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The Best JA Students met with the Best Czech Managers

On June 16, a traditional festive event **Czech Top 100** took place in Obecní dům in Prague. Not only the best companies in the Czech Republic were awarded as usual but also the best Junior Achievement students, the winners of JA competitions this year. The festive evening was performed by Marek Eben and our famous opera singer Peter Dvorský was taking part, too. Fifty teachers and students were present at the event.

Student Companies Were Most Successful with Their Own Products

Competing of highschoolers reached its height by the end of May and during June with its **Best Student Company** competition, organized by **Junior Achievement and Raiffeisenbank**. Its 11th anniversary attended 31 firms out of 102 student companies established in this school year in the Czech Republic. There were 4 regional semifinal rounds that took place in Pardubice, Brno, Ostrava and Prague. The final round in Prague hosted nine most interesting student companies. There was a student company from Chrudim called Coral that was making animals out of beads, D-Company from Třebíč was making candles, Euro-Business from Stříbro na Tachovsku was making jewelry boxes, Helko from Krnov was making flower decorations, Kometa from Opava was making decorations and gift items, TRI-BE, also from Opava, was making wooden wine holders, POKU from Litoměřice was decorating flowerpots, TES@ from Náchod was doing translations and websites, and last but not least there was VENTI from Zlín that was organizing entertainment parties and making and selling dolls which helped children through OSN-UNICEF. The final round took place at Raiffeisenbank building in Prague on June 15th. Raiffeisenbank has been supporting Junior Achievement's activities for 5 years and this year it has also become a partner of The Best Student Company competition.

The winner was Kometa, second place belonged to Euro-business and third one to Helko. **Kometa from Soukromé střední odborné učiliště podnikatelské in Opava** made various gift items such as hand-painted flowerpots, decorated candles or cards. To complete their portfolio they were also selling other products from professional producers, for example knitted decorations. The judges mostly admired their business strategy that was not limited on the "safe" school area only but on the contrary they addressed a wide variety of customers, such as local offices, firms, theaters, restaurants or hospitals. Kometa's net surplus was given to a local organization Mraveneček that helps children with combined illness. A girl student company called **Euro-Business from Obchodní akademie in Stříbro** made unique decorated jewelry boxes. They were made out of wood that was glued together and then polished, decorated with mirrors, dried flowers and ornaments. The final product was sold at school and also at a local Christmas market. The girls also ran a mini saloon specialized on nail decorating. Their net surplus was used for an employee development – course of dance and social behaving.

Helko from Střední odborná škola in Krnov concentrated on growing plants and making flowerpot decorations. They also had a school cafeteria, copy-machine available for students and collected paper. This company was a part of two long term charity projects. They made flyers and invitations, found sponsors and also financially helped a project called Mám se ráda which through courses and lectures with psychiatrists helps children to defend themselves from bullies. For the other project called Děti ulice they organized a public collection and donated their products.

The best student company's websites were also voted in June. It is its fifth year of this **Junior Achievement and Microsoft** competition. The winner is a student cafeteria from **Obchodní Akademie Chrudim – Žhavý úsvit**. The second place belongs to **GEMA from Střední odborná škola elektrotechnická in Plzeň**. They published their school magazine and ran an entertainment center with internet and games. **S.U.S.I. from Gymnázium in Ostrava-Hrabůvka** ended up on the third place. They organized social and sport events. Quality of internet presentations keeps growing every year. Almost one quarter of student companies made their professional website this year. The judges looked at the concept, its logical structure, an amount and a quality of information and also the graphics and the whole concept being a part of what the firm does. The winning website was chosen for its high level of interactivity and for a very professional impression.



Employers and Educational Institutions Start to Be Involved More

On June 22, Mr. and Mrs. Bata organized a breakfast in Prague hotel Radison SAS. Representatives of educational organizations and also representatives of the most significant employers from the Czech Republic were present. Mr. and Mrs. Bata who founded Junior Achievement in our country in 90's and helped to found it in 50's in Canada showed again their support of this practical economic education in Czech environment. „ We started this activities because we know that Junior Achievement gives people knowledge that makes their lives better,“ Thomas J. Bata, the founder of Junior Achievement and Honorary Chair of JA Board, said. **Members on Junior Achievement Board, a Personnel of ČEZ Group Luboš Tejkl, the Head of Electroenergetic Department of Electrical Engineering Faculty of ČVUT, Josef Tlustý and a Deputy of a Director of Národní ústav odborného vzdělávání, Helena Úlovcová** discussed with Mr. Bata requirements of employers on young people's qualification and possibilities of Czech educational system to meet these requirements.. It's NÚOV that is piloting a General Educational Program for high schools and it is very open towards the employers.

