



Junior
Achievement®

THE COMMUNICATOR

Week Two – October 25, 2010



Team Building

This year each company is asked to truly develop as a team, a group who work together toward a common goal; a successful company. Keep in mind that success is not necessarily measured by financial means but more importantly by the educational experience.

A group that gels as a team will work better in all aspects of the company; decision making, production, marketing and sales. They will have fun, learn and get much more out of the Junior Achievement experience.

A short team builder or icebreaker should be done each week. Outside activities can be planned as well, a company night out. Maybe its going out to bowl together, mini golf, tobogganing, out to dinner or other activities that allows the group to get to know each other, have fun and grow as a team.

A list of suggested icebreakers and team building exercises can be found in your advisors "Big Blue Binder." Let's have an awesome year built on learning, having fun and financial success!!!

Welcome

It's Week Two of Company Program! Please feel free to call the JA office any time with suggestions for the Communicator, or just to chat about your company. We are pleased to say that your company is one of 29 operating in Nova Scotia this year! There will be more details on each company as soon as you have chosen your company names and products. We will send you weekly graphs to show each company's progress towards their goals. Visit our YouTube channel to take a look at what JA has to offer and some past success stories <http://www.youtube.com/user/janovascotia>

Choosing a Name

Almost as important as choosing a product is choosing a company name. Remember that this name represents you and your product and is the first impression your company will make. Also remember that "A Junior Achievement Company" is a part of your name (i.e., "ABC Co., A Junior Achievement Company"). You cannot use "Limited", "Ltd" or "Inc." in your company name. The name you choose must be

submitted to the JA office for approval

Officer Training

For those who are selected as an executive, officer training will take place on Saturday, November 20th, 2010 from 10 am until 4 pm. Locations to be announced. Once you have selected your executive team, forward the names to the JA office. **This is a mandatory session for all executives and one advisor from each company. Is it also a requirement for the Officer and President of the Year scholarships.**

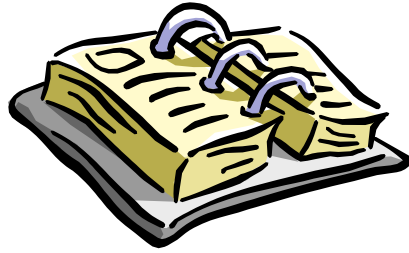
Paper Chase

If your name is here then your company sent in its submissions and earned two points!

Reminder: submissions are due Thursday at 4:30pm.

Truro	Oxford
Middleton	Baddeck
Bridgewater	Chester Basin
Kentville	Sydney
Sydney	Antigonish
Lockview	New Waterford
Citadel (Mon)	Citadel (Tues)
Stellarton	JL Ilsley
NSCC Akerley	North Sydney
Sir John A MacDonald	
Charles P. Allen	

TONIGHT'S TASKS Week Two



- What's your EStyle? Survey 30 minutes
- What's your Estyle? Activity 15 minutes
- Review product ideas from week 1 10 minutes
- Additional Product ideas 10 minutes
- Select 3 or 4 products 10 minutes
- And Assign teams to make prototypes and costs
- Page 39 Conducting Market Research 20 minutes
- Page 31 Setting Company Goals 15 minutes

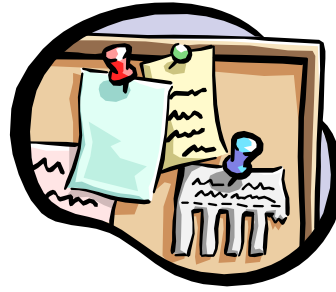
DUE IN TONIGHT

Weekly Summary With EStyle Survey results
(from Advisor's Guide - *Please fax or email your Program
Manager*)

Lead Advisor's preferred bank for picking up materials

The deadline for submissions is
Thursday at 4:30 pm

THE NOTICE BOARD



* FYI *

Send all your documents to the
Program Manager for your area:

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2010 TRADE FAIR

The Annual Trade Fair will be held on
December 11th

Mark your calendar now!

More details will follow in the coming
weeks!

Choosing Executive

This is an important next step in planning your company. *Think carefully* about who you want running your company. Discuss with other company members the characteristics of a good leader. Think of these when you are casting your vote or making a nomination for an executive position. If your company decides to have job interviews to choose these positions, think about ones you'd like to apply for and be prepared! Remember, having an executive position does not give you power – it gives you *responsibility*!

Choosing a Product

Possibly the most important decision for your group to make is choosing a product to sell. Re-examine your product ideas this week, add new ones. Really think about your target market and your profit margin. Do your breakeven as part of the planning. It allows you to see how many of a product you will need to make and sell to start making a profit. Is that a reasonable number? Break it down by individual sales, Could each team member really sell that many? Do your market research and plan to choose one by next week.

Drives

Please ensure that your drive picks you up at the designated time. Advisors must wait until the last of the achievers leave the area. We understand that occasionally your drive is late, but please try and be considerate of your advisors who must wait with you until your drive home arrives. Advisors are not able to provide drives as it's against our child protection policy. Thank You!