or the chef's favorite. Most of the restaurants agreed, and those that declined generally did so because of restaurant policy.

Kendrick Kam, an Achiever in the company, explained that, "We wanted to publish a classy cookbook for the housewife, so that she could prepare a classy dinner in her own home." In fact the title of the book, *Dining In with a Dining Out flavor*, suggests the type of recipes that can be found in it.

The company wanted its cookbook to "boast the international flavor of Hawaiian food," according to Wendell Ching, company treasurer. "Hawaii has a melting pot image, so that whenever you sit down to eat you are, in a sense, 'dining the world'."

The main concern of the company, according to Kendrick, was to put together a "unique and salable book." The company members were involved with the production of the book from the beginning to the end. They worked on layout and paste-up and even collated and bound the book. (continued on page 3)

Product Fair

Looking for some great product ideas to take back to your JA company this coming year? The 1978 Product Fair, which will be set up Wednesday morning in the McNutt Flame room, promises to be the biggest yet. The Fair's coordinator, Carl Bennett, says that he "has already received fifty applications and it looks like we will probably have over one hundred products."

This year's contest, sponsored by the Commercial Development Association, will contain a wide variety of products. Bennett explains that, "while the products must have at least \$600 in sales for the competition, most have well over \$1,000 in sales. In fact, we have already had an auto emergency kit entered with in excess of \$11,000 in sales."

The judging will be conducted by Bennett and other members of the Product Fair committee, including Craig Benson and Peggy Gutteri in addition to one Achiever who is a member of the committee and one area Executive Director. They will base their decisions on originality, craftsmanship and availability of raw materials. "The whole idea is that the best product must be one that any JA company could produce," Bennett points out. The representatives of the products in the finalist category will be interviewed on Thursday about their knowledge of their products.

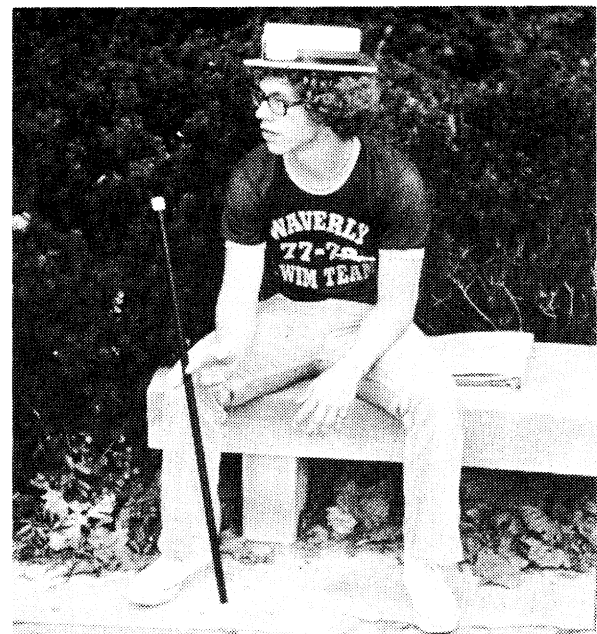
The winners will be announced on Friday at the awards program. For the winner there will be a cash award of \$250. The second place winner will receive \$100 and third through fifth place will get \$50 each.



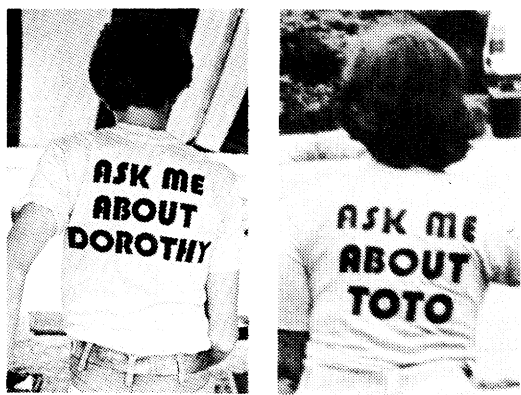
At each general session the attention focuses on Alan Kirtley, National Staff members and Conference officers Kevin Mead, Andrew Rome, Shelley Tucker, Stuart Baum, Linda Weber, Nahum Chandler, Jim Andreoni, and Ellen Flemke.



