

Junior Achievers attend EPJAC '83

by RON JOHNSON
Three local executives from the Junior Achievement program in Midland-Penetanguishene participated in the EPJAC Junior Achievement Conference held late in February at the Triumph Sheraton Hotel in Toronto.

Andre Moreau, Belynda Cleland, and Della Sajan, each representing a different JA industry, attended the seminars.

EPJAC is the acronym used to stand for Eastern Provincial JA Conference. It is the annual provincial conference for Ontario and is the oldest JA conference in Canada, having begun in 1966.

The purpose of the conference is to provide an active, interesting, educational experience beyond what is normally available in the area program.

Goals of the EPJAC conference are stated thusly:

1. Development of the natural skills, talents and abilities of the delegates.
2. Involvement of every delegate in activities that demand the greatest possible participation.
3. Examination of topics of concern to young people and business.
4. To promote an exchange of ideas.
5. Creation of an environment that is fun for both the young people and the counsellors.
6. Promotion of JA across the province.

Each of this area's representatives took part in a different information module, and reported his or her reaction in a letter form. These letters follow.

MANAGEMENT THROUGH MEETINGS

I feel that Epjac 83 was a great learning experience, that will really become useful, when opening and operating one's own business.

Management through Meetings was the name of the module I was involved with and they showed us how to have effective meetings and to become a good leader. One of the group projects was to put a puzzle together and it was proven that one can acquire higher goals through communication, than when there is no communication at all. It was also said that, "A good successful group meeting should leave members with the feeling something has been accomplished."

I feel the best lesson was when everyone worked together as a team and no one was afraid to express their views. It was really great when friendly people paid attention and compromised before things got out of hand. It was truly an unforgettable learning experience.

Andre Moreau
Intellect Industries

PRODUCT MARKETING

My trip to EPJAC was a very valuable experience. The module I was in taught me many

aspects of selling that I had never used before. We learned at first how to recognize the features, advantages and benefits of a

product that make the product more attractive to a potential customer. Then our module leaders emphasized that a salesperson

should have a tidy appearance and a friendly attitude in order to have the customer interested in buying the product.

Next we were taught how to overcome a customer's objections to buying the product politely but convincingly. Finally, all

these aspects were blended together and we then practiced a proper sales presentation.

I also learned something very important from my new friends at EPJAC. They were astonished when they learned that our J. A. companies work in local factories and use machines to make our products. They were also impressed by the quality of the products coming from our area. This made me feel proud that although I come from a small town, I represented one of the finest Junior Achievement programs in Ontario.

I give you my thanks for the wonderful times I had at EPJAC '83!

Belynda Cleland
Vice President
Marketing
Fame Enterprises

PERSONAL MARKETING

To Whom It May Concern:

You will recall that you made it possible for me to attend the Eastern Provincial Junior Achievement Conference last February 25.

I would like to thank you for that wonderful experience. I will long remember the fellowship of the other young people I encountered.

In the personal marketing module to which I was assigned, our main purpose was to effectively market one's self. In doing this we identified our strengths and weaknesses, learned to put our abilities to their best possible use, adapt to various situations and people, have fun, and

more importantly develop self-confidence and discipline.

We work in different sized groups practiced writing resumes and participated in interviewing from both sides of the table. Written essays had to outline our personal goals both immediate and long range. Personally I found the triad debates in which we would "argue" issues, assign points and then feedback the outcome of our debate to the larger group, the most interesting.

I am hopeful that the insight I gained from the conference will benefit me in my endeavours with our company as well as my personal life.

The lone negative thought I have about that weekend is that all the young people in "J. A." were not able to attend, and be exposed to a great learning experience.

EPJAC 83 had made me more of a participant in life's activities rather than a spectator.

Sincerely yours,
D. L. Sajan
Janterprises

Fame Enterprises, producer of a stainless steel coaster set, was the first company to break even, much to the relief of Charlene Davidson, president.

A wooden magazine rack was manufactured by Intellect Industries, whose president is Laura Saward, a first year achiever.

Kelly Norton, president of Janterprises is producing a pen holder desk set whose sales have been steady.



Future tycoons!

Three members of the Midland-Penetang Junior Achievement program took part in the recent "EPJAC '83" conference held in Toronto. Two of the participants are seen here with the products produced by their respective industries. On the

left is Belinda Cleland and her company's stainless steel coaster set, and on the right is Della Sajan and the pen and pencil desk set produced by her industry. Nice work, ladies.

Mayor addresses town's problems

by Ron Johnson

At last week's meeting of the Midland Rotary Club, mayor Al Roach fielded questions from club members and guests after giving a prepared short speech.

The following were his worship's views to some of the major issues facing the town of Midland:

When asked where the town might cut some of its expenses, Roach stated, there are two types of general services provided by the municipality. The first are services essential to the citizens lives, like police, water and fire departments.

The second type of services rendered are what the mayor terms "soft core services", such things as parks, recreation, arenas and the civic centre. It is these services which can be trimmed to save some money, according to Roach.

Mayor Roach was questioned as to why Szeliga Investments was being frustrated in their efforts to lease a portion of T.M. McCullough Park in order to develop it as a residential area and marina complex.

Roach stated, the development was being frustrated by the Parks Board, and that the town council had no authority over that board because it was an independent entity. Only a Private Member's Bill at Queen's Park could return the parks board to within municipal controls.

In regards to the Chamber of Commerce's proposed new building for the corner of King Street

and Bayshore Drive, Roach said that this is prime land, capable of returning a substantial tax revenue, so it should not be given away to the Chamber. The mayor suggested that there must be another, more suitable site for both the town and the Chamber. Finally, Roach

mentioned that the fund from which the town employees sick benefits would be paid, should be in the neighbourhood of \$400,000 but at this time there was only about \$18,000 in it.

Asked how he might

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INSCRIPTIONS

Registrations

Le Conseil des Ecoles separees catholiques du Comte de Simcoe

MATERNELLES ET JARDINS
Junior Kindergarten ET Kindergarten

Ecole St. Louis Penetang 549-3677
Lundi, 11 avril et
-mercredi, 13 avril

Ecole Sts-Martyrs Canadiens
Perkinsfield 526-2824
-mardi, 12 avril

Ecole Ste-Croix Lafontaine
533-2610
mardi, 12 avril

-Priere de communiquer avec l'ecole pour rendez-vous.

-Jardins...enfants nes en 1978

-Maternelles...enfants nes en 1979

W.P. Bolger,
director d'education

Ecole Saint-Louis

Cp 430

29 rue Poyntz Penetanguishene

INSCRIPTIONS

Maternelle et jardin d'enfants

le 11 et 13 avril

9h30 à 3h30 19h à 21h

Registration Junior Kindergarten

11th & 13th April, 1983

W. Bolger, Director of Education

Please call the school for appointment

Pour rendez-vous, communiquez

549-3677

Le Conseil des Ecoles separees
du Comte de Simcoe