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Dear Friends of JA

Wow! Another amazing year under our belt since our last newsletter. At that time we were celebrating JA Windsor/Essex being "open for business" and appealing to former alumni, past sponsors and new volunteers to get on board and help renew what had been an integral part of the Windsor/Essex community. Help, you did! With a record number of volunteers we delivered a record number of valuable programs to a record number of children and youth in this community. I applaud you all.

So, what's next... Well, read the message from our dedicated program manager, Cate Johnson. Look at the calendar for upcoming programs.

Hear about our exciting New Chapters project and the World of Choices Career Conference. My sincere wish is that you get as excited as we are about this new direction for JA Windsor/Essex and you phone today to volunteer or financially sponsor our efforts.

Stay tuned for more information on our growth as we continue to amalgamate six district JA Charters into one larger, better than ever Southwestern Ontario Regional Charter. The new regional charter allows our staff to work as a larger, stronger team, sharing our best practises and resources and will enable us to deliver programs to more of our youth. If you have not had an opportunity to be a part of our dynamic organization, now is the time to come join the JA world!

Warmest regards,
Cynthia O'Neill



MESSAGE FROM THE CEO

*Cynthia O'Neill
President & CEO
Junior Achievement
Southwestern Ontario*



MESSAGE FROM THE MANAGER

*Catherine (Cate) Johnson
Program Manager
Junior Achievement
Windsor/Essex*

Junior Achievement of Windsor/Essex just keeps on growing! 2003 has been a remarkably successful program year. Since January, we have seen the launch of the World of Choices 2004 Conference, a Grade 8 Student Venture, New Chapters - an HRDC Skills Link project, three Company Program - A Student Venture teams including a team established in Essex and a first for Pelee Island - a Business Basics Program.

Our success is due largely to the support we have received from local sponsors, community partners and dedicated volunteers. It is through your efforts that Junior Achievement has not only increased the number of programs delivered to students in Windsor but have expanded our efforts to reach a greater number of students living in Essex County as well as to youth facing barriers to opportunities. What a tremendous effort from everyone!

2004 is shaping up to be another exciting year with many more opportunities for growth. I wish to extend my sincere thanks to all who contributed to our past success and invite you to "grow with us" in 2004.



**Cate Johnson with Company Program
Achievers selling their wares.**

Company Program News

After a brief Hiatus the Company Program returned to Junior Achievement of Windsor/Essex and was a tremendous success.



Windsor JA Evening of Excellence 2003

Two Companies "Coolstuff.com" who produced gift baskets and "CDC" who produced CD Clocks flourished with enthusiastic achievers, each easily surpassing their break-even points. Both Companies' shareholders were returned their initial investment plus a dividend. This could not have been possible without our team of dedicated volunteers and our two Corporate Sponsors, Daimler Chrysler and TD Waterhouse.

JA Windsor was proud to send six achievers to OJAC (Ontario Junior Achievement Conference) in Hamilton, Ontario where they spent the weekend participating in a case study designed to enhance their leadership, teamwork and interpersonal skills while at OJAC. All of our delegates came back energized and eager to share their experiences with the rest of their Company.

The year concluded with an Awards Ceremony where our best achievers were awarded the various hardware for their efforts and achievements. One of the most prestigious awards is the award to go to CANJAC. Four individuals earned the right to travel to Halifax, Nova Scotia and participate in this week long conference with 130 other outstanding achievers from across Canada and around the world. These hardworking achievers were Livia Lambert, Dorota Kruba, Allison Braithwaite and Steven Peterson. Congratulations to all award recipients.

Brad Skill, Senior Program Advisor

JA's updated and revised Company Program - A Student Venture is off to a great start this fall with two teams operating in Windsor and one team established in Essex. All companies are in the early stages of operations so it's not too late to register. This is a perfect opportunity for students to get "hands-on" experience in running their own business.

A Word from a Volunteer

Company Program - A Student Venture, with the extraordinary work and support of Junior Achievement, is priceless in the lives of our youth - the business leaders of our future

In February 2003 I had the unique pleasure of piloting a program through Junior Achievement in the Grade 12 business class at Leamington District Secondary School. Cate called and asked if I would consider helping as a consultant. Even though I have no classroom experience other than a Sunday School class, I am glad I accepted this opportunity.

I worked closely with both the students and teacher for the 12 week program. I'm sure I learned as much if not more than the students. I enjoyed every time I went to class to assist them. There was always a lot of dialogue and action with four companies all planning, surveying, operating and liquidating a business. All companies were successful even though not all completed their plans. The students gave very positive feedback and all gained knowledge that will be useful throughout their lifetime.



Company Program - A Student Venture, with the extraordinary work and support of Junior Achievement, is priceless in the lives of our youth - the business leaders of our future. I know some students stayed in school due to this program and experienced a part of teamwork and production, not to mention the excellent opportunity and empowerment this learning program provides them.

I look forward to helping with this program in anyway to ensure the youth of today have this opportunity. I was rewarded with the enthusiasm and respect of all the students which is not something you can learn. It is a wonderful experience.

*Shelley Gould, Administrator
Erie Glen Manor*

Kidz Korner

On February 14th, 2003, 47 aspiring Grade 8 entrepreneurs at F. W. Begley Public School launched their first business venture "Kidz Korner". Kidz Korner was a lunch hour store outlet that sold everything from bottled water to sesame seed crackers and potato chips with the emphasis on providing healthy lunch choices for their 75-100 daily customers. The students' goal was to raise enough money for their end-of-year school trip and graduation.

The pupils were presented with a modified "Company Program - A Student Venture." This Junior Achievement program was delivered by two volunteer consultants from the business community, Mr. Andrew Daher and Mr. Wayne Biggley. The venture allowed the students to obtain practical experience running their own business from production to manufacturing and marketing to accounting.

Surveys were taken throughout the school of about 450 students to see what would sell. "We have healthy products, not just junk food," stated one 13-year-old entrepreneur. The students were also very conscious of prices. They calculated out their cost and based their sale price on what they felt to be a fair profit margin. "They're really cheap," the Captain of the Production Team observed. "If we compare them to outside, chocolate bars are \$1 there and here they're 75 cents."

Opening day attracted a great deal of attention with a visit from the City of Windsor Mayor Mike Hurst arriving to cut the red ribbon and members of the local media reporting on this exciting event. The students also recognized the tremendous support received from their Grade 8 teachers, Ms. Visirakis and Ms. Richer, as well as all the F. W. Begley staff.

Donations to the venture were received from the Windsor Community Children's Fund, Costco Wholesale, and STAPLES Business Depot - Ouellette Avenue Store, along with several individual sponsorships.

Junior Achievement of Windsor/Essex would like to extend their appreciation to these business partners and recognize their support of the next generation of business leaders.



New Chapters, an HRDC Skills Link project, is sponsored by Junior Achievement to provide life and employability skills to youth ages 15-30 years who face barriers to opportunities. In partnership with the Windsor Public Library, project participants will design a proposed "youth space" to be located at the Central Branch. JA Windsor/Essex welcomes Cyndi LaFond, New Chapters Co-ordinator and Christopher Blueman, Assistant Co-ordinator.

A Word from the Co-ordinator...Cyndi LaFond

What is bound to be a new chapter and experience in all our lives over the six months, "The New Chapters Project" has started off with a bang. Having a diverse group of 14 youth as made this project so amazing, and will be what continues to make this a project to remember.

Over the past month we have developed a trust and respect for each other, and through the trials and tribulations we have persevered and came out stronger. The next weeks leading up to Christmas will be filled with getting results back from The Profiles Assessment Centre, tours of Colleges and Universities, plus training in CPR, WHMIS and Occupational Health & Safety. We will attend workshops and have guest speakers presenting on sexual health, nutrition, budgeting/credit counselling, stress management, government, volunteering...and so much more!

The participants were so eager to take their positions and start to get down to business with the proposal for the library that October was focused on putting the initial plan together. They are truly making a difference in their own lives and mine!



A Word From the Participants...

The New Chapters Project has given us an opportunity for personal growth by providing a fun filled and exciting environment that is challenging yet rewarding. As 14 diverse youth, we have overcome many barriers and have been rewarded with enjoyable afternoon activities.

The project engages us with life skills, career development, self-motivation and self-esteem. Our commitment to this project and each other has been a positive learning experience. Stay tuned for the next chapter.

Camp B.B



ON PELEE ISLAND

The children of Pelee Island participated in JA's Business Basics Program. They met at the Pelee Island Heritage Centre.

The 16 Achievers geared up their business to sell for the annual Pheasant Hunts that occur on the Island every fall.

Most of the Achievers decided to cater their business to the hunters and their dogs. They had a dog wash service, dog and pheasant hunt tags, dog treats and dog toys. We had a company selling duct tape wallets in hunt colours of bright orange and yellow and one crew decided to sell fresh coffee and donuts to keep the hunters warm. There were even gifts and jewelry for the hunters to take back home.

Small business and entrepreneurship is a way of life on Pelee Island. The children see their parents living this way, so it is only natural they follow the role model and lifestyle set before them. JA's Business Basics program enabled the children of Pelee Island to put their business and entrepreneurial skills to the test. It was a huge success, as all the companies broke even or were profitable. Most important of all, the children had fun and learned more about the business world.

As a volunteer it was my delight to see the children make their ideas come to life and achieve their goals. I was thrilled with the excitement and dedication of the Achievers on Pelee Island. The sponsorship and community support from the people of Pelee Island was excellent!! As a community they truly care and believe in the young people of the Island. They realize the children are the future of Pelee Island and a worth while investment of their time and resources.

Robin Scobie, Program Volunteer

World of Choices 2004

World of Choices is a one-day conference which allows young women to learn about non-traditional and emerging career roles. The conference has a combination of interactive information sessions, workshops and trade-show style displays. The girls get the chance to meet and network with women in non-traditional and emerging career roles. The aim is to inspire the participants to make choices today that will affect them in the future. There is no cost for the participants to attend thanks to the many sponsors involved.

JA Windsor will be holding their World of Choices Conference on February 11, 2004 at The Ciociaro Club of Windsor

For more information, contact
Cate Johnson, Windsor Program Manager

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Thank You!!

Get Involved!!



Windsor/Essex

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