Ember Reichgott, the Barbra Streisand of NAJAC, leads the delegates in song.



Give me that ole NAJAC song and dance.



"We're off to see the Wizard . . ."



"I.U. Auditorium Stu? Let's see, go down Fee Lane. Take a right at the . . ."



"I've got spirit, how 'bout you?"

Hawaiians marketing cookbook

(continued from page 1)

The first 1,000 copies cost between 80 and 90 cents and sold for \$3.50. They marketed the book door to door seven days a week, working both days and nights. Kendrick noted that they sold about one book for every three sales contacts. "If a guy comes to the door you have a 33% chance of selling him a book," said Kendrick.

Wendy Anderson, president of JANAJAC, noted that a major selling point of the book was the inclusion of a secret recipe from the Hawaiian Regent for "Naan Bread". Kendrick said that Naan Bread is similar to the Portuguese sweet bread and is very popular in Hawaii.

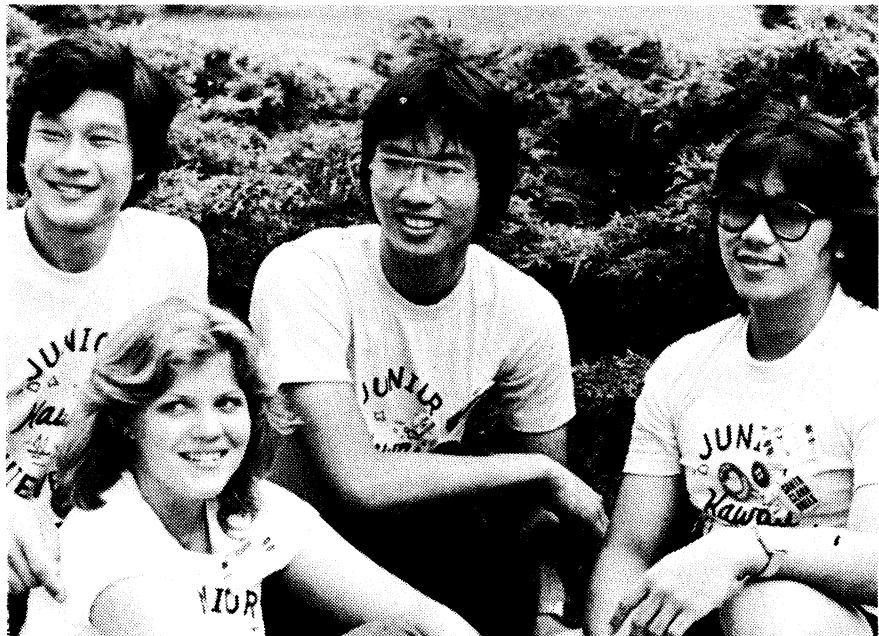
Unfortunately the company was not able to sell as many books as it needed in order to meet Conference expenses. They still have about 3,000 copies left. If any Achievers would like a chance to experience an international cuisine they can send away for the cookbook to: JA of Hawaii, Inc., COOKBOOK, 4819 Kilauea Avenue, Honolulu, Hawaii. Enclose a check for \$3.75 and make it payable to JANAJAC. If you would like to

see a sample of the book stop any member of the Hawaiian delegation and he will help you out.

Naan Bread

- 4 cups white flour
- 1 T. sugar
- 1 T. baking powder
- ½ T. baking soda
- ½ T. salt
- 2 eggs
- ¼ cup yogurt
- ¼ cup milk
- 6 T. cooking oil

In a deep bowl, combine dry ingredients and mix well. Make a well in center and add the remaining ingredients, then mix all ingredients until dough is somewhat sticky, add warm water if necessary. Knead the dough a little on a floured board until the dough is somewhat elastic. Pinch off pieces about the size of a golf ball and place them on a buttered pan to rest. Cover with a damp cloth and let it rest for 1 hour. The dough can also be refrigerated for later use at this point. To cook, pat the dough balls into thin circles, about 6" in diameter (they should look like tortillas when ready). Put them on a sheet pan and heat in 450° preheated oven till bread puffs up and is slightly brown (about 2½ minutes). Serve immediately.