Citigroup Became the Main Global Partner of Banks in Action Program.

Citigroup Foundation provided **JA Worldwide** with the grant **2.7 billion dollars**. This contribution will be used by **JA Worldwide** to **spread the educational program Banks in Action** and **make it of higher quality**. BIA Program was experienced by 26,000 students from 26 countries including the Czech Republic. It helps highschoolers understand a regularity of bank and financial market, an economic theory, money flows in economics or basics of financial analysis. One part of the program is also an interactive computer simulation where highschoolers become bank managers. They make decisions on interest levels, on deposits, credits or marketing costs and they also learn how to deal with decisions of competition. Pilot version of an up-dated educational BIA Program will be available in the beginning of 2006 and it'll hold a CD-ROM, lecture notes and textbooks, teaching plans and curriculum and, of course, a simulation game. JA Worldwide wants to reach 25% increase of BIA Program students by means of this change.

ČEZ and Ingersoll-Rand follow Bata's Example of Young Talents Support

Energy group ČEZ who is the most significant partner of Junior Achievement decided not only to support financially but also to cooperate closely with the chosen schools in the regions. ČEZ provides student companies with its managers who help the students with entrepreneurial activities at schools. The first example of this kind of cooperation are schools in Sokolov and Louny. They started to work together in May and June this year. **Ing. Radka Látalová** from Production division in Tisová Plant was a consultant for Integrovaná střední škola technická a ekonomická and Soukromá obchodní akademie. She taught students presentation skills and they learnt from her about communication in the company and about career growth. *"I think that I managed to motivate students. I try to inspire them to built higher goals. I used to teach myself and really loved it and I am happy that students have a chance to experience this kind of education"*, she described her experience. **Ing. Karel Pořádek**, the chief of investment department from Počeradý Plant, was a consultant for Obchodní Akademie in Louny. He showed students round the Plant and at school he taught them about investment, its planning, realization and evaluation. Next year ČEZ plans to spread this straight cooperation of managers with schools to more schools that teach JA programs and are situated nearby ČEZ plants and regional distribution centers. *"ČEZ not only educates public in energetics and ekology but it also helps university students and alumni of technical studies. We realize that we have to start the support of managerial talents already in high schools so that many clever students can be couraged and motivated to grow"*, **Ing. Eva Vacíková**, ČEZ Training manager says. *"We choose Junior Achievement because it is the only organization that offers long term conseptual programs and cooperates with high schools in the whole country. The auspices of Mr. Bata is a guarantee of quality and an entrepreneurial attitude, which is respected all over the world."*



Kolín division of supranational engineering holding **Ingersoll-Rand Equipment Manufacturing**, cooperates with Soukromá střední podnikatelská škola in Kolín. The company decided to enable highschoolers regular meetings with successful people who can be valuable advisors and role models for them. This year's lecturers were Financial Director of the company **Ing. Ivan Šorm**, Financial Analyser **Ing. Hynek Markant**, and Personnel **Ing. Alois Sklenář**. *"Czech educational system lacks practicality, Sklenář says. "Students have a chance to realize their own projects and sell them for real or by means of presentation. This way they would learn to communicate and sell their ideas to the others which is a very important ability, especially for managers"*. Šorm sees the main weakness in a small mental resistance and in not being ready to make compromises. *"Young people often have an ideal imiges of business practice. Their strength is a huge energy but they are not able to face stress or criticism. Sometimes they have problems to take responsibility and risk because they are afraid to fail."* Šorm thinks that students should be involved in practice very soon. He doesn't agree with students going for practice to some company where they do very simple mechanical work. They should be involved in activities such as Junior Achievement's Student companies.

COMING UP NEXT

Another issue of this Newsletter will be released after vacation time and you'll find there:

Information on annual international meeting JA Annual Global Leadership Conference that will take place in the mid July in Canada

Summarization of the school year 2004/2005 and a scale of successful schools from this year competitions

Survey of activities prepared for the school year 2005/2006

THANKS

For the support and cooperation we thank to these companies:

