

**The original documents are located in Box 2, folder “Education - Office of Indian Education” of the Bradley H. Patterson Files at the Gerald R. Ford Presidential Library.**

### **Copyright Notice**

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.



# 70001 Ltd.

ROBSCOTT BUILDING • 151 CHESTNUT HILL RD. • NEWARK • DELAWARE 19711

302-731-0750

September 27, 1976

Mr. Brad Patterson  
 Council on Indian Affairs  
 The White House  
 Washington, D. C. 20004



Dear Brad,

It certainly was a pleasure talking with you last week about 70001 and how it might be applied to the needs of the Indians. I followed-up with a call to Mr. Jollie. While I have been unable to reach him, I am hopeful of setting up a meeting to discuss the program fully with him.

As you suggested, enclosed are some materials on 70001 for your information. I think it's particularly important to note 70001 is the only program operating for high school dropouts that provides full-time employment in the field of retail sales and distribution; related vocational instruction; GED preparation; and, most importantly perhaps, motivation through a vocational youth organization--SEVCA--the 70001 Career Association.

With seventeen programs in operation today, and under our Department of Labor contract we hope to add at least eight more in the coming year, 70001 is the nation's newest and fastest growing manpower training program. Particularly important, of course, to the Prime Sponsors at the local level is the fact that the program averages about \$1,250 per placement as opposed to the national CETA average of \$3,200 per participant. As you can see, it's a good "buy" for the Prime Sponsor.

Finally, there remains the fact that only 6% of all manpower training funds under CETA are spent for on-the-job training. One of the reasons we are funded by the National Programs Division is to help turn those percentages around to some degree.

#### CORPORATE OFFICERS

Chairman  
 Mr. Roger Semerad  
 Vice President,  
 American Retail Federation  
 President  
 Mr. Kenneth M. Smith

Vice President  
 Mr. Dennis J. Savaga  
 Secretary  
 Ben Cotten, Esq.

#### MEMBERS OF THE BOARD

The Hon. Joseph R. Biden, Jr.  
 U.S. Senator, Delaware  
 The Hon. Bill Brock  
 U.S. Senator, Tennessee  
 Ms. Holly Coors  
 Board of Regents,  
 American Technological Univ.

The Hon. Pete du Pont  
 U.S. Congressman, Delaware  
 Mr. Larry L. Loomis  
 DE State Supervisor, Nebraska  
 The Hon. Lloyd Meeds  
 U.S. Congressman, Washington

Dr. George B. McGorman  
 Executive Secretary,  
 Delaware Advisory Council on  
 Career Education  
 Mr. Ernest C. McMillan  
 President, Proud, Inc.

Mr. Joseph Trahan  
 70001 Project Manager,  
 St. Louis, Missouri  
 Mr. Kenneth C. Rietz  
 Vice President  
 Mike Curb Productions

Ms. Constance Newman  
 Assistant Secretary, H.U.D.

Dean Owen F. Peagler  
 Chairman, President's Advisory  
 Council on the Education of  
 Disadvantaged Children

Mr. Brad Patterson

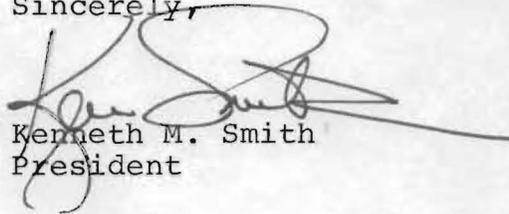
- 2 -

September 27, 1976

We've gotten an excellent response as we've moved around the country, and believe there is a real demand for this kind of program. Hopefully, we can offer our services to the Indian population as well.

Thank you so much for your time and attention to our program. I do hope you'll let us know if you have any questions on it. In the near future, I hope to be able to come by and talk to you more fully about the program.

Sincerely,



Kenneth M. Smith  
President

KMS:ehs  
Enclosures

cc: Roger Semerad, Chairman of the Board





## Young People . . .

70001 is designed specifically to meet the needs of people in the 16-22 age bracket who generally 1) have left school before completing twelve grades, 2) are unemployed, and 3) are unable to obtain regular employment. Many of them are economically, socially, or educationally disadvantaged. Ninety percent are receiving some form of public assistance. Between 750,000 and 1 million people leave high school before graduation every year, swelling that segment of the American population with the highest and most chronic rate of unemployment. 70001 can sharply reduce this tragic waste of our most valuable national resource . . . our youth.

## Earning . . .

The typical enrollee is guided into immediate full-time **unsubsidized** employment. 70001 trains a person in a job rather than for a job that may disappear by the end of the training period. Coordinators, working closely with the enrollee and employer, provide the guidance to help the enrollee upgrade his skills and meet his responsibility to the employer. Over 2/3 of 70001 enrollees have been placed on a job and half of the balance are preparing for employment. Our pilot project over three years disclosed 71 percent of enrollees still on the job for a year or more. As one satisfied employer told a 70001 evaluation team . . .

"Whatever you're doing, it's working."

## Learning . . .

70001 effectively closes the gap between education and work. Enrollees during off-hours prepare for their high school equivalency diploma (GED) under the guidance, where necessary, of special remedial instructors in the basic skills such as math and communications. The employer frequently provides added incentive to the enrollee by awarding raises or promotions upon completion of the GED. An audio-visual instructional program specially developed by 70001 for the jobs held by its members helps prepare the enrollee for employment and to upgrade himself in the job.

## And Developing Together . . .

70001 combines the on-the-job work experience and classroom instruction with a structured program of youth activities designed to provide personal motivation for the vocational development of the enrollee. The youth activities introduce a pattern of successes to replace the pattern of failures so common in the experience of the enrollees. Once the attitude and self-confidence is right, success follows. The activities program is a critical distinguishing element in insuring the long-term employment, educational motivation, and sound career preparation for the 70001 enrollee . . . the first step on the ladder towards a productive and rewarding career.



*Youth comprise our most valuable national resource.*



*70001 members have many types of jobs, primarily in the area of distribution, ranging from stock clerk to managerial positions.*



*Individualized self-pacing audio-visual instructional materials are an integral part of the 70001 program.*



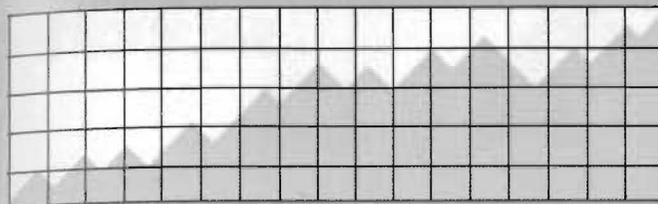
*Crucial to the success of 70001 is the spirit of competition and personal achievement which is developed by the 70001 Career Association.*

# The Role of 70001 Ltd....

A 70001 program is operated locally . . . usually funded from CETA or vocational funds to a local educational institution. Other agencies, however, can also operate a program. 70001 Ltd. then subcontracts with the sponsoring (operator) agency to:

- ✓ franchise the use of the 70001 name and all of its copyrighted materials to the business, governmental and educational communities.
- ✓ help select the proper headquarters site and set it up for maximum effectiveness.
- ✓ assist in the recruitment and selection of capable and competent staff.
- ✓ provide on-site and remote intensive pre-service and in-service staff training in all elements of the 70001 program.
- ✓ distribute to local business firms the endorsements of 70001 from supporting companies, to help open the door to local business support of the program.
- ✓ develop jobs locally through the mobilization of 70001 Ltd. support from the American Retail Federation and related national business firms.
- ✓ provide on-site job development assistance by the professional staff of 70001 Ltd.  
make presentations to community groups to build support for the local program.
- ✓ implement the 70001 Ltd. specially developed audio/visual instructional program and other related programs of instruction supported by the 70001 Business Associates.
- ✓ establish a chapter of the 70001 Career Association for vocationally related youth organization activities at the local, regional and national levels.
- ✓ conduct the necessary evaluations to provide quality control leading to full national accreditation as a 70001 program.
- ✓ provide on-site technical assistance in the complete implementation of all phases of the 70001 program as needed throughout the contract period.
- ✓ coordinate the overall national business, educational, governmental and private support necessary for the achievement of a highly successful 70001 program.
- ✓ publish a quarterly national magazine, newsletter, brochure and audio-visual materials to recognize achievements and activities of the local program and the national effort.
- ✓ promote national, regional and local recognition of the local program through the media, and provide influential speakers and presentations to national organizations.

# The Record...



- ✓ By January of 1976, 70001 had grown 400% to 17 programs and 2,000 enrollees in nine states in just two years, and the bulk of that growth came in the face of the worst economic depression since the 1930's.
- ✓ Over 25 state and local governments have individually approved 70001 for operation in their areas.
- ✓ As of December 1, 1975, over two-thirds of those who had enrolled in 70001 had been placed on the job, 50% of the remainder were preparing for employment.
- ✓ 80% of the total were enrolled from February 1, 1975, to November 15, 1975, reflecting the sharp increase in program capacity during 1975.
- ✓ During the three-year pilot program, fully 71% of the enrollees were still on the job after a year or more.
- ✓ 50% of all employed to December 1, 1975, had surpassed the CETA "permanent placement" regulation (90 consecutive days of employment).
- ✓ 70001 costs much less than the average manpower training program . . . under \$1,250 per job placement and under \$1,000 per participant, even in the first year of operation, compared to the \$3,087 average cost nationally per CETA participant.
- ✓ And 70001 provides not just a job but the immediate potential of a productive and worthwhile career with excellent upward mobility.
- ✓ The average hourly wage of all 70001 enrollees was over \$2.50 per hour (all unsubsidized) on December 1, 1975, and rising steadily as enrollees were being promoted and upgraded in an improving economy.
- ✓ Through calendar year 1975, even with several programs at only partial capacity until the last half of the year, enrollees earned more than \$1 million and paid out approximately \$250,000 in local, state and federal taxes (discontinued welfare payments are not included).
- ✓ The President, a dozen mayors, more than 30 members of the Congress, and over 100 state and local elected officials have endorsed and supported 70001. (See next page.)
- ✓ A 10-year projection of a 50-enrollee control group showed a return of \$1.5 million to society (paid back in taxes and foregone welfare payments, but not including other potential public assistance costs) on an investment of \$54,000. 70001 doesn't cost, it pays!



# 70001 has earned the support of leaders in...

## GOVERNMENT

"Particularly impressive is Project 70001's unique amalgamation of organized youth, free enterprise, government and education to assist unemployed young people into a worthwhile and productive career."

*Gerald R. Ford*  
Gerald R. Ford, *President of the United States*

"70001 will address one of the toughest problems confronting educators and society — the high school dropout. While Minnesota fortunately has one of the lowest dropout rates in the nations, we are acutely aware of the personal tragedy as well as the social costs . . . 70001 is another fine example of a working partnership between the public and private sectors."

Wendell R. Anderson, *Governor of Minnesota*

"70001 has provided unemployed and economically disadvantaged high school dropouts with an opportunity to achieve career-oriented employment in the field of marketing . . . The Department of Labor grant to 70001 Ltd. can provide many other states and communities with the opportunity to try this program and determine if it can help them to meet their manpower objectives."

Christopher S. Bond, *Governor of Missouri*

"In my judgment . . . 70001 offers a uniquely effective approach to the ancient problem of training the hard-core, young unemployed. Particularly effective is the use of the vocational student organization — a long neglected reservoir of talent, vocational expertise and organizational skill."

Bill Brock, *U.S. Senator*

"The success of 70001 stems from its faith in young people and in our free enterprise system. I am proud that it started in Delaware and that I have had the opportunity to be actively involved."

Pete du Pont, *Member of Congress*

"I wholeheartedly endorse your concept of career training for out-of-school young people. I am also pleased that 70001 and DECA will continue a close association."

William Lehman, *Member of Congress*

"70001 has been effective in dealing with a wide range of community problems — dropouts, the hard-core unemployed youth, juvenile offenders and other traditionally 'hard to reach' groups . . . I can enthusiastically urge that communities undertake this program . . ."

Thomas C. Maloney, *Mayor of Wilmington*

## AND

"I know of few other programs that have been as effective as 70001 in bridging the gap between education and work, and successfully motivating young people to develop the skills and attitudes needed to achieve productive and rewarding careers."

T.H. Bell  
*U.S. Commissioner of Education*

"Most important, you provide a vehicle by which youth can understand both who they are and why they are through the accomplishments your project allows them to attain . . . So far as I'm concerned, Project 70001 really represents career education in action. It is one of the most out-

## BUSINESS

"The ARF has endorsed Project 70001 for a number of years and many of our members actively participate at the local level . . . The carefully designed and well-managed programs provide the proper balance between real experience in the retail industry and vocationally-oriented education programs."

Roger D. Semerad, *Vice President*  
*American Retail Federation*

"I can't think of any undertaking I would rather be identified with by name than the work you and DECA are doing with these great young people. I hope, someday, this program can turn into a hundred thousand job opportunities for people who need to know there is a place for them in our economy and our society."

Lawrence E. McGourty, *President*  
*Thom McAn Shoe Company*

"Our company has been working with Project 70001 since it originated. We feel the directors of this Project have been very helpful in helping us, the employer, develop the students into successful people in the business world."

Marguerite Engel, *Personnel Manager*  
*J. C. Penney Co., Inc., Wilmington*

"I am very familiar with the program and have been following it since its inception in Delaware a few years ago. This is undoubtedly the most meaningful program that has been developed to help bring disadvantaged youth into the mainstream of economic life. You are to be congratulated on your efforts to bring the program to Gary."

F. W. Archer, *General Electric Company*  
*Louisville, Kentucky*

"I am very impressed with the three 70001 enrollees who are working for us. We've promoted Olivia Cox to manager of the Snack Bar, and Marcella Bridges, now on the sales floor, soon will enter our assistant manager training program. Louisa Parks is doing very well on the counter. Your people are motivated and seem to work harder. Whatever you're doing, it's working."

Charles Eason, *Manager*  
*Eckerd's Drug, Montgomery, Alabama*

## EDUCATION

standing examples in the United States. I wish you well. Any help I can give you I certainly want to do."

Dr. Kenneth B. Hoyt, *Director of Career Education*  
*U.S. Office of Education*

"The Council is impressed with your record and with the way in which you have opened up a new avenue of approach to vocational education. We commend this type of endeavor on the part of vocational student organizations and would like to extend best wishes to Project 70001 for continued success."

National Advisory Council on Vocational Education

# The Story of 70001

70001 Ltd. was born in Wilmington, Delaware, in 1969. Concerned with both the economic and social problems caused by out-of-school youth, the Thom McAn Company asked the Distributive Education Clubs of America (DECA) for help. The goal was to provide an avenue by which those youth could receive immediate employment along with the on-the-job training, education, personal motivation, and self-confidence necessary to enter and advance in the field of marketing and distribution.

The program, dubbed Project 70001, was piloted at the Prices's Corner Shopping Center and proved to be a remarkable success. During the first three years, for example, it cost less than \$1,000 per participant per year, and 71 percent stayed on the job for a year or more.

Impressed, the Community Services Administration in 1973 awarded DECA a \$250,000 Research and Demonstration grant (supplemented later with an additional \$138,000) to present the 70001 program to state and city governments. A major condition was that any municipality wishing to start a project would manage and finance it, with 70001 "franchising" to them the special expertise and quality control necessary to establish a successful program.

In fiscal 1976, 70001 had 17 programs operating in nine states serving nearly 2,000 young people. This 400% expansion in two years came in the face of the worst economic depression since the 1930's.

The people most closely involved in the program agreed that the time had come for a major expansion effort and that 70001 could best achieve its potential by becoming an independent, non-profit corporation separate from its parent organization, DECA.

The new corporation, 70001 Ltd., immediately submitted a proposal to the Department of Labor calling for the establishment of at least 50 more programs over a four-year period, at which time 70001 Ltd. would become basically self-sustaining for its services to local programs.

The DOL in February of 1976 awarded a \$628,000 contract to help finance the first year of the new expansion effort that is designed to bring 70001 to every interested city in America by 1981.

70001 has, indeed, come of age.

**CORPORATE OFFICERS:** *Chairman, Mr. Roger Semerad, Vice President, American Retail Federation; President, Mr. Kenneth M. Smith; Vice President, Mr. Dennis J. Savage; Secretary, Ben Cotten, Esq. Treasurer, Mr. A. Edwards Danforth; MEMBERS OF THE BOARD:* The Hon. Joseph R. Biden, Jr., *U.S. Senator, Delaware;* The Hon. Bill Brock, *U.S. Senator, Tennessee;* Ms. Holly Coors, *Board of Regents, American Technological Univ.;* The Hon. Pete du Pont, *U.S. Congressman, Delaware;* Mr. Larry L. Loomis, *DE State Supervisor, Nebraska;* Dr. George B. McGorman, *Executive Secretary, Delaware Advisory Council on Career Education;* The Hon. Lloyd Meeds, *U.S. Congressman, Washington;* Mr. Ernest C. McMillan, *President, Proud, Inc.;* Ms. Constance Newman, *Assistant Secretary, H.U.D.;* Dean Owen F. Peagler, *Chairman, President's Advisory Council on the Education of Disadvantaged Children;* Mr. Kenneth C. Rietz, *Vice President, Mike Curb Productions;* Mr. Joseph Trahan, *70001 Project Manager, St. Louis, Missouri*

70001 Ltd. is ready when you are.

*Write or Call:* 70001 Ltd.  
Robscott Building  
151 Chestnut Hill Rd.  
Newark, DE 19711  
302-731-0750

Those are some of the reasons why you should hire members of 70001 Ltd. And those reasons also tell you why we don't have to subsidize employers to hire our young people. They pay their own way, both on the job and in the taxes they return to the community.

We've run out of space, but not out of talented young people who are looking only for the opportunity we all need. . .the opportunity for a satisfying job and a career.



70001 Ltd. is ready when you are.

For more information,  
write or call:

**70001 Ltd.**  
151 Chestnut Rd.  
Newark, DE 19711  
(302) 731-0750

## The Story of 70001

70001 Ltd. was born in Wilmington, Delaware, in 1969. Concerned with both the economic and social problems caused by out-of-school youth, the Thom McAn Company asked the Distributive Education Clubs of America (DECA) for help. The goal was to provide an avenue by which those youth could receive immediate employment along with the on-the-job training, education, personal motivation, and self-confidence necessary to enter and advance in the field of marketing and distribution.

The program, dubbed Project 70001, was piloted at the Prices Corner Shopping Center and proved to be a remarkable success. During the first three years, for example, it cost less than \$1,000 per participant per year, and 71 percent stayed on the job for a year or more.

Impressed, the Community Services Administration in 1973 awarded DECA a \$250,000 Research and Demonstration grant (supplemented later with an additional \$138,000) to present the 70001 program to state and city governments. A major condition was that any municipality wishing to start a project would manage and finance it, with 70001 "franchising" to them the special expertise and quality control necessary to establish a successful program.

In fiscal 1976, 70001 had 17 programs operating in nine states serving nearly 2,000 young people. This 400 percent expansion in two years came in the face of the worst economic depression since the 1930's.

The people most closely involved in the program agreed that the time had come for a major expansion effort and that 70001 could best achieve its potential by becoming an independent, non-profit corporation separate from its parent organization, DECA.

The new corporation, 70001 Ltd., immediately submitted a proposal to the Department of Labor calling for the establishment of at least 50 more programs over a four-year period, at which time 70001 Ltd. would become basically self-sustaining for its services to local programs.

The DOL in February of 1976 awarded a \$628,000 contract to help finance the first year of the new expansion effort that is designed to bring 70001 to every interested city in America by 1981.

70001 has, indeed, come of age.

**CORPORATE OFFICERS:** Chairman, Mr. Roger Semerad, Vice President, American Retail Federation; President, Mr. Kenneth M. Smith; Vice President, Mr. Dennis J. Savage; Secretary, Ben Cotten, Esq.  
**MEMBERS OF THE BOARD:** The Hon. Joseph R. Biden, Jr., U.S. Senator, Delaware; The Hon. Bill Brock, U.S. Senator, Tennessee; Ms. Holly Coors, Board of Regents, American Technological Univ.; The Hon. Pete du Pont, U.S. Congressman, Delaware; Mr. Larry L. Loomis, DE State Supervisor, Nebraska; Dr. George B. McGorman, Executive Secretary, Delaware Advisory Council on Career Education; The Hon. Lloyd Meeds, U.S. Congressman, Washington; Mr. Ernest C. McMillan, President, Proud, Inc.; Ms. Constance Newman, Assistant Secretary, H.U.D.; Dean Owen F. Peagler, Chairman, President's Advisory Council on the Education of Disadvantaged Children; Mr. Kenneth C. Rietz, Vice President, Mike Curb Productions; Mr. Joseph Trahan, 70001 Project Manager, St. Louis, Missouri.

... it all adds  
up to good  
**BUSINESS**



# There are probably 70,001 reasons why you should hire members of **70001 Ltd.**

But we only have room  
to list a few of them:

- Our young people want to work and they want to succeed. Seventy-one percent of them stay on the job for a year or more, compared to a 50 percent retention rate for the average retail employee.
- 70001 is the only manpower training program that has its own youth organization—the 70001 Career Association—which provides the motivation, personal and vocational development and self-confidence so necessary for success. . .and for good employees.
- Before a 70001 member sets foot in your door, he or she knows how to fill out a job application, how to handle a job interview, and what the responsibilities of a worker are. Our young people are prepared.
- And after they start working, they continue receiving 70001 instruction on their own time—developing the competencies they need to upgrade their skills so they can do a better job for you.
- They also study for their GED high school equivalency degree. . .because with them, it's more than a job. It's a career.
- The 70001 coordinator works closely with you, the employer, and with the employee to avoid problems and assure maximum job performance. The coordinator's job is to help the employee succeed in his or her job.
- You will be asked for periodic verbal and written evaluations on the progress of your employee. 70001 helps train your employees the way you want them trained.
- When you hire a 70001 member, you are not only helping your business; you're also helping your community to solve the social and economic problems caused by unemployed school dropouts.

## What employers have to say about **70001 Ltd.**

"The ARF has endorsed Project 70001 for a number of years, and many of our members actively participate at the local level. . .The carefully designed and well-managed programs provide the proper balance between real experience in the retail industry and vocationally-oriented education programs."

*Roger D. Semerad, Vice President  
American Retail Federation*



"I've been working with 70001 since 1969 and deal with about 25 of their members each year. It's about time somebody did something for those kids who have dropped out of school. And as an employer, it's worthwhile to hire 70001 kids because they perform as well as, and sometimes better than, other employees."

*Ms. Nancy Stapleford, Personnel Manager  
Almart, Wilmington, Del.*

"I am very impressed with the three 70001 enrollees who are working for us. We've promoted Olivia Cox to manager of the Snack Bar, and Marcella Bridges, now on the sales floor, soon will enter our Assistant Manager Training Program. Louisa Parks is doing very well on the counter. Your people are motivated and seem to work harder. Whatever you're doing, it's working."

*Charles Eason, Manager  
Eckerd's Drug, Montgomery, Ala.*

"The track record of successful retention of participants in 70001, already operating throughout the country and state, should prove it to be a very definite asset to the young people in Poplar Bluff."

*Allan Jackson, Executive Vice President  
Greater Poplar Bluff (Mo.)  
Area Chamber of Commerce*



"So far I've hired about 40 members of 70001. I've found the odds are much better hiring through 70001 because these young men and women are prepared, are willing to work, and because the coordinator follows through."

*William Beegle, Plant Superintendent  
National Cup Co., Dover, Del.*

"We have a moral obligation to give that individual who has dropped out of school an opportunity to succeed. At the same time, we benefit because these are good employees."

*Ms. Lorene King, Director of Personnel  
J.C. Penney, St. Joseph, Mo.*

"We, at Thom McAn and Melville Corporation, highly endorse the concepts and programs of 70001 Ltd."

*Lawrence E. McGourty, President  
Thom McAn*

## What members of 70001 say about **70001 Ltd.**

"I joined Project 70001 because I couldn't get along in high school. I found a whole new learning experience. . .I now have a steady job."

*Ronnie Sayers*



"70001 helped me to learn how to dress for my job interview and how to fill out my application. . .I love to come to work in the morning. I learn about cooking and food storage and a little about business management."

*Callie Scott*

"It's the best thing going to help someone that got me right on the job, and everything is cool. I think the world of my coordinator."

*Tyler Wash*

"I'd recommend 70001 to other kids who have dropped out of school, because it has helped me. It helped me to find a job and has helped me to get a high school education."

*Mike Santiago*



"Project 70001 has made me feel more secure and has given me something to look forward to. I was out of work and 70001 found me a good job. The coordinators. . .make me feel like an adult, instead of some dropout kid."

*Karen Cinconte*



"A lot more young people should get involved in 70001. If you're shy, it helps you come out of it. It helps in the GED, helps with the job. 70001 helps you become a better person."

*Olivia Cox*

"The reason I quit high school was because I found it very boring, uninteresting and a waste of my time. . .I found that I truly enjoyed Project 70001 much more than regular high school."

