

Junior Achievement Advisers called to help youth turn a profit

Business owners with time on their hands can aid high school students by becoming Junior Achievement (JA) advisers.

JA is a worldwide program that gives young people on-the-job training in starting their own miniature businesses. It shows them how to start a business from scratch, then by utilizing proper management skills turn a reasonable profit at the end of the JA year. JA companies meet 7-9 p.m. once a week.

Achievers learn how to turn a profit by making wise executive, financial and production decisions. The training

students receive is so valuable that sometimes graduate achievers open their own businesses.

One JA graduate, Tony Viscogliosi from the Dearborn Center, went into business for himself. He works part of the time as a free-lance disc jockey for private parties and weddings, then spends the rest of his time drumming up business for his lawn maintenance service.

VOLUNTEERS FROM the business world who serve as advisers in a JA company also benefit from their JA ex-

perience. Many advisers, even those who have college level business and management training, report their JA experiences helped improve their own understanding of business.

Adult businessmen and women representing more than 160 firms serve as JA advisers. They are specialists in administration, manufacturing or sales and provide students with basic business knowledge.

Under the guidance of these professionals, teens in JA gain a realistic understanding of the organization and operation of business. Advisers are the key to Junior Achievement.

Through contact with advisers, achievers develop leadership qualities, build confidence and have the opportunity to measure their vocational aspirations in real-life situations.

In a study prepared by the Robert Johnston Co., funded through a grant by Alcoa Foundation, advisers already in the program gave 19 reasons for volunteering their time. The range of reasons ran from "seeing kids develop over a long pull" to "enjoying being a role model for kids."

TWO JA programs are now in operation in the Southeastern Michigan area.

One is the traditional 25-week program; the second is a shorter, condensed version called the Semester Program.

Interested persons who would like to learn more about advising a JA company this fall may contact Dan White, executive president for high school operations at Junior Achievement of Southeast Michigan at 21720 Grand River in Detroit, or phone 255-3900.

White water film to be shown

A movie on white water rafting on the Colorado River will be shown at 8 p.m. Thursday, July 23, in Farmington Community Center.

Kay Briggs will narrate as she shows the film of her own six-day trip negotiating the dangerous rapids while yet viewing ancient Indian dwellings along the way.

The program is recommended for anyone planning a rafting trip as well as those who would like to know more about the venture from the safety of his or her own chair.

Tickets are \$3 for adults, or \$2 for students and seniors on sale now in the center on Farmington Road, north of 10 Mile Road.

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