Hawaiian delegates Wendy Anderson, Kendrick Kam, Delwin Dang and Wendel Ching are hoping to sell more copies of their cookbook.

Dateline is replaced

This past July the national Junior Achievement magazine, *Dateline*, went to press for the last time. After eight years, the publication, which was aimed at business leaders and other volunteers who are involved in JA, will be replaced by a whole new concept. In early December *Achiever* magazine will appear with many exciting ideas.

The new idea came about as a result of an experiment where *Dateline* was made available to Achievers in thirty-three JA areas over the last two years. The young people, however, were looking for something more in line with their particular interests. *Dateline's* stories were mainly interviews with business leaders with few stories relating directly to Achievers and JA companies. "With this in mind we decided to shift the whole emphasis of our national magazine," explains JA President Richard Maxwell. "We wanted a first class magazine for young people, even bigger than *Dateline*. We even feel that the adults who read the new *Achiever* magazine will enjoy it more, because they, too, are more interested in the Achiever's point of view," Maxwell points out.

"*Achiever* will be made available to all JA areas, although it is particularly planned for mailing to the

homes of the Achievers whose areas are participating in the voluntary registration fee program. We are expecting a circulation of approximately 80,000," according to Maxwell.

"The content, which is designed to help Achievers enjoy JA to the fullest, will depend on what they tell us they want," says Valerie Berger, who will be editor of the new publication. Delegates here at NAJAC will have an opportunity to make their own ideas known at workshops Tuesday, Wednesday and Thursday in the Geology Building, room 447. Berger said that "these workshops will be brainstorming sessions for Achievers to come up with ideas for both stories and format."

Conference officers and regional leaders who are elected this week at NAJAC will be given opportunities to place their news in *Achiever* throughout the year. There will be games and puzzles too. Most of all, however, it is a magazine for Junior Achievers, one that anyone can have input into simply by sending ideas to: *Achiever* magazine, 550 Summer Street, Stamford, Conn. 06901. *Achiever* is a whole new, exciting concept — a magazine of, for and by the young people of today who will be the leaders of tomorrow.

JA bowl activity featured on Wed.

An addition to this year's Conference, the JA Bowl, provides delegates with an opportunity to join in a fun and exciting competition. The competition which follows the format of the General Electric College Bowl, was introduced as an exhibition at NAJAC '77. This year the JA Bowl is featured not as a contest, but as an activity of the leadership sector of the Conference.

Seventy-five delegates registered for the competition. Five regional teams will be selected through a series of written tests and rapid-fire interview questions. On Monday, a written test was conducted, after which, each delegate was interviewed separately and timed for 90 seconds. The entrants had to answer as many questions as possible in this time frame. All delegates were given the option to pass questions and proceed to the next question. Questions were on various topics which included: JA knowledge, general business knowledge, government, current events, sports, music and trivia.

Today, final elimination rounds will be conducted to determine which two teams will meet in the final competition at Wednesday morning's general session. The game structure used on Wednesday will vary from

that used in the elimination rounds. There will be two rounds of questioning lasting 10 minutes each. Questions will be in two categories — toss up and bonus. The 10 point toss up question is the basic question asked first to all individuals. Each player will be able to press a button to answer a toss up question for his or her team. The first button pressed will lock out all other buttons. If the contestant presses a button before the entire question is read they will be expected to answer on the basis of the information provided at that point. If the answer is incorrect the team is penalized 5 points and the question will pass on to the opposing team. At that time the question will be reread entirely. In the event that the opposing team does not supply a correct answer, they will not receive a penalty and the bowl will proceed. Any team member answering a toss up question correctly will be given a bonus question. The bonus question point range will be from 20 to 35 points depending on the question. The team will also be able to confer on an answer to a bonus question. Another added feature involved in questioning will be the use of tape recordings and slides for audio-visual type of questioning.

