



International Dateline April - June 2000

Young Multimillionaire Credits Junior Achievement for Success



Junior Achievement always likes to hear about the success of an alumnus. Occasionally, JA hears of a former student who enters the stratosphere of success. Such is the case of Constancio Largaia, an “Achiever” and Argentine entrepreneur.

There was nothing special about Constancio when he participated in the JA Company Program in Argentina a few years ago. He did rise to the presidency of his student company, but fellow students fired him soon afterwards. Constancio wasn’t concerned since business wasn’t a priority for him. However, that changed when he attended Junior Achievement’s International Student Forum later that year in Michigan. That’s when he caught the entrepreneurial bug and began planning an idea that would put him on the international map as one of the most savvy Internet businessmen in the world.

While attending San Andres University in Buenos Aires, Constancio met Wenceslao Casares. As the two leafed through techie magazines six years ago, they whittled and honed the idea that became Patagon.com International Ltd., the E-Trade of Latin America and the region’s hottest online brokerage. Patagon was the name of Largaia’s Junior Achievement team in the Hewlett-Packard Global Business Challenge — an annual worldwide web-based competition that lets students compete as business owners via the internet.

Before their first online trade, though, the men had to do a little research. After graduating in March, 1997, the duo spent a whirlwind two weeks in California, soaking up Silicon Valley culture with stops at Charles Schwab, Yahoo! and Excite.



On their return, Largaia and Casares shopped their plan for an online brokerage, but there were no buyers. In June, 1998, InvestCapital, a local brokerage, put up \$1 million for a 50% stake in the venture. The deal allowed Patagon to execute trades on the Buenos Aires stock exchange. Six months later, the company had a thousand clients and the two entrepreneurs soared to Internet prominence as fast as you can say buy low and sell high.

Unlike most Internet startups, Patagon.com turned a profit. But the word profit doesn’t convey what Largaia did. At 25 years of age, he and the investors sold the company this past March for — hold on to your hat — \$528 million (USD).

Largaia, who credits Junior Achievement for his enthusiasm in business, shared the story of Patagon.com and his success with MBAs at the Argentine San Andres and IAE Universities and MIT. A Harvard professor recently published the company’s case study.

JA Russia Reaches Milestone -- One-millionth Student Named



Who wants to be a millionaire? Wrong question. The real question is who wants to be Russia’s one-millionth JA student? The answer is a lot of people. In March, Kirill Atamanov, 18, from Samara, Russia, received the honor. He visited New York City in April as a student ambassador to Junior Achievement’s 2000 USA National Business Hall of Fame.

“I think JA is the most important part of the general reforms in Russia, because those who are students now will be leaders in the near future,” Kirill told the JA International board of directors at The Plaza Hotel on April 19. “We will shape Russia’s community, economics, policy and future.”

Kirill said it is essential to “create the once lost spirit of entrepreneurship and enterprise in Russia so that our country can build a democratic and successful present and future for generations.”

Since it began in 1991, JA has been spreading throughout Russia, immersing students from 42 regions of the

Russian Federation in the fundamentals of free enterprise.

"There is no doubt that JA programs are successful in Russia," Kirill said. "The best proof is the ever-increasing number of participants."

"JA has changed my whole life," said Kirill, who's a five-year JA veteran and plans to become an international trade specialist. "Before I started JA programs, I practically knew nothing about economics or business. While studying, I realized that economics and entrepreneurship are what I'd like to connect my career with."

Kirill was given the honor of asking the first question at a special session of the hall of fame inductees. This year's laureates were John H. Bryan, Lodwick M. Cook, Charles F. Knight, John McConnell, Roger Milliken, Colonel Harland Sanders, Edgar S. Woolard and William Wrigley, Jr.

World Record

A Brief Overview of Junior Achievement Around the World

Key Opens Door to Togetherness

Students from the Republic of Ireland and Northern Ireland will gather this year in Northern Ireland to work together on JA projects thanks to a \$1.5 million grant from the International Fund for Ireland.

The students, both protestant and catholic, from economically disadvantaged families, will meet in residential settings in a program dubbed KEY, Knowledge through Enterprise for Youth.

Myriam Fearon, KEY program director in Northern Ireland, says "the students will undergo a challenging and dynamic program that will help them gain new skills and talents they can use to change the course of their futures."

True to the JA way, students will take part in "learn-by-doing" activities, including operating their own businesses — and participating in a trade fair. Students will cover organizational structure, finance, sales and marketing, customer service and reports.

In addition to JA projects, students will explore personal development, motivation, confidence building, communications skills, and teamwork in outdoor adventures designed to develop healthy attitudes and provide life-changing experiences.

Students completing the camp will participate in a graduation ceremony and receive a certificate and detailed account of their accomplishments and progress, which can be shared with prospective employers.

Three partners form KEY: the International Fund for Ireland, Junior Achievement Ireland and Young Enterprise Northern Ireland.



Canada

Canada will host the annual Canadian National Junior Achievement Conference

August 19-24, 2000, at Carleton University in Ottawa, Ontario. The conference typically hosts more than 200 Canadian and international students. Participants explore business and global economic issues, network and have fun. CANJAC 2000 will feature workshops, speakers, corporate tours, discussions, presentations and social and recreational activities. For more information, contact JA of Canada at 416-622-4602 or online at programs@jacan.org.



Malta

Malta hosted the 12th annual Young Enterprise Europe Trade Fair in March at the Old Opera

House in Valletta. Students were recognized for best overall company, best selling and marketing techniques, best logo, best trade fair stand, most innovative product, best salesmanship and most popular team. Before the fair, students enjoyed tourist activities and social events. A special program was designed for board and council members attending.



USA

Students from Ireland learned about U.S. business, culture and history when they

visited Philadelphia earlier this year as part of JA's GLOBE (Global Learning of the Business Enterprise) program. In GLOBE, schools from different countries establish a joint venture import/export company. Irish



Russia

In March, The Canadian International Development Agency (CIDA) approved a grant

to JA Russia totaling \$400,000 (CD). The grant will cover administrative costs and special events funding and will complement another recent contribution from USAID for \$1.5 million (USD). JA Russia plans to use the support as a springboard to encourage matching resources from private

students met with leaders from three U.S. companies — Vanguard, Philadelphia Suburban Water Co., and a small manufacturing concern — to choose a product to import and market in Ireland. Students also attended a JA board meeting and toured New York City. “It was a great experience for everyone involved,” said Pete Curcio, president of JA in Philadelphia.

companies in Russia. Nina Kouznetsova, JA Russia executive director, said “Russia is particularly grateful to CIDA and JA Canada for their outstanding support, which will translate into a healthier market economy in Russia.”



Japan

Jerry Mutchler, president of JA in Houston, Texas, visited Japan in March to work with

JA Japan's COO and board member, Yoshihiro Nakamoto. The two met with business, education and government leaders to discuss fundraising, board development, public relations, program development and international economic competitions. Two of the business leaders they met with were Mr. Shiina of IBM and Mr. Kobayashi of Fuji-Xerox. Mutchler was so impressed by JA Japan's progress, he provided JA-Japan with a personal \$500 donation.



Argentina

JA-Argentina created Environmental Achievements, a new environmental program

which was piloted last fall. It allows elementary students to role play as environmental leaders. More than 300 students participated last year and this year that number jumps to 900. Coca-Cola of Argentina provided funds to develop and expand the program. The legislative environmental committee in Buenos Aires invited young JA students to share their experiences in the program for possible inclusion in future environmental laws.



Ecuador

JAI welcomes JA of Ecuador as a new Member Nation. JA-Ecuador is being

started in Quito with help from Banco Popular Ecuador and is currently directed by Juan Ortiz Garcia. You may send welcome notes to Mr. Ortiz at ortizj@ramt.com.



Mark Suwyn,
Chairman & CEO,
Louisiana-Pacific
Corporation

Chairman, Junior
Achievement
International

Chairman's Report

If one were asked to characterize Junior Achievement's “student impact,” there could be several definitions. Our feature story about Constancio Larguia is a great example. Larguia was not just exposed to business through his experience in Argentina's program, his life and the lives of those surrounding him were impacted by the possibilities he learned about.

Of course, not every graduate of JA goes out and creates a company worth millions. Still, the lessons implanted in the minds of JA students serve as inspiration to dream of what might be achieved through hard work and dedication. It is through these dreams that new entrepreneurs are born and tomorrow's corporate leaders are encouraged to become self-sufficient citizens and role models.

However, it's not just the JA lessons; it's the interaction and relationships that develop between business volunteers and students that lay the foundation and build an Achiever's confidence to reach for the sky. There is a spark that can't be seen when it occurs, but the fire it kindles in the hearts of children burns strong as they go forth to make their dreams a reality. Constancio's imagination and confidence were sparked while attending the JAI Student Forum in the USA. Something happened which only he can describe, a life changing experience that spawned an inner strength to succeed with his vision. Through persistence and belief in himself, look what transpired.

This kind of spark is ignited in the lives of young people around the world everyday who are lucky enough to be “impacted” by a JA program. Junior Achievement is helping young people see their possibilities and it's a program we can all be proud to be affiliated with.

Awesome Junior Achievers

American Express Offers Ticket to Travel and Tourism with TTBiz

Thanks to the American Express Foundation, JAI has a new and exciting program that helps kids around the globe better understand and appreciate Travel and Tourism, the world's fastest growing industry.

The foundation helped make the program - called TTBiz — a reality when it learned that several countries requested the program because the travel and tourism industry is critical to their economies. Through exposure to TTBiz, young people can understand the significance of the tourism industry and the many career paths it offers.

TTBiz is entirely web-based and helps students learn about travel and tourism through starting and running a service business. Students and teachers can partner with other participating schools, giving young people valuable interaction with other countries and cultures.

TTBiz is flexible enough for any school and can be covered over the entire school year, or in as few as 10 weeks. The curriculum can be geared for students age 14 and up because the lesson's can be customized to meet student needs. To see what students in Ireland did with TTBiz, visit the St. Paul's College site at: www.iol.ie/~stpaulsc/ja_ttbiz.htm.

The American Express Foundation recently provided additional grants to translate TTBiz into Spanish and to subsidize 10 TTBiz classrooms in each of JAI's 106 Member Nations.



Welcome to New Board Members

JAI is thankful for the leadership and dedication its board provides. Here are some of JAI's newest board members:

Jorge Camet, Founder, J. y J. Camet Ingenieros, S.A.

Evgeny Velikhov, Academician, President-RRC/Kurchatov Institute

On Board

A Profile of Junior Achievement International Board Members



Raymond M. Deméré

Raymond Deméré is a giving person, especially to causes he believes in - such as Junior Achievement. For many years, Deméré has been very generous to Junior Achievement International with annual contributions of stock and computer equipment. "I continue to be amazed by the accomplishments and efficiency of our small JA International staff," says Deméré, who serves as Emeritus on JA Inc.'s board of directors. "I am pleased to have been able to provide some of the quality, up-to-date computers and communications equipment they deserve. In addition to providing excellent economic education around the world, JAI programs and leadership help breach cultural and national boundaries and contribute to understanding and peace."

Early in 1998, Ray joined JAI's board of directors. "We are honored to have Ray on our board," said Sam Taylor, chief operating officer of JAI. "He's a first-class individual who not only brings a wealth of business experience to our board but also a genuine concern about our mission." Deméré gained most of his business experience with technology giant Hewlett-Packard. Born in Savannah, Georgia, Deméré was about as far as you can get from Hewlett-Packard's headquarters in Palo Alto. After finishing high school, he went north to Yale University, where he graduated in 1943 with a bachelor's degree in industrial administration and engineering.

*Retired Vice President
Hewlett-Packard
Company*

After a four-year W.W. II stint in the U.S. Navy, Deméré joined Hewlett-Packard in 1946. Over the next 37 years he rose steadily through the company in key areas, including product engineering, quality control and production management. In 1959, he was general manager of HP's manufacturing plant in Boeblingen, West Germany. He returned to the states in 1962, and became the company's corporate customer service manager. In 1965 he was named general manager of the Loveland (Colorado) Division. This is when Ray learned about Junior Achievement, co-founded JA of Northern Colorado and chaired its board.

Five years later, Deméré returned to Palo Alto and was named operations manager with responsibility for the direction of the manufacturing divisions in the Electronic Products Group. In December of 1971, he was elected a vice president of the company and in September of 1974 was named operations manager of the Instrument Group. In September of 1977, he was appointed vice president, Manufacturing Services. Deméré retired from Hewlett Packard in June 1983. Today he is an avid sailor and lives with his wife Adelaide in Portola Valley, Calif.

Country Profile

Year Founded: 1995

Number of Students

Served: 20,000 per year

Junior Achievement Japan



Japan

Population: 126,100,000

Percent of Population Less Than 15 Years of Age: 16%

Board Members: 23

Languages Spoken: Japanese

President: Yoshi Nakamoto

Programs: K-6, Economics, MESE and Top Corporate Executive Seminar

When he began JA in Japan, Yoshi Nakamoto made innovation a key ingredient and put JA on the map as an organization that takes creativity seriously. It began with Yoshi's clear understanding of the opportunities JA provides for young people in any society.

"A university diploma has long been considered necessary for better employment, so most Japanese students spend most of their time preparing for this diploma rather than learning how society really works," says Yoshi. "People here now realize that understanding how our society works is much more important than just a diploma. JA has been recognized as the leading organization to meet this demand in Japan."

Yoshi helped create a teachers economics conference that featured corporate executives, government officials and media representatives working with teachers on specific economic issues.

"We found that economic education is very important for teachers, because if they do not have sufficient knowledge of economics, they may be hesitant to introduce it into their classrooms."

Then, Yoshi used an international network of well-known business leaders to make the classroom experience more relevant. Recently John Reed, retired chairman and CEO of Citigroup, visited schools in Japan.

"Business leaders are a most valuable asset and business leaders worldwide support Junior Achievement. By calling upon these people and providing opportunities for them to interact with students and teachers, we make the world of business and work relevant and students around the world can learn from prestigious and innovative business men and women," he says.

JA-Japan recently included Banks in Action — a software competition that teaches about the banking industry — to its program mix. In addition, they offer a national MESE competition and participate in the Hewlett-Packard Global Business

Challenge (HPGBC). Both programs teach students, in a competitive, technology-based atmosphere, about the importance of skillful business decisions. Based on his experience with the HPGBC, Yoshi pioneered the CyberTeam, which is a group of four students from different countries who participate as a team in the HPGBC. The students communicate via the internet to reach consensus on business decisions.

Soon, JA-Japan will launch three NEW MESE competitions, one each for teachers, families and college students.

Senior Achievement, a program to use JA's materials at the corporate level, is the newest program being developed by JA-Japan.

At the JA International Worldwide Leadership Conference in Indiana last July, Yoshi's efforts were rewarded with the Platinum Achievement Award — in recognition of his innovative and resourceful spirit with JA-Japan.



[Junior Achievement International](#)

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