



The Achiever



News of the 34th National Junior Achievers Conference

Thursday, August 11, 1977

IBM chairman stresses ethics

"Our market system may have its shortcomings, but we have the best balance between economic and political freedom in the world," commented Frank T. Cary, chairman of the board of Junior Achievement Wednesday to a dinner honoring Business, Industry and Education Day visitors. "If it is to continue and improve, it must be accurately understood by those who will be its managers in the years ahead. I believe JA is an extension of business' own management development process."

Cary, chairman of the board and chief executive officer of

International Business Machines Corporation (IBM), made this comment after spending the afternoon with Achievers, sitting in group discussions, and viewing the Achiever Product Fair.

"I am seeing very high quality young people here," commented Cary. "I expected them to be. Achievers demonstrate a much higher level of economic understanding than you would expect to find in general high school groups."

Cary became chairman of the board of Junior Achievement on July 1, 1977. He took the job because of his strong feeling that "young

people must understand how our political system and market economy function individually and together so they can better make decisions concerning their careers and lives. JA goes a long way in providing that practical knowledge."

But an early understanding of market economy isn't all JA has to offer, says Cary.

"Junior Achievement represents the rewards of excellence, the exhilaration of competition, and the pride of achievement. It drives home the importance of integrity by stressing quality products, excellent service, responsiveness to customers and respect for each other," added the IBM executive.

Cary feels that through the dedication of its advisers, JA teaches the value of giving of oneself, or helping others to succeed.

"Our young people will find that the last point—helping others to succeed—is one of the most important jobs they will ever have."

Cary's NAJAC visit is only one part of his current efforts to become more familiar with Junior Achievement. While he has not yet set any definite goals, he would like to see an expansion of JA. "When one sees this quality of effort and its impact on young people, it is natural to want to expand so that more people may benefit."

While Cary learned by listening to Achievers, Achievers also listened to Cary during their group discussions Wednesday. His opinion was asked on a number of subjects ranging from discrimination in business to mandatory retirement plans.

It was in a discussion of business ethics, however, that Cary emphasized how much the ethical base of a business determined the character of the business. "Good ethics are good business," explained the IBM executive. "Ethical guidelines must be well thought out and well implemented."

Once these guidelines are settled they should be followed in all countries. "Where there is a choice between a company's principles and doing business in a particular place, there is always another place to do business."

Cary again stressed business ethics

in his speech to Achievers Thursday morning. There he stated that while determination and enthusiasm were important to a successful business, integrity was essential.

"No enterprise can be truly successful unless it earns a good reputation," Cary concluded. "You must produce quality products and stand behind them. You've also seen for yourselves the value of dealing fairly with one another and with your customers."



Frank T. Cary, chairman of the board of Junior Achievement, discusses a point with NAJAC delegates during a group discussion on the energy problem.

First aid staff kept busy

Last year's NAJAC first aid staff went through 1,000 band-aids, 100-150 Q-Tips, 30 Ace bandages, 30 rolls of adhesive tape, 24 rolls of gauze and around \$460 worth of medicine, crutches, and X-rays.

This year the first aid station seems to be fairly quiet. Around 200 cases are handled each day according to first aid staff person Debbie Dobson. "They've been mostly sore throats and blisters, and as far as being seriously sick, nobody has had to stay here."

"We've also handled a few scraped knees and sprained ankles," continued Dobson. First aid's latest bruised knee came when a delegate attempted to do a hurdle over a light post.

Dobson attributes this apparently healthy conference to the weather. Because delegates have been riding the buses, there's not as much running around as last year, and so there are fewer scrapes and bruises. The cooler weather is also a help to those delegates with respiratory problems.

By Tuesday the station had dispensed over 300 bandages, 10 bottles of cough drops and four

quarts of Maalox were dispensed that day.

Peak work hours in the Harper first aid station occur during the afternoon free time period. Dobson says that's the time they usually receive two or three cases of headaches and a few 'nervous' stomachs.

A crew of one registered nurse, two graduate nurses, and six student nurses, one of which is a student of veterinary medicine, are called 24 hours a day for remedies for everything from the throat tickles to tonsillitis. However, the first aid station is more than just a 'blister bar'. The station has also repaired several pairs of bent eyeglasses.

The first aid staff takes its more serious problems to Indiana University's health services. The period of time between the Talent Night and the President's Ball is an especially hectic one, as the excitement begins to take its toll. But during the lags, the staff usually plays cards and keeps score of the sickest delegations.

Records show Group 31 has so far made the most visits to the station.



Kim Marshall, of Winston-Salem, N.C., winner of the 1977 NAJAC Talent Show, gives her award-winning performance on the pipe organ. Debbie McFarland and Patty Zillman, of Metro-Washington, placed second singing three compositions written by Debbie. Valdasia Merrick, of Cincinnati, placed third with her dramatic interpretation of Edgar Allen Poe's "The Telltale Heart".

South America receives NAJAC info

News from NAJAC 1977 will now be heard by millions of people in South America over the Voice of America.

The added coverage is a result of a phone call made by Gregg Wiggins, a member of the Conference broadcasting bureau.

When the executive director of Junior Achievement in El Salvador, San Salvador asked for a tape to be sent for broadcast to radio station YSU, problems arose—no one on the broadcasting bureau could speak Spanish. The problem was soon solved when staff member Becky Moya agreed to translate an interview into Spanish, which was sent out Wednesday.

Wiggins then called Raul Novillo-Alarcon at Voice of America's Latin American desk. Raul, who by pure chance turned out to be a 1967 graduate of Junior Achievement in Spokane, Washington, agreed to broadcast the tape over Voice of America. He also expressed an interest in future broadcasts and mentioned the possibility of sending a Voice of America reporter to NAJAC 1978 for more complete coverage.

JA companies from across the border

Trinidad, Guam and El Salvador. Each has a unique culture and each has sent a delegation to NAJAC for the first time in 1977.

An essential addition to the traveling gear of one of these delegations is a Spanish-English dictionary. The three delegates and the executive director from El Salvador, a Central American country of 4 million people, are attending the Conference in hopes that they can pick up ideas to help advance their own program.

Actually, the entire concept of Junior Achievement, or Empresarios Juveniles as it is known in El Salvador, is relatively new to the country. Executive Director Juan Jose Domenech became interested in JA during 1976 and, by January of this year, the groundwork for running a JA program in this country was laid.

Domenech went through a whirlwind 13-day training session to teach him everything there was to know about Junior Achievement. Following the 18-hour per day sessions, the major tasks facing him were finding a building to rent space in, recruiting Achievers and, most difficult of all, translating the JA manuals into Spanish.

The schools in El Salvador opened their doors to the Junior Achievement program, and before long the program was operating full throttle.

For the three Achievers from El Salvador attending NAJAC, the Conference is providing an insight into the complexity and enjoyment of being involved in JA. Like their United States peers, Guillermo Siman, Juan Jose Siman and Erique Gonzales are involved in manufacturing and selling products. However, the timetable for their JA program is somewhat different than in this country. Since the El Salvador school year runs from February to September, the delegates had to take one week off from school in order to attend NAJAC.

NAJAC will be especially valuable to the El Salvador Achievers, since the program in their country is only three months old. Six companies involving 180 Achievers are sponsored by a variety of businesses, including a brewery and a chicken farm.

All three Achievers expressed a desire to leave the Conference with a wealth of information and, despite the language barrier, they seem to be gathering just that. Guillermo Siman explained that he wanted to go back home and tell his friends the things he had learned so that their companies could be more successful. He felt that the differences he had encountered in fellow Achievers were easy to overcome, even though he had to work hard at his English.

Future plans for Junior Achievement in El Salvador include the purchase of their own JA facility capable of handling up to 40 companies, and the expansion of the present six company program. Also in the works is the opening of JA in Nicaragua and Guatemala and,

Continued on Page 4.

"Russians lack incentive"

Delegate studies in USSR

One of the primary purposes of the National Junior Achievers Conference is to provide a forum for the discussion of our American free enterprise system. One of the best ways to put our freedoms in perspective is to study a contrasting economic and political system such as that of the Soviet Union. Tim Hurckes, a three time NAJAC delegate from Chicago, Illinois recently visited three Soviet cities between June 24 and July 26, 1977.

Tim was part of a college study team that traveled to the Soviet Union under the auspices of Edinborough College in Pennsylvania. They spent one week each in Leningrad and a nearby resort town called Duny and two weeks in Moscow. While there Tim said that he found "a very different economic system where every male and ninety percent of the females work, even if it may be only standing on a street corner handing out propaganda pamphlets."

One of the greatest contrasts to our free enterprise system," Tim reported, "was the total lack of any incentives. As a result of the lack of desire to do good work, roads and buildings constructed during the 1950's and 1960's are now crumbling. The food eaten by the Russian people consists of very little beef as compared to American diets, although they do eat a great deal of potato." Tim said that while he was in the Soviet Union he had no milk or fruits and reported Russian coffee to be very bitter.

Tim's experience with Russian people provided him with insights into the Russian way of life. Unlike their American counterparts, very few Russian families own their own homes; most of them live in apartments.

Tim found the Russian people friendly, helpful and always willing to talk. One evening Tim was lost in Leningrad, but he soon met a man who went out of his way to walk him back to his hotel.

Each day found Tim attending six hours of classes. One of his most interesting encounters was in a conversation with one of his teachers, named Tatiana Ulanod. In her opinion, "the Russian people are very happy, the government provides them with jobs and they work out of pride." On the other hand, she said "the American worker performs out

of fear of being fired."

When asked about the Russians' reactions to President Carter's "human rights" policies, Tim said, "The people there are very fatalistic. People like Ulanod just do not think of human rights in the same terms as Americans. To the Soviet citizen, freedom is the government providing the right to a job and the right to free health care."

On the other hand, Tim met Sergei Pomoldich, a Russian Dissident who would like to leave Russia.

Pomoldich says, "The government will not move on human rights, other than to make glorious claims, but only token movements toward freedom." The government recently has taken several actions against Pomoldich, such as restricting his travel and taking away his job. While in Russia, Tim says, "My personal freedoms, for the most part, were not abridged. However, most of my hotel rooms were bugged. In fact some of

the electronic listening devices were very poorly hidden."

This past year in Chicago, Tim was president of Creative Products Unlimited, counseled by International Harvester. In the future he plans to attend Princeton University to study political science and later enter their school of law. Tim expressed concern over what he termed, "the continuing trend of turning more and more aspects of American life over to the Federal government." Tim would like to pursue a career in government in order to have his own input into America's lawmaking process.

Tim's greatest impression from his month-long visit to the Soviet Union was to have a greater appreciation for what we have here in the United States. "The Russian government controls so many aspects of the daily life of people there, it makes you place a greater value on our own personal freedoms and makes you strive harder to preserve them."



Western Springs, Illinois Achiever poses in a tee shirt printed in Russian.

The Achiever **presents . . .**



On a recent trip around the campus, *The Achiever* staff photographers came upon these young ladies who bore a resemblance to Farrah Fawcett-Majors. Unable to come to an agreement as to which of the young ladies is most like Farrah, *The Achiever* has decided to let its readers decide.

. . . Farrah's doubles

African art shines at NAJAC

"Art is a reflection of culture, a reflection of the times. When we discuss ancient civilizations or ancient cultures we have to go back to their art," explains Al Bright, a member of the 1977 NAJAC staff.

Al, who is currently assistant professor of art and director of the Black Studies Program at Youngstown State University, has been collecting African art for eight years. Through his collection, which includes 85 pieces, Al is learning more about African culture and the important spiritual significance art has in that culture.

African masks such as those Al collects are sculpted using very simple tools. Each mask is carved from specially selected sacred trees. The average age of the 6 masks and the shield Al has brought with him this week is approximately 35 years. Presently, he is taking wood samples to determine the ages more precisely.

According to Al, African art has

influenced our form of aesthetic thinking today and has had a tremendous impact on Cubism.

Even so, Al, a talented painter, does not base his own painting on the style represented in his collection.

Al comments, "I really don't analyze what I do when I'm painting. I'd rather have it happen freely and spontaneously. I try not to be a conscious artist."

In order to achieve such effects Al has painted in front of an audience to the music of an orchestra. This performance took place in April of 1976 at Kent State University.

In addition to his painting Al also plays the flute and writes poetry, more specifically metaphors. "By writing I'm trying to find metaphors that are the truth. I'm searching for one that is the undisputable truth."

Here at the Conference Al is responsible for the TORI Workshop, a humanistic aspect of the Conference, which tries to convey the importance of human interaction in business.



Staff member, Al Bright, reflects on a piece of sculpture which is a part of his African collection.

Program is international

JA speaks many languages

From Page 2.

ultimately, a Spanish Junior Achievement conference that would be similar to the regional conferences held in the United States.

Like all Achievers, El Salvador's delegation is proud of their success in JA. While showing off their entries for the Product Contest, the delegation was confident that their products would be winners.

Whatever the outcome, there is no question that the delegates are profiting from their experience at NAJAC.

An 8,000 mile trip from Guam, an island in the Pacific Ocean, was an auspicious beginning for Herbert Leddy, the area delegate.

The Achiever of the Year, chosen to represent his twelve company area, made the trek by himself, stopping in a number of large mainland cities along the way.

Although Guam is an American territory, the 35-mile long island has been somewhat isolated due to its distance from the mainland. The 250 Achievers taking part in Guam's JA program receive the benefit of JA materials but don't get the opportunity to see their mainland counterparts in order to exchange ideas.

Herbert's assessment of JA in Guam is that there is a good possibility for expansion, especially since the six high schools on the island are clamoring for JA programs. Besides being a working delegate at the Conference, Herbert is also a walking Chamber of Commerce for his government. His village, Dededo, is the largest on the island and is only about ten miles from the capital.

Inviting people to visit him in Guam, Herbert has made it a point to teach everyone the native way of

saying "Hello, how are you?" He explains that the language used in Guam is a mixture of Spanish, Polynesian and Malaysian. So if you are ever in Guam, say "Hafa Adai" and you'll probably receive smiles, particularly if the rest of the natives are as friendly as Herbert Leddy.

Trinidad's NAJAC delegation consists of program directors Peter Spooner and Valerie Walcott and Achiever Association presidents, Ronald Constant and Kay Gwendoline.

Their approach to Junior Achievement is very similar to ours, despite the fact that they run a program many miles away.

Located off the coast of Venezuela in the West Indies, Trinidad offers a slightly different school system for the JA people to work with, but nevertheless, there has been a history of cooperation between JA and the schools.

The educational system substitutes the term "college" for high school, but JA still services fifteen to seventeen-year-olds.

Since the response from the students has been so overwhelming, Program Directors Spooner and Walcott have been forced to limit Achievers to one year in the program. A severe shortage of space precipitated this decision, but the Achievers Association has been left open to all who want to join after their stint in the JA program is over.

Another slight difference in Trinidad's JA program is that Association President Constant and Program Director Walcott have been advising a company of 44 deaf students.

Valerie Walcott explains, "We were asked to do something for these deaf students; so we formed a JA company. They are so eager to learn but we felt that we could not ask an adviser to undertake the task. We developed a three-year program for them, doing a little at a time. They have achieved far more than we even expected; they won second place in our product contest. Next year we hope to have an outside firm advise them."

As regards NAJAC, the delegates feel that they must try to improve their program as much as possible by being here but also feel that they should be more involved in the actual seminars and discussions. They have enjoyed the people they have met and look forward to having people asking them questions about their country.

Valerie Walcott and Kay Gwendoline comment that many people don't even know that Trinidad has flush toilets (they've had them for years), color television and automobiles, so they are eager to dispel such misconceptions through discussions with the other delegates.



Trinidad Achievers Peter Spooner, Valerie Walcott and Kay Gwendoline (clockwise from bottom) discuss their program with Achiever staffer Mike Serafino.