*Maria Moore*

"That first step into the life of 70001 is a step I could never forget for it changed my entire life. I am now assistant manager at Jr. Foods. And I am working for a higher position."

*Marilyn Thomas*



THE WHITE HOUSE  
WASHINGTON

July 3, 1976

JUL 8 1976

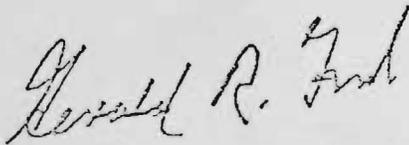
Dear Ken:

Having followed with interest the progress of Project 70001 Ltd., I was pleased to receive your letter of May 24 enclosing the first issue of Going Places! and to read of the continued growth and success of 70001 Ltd.

From all reports, you have done an excellent job of motivating young people to improve their academic base and develop skills which enhance their opportunity for meaningful employment. Your success in providing unsubsidized employment leading to productive and worthwhile careers for young people who are no longer in school will certainly be an inspiration to others.

Keep up the good work and please convey to all those involved in 70001 Ltd. my warm good wishes.

Sincerely,



Mr. Kenneth M. Smith  
President  
70001 Ltd.  
Robscott Building  
151 Chestnut Hill Road  
Newark, Delaware 19711





# SPECIAL ISSUE

70001 Ltd.

Newark, Delaware

March 1976

## New Corporation Formed: 70001 Ltd.



Roger Semerad (right) Board Chairman of 70001 Ltd. and Ben Cotten, Secretary (left) listen as President Ken Smith makes a point at the new corporation's organizational meeting.

A new non-profit corporation called 70001 Ltd. has been incorporated under the laws of the State of Delaware to handle the national expansion of 70001.

The Board of Directors of the new corporation held its first meeting on January 20, 1976, in Washington, D.C.; approved the articles of incorporation and the bylaws; elected officers; and authorized submission of a funding proposal to the U.S. Department of Labor.

Elected were: Chairman - Roger Semerad, Vice President of the American Retail Federation; President - Kenneth M. Smith, formerly National Director of Project 70001; Secretary - Benjamin Cotten, Esq., partner in the firm of Cotten & Day; Treasurer - A. Edwards Danforth, Board Chairman, Farmers Bank of the State of Delaware.

The Board designated Smith as Chief Executive Officer and approved his recommendation of Dennis J. Savage, who also was on the 70001 staff, to the position of Vice President of 70001 Ltd. Smith's contract as President and Chief Executive Officer extends to February, 1978.

Bulk of the meeting was devoted to a discussion of the DOL proposal, especially the section dealing with the program objectives and work schedule. President Smith was also authorized to submit related proposals that may be necessary prior to the Board's next meeting on March 8.

## Funding Proposal Approved By Department of Labor

The U.S. Department of Labor has approved a contract that will fuel major expansion of 70001 Ltd. to any point in the nation.

The one-year federal contract will launch a four-year effort aimed at establishing a minimum of 50 programs serving at least 12,500 young people aged 16-22, according to Kenneth M. Smith, President of 70001 Ltd.

At the end of the four-year period, 70001 would then be in a position to continue its progress even without major federal support.

**The 12 month proposal details an ambitious schedule that includes approaching at least 150 interested communities and establishing a minimum of 10 new programs in the first year, and laying the foundation for starting at least 20 new programs in the following year.**

During that first year, 70001 also would establish a new national youth organization and revise and improve national services to the existing 17 programs, according to the proposal.

In addition, at least 2,500 new clients would be added during the first year and a minimum of 1,400 would be placed on the job.

"These are minimum goals, and for a program with nearly unlimited potential," Smith said, "our work is cut out for us."

In its introduction, the proposal reviews 70001's early beneficial association with DECA and states that "in the opinion of those most closely involved in 70001, it is time to initiate major national expansion of the program — a process most efficiently and effectively done by an independent, non-profit corporation."

The proposal stresses, however, that "close, professional ties with a youth activities program similar to DECA's would remain an integral and crucial part of 70001."

The substantial growth of 70001 during a time when the nation's economy was in its sharpest depression since the 1930's is proof that "70001 works — and works well," Smith said. Essential components of the program are:

### Highlights of Proposal on Page 6

- 1) immediate full-time employment in entry level jobs in a distributive occupation (retail, sales, general distribution)
- 2) after-hours instruction in job-related areas through a specially developed audio-visual program, remedial group instruction, and GED preparation
- 3) a structured program of vocationally-related youth activities designed to build job skills and, perhaps most importantly, to stimulate personal self-confidence, achievement, and motivation

(Continued on Page 6)

### Meet The Directors Pages 2, 3, 4, 5

Project 70001 was a special project of the Distributive Education Clubs of America. The decision to form an independent corporation separate from DECA was deemed necessary in order to permit major national expansion of the program and to explore the implementation of the concept into new vocational disciplines.

Harry A. Applegate, Executive Director of DECA, said that "We at DECA are extremely proud of the part we played in the birth and growth of Project 70001. Now that the time has come for 70001 to push off on its own, we wish you every success. We share your happiness and excitement and look forward to close cooperation in the future."

In discussing the new corporation, President Smith said that "the outstanding people who have agreed to serve on the Board of Directors are one more indication of the broad national support that 70001 has developed over the years. Their

(Continued on Page 3)

# Meet the Directors



**Roger D. Semerad**  
Chairman

Mr. Semerad, Vice President of the American Retail Federation, has had extensive experience in both the public and private sectors. From 1974 to January 1976, he served Presidents Nixon and Ford in the positions of Staff Assistant with Domestic Council responsibilities for education and labor, and later Executive Director of the President's Advisory Committee on Refugees.

Prior to his government service, Mr. Semerad was a federal relations and management consultant as President of Dumbarton Associates, Inc. He also has served as Executive Director and Secretary/Treasurer of University Associates, Inc., and Director of the Office of Federal Programs, American Association of State Colleges and Universities. He has served as consultant to over 150 government agencies, corporations, institutions and school systems.

A graduate of Union College in Schenectady, New York, Mr. Semerad was an Administrator with the State University of New York for several years following completion of military duty in 1962. He went to Washington in 1966 as a Fellow with the U.S. Office of Education.

He is married and lives with his wife and daughter in Kensington, Md.



**Ben Cotten**  
Secretary

An attorney, Mr. Cotten is a partner in the Washington, D.C. law firm of Cotten and Day and formerly was associated with the firms of Wheeler & Wheeler, and Brault, Graham, Scott & Brault. He is also a college instructor-lecturer-tutor in the areas of political science and sociology and is former legal counsel to the National Citizens Committee on Revenue Sharing.

Educated at American University (A.B., J.D., and M.A.), Mr. Cotten has forged an energetic and versatile career spanning the legal profession, civic affairs, and political activities. Honors and awards include Outstanding Young Man of America in 1966-67, Perle Mesta Law Scholarship, and National Honor Society.

For seven years he served as Chairman and Vice Chairman of the Debutante Cotillion (Benefit of Damon Runyon Cancer Fund); has served as a director of the American University Alumni Association; member of the Foster Parents Program; Chairman of the Downtown Jaycees Law Day observance; and a Friend of DECA.

Mr. Cotten's professional affiliations include the District of Columbia, Maryland and American Bar Associations, American Judicature Society, American Sociological Society, American Behavioral Scientists Association, and the American Political Science Association.



**A. Edwards Danforth, Jr.**  
Treasurer

Mr. Danforth is President, Board Chairman, and Chief Executive Officer of the Farmers Bank of the State of Delaware. His career in the banking and investment business started upon his graduation from Yale University in 1949 when he joined Hayden Miller & Co., investment bankers in his native city of Cleveland, Ohio.

He moved next to the First National City Bank of New York, National and International Divisions, including two years in Argentina, as Assistant Vice President. Then Mr. Danforth served as Treasurer of the Bunge Corp., New York City, and Senior Vice President and Treasurer of Colonial Bank & Trust Co. in Waterbury, Conn., before assuming his present position in 1970.

Mr. Danforth's civic activities include membership on boards of directors of many organizations, including the Boys' Club of Wilmington, United Fund and Council of Delaware, National Conference of Christians and Jews, Grand Opera House Association, and the Greater Wilmington Development Council. He also is Chairman of the Wilmington "Take Stock in America" Campaign.



**Sen. Joseph R. Biden, Jr.**

Joe Biden likes to quip that, at age 32, he is regarded as the United States Senate's "token young person."

He was only 29 when he won election to the Senate. Enthusiasm, energy, and an uncanny bluntness combined with a sense of humor and a sensitivity to citizen problems characterize Senator Biden's style.

As a member of the Senate Foreign Relations Committee, he has frequently expressed a special concern for the needs of emerging nations. He is also a member of the Banking, Housing and Urban Affairs Committee, the new Senate Budget Committee, and the Senate Democratic Steering Committee. He authored the Urban Homesteading Act of 1974, which is designed to transfer deteriorating urban housing to prospective homeowners at a modest cost for renovation. He also has strongly supported improved federal education programs and campaign reform.

A graduate of the University of Delaware, he received his law degree from Syracuse University and was a Wilmington trial attorney before his election to the Senate. A widower, Senator Biden lives with his two sons in Newark, Delaware, and commutes the more than 100 miles between his home and Washington on most days when the Senate is in session.



**Senator Bill Brock**

Bill Brock believes that "the role of government should be to help, not hinder, people from being productive and useful." This people-oriented approach has guided Senator Brock through his 15 years of public service and an early active association with 70001. From the beginning of our national expansion, he has been in the forefront of encouraging the establishment of new programs.

Senator Brock was a successful businessman (Vice President of Marketing for Brock Candy Co.) before becoming the first Republican in 42 years to be elected to the U.S. Congress from Tennessee's 3rd Congressional District in 1962. He was reelected to the House for four terms before winning election to the Senate in 1970.

The most well-known Brock success story is his four-year fight to pass the Congressional Budget Reform Act. Signed into law in 1974, the Act increased the previously diluted ability of Congress to develop a budget which would more closely reflect the view of the American public. His interest in young people has ranged from fighting for the voting rights of eighteen-year-olds, to being the first member of Congress to ever address a National DECA Conference.

The junior Senator is a member of the powerful Senate Finance Committee, a Presbyterian, and a family man with four children. He is deeply committed to making government work for the people.



**Holly A. Coors**

Holly A. Coors of Golden, Colorado, received a Presidential appointment to the National Advisory Council on Vocational Education in 1970 and served until 1973, participating in the work of many of the Council's committees. She currently is a member of the Board of Regents of the American Technological University in Killeen, Texas, and in 1975 was Colorado State Chairman of the Executive Sponsoring Committee, FFA.

Deeply involved in hospital activities, she has served as President of St. Luke's Hospital Auxiliary, President of Spalding Rehabilitation Center, and Trustee of the Children's Hospital in Denver. Since 1963, Mrs. Coors also has been assistant to the Chaplain at St. Luke's.

In 1968, she was appointed by Secretary of State William Rogers to a Public Opinion Advisory Committee of the State Department. She currently is serving as a Trustee of Christian Ministry in the National Parks and is a member of St. Philip and St. James Episcopal Church.

She is married to Joseph Coors, Executive Vice President of Adolph Coors Co., and they have five sons.

## New Corporation

(Continued from Page 1)

involvement is a tribute to the hard work and dedication of many people, and it places an even greater responsibility on all of us to continue putting forth our best efforts for the success of 70001."



**Congressman Pete du Pont**

A long-time supporter of 70001, Pete du Pont is in his third term as Delaware's lone voice in the U.S. House of Representatives.

Since going to Congress in 1971, he has served on the prestigious International Relations Committee, the Merchant Marine and Fisheries Committee, the Select Ad Hoc Committee, and the Outer Continental Shelf Committee which is grappling with legislation to safeguard the coastal states during offshore drilling.

In working closely with young people, Pete established Delaware's first student intern program in Washington and was the first member of Congress ever to address Delaware DECA's State Conference, and the first Congressman to hold a press conference on behalf of 70001.

He is also a leader in the area of congressional reform. His voluntary program of limiting contributions to his campaign to \$100 or less is now being used as a model by other office-seekers around the country. As a fiscal conservative, he has received the Watchdog of the Treasury Award.

A graduate of Princeton University and Harvard Law School, Pete and his wife, Elise, live near Wilmington with their four children.



**Larry L. Loomis**

Mr. Loomis is State Director of Distributive Education for the Nebraska State Department of Education and has served four years as an administrator in the Department. He has teaching experience in high school and adult education.

A graduate of the University of Nebraska, he holds a B.A. in Distributive Education and a Master's Degree in Education Administration. Mr. Loomis has published a number of articles, including a Guide for the Establishment of Adult Education Courses and a Facilities and Equipment Handbook for Distributive Education.

He is active in a number of professional organizations, including the Nebraska Council on Occupational Teacher Education (Vice President, 1975), the Nebraska and American Vocational Associations, National Association of State Supervisors of Distributive Education, and the National Association of Distributive Education Teachers. He was elected in 1975 to the National Board of Directors of DECA.

Married, Mr. Loomis lives in Lincoln, Nebraska.



**Congressman Lloyd Meeds**

Since his election to Congress in 1965, Congressman Meeds has been a consistent critic of the House seniority system and outdated House procedures. He was appointed to a Special Select Committee on Committees to design major internal reforms in the House, and he has worked successfully to make committees and committee chairmen more responsive.

A member of the House Education and Labor Committee, Congressman Meeds has been an early supporter of 70001. His concern was also demonstrated when he introduced legislation to provide for the education of adults who did not complete high school. He was co-founder of a Youth Conservation Project that provides healthful outdoor work on public lands of the State of Washington for young people from all walks of life.

His major legislation has included the Vocational Education Amendments of 1961, the Youth Conservation Corps of 1970, and the Emergency Employment Act of 1971. His many honors include awards from the American Vocational Association, the National Coordinating Council for Drug Abuse Education, and the National Council of Local Administrators of Vocational Education and Practical Arts.

A native of Montana, Congressman Meeds received his law degree from Gonzaga University Law School in 1958 and was a Prosecuting Attorney before his election to Congress.



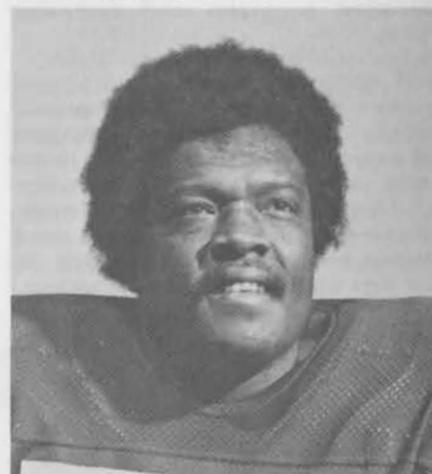
**Dr. George B. McGorman**

Dr. McGorman has served as Executive Secretary of the Advisory Council on Career Education, State of Delaware, since 1969 and prior to that was State Supervisor of Business, Office, and Distributive Education with the Delaware Department of Public Instruction.

He has held a wide variety of management and consultant positions in both the public and private sectors. He was recently elected as an Associate with the Smithsonian Institute. A Major in the U.S. Air Force Reserves, Dr. McGorman is Liaison Officer with the Air Force Academy. He has authored many articles and initiated a number of special projects, including creation of the 70001 pilot program in Wilmington, Delaware, in 1969 for the Thom McAn Company.

A past president and board chairman of DECA, Dr. McGorman received DECA's Outstanding Service Award in 1968. Other distinctions include Pennsylvania Teacher of the Year, National Education Association (1965); first recipient of the Delaware DECA Great Distributor Award; and the Outstanding Service Award of the Pennsylvania Association of DE Teachers.

Dr. McGorman received his B.S. and M.S. degrees from Drexel Institute of Technology and his doctorate in education from Temple University. Married, he lives with his wife and three children in Dover, Delaware.



**Ernest C. McMillan**

Ernie McMillan is President and Publisher of **Proud**, a magazine emphasizing employment opportunities for minorities. A professional football player, he has been offensive tackle with the St. Louis Cardinals and, more recently, the Green Bay Packers. He has won All-Pro honors three times and Pro Bowl on four occasions.

A strong supporter of 70001, Mr. McMillan has spoken at a number of employer-employee banquets sponsored by various projects throughout the country. He also has served as Secretary of Work Opportunities Unlimited, Co-Chairman of Recreation Committee for Challenge of the 70's, Co-Chairman of the U.S. Youth Games Committee, a member of the Mass Transit Committee for the St. Louis, MO, Chamber of Commerce, and Honorary Chairman of Dental Health Week.

A graduate of the University of Illinois with a B.S. degree, Mr. McMillan has been a substitute teacher in Chicago Public Schools, a salesman with the Falstaff Brewing Co., and on the personnel staff of A. O. Smith. He was host of the Proud Television Show in St. Louis from 1973-75.



**Constance B. Newman**

Ms. Newman, who since 1973 served as Vice Chairman of the Consumer Product Safety Commission, was recently named Assistant Secretary of the Department of Housing and Urban Development.

Since joining the federal government in 1962 as a personnel management officer in the Department of Interior, Ms. Newman has moved through a series of progressively more important assignments, such as research analyst for the National Advisory Commission on Civil Disorder; Chief of the Midwest Section, Migrant Division, Office of Economic Opportunity; Special Assistant to the Secretary of Health, Education and Welfare; and Director of VISTA and ACTION.

Her considerable talents have been recognized by a number of honors — selection as one of the Outstanding Young Women of America in 1969, recipient of an

Honorary Doctor of Laws Degree from Bates College, and the "Who's Who" rosters of American Women, American Politics, Government, Black Americans, and The World Who's Who of Women.

A graduate of Bates College and the University of Minnesota Law School, Ms. Newman is a member of Executive Women in Government, Syracuse School of Management Advisory Council, Administrative Conference, Council of Black Appointees, and Board of Directors, United Black Fund.



**Owen F. Peagler**

Dean Peagler heads the School of Continuing Education and the Division of Evening Administration at Pace College and went to Pace in 1969 from the Position of Deputy Director of the New York State Office of Economic Opportunity, in charge of the metropolitan area.

He has been an elementary and secondary teacher, guidance director, adult education director, and education consultant to the National Head Start Office and the Federal Office of Economic Opportunity. In 1964 he was voted "Young Man of the Year" by the New York State Junior Chamber of Commerce.

Dean Peagler has been Chairman of the President's Advisory Council on the Education of Disadvantaged Children since 1974 and was recently reappointed by the President to serve three more years as Chairman. He also serves on the Board of Directors of the Day Care Council of Westchester, and the Welfare Research Corporation, Inc., of the State Department of Social Welfare.

A native of New Milford, Conn., Dean Peagler received his B.S. degree from Western Connecticut State College and his M.A. and 6th year diploma at New York State University. At Pace, he is also Chairman of the Committee on Minority Concerns and a member of the University Senate.

**Kenneth C. Rietz**

Mr. Rietz is Vice President and General Manager of Mike Curb Productions, a record and film production company that has over 40 artists associated with it. He was producer of the TV special, "Fifth International Tchaikovsky Competition" and is President and member of the Board of Continental American Films.

A native of Appleton, Wisconsin, Mr. Rietz attended George Washington University and majored in Political Science. Upon completion of his studies, he became involved in organization, management, and public relation aspects of political campaigns. In 1968 he joined the public relations firm of Allison/Treleven as an associate and was made full partner in 1970.

Ken is a former Vice President for Business Affairs of MGM Records and currently is a member of the Board of Governors of the Charles Edison Foundation. He resides in Los Angeles, California, with his wife, Angie, and son, Kenneth, Jr.



**Joseph M. Trahan**

Mr. Trahan has been Project Manager of the 70001 project in St. Louis, Missouri, since November of 1974 and has also been involved in national job development for 70001.

His earlier career was with General Foods Corp., starting as a maintenance engineer in 1958 at its Maxwell House Division in Houston, Texas, and rising through the positions of coffee packer, machine operator, office services clerk and plant foreman. In 1969, Mr. Trahan transferred to the St. Louis plant as Sales Representative and was Sales Account Manager when he left to join 70001 in 1974.

An athlete, Mr. Trahan won the Korean Armed Forces Middleweight Championship in 1954, conducted recruitment and training clinics, and was selected as first-team running back from the Far East Armed Forces Championship Football Team.

Mr. Trahan attended Texas Southern University and has worked extensively with impoverished youth. He also was a special minority recruiter for General Foods. Married, he lives with his wife and four children in Ferguson, Missouri.

## "Our work is cut out for us"

Here are highlights of our proposal for national expansion:

### MAJOR OBJECTIVES OF FIRST-YEAR Program Development

- Approach 100 interested communities and ask them to consider 70001, and then follow up with on-site presentations in at least 35 locations by July 1, 1976.
- From those 35, we will negotiate the establishment of at least 10 new 70001 programs.
- From Oct. 1 through Jan. 30, approach another 50 communities and lay the foundation for the establishment of at least 20 new programs in the second year.
- Make an additional 30 presentations to state, regional, and National Organizations.
- Establish a new youth organization tailored specifically to the needs of 70001 enrollees.

### Program Improvement

- Revise and improve national services to the existing 17 programs.
- Renegotiate funding, national affiliation, and new contractual franchising arrangement with existing programs.
- Expand at least three of the existing programs.

### Client Services

- Add at least 2,500 new clients.
- Place at least 1,400 on the job and upgrade 400 of those currently placed.

### In Addition . . .

- Revise and implement new contract between 70001 Ltd. and local programs.
- Expand and improve individualized instructional program
- Develop comprehensive coordinator training program
- Develop business and outside support
- Develop new public information materials, including a quarterly magazine.

### FOUR-YEAR PROJECTION

- To successfully implement the nation's first "franchised" manpower training program in private enterprise through active participation at every level of institutions of government, education, business, and organized young people.
- To establish a minimum of 50 programs and have a minimum of 50 programs operating by the end of fiscal year 1981.
- To successfully employ and provide the skills, attitudes, and aptitudes necessary to retain a job to a minimum of 7,500 out-of-school young people 16-22 who will be permanent placements in the free enterprise system. A total of at least 12,500 young people will be served during this period.
- To develop an income level from franchising fees, leasing and sales of instructional materials, business contributions, and other sources so as to become entirely self-supporting by fiscal year 1981.

## National Office Has Moved

70001 Ltd. has moved from Dover, Del. to larger quarters near Newark, Del.

"Our national expansion program will require a larger staff and a more accessible location," explained Kenneth M. Smith, President and founder of 70001 Ltd. The new offices are located near Interstate 95, a direct link to the Philadelphia Airport.

The national offices of 70001 have been located in Dover since the inception of the program.

Our new address is:

70001 Ltd.  
Robscott Building  
151 Chestnut Hill Road  
Newark, DE 19711

302-731-0750

## Funding Proposal

(Continued from Page 1)

Noting that between 750,000 and 1 million people leave high school before graduation every year, the proposal says the project will effect a "marriage of: 1) the field with the greatest number of jobs, and 2) the population with the highest and most chronic rate of unemployment — out-of-school, unskilled, unemployed 16-22 year olds."

70001 costs under \$1,250 per job placement — less than the average manpower training program — and is "clearly in the best interests of the country," the proposal concludes. "The hundreds of thousands of out-of-school young people who fill the welfare rolls and walk the unemployment lines need, and desperately want, more than a public service job and more than a handout. They need a real job that offers the prospect of rapid advancement into a career. They need to be stimulated and constructively motivated toward that career."

## THE RECORD

•70001 has grown 400% to 17 programs and 2,000 enrollees in nine states in just two years, and the bulk of that growth came in the face of the worst economic depression since the 1930's.

•The national, and over 25 state and local governments have all individually approved 70001 for operation in their area.

•Over two-thirds of those who have enrolled in 70001 have been placed on the job, and 50% of the remainder are currently preparing for employment.

•80% of the total have been enrolled from Feb. 1, 1975, to Nov. 15, 1975, reflecting the sharp increase in program capacity.

•During the three-year pilot program, fully 71% of the enrollees were still on the job after a year or more.

•50% of all employed to date have surpassed the CETA "permanent placement" regulation (90 consecutive days of employment).

•70001 costs much less than the average manpower training program — under \$1,250 per job placement and under \$1,000 per participant, even in the first year of operation — compare this to the \$3,087 average cost nationally per CETA participant.

•And 70001 does much more by providing not just a job but a productive and worthwhile career with excellent upward mobility.

•The average hourly wage of all 70001 enrollees is now over \$2.50 per hour (all unsubsidized) and is rising steadily as enrollees are promoted and upgraded.

•In fiscal 1975, again at only partial capacity until the last half of the year, enrollees earned more than \$1 million and paid out approximately \$250,000 in local, state, and federal taxes (discontinued welfare payments are not included).

•A dozen mayors, more than 30 members of Congress, and over 100 state and local elected officials have endorsed and supported 70001.

•A 10-year projection of a 50-enrollee control group showed a return of \$1.5 million to society — paid back in taxes and foregone welfare payments with no consideration of other potential public assistance costs — on an investment of \$54,000. 70001 doesn't cost; it pays!

