

THE NAJACER

OFFICIAL CONFERENCE NEWS

FRIDAY, AUG 26, 1955
NATIONAL JUNIOR ACHIEVERS CONFERENCE



TODAY

The 1955 NAJAC Conference will come to a close by spending the last day in Cincinnati. An interesting and educational program has been planned at Hughes High School. Lunch will be served at the University of Cincinnati Student Union Cafeteria. It is here that the presentation of awards and installation of officers will take place. Busses will take achievers to the Cincinnati station. All heavy luggage will be left off at the lower level while delegates stay aboard. Busses will then drive the upper level to leave the delegates off. One-half hour before train time, delegates will assemble at the gate with their delegation chairman. Special busses will be provided for those traveling by other means.

In case you are wondering this morning as you glanced down the ballot who the Western Regional Representative candidate was, it was Bob Baumgardner of Portland, Oregon. Although Bob is not attending the 1955 conference, he did represent Portland at last year's NAJAC and also at JACOW, the Western Conference last March where he was elected vice-president. While at NAJAC

last year, Bob qualified for the office by passing Speakers Corps and validation. Although his office as vice-president expires in March at JACOW, he will still retain the office of Regional Representative until NAJAC of 1956.

TILL THEN

by Pat Oliver

"Now that the shock and surprise of the elections are over, I can begin to realize what my position is and will be...both, of course, with extreme delight. If I can use a past standard as my own then I think that everyone will be well pleased...if I can use this past year's officers and their experiences as my guides then I think I have an outstanding beginning. You placed your confidence and faith in me, and I can only hope that all those who supported me before the elections and all of you who are now united with me have as good an officer in me as the Najacers of this past year have had in Don Smith...I can and will, of course, do my best to reach the standards of past performance. I extend a fond goodbye or rather so long to all those whom I will see no longer at Najac and a large welcome to those "coming up." One factor will always tie us all together across the country and perhaps someday around the world and that is our organization in common...Junior Achievement."

SPORTS

This afternoon a truly great baseball game was played. Actually the game was so close not only in score, but in ability and sportsmanship of the players that to name a winner would not be just. The team with the highest score was, however, group seven which beat group four by one point. The game ended with a final score of 11 to 10. Congratulations to group seven and...to group four, you played a good game too.

Thanks also go to Carlyle Kavadas and his wonderful committee for the work they did in organizing the games. Here is hoping this becomes a tradition.

In the golf tournament, Lou Bader of St. Paul, Minn. came through with a close win over Jackson, Michigan's player, Dave Jodis. The score was 36-40.

The NAJAC Bulldozers today won a close game from their opponents who outweighed them, but speed settled this one. The final score was 6-0, the Bulldozers having picked up the only touchdown early in the game.

The New York Publishing Company has kindly donated a supply of the September issue of Reader's Digest for all Achievers, in which there is a special article on Junior Achievement on page 149. Be sure to get your copy.

RESOLUTIONS ADOPTED AT 1955 NAJAC

Mr. Chairman,

The Resolutions Committee, as directed by this organization, hereby submit for adoption by this Conference the following resolutions—after careful deliberation and discussion. . .

1. Whereas, It is readily apparent that the twelfth annual conference of NAJAC held at Miami University, Oxford, Ohio, will be the most successful Najac Conference held to date, and whereas this is largely due to the excellent physical facilities where the conference was held; Therefore be it:
 1. Resolved that 1955 Najac Conference extend a vote of thanks to the president and the staff of Miami University for providing us with their beautiful campus and facilities during the conference.
 2. And be it further resolved that Najac receives with great delight the announcement that the conference for 1956 will be held in the excellent accommodations offered by Miami University.
2. Whereas, This twelfth annual conference of Najac has provided the delegates with many stimulating experiences through the business meetings, contests, and discussions; Therefore be it resolved that the 1955 Najac conference offer a vote of congratulations to the 1955 Najac officers and staff for the wonderful leadership that they provided in planning this conference.
3. Whereas, The success of any conference is due in part to the energetic activities of the host city, and Whereas the host city for the year's conference has demonstrated by its great activity to make this conference a success that it is indeed deserving of congratulations; Therefore be it resolved that Najac in conference assembled extend its appreciation and heartfelt thanks to the host city of Cincinnati for doing such an excellent job.
4. Whereas, There are many Achievers who after having been active in J.A. are forced to leave the program for various reasons, over some of which they have no control, and Whereas in some J.A. areas, graduate Achievers are unable to make contributions of their past experience and knowledge; Therefore be it resolved:
 1. That Najac once again go on record as strongly urging that areas utilize the services of outstanding Achievers who are no longer active because of the aforementioned reasons.

2. That Najac once again urge these Achievers be contacted and placed in positions where they may render the greatest service.
3. That Najac go on record as strongly encouraging formation of Graduate Achievers Associations in areas not having such an Association as soon as possible.
6. Whereas, Junior Achievement is a national organization and generally all national organizations such as scouting movements, 4-H clubs, as well as adult organizations, have a national flag which is displayed at gatherings, and Whereas the displaying of the J.A. flag by each state or area represented at Najac would add greatly to the color, atmosphere, and spirit of the conference, and Whereas the flag could be displayed in each local or area center as a symbol of its membership in a country wide organization, and Whereas the combined efforts of the Achiever's Associations in Wisconsin have made possible the purchasing and displaying of a flag at the area's main office; Therefore be it resolved that Najac go on record as urging the adoption of a standard design for a junior achievement flag which will bear the name of the area it represents.
7. Whereas, Achiever's Associations in many areas operate under a title other than Achiever's Association, and whereas they are often plagued by a lack of knowledge as to their duties, and Whereas a workshop at this year's Najac discussed ways of improving Achiever's Associations, Therefore be it resolved that 1955 Najac go on record encouraging National J.A. to suggest a standard title for all Achiever Associations.
8. Whereas, the Achiever's Association is the prime factor of unification in J.A., and Whereas the Achiever's Association is the only direct contact between the area headquarters and the individual Achievers, Be it resolved that 1955 Najac go on record as urging areas with 6 or more companies to form such Achiever's Associations.
9. Whereas, J.A. companies are to operate somewhat on a parallel to large business firms in order to give Achievers experience as similar as possible to actual business practice, and Whereas this committee has learned that the income tax percentage in J.A. areas varies throughout the country from 3 percent to 52 percent, Therefore be it resolved that a standard maximum income tax percentage be adopted for all J.A. companies in all areas as suggested in the national income tax form.
10. Whereas, the submittance of Najac applications before June 1st by area directors to national J.A. would greatly facilitate the early planning of Najac, and Whereas the choosing of Najac delegates before summer of liquidation would allow for greater publicity about the conference and about the winners of the trip to najac, therefore be it resolved that Najac go on record as urging all area directors to consider the above when planning for next year's Najac.

11. Where, there exists a need for all Achievers to be familiar with parliamentary procedure, which need is not at present fulfilled in most company meetings, Be it resolved that Najac suggest to all area directors that they make available to all Achievers condensed booklets on parliamentary procedure, such as the booklet distributed at Najac this year which Najac will make available to all areas for this purpose.
12. Whereas, a longer Najac conference would provide the time for more efficient and more thorough work to be done by the committees, discussion groups, and the conference as a whole, Be it resolved that 1955 Najac go on record as urging National J.A. to investigate the possibility for a longer Najac Conference in the future.
13. Be it resolved that at future Najac Conferences the major committees, such as Resolutions, By-laws, etc., be chosen from delegates who have applied for membership to those committees and that the number be reduced to approximately 10 or 15 members who are anxious and willing to sacrifice their time to work on committee business.
14. Whereas, Second year delegates to Najac can assist greatly in the operation of the conference; Be it resolved that all achievers be allowed to return to Najac if they fulfill all the necessary requirements.

Ronald D. Cody

Ronald D. Cody
Chairman, Resolutions
Committee, 1955 Najac

(Because of an error in typing the resolutions misnumbered, but all are listed.)

DISCUSSION GROUP REPORT

NAJAC 1955

WHAT MAKES A COMPANY SUCCESSFUL?

The discussion groups of 1955 NAJAC were all keyed to the theme "What Makes a Company Successful?" in order to achieve constructive thinking on a topic of interest to everyone connected with Junior Achievement. The first day's discussions were keyed to successful operation of companies on a Junior Achievement level while the second day's discussions attempted to broaden the thinking to successful company operation in American business as a whole. No specific topics for discussion were suggested to Achievers. The entire report represents the thinking of a national cross-section of Achievers on what makes a company successful.

A. ADVISORS

1. All operations of the J.A. company should be effected with a minimum of advisors' assistance
2. Achievers learn little when advisors participate in manual operations of companies
3. A second year Achiever should be included whenever possible in a company to help advisors as well as help in company operations
4. Advisors should let the Achievers know at the beginning of the year what is expected of them and outline company operations
5. On some nights advisors should stay away until the last part of the evening to see how the company can get along by themselves
6. J. A. advisors have experience which Achievers can benefit from if it is presented and taken in the right manner

B. SELECTION OF A GOOD PRODUCT

1. Market research by Achievers
2. Use of easily obtained materials
3. Appealing product to make
4. Product books useful for ideas

C. GOOD SALES CAMPAIGN

1. Direct mailings at Christmas time with order blanks included
2. Brochure including product picture for use in door-to-door selling and contact to the buyers
3. Advertising
 - a. Newspaper
 - b. Radio and television
 - c. Poster advertising
4. Divide work period between production and sales
5. Informal sales meetings
6. Sales training
7. Sales contests
8. Selling parties
9. Good sales manager
10. Good product
11. Confidence in the company

D. CONFIDENCE AND ENTHUSIASM IN COMPANY OPERATIONS

1. Job rotation
2. Continuous production
3. Use of production lines so variation in jobs results
4. Good attendance
5. Rotation of officers within the offices
6. Free interchange of ideas between officers, staff, and personnel

E. GOOD FINANCING

1. Dividends should not be more than 4 to 5 per cent if J.A. companies pay all expenses a normal company does
2. Keep down capitalization to the minimum needed for efficient operation
3. Make arrangements to either sell on or take over the floor of the local stock exchange for a day

F. AWARDS

1. Use awards to stimulate interest in J. A. at early meetings
2. Progressive awards need standard application according to the Achievers' Handbook

G. GAIN IN KNOWLEDGE OF BUSINESS

H. COMPETITION

1. Between Junior Achievement companies
2. Between J. A. companies and business outside of Junior Achievement

I. SELECTION OF OFFICERS WHO HAVE ENTHUSIASM AND INITIATIVE

J. LOCAL AREA AND NATIONAL PUBLICITY

1. Any publicity of J.A. on any scale helps the J.A. company by making known the aims and how they function
2. Set up a nation-wide committee to coordinate information from the Achievers to national magazines. Note: A NAJAC delegate sent a letter to Woman's Home Companion asking for space for Junior Achievement. The magazine replied that they would like a story concerning Junior Achievement to come out early in the fall.