

It was a long ride . . .



. . . but we made it

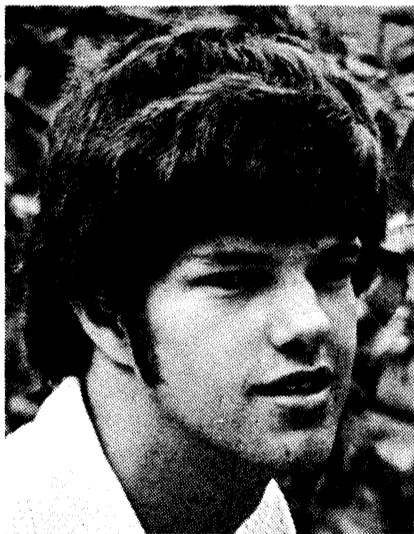


The Achiever



News of the 33rd National Junior Achievers Conference

Monday, August 9, 1976



ROGER CONNER

Achiever's business blooms in Oh.

What happens when a fifteen-year-old determined Achiever can't land a paid job in a flower shop? He starts his own.

Roger Connor of Middletown, Ohio, has been operating a florist shop from his basement since October of 1975. He now grosses \$150 to \$200 in sales per week and has an inspector from the Florist's Telegraph Delivery (FTD) wire

(Continued on Page Two)

2,731 delegates

Buses disgorge weary travelers

Thousands of delegates from across the nation poured onto the formerly quiet campus of Indiana University Sunday — tired but happy Achievers from all 50 states beginning the "best week of their lives." The arrivals came to Indiana by private auto, plane, and, in most cases, chartered bus.

Some delegations were so anxious to begin the conference that their arrival preceded the sun's. Spokane, Washington's five a.m. drop-in on sleepy staff was typical of this impatience, as was the 4:05 a.m. arrival of Salt Lake City.

Delegates from a certain city in Michigan began the conference by assuring all nearby that "Yes, there really is a Kalamazoo." The arrival of the chartered bus from Cincinnati was punctuated by loud volleys from within the vehicle of "... One, Two, Three, Yea, Cincy."

Signs seen on the chartered vehicles ranged from the obvious "Howdy, We're From Dallas," and the ever-popular "Bloomington or

Bust" to the intriguing "Just Married" logo emblazoned across one Michigan bus.

Flint, Michigan delegate Mary Jean Czarnecki explained to *The Achiever* that the 'Just Married' sign was a "tradition." Some three or four years ago, it seems, a Just Married sign was found around the Flint center just before the NAJAC delegation left for Bloomington. The left over sign was placed on the back of the delegation's bus, and a yearly tradition was born. Ms. Czarnecki explained that the reasoning for the display was simple: "Our bus driver thinks we're crazy, but we get interesting stares from people on the way up."

As of presstime, 2,731 delegates had arrived and registered. Bloomington, Ind. was the first delegation to arrive. The largest delegation to arrive as of presstime was Southeastern Michigan, according to Registrar Carol Mozak. Craig Jolly, attending the conference from the Pacific island of Guam,

traveled the farthest distance to NAJAC, and the shortest travel distances were recorded by the delegates from Bloomington.

Delegate attire covered the widest possible ranges as hats, visors, shirts and buttons flourished. Nashville, Tenn. delegates reminded both Southern and Yankee compatriots to 'Eat More Grits.' Pittsburgh delegates donned chapeaus of Pirate Yellow, while Georgians wore pins based on the new found glamour of the peanut.

Despite the many differences in attire, travel distances and times, the occasional discussions over whether "Y'all" or "You'se Guys" was the correct second person plural form, and all of the other minor differences that distinguish Achievers, one common denominator runs through all delegates at the 33rd National Conference: that JA feeling. All of the 3,000 people attending are partaking of the camaraderie that makes NAJAC the conference that it is. "The best week . . ." has begun.

Grad prospers on TV

Heather Harden, once considered a "legend in her time" by NAJAC staff and delegates, is back, doing what she does best — television reporting, this time for the National Achievers Conference. She's taping interviews with delegates from all over the country for viewing in their home towns.

In 1964 Heather was National Miss JA. The next year she won National Best Salesman and was elected Conference Secretary. And in 1967 and 1968 she returned to NAJAC as a judge for the Miss JA contest.

