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NATIONAL PARTNERS



MANAGEMENT CHANGE IN JA

After more than 10 years, **Vendula Mráčková** left Junior Achievement CR. Vendula joined JA in 1996 in the post of Marketing Manager and was appointed as CEO in 2001. The post was handed over to **Markéta Pluhařová**, former Operations Director who has been with JA since September 2005. The new CEO is going to continue in the set trend of JA development, heading towards regional expansion, increasing number of involved students and promoting the mission of JA. Vendula's new career in the post of Director has started in **Bumble Bee**, a private nursery school, where, i.a., JA programs are taught. Vendula is going to stay in touch with JA as a **volunteer consultant**.



Vendula Mráčková



Markéta Pluhařová

EVERYONE IN ŠUMPERK WANTS A STUDENTS COMPANY

At the **High Special School and Secondary Engineering School in Šumperk**, 7 students companies operated during last school year within pilot classwork. Due to a great success of the project, the school launched a **Center of Students Companies**, a platform for students involved in the enterprise program. The Center is equipped with modern software and hardware and it serves as a library as well. This year, 7 students companies again were started, managed, again, by **Marie Johnová**, a school teacher. The students co-operate closely with real companies, which increases their chances to build future make contacts. Business lines of all the students companies are linked to the school operations, having each of them its „school market share“. With regards to the project form, this practical experience might become one of possible ways to decrease the unemployment rate in the region. A **presentation of the new Center** was held on the 12th of December. The school plans to run the second annual **students companies trade fair** in Spring and follow the positive experience of last school year.



STUDENTS MET MANAGERS FROM CITIBANK

During another one of the **JA Academy** cycle, secondary-school students met representatives of Czech **Citibank** branch in Prague. **Pavel Bořil, HR Manager**, had a lecture on HR Management and advised the students what a good CV should look like and, on the other hand, what the future job applicants should avoid. A presentation about media relations was held by **Markéta Dvořáčková, Citibank Public Affairs Officer**. **Renata Pixová, Marketing Manager**, talked about up-to-date trends in promotion and advertising. Students could see samples of marketing materials being used in current Citibank promotion campaign. In the meantime, teachers exchanged their experience from the classwork and discussed „hot“ issues and projects with JA Program Managers. A presentaion of **Global Business Ethics**, the newest JA CR program, was also on the agenda. This program is focused on private values, character development and ethical behavior of companies and individuals.



JA & NISA SCHOLA 2006

JA activities were introduced at **NISA SCHOLA 2006**, a trade fair of education, qualification and teaching tools in Liberec. **JA courses and programs for elementary and secondary schools and colleges** were presented during the event's supporting platform.

WARSAW HOSTED A MEETING OF JA MEMBER NATIONS MANAGEMENT

More than a hundred of JA staff members from all over Europe met in the Polish capital at the **Annual CEO Conference and Staff Training**. Under the management of **JA-YE Europe**, participants exchanged their experience and best practise examples, worked together during several workshops focused on fundraising, leadership or strategic planning. During this intense 3-day event, everyone gained up-to-date information on JA programs and projects on international level.



THANKS

We thank these companies for financial support:



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