## The Story of 70001

70001 Ltd. was born in Wilmington, Delaware, in 1969. Concerned with both the economic and social problems caused by out-of-school youth, the Thom McAn Company asked the Distributive Education Clubs of America (DECA) for help. The goal was to provide an avenue by which those youth could receive immediate employment along with the on-the-job training, education, personal motivation, and self-confidence necessary to enter and advance in the field of marketing and distribution.

The program, dubbed Project 70001, was piloted at the Price's Corner Shopping Center and proved to be a remarkable success. During the first three years, for example, it cost less than \$1,000 per participant per year, and 71 percent stayed on the job for a year or more.

Impressed, the Community Services Administration in 1973 awarded DECA a \$250,000 Research and Demonstration grant (supplemented later with an additional \$138,000) to present the 70001 program to state and city governments. A major condition was that any municipality wishing to start a project would manage and finance it, with 70001 "franchising" to them the special expertise and quality control necessary to establish a successful program.

In fiscal 1976, 70001 had 17 programs operating in nine states serving nearly 2,000 young people. This 400% expansion in two years came in the face of the worst economic depression since the 1930's.

The people most closely involved in the program agreed that the time had come for a major national expansion effort and that 70001 could best achieve its potential by becoming an independent, non-profit corporation separate from its parent organization, DECA.

The new corporation, 70001 Ltd., immediately submitted a proposal to the Department of Labor calling for the establishment of at least 50 more programs over a four-year period, at which time 70001 Ltd. would become basically self-sustaining for its services to local programs.

The DOL in February of 1976 awarded a \$628,000 contract to help finance the first year of the new expansion effort that is designed to bring 70001 to every interested city in America by 1981.

70001 has, indeed, come of age.



President Smith and Vice President Savage

## Team of Smith and Savage Will Continue Guiding 70001

The operations of 70001 Ltd. will be headed by the same team that guided the growth of Project 70001 over the past three years.

**Kenneth M. Smith**, President and Chief Executive Officer of 70001 Ltd., served as National Director of 70001 and Director of Special Projects for DECA. Since August of 1973, Project 70001 under his direction more than tripled in size, from five programs serving 250 young people to 17 programs serving more than 2,000 young people in nine states.

**Dennis J. Savage**, Vice President of 70001 Ltd., was second in command of Project 70001 as Associate Director of Special Projects for DECA. Dennis started with 70001 in 1970 and served as Program Manager of the Wilmington Project until his appointment as Associate Director in early 1975.

As President and Chief Executive Officer, Ken will have responsibility for the overall administration of 70001 operations. Dennis will be responsible for implementing all contractual obligations with the various projects.

Both men have brought a wide range of experience to the 70001 effort. Each area of Ken's broad background in government, politics, education, and youth was put to full use as he secured federal government support for national expansion of the program by working effectively with state and local governments, educators, and businessmen to forge a unique partnership of the public and private sectors.

In addition, Ken formed the "Friends of DECA," a group of influential business and government leaders, and the 25-member DECA Congressional Advisory Board in an effort that significantly broadened national recognition of DECA and culminated in personal meetings with President Ford.

## 2nd Annual Report Being Distributed

The second annual report of Project 70001 has been completed, and complimentary copies are being distributed to all projects and sponsors.

Entitled "Report on the Second Year of National Expansion," the document

He was chosen as one of the Outstanding Young Men of America in 1972 and has also received the National Merit of Commendation, the New York State Regents Scholarship, the Kiwanis Club Annual Scholarship Award, certificates of merit and appreciation from DECA organizations, and the 1975 Great Distributor Award of Delaware DECA.

Prior activities include a B.A. degree in International Relations from American University's School of International Service, administrative positions in both the 1968 and 1972 Inaugural campaigns, Director of the 1973 Inaugural Concerts, and 2½ years on the White House staff preparing daily news briefings for the President.

Dennis, who started in a teaching career, in 1973 was designated as one of the Outstanding Young Men of America. He received his B.S. in education from Cheyney (PA) State College in 1966 and took graduate courses at Temple University in research, development, and modern theories of distributive education. In 1970, he received his Pennsylvania Teacher's Certificate.

Along the way, Dennis acquired work experience in retail stores, appropriately enough, and as an insurance underwriter. He also served as a Neighborhood Youth Corps Counselor at Haverford (PA) State Hospital and as a playground director.

After teaching basic education for three years with the Greater Chester (PA) Movement, he taught in Wilmington public schools before joining the original 70001 pilot project at the Price's Corner Shopping Center in 1970. Dennis was Program Manager when he was tapped for the Associate Director position in 1975.

Both Ken and Dennis are members of the American Vocational Association, Delaware Association of Distributive Education Teachers, and National Association of DE Teachers.

covers the period from October 15, 1974 to November 15, 1975.

Additional copies of the report are available from National Headquarters at a cost of \$4.95 each.

# The Final Test

*The final test of any program is the effect it has on the young people it serves. The following articles tell the story of 70,001 far better than anyone else could. The story of 70,001 is the story of Maria Moore, Ronnie Sayers, Karen Ciconte, Danny Earhart, Raynard Cummings, and others from all across our country who have found a new opportunity in Project 70,001.*

*(Excerpts from an article in the February 1976 issue of The DECA Distributor)*



Maria Moore

I first heard about DECA's special project, Project 70,001 from Mrs. Doris Whiteside and from what she told me about the program, I fell in love with it. She told me of the many activities, state and national competitions, job training and acquiring my G. E.D., which I was very interested in obtaining. On April 18, 1975, I submitted my application to enter Project 70,001. I was screened by Al Gardner one of the St. Louis Project 70,001 coordinators, who is now my coordinator. Mr. Gardner gave me the same information that Mrs. Whiteside did, but with a little more spice to it. He informed me that 70,001 was a program for high school dropouts, from the ages of 16 to 22. He also said that DECA had many projects lined up such as social, civic, and fund raising affairs, which I wanted very much to be a part. He mentioned that the G.E.D. classes had not started yet but should start within two or three weeks. I was on pins and needles just waiting to be called.

On May 5, I was called to come in to begin my G.E.D. classes, which are held on Monday and Wednesday, with DECA meetings every Monday following the G.E.D. class. I found that I truly enjoyed DECA and Project 70,001 much more than regular high school. To tell the whole truth, the reason I quit high school was because I found it very boring, uninteresting, and a waste of my time. Most of the subjects I had were in my opinion insignificant, or the teacher just didn't turn me on. My teacher for G.E.D. classes was Tom Giess whom I've come to respect as a teacher because he didn't just give me or anybody else an assignment without individualizing that person's assignment. Because of Mr. Giess' efforts and patience, I was pronounced a high school graduate on September 9, 1975.



Karen Ciconte

Project 70,001 has made me feel more secure and has given me something to look forward to. I was out of work and 70,001 found me a good job. I am also Secretary of our DECA Chapter and that makes me proud of myself. The coordinators of the program, Mr. Larry Lawson and Ms. Mary Jones make me feel like an adult, instead of some drop-out kid.

Danny Earhart

Upon arriving in St. Joseph, Missouri after a two year absence, I learned from my father about a

program called Project 70,001, a special program of DECA. My first contact with the program was with a man named Walter Martie, a coordinator who impressed me as a person whose prime interest was in helping the youth of the community. This man helped guide me in the direction of furthering my education and then finding employment for me.

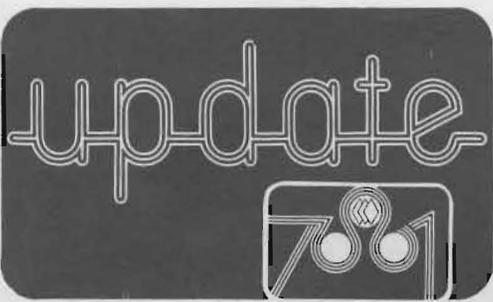
Raynard Cummings

The first thing Project 70,001 did for me was to find me a good job. It made me look at life the right way, but most of all Mr. Lawson, our coordinator made me see the light. When I first joined the program all I wanted was a job — now I want to be in the program and work to make it the best program going. I want to try and help others learn about the program so it can help them too.



Ronnie Sayers

I joined Project 70,001 because I couldn't get along in high school. I found a whole new learning experience in Project 70,001 and the DECA activities. I now have a steady job and have had the opportunity to do some public relations work for the program. I'm glad I was fortunate enough to find out about the 70,001 program. As far as my future, I really don't know exactly what I want to do — I'm learning so many new things everyday!



## New Youth Organization Is Established: The 70001 Career Association (SEVCA)



Bob Richmond, National Director of SEVCA, gestures as he makes a point during two-day workshop held at 70001 Ltd. Headquarters in Newark, Del. Standing behind Bob is President Ken Smith. Seated at table are 70001 associates Theresa Williams (partially hidden by Bob's hand); and Christine Ford.



Here's another session. From left around the table are Darrel Ashlock, coordinator from St. Joseph, Mo.; Bruce Stokes, McKean High School DE coordinator; Larry Loomis, DE State Supervisor from Nebraska and a member of the 70001 Ltd. Board; Glenn Glass, coordinator from Knoxville, Tenn.; Beverly Baker, Sears Personnel Manager; Leila Smith, associate from St. Joseph, Mo.; and Maria Moore, associate from St. Louis, Mo.

The foundation has been laid for the new 70001 youth organization.

It will be called the 70001 Career Association (SEVCA).

The tagline: "Young People Earning, Learning, and Developing Careers Together."

Its members will be called "associates" who will be members of the local "chapters" which in turn will belong to state "associations."

The official colors: the main color will be light blue, secondary color navy blue.

SEVCA will hold regional and national conferences featuring recognition of outstanding associates, leadership training, survival skills workshops, and competitive events selected by and designed for the 70001 associates.

**Those are some of the basic decisions reached at an intensive series of workshop meetings that started at the DECA Career Development Conference held in Chicago May 9-13, and concluded with a two-day planning institute May 25 and 26 at the National Headquarters of 70001 Ltd. in Newark, Del.**

Approximately 30 associates and 25 coordinators were involved in the planning sessions that featured workshops covering specific areas such as organizational structure, competitive events, recognition and certificates, and personal development. The discussions were based on results of questionnaires sent to each 70001 program.

"Their hard work and enthusiasm were contagious," said 70001 President Ken Smith. "Their response was especially gratifying because the youth organization is the most unique element of 70001."

Bob Richmond, National Director of SEVCA, said that "I was very pleased at the results. We covered a lot of ground in a comparatively short period of time. The only reason we could make so much progress was that everyone really pitched in and worked to get the job done. Everyone did a great job!"

The first national SEVCA conference will be held next February and will be preceded by regional conferences in October. The National Conferences will include elections of national officers, competitive events, workshops, and social and career related activities.

(see SEVCA on page 2)



The SEVCA planners split up into small work groups assigned specific topics. Here is National Field Manager Mike Goolsby and associate Chris Ford...



Coordinator Curtis Coleman and associate Theresa Williams...



Beverly Baker of Sears and 70001 program manager Manera Constantine

## SEVCA

(from page 1)

The area or regional conferences will include "how to" workshops, competitive events, and officer training sessions.

Considerable time was spent discussing the various awards and recognitions SEVCA associates will receive. For example, associates will be eligible for recognition for staying on the job for certain periods of time, for being promoted on the job, for demonstrating leadership, for participating in regional or national conferences, for winning competitive events, and so on.

The competitive events will include both individual and team competition. Among the individual events will be decision-making and human relations, job application and interview, public communication, sales demonstration, and job manual. Team events will include radio commercial, chapter exhibits, and outstanding chapter awards.

Non-competitive events will feature survival workshops, and talent show. The survival workshops will concentrate on personal development of the associates. Topics will include how to rent an apartment, basic business and survival law, family planning, physical fitness, how to use a telephone, insurance, and general consumer information.

Mr. Richmond stressed that while many basic decisions have been made, there is much more to be done. "It's like building a house," he explained. "We've got the foundation. Now we must build on that foundation. We will be calling on associates, coordinators, employers, and friends of 70001 for ideas and help."

## SEVCA Leadership Conf. Set in July

SEVCA will hold its first National Leadership Training Conference on July 12 and 13 at 70001 Ltd. Headquarters in Newark, Del.

Participants will be members of the National Leadership Committee, a group that will serve as national officers until elections are held at the first SEVCA conference in January or February. The committee is comprised of one associate from each of the eight states which have 70001 programs. Creation of the interim committee was recommended by participants at earlier SEVCA planning conferences held in Chicago and Newark.

## Richmond Joins Nat'l Staff

Robert J. Richmond has joined the 70001 Ltd. national staff to serve as Director of the 70001 Career Association.

Bob, who officially assumes his new duties July 1, was a DE teacher-coordinator with the Newark (Del.) High School and formerly served as Manager of the Distributive Division of the Greater Waterbury (Conn.) Chamber of Commerce.

## National Award Going Quarterly

The 70001 National Recognition Award has been so well received that it will be presented on a quarterly basis.

"The opportunity to recognize an outstanding 70001 associate has proven attractive to both associates and coordinators," explained Bob Richmond, National Director of SEVCA. "It has been decided that 70001 Ltd. should present the award on a quarterly basis as long as it is possible to do so."

The first recipient of the award was Thomas "Danny" Earhart, President of the St. Joseph, Mo. SEVCA Chapter. The presentation of the Certificate of National Recognition was made in April by Missouri Gov. Christopher Bond. Danny also received a \$100 U.S. Savings Bond. Future winners each will also receive a certificate and Savings Bond.

**Criteria for selection of the outstanding associate is based on his or her performance on the job, progress through the 70001 and GED instructional program, participation in SEVCA Chapter activities, and general involvement in the program.**

June 1 was the deadline for submission of nominations and documentations for the second quarter award. The next deadline, for the third quarter, is Sept. 1, and Dec. 1 is the deadline for the fourth quarter.

Mr. Richmond said that recommendations of nominees for the award will be accepted from coordinators, administrators, employers or others having an interest in 70001. Judging will be by a selected group of national 70001 supporters, and the winners will be announced 30 days after the deadline.

Supporting documentation should clearly detail the associate's performance in each of the program's areas and include letters of support from appropriate individuals. A photograph of the nominee also should be enclosed.

## 2nd Annual Training Institute To Be Held Aug. 4-8 in Memphis

The Second Annual National 70001 Coordinator Training Institute will be held August 4-8 in Memphis, Tenn. at the Hyatt Regency Hotel.

Registration forms already have been sent out to the local programs, and a final agenda will be issued by July 1.

Among the areas to be covered will be enrollee recruitment techniques, job development, national business support, on-the-job coordination, the 70001 Career Association (SEVCA), instructional materials, CETA relations, what business looks for in an employee, and enrollee counseling.

In addition to the structured presentations, there will be "swap shops" dur-



Starting from left and going clockwise around the table are Dr. Jim Koeninger, Coordinator of Personnel Development; Perry Kendall, Director of the St. Joseph program; Ethele Hanners of Poplar Bluff; Louise Wright of St. Louis, Shirlee Hubble of Independence and Walter Martie of St. Joseph.



From left are Walter Martie, Stewart Jenkins of Independence, Darrel Ashlock of St. Joseph and Dr. Koeninger.

## 5 Take In-Service Training

Five new coordinators from three 70001 programs in Missouri attended an Orientation and In-Service Training Session from May 18 to 21 at the 70001 site in St. Joseph, Mo.

They are: Ethele Hanners of Poplar Bluff; Sue Ann Nothstine of Maryville; Louise Wright of St. Louis; and Shirlee Hubble and Stuart Jenkins of Independence.

The program was under the direction of Dr. Jim Koeninger, Coordinator of Personnel Development for 70001 Ltd.

Topics covered included the philosophy of the 70001 program; staff organization; facilities, equipment, and supplies; the local Professional Associates Council; intake system; support services and community involvement; basic public relations; organizing the 70001 Career Association; and services of 70001 Ltd.

The new coordinators were assigned to work with various members of the St. Joseph 70001 staff in specific areas — Walter Martie for GED, Perry Kendall for vocational related instruction, and Darrel Ashlock for coordination and job development.

The new coordinators became involved in actual interviews of new applicants seeking admission to the St. Joseph program. They also made job development and follow-up calls.

Ms. Hanners went to Maryville to work with Ms. Nothstine since the Maryville program is more similar to the one being established at Poplar Bluff.

Other areas of interest included the management information system used at the St. Joseph program.

The coordinator training sessions are among the services provided to local programs by 70001 Ltd.

ing which coordinators can share ideas and experiences.

The Institute is being planned by Dr. Jim Koeninger, Coordinator of Personnel Development. Any suggestions regarding the Institute should be directed to Dr. Koeninger, President Ken Smith or Vice President Dennis Savage.

70001 Ltd. again will pay the costs of presenting and coordinating the Institute, while local programs will pay costs of transportation, food, and lodging for their staffers.

Persons planning to attend the Institute are urged to return their reservations as soon as possible.

# 2 More Programs Open In Mo.

Two new programs have joined the 70001 family in Missouri.

One is in Independence, and the other is in Poplar Bluff.

The Independence project, which will officially open June 28, is a 50-placement program that will be administered by Blue Valley Community Services, Inc. and funded through the Office of Manpower and Balance of State funds.

Ms. Shirlee Hubble is Director of the Independence staff, and Stuart Jenkins is

the coordinator.

The new program in Poplar Bluff is an expansion of the 70001 program in Cape Girardeau, about 70 miles away. The Poplar Bluff program is headed by Coordinator Ethele Hanners and calls for 25 job placements. Both of the Southeast Missouri (SEMO) locations are under the administration of the Cape Girardeau Vocational Technical School. The Cape program has a goal of 50 job placements.

70001 Ltd.  
151 Chestnut Hill Rd.  
Newark, DE 19711

NON-PROFIT ORG.  
U.S. POSTAGE  
**PAID**  
NEWARK, DE  
PERMIT NO. 289



Dr. John Elias, 70001 consultant who is developing coordinator training materials, struck a humorous note during one of the Chicago sessions.

Photos by Louise Wright



Walter Martie, Coordinator of the 70001 program in St. Joseph, Mo., was chairman of the opening session.

## 4 Workshops Feature 70001 Activities at CDC in Chicago

Approximately 60 persons — including associates, coordinators, administrators, and members of the local and national staffs — attended the 70001 special events program held during the National DECA Career Development Conference in Chicago last month.

The 2½ days of 70001 events featured four workshops that covered a variety of topics including the new youth organization, instructional materials and GED procedures, orientation and pre-employment training, and proposed personnel training procedures.

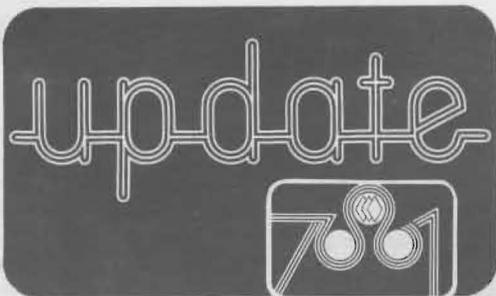
The opening session on Sunday, May 9, was chaired by Walter Martie, coordinator of the St. Joseph, Mo., program. President Ken Smith then gave an overview on the past, present, and future of 70001 Ltd. and urged all 70001 representatives to become involved in the workshops to contribute their ideas and suggestions.

Bob Richmond, Director of the then unnamed youth organization, emphasized that it would be operated from the "grass roots" of the local programs and would remain flexible and adaptable to local needs.

He identified five main services that 70001 Ltd. would provide to local programs through the youth organization — career information, survival skills material, national publicity, an awards and recognition program, and an organizational handbook.

He promised that the organizational charter, membership cards and competitive events specifications would be available by July 31.

Other speakers and workshop leaders included Vice President Dennis Savage; Dr. Jim Koeninger, Coordinator of Personnel Development; Mike Goolsby, National Field Manager; Dr. John Elias, consultant who is developing coordinator training materials; Melinda Massaro, St. Louis coordinator; and Gay Howell, GED instructor from Minneapolis 70001.



# Report on the Institute

## News From 70001 Ltd.

Vol. 1, No. 2

Newark, Del.

September, 1976

This issue of *Update* is devoted entirely to a major service of 70001 Ltd.: the 2nd Annual National Coordinator Training Institute held Aug. 4-8 in Memphis, Tenn.

Participants included 27 coordinators from 13 programs — Hartford and Norwalk, Conn.; Wilmington, Newark and Dover, Del.; Minneapolis, Minn.; St. Louis, St. Joseph, Maryville, Cape Girardeau, Poplar Bluff and Independence, Mo.; and Knoxville, Tenn. Also involved were representatives of a new program starting in Memphis.

The Training Institute included scores of speakers, panel discussions and workshops. The Institute was under the direction of Dr. Jimmy G. Koeninger, Ph.D., of the University of Houston, who serves 70001 as Coordinator of Personnel Development.

These Institutes provide not only a highly professional inservice opportunity but also a wealth of background briefings on areas critical to the long-term success of a 70001 program. 70001 Ltd. will provide an additional inservice training opportunity at the first SEVCA National Conference in February, so please feel free to offer any suggestions you may have for it.



Photos by Louise Wright

From left are Mayor Chandler, 70001 President Ken Smith and Vice President Dennis Savage.

## 70001 Works Through Private Sector

70001 is a "perfect example of what can be done" through the private enterprise system to attack the unemployment problem, U.S. Sen. Bill Brock of Tennessee told Institute participants.

"The largest unemployed group in the nation is our youth. They want jobs and they want a future. We can provide it if we will use the system which has sustained us for these many years.

"Competition and productivity are necessary if we are to maintain a strong economy and low unemployment," Brock said. "But we must act, and 70001 is a perfect example of what can be done."

70001, he said, is the type of program which can be beneficial in providing long-term employment and hope. He said our national goal should be to provide jobs

with a future rather than expensive, make-work jobs which do not help provide a skill or solve the long-term problems of unemployment.

The Senator, a member of the 70001 Board of Directors, said that "for every job that can be created by government, the private sector can create 20 at the same cost."

He suggested a measure that would work through the private sector to give small businesses a tax incentive to hire and train new employees in real, lasting jobs. Through his proposal, small business would be able to hire up to seven new employees per year and receive a tax credit of up to 15%. The employees hired would "have the opportunity to learn a skill . . . get to know their trade and expand their horizons. They would finally have something to look forward to rather than looking for a job again in six months without a skill."

Brock said that "if I had my way, we would institute programs like 70001 in every community that we can and supplement their efforts with my jobs incentive bill."

## Welcome To Memphis

Memphis Mayor Wyeth Chandler welcomed participants with the announcement that his city would have its own 70001 program in operation within a few weeks. The 100-placement program serving about 150 young people will be administered by Gerald L. Crowder, Director of the City's Department of Youth Services, the prime sponsor.

"It's my opinion that this is as good a program as any that I know of in this area," Mayor Chandler said. "There's no question in my mind that there is a direct link between crime, between learning problems, between unemployment, and between the fact that we have a number of dropouts who just simply have never been given the opportunity to work and to go back to school and to better themselves and to produce all that they're capable of producing as adult citizens of our city or of other cities throughout the country."



Senator Bill Brock



Roger Semerad

## Coordinator Follow-up Makes 70001 Different from Traditional Programs

The biggest difference between 70001 and the traditional manpower training programs is "the constant supervision, follow-up and guidance provided by the coordinators after they have helped the enrollee find a job," said Roger Semerad, Vice President of the American Retail Federation and Chairman of the 70001 Ltd. Board of Directors.

Pointing out that the ARF represents 50 state retail associations, 32 national trade associations and numerous corporate members, Mr. Semerad said that retailers support 70001 because they are finding it a "source of competent manpower and good employees." Although 70001 offers unsubsidized employment, "retailers are perfectly willing to pay a good day's pay for a good day's work," Mr. Semerad stated.

He predicted that while 70001 is primarily in retailing, the program ultimately will expand into other industries. "The presence of the Mayor and Senator Brock this morning is very important" to 70001 "because it illustrates the commitment of local and federal and other government agencies to teaming up with private businesses for solving national problems," Mr. Semerad said.

"This mutuality of interest will ultimately be measured in the success of the young people working through 70001," he said.

## Attitude Key Hiring Factor

A "positive attitude" is one of four major qualities that an employer looks for in interviewing job applicants, said Libby Harrison, College Relations Manager from the J. C. Penney Co. office in New York.

Ms. Harrison, whose topic was "Working with the Local Retailer," said that getting to work on time and taking a job seriously are evidence of a positive attitude. Employees who are frequently late and treat their job "as a lark" contribute to a "very high turnover rate" in retailing, she said.

Other qualities sought by employers are:

- "Learning ability": the ability to learn how to use a cash register, for example, and to learn the basic communication skills.
- "People orientation": the ability to "relate and work well" with other people.
- "Responsibility and maturity": being able to accept constructive criticism and, again, being on time for work are evidences of these qualities.

For office occupations, Ms. Harrison said, persons with clerical and numerical abilities are sought by employers.