Heather is taking several days off from her busy broadcasting schedule to come to the Conference. She is currently working with KETV, the ABC affiliate in Omaha, Nebraska. Not only is she a television reporter, but she produces and hosts a daily public affairs program as well.

"I love on-air television work most," Heather begins. "My immediate goal is to become a full time television reporter or anchorperson."

Although Heather is currently employed during the academic year as an instructor in broadcast journalism at Creighton University, she hopes eventually to leave teaching for full time on-air reporting. She may get just the break she needs on August 14th.

"I was thrilled to be asked to anchor my first television newscast on KETV that day," Heather continues. She will be substitute anchoring for three Saturdays and is anxious to find out her potential in that area.

"Anchor work has always been considered the pinnacle of on-air reporting success," the former Miss

JA continues. "But I have to find out if it's what I want to do. Some people feel that reading the news is boring compared with the excitement that follows on-location television reporting."

Heather has been getting her share of excitement. She has covered nationally recognized news stories and is responsible also for completely producing, reporting, and hosting a daily five-minute public affairs program called "FOCUS." Aired during the "Good Morning, America" time slot, the show focuses on five main issues — aging, consumerism, the handicapped, the arts, and mental and physical health concerns.

"We are most interested in creating public awareness," Heather stated. "If there is a problem in accessibility

of bus transportation for the elderly, we'll show that. I'll take the camera on the bus and demonstrate how difficult it is for the elderly to maneuver the doors."

It seems only right that Heather's eleven years of broadcast experience began in Junior Achievement. Heather started in a JA television company in Omaha which televised the play "The Importance of Being Earnest." Not only did she play a part in the drama production, but she also won the National Best Salesman title for selling television commercials.

Her big break in broadcasting was a direct result of her JA experience. Right after graduation, Heather was hired by her sponsoring company, WOWT-TV as a "promotion assistant." She financed her way through college working part time

doing everything from secretarial work to on-air reporting.

While earning her master's degree in journalism, Heather started doing free-lance production work. She has done several 30-minute videotaped specials for the Omaha Catholic Archdiocese. Heather was completely responsible for setting up the appropriate interviews, reporting, and supervising the final script, filming, and taping.

Eventually, Heather would like to report news of feminist issues and events. "I have a high degree of interest in that field," she added.

What are her typical weeks like at KETV? "Busy!" she exclaims. "Three days a week I do television reporting, and the other two days I produce my daily public affairs program." Heather records all five programs in one morning.

Her experience hasn't been without its moving moments. She once interviewed a woman in silhouette who was going through therapy after years of abusing her children. She has also done programs on mental institutions for children, where she said it was "hard to pull away after a little boy gave me such a big kiss."

Her feelings for children could come from her own. Heather has two children — a four-year-old boy and two-year-old girl. "I guess you could say that my most enjoyable hobby is childrearing," Heather smiled.

And how does it feel to come back to NAJAC after being away for eight years? "I can't believe it — it really is exciting," she concluded. "There are still a lot of people around who remember me and who did a lot of things for me. It's just great to be home."



Heather Harden makes a news clip at NAJAC.

Business coming up roses

(Continued from Page One)

service scheduled to interview him next week.

Roger started his business with three different bolts of ribbon, one refrigerator, and \$65. Now he has about 150 bolts of ribbon, three refrigerators, and anticipated gross sales of \$10,000 for his first year. He used to have to travel 50 miles to pick up wholesale flowers, but now Roger receives delivery service at his door.

How did it happen? "Somehow, everyone got behind me," began Roger. "I started doing two or three projects per week. Then the *Middletown Journal* wrote a big article about my shop and how I was just starting out. Since then business has been great."

In January, Roger installed a business phone. He also inserted a small ad in the Yellow Pages, which conveniently landed at the top of the page.

To date, Roger has done 23 weddings, including one the night before he arrived at NAJAC. He also has a wedding the day he returns.

"Three brides have traveled thirty miles to see me," the high school senior continued. "My work is just as good as other florists but much more reasonable. I don't have the overhead

that other florists have."

Roger gets most of his customers from referrals. One of the largest photographers in the city now recommends his work. He attributes it to his personal attention to the customer.

"I take time with my customers," he says. "I set up appointments in the evening when it is convenient for working brides. They bring samples of their dress material and we spend time going over albums of designs and colors."

"But the most important thing is that I always attend the wedding. I want to be a part of the happy occasion. I personally pin on all the corsages, lay down the aisle cloth, and arrange the baskets on the altar. Then, I arrange the bride's flowers and veil just before she goes down the aisle. No other florist in town does this. Usually they just leave the flowers in a refrigerator and take off."

Roger is pleased that about half of his wedding customers send him thank-you notes, even though he provides a paid service. He says he hears from aunts, uncles, and other relatives of the bride. "Word of mouth is the best advertising, and I'm getting plenty of it," he added.

Roger's advertising slogan is

catchy enough to make a difference. He simply sells "Beautiful flowers at reasonable prices that won't have you paying until death do you part."

Just two weeks ago Roger did his first funeral spray. "You know you are making progress when you're called to supply a bereaved family with flowers," the NAJAC delegate said. "At a time like that, people don't think of saving money. They want the best and will only go to established places that they've heard good things about."

Roger doesn't just forget about his customers when his service is finished. He sends each customer a Christmas card to thank him for his patronage. On October 7, the first anniversary of his enterprise, he plans to run a large advertisement thanking his community and his customers for their support.

And how has Junior Achievement helped? "I've learned so much from JA — the accounting and sales books are exactly what I use in my business. And my JA executive director, David Stitt, has been great. He not only helps me with my books but introduces me to area business people. Whenever I can get my business card out, I get it out."

Roger's business has been helped by the wide-ranging publicity he has

received. He constantly gets "free" coverage by the *Middletown Journal* of his many activities; he recently became the youngest national member of the Chamber of Commerce. Several months ago he was featured in Junior Achievement's *Dateline*, which was later sent to the national *Midnight* news magazine with a circulation of over 3.2 million. Roger is most excited, however, about an upcoming feature in *Florist*, a national magazine put out by the FTD. "That article will be important when I wire flowers from state to state," the two-year Achiever commented.

Perhaps his greatest triumph was a recent incident with a lady florist for whom he volunteered time for a year and a half just for the experience. When he asked to get paid, the lady refused. Just recently that same lady asked Roger to join her as a partner in her florist shop. It was Roger's turn to say no.

"It hasn't always been easy," concluded Roger. "I haven't been able to take weekends off and go camping with my friends. But that doesn't bother me. This is my lifetime career. I guess you could say it's my tomorrow."

JUNIOR ACHIEVEMENT

NAA growing rapidly

The National Achievers Association is now a rapidly growing part of the Junior Achievement world. Since its establishment in 1972 at the 29th National Conference it has become a vital aspect of the Junior Achievement experience for Achievers from all parts of the nation.

Over 150 local Achievers Associations are the keys to the

success of the NAA. Those areas who have not yet organized an Association are encouraged to do so, to give their Achievers the opportunity to broaden their horizons in JA by learning more, working with more people, and gaining valuable experience. Association members soon find out they get out of an organization what they put into it; through the

Association they are putting more into JA and gaining a greater understanding as a result of their extra efforts in the organization.

The NAA Council is represented at the regional conferences by regional subcommittees, but its major gathering is at the annual council meeting held at the National Conference.

To provide continuity, the membership of the NAA Council is the same as was outlined in 1975. Newly elected officers of local Associations make up the Council, one representative coming from every independently operating Association. The council will be oriented towards objectives this year, the purpose of each meeting will be to seek specific goals concerning training on different aspects of the Achievers Association.

Revisions of the NAA Bylaws will be considered by the council this year, as well as the selection of the 1976 Conference resolutions. Half of the council meetings will be open to the public to cultivate more awareness of the NAA.

This has been a year of review and

improvement for the Association. As it moves boldly into its fifth year of existence, the Association is no longer a struggling organization. It is now a dynamic, established part of Junior Achievement.

A small group of specially selected graduate Achievers and the five regional coordinators make up the NAA Program Committee. Its members have valuable years of experience working with the National Conference and the NAA that make them an ideal group for carrying out its responsibilities.

They also select the top five Achievers Associations, basing their decisions on the Annual Reports of the 10 top associations and their general impressions of each area.

The NAA Development Committee is structured into three major groups this year: past and future Association Officers, representatives from areas that do not have Associations, and local Association members. Points of emphasis will include officer training and association organization, as well as a comprehensive revision of the Association Manual.

N.Y. educator to get award

Nineteen years ago at NAJAC, Donna E. Shalala might have been found in a noisy auditorium row with the Cleveland delegation. In 1976, her spirit of achievement has brought her back to the Conference — this time to the auditorium stage. Monday evening at 7:30 p.m., Dr. Shalala will address the 33rd National Junior Achievers Conference as the recipient of the Distinguished Graduate Award.

While still an Achiever, Dr. Shalala distinguished herself by winning a Junior Achievement scholarship and by serving as president of her JA company and vice president of the area Achievers Association. She went on to prove her merits as a political economist and a national authority both on school finance and city/state fiscal relationships.

Dr. Shalala's list of accomplishments in these fields have earned her a description as "undoubtedly one of the most active, energetic and productive women working in New York today" — as quoted in a degree conferral at Marymount Manhattan College this spring. After graduating in 1962 from Western College for Women in Oxford, Ohio, she donated her energies to the Peace Corps for two years, traveling to Iran to teach English and structure community development. Her activities for the next five years were centered at the Maxwell School of Citizenship and Public Affairs at Syracuse University, working toward a doctorate in political science and economics.

A great deal of Dr. Shalala's productiveness is directed toward public service concerns. She has served on the National Municipal League, the National Urban Coalition, the League of Women Voters Education Fund, the National Urban League, and World Education, Inc. Her list of accomplishments includes serving as Vice Chairwoman of New York's Citizen's Union, Vice Chairwoman of the governor of New York's Task Force on Education and special advisor to the governor on school finance, and designer of Connecticut's school finance equalization program last year.

Dr. Shalala's current schedule of responsibilities is just as hectic. She is employed as Associate Professor and Chairwoman of the Program in Politics and Education at Teachers

College, Columbia University. A five-year study for the Ford Foundation on state revenue politics and school finance has claimed her talents as director since 1973. One of the most difficult assignments has Graduate Achiever Donna Shalala helping to untangle and dismiss the financial liabilities of New York City — a result of her appointment as the treasurer and only female board member of the Municipal Assistance Corporation.

JUNIOR ACHIEVEMENT



Roanoke Executive Director Terry Foster entertains 3,300 conferees as organist for NAJAC 1976.

E. D. on the stage

Organist delights NAJAC

Every evening for five days, he keys up 2,700 Achievers to a fever pitch. He is instrumental in keeping this large group in tune with one another. He knows the score. Does this description strike a familiar chord? Yes, it's the music man. Not from River City, but from Roanoke, Virginia, Terry Foster has come to the 33rd National Junior Achievers Conference as the new organist.

Terry is noted as the executive director of the Roanoke JA program, a position he has held for the past 3½ years. As a prelude to his career, Terry attended Transylvania University as a concentrator in religion and philosophy. He went on to obtain a Bachelor of Divinity in psychology from Lexington Theological Seminary.

Terry's list of achievements clearly reflects his concern with today's youth. He has given instruction in ballroom dance, piano, and organ. Involvement within his church led to past assignments as Minister of Youth and Choir Director and he has directed seminars on international affairs in New York and Washington, D.C. in conjunction with the Disciples of Christ denomination.

Terry has also contributed his experience to the Boy Scouts organization.

As a frequent chaperone to regional and national JA conferences, Terry has been known to call upon talents other than his musical abilities. As a comedian, he has provided the star entertainment for many long bus rides. As a budding artist, he has decorated the faces of sleeping Achievers with flowing mustaches and beards, again on long bus rides.

Terry won't be going at it completely solo as NAJAC's new organist. At times he will be accompanied on the piano by Pat Coyle, a graduate achiever from Fort Lauderdale, Florida. Pat is currently a junior at Broward Community College, carrying a double major in piano and voice. She attended her first NAJAC two years ago, representing Fort Lauderdale in the treasurer of the year contest. Pat voiced her excitement at the prospect of returning to the Conference: "I'm pleased that I can use my talent, which isn't really business-oriented, in Junior Achievement."

Awards given in San Diego

Old, young 'greats' meet

By Mark Atkinson

At NAJAC, the most outstanding Achievers gather to exchange ideas about JA and business. This gathering of what has been called the "cream of the crop" has proven to be a successful part of the Junior Achievement experience. Achievers have benefited from the sharing of ideas, and have left the Conference knowing more about JA, free enterprise, society, and themselves.

Consider then the added advantages of attending a meeting that hosts not only some of the nation's most outstanding young leaders but also this country's most influential and successful adults. The American Academy of Achievement holds such a meeting, an annual four-day conference that culminates with the Banquet of the Golden Plate.

One hundred seventy students from different organizations across the nation and 50 adults attended this year's "gathering of the greats" held this June in San Diego. Graduate Achievers David Haug, Gene Musser, Carolyn Ruh, Bert Schoen and I were among 25 students present who received the Academy's highest honor, the Golden Eagle, given for the "promise of greatness."

But more important to us than the awards was the opportunity to talk with the adults in attendance. The Academy honors not only students but also adult "Captains of Achievement", highly successful men and women from all walks of life.

Some of the honorees this year included Frank Carney, founder-president of Pizza Hut, Dr. Donald

Johanson, discoverer of the oldest "human-like" bones ever found, Lt. Thomas Norris, Congressional Medal of Honor recipient, Donny and Marie Osmond, and John Wooden, UCLA basketball coach. Because of the informal atmosphere prevalent during most of the conference, we found ourselves talking with current and past recipients Roger Staubach of the Miami Dolphins, Nathan Zepell, inventor of the ballpoint pen, Dr. Jonas Salk, developer of the polio vaccine, Jay J. Armes, "the best private eye in the country," Col. Harlan Sanders of Kentucky Fried Chicken, and Walter Lantz, creator of "Woody Woodpecker." We were pleased to be able to see that two past national JA chairmen, John de Butts of AT&T, and William Elmer of Texas Gas Transmission, were among the recipients.

The focal point of the conference was a series of symposiums. Each of this year's adult recipients spoke to us for ten minutes and then answered questions from the audience. Throughout the four days we were happy to oblige, quizzing them on the politics, the technical details, the career interests, other varied aspects relevant to their professions. We found their answers to be open and straightforward, even to our bluntest inquiries. It is doubtful that we shall ever have the opportunity to meet and talk with the number and caliber of outstanding leaders that we encountered during our stay.

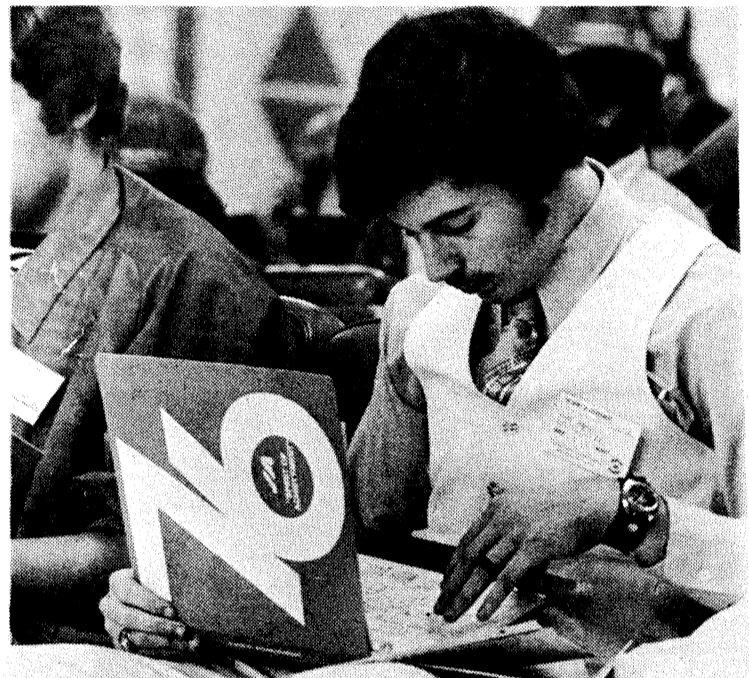
Besides the adult winners, the five of us were exposed to the leaders of several other youth organizations. Top students from Boys' Clubs of

America and Quill and Scroll were some of those present. We were able to compare Junior Achievement's business education with those of The Future Business Leaders of America and DECA. We were in the company of National Merit Scholars, Science Talent winners, top Scouts, and outstanding orators.

This assemblage of the country's greatest leaders, young and old, was first envisioned by Brian Reynolds, a professional photographer. In order

to facilitate an exchange between the leaders of the two generations Mr. Reynolds founded the American Academy of Achievement in 1961 and, along with his family, still plays an important part in the success of the conference.

The participation of Gene, Carol, and Dave was made possible by DeWitt Wallace of the *Reader's Digest*. Bert and I were sponsored by Mr. and Mrs. William Robinson of the Buckeye Molding Company.



Look in the binder!

The formerly omnipresent delegate manual has been replaced this year by brightly colored looseleaf binders which will hold a delegate's reports, summaries, minutes and mementos as well as schedules and reference material for the Conference. Above, Achiever Mark Ward of Arlington, Va. looks over the material in his binder.

List of seminars grows

A new approach to the discussion topics used by JA companies at their board of directors meetings will be the topic of a new seminar at NAJAC 1976.

The seminar, called Economic Activity, is one of three new seminars and five new workshops added this year.

Delegates assigned to the Economic Activity seminar are all seniors who will not be returning to the program, according to Bert Schoen, co-ordinator for the seminar.

The participants will be testing the topics and the games which accompany half of them.

"There's one game of competition, a stock market game, and a practical assignment dealing with job-hunting and resumes," Bert explained.

The 18 three-day seminars will each be attended by an average of 30 pre-assigned delegates.

This year's seminars and their goals are:

Public Relations for JA — To develop the ways by which JA companies and individual Achievers can secure favorable attitudes toward JA.

Operating a JA Company — To analyze and understand the procedure for organizing and operating a successful JA company, with reference to the JA Company Manual and officer training agenda.

Products Seminar — To understand the processes of commercial development of products and to apply basic development procedures to achieve better products in JA.

Service Companies — To learn about the variety of JA companies in service companies such as banking, accounting, publishing, broadcasting, data processing, and more, and to consider the growing number of career opportunities in service type businesses.

Recruiting Seminar — To understand the use of recruiting materials and techniques and to develop ways in which Achievers can share

their enthusiasm with fellow students.

Selling Seminar — To consider the effective selling techniques in a JA company and to learn how to apply sales techniques to the attainment of personal and business goals.

Data Processing — To learn the ways JA companies can do data processing and to provide individual understanding of EDP.

Public Speaking — To consider the fundamentals of public speaking, the local resources available for instruction, and the procedures for organizing and operating a Speakers Corps.

Careers Seminar — To provide general information about choosing a career: educational qualifications, resources available, usefulness of the JA experience.

The American Business System — To understand the relationships of managers, owners, workers, customers, and government in the operation of business.

Start a Business — The opportunities, requirements, and procedures for starting a

business of your own.

Consumerism — To study the role of the consumer in the economy and to understand current consumer activities.

Women in Business — To learn of new opportunities for women, and how to qualify for them.

Energy Resources and Requirements — To study an issue for its own importance and as an example of public reaction to new issues.

Government and Business — The relationships and responsibilities for all elements in a Free Enterprise System.

Officer Training — Special seminar to test new officer training methods for JA Officers.

Economic Games — Special seminar to participate in various economic "games" provided by several businesses.

Economic Activity — Special seminars to test new discussion topics procedures which will be utilized in JA Programs next year.

WORKSHOPS will cover the same topics as the following seminars: Public Relations,-

Products, Service Companies, Recruiting, Selling, Public Speaking, Careers, Consumerism, Women in Business, and Government and Business. In addition, there will be workshops only on these topics:

Partnerships — To discuss the role of partnerships in the free enterprise system and with focus on a JA partnership.

Money and Banking — To provide a better understanding of the financial system in the U.S. by simulating a banking organization.

Management — To discuss the leadership abilities, responsibilities, and qualities necessary to operate a successful organization.

Creative Career Exploration — Dr. Bruce Whiting of the U.S. Small Business Administration will give a presentation on career planning which has been put on for several corporations, and which is designed to spur ideas for each Achiever's future.

Starpower — Examines the social structure of business and its impact on the community and searches for solutions to the issues of today.