Humanics explained

Have you ever wondered how you could prepare for a career in Junior Achievement? The answer will be explained Wednesday morning at 10:00 a.m. in Jordan Hall in room 239. Kip Kistler will be there to explain the programs offered by American Humanics.

"American Humanics is an organization that works with ten colleges and universities across the United States to offer degrees in Youth Agency Administration," according to American Humanics representative Kistler. "We offer courses in volunteerism, fundraising, public relations and group dynamics to name only a few. We also offer workshops

and internships with the agencies with which we work."

The youth organizations that are involved with American Humanics include Junior Achievement, Boys Clubs, Camp Fire Girls and YMCA/YWCA. American Humanics can tailor make a course of study at one of the ten colleges that will fit the organization with which the student is interested in working.

Evidence of the success of American Humanics is Steve Smith who just finished his internship with JA of Kansas City. Smith was recently named program director of Cincinnati JA.



P. R. committee members talk with Valerie Berger about *Achiever*.

NAJAC SPIRIT

NAJAC helps me to understand our system of government to a fuller extent. Here I can meet people of the same age who also are interested in our free enterprise system.

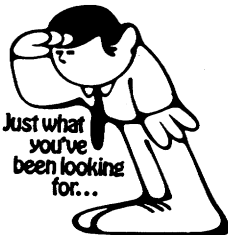
Drop by the PR office to give Achiever Expression a copy of your delegation souvenir for a photo montage. Deadline—Wednesday, 7 p.m.

It's a chance for business-minded youth to express their feelings and share their thoughts and ideas with others. NAJAC is a chance to meet and discuss ideas with youth from all over the country.

It gives me a sense of pride and accomplishment to strive toward a goal and then achieve it, and NAJAC is a lot of hard work toward a goal. The goal is not only working toward getting to NAJAC, working at being here.

I am meeting people who will always be friends throughout life and I am enjoying the experience of learning.

information



Just what you've been looking for...

Group #39 from NAJAC '77 will reunite Tuesday at 5 p.m. at the bridge by Harper Dorm.

NAJAC '77 Group 45 will have a reunion at the Briscoe flagpole Tuesday at 4:30 p.m.

1977 NAJAC Group 25 will have a reunion at the tennis courts across from Briscoe flagpole Tuesday at 4 p.m. Don't forget your cards.

Group #18 1977 will have a reunion at the McNutt flagpole, Tuesday August 8, 1978 at 4 p.m. Bring your identification playing card from last year! Chuck and Claire say "hi y'all (you guys)."

Contestants from the Dallas Regional Best Sales Contest will have a grand reunion and celebration immediately following the general meeting Tuesday evening at the main entrance to the field house.

Group #34, NAJAC '76 will have its annual reunion at 5 p.m. at the Foster flagpole.

Group #54, NAJAC '77, will have a reunion by the flagpole in front of McNutt at 5 p.m. Tuesday.

Group #16, NAJAC '77, will be reunited Tuesday at 4:15 p.m. at the Foster flagpole.

Group #10, NAJAC 1977 will have a reunion at the McNutt flagpole Tuesday at 4:30 p.m. Be sure to bring your card so we can fill the deck.

The Rhode Island delegation would like to wish lovable, adorable, charming Kevin Beagen a happy 18th birthday, Tuesday.

Foster Information challenges other Informations and any other departments to a Backgammon tournament. Time to be arranged. Contact Division II Info for further details.

Happy birthdays to Elizabeth Louise Blanchard and Lana C.

Happy birthday Mike Miller.

Happy belated birthday Diane Eckerline.

Teddy the Psychic Teddy Bear will help anyone with problems. Teddy is a member of Group 20 and the Los Angeles delegation.

Group #43 challenges Group #44 to a Volleyball game in the Field House at 4 p.m. Tuesday.

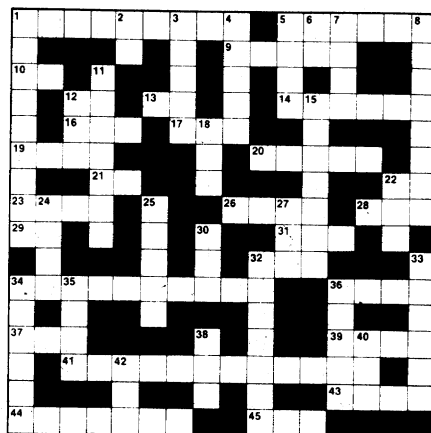
Want to drown out Cincy? The Terre Haute delegation needs your support. If you are interested in helping, meet at McNutt flagpole at 5 p.m. Tuesday.

ACROSS

1. Something we all want
5. Body of water parted by Moses
9. The best part
10. 13th letter of Greek alphabet
12. Slang for hobo
13. Out of bed
14. A love _____
16. _____ to lunch
17. Adam's wife
19. Satellite
20. Repast
21. _____ and from _____
22. Georgia (abr.)
23. Smell
26. Spanish cow
28. A free electron
29. Dissenting vote
31. Remains of fire
32. Force open
34. Vehicle for escape
36. Poultry pen
37. Distilled from cane
39. Ache
41. Liberation
43. Part of church
44. Organically grown
45. Consent

DOWN

1. Newlywed seclusion
2. Ego
3. Secretly wed
4. Outer _____
5. Woman's name
6. Typesetter's measure
7. Hard of hearing
8. U.S. citizen
11. A place to picnic
12. Halloween greeting
15. Uninhibited imagination
18. Challenge
22. Sailor (sl)
24. A measured quantity
25. Reverie
27. Conveyance
30. Part of circle
32. Seclusion
33. Pantry
34. Cultivated plot
35. Clock a race
36. Type of fowl
38. Rivalry
40. Var. of Anna
42. Bring into the open



Courtesy of Terry Wilson



DUCKIES, BUNNIES AND QUACKS

Many of NAJAC's delegates come equipped with far-out nicknames. True the conference has its share of Bobs, Robs, Vals, Sues, Bills, Motormouths, Duckies and Bunnies, but there are peculiar names.

Take Kevin from Cleveland, for example. He plays basketball, and was nicknamed "Campy" after "Campy" Russell Jones who plays for the Cavaliers.

Most of us have probably noticed the large blue "Grover" puppets associated with the St. Petersburg, Florida delegation. A St. Pete gal named Debbie carried a puppet here at the conference and her friends call her "Grover".

Perhaps you've met a 6'4" blond male from Syracuse, nicknamed "Hutch" for obvious reasons, or "Spirit" so dubbed at the bicentennial NAJAC.

Maybe you'll meet "Reag" Reagan from Providence, "Bolivia" from Salt Lake, "The Kid" from Colorado Springs, or one of our own beloved "Pink Finks" called "Quack" because his real name is too hard for delegates to pronounce.

If you see any of these people, feel free to say "hello". They are all very friendly!!

The theme for this year's election has been announced. All Achievers are urged to go out and "get the bare facts on voting." Caucuses will be held on Wednesday to facilitate all Achievers meeting the validated candidates. Sign-up will take place Tuesday evening after the general meeting at the election office in McNutt.

MENU

Tuesday Dinner:
 Pork Chops, Swiss Steak or Scrambled Eggs
 Dressing or Parsley Potatoes
 Green Beans or Turnip Greens
 Hot Spiced Apples
 Salad Bar
 Cheese Cake or Jello
 Cubes

Wednesday Breakfast:
 Orange Juice or Pineapple Juice
 Scrambled Eggs
 Hash Browns
 Sweet Rolls
Wednesday Dinner:
 Chicken Rice Soup
 Hot Ham Sandwich or Sloppy Joe
 French Fried Onion Rings
 Brownies, Cherries, or Banana