### The Presentors

- Dr. Phil Lewis**, Associate Professor, Oklahoma State University:  
"Managerial Effectiveness" "Decision-Making Styles" "Communication"
- Dr. Stuart Beasley**, Clinical Psychologist, Central State Univ., Edmond, Okla.:  
"Professional Counseling Techniques"
- Ms. Libby Harrison**, College Relations Mgr., J. C. Penney Co., Inc., New York:  
"Working with the Local Retailers"
- Mr. Leo Presley**, Vice Pres., Educational Resource Associates, Inc.:  
"Memory Development Techniques" "Effective Listening Techniques"
- Mr. Fred Koch**, Personnel Director, Goldsmith Dept. Store, Memphis:  
"Preparing the 70001 Associate for the Job Interview"
- Dr. John Elias**, Chairman, DE Department, Univ. of Missouri:  
"Job Development Techniques"
- Ms. Jo Ann Reeves**, Inst. Materials Specialist, Univ. of Texas:  
"Individualized Instructional Resources"
- Mr. Bob Atkins**, Director, Human Services, City of Memphis:  
"The Political Environment and 70001"
- Dr. Jimmy G. Koeninger**, University of Houston:  
"Team Building Techniques" "Business Decision-Making Games" "The 70001 Philosophy"
- Mr. Gene Hendriksen**, Director, American Compliance Society, Inc.:  
"CETA Guidelines and Regulations"
- Mr. Charles E. Swann**, Graphic Sales, Inc.:  
"LaBelle Projector Maintenance"

### 70001 National Staff Participation

**Kenneth M. Smith**, President; **Dennis Savage**, Vice President; **James H. Buford**, Director of Program Development; **Douglas C. Watsabaugh** and **Michael Goolsby**, National Field Managers; **Robert J. Richmond**, National Director SEVCA; **Jerry Sapienza**, Director of Public Information and Instructional Materials Coordinator; **Ulric D. Moore**, Manager of Contracts and Financial Resources; **Ann Campbell**, of the Executive Secretarial Staff, Institute Coordinator.

## Hoyt Says 70001 Is Career Education In Action



From left are Dr. Hoyt, Al Gardner of St. Louis 70001, and Dr. Jimmy Koeninger.

Photos by Carl Mims

## DOL Impressed by Wide Range of 70001 Services to Youth

The Department of Labor supports 70001 because it serves disadvantaged young people "before the job, during the job and after the job," a senior DOL official told Institute participants.

"DOL's faith in this program is founded" upon more than its ability to place a youth into a job, said Rodger Coyne, supervisor of the Employment and Training Administration's Office of National Programs.

"It's founded upon the counseling, personal motivation instruction, the GED classes, the various youth activities, the OJT, the upgrading objective, the follow-up after job placement, the focus on a career job," Coyne said. He cited the support of national retailers, congressmen, and local and state officials.

"These things make the 70001 program supportable," he said. "But you, who are the staff, make it workable."

The comprehensive services were significant factors in DOL's decision to award a CETA contract to 70001, Coyne said. "Given the thrust of Title III and the Secretary's Special Funds at the Federal level, the 70001 program goes to the heart of this manpower legislation," he added. He said DOL also is impressed with the quality of 70001 services and the professionalism of its staff.

70001 provides "an answer and a good one" to the problem of unemployment barriers facing disadvantaged youth. Its

"70001 is an illustration of career education in action," Dr. Kenneth Hoyt, Director of the Office of Career Education, U.S. Office of Education, told Institute participants at the closing luncheon on Sunday.

Dr. Hoyt, describing himself as "all excited, really turned on and all gung ho" about 70001, cited five factors about the program that are "right in line with what we're trying to do in career education."

1. 70001 is a "perfect example of local community effort," and the fact that each program is different reflects the varying local efforts.
2. It operates under a "what's do-able now" philosophy and a "pragmatic idealism" that Dr. Hoyt admires.
3. "I like 70001's direct approach to the payoff question in terms of jobs and work . . . 70001 provides an action approach." The young adults served by 70001 "don't need sympathy; they need action."
4. The program is a "demonstration of faith in those we are trying to help, and faith in ourselves."
5. 70001 effectively handles the "changing relationship between education and work" by emphasizing "adaptability skills."

He urged 70001 to participate fully in the Commissioner's National Conference on Career Education to be held Nov. 7-10 in Houston, Tex.

"I want you at the conference and spreading the word about 70001 . . . I hope you see with me that 70001 is an essential and integral part of the career education concept."



Rodger Coyne



Photos above and below provide glimpses of the coordinator training sessions. The agenda also included idea "swap shops" at which various coordinators and national staffers presided.

Photos by Carl Mims



Photos above and below provide glimpses of the coordinator training sessions. The agenda also included idea "swap shops" at which various coordinators and national staffers presided.

Committee members will serve until the 1977 National Coordinators Training Institute.



New NASCO officers are, from left, Shirlee Hubble, Darrel Ashlock and Al Gardner.

70001 Ltd.  
151 Chestnut Hill Rd.  
Newark, DE 19711

NON-PROFIT ORG.  
U.S. POSTAGE  
**PAID**  
NEWARK, DE  
PERMIT NO. 289

## SEVCA Support Group Named

A five-member SEVCA Planning and Review Committee has been appointed by Al Gardner, President of the National Association of 70001 Coordinators.

The committee members, and the locations of the 70001 programs they serve as coordinators or program managers, are: Wally Campbell, Minneapolis, Minn.; Curtis Coleman, Dover, Del.; Glenn Glass, Knoxville, Tenn.; Mindy Massaro, St. Louis, Mo.; and Steve Jones, Hartford, Conn.

Mr. Gardner announced the appointments during the annual Training Institute held in Memphis.

The committee, which held its first meeting Aug. 18, will help SEVCA (70001 Career Association) to coordinate regional and national conferences; advise and support members of the National Leadership Team; identify potential judges for conferences; serve as a vehicle of communications between local program coord-

## Al Gardner Elected President of NASCO

Al Gardner, a 70001 coordinator in St. Louis, Mo., was elected President of the National Association of 70001 Coordinators (NASCO) at an election held during the Institute.

Darrel Ashlock of St. Joseph (Mo.) 70001 was elected Vice President, and Shirlee Hubble of the Independence (Mo.) program was elected Secretary-Treasurer.

The association, comprised primarily of 70001 program directors and coordinators, has been formed to promote 70001 and to further the professional goals of its members. Educators and others who may be interested in affiliating with NASCO may join as associate members. However, only the active members — certified 70001 directors and coordinators — may vote or hold office.

NASCO will meet twice each year, holding its Business Meeting during the 70001 Coordinator Training Institute, and its Professional Meeting during the 70001 Career Association (SEVCA) National Leadership Conference.

## Take A Bow, Jim

Compliments are continuing to roll in about the Institute in general and Dr. Jimmy Koeninger in particular.

Among those who took the time to write letters of praise to Institute Director Koeninger or 70001 Ltd. President Ken Smith were: Glenn Glass, Special Manager of U.T. 70001 Knoxville, Tenn.; Gerald L. Crowder, Manager, Department of Youth Services, City of Memphis; Diane E. Ross, DE teacher-coordinator, New London, Conn.; Earnestine Hunt, Memphis Urban League, Inc., and Joseph M. Trahan, Program Manager of St. Louis, Mo., 70001 and a member of the 70001 Ltd. Board of Directors.

# 4,500 Young Workers Getting Jobs, Training

"The first thing Project 70001 did for me was to find me a good job. It made me look at life the right way," a young man recalls.

A relative newcomer to the youth employment and training field, 70001 Ltd. emphasizes full-time placement in entry-level, unsubsidized jobs as soon as possible -- usually one to four weeks after recruitment -- with national and regional retailing chains and local stores. Jobs are primarily in sales, merchandising, marketing, and distribution.

Fourteen cities currently operate 70001 programs. Under a \$628,000 national contract with the Department of Labor, 70001 Ltd., of Newark, Del., is expanding its educational and training programs for jobless high school drop-outs to at least 10 more cities and revising and improving national services to existing programs. This means serving 2,000 already in the program and 2,500 new participants by February 1977.

The one-year contract, effective February 15, 1976, and financed with CETA Title III funds, launches a four-year effort aimed at establishing a minimum of 50 programs for at least 12,500 young adults 16 to 22 years of age.

## Components of 70001

Besides immediate employment providing on-the-job training, the other major components of a 70001 program are: (1) remedial group instruction, GED preparation, and instruction in job-related areas through a specially developed audio-visual program, all of which are given during off-hours, and (2) a program of vocationally-related youth activities, designed to do such things as build job skills, increase self confidence, and strengthen motivation for achievement.

A typical local 70001 program is funded with CETA Title I funds through an educational institution. (A few cities use vocational education monies and in one city a CAP agency, not a school board or college, is the operating agency.)

70001 Ltd. then subcontracts with the operating agency to franchise the use of the 70001 name, instructional materials, training services, and youth organization activities. Other technical assistance provided under the franchising arrangement and national contract include subscriptions to 70001 periodicals, help in recruiting and selecting competent staff, evaluation reviews to provide quality control, local job development, and promotion of national job development efforts by the

American Retail Federation and other national business firms that have endorsed the program.

Nationally, 70001 costs about \$1,000 per participant and \$1,250 per job placement -- even in the first year of operation. (The average yearly cost for a CETA Title I participant in the first half of FY 1976 was \$3,183.) 70001 grew during the 1974-75 period 400 percent. There are now 16 programs with a total of 2,000 enrollees in eight states (see box).

Sites of the 10 (or more) new projects planned for this year under national DOL funding have not all been selected. During the last few months of the current contract, project staff will begin laying the foundation for at least 20 more new programs.

Prime sponsors interested in funding a project -- this year or in the future who have not yet been contacted by a 70001 Ltd. staff member -- may obtain further information from Project headquarters. Write: 70001 Ltd., Robscott Building, 151 Chestnut Hill Road, Newark, Del. 19711. Attn: Jerry Sapienza, director of public information. The phone is: (302) 731-0750.

## The Story of 70001

Project 70001 was established in 1969 as a special project of Distributive Education Clubs of America (DECA). The idea was to provide economically disadvantaged, out-of-school youth, aged 16 to 22, with immediate employment, along with the training, education, and personal motivation needed to advance in the field of marketing and distribution. The project was originally assigned the accounting number 70001 from which it took its name.

The Community Services Administration (successor to the Office of Economic Opportunity) in 1973 awarded DECA a \$250,000 research and demonstration grant (supplemented later with an additional \$138,000) to present the 70001 program to state and city governments. A major condition was that any municipality wishing to start a project would manage and finance it, with 70001 "franchising" to them special expertise and quality control.

In early 1976, 70001 Ltd. was formed -- a new, non-profit corporation separate from the parent organization, DECA. People closely associated with the program agreed that the time had come for a major expansion effort and that 70001 could best achieve its potential by becoming an independent corporation.

70001 projects currently operate in these cities: Montgomery, Ala.; Hartford and Norwalk, Conn.; Wilmington (three programs), Dover, and Newark, Del.; Waukegan, Ill.; Minneapolis, Minn.; Jackson, Miss.; Cape Girardeau, Maryville, St. Joseph, and St. Louis, Mo.; and Knoxville, Tenn.

# 70001 Ltd.

Local government officials who are seeking the most "bang for their bucks" in manpower training programs are giving increasing attention to 70001 Ltd. for unsubsidized jobs in private enterprise.

A relative newcomer to the manpower scene, 70001 costs nationally about \$1,250 per job placement and \$1,000 per participant—even in the first year of operation—less than one-third of the average national cost per CETA participant (\$3,087).

Although 70001 deals with one of the most chronic areas of unemployment—the 16-22 year-old high school dropout—the program has developed an enviable record of success in job placements—in the face of the worst economic recession since the 1930s—thanks to an effective partnership with national employers such as Sears and Pennys and hundreds of regional and local stores.

Add to that the fact that 70001 is locally-funded and locally-run—and it is easy to understand why over 25 state and local governments have individually approved 70001 for operation in their areas in the past two years alone.

It also has the personal endorsement of President Ford

and scores of governors, congressmen, mayors, businessmen, educators, and other officials in the public and private sectors.

"There are many reasons for this," says 70001 President Kenneth M. Smith, "and one of the most important is that we are not just another on-the-job training program. We are the only one with a youth organization aimed at the most crucial part of manpower training—personal motivation, the only one nationally using educational institutions to deliver the program, the only one operating under a national franchising concept.

"We provide a comprehensive program of rapid employment, on-the-job training and personal motivation with the immediate potential of a productive and worthwhile career providing excellent upward mobility in the field of retail sales and distribution."

70001 Ltd., a private non-profit corporation headquartered in Newark, Delaware, currently has 16 programs operating in nine states. A recent contract with the National Programs Division of the U.S. Department of Labor has launched a vigorous major national expansion with a goal of

**Employers ... are  
impressed by the  
careful training and  
preparation given  
to 70001 members.**

at least 50 programs and 12,500 members over the next four years.

The typical 70001 program is usually funded from CETA or vocational monies through a local educational institution, although other agencies such as CAP's can also operate a program. 70001 Ltd. then subcontracts with the sponsoring/operating agency to franchise the use of the 70001 name, instructional materials, training services, youth organization activities, etc. 70001 Ltd., in essence, serves as the "quality control" agent to ensure delivery of the 70001 concept supported by the nation's businesses.

The dollars available through the DOL contract are for the "promotion and development" of new 70001 programs, while the dollars produced through the franchising operation are for the servicing and maintenance of established programs.

It is particularly significant also that our members work in unsubsidized jobs in the field of retail sales and distribution. "Our young people work for what they get," Smith explains. "In their off-hours, our members study to complete their high school education through GED, and concurrently participate in a related instructional program and youth activities designed to upgrade their career skills and strengthen their character."

As for the employers, they are impressed by the careful training and preparation given to 70001 members—called 70001 associates—and by the follow-up supervision and guidance provided by the 70001 coordinators.

Roger D. Semerad, Vice President of the American Retail Federation, is Board Chairman of 70001 Ltd. "The ARF has endorsed 70001 for a number of years and many of our members actively participate at the local level," Mr. Semerad explains. "The carefully designed and well-managed programs provide the proper balance between real experience in the retail industry

and vocationally-oriented education programs."

Smith says that in order to retain the confidence and endorsement of national employers, "we must have standardization in programs throughout the country. That is done through the franchise. It provides us with the capability we need to be able to guarantee to the employers that the 70001 associates they hire meet our standards—and theirs."

Employers are impressed by such factors as the high retention rate of 70001 employees. During the three-year pilot program, 71 per cent of the youth were still on the job after a year or more. As of last December 1, fifty per cent of all 70001 associates had surpassed the CETA "permanent placement" regulation of 90 consecutive days of employment.

A recent report by Richard G. Goldberg, State Director of 70001 programs in Missouri, noted a similar 71 per cent retention rate in the 18-month-old St. Louis program, while statewide, 65 per cent of the 70001 members achieved the CETA "permanent placement" category.

Such impressive statistics are the result of careful pre-employment preparation and selection procedures conducted under the close supervision of 70001 coordinators.

Charles Eason, Manager of Eckerd's Drug in Montgomery, Ala., has three 70001 members on his payroll. "I am very impressed," Mr. Eason said recently. "We've promoted Olivia Cox to manager of the Snack Bar, and Marcella Bridges, now on the sales floor, soon will enter our assistant manager training program. Louisa Parks is doing very well on the counter. Your people are motivated and seem to work harder. Whatever you're doing, it's working."

One of the things 70001 has done is to well learn the formula of how to motivate young people and prepare them for careers. The teacher was the Distributive Education Clubs of America

(DECA) which founded 70001 as a special project in 1969, and which has a long record of success in motivating youth. By January of 1976, the "baby" Project 70001 had grown to the point where it was time to leave the DECA home. The formation of the new corporation, 70001 Ltd., followed and it submitted the contract proposal to DOL.

Perhaps the best testimony to the soundness of the 70001 concept is that the bulk of its growth—by 400 per cent in four years to 17 programs and 2,000 enrollees—came in the face of the worst economic depression since the 1930's.

Besides the four programs in Missouri, 70001 projects are in Knoxville, Tenn., Waukegan, Ill., Hartford and Norwalk, Conn., Wilmington, Newark, and Dover, Del., Montgomery, Ala., Jackson, Miss., and Minneapolis, Minn.

As of last December 1, over two-thirds of those who had enrolled in 70001 had been placed on the job and more than 50 per cent of the remainder were preparing for employment.

In his February report covering Missouri's four programs, Director Goldberg pointed out that nearly nine out of ten of the 257 associates were working or preparing for employment. A total of 114, or 44 per cent, were on the job, and 121 (47 per cent) were in pre-employment orientation.

The Missouri programs are at St. Joseph, Maryville, St. Louis, and Cape Girardeau. Only two of them were in operation during the entire 15-month period covered in the report. Even so, Mr. Goldberg reported that of the 555 young people accepted into the programs during that time, 265 or 48 per cent were placed in jobs. The highest placement rate, 86 per cent, was in Maryville.

All four of the programs are now either over-loaded or near capacity. Again, these programs were organized and rooted

during the most difficult economic period this nation has experienced in 30 years.

A major indication of the success of 70001 in Missouri has been the strong support of Governor Christopher S. Bond. "70001 has provided unemployed and economically disadvantaged high school dropouts with an opportunity to achieve career-oriented employment in the field of marketing," the Governor said recently. "The Department of Labor grant to 70001 Ltd. can provide many other states and communities with the opportunity to try this program and determine if it can help them to meet their manpower objectives."

Through calendar year 1975, even with several programs at only partial capacity for the first six months, 70001 enrollees earned more than \$1 million and paid out approximately \$250,000 in local, state, and federal taxes. That did not include savings achieved through discontinued welfare payments for those associates who moved off the welfare rolls. (A ten year independent projection of a 50-enrollee control group showed a return of \$1.5 million to society through taxes and foregone welfare payments.)

"70001 doesn't cost; it pays!" says President Smith. He said that the franchise approach enables 70001 Ltd. to assure program quality and effectiveness. The national staff helps the sponsoring agency select and establish a proper headquarters location; recruit, select and train staff; and build employer and community support and sets up the 70001 Career Association youth organization. 70001 Ltd. also makes available specially developed audio-visual instructional materials and related instructional programs, provides technical assistance and periodic evaluation of the program, and publishes a national magazine, newsletter, brochures, and other informational and promotional

materials.

Educators and the DOL are impressed with 70001's success in motivating youth and preparing them for careers.

"I know of few other programs that have been as effective as 70001 in bridging the gap between education and work, and in successfully motivating young people to develop the skills and attitudes needed to achieve productive and rewarding careers," says Dr. Ted Bell, U.S. Commissioner of Education.

A wide range of public officials see 70001 as helping to solve some of society's toughest problems. "70001 offers a uniquely effective approach to the ancient problem of training the hard-core, young unemployed," according to U.S. Senator Bill Brock of Tennessee. "Particularly effective is the use of the vocational student organization."

President Ford sent a personal letter of endorsement of 70001's "unique amalgamation of organized youth, free enterprise, government, and education to assist unemployed young people into a worthwhile and productive career."

President Smith, who is Vice Chairman of the National Advisory Council on the Education of Disadvantaged Children, says that 70001 succeeds "because of the tremendous potential in the young people it serves. We merely provide the key to unlock and help direct that potential."

The typical young person served by 70001 is in the 16-22 age bracket and an unemployed school dropout. Many of them are economically, socially or educationally disadvantaged. Ninety percent are receiving some kind of public assistance before joining 70001.

Originally, 70001 enrollees were members of the DECA youth organization. With the creation of 70001 Ltd., a new youth organization called the 70001 Career Association is being formed. Its members will be known as associates. Although it

**It is not  
a "hand-out"  
program.  
There is  
no free lunch.**

will retain some of the basic elements of DECA, the Career Association will be tailored to meet the specific needs of 70001 associates. Until the new association is in operation, 70001 chapters will continue following DECA procedures.

One way to explain how 70001 manages to "unlock that potential" is to follow a typical 70001 member through the program. He may have heard about it through a school guidance counselor, the local employment service, or from youth already enrolled. Interested in learning more, the potential member goes to 70001 headquarters, usually conveniently located in or near shopping centers--close to where the jobs are.

The 70001 coordinator gives the prospect a frank, no-nonsense introduction to the project. It is not a "hand-out" program. There is no free lunch. 70001 will help the enrollee get a job and train him on the job so he can have a shot at raises and promotions leading to a productive career. Also, 70001 helps the enrollee get the education needed for a high school diploma, associate's degree, or both.

In turn, the enrollee must stick to the job and all its responsibilities and also be willing to work after hours on related training and instructional programs and 70001 Career Association activities designed to help him do a better job.

In other words, each enrollee must be willing to make a personal commitment to the coordinator, the program and the employer. Most programs require the enrollee to sign a written agreement to that effect.

If the prospect is willing to make the commitment, he or she fills out a 70001 application and takes various intake screening tests--attitudinal as well as scholastic aptitude--which lay the foundation for a comprehensive educational and motivational program tailored to his specific needs. And the enrollee then

becomes an associate of 70001.

Next comes Pre-Employment Orientation. Project 70001 has developed special audio-visual instructional materials that help prepare enrollees for employment. Topics range from basic good grooming lessons, to how to prepare for a job interview. Another lesson takes the enrollee step-by-step through an employment application with the enrollee actually filling out a form used by a leading retail chain. Still another lesson discusses the importance of personal dynamics in a job interview. All of this happens before the enrollee sets foot in the personnel office.

As soon as possible--usually from one to four weeks--the enrollee is placed in a job. More than 35 national retailing chains--along with over 100 local stores and regional chains--employ 70001 members.

The coordinator works closely with the employer and employee--advising and counseling, alert for potential problems. For example, most projects have their own mini-buses or other vehicles to assure that members have transportation to work during the critical early weeks of employment.

The enrollee usually spends one evening a week on the instructional program and a second evening on the youth organization activities. The instructional program is based on GED preparation and frequently involves remedial education in math and communications skills. If necessary, part-time instructors are engaged for special disciplines.

The 70001 audio-visual instructional program mentioned earlier complements the GED and has three components--a viewing projector that is operated by the student, an audio-visual cartridge, and a workbook. The program stops automatically to allow the student to perform written activities in the workbook at the narrator's direction. When the student is ready to

resume the lesson, he re-starts the program. Thus each enrollee learns at his or her own pace, and during the hours that are convenient.

Besides the Pre-Employment lessons, there is a 15-unit series on Salesmanship, and another 15-unit series on DECA activities. Additional materials will help enrollees prepare for and advance in other entry-level occupations, such as food service, warehousing, clerical, and transportation.

The second evening, which is devoted to activities of the youth organization, is again supplemented by the audio-visual materials. The topics range from the history of distributive education, to leadership, duties of officers, how a committee functions, and parliamentary procedure. There also are lessons on how to plan and conduct successful activities such as employer-employee and fund-raising functions and how to prepare for state and national competitive events.

Besides providing intensive counseling, the coordinator also has the critical task of prescribing the proper blend of on-the-job training, instructional program and 70001 Career Association (SCA) activities needed to maximize the enrollee's job performance.

For instance, an employer says his 70001 enrollee shows potential for promotion from the stockroom to the sales floor but lacks confidence and cannot express himself very well. The coordinator promptly puts together a program combining remedial instruction in communication skills, with 70001 audio-visual lessons on how to sell. The coordinator also guides the enrollee into competitive activities in sales demonstrations and public speaking. The result is a comprehensive educational package geared to the specific needs of that enrollee and that employer. Such flexibility is a key reason for 70001's success.

Another reason is the youth organization. "This powerful component distinguishes 70001 from other manpower training efforts and provides the absolutely critical element of personal motivation," says Smith. Once a young person is motivated, the rest—education, on-the-job training, etc.—comes with relative ease."

The 70001 enrollee also receives medical, legal, day care, and other support services as needed—usually through existing community resources.

Meanwhile, the employer is asked to evaluate periodically the progress of the enrollee—both verbally and in writing—to help the coordinator keep the program in tune with the enrollee's needs on the job. When the enrollee is promoted—or is promotable in the opinion of the coordinator, employer and enrollee—then he or she is graduated from 70001 Ltd. Many enrollees advance to mid-management and management training positions within six months to a year. Since 1969, 70001 has redirected hundreds of dropouts and disadvantaged youth into productive and rewarding jobs.

The most important evaluation of the effectiveness of 70001 comes from the young people it serves.

"Project 70001 has made me feel more secure and has given me something to look forward to," says a girl in the Newark, Delaware program. "I was out of work and 70001 found me a job . . . The coordinators of the program, Mr. Larry Lawson and Ms. Mary Jones, make me feel like an adult, instead of some drop-out kid."

A young man recalls that "the first thing Project 70001 did for me was to find me a good job. It made me look at life the right way."

And a young woman in St. Louis: "the reason I quit high school was because I found it very boring, uninteresting and a

waste of my time." In 70001, she has been "turned on" and has earned her GED and is studying for a career in law.

"These young people are the heart of 70001," says President Smith. "We only succeed if they succeed. And they do. They're terrific." ●

*Editor's Note: This article was prepared by the staff of Project 70001 Ltd. Readers desiring additional information about 70001 Ltd. may contact Kenneth M. Smith, President, at 70001 Ltd., Robscott Building, 151 Chestnut Hill Road, Newark, DE 19711. The telephone number: 302-731-0750.*

TEN FACTS ON 70001  
2/15/76 - 5/31/76

The first analysis of 70001 members, based on reports from the 16 local programs (14 sites), since the inception of the Department of Labor contract on 2/15/76 shows that through 5/31/76 (10 weeks):

1. 532 young people entered 70001 during that period. While they continue the previous 50/50 approximate breakdown between male and female (48% male: 52% female), there has been a rather dramatic shift from a previous 50/50 ratio between minority and white to a 65% white; 35% minority enrollment through May 31. (This is at least in part the result of the capacity operation of the programs in St. Joseph, Minneapolis, Knoxville and Cape Girardeau, which have nearly completely white programs due to their geographical locations.)
2. Some 93% of the enrollees during this period were 20 or under.
3. Nearly 80% of these young people had received a 10th grade education or less. Only 1% made it to 12th grade.
4. Over one-third of our young people were receiving direct public assistance with over 60% classified as "economically disadvantaged".
5. Similar to previous statistics, nearly one-quarter--23%--of the young people have had one or more arrests with some 16% having one or more convictions.
6. Nearly 70% of those accepted into 70001--337--have been placed on the job. On May 31, 1976, 452 were actively on the job (this includes some that were in the program as of the 15th of February).
7. 70% have graduated or been positively terminated in those ten weeks. While 111 dropped out or left the program in a non-positive fashion.
8. There has been a steady increase in upgrading activities among 70001 members: (A) 50 have been promoted or given a raise; (B) 70 have received their GED; (C) Over 330 have completed one or more Series of 70001 instructional materials; and (D) As of May 31, 450 young people were in GED preparation or Adult Basic Education.
9. As of May 31, approximately 60% of all the young people in 70001 were on the job while the remaining 40% were preparing for employment or were between jobs. (Overall, that is significantly higher than the year before reflecting the improving economy as well as the more experienced efforts of our coordinators.)
10. Finally, the average hourly wage for 70001 enrollees has been moving up sharply and now is \$2.76. This is an increase of 22% over the last available figures in August 1975 (\$2.26).

The significant improvements in jobs and wages, plus those gains in skill and educational attainment, point up the results of: (1) added national support; (2) the greater experience of local coordinators; and (3) the improving economy and business support.

A minimum of ten new programs are expected to begin operation by October 30, 1976.

# 781 GOING PLACES!

70001 Ltd. National Magazine  
Spring, 1976



\$1.00 SINGLE COPY

COVER STORY ON PAGE 16

**INAUGURAL ISSUE**



APR 2 1976

Mr. Ken Smith  
70001 LTD.  
P. O. Box 464  
Dover, Delaware 19901

Dear Ken:

Congratulations on the formation of 70001 LTD. and on receiving a grant from the Department of Labor. The prospect of a vigorous acceleration in the expansion of 70,001 is indeed exciting to me and to all educators who are familiar with the concept.

I know of few other programs that have been as effective as 70,001 in bridging the gap between education and work, and successfully motivating young people to develop the skills and attitudes needed to achieve productive and rewarding careers. The 70,001 achievement is especially significant because you are working primarily with youth who have dropped out of school and are beyond the reach of traditional educational institutions.

At the same time, 70,001 is matching the population having the greatest chronic unemployment--the out-of-school, unskilled, and jobless 16 to 22 year-olds--to that area of the economy with the greatest number of potential jobs--the area of distribution. Your understanding of the needs of employers has, I am sure, been a key to your success.

Again, Ken, congratulations and good luck to 70,001! Please feel free to call upon the Office of Education at any time for assistance.

Sincerely,

T. H. Bell  
U.S. Commissioner  
of Education

APR 8 1976

**CONTENTS**

- 4 Editorial**  
President of 70001 Ltd. touches upon the proud past and points the way to a challenging future.  
*By Kenneth M. Smith*
- 5 Mixed Emotions**  
DECA started it all back in 1969, and now the time has come for parting.  
*By Harry A. Applegate*
- 6 Why Retailers Back 70001**  
The American Retail Federation is impressed by the calibre of our young people and by the follow-up of coordinators.  
*By Roger Semerad*
- 7 Job Development**  
Some tips on one of the most important responsibilities of the 70001 coordinator.  
*By Joseph M. Trahan*
- 8 Making the Scene**  
A look at what's doing at 70001 programs around the country, from candy sales to fashion shows and mini-conferences.
- 16 'More than just deserved national recognition'**  
Governor Kit Bond presents the National Recognition award to Danny Earhart.
- 17 Missouri 70001 Reports**  
Highlights of a report by State Director Dick Goldberg covering 15 months and four programs.
- 18 Getting It Together**  
This is what makes it all worthwhile . . . young people going places.
- 21 Staff Development**  
New coordinators attend an In-Service Training Institute in St. Louis.
- 22 Meet the National Staff**  
This is about the only way you'll see them all together, since someone is always out on the road.
- 26 The Contract with DOL**  
DOL official gives 70001 Ltd. Board of Directors some insight into DOL decision.
- 27 New Youth Group Will Be Formed**  
Here's an opportunity for you to help build it.

*Front cover photo by R. Thompson*

*Large back cover photo by Pete Thompson*

**70001 Ltd. CORPORATE OFFICERS:** Chairman - **Mr. Roger Semerad**, Vice President, American Retail Federation; President **Mr. Kenneth M. Smith**; Vice President - **Mr. Dennis J. Savage**; Secretary **Ben Cotten, Esq.** **MEMBERS OF THE BOARD:** **The Hon. Joseph R. Biden, Jr.**, U.S. Senator, Delaware; **The Hon. Bill Brock**, U.S. Senator, Tennessee; **Ms. Holly Coors**, Board of Regents, American Technological Univ.; **The Hon. Pete du Pont**, U.S. Congressman, Delaware; **Mr. Larry L. Loomis**, DE State Supervisor, Nebraska; **The Hon. Lloyd Meeds**, U.S. Congressman, Washington; **Dr. George McGorman**, Executive Secretary, Delaware Advisory Council on Career Education; **Mr. Ernest C. McMillan**, President, Proud, Inc.; **Mr. Joseph Trahan**, 70001 Project Manager, St. Louis, Missouri; **Mr. Kenneth C. Rietz**; Vice President, Mike Curb Productions; **Ms. Constance Newman**, Assistant Secretary, H.U.D.; **Dean Owen F. Peagler**, Chairman, President's Advisory Council on the Education of Disadvantaged Children

**Going Places!** is published periodically by 70001 Ltd., a non-profit corporation with offices at 151 Chestnut Hill Rd., Newark, Delaware, 19711. Publisher, Kenneth M. Smith; Editor, Jerry Sapienza. Annual subscription, \$3; separate issue, \$1. For advertising information contact Editor at above address or tel. (302) 731-0750. Copyright 1976 by 70001 Ltd. While 70001 Ltd. is funded in part through Contract No. 99-6-621-425 with the Employment and Training Administration of the U.S. Department of Labor, none of those funds are used in the publication of this magazine. Articles that appear in **Going Places!** do not necessarily represent the opinion or policy of the Employment and Training Administration of the U.S. Department of Labor.



# Inaugural Issue

Editorial  
By Kenneth M. Smith,  
President, 70001 Ltd.



It is my personal privilege to open this Inaugural Issue of the national 70001 magazine — the initial highlights of the newest and potentially the largest manpower training program for young people in the nation.

In just two and a half years, 70001 has grown from four model programs serving 200 young people, to 17 programs that will serve over 2,000 young people this fiscal year. We have moved swiftly from a concept to reality despite the hardest economic times since the 1930's.

70001 has a proud past, and a challenging future. We are inheriting a 30-year legacy of personal and career motivation for young people from DECA, and we have been offered a rare opportunity by the federal government to sponsor a new, national manpower training effort. We have on our Board of Directors and in other supporting positions, deeply concerned Americans of national influence who have placed their trust and faith in us. Finally, and most importantly, uncounted thousands of young people who could benefit from our program need to be reached in the coming years.

Our goals over those coming years are set high:

1. In the next four years to reach a level of 50 operating programs.
2. To provide 7,500 full-time permanent placements in the free enterprise system.
3. To serve some 12,000 young people and to provide them concrete assistance in preparing for careers in the field of retail sales and distribution.
4. To develop the 70001 Career Association as the nation's newest youth organization to serve all 70001 members.
5. To expand the concepts of 70001 beyond distribution to other vocational disciplines and to integrate the necessary new instructional programs and youth activities into the broader 70001 structure.
6. To bring the nation's business community into even more direct relationship with 70001 — including active participation in job development, and development of the instructional and youth activities programs.
7. To create new career opportunities and more sustained upward mobility for 70001 members through participating firms.
8. To develop new instructional strategies geared to directly relating skill development with on-the-job training.
9. To forge a closer alliance between educational and other institutions as program operators using CETA funds to deliver 70001 manpower training programs.
10. To accomplish all of this as the most efficient and effective unsubsidized manpower training program in the nation.

This set of goals certainly demonstrates that we have our work cut out for us! As challenging as these goals are, however, they are ones that can be more than met if we are able to apply the same dedication, hard work and commitment to program quality that has characterized 70001 to date. You have the pledge of the Board of Directors and the Staff that we'll be doing all in our power to continue that record.

On behalf of the Board of Directors and all of us associated with 70001, then, I welcome you to the 70001 Ltd. team. Let's make 1976 a truly special year that achieves expansion to every corner of the nation and the delivery of the most effective possible program of employment, training and motivation to America's out-of-school young people. □

# Mixed Emotions

By Harry A. Applegate

**W**E IN DECA have mixed emotions over the departure of 70001. On the one hand, we are certainly pleased that the program is embarking on a new phase of its growth and development. We share the pride and excitement of the 70001 staff.

On the other hand, it means a change in a relationship that has been extremely gratifying and rewarding. While we will continue to be supportive of 70001 in the future, it won't be quite the same.

Back in 1969, when it all started, DECA was faced with both a challenge and an opportunity. The challenge was to design a program that would meet the needs of those young people who leave high school before graduation. The opportunity was to get out-of-school youth involved in the DECA youth activities program that we knew had a tremendous impact on developing personal self-confidence and vocational skills.

Thanks to the dedication and hard work of many people, DECA seized that challenge and realized the opportunity. We were privileged to be part of an effort that has sprouted from obscurity to national prominence in the span of a very few short years.

At the same time, this was a period of real significance for DECA. For the first time, we as an organization worked on a project sponsored by the federal government. We had the op-

portunity to see how much potential exists for mutually beneficial cooperation between the public and private sectors. We sincerely hope that these recent years have laid a sound foundation for exploration of future joint ventures between DECA and the federal government.

Most importantly, however, was the fact that DECA was able to sponsor the first opportunity for out-of-school youngsters to get involved in a vocational youth activities program. This was a source of deep personal satisfaction to me and the DECA staff. DECA was the first among all the in-school student groups to demonstrate what an existing group could do — given the opportunity.

DECA exists to help prepare young people for productive and rewarding careers. 70001 gave us the opportunity to apply the DECA formula to those young people who leave school before graduation. That it worked so successfully is a tribute to the faith and persistence of many people, especially the youngsters themselves.

Now 70001 stands on the threshold of an exciting new venture. There is no doubt in my mind that you will succeed beyond what we had ever imagined. We in DECA are proud of the part that we played in the birth and growth of 70001, and we shall applaud loudly as you move forward in the future. Good luck! □



Mr. Applegate is Executive Director of the Distributive Education Clubs of America, Inc. 70001 started as a special project of DECA in 1969.

# Why Retailers Back 70001

By Roger Semerad

70001 Ltd. helps meet the manpower needs of the retail industry. That, in a nutshell, is the reason why the American Retail Federation has endorsed 70001 for a number of years and is looking forward to working with the program even more closely in the years ahead.

The retail industry presently accounts for over 12 million employees nationally. There is a strong and constant need for entry-level employees. Those who are willing to work hard and able to learn have excellent opportunities to move quickly into middle-management positions leading to attractive careers.

Many of our ARF members participate in 70001 at the local level because they find the program to be an excellent source for productive, reliable employees.

Perhaps the biggest difference between 70001 and traditional manpower training programs is the constant follow-up supervision and guidance provided by the 70001 coordinator after he or she has helped the enrollee find a job. While many traditional programs consider their work done when their enrollee is placed in a job, that's when the 70001 coordinator begins.

After the 70001 enrollee starts work, the coordinator stays in touch with the enrollee and the employer. The evening GED classes and the individualized audio-visual instructional program are meshed with the vocationally-related activities of the youth organization to build the necessary skills for job retention and advancement.

The carefully designed and well-managed programs provide a good balance between real experience in the retail industry and the vocationally-oriented education programs.

The result is employees who who are interested and motivated.

Although 70001 offers unsubsidized employment, retailers are perfectly willing to pay a good day's wage for a good day's work. In 70001, business has found young people who are willing and good workers.

The job retention rate of 70001 employees has, for example, often exceeded that of other entry-level employees in the retail industry. It is not surprising, therefore, that 70001 enrollees are moving steadily into management training programs.

The motivational and personal guidance that these young people receive is crucial if they are to continue to be productive, successful members of our society. The vehicles for this guidance are the youth organization and the coordinators themselves. The ARF, therefore, is pleased that it will be participating in the development of both the youth activities and coordinator training program. In this way we will be able to accept the name of 70001 as insuring the kind of services, training and support necessary for capable employees.

With the economy in a definite upturn and retail sales increasing all the time, our manpower needs will continue to grow accordingly. In the months to come, we will look for additional ways in which the ARF can provide visibility and industry assistance to 70001 Ltd. □



Mr. Semerad is Vice President of the American Retail Federation and Chairman of the Board of Directors of 70001 Ltd.



Mr. Trahan has been Project Manager of 70001 in St. Louis, Mo., since November of 1974 and has also been involved in national job development for 70001.

# Job Development

By Joseph M. Trahan

**J**OB DEVELOPMENT in 70001 Ltd. is the ability to present to the business community a positive image of an innovative program of employment, training and education that will insure job placements. Job development, without a doubt, is one of the most important responsibilities of each and every 70001 Coordinator.

In order to insure success, a 70001 Coordinator must in addition to his other assigned responsibilities be a good salesman — persuasive but not pushy, courteous but not condescending, confident but not conceited, well groomed, neat in appearance and professional.

One of the first things to remember is that the best policy in developing jobs is always to be honest and open with the potential employer. Give the potential employer as much information as you can about your participants in general and about the specific ones who will be interviewed.

Why would businessmen hire 70001 participants? One of the major reasons, of course, is altruism — the businessman's humanistic motives to help his fellow man. Another reason is the desire of businessmen to develop and maintain an image and reputation within the community as a positive force in helping the community. And yet another reason is that 70001 provides good workers.

70001 trains its participants in a job rather than for a job that may never exist. 70001 provides the pre-employment training, individual counseling, job orientation, on-the-job supervision, general educational development for promotion and growth, and a program of vocationally

related youth activities. All are essential to success. Furthermore, 70001's 71% on-the-job retention rate is a far better record than the businessman will have in hiring through his regular channels even though he requires a high school diploma, a good work record, and a passing score on a particular test or examination.

The reason 70001 can produce such an outstanding record is because of you, the Coordinator, and the support that you will give to the participant and to the employer. You will appear regularly to observe the participant's work, discuss the participant's job performance with the supervisor and have follow-up counseling sessions with the participant. It makes good sense economically to the businessmen to hire 70001 participants.

What do you want from the businessmen? First of all, you do not want a guarantee or a contract for a specific number of jobs. All you want is a chance for your participant to get a job. All you are asking for is that they be interviewed and judged on their own merits, ability and potential.

What kind of jobs? Distributive occupation jobs. Full or part-time, preferably full time. Distributive occupations are those in which the worker is primarily engaged in retail and wholesale trade, finance, insurance, real estate, services and service trades, manufacturing, transportation, utilities and communications.

Several approaches may be used in job development calls. Introduction through a mutual friend allows the Coordinator and potential employer to relax as a friend of a friend.

Cold Turkey is probably the most difficult unless a Coordinator is suf-

ficiently skilled in salesmanship, is confident and feels comfortable about responding on the spot.

The Business Approach calls for good speaking ability and preparation in order that he may address civic, business and other community groups.

The Letter of Introduction is probably the best and most-used approach. A letter of introduction, followed by a phone call to set up an appointment with regional managers and local personnel staff, usually works to a Coordinator's advantage. In every case, a thank you letter should follow immediately after an appointment has been fulfilled.

It is a good policy to always start at the top with any business. Unless you are able to convince the top person with the company to support the program, you will seldom get anyone placed in the job. You may also contact personnel managers, operation managers, department heads, supervisors and experienced employees and solicit their cooperation and support. Even though all of the officers and management personnel of a particular company may be supportive and enthusiastic about 70001, one experienced employee could ruin a training station for you by refusing to cooperate in the training and work of your participant. So, start at the top, but then proceed in an orderly and logical fashion all the way down to the job in which your participant will be placed.

Of course, there's much more that a Coordinator should know about job development, but these certainly are some of the key points to keep in mind as we strive to help our youngsters prepare for jobs and careers. □

# Making the scene

## dover

The Capital 70001 program in Dover won four of the five first place awards at the first annual State-Wide Mini-Conference held Feb. 19 at Delaware State College.

Members from 70001 projects in Wilmington, Newark, and Dover competed in events such as Shadow Box Display, Salesmanship, Public Speaking, Job Interview, and Public Relations Posters.

The events and winners from Capital were: Job Interview, Melissa Mickens, 3rd, Becky Christ; Public Speaking, 1st, Sheldon Weiner, 3rd, Becky Christ; Sales Demonstration, 1st, Orrin Teat, 2nd, Sheldon Weiner; Shadow Box Display, 1st Josephine Tatman. Honorable Mention, Jerome Frank; Public Relations Poster, 1st, Melissa Mickens, 2nd, Jerome Frank.

Capital 70001 held a highly successful Spring Fashion Show in March at the William Henry Middle School Auditorium.

The show, entitled "Getting into the Spirit of '76 with Spring Fashions," featured styles by Simons Department Store and its subsidiary, American Jeans, and Sears, Roebuck and Co.

Models were Rebecca Christ, Beverly Brooks, Brenda Jones, Melissa Mickens, Debbie Ryan, Sheldon Weiner, and Anthony Harmon. They have since received invitations to model at other fashion shows.

Miss Lynette Somerville was Mistress of Ceremonies, while Coordinator Curtis Coleman served as Producer and Director.

Members of the stage crew were Josephine Tatman, Mike Johnson, Stanley Stanford, Yolanda Massey, Franklin Coleman, Coordinator Wayne Meluney, and Elreta Yelverton, Secretary.

Tickets and posters were donated by the Farmers Bank of the State of Delaware, and the art work was done by Stanley Fisher, a student at Dover High School.

The following students from Capital 70001 Ltd. participated in the State Career Development Conference on March 21-22



BEVERLY BROOKS



BRENDA JONES



REBECCA CHRIST



ANTHONY HARMON



BEVERLY BROOKS



MELISSA MICKENS

at the Sheraton Inn near Wilmington: Beverly Brooks, Job Interview; Orrin Teat, Sales Demonstration; Josephine Tatman, Shadow Box; and Sheldon Weiner, Public Speaking.

Alice Faye Reid of Capital 70001 is being interviewed at a local store here in Dover for a possible job placement as a salesperson. Alongside of their involvement in the activities at the Project 70001, Ron Cantrell and Jeff Hoote are also presently employed. Ron works at the Dover Air Force Base Bookstore; while Jeff is employed by the Nichols Dept. Store as a

deliveryman. We realize that "the initiative to progress, is the key to success," and these students along with the other participants at the Capital Project 70001 are continually doing their best for themselves as well as for the 70001 Program.

### HUMAN SERVICE FAIR

Capital Project 70001 participated in the Human Service Fair on April 14 at the Blue Hen Mall. The purpose of this fair was to make the community aware of the services available to Delawareans. **THEME: "HELPING PEOPLE — A PART OF OUR HERITAGE."**

## Making the scene hartford

Stephen C. Jones joined the Hartford 70001 program as a coordinator on Feb. 1 and spent a week in Wilmington, Del. for orientation and training.



STEVE JONES

Mr. Jones graduated from Emporia, Kansas State College, earning a B.S. in Education. He has teaching experience as an English instructor in the Bloomfield Middle School in Bloomfield, Conn.; then advanced to the Urban League of Greater Hartford as an alternative learning instructor before joining 70001 Ltd.

Steve has a marked ambition toward community awareness and self improvement. In his leisure time, our confirmed bachelor enjoys relaxing in his apartment, listening to good sounds, reading good books, etc. He is also a spectator sportsman and enjoys socializing with peers and encouraging youngsters not to give up but to keep trying for self improvement.

Steve predicts great new successes for the Hartford program.

We, the Hartford 70001 program, welcome Steve Jones to the staff. He's already proven a well-needed asset.

Tanaka Stewart has been elected President of the DECA Chapter. Other officers are: Debra Evans, Vice President; Claudette Roberts, Secretary; Freddie Shumate, Treasurer; and Maverick Manns, Parliamentarian.

The club meets every Friday in the office. Mr. Jones is in the process of reorganizing the club and its activities.

A Parents' Meeting was held Feb. 25. It provided an opportunity to introduce the parents to our staff and office, and to inform them of past endeavors and future expectations for our 70001 program. We also sought the parents' advice and aid in making 70001 beneficial for their youngsters.

Henry Fuqua was elected Chairperson of our 12-member Advisory Council at its meeting Feb. 19. Mrs. Patricia Wilson was elected Co-Chairperson and Secretary. The Council voted upon and approved the following goals: to formulate policies, to evaluate program staff, to review needs, strengths and weaknesses, to contribute advice and service, and to approach both academic and DE programs. The Council also felt they should be included in any activity of Hartford 70001 and to be kept knowledgeable of negotiations for the fiscal contract year starting July 1.



The Hartford Chapter of the 70001 Career Association is meeting regularly under the direction of Steve Jones, Chapter Advisor. During one of their March meetings, the members established committees for Leadership, Civic Projects, Public Relations, Social Events, Finances, and Employer Appreciation Event. Pictured are some of the Hartford members: from left, Advisor Jones, Cynthia Williams, Robert Wilson, Walter Woods, Maverick Manns, Darryl Wilson, James Mills, and Val Surrey.



Students and advisors from Hartford 70001 Ltd. attended the Connecticut DECA CDC in Hartford on March 17-18. Members baked a huge cake and gave slices of it to visitors who visited their career exposition booth. The goodwill-informational gesture gave the chapter a lot of visibility. Students received certificates of participation from the Connecticut DECA Association. Shown with their certificates are, from left, Robert Wilson, Maverick Manns, Coordinator Steve Jones, and Director Annie Warren.



Hartford 70001 Ltd. Advisory Committee meets the fourth Wednesday of each month to review all aspects of the program. Shown at the March meeting are, from left, Administrative Assistant Nanch Jackson, Dr. John LeConche, Chairperson Henry Fuqua, Co-Chairperson, and Secretary Patricia Wilson, and William Ortiz. Members of the Advisory Committee not present for the picture are Robert C. Cowie, Irving Schein, Maggie Alston, Bruce Bidwell, Raymond Blanks, John Harrington, Jean Kearney, and Bruce Shapiro.

We're moving along at a much greater rate since our staff has been increased with Mr. Jones joining Mrs. Annie Warren, our other coordinator. Even though we have renewed vitality and enthusiasm, our tasks

are not easy. The staff (three full time, one part-time) is putting in more hours than paid for. Why? Because we believe in a program called 70001 Ltd.

## montgomery

Coordinators James Nuckles and Linda Smith were interviewed on the Loretta Bacon Show. It proved a tremendous success and produced a large response from young people wanting to enroll in Project 70001.

Members of the 70001 Advisory Committee are: Larry Laws, Chamber of Commerce; Willie Peak, City Councilman; Paul Smith, Lerner's; Larry Ward, Hardee's; Buddy Rogers, McDonald's; Ron Mayhew, Sears; J. E. Wyrosdick, Project Director; and Harry Jones, Project Manager; Buddy Rogers is temporary Chairman and Paul Smith is temporary Vice Chairman.



It's a happy family at Hardee's in Montgomery. From left are Head Cashier Sheila King, Manager Mike Warwick, and Elaine Garner, a member of Montgomery 70001. Sheila helped train Elaine in operation of the cash register. Elaine said she interviewed for the job on her first day in 70001 after a crash course in pre-employment orientation. She is saving money to buy a car.



Louisa Parks works at the lunch counter at Eckerd's in Montgomery and received a \$25 bonus at Christmas. Asked which of the audio-visual instructional units she found most helpful she said, "I went through that whole thing before I got the job. The ones about how to dress for a job interview and how to fill out my application helped me the most."

David Callery (left) entered the poster competition and received an honorable mention certificate. Paul Jenks received a third place trophy and a medallion for his shadow box display. The Mini-Conference was a preparation for the state-wide Career Development Conference in March.

## newark

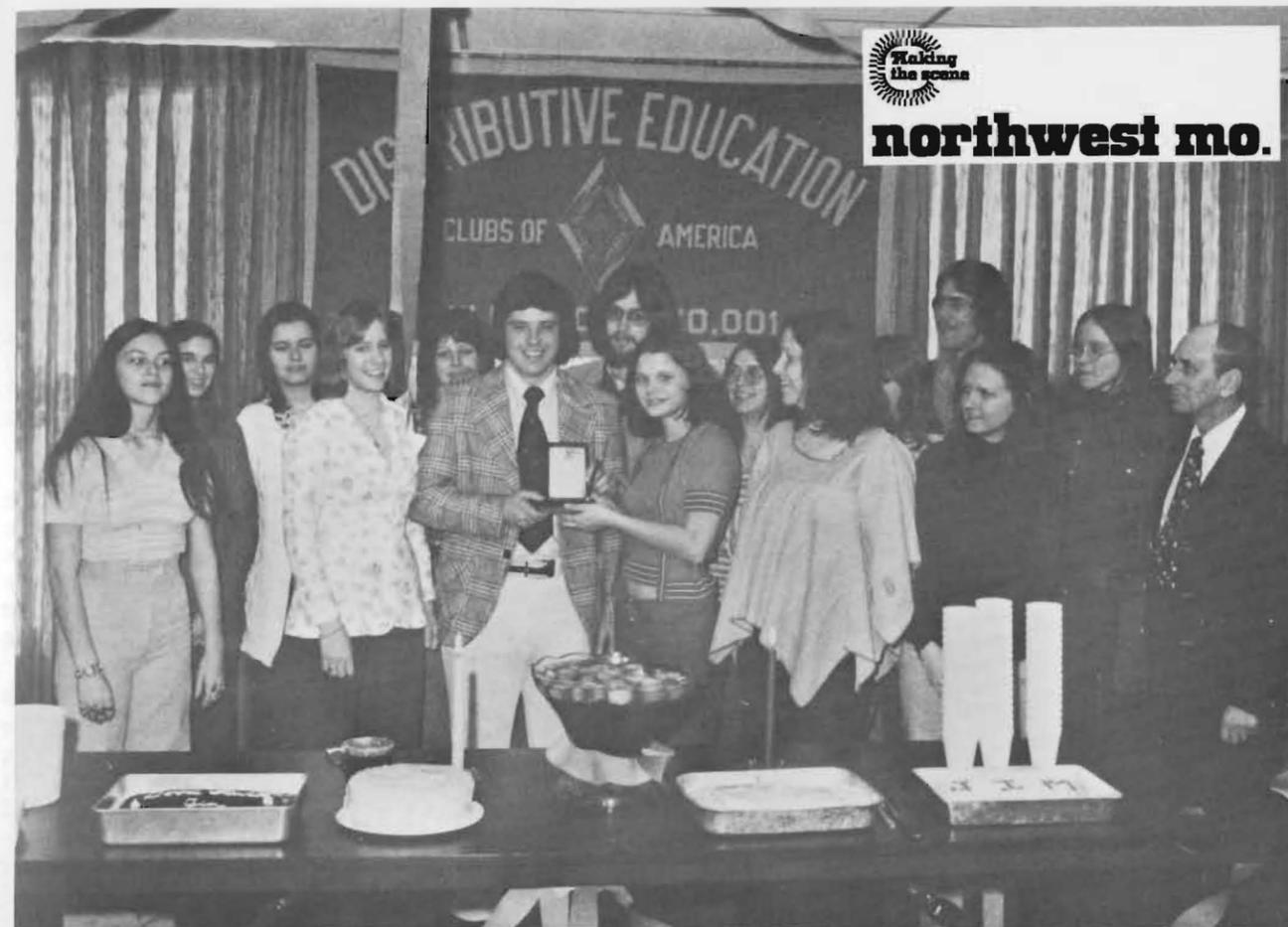
Two members of Newark 70001 participated in Delaware's first 70001 Ltd. Mini-Conference which was held at Delaware State College in Dover on Feb. 19.

Two Newark 70001 students were recently hired by Gaylords as general maintenance men. David Shimmelmush and Kenneth Stoppi assumed the duties of keeping the store neat and clean along with other various tasks necessary for daily operations. Leonard Goldman is manager of Gaylords.

Allen Smith has started working at Shop Rite Supermarket as a Butcher Trainee at \$173.50 per week. Upon successful completion of the training period, the salary will increase to \$188, and then the employee also becomes eligible for periodic raises.



## northwest mo.



ST. JOSEPH and Maryville youths participated Feb. 29 in Missouri 70001 DECA competition at Columbia.

Wining recognition were: Sales Demonstration, 1st place, Mike Dooley, Maryville, and 2nd place, Danny Earhart, St. Joseph; Job Skills, 1st place, Lori Hovey, St. Joseph, and 3rd place, Kenneth Arn, St. Joseph; Job Interview, 2nd place, Tina Weston, St. Joseph, and receiving honorable mention, Mike Dooley and Terre Blessington, both of St. Joseph; Advertising, honorable mention, Candi Chalupa, St. Joseph; Public Speaking, 1st place, Tina Weston, St. Joseph; Display, 3rd place, Tina Weston, St. Joseph, and honorable mention, Charles Staniford, Maryville.

Tina Weston, President of the Missouri 70001 Project, presided at the awards presentation banquet.

Tom Reed, liaison between Department of Labor and Missouri Manpower Planning Commission, was the featured speaker. Awards were given by Richard Goldberg, State 70001 Director, and Gordon Kutcher, Executive Director of the Missouri Advisory Council on Vocational Education.

As a result of the competition, Lori Hovey, Terre Blessington, and Candi Chalupa represented the area 70001 group in competition against high school DECA district winners.

Jim Brand is presented a plaque and penholder by the students at his going-away party. The surprise party was held over the lunch hour for Jim, who has accepted a position with Hillyards Chemical Company. The students and staff will miss their coordinator.



Lori Hovey (left) sharpens up for State High School Competition at the Lodge of the Four Seasons in the Lake of the Ozarks. Lori won first place in Job Skills at Missouri 70001 competition in Columbia on Feb. 29. Lori is showing fellow participant Tammy Berkshire the principles of applying makeup.

Lorene King, Personnel Director of St. Joseph J.C. Penney Co., spoke at the DECA Chapter on the topics of Job Interview and the J.C. Penney Co. Mrs. King explained the opportunities available and emphasized that by 1980 there will be 9,000 new management positions within the J.C. Penney Co. and 35% of these positions will be for females.

## knoxville

Nine members of Knoxville 70001 started in jobs during March.

They are: Sandra Dickey, at Claxton Head Start; Michael Andrews, at McDonald's; Donald Lewis and Ronald Smith, Patent Moulding Co.; Sue Wolfenbarger, Pizza Palace; Virginia Benson and Bruce King, Shoney's; and Brenda King and Deborah Cullom, Standard Knitting Mills.





Roth's, Inc., located in the Town Plaza Shopping Center, is an enthusiastic backer of Project 70001 in Cape Girardeau. Manager Ed McCormick, his wife, Ronnie, and Assistant Manager John Misenhimer have played a very decisive role in placing 70001 enrollees at Roth's. This management team is professional in their selection techniques and job skill training.

A Roth's employee must be clothes conscious and wear the fashion of the times. Cash awards are presented to employees with successful display and promotional ideas.

SEMO Project 70001 salutes Roth's of Cape Girardeau.

The SEMO Project participated in the district 70001 competition in Columbia on Feb. 22. This was our first competition and we did not really know what to expect. Those participating in the competition did quite well and were most enthusiastic in bringing the word back to the other members.



Those receiving honors were:

Richard Dienno, 3rd place, Public Speaking; Janice Gilkey, 2nd place, Display; Gallie Scott, Job Interview, District Honor; and Ann Biler, Advertisement, Honor Award.

Page 12



In February, the SEMO DECA Club had a fun night for its members. Hamburgers were barbecued in front of the site by Coordinators Miller and Ourth for the students. A short meeting was held to discuss the District 70001 competition in Columbia. Jim Brand, coordinator from St. Joseph, was a guest and talked about last year's competition.



After the meeting, everyone went to the school gym for some volleyball and basketball.



During National Vocational Week, SEMO 70001 set up a booth at the Vocational School. The booth was manned by 70001 enrollees to assist in passing out information and to answer questions.



## southeast mo.

### NEW EMPLOYEES

Richard Dienno is now a mechanic apprentice at Weiser Motors; Ralph Cordia has started to work at Pasquale's Pizza; Danny Lowes has started his first selling job ever at Roth's Department Store in the Jeans Department; Debbie Hentchel started with a bang at Roth's Department Store — \$1,500 in sales the first week; Don Friese has begun a new job with Cape Electric in the warehouse. Cape Electric is a top employer.

Glen McBride, Assistant Manager of Montgomery Wards, was a guest speaker at the March 3 SEMO-DECA meeting. Glen's main topic was **enthusiasm**. He emphasized the need for enthusiasm in your job and life. Glen wanted people who were enthusiastic about being a success. He emphasized the need to do the best job possible.

A selected part of the discussion dealt with job responsibility. Glen was quick to point out that jobs were lost not from inability, but from lack of job discipline by the employee.

Rodney Miller presented Mr. McBride a certificate of appreciation and a sincere thank you for his help with DECA.

Richard Dienno and Callie Scott were elected to fill vacancies in the offices of President and Secretary. Rick's first duty as President was to get a money-making project going. Numerous suggestions were made and a car wash was selected. Rick and Callie were selected to attend the DECA State Conference on March 21 and 22, the Lodge of Four Seasons, Lake of the Ozarks.

The Missouri 70001 State District Conference conducted by the 70001 State Director, Dick Goldberg, and Tiger DECA (University of Missouri) at the Ramada Inn, Columbia, proved to be very rewarding for Coordinator Mindy Massaro and the St. Louis Program as five students won nine of the 18 trophies awarded for competitive events.

Missouri Programs competing were St. Joseph, Maryville, Cape Girardeau, and St. Louis. Prior to the conference, Coordinator Mindy Massaro conducted a workshop on all competitive events.

The results:

Maria Moore, 1st place, Job Interview, 2nd, Public Speaking; Bruce Ranciglio, 1st place, Advertising, 3rd, Sales Demo; Kathy Miriani, 1st place, Display, 3rd Advertising; Valerie Seals, 2nd place, Advertising, 3rd, Job Interview; Tyler Wash, 2nd place, Job Skills Demo.

St. Louis Coordinators Al Gardner and Mindy Massaro did an outstanding job of placing ten students on jobs in a one week period. Stations include Sears, Target, United Parcel System, and Heller Distributing Company.

Recent speakers at chapter meetings were Mr. Caruso of Bi-State Transportation System Public Relations, and Ms. Rose Lynn Sokol from St. Louis Family Planning Division.

Two recreational nights for coed volleyball and basketball were held at Forest Park College in March.

St. Louis 70001 students are currently engaged in producing buttons and key chains as a marketing project. A Bicentennial button, designed by student Mike Bernard, has captured the eye of many buyers. Key chains made with pictures have been the leading profit maker. Other activities include the production of name tag Bicentennial buttons for the St. Louis Community College Presidents and District Office Conference. This was secured through Phil Carlock, Dean of Research and Development.

Contact was made with Ms. Shirley Devonshire of the Military Personnel Records Center to allow 70001 students to set up a button/key chain "Shop for a Day." Ms. Devonshire is a friend of 70001.

St. Louis 70001 students are looking into the feasibility of conducting an M.D. dance marathon with proceeds going to help fight the disease. Students Gary Young and Melba Bryant contacted the local M.D. representative, Kent Hornburger, who came in to talk with students about M.D. and the marathon.

On Feb. 24, Pepsi Representative Ruben Torres awarded tickets to attend the St. Louis Blues-Montreal Canadians Hockey Game to four outstanding students active



St. Louis 70001 was honored by a visit from Dr. Kenneth B. Hoyt, Director of Career Education, U.S. Office of Education. Dr. Hoyt and GED instructor Gwendolyn Wright observe student Janet Taylor (left) working with Coordinator Melinda Massaro.

## st.louis

in the youth organization. Pepsi has the contract for providing soft drinks at the site. In attendance were Coordinator Mindy Massaro and students Bruce Ranciglio, Kathy Miriani, Michelle Henderson, and Elizabeth Elliott. Although the St. Louis Blues lost the game, the students had a blast.

### CITIZEN OF THE DAY

On Feb. 12, Program Manager Joe Trahan was proclaimed St. Louis Citizen of the Day by Radio Station KKSS. The award is presented to outstanding leaders involved in community affairs in the St. Louis Metro East Area.



**CANDY SALES PROJECT**  
Program Manager Joe Trahan makes first purchase from Co-Chairperson Valerie Seals to kick off sales project. Profits were used to send students to the Missouri State C.D.C. March 21, 22, 23, held at the Lodge of the Four Seasons, Lake of the Ozarks.



## minneapolis

A surprise "welcome back" party complete with signs and refreshments greeted Coordinator Bev. Smerling on her return from a one-month trip to Communist China. Bev shared her slides on China and talked about the poor conditions that still exist there.

Two softball teams have been fielded by Coordinators Terry Lovick and Lynne Carper. They have played each other and next may challenge the bus squad. It's fun competition for members of Minneapolis-Suburban Hennepin Project 70001.

Folk singer Barbara Friedman donated her services at a fish fry held at the 70001 quarters. Judy Dockman, who recently joined the staff as secretary, brought in the sole, scallops, clams, and an electric frying pan. The chapter members did the cooking and most of the eating.

Page 13



**J**ACK FORD, son of the President, had the rapt attention of 70001 members on a recent visit to the Waukegan program. The young Ford was introduced by Keith Finney, Program Manager, to the assembled group of local officials, community leaders, enrollees, and the press.

Jack praised the young adults' decision to enter the job market and described 70001's approach as a "step beyond the Job Corps."

At a short and informal reception, Jack mingled with officials of the city, CETA, and the College of Lake County. Also present, of course, were about two dozen young 70001 participants and Keith's staffers — Louester Petty, Greg Bantin, and Priscilla Long.

**norwalk**



Norwalk 70001 students now have a comprehensive "pre-GED" exam designed by instructors Joann Virgil (standing left) and Edward Miller (right) in cooperation with the 70001 staff. The intent of the exam is to measure the student's academic development and give both the student and staff further insight.

**wilmington**

**O**N THURSDAY, Feb. 19, the Lawrence E. McGourty Chapter of 70001 Ltd. competed in a state-wide mini-conference held at Delaware State College in Dover.



Laura Bonner has been elected President of Norwalk 70001 chapter. She is working as head cook at Long John Silver Restaurant and would like to have her own restaurant some day.



Standing rear left - George Williams, Harry Jones, Christine Ford  
Front left - Joe Riddle, Diana Williams, Cornelius Walker



Vice President Shirley Fagan is on her way to a committee meeting. Shirley is employed in the Food Service Department of Norwalk Hospital.

Areas of competition included salesmanship, public speaking, job interview, poster and shadow box displays. All required skills related to a career in the fields of retailing, marketing and distribution. Local representatives of retail business, industry and Delaware State College distribution majors served as judges.

The following Wilmington students were winners: Job Interview, 1st place, Christine Ford; Public Speaking, 2nd place, Cornelius Walker; Sales Demonstration, 3rd place, George Williams; Honorable Mention, Joseph Riddle; Shadow Box Display, 2nd place, Harry Jones; and Public Relations Poster, 3rd place, George Williams.



John Williams, who also is Vice President of Norwalk 70001, works as a leather-craftsman apprentice at Swank, Inc.



Lynne McKee, Secretary, is employed by Dollar-Day-Rent-A-Car and plans to enter college after graduation from 70001.



Harry Jones, reporter, preparing his shadow box on British Sterling for Statewide Mini-Conference.



Treasurer Perrilee Mims is employed as a cashier at the Norwalk Food Cooperative and looks forward to owning her own store one day.

Other Delaware chapters represented were Capital of Dover and Newark 70001 Ltd. of Newark.

Competition was held from 9:30 a.m. to 12:30 p.m. followed by a luncheon and awards presentation from 1-2:30 p.m. Special guests included: Jimmie V. Morris, Wilmington Public School District; Conrad C. Shuman, State Director of Vocational

Education; Dr. Luna Mishoe, Pres., Delaware State College; Paul K. Weatherly, Pres., Delaware Technical and Community College; Nelson Freidly, Jr., Newark School District; and Raymond Granfield, teacher-educator, Delaware State College.



Christine Ford, President of Lawrence E. McGourty Chapter of 70001 Ltd.

The welcome address was given by Christine Ford, President of the Wilmington Chapter, 70001 Ltd. The introduction of judges and guests was given by Mr. Dennis J. Savage, Vice President, 70001 Ltd. The guest speaker was Ms. Renee Brummel, DECA National Officer, High School Division and a student at Hampton Institute, Va. Closing remarks were given by Mr. Kenneth Smith, President, 70001 Ltd.



Mr. Tom Welch, State DE Supervisor, acting as customer in sales demonstration given by George Williams, trainee.

Wilmington chapter advisors present were: Ms. Manera A. Constantine, Program Manager; Wilbert L. Cooper and Pete Thompson, Program Coordinators.

Prior to leaving Dover, the Wilmington students made a tour of The Green, the Governor's office, Senate and House, Dover Air Force Base and Radio Station WKEN.

**70001  
NATIONAL  
RECOGNITION  
AWARD**



After receiving his award and congratulations from Governor Bond, Danny Earhart reciprocated a moment later by presenting the Governor with an Honorary Life Membership in the Northwest Missouri 70001 Chapter.

**\*\*more than  
just deserved  
national recognition\*\***

"This certificate represents more than just deserved national recognition, Danny. It acknowledges that Project 70001 works and is highly successful in placing economically disadvantaged persons in good jobs."

"Danny" is Thomas Daniel Earhart, President of the St. Joseph, Mo., 70001 Chapter and recipient of the National Recognition Award presented by 70001 Ltd. to its outstanding enrollee.

The speaker was Missouri Gov. Christopher S. Bond, who presented Danny with the award in ceremonies at the St. Joseph 70001 office on April 1.

Approximately 100 persons were present, including civic, business, and educational leaders and 70001 members and staff. Among the most interested spectators were Danny's wife, who is expecting a child, and his parents.

"The recipient of today's award," the Governor said, "has been with the Northwest Missouri project since the beginning. Danny Earhart has been a leader who has carried the message of 70001 to numerous civic and community-

oriented organizations. He completed his GED test in May of 1975 and was elected Chapter President during the summer. He is currently employed at the Father & Son Shoe Store, St. Joseph, as Assistant Manager."

It was appropriate that the Governor, who has been a key supporter of 70001, should present the award.

Danny, 21, was selected for the award from several outstanding nominees. In addition to the framed certificate, he received a \$100 Savings Bond from 70001 Ltd.

A member of St. Joseph's 70001 program since January of 1975, Danny's first job through the program was with Hirsch's Clothing Co. as a stock-delivery boy and maintenance worker. From there he went to Father & Son Shoe where he is now Assistant Manager.

The Manager, Bob Angle, says that "Danny is very easy to work with and contributes to the efficient operation of the store. Danny would be an asset to any organization he worked for."

As President of the St. Joseph Chapter, Danny has been active in making presen-

tations to civic and community organizations including the Optimists and Sertoma Clubs and received a proclamation of DECA Week from Mayor William Bennett of St. Joseph. Danny also has provided the leadership for successful sales projects and other activities. In addition, Danny has been appointed a voting member of the Area Manpower Planning Board.

Danny, who quit school in the 10th grade, joined 70001 because he was "tired of doing nothing" and wanted to "make something" of himself.

He's making it.

This is a reminder to all programs that nominations are being accepted for the next recipient of the National Recognition Award. The deadline for submission of all documentation is June 1, 1976.

**This is the foreword to State Director Goldberg's report.**

Since the expansion of Missouri 70001 in November of 1974, the program has qualitatively and quantitatively reinforced the value of the Comprehensive Employment and Training Act of 1973. Although the demographics and program descriptions contained within this report may allude to numbers served, one cannot disregard the fact that each number represents a human being. Both CETA and 70001 were established to provide meaningful employment and services for people. The foresight of Governor Christopher S. Bond, his staff, and the participating Manpower Offices in Missouri, have been the catalyst for the success of Missouri Project 70001.

**Here are some highlights of Missouri's progress.**

**N**early nine out of ten of the 257 members of Missouri 70001 programs were working or preparing for employment as of the end of February, reports State Director Richard G. Goldberg.

A total of 114, or 44 per cent, were on the job, and 121 (47%) were in pre-employment orientation, he said.

"Only 22 or 8.5% of the 257 active participants are classified as unemployed," he added. "An unemployed classification means that the individual has been placed but has been terminated from the job."

Mr. Goldberg's comments are part of a comprehensive 57-page report citing the history and development of 70001 programs in Missouri during the 15-month period from December of 1974 through February of 1976.

The data indicate that Missouri 70001 has successfully completed its organization



Here are a few of the principals in Missouri's highly-successful 70001 effort; from left, State 70001 Director Dick Goldberg; Jim Buford, former St. Louis coordinator and now a member of the National Staff; Al Gardner, St. Louis coordinator; and Dean Otis Bolin of Forest Park Community College.

**MISSOURI 70001 REPORTS**

and start-up period even though it occurred during the most difficult economic period in four decades. All four of the 70001 programs in Missouri are now either overloaded or near capacity.

The statistics involve four programs — St. Joseph and Maryville in Northwest Missouri, St. Louis, and Cape Girardeau in Southeast Missouri. Only two of them were in operation during the entire period covered in the report.

Even so, Mr. Goldberg reported that of the 555 young people accepted into the programs during the 15 months, 265 or 48% were placed in jobs.

Of those placed, 171 (65%) achieved the CETA "permanent placement" category of at least 90 consecutive days of employment.

The highest placement rate — 86% — was in Maryville while St. Louis experienced a 71% retention rate on the job.

Here are some statistics drawn from Director Goldberg's report:

\*701 applicants were interviewed during the 15-month period. Their average age was 18.8, education 9.8 years, 52% male, 48% female, 61% white, 39% black, and .9% American Indian.

\*93 (13%) were referred to other agencies.

\*53 (8%) were refused admittance.

\*27 passed their GED tests.

In his report, Mr. Goldberg points out that 70001 achieved many firsts in Missouri — development of the first state 70001 office, the first time CETA 4% Special Grants were used to establish a program in a local Prime Sponsor's territory (St. Louis), establishment of the first regional 70001 program (Northwest Missouri), and development of the first rural 70001 program (Maryville).

# getting it together

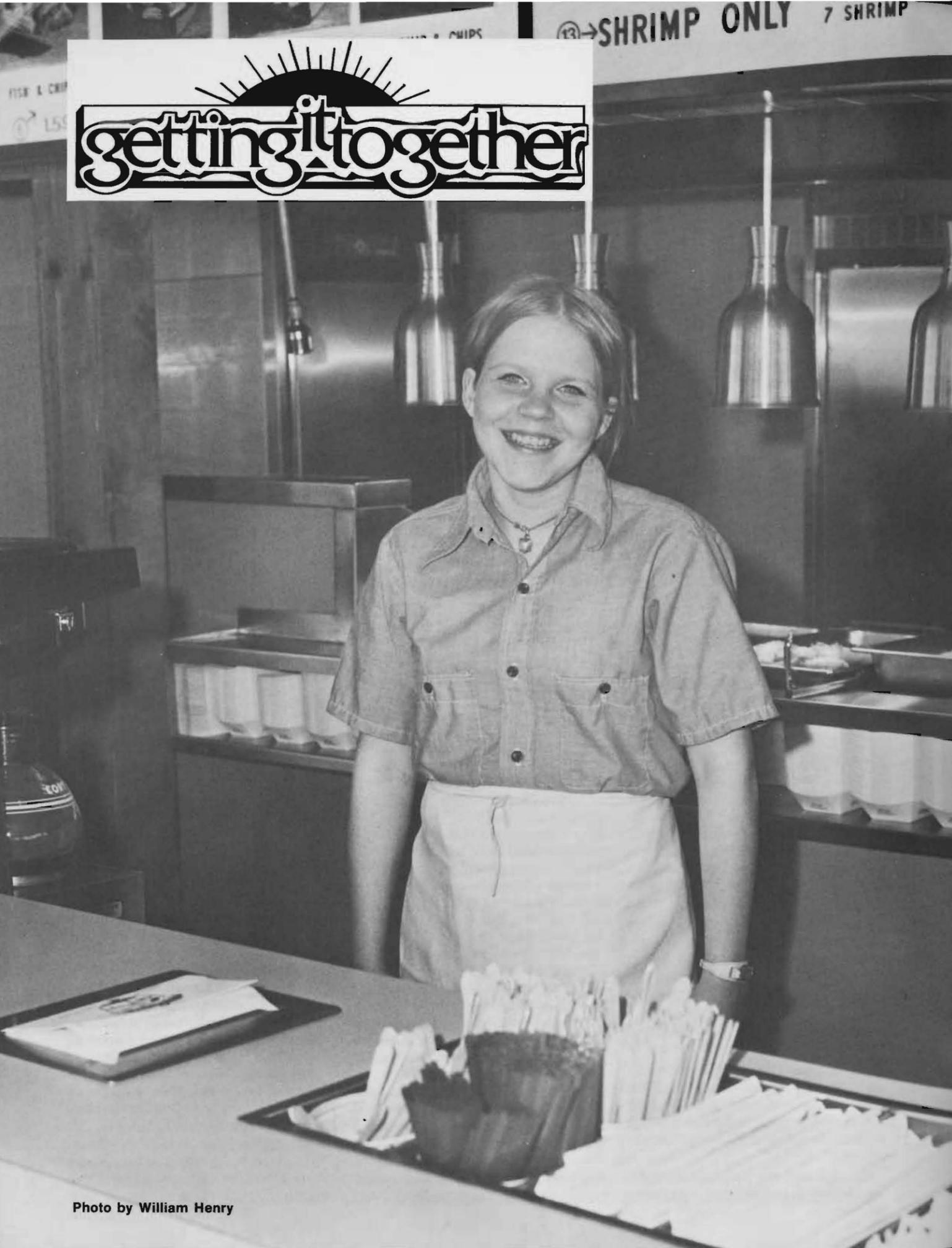


Photo by William Henry

**C**ONGRATULATIONS go to Jodi Lamma, a student of Capital Project 70001 Ltd., who recently was promoted to Assistant Manager of Arthur Treacher's Fish-n-Chips in Dover, Del. Jodi, who is 17, has completed all the high school requirements and has passed the GED test. Her future plan is to attend Delaware State College and major in business.

Congratulations to Ron Cantrell, Alice Faye Reid, and Jeff Hoote of Capital 70001 in Dover, Del., for successfully completing and passing the General Educational Development test. They are just three of the countless numbers of students that have put forth the effort and the great will to advance themselves toward much better goals for their future endeavors.



**On March 23, Marilyn Thomas of Montgomery 70001, was promoted to Assistant Manager of Junior Food Stores, a retail grocery chain. Ms. Thomas is delighted at the chance to move into management. She hopes one day to be Manager of her own store. Her new responsibilities are for the operation of the store. She will receive a better salary, plus 5% of the sales made at the store.**



**Marcella Bridges, of the Montgomery 70001, was promoted on March 29 to Assistant Manager of Eckerd's Drugs, a national retail chain. Ms. Bridges, who is delighted at the chance to move into management, hopes one day to be a store manager for Eckerd's. She is now earning \$135 per week. Ms. Bridges, 20, will be taking her GED test in May.**



## "I'm happy here," says Olivia Cox. And it shows!

"Here" is Eckerd's Drug, in Montgomery, where Olivia has been promoted to Manager of the Snack Bar. Her work wins high praise from District Manager Mike Cooper and Store Manager Charles Eason.

"Olivia had only been here two months at Christmas," Mr. Cooper recalled. "If she had been an average person, she wouldn't get anything. We gave her a \$50 bonus." Shortly after, she was promoted to Manager.

Olivia joined 70001 about a year ago after learning about it through a letter posted in the Food Stamp Office. Her first job was at a fast-food restaurant where she cooked, served, and mopped floors. "I wanted a better job and Coordinator Linda Smith brought me over here in September."

Olivia explained. She is working on her GED and plans to study bookkeeping.

Of the audio-visual instructional materials, she found the job interview unit most helpful. "It made me feel that the boss is not a monster who is going to jump on you," she said with a smile. As for Manager Eason, he said that 70001 job applicants "seem pretty well prepared. I've interviewed four. We've hired three of the four."

What does Olivia think of 70001? "I think it's a good club. A lot more young people should get involved in it. If you're shy, it helps you come out of it. It helps in the GED, helps with the job. It is a good project. 70001 helps you become a better person."

## Insurance Job For Mike Dooley

Mike Dooley of Maryville 70001 has accepted a position with Union Fidelity Life Insurance.

Mike's position becomes much more significant when you consider that Union Fidelity's College Master's Policy states that all salesmen are to be college graduates.

Mike is a recent first place winner in Missouri 70001's district DECA conference. He won the Sales Demonstration competition in Columbia, MO, on February 29. Due to the training and confidence Mike has received from 70001, he is in line for a \$12,000 to \$15,000 first-year salary.

## Top GED Students Honored by SEMO

To give more recognition to the enrollees and a boost in motivation, the SEMO 70001 Project has initiated a GED Student of the Month award.

Each month coordinators, secretary, and tutors evaluate time spent and progress made. Numerical values have been assigned time and progress for consistent recording. A prize is given to the winner.

The winners are: Richard Dienno, January GED Student of the Month; and Ann Biler, February GED Student of the Month.

**Enlists**

Ms. Cheryl Borah, a recent G.E.D. recipient and 70001 graduate, has enlisted in the United States Army. Cheryl is currently stationed at Fort Leonard Wood, Missouri. She was employed at Sears, Northwest Plaza, as a restaurant cashier.

**Promoted**

Janet Roper of Knoxville 70001 has been promoted from temporary to permanent employee at Miller's in the West Town Mall.

**GED Recipients**

The following members of Minneapolis-Suburban Hennepin Project have been awarded their GEDs in recent weeks: Robert Arvidson, Greg Scrutin, Shelley Johnson, Jim Olson, Laurie Bowton, Craig Brothen, Todd Evavold, Bev Geno, Ron Goebel, Mark Goldstein, Lois Harder, Leslie Newby, and David Rice.



Wishing Cheryl continued success are, from left, Coordinators Al Gardner, Jim Buford (now on the national staff), and Program Manager Jo Trahan.



**OPEN HOUSE**

Elaine Elliott, 16-year-old member of Wilmington 70001, chats with President Ken Smith at an open house held April 23 at 70001 Ltd.'s headquarters in Newark, Del. Elaine is a part-time employee of the national staff.

# Staff Development



From left are Melinda Massaro and Al Gardner, St. Louis Coordinators who were among speakers at the training session, and Program Manager Keith Finney and Coordinator Greg Bantin of Waukegan.

**IN-SERVICE TRAINING INSTITUTE**

An In-Service Training Institute for new coordinators was held January 21-22 in St. Louis, Mo.

The two-day session was for new staffers in programs at Jackson, Miss., Waukegan, Ill., and Cape Girardeau, Mo.

Speakers included Ms. Cornelia Morgan, Manpower Specialist, St. Louis Manpower; Dr. Jim Koeninger, teacher/educator of Oklahoma State University; Joseph Trahan, Program Manager, and Coordinators Melinda Massaro and Al Gardner, all of St. Louis 70001; and Dennis J. Savage, Vice President of 70001 Ltd.

Topics included: CETA and its relationship to 70001, administrative responsibilities of the program manager, how to develop a program of youth activities, basic job development techniques, the 70001 instructional program, formation and effective use of local advisory boards, and public relations.



From left are Dennis J. Savage, Vice President of 70001 Ltd.; Richard Bacon, Director of Vocational and Adult Education for schools in Jackson, Miss.; Paul Russell, Jackson's Program Manager; Corrine Burcham, Jackson Coordinator; and Richard Ourth, Coordinator from Cape Girardeau.

# MEET THE NATIONAL STAFF

As President and Chief Executive Officer, Ken Smith has the responsibility for overall administration of 70001 operations.

Ken has been at the 70001 helm since August of 1973, when he became National Director of Project 70001 and also Director of Special Projects for DECA. Under his leadership, Project 70001 more than tripled in size, from five programs serving 250 young people to 17 programs serving more than 2,000 youth in nine states.

When the decision came this year to separate from DECA and form an independent, non-profit corporation, Ken played the key role in creation of the new organization and the successful contract negotiations with the Department of Labor.

Ken's broad background in government, politics, education, and youth activities was put to full use as he guided national expansion of the program by working with federal, state and local governments, educators, and businessmen to forge a partnership of the public and private sectors.

In addition, Ken formed the "Friends of DECA," a group of influential business and government

leaders, and the 25-member DECA Congressional Advisory Board in an effort that significantly broadened national recognition of DECA and culminated in personal meetings with President Ford.

He was chosen as one of the Outstanding Young Men of America in 1972 and has also received the National Merit of Commendation, the New York State Regents Scholarship, the Kiwanis Club Annual Scholarship Award, certificates of merit and appreciation from DECA organizations, and the 1975 Great Distributor Award of Delaware DECA.

Prior activities include a B.A. degree in International Relations from American University's School of International Service, administrative positions in both the 1968 and 1972 Presidential campaigns, Director of the 1973 Inaugural Concerts, and 2½ years on the White House staff preparing daily news briefings for the President.

He is a Vice Chairman of the President's Advisory Council on the Education of Disadvantaged Children, member of the American Vocational Association, and of the Delaware and National Associations of DE Teachers.



**KENNETH M. SMITH**  
President

Photo by Nelson Brooks



Here is the heart of the executive secretarial staff at the National Office. From left around the table are Eileen Simpson, Joan Lygate, Ann Wedemeyer, Emma Best and Ann Campbell.

Photo by Jim Everett



**DENNIS J. SAVAGE**  
Vice President

Dennis Savage, as Vice President, is in charge of implementing all contractual obligations with the various projects and the corresponding delivery of services to them, and also handles the negotiations for refunding of the projects.

As Associate Director of Special Projects for DECA, Dennis was second in command of Project 70001 during its earlier growth. He started with 70001 in 1970 and was Program Manager of the Wilmington Project until his appointment as Associate Director in early 1975.

Dennis, who started in a teaching career, in 1973 was designated as one of the Outstanding Young Men of America. He received his B.S. in education from Cheyney (PA) State College in 1966 and took graduate courses at Temple University in research, development, and modern

theories of distributive education. In 1970, he received his Pennsylvania Teacher's Certificate.

Along the way, Dennis acquired work experience in retail stores, appropriately enough, and as an insurance underwriter. He also served as a Neighborhood Youth Corps Counselor at Haverford (PA) State Hospital and as a playground director.

After teaching basic education for three years with the Greater Chester (PA) Movement, he taught in Wilmington public schools before joining the original 70001 pilot project at the Price's Corner Shopping Center in 1970. Dennis was Program Manager when he was tapped for the Associate Director position in 1975.

He is a member of the American Vocational Association, Delaware Association of Distributive Education Teachers, and National Association of DE Teachers.

As Executive Assistant to the President and Chief Executive Officer, Merrilyn is Ken Smith's strong right arm. Besides helping him with his many administrative responsibilities, Merrilyn manages the office operations. She maintains contacts with the 70001 programs and with the various offices at the Department of Labor.

Merrilyn has been with 70001 since its inception as a pilot project in Wilmington, Del. in 1969. At that time, she was a secretary to the project coordinator, Dr. George B. McGorman, Executive Director of the Delaware Advisory Council on Vocational and Career Education.

When Ken Smith was named National Director of Project 70001 in early 1973, Merrilyn became his secretary and later Administrative Assistant. She was promoted to Executive Assistant with the formation of 70001 Ltd. in January of this year.

Merrilyn was an Executive Secretary with the State of Delaware Planning Office for three years before joining the Advisory Council staff in 1970.

A graduate of Caesar Rodney High School in Camden, Del., Merrilyn received her stenography degree from the Cornett School of Business in Roanoke, Va. She also studied at the University of Delaware.



**MERRILYN MORRIS**  
Executive Assistant

Upon Jim Buford's shoulders falls the responsibility for overseeing development of all new 70001 programs. Most of his time is spent "on the road" giving presentations and coordinating staff efforts in the field.

Jim joined the national staff after nearly a year as coordinator with the St. Louis 70001 project of Forest Park Community College. He was a member of the 70001 National Task Force and also was elected president of the Coordinator Training Institute last summer. He has been selected as a member of the Outstanding Young Men of America.

Before becoming part of the 70001 effort, Jim was a professional sales representative for Smith, Kline & French Laboratories of Philadelphia for more than two years. From 1970 to 1972, he was a retail representative and then a territory representative for the Warner-Lambert Corp. of Morris Plains, N.J. For five years, Jim was in industry, as a resident engineering clerk with the Ford Motor Company.

A native of New Orleans, he was brought up in Missouri and received his Associate of Arts Degree from Forest Park Community College. He also attended the University of Missouri at the St. Louis campus.



**JERRY SAPIENZA**  
Director of Public Information  
Coordinator, Instructional Materials

of Consumer Relations for the Delaware Health Services Authority, an experimental health services delivery system, and launched a statewide monthly health newspaper.

Earlier, from 1968-1972, he served as Press Secretary and then Executive Assistant to former Gov. Russell W. Peterson of Delaware.

A graduate of the University of Connecticut with a B.A. in English, Jerry has nearly 20 years of experience as a newspaper reporter in Connecticut, Pennsylvania, and Delaware and has received public service reporting and feature writing awards.



**JAMES H. BUFORD**  
Director of Program Development

Jerry Sapienza has the overall responsibility for development and dissemination of public information and the 70001 instructional materials.

He started with 70001 in November of 1974 as a consultant and in March of 1975 became coordinator of a project, sponsored jointly by DECA-70001, the Capital School District in Dover, Del., and the Delaware Department of Public Instruction. The project resulted in the adaptation of 70001 audio-visual instructional material for use by disadvantaged students in vocational education.

Prior to joining 70001, Jerry served nearly two years as Associate Director

Dr. Koeninger is Assistant Professor of Distributive Education in the College of Business Administration, Oklahoma State University, and is serving 70001 Ltd. on a part-time basis.

As Coordinator for Personnel Development, he oversees the training of all staff of the 70001 programs, including arrangements for the National Training Institute.

Dr. Koeninger has an extensive background in teaching, lecturing, writing and research, and has also originated a number of simulations and games in distributive education instructional materials. His writings include books on marketing and DE training, and articles in the **Business**

As Manager of Contracts and Financial Resources, Rick Moore is in charge of budget control and servicing local contracts and the Department of Labor contract.

Rick comes to 70001 Ltd. from the City of Wilmington, Del., where since 1973 he was Assistant Manager-Financial Analyst for the city's Federal Fiscal Program Administration. His duties included analysis of contracts with federal agencies, supervision of accounting functions and preparation of reports to federal agencies and office management.

As National Field Managers, Mike Goolsby and Doug Watsabaugh have the responsibility of providing services to local programs in all areas and to make the necessary presentations for promotion of new programs.

Mike, a native of Oklahoma, was graduated from high school in 1972 and attended Oklahoma State University for 3½ years. He was a member of Collegiate DECA and in 1975-76 served as National President of DECA's Alumni Div. At OSU, he received the President's Council Scholarship and was a charter member of OSU Ambassadors and recipient of the American Farmer Degree.

He was extremely active in high school DECA and FFA and was also a member of Who's Who in American High Schools in 1971 and 1972, and

Education Forum and the **Journal of Industrial Teacher Education**. He has been a director or presenter at more than a dozen workshops and institutes.

For five years, he was a management trainee with Montgomery Ward and has had varied occupational experiences in retailing and distribution. He has also devised curriculum packages in retail buying, marketing research, and advertising layout.

Dr. Koeninger received his B.A. from Central State University in Edmond, Okla., his M.S. from Oklahoma State University, and his Ph.D. at the Ohio State University. He was a member of the 70001 National Task Force.

Prior to his City of Wilmington assignment, Rick was Assistant Controller of Miller's Furniture Industries in Wilmington from 1971 to 1973, and for the two preceding years was Senior Auditor with Marcel E. Murrell, CPA, in Bridgetown, Barbados, West Indies.

Rick received his Associate of Arts Degree in Business Administration from Goldey Beacom College in Wilmington, where he majored in Accounting, and his B.S. degree from Widener College in Chester, Pa. He plans to start work on his Master's Degree this summer.

among the Outstanding Teenagers of American in 1972.

Doug Watsabaugh, of Maryville, Mo., joined the national staff after a year as 70001 Coordinator for Missouri Western State College. As Coordinator, he was responsible for counseling enrollees, developing jobs, and maintaining working relationships with various agencies, and preparing enrollees for GED tests and DECA competition.

A 1974 graduate of Northwest Missouri State University, Doug majored in business management. He also was President of his pledge class at Delta Sigma Phi fraternity and its Engineered Leadership Director. He was a member of the College Union Board, on the Dean's List and a member of the Optimist International.



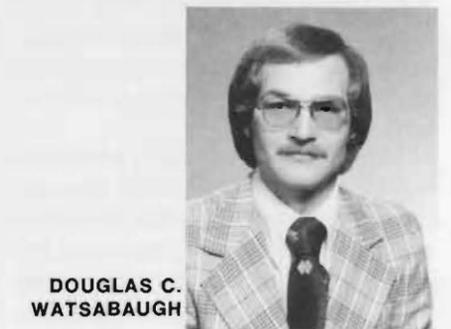
**JIMMY G. KOENINGER, Ph.D.**  
Coordinator of Personnel Development



**ULRIC D. MOORE**  
Manager of Contracts and Financial Resources



**MICHAEL L. GOOLSBY**  
National Field Managers



**DOUGLAS C. WATSABAUGH**

## The Contract with DOL



Plans for the coming year were discussed at a recent Board of Directors meeting. Starting at left and moving clockwise around the table, the persons whose faces are visible are Jim Buford, of the National Staff; Directors Constance Newman and Ken Rietz; Chairman Roger Semerad; President Ken Smith; Secretary Ben Cotten; and Director Larry Loomis.



Rodger Coyne and Nancy Stang of DOL.

"You have a very unique, viable, and feasible program, and you have the ingredients that make it work."

The comment is especially significant because it comes from Rodger Coyne of the Employment and Training Administration's Office of National Programs, Department of Labor. At a recent meeting of the Board of Directors of 70001 Ltd., Mr. Coyne also ticked off a number of factors that figured in DOL's decision to sign a contract with 70001.

"You deal with an area of great need — the disadvantaged school dropout. Your GED preparation component is another key ingredient. Another is the promotion of program funding from local and state CETA prime sponsors, and you are promoting on-the-job training," Mr. Coyne said.

Accompanying Mr. Coyne at the meeting was Ms. Nancy Stang, Office of National Programs, assigned as the Labor Department's Federal Representative to the 70001 project.

"The Office of National Programs is unique in that we deal directly with contractors like you," Mr. Coyne explained. "We have hundreds of requests from organizations to fund programs. But the funds we have are limited and we are very careful in negotiating and awarding contracts in line with the legislation and regulations."

He pointed out that "you have competitors. Every local prime sponsor in the United States has X dollars to support needed employment and training. But we know that in some areas disad-

vantaged school dropouts aren't being reached through programs like yours."

He said that the Department of Labor, Commerce, and HEW have established an inter-agency committee to promote the concept of forging stronger links between education and work. He also said this is another area in which 70001 is proving effective.

DOL will be constantly asking whether there is "real employer commitment" to the program, Mr. Coyne said, because it is "most essential to have jobs as the end objectives of all of these services. We're thinking jobs, training, jobs, jobs, jobs."

Mr. Coyne said his office will work closely with 70001. "We pledge our full assistance in the implementation of your contract."

# Here's an opportunity for you to help build.

## New Youth Group Will Be Formed

A new youth organization for 70001 will be formed this summer, according to Ken Smith, President of 70001 Ltd.

All programs should continue with their DECA Chapter activities until the end of the school year, he said.

The new organization will be called the 70001 Career Association and will, like DECA, be designed to help its members succeed in a career and in life. The Association will be tailored to the specific needs and objectives of current 70001 members as well as to encompass future additions to the program.

"We are looking for suggestions and ideas on how the new organization should be structured," Mr. Smith said. "For example, what types of competitive activities should we have in the Association? The persons best qualified to answer that are you, coordinators and program managers out in the field, in discussions with your young people."

He also invited suggestions from any persons interested in contributing ideas on the new youth group.

RESPOND TO:

**70001 Ltd.  
Robscott Building  
151 Chestnut Hill Rd.  
Newark, Delaware 19711**



HELP AMERICA  
★ CELEBRATE ★  
IT'S  
**200<sup>th</sup>**  
BIRTHDAY  
Get involved in  
**70001**<sub>LTD</sub>



1776 TO 1976  
★  
**70001**  
LTD  
"Our goal is to build  
a stronger foundation  
to construct a better  
Nation"  
**DELAWARE**

# 7001 GOING PLACES!

70001 Ltd. National Magazine

Summer, 1976



Going Places! It Really is . . . Page 2  
SEVCA: Born in the Spirit of '76 . . . Page 4  
College Students 'Join' 70001 . . . Page 22

\$1.00 SINGLE COPY

## CONTENTS

- 4 SEVCA: Born in the Spirit of '76**  
History is made as the 70001 Career Association becomes the first youth organization specifically for the school dropout.  
*by Robert J. Richmond*
- 5 Chris Ford of Wilmington wins National Recognition Award.**
- 8 70001 Expansion Update**  
A report on how 70001 Ltd. is meeting the challenge to open at least 10 new programs this year.  
*by James H. Buford*
- Helping the Community College Reach More People**  
The president of a community college tells how 70001 is having an impact on the college environment.  
*by Dr. Ralph H. Lee*
- 10 Making the Scene**  
Rap sessions, rock concerts, job fairs and conferences dot the horizon of 70001 programs.
- 22 College Students 'Join' 70001**  
Maryville innovates to better utilize personnel resources of nearby Northwest Missouri State University.
- 23 70001's Kathy Bokay Graduates to Tutoring**  
A St. Joseph associate is hired as a tutor . . . to other associates.
- 24 Getting It Together**  
Associates on the rise . . . into new careers and new challenges.
- 26 An Open Invitation to Join 70001 by One of Its Associates**  
*by Marilyn Thomas*
- 28 Don't Shortchange Students, Use Audio-Visuals**  
Reading instructor tells how he uses 70001 materials.  
*by Edward W. Fields*
- Two New Series Ready**  
*by Jerry Sapienza*
- Cape Girardeau offers incentives**  
"Student of the Month" award is designed to encourage associates in GED studies.
- 30 Happenings**  
News and tid-bits.

70001 Ltd. CORPORATE OFFICERS: Chairman - **Mr. Roger Semerad**, Vice President, American Retail Federation; President - **Mr. Kenneth M. Smith**; Vice President - **Mr. Dennis J. Savage**; Secretary - **Ben Cotten, Esq.** MEMBERS OF THE BOARD: **The Hon. Joseph R. Biden, Jr.**, U.S. Senator, Delaware; **The Hon. Bill Brock**, U.S. Senator, Tennessee; **Ms. Holly Coors**, Board of Regents, American Technological Univ.; **The Hon. Pete du Pont**, U.S. Congressman, Delaware; **Mr. Larry L. Loomis**, DE State Supervisor, Nebraska; **The Hon. Lloyd Meeds**, U.S. Congressman, Washington; **Dr. George McGorman**, Executive Secretary, Delaware Advisory Council on Career Education; **Mr. Ernest C. McMillan**, President, Proud, Inc.; **Mr. Joseph Trahan**, 70001 Project Manager, St. Louis, Missouri; **Mr. Kenneth C. Rietz**; Vice President, Mike Curb Productions; **Ms. Constance Newman**, Assistant Secretary, H.U.D.; **Dean Owen F. Peagler**, Chairman, President's Advisory Council on the Education of Disadvantaged Children

**Going Places!** is published periodically by 70001 Ltd., a non-profit corporation with offices at 151 Chestnut Hill Rd., Newark, Delaware, 19711. Publisher Kenneth M. Smith; Editor, Jerry Sapienza, Editorial Assistant, Emma Best. Annual subscription, \$3, separate issue, \$1. For advertising information contact Editor at above address or tel. (302) 731-0750. Copyright 1976 by 70001 Ltd. While 70001 Ltd. is funded in part through Contract No. 99-6-621-425 with the Employment and Training Administration of the U.S. Department of Labor, none of those funds are used in the publication of this magazine. Articles that appear in **Going Places!** do not necessarily represent the opinion or policy of the Employment and Training Administration of the U.S. Department of Labor.



STATE OF TENNESSEE  
June 3, 1976  
JUN 7 1976

EXECUTIVE CHAMBER  
Nashville 37209

RAY BLANTON  
Governor

Mr. Ken Smith  
70001 Ltd.  
Robscott Building  
151 Chestnut Hill Road  
Newark, Delaware 19711

Dear Mr. Smith:  
I would like to extend my personal appreciation for the material you sent to me concerning 70001 Ltd. This information is most impressive. I would like to add my congratulations to this organization for their outstanding contributions to the nation. Thank you for taking the time to keep me apprised of the progress of 70001 Ltd.

Sincerely,  
*Ray Blanton*  
Ray Blanton  
Governor

RB:sw

STATE OF DELAWARE  
EXECUTIVE DEPARTMENT  
DOVER

June 8, 1976  
JUN 10 1976

Mr. Kenneth M. Smith  
President  
70001 Ltd.  
Robscott Building  
151 Chestnut Hill Road  
Newark, Delaware 19711

Dear Mr. Smith:  
Thank you for your letter of May 25, 1976, and the Inaugural Issue of the 7001 Ltd. magazine, "Going Places."  
I found the issue most interesting, and certainly appreciate your thinking of me.

Sincerely,  
*Sherman W. Tribbitt*  
Sherman W. Tribbitt  
Governor

SWT:hba

EXECUTIVE OFFICE  
STATE OF MISSOURI  
JEFFERSON CITY

June 1, 1976  
JUN 7 1976

Mr. Kenneth M. Smith, President  
70001 Ltd.  
Robscott Building  
151 Chestnut Hill Road  
Newark, Delaware 19711

Dear Mr. Smith:  
Thank you for your kind letter of May 24 and the enclosed Inaugural Issue of the 70001 Ltd. magazine. Missouri is very proud of our 70001 programs. I appreciate your continuing efforts to keep me advised.

Sincerely,  
*Pete du Pont*  
GOVERNOR

THE WHITE HOUSE  
WASHINGTON  
July 3, 1976  
JUL 8 1976

Dear Ken:

Having followed with interest the progress of Project 70001 Ltd., I was pleased to receive your letter of May 24 enclosing the first issue of **Going Places!** and to read of the continued growth and success of 70001 Ltd.

From all reports, you have done an excellent job of motivating young people to improve their academic base and develop skills which enhance their opportunity for meaningful employment. Your success in providing unsubsidized employment leading to productive and worthwhile careers for young people who are no longer in school will certainly be an inspiration to others.

Keep up the good work and please convey to all those involved in 70001 Ltd. my warm good wishes.

Sincerely,  
*Gerald R. Ford*

Mr. Kenneth M. Smith  
President  
70001 Ltd.  
Robscott Building  
151 Chestnut Hill Road  
Newark, Delaware 19711

The inaugural issue of **Going Places!** attracted a wide range of interest — from 3-year old David Maevers (cover), son of a 70001 associate in Cape Girardeau, Mo., to the President of the United States. We, on the 70001 Ltd. staff, are extremely and sincerely gratified at the warm response to our new National Magazine and will do our utmost to assure that **Going Places!** will continue to merit your interest and support.

—The Editor

# SEVCA Born in the SPIRIT OF '76

by Robert J. Richmond  
National Director of SEVCA

In Chicago, Ill., on May 9, 10, 11, 1976, a delegation of 70001 enrollees from seven states met to form a new union — a union of young adults — proud of themselves, their backgrounds and their ability to earn, learn, and develop careers together; to make themselves, their families, their employers and their nation better for all.

The delegates thought, talked, argued, suggested, and finally produced the foundation of ideas that has led to the birth of SEVCA — the 70001 Career Association — the first national organization for young adults who have dropped out of high school.

Associates attending this conference were: George Williams, Joe Riddle, Christine Ford, Cornelius Walker, and Harry Jones from Delaware; Mark Goldstein, Tony Bennett, Laurie Bowton, Scott Anderson, Cindy

Thalin, and Tomi Yanta from Minnesota; Archie Salsbury, Steve Bowman, Tina Weston, Valerie Seals, Maria Moore, Debbie Hentchel, Pam McLain, and Callie Scott from Missouri; Robert Wilson, Tanaka Stewart, Cynthia Williams, and Val Surrey from Connecticut; Marian Taylor and Kim Kinder from Illinois; and Sheila Osborne from Alabama.

From this planning session, we have moved rapidly. Now, less than two months later, we are ready to begin SEVCA chapters in all of our local programs. We have reached this point through hard work on the part of coordinators, associates, and national staff members.

Taking the fundamental ideas of the Chicago conference, a representative group of 70001 coordinators, associates, and staff spent two intense days in May putting the ideas on paper to get the association started. The result of this activity was an eight-page document setting forth the structure of SEVCA, the individual and team program of activities and competitions, and the recognition system.

Agreed upon at both conferences was the idea of the formation of a National Leadership Team which would act as the national officers until the first national conference when elections will be held. The Leadership Team, comprised of one associate from each 70001 state, met in Newark on July 11-13 for leadership training and to make final decisions on the structure, proposed constitution, and competitive event specifications. These new leaders are: Christine Ford, Delaware; Maria Moore, Missouri; Bob Wilson, Connecticut; David Rice, Minneapolis; Lawrence Francis, Tennessee; Kim Kinder, Illinois,

With a budget in the works and the final organizational details being hammered out, SEVCA is really on its way. Within the month every 70001 associate will have the opportunity to become part of this new and, we believe, great youth organization.

Ultimately we will be an association where the 70001 associates can merge all of their experiences both in and out of the 70001 program. It will be a place where associates can develop together the ability to set career goals, develop the skills to get a job, and as importantly, learn to work with one another in a personal and meaningful way, whether through rap sessions, life-oriented workshops or talent shows. It will be a place where they can meet, help and learn from people from every possible walk of life, improve themselves individually, but yet, build as a group. In SEVCA, associates will be able to share their goals, interests, ambitions, and successes. This kind of experience and togetherness will help develop and prepare our associates to live and make their own way in this society.

In the spirit of '76, we in 70001 believe that the start of the 70001 Career Association will aid all people of our society by providing the high school drop-out, often neglected, an opportunity to develop careers and take part in civic affairs and social reforms. We believe this will be the first attempt to use the many talents of the 16-22 year-old high school dropouts, to give them a chance to make lasting contributions to themselves and to the betterment of our country. We intend to make this the best and most worthwhile youth organization in the nation — both for our associates and for our country.



Participants in SEVCA planning institute held May 25 and 26 at 70001 National Headquarters in Newark, Del., included, from left: Larry L. Loomis, DE State Supervisor from Nebraska and a member of 70001 Ltd. Board of Directors; Associate Leila Smith from St. Joseph Mo.; Bruce Stokes, DE coordinator from McKean High School in Wilmington, Del.; Susan Satterfield, Executive Secretary to SEVCA Director Bob Richmond; Missouri 70001 State Director Dick Goldberg; National Field Manager Mike Goolsby (rear); St. Louis Coordinator Melinda Massaro (partially hidden); St. Louis Associate Maria Moore (white pants suit); St. Joseph Coordinator Darrel Ashlock; Wilmington Associate Christine Ford; Knoxville, Tenn. Coordinator Glenn Glass (rear); Youth Specialist Nora Bennett Smith (partially hidden); Beverly Baker, Sears Personnel Manager; Wilmington Associate Elaine Elliott; Wilmington Coordinator Wilbert Cooper (rear); Newark Associate Theresa Williams; and Dover Coordinator Curtis Coleman.

## Nat'l award highlights leadership conference



Christine Ford (center), President of the Wilmington 70001 Chapter, happily receives the National Recognition Award presented during the first National Leadership Conference held by SEVCA July 11-13 at Newark, Del. The award includes a \$100 U. S. Savings Bond.

Runnersup Maria Moore, 70001 President in St. Louis, Mo., and Tanaka Stewart of Hartford, Conn. 70001, received certificates of achieve-

ment. Tanaka was unable to attend the conference, so his award was accepted for him by Robert Wilson, another Hartford 70001 associate. The presentations were made by Ken Smith, President of 70001 Ltd.

Maria was elected National Chairperson and selected as her alternates David Rice of Suburban Hennepin and Chris Ford. They will serve until officers are elected at

SEVCA's first national conference early next year.

SEVCA representatives from six states attended the leadership conference. Others were Kimberly Kinder of Illinois and Lawrence Francis of Tennessee.

The workshops at the conference dealt with such topics as the history and growth of 70001, the SEVCA Constitution, conduct codes, recognition and awards.

# Robert J. Richmond To Direct SEVCA



Robert J. Richmond

The major task of organizing and guiding the new youth organization falls upon the shoulders of Robert J. Richmond, National Director of the 70001 Career Association.

With an extensive background in distributive education, Bob has had wide experience in working with young people. Since 1969, he has been DE coordinator and DECA advisor at Newark (Del.) High School. For five consecutive years, the Newark Chapter placed in the top five in national Chapter of the Year competition.

In 1972 and 1973, Bob won "Teacher

of the Year" awards from the Delaware Department of Public Instruction and the Delaware Association of DE Teachers.

A native of Waterbury, Conn., Bob received his bachelor's degree in Accounting and Finance from Bryant College in Rhode Island. After three years as an instructor in the Army Signal Corps, including a year in Korea, he entered the University of Bridgeport (Conn.) and received his B.S. in Business Education in 1963. His first teaching position was at Watertown (Conn.) High School where he started the first DE program in that

region.

Feeling the need for additional business experience, Bob in August of 1967 accepted a position as Manager of the Distributive Division of the Greater Waterbury Chamber of Commerce. He held that position for two years before returning to teaching as DE coordinator at Newark High.

Bob did his graduate studies at the University of Connecticut and Central Connecticut State College, completing requirements for a Master's Degree in Distributive Education at Temple University in May 1973. He is married and has two children.

## What's in it for me, the dropout?

As a member of SEVCA, you will:

1. Show others how successful you are.
2. Learn how to be a leader.
3. Help other people in your town through community projects held by your chapter.
4. Have a chance to win trophies, awards and certificates through your job, G.E.D., contests and other SEVCA activities.
5. Learn about jobs and careers.
6. Hear speakers, see materials or

take field trips to learn "how to rent an apartment," "how to use credit," "how to buy wisely" and other survival skills.

7. Attend meetings and conferences with associates from 70001 programs in other cities and towns.
8. Meet employers and community leaders.
9. Work with others to get a job done — learning to work cooperatively.
10. Learn you are important to your

chapter and your fellow associates are important to you.

11. Get your name in *Update*, *Going Places!*, and other publications for your positive hard work.
12. Meet new people, see new places and **have a good time.**

**GET INVOLVED!  
SEVCA IS FOR YOU.  
SAY "I'LL TRY" —  
NOT, "I CAN'T."**

## More About SEVCA

As the associates of the 70001 Career Association move toward the first SEVCA Regional and National Conferences, the key to their individual and chapter success is INFORMATION.

This article does not give all the answers, but it points out what you the SEVCA associate or advisor needs to know and where and when you can get the answer.

### What Is SEVCA?

The 70001 Career Association (SEVCA) is the only national youth organization to serve the specific employment and educational needs of high school dropouts and to recognize their positive economic, educational and social achievement.

### When Was SEVCA Formed?

During the 1975-76 school year, the young adults enrolled in 70001 continued to be served through the Distributive Education Clubs of America (DECA) program of youth activities. At the close of the DECA National Career Development Conference on May 12, 1976, the newly-established 70001 Career Association (SEVCA) became the official professional organization for 70001 associates.

### Why Was SEVCA Formed?

The prime goal of SEVCA is to encourage the young adults of 70001 toward achievement. SEVCA is dedicated to serving the unique and pressing needs of its associates and is an integral part of the total 70001 program of employment, training, education, personal motivation and development. All activities, programs and projects are designed to complement and reinforce competencies that are essential for success in our society.

### What Activities Does SEVCA Sponsor or Encourage?

On the local, state, regional, and national levels, SEVCA encourages:

- Leadership training - learning to manage and make decisions.
- Community improvement projects.
- Recognizing associates' positive achievements.
- Survival Skills - learning to be self-supporting and independent in society and family life.
- Career information activity.
- Job and leadership related competitive events (individual and team events).

### When Does My Chapter Start Doing Things?

Now - right now - today - this minute - you can plan . . .

- An activity to recognize employers who hire your chapter's associates.
- A social or recreational activity for your associates.
- An activity through which your associates contribute time and effort (**not money**) to make your community a better place or help a group in your town.
- To bring in a speaker or display of information on a career or how to get a job.
- To bring in a speaker or display of survival skill information on such topics as "Renting An Apartment," "How to Buy Insurance," "How to Get Credit," etc.
- To bring in a graduate of your program who can encourage your associates to achieve.

Those activities will all count as points toward being recognized as an Outstanding SEVCA Chapter at your regional conference in October. Take pictures of associates in action, get publicity and write up the details.

### What About Contests?

Contests are being written now; you will have received the details, rules, how-to's, and sample rating sheets by July 31. What are the contests?

- **Individual Events:**
- **Decision-Making and Human Relations** — start to prepare today by learning the decision-making process.
- **Job Application & Interview** — start to prepare by completing

applications and going through practice interviews with local employers.

- **Public Communication** — start to prepare by practicing with small groups of adults as judges. Topics, SEVCA, 70001 work, education, etc.
- **Sales Demonstration** — start to prepare by selecting product or service, and practice with professional sales people.
- **Job Manual** — start to prepare by getting information about a specific job.

### Team Events:

- **Radio Commercial** — one hour to produce a 30-second commercial about 70001. Contact local radio announcer.
- **Chapter Exhibit** — a display of job placement, GED, vocational training, career training, chapter activities, and survival skills information. Begin to plan a booth.
- **Outstanding chapter awards** — as mentioned above.

**ADVISORS:** Your responsibility is to be sure your associates know and understand the rules, specifications, rating sheets and how to plan their time and activity to prepare for participation in a contest.

### What About Conferences!

Regional Conferences — October 1976 (specific dates and locations will be announced by August 31).

National Conferences — January or February 1977 (specific date and location to be announced by November 30, 1976.)

Conference activities will include workshops on career information and survival skills, competitive events, recognition of outstanding associates and chapters, election of officers and social activities.

### Bylaws and Constitution?

The draft of the SEVCA Constitution and Bylaws was reviewed by the National Leadership Team July 11, 12 13. The final draft will be published following approval by the 70001 Board of Directors.

### More Information!

If you have questions or need help, contact the Director of SEVCA, Bob Richmond, or Susan Satterfield, at 1-800-441-7550.

# 70001 Expansion Update

Editorial  
by  
James H. Buford

I am happy to report that 70001 is growing, and growing fast!

To start from the beginning, in February of this year, 70001 Ltd. mailed 200 informational packets consisting of the Annual Report,



Mr. Buford is Director of Program Development, 70001 Ltd.

newsletters, and brochures to prime sponsors throughout the country explaining in detail the story of 70001, clientele served, program operation, the role of 70001 Ltd., and the establishment of the first national vocational youth organization designed specifically for school dropouts.

The response was overwhelming — from Bremerton, Wash., to Miami, Fla., and from Portland, Me., to San Diego, Calif. Perhaps the best way to measure the response is by comparing our original objectives in program development with our performance to date.

Our major objectives, as outlined in our contract with the Dept. of Labor, for the first year were to approach 100 interested communities and then follow up with on-site presentations in at least 35 locations by July 1, 1976. From those 35, we would negotiate the establishment of at least 10 new 70001 programs from Oct. 1, 1976, through Jan. 30, 1977.

In the second year, we were to ap-

proach another 50 communities, make an additional 30 on-site presentations and lay the foundation for the establishment of at least 20 more programs.

Well, in some cases, we're about two years ahead of ourselves! For example, we've approached 216 communities and made 80 on-site presentations, more than we originally expected to achieve in two years. It is our judgment that we will also eclipse our original objectives in the area of new programs.

For instance, we are negotiating with 21 communities for establishment of programs. I feel confident that we will not only meet but exceed our original goal of 10 new programs in our first year.

Our on-site presentations consist mainly of contacts with prime funding agencies, potential administrators, local business people, and Chambers of Commerce. Our objective is not only to establish new programs but also to build local support and

produce a climate conducive to successful program operation.

What do communities find most attractive about 70001? One feature is the cost to the prime funding agency to establish a program — only \$1,250 per 70001 placement compared to \$3,183 per CETA Title I participant. Another

individual motivation, self-confidence and a sense of personal achievement. And last but not least — our programs are funded and administered locally, with assistance from national 70001 Ltd.

In conjunction with state and local on-site presentations, we have attend-

Conference, and National Association for the Advancement of Colored People.

Our efforts already have born fruit with the establishment of a new program in Independence, Mo., and the opening of a new program in Poplar Bluff, Mo., as an expansion of the Cape Girardeau program.

On behalf of the National Staff, I want to take this opportunity to welcome these new programs into the fast-growing 70001 family. I feel confident that they will have the same dedication and commitment to quality that has characterized 70001 to date. We, on the National Staff, will be doing all in our power to help continue that tradition.

As 70001 President Ken Smith stated in the inaugural issue of *Going Places!*, "our work is cut out for us," but I am proud to say we have accepted the challenge and with it the tremendous opportunity to help many thousands of young Americans find productive and rewarding careers.

*"in some cases, we're about two years ahead of ourselves."*

is the factor of full-time unsubsidized employment in the private sector.

Other features are the significant services provided by 70001 Ltd. to local programs, such as technical assistance and instructional materials, resulting in effective as well as quality 70001 programs; and use of a vocational youth organization to instill

ed national conferences and presented the 70001 story to such organizations as the National Alliance of Businessmen, Southern Conference of Black Mayors, American Retail Federation, Recruitment and Training Programs, Inc., National League of Cities, U. S. Conference of Mayors, National DECA Career Development

## Helping The Community College Reach More People

by Dr. Ralph H. Lee

St. Louis Community College at Forest Park continuously strives to assist its constituents in achieving upward mobility by offering educational services to the community which will further personal enrichment and career development.

As a public institution created for individuals who can benefit from our educational opportunities and community services, we recognize the need to reach all segments of society, not only those working toward college

degrees. With this in mind, we have found 70001 to be an effective vehicle in helping to reach young people who would not necessarily be exposed to the many aspects of a community college environment. Through the 70001 program in St. Louis, many youth are learning how to become more involved with society and its functions, and the formerly unemployed are becoming economically independent. Presently, we have individuals enrolled at Forest Park who were products of the basic skills and vocational training components of the

70001 program.

Additionally, scholarship and financial aid have been made available to qualified St. Louis 70001 associates. St. Louis Community College at Forest Park is proud that it is able to provide such comprehensive services to the population served by 70001. 70001 has not only helped young people achieve full-time meaningful employment, but it has opened the door to a new way of life, and for many, this included a heightening of social awareness and civic conscience.

Understanding a community

college's responsibility to all people, we commend the major sponsors of CETA and the U. S. Department of Labor for the support of 70001. Moreover, we commend 70001 Ltd. for its direction, leadership, and initiative in bringing the program to St. Louis. But above all, we commend the dedicated 70001 coordinators, program managers, and the associates for making a significant commitment to themselves, and to the thousands of youth who will benefit from 70001 — a vigorous and exciting program.



Dr. Lee is President of St. Louis Community College at Forest Park, Missouri.



# ... in connecticut hartford

## Delegates in Chicago

The flight was sensational, the people, motivating, and Chicago, something else!

Not long after Hartford 70001 delegates and advisors arrived Saturday, May 8, at the Conrad Hilton, the group toured Chi-Town and enjoyed some excellent cuisine.

The following day, 70001 coordinators and associates met for the first workshop of the DECA Career Development Conference. Tanaka Stewart and Val Surrey joined representatives from other 70001 programs to speak on the theme "What 70001 Meant to Me."

The rationale of the various workshops was to permit local coordinators and associates to have as much input in the construction of a new group of competitive events as the national staff.

Delegates of 70001 were present at two DECA banquets and found the motivational level of all concerned electrifying. Viewing the Career Exhibition and several competitive events produced a consensus among the Hartford group that "we can do this and darn well." Time will tell.

When asked what most impressed them about the conference, Hartford delegates gave the following replies:

Tanaka Stewart — *The high amount of motivation and unity among strangers with things in common.*

Val Surrey — *It's hard to point out one thing; I'm just glad I attended.*

Cynthia Wiggins — *Oh, wow, everything was a trip!*

Robert Wilson — *The ample amount of foxy chicks.*

*Enjoying the flight to the national DECA Career Development Conference are Hartford's Robert Wilson, associate, and Nancy Jackson, administrative assistant (left photo) and associates (l. to r.) Cynthia Wiggins, Tanaka Stewart and Val Surrey.*



## Sunny Social

April 25 was a rainy day in Hartford, but that didn't stop Hartford 70001.

Instead of canceling a picnic because of the weather, the event was held in the home of Sharon Heyman, part-time instructor of the GED component.

Even though it was gray outside, the attitudes indoors were bright and full of sunshine. Everyone attending contributed some type of savory dish.

It was a time for good food, socializing, and building closer relationships.

## Hartford 70001 Advisory Council

The Hartford 70001 Advisory Council, consisting of 14 distinguished citizens of the Greater Hartford Community, has brought about several positive changes through the implementation of the local 70001 program.

The Council is presently working on goals for upgrading the Hartford 70001 program. With that purpose in mind, an Ad Hoc Committee was formed with Raymond Blanks as Chairman (Administrative Assistant of Amistead House), assisted by Mrs. Maggie Alston (Director of Low Income Planning Agency) and Robert Cowie (Administrator of Personnel Department, Aetna Life & Casualty).

Hartford 70001 associates and staff wish to thank the Hartford 70001 Advisory Council for its interest and diligent work in making the local program a successful and viable organization.

## norwalk

Recent activities of the Norwalk Project included a fund raising ticket sale to "Boogie of '76," a rock concert held in New York City. Chief fund raiser was Anthony Brown, currently employed by the Norwalk Housing Authority as a carpenter assistant.

The Norwalk Project welcomes its two newest associates, Donnie Keel and Tom Louisy. Donnie, in addition to studying hard in GED classes, is working 60 hours weekly at the Ferro Corporation. Tom not only is a recent arrival at the Norwalk Chapter but also is a recent resident of the United States. He comes here from the French West Indies, where, he says there are no 70001 programs. Hmmm.

The project also welcomes the recent visit of Public Information Director Jerry Sapienza in June. He discussed 70001 instructional cartridges with staff members.

*Sharon Heyman (bottom left), instructor, volunteered her home for Hartford 70001 social when weather prohibited outdoor event. Among those present were Director Annie Warren (right) with her daughter Annika, 70001 associate.*



*Tom Louisy is a new-comer to 70001 and the U.S.A.*



*The smile belongs to Donnie Keel, recent Norwalk associate*



*Anthony Brown was chief fund raiser for Norwalk 70001.*



*Jerry Sapienza of the national staff discusses instructional materials with Norwalk Counselor Carol Schachat.*

**Making  
the scene ...in delaware**



There was fun and harmony at Delaware picnic.



**dover**



Dover Coordinator Curtis Coleman (r) and Associate Yolanda Massey (above) cut promotion tapes for 70001.



The Capital 70001 associates and coordinator meet every Wednesday night for a rap session. The purpose of the session is to bring about togetherness, to introduce the associates to key persons in the community, to discuss jobs and to make plans for the year.

Parting from this routine, Capital 70001 and Wilmington 70001 associates visited Radion Station WANN in Annapolis, Md., where they participated in an on-the-air community awareness rap session. The primary purpose of the visit however was to produce a tape promoting 70001.

Capital Project also participated in the recent Human Service Fair in which various state agencies were represented. Many favorable comments were received from visitors to the 70001 display.

June activities included a picnic at Lums Pond with other state projects present. Representing the Capital Project were Doug Chavis, Beverly Brooks, Vida Anderson, William Watson, Sheldon Weiner, Laura Perkins and Elreta Yelverton, secretary, all of whom thoroughly enjoyed themselves. Also in June, the project continued its worthwhile clothing drive which delivers garments to needy families.

**wilmington**

**Statewide Picnic**

Lums Pond was the site for the 70001 statewide picnic on Saturday, June 8.

All three Delaware chapters (Dover, Newark and Wilmington) were well represented at the picnic.

Coordinators Wilbert Cooper and Mike Webb served as chefs with menu consisting of hamburgers, hot dogs, potato salad, macaroni salad, baked beans, cake and soda. National President Ken Smith greeted students and guests.

After lunch, volleyball was played

between down-state and up-state teams and later between coordinators and students.

**Five Attend CDC**

Five students of Wilmington 70001 attended the recent DECA 30th National Career Development Conference in Chicago.

With one exception, the students had not been airborne, and, as expected, there was excitement from departure to arrival.

The group was awarded observance status and allowed to participate in 70001 workshops. Enjoyed were talks

by Ken Smith, President, 70001, on the past, present and future of 70001 Ltd.; by Bob Richmond, SEVCA Director, and by Dennis Savage, 70001 Vice President, on instructional materials and national publications. Mr. Savage moderated a panel discussion between youths and adults in which Wilmington President Christine Ford participated.

Other topics of discussion were proposed personnel training programs, improved GED component, orientation and pre-employment training, youth organization planning session (competitive events, structure, etc.), and national staff reaction panel.

Charles Miller talks to Associates Beverly Brooks and Millicent Sulder at Human Services Fair.



Capital 70001's Sheldon Weiner loