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JOB SEEKERS OR JOB CREATORS? JUNIOR ACHIEVEMENT KNOWS!

The nature and purpose of schooling is undergoing debate in many countries, with growing numbers placing an increased emphasis on preparing students for entry into the workplace. This stems in large part from the increasing pressures of a very competitive global economy. For schools then, a trend exists to blur the lines between academic and vocational interests.

In spite of the many resources pouring into workplace readiness, an amazing statistic has surfaced. The U.S. Chamber of Commerce has estimated that up to *50% of all jobs in the U.S. in ten years' time have not yet even been created*. If this holds true in other countries, current work-related programs for students which largely target existing industries, existing jobs, and existing related skills could already be irrelevant.



In light of this possibility, countries should instead focus their attention and resources on promoting development of those skills and attitudes that prepare young people to become the creators, rather than the inheritors, of the next generation of jobs and opportunities.

Junior Achievement has been championing this ideal for over 75 years. True to its mission, JA encourages students to gain skills, knowledge, and aptitudes which are enterprising and entrepreneurial in nature. Current JA programs operating in schools world-wide aim to capture the trend of teaching economic flexibility for the future.

Numerous studies have shown that Junior Achievement students are better prepared to compete as entrepreneurial risk takers, seeing problems as challenges and viewing failures as opportunities for success. Such prepared adults can manage change using the uncertainty of globally competitive markets to create opportunities and further employment. In this way, JA provides not only a pathway to employability in a changing future, but a solid role in *creating* that future.

-Article adapted from Enterprise Update, November 1997
Young Enterprise New Zealand Trust, reprinted with permission

JA INTERNATIONAL BOARD MEMBERS AS AMBASSADORS

Tina and Bill Poist, without whom there would be no Junior Achievement program in Albania, were recently in Bulgaria and Greece on behalf of JAI. Bulgaria's Junior Achievement organisation is now operating programs in 30 schools and plans to participate in the Hewlett-Packard Global Business Challenge this year. Bill and Tina met with the JA Board in Sofia which had just received a grant to print the first edition of the "Applied Economics" textbook in Bulgarian. Greece is not yet a member nation, but thanks to Bill and Tina's

work to open doors in Athens, that country may become one soon.

WORLD RECORD: A Brief Overview Of Junior Achievement Around The World

Uzbekistan: Uzbekistan is noted as one of the newest member nations to sign an official JAI operating agreement. As reported in early spring, the Applied Economics textbook has been translated into Uzbek, and over 30,000 books in Uzbek, as well as 5,000 books in Russian, have been published and distributed there. Extensive local teacher training is currently underway, thanks to a grant from the local SOROS Foundation for program development.



Argentina/Mexico: JA de Argentina and JA de Mexico (DESEM) announced that they will be holding an international student forum in March in Cordoba, Argentina, and in Morelos, Mexico during July. To quote the organizers of the joint event, "In March it will be to the rhythm of the tango, and in Mexico to the beat of the mariachis". For more information contact : JA Argentina at juniora@satlink.com, or JA Mexico at desemnacional@compuserve.com.

Ireland: The first annual report of Junior Achievement Ireland was published recently, as well as the inaugural issue of their [Newslink](#) newsletter. Della Clancy, Executive Director of JA Ireland, reports that the program is growing like wildfire! As JA Ireland heads into its second full academic year, based on excellent feedback from teachers and participants, the programs are right on target to double the number of students to 3,000.

New Zealand : During 1998 middle grade students in over sixty New Zealand secondary schools will be learning about managing their finances through a new Financial Literacy program developed and piloted by Enterprise New Zealand Trust.

PUTTING THEIR STAMP ON THE FUTURE

In grateful recognition, Junior Achievement International is pleased to work in partnership with the following foundations to carry JA's message and programs around the world.

American Express Foundation Mobil Foundation, Inc.
 Citicorp Foundation Northeastern University
 The Chase Manhattan Foundation Northwood University
 El Pomar Foundation Pritzker Foundation
 Eurasia Foundation Ripplewood Foundation
 The Flaherty Family Foundation Soros Foundations
 International Youth Foundation U.S. Russia Investment Fund
 May K. Houck Foundation Texaco Foundation
 John & Catherine T. MacArthur Foundation Trinova Foundation

AWESOME JUNIOR ACHIEVER HAS "TRIP OF A LIFETIME!"

"My trip to the United States of America was the best trip I have ever had," writes Bontlefeela Moja, past Achiever, who was chosen to represent South Africa as a Student Ambassador at the prestigious 1997 National Business Hall of Fame and International Delegate Conference in Cincinnati, Ohio, USA, during April 1997.

In early 1997, candidates from several JA member nations were invited to submit entries for consideration for the sixteen international Student Ambassador openings available. Successful against some stiff competition, Bontlefeela's responsibilities included escorting business leaders from the airport to hotels and conference activities, as well as staffing a display booth for her country.

In a letter to JA, Bontlefeela writes that the trip was both "entertaining and educational. The excitement for me started on the Sunday when I met the other international JA students, and the local American Achievers...

"At the Ceremony, I met up with some of the world's top business men and women who, during the evening, talked about how they had started their respective companies and how those companies were doing."

It was a wonderful and fulfilling trip!

-Adapted from Junior Achievement of South Africa
JA Today, Winter 1997, reprinted with permission.



CHAIRMAN'S REPORT

By English definition, an *entrepreneur* is one who launches or manages a business venture, often assuming risks. A second definition that touches more closely to the heart of Junior Achievement International was developed in Canada at the Institute for Enterprise Education: "Entrepreneurship is the taking of initiative to achieve a self-determined goal that is part of a future vision in order to achieve one's own meaning in life, while sharing its outcomes with others in the community."

At JA International we seek not only to create entrepreneurs, but to teach entrepreneurial skills and build entrepreneurship within the entire global business community. As Enterprise New Zealand Trust aptly put in their recent article on the subject, "Note that these definitions of entrepreneurship do not just target workplace readiness, but incorporate a much broader perspective which includes social and economic

dimensions." With increased business activities there are more resources for education, infrastructure, and services to improve the overall quality of life.

Junior Achievement is about teaching workforce readiness, but more importantly its programs prepare young people to be citizens of the world, where the universal language is business.

As JA programs have been proving for years, giving young people experiences that create self-reliance and a capacity to shape their own destinies is surely worthy of our continued investment as fellow citizens of the global community.

BATA VILLA HOME TO NEW JA CENTRAL & EASTERN EUROPE REGIONAL OPERATING CENTRE



Zlin, Czech Republic - Thanks to a grant from the Bata Shoe Foundation-Zurich, the former Bata family home in Zlin has been fully reconstructed and will be open again beginning May 1, 1998. The Villa was originally built in the early 1900's, was abandoned during WWII and eventually used as an orphanage under the Communists. The property was restituted to Mr. Bata, a member of the JA International Board of Directors, in 1989. It is an attractive and historical site located in the heart of Zlin surrounded by tall evergreens and a small park.

The Villa will house the Thomas Bata Foundation (created in honour of Thomas Bata Sr. who founded the Bata Shoe Company in Zlin in 1894) and become the headquarters for Junior Achievement's operations in Central & Eastern Europe. It will be equipped with full conference and training facilities and be open to the general public.

Had it not been for Thomas J. Bata's vision and tenacity, Junior Achievement's presence in Central and Eastern Europe would be far less than it is today. With 15 member nations and almost 200,000 students, this JA region is poised to reach even larger numbers of students. As the first such Regional Operating Centre in the world, JAI will be embarking upon an exciting new era of development.

-submitted by Caroline Jenner, Regional Representative
JA Central & Eastern Europe

HPGBC: The 1998 Hewlett-Packard Global Business Challenge computer contest began on January 26.

Several new countries have registered including Belgium, Ghana, Macedonia, Mongolia, Peru, Romania, the United Kingdom and Western Samoa. These teams join those from 30 other countries in what will truly be an exciting global competition. The Final Round will be held in Atlanta, Georgia, USA this coming August.

Good luck to all teams participating in the 1998 Challenge!

Central & Eastern Europe: With strong support from the Citicorp Foundation "Banks in Action", a JAI program originally developed by JA Argentina, is currently in the development/early implementation stages in pilot countries in Central and Eastern Europe. This new program teaches young people via competitive computer simulations to understand financial transactions and banking practices. With the anticipated success of the program, it is projected that Banks in Action will become as successful on a world-wide basis as the current Hewlett-Packard Global Business Challenge

COUNTRY PROFILE-ROMANIA

Year Founded: 1993

Number of Students Served: 2160

While Junior Achievement in Romania (JAR) began a number of years ago, this young organization only recently began to take off. With a new executive director assigned in June of 1997, there has been a great rejuvenation effort for JA in Romania.

A great concern of any initial JA effort is in building a strong board from the local business community. Working closely with the Peace Corps. on this effort, JAR has already made great strides.

Primary projects for 1997-98, many of which are well underway, include organization of a national contest of "Market Economy" for 16-18 year-olds, increased participation in the Hewlett-Packard Global Business Challenge (five teams are registered), and piloting a number of GLOBE classes. Additionally, JAR is implementing 25-30 classes of the Applied Economics program in both Romanian and English, while expanding the project under the Ministry of National Education as an option for all high schools in the regular Romanian curriculum starting in 1998-99. JAR is also translating and printing Project Economics, the K-6 JA program and retranslating the 1996 edition of Economics. With Romania's rapid transition to a free market economy, they are also adapting and implementing the FOME program (Fundamentals of a Market Economy) for adults.

Special events will include a fundraising concert of the National Madrigal Chorus and cocktail reception entitled "Let's Go Together" in late February. Teachers of Economics are also looking forward to the "Learning Together" award ceremony for the "Class of the Year" and "Teacher of the Year" in June. Beginning in 1998, JA-Romania will also offer a week-long summer workshop program for teachers, consultants and select students participating in the Economics Program.

"It has been a difficult, though encouraging journey", says Ms. Stefania Popp, JA-Romania's new Executive Director. "We are very optimistic that, with more private sector support and the blessings of the government, the Junior Achievement program in Romania will continue to grow rapidly."

ON BOARD: A Profile of Junior Achievement International Board Members

Steven T. Darch

Managing Director and CEO
ING Barings Bank
Buenos Aires, Argentina

For over 20 years, Steve Darch has dedicated his career to raising capital for business in Latin America. As a result he has an intimate knowledge of the struggle by many countries to find the right formula for economic development and benefit for their communities.

In 1992 Mr. Darch decided to give up an international career with JP Morgan and take up permanent residence in Argentina, because he believes that Argentina has finally found the right formula for sustained growth and prosperity for its population. Not surprisingly, the formula is based on the development of a free market economy open to global competition.

In 1990 Mr. Darch became one of the initial supporters of Junior Achievement Argentina. From 1991-1996 he served as JAA's President, where he helped reach 35,000 Argentine youths with a full range of JA programs in Buenos Aires, Rosario, Mendoza, Cordoba and Mar del Plata.

Mr. Darch is a firm believer in the benefit of JA programs to the youth of all emerging countries where improved knowledge and education of the free enterprise is fundamental to meet the challenge of consolidating market driven economies. He joined the Junior Achievement International Board of Directors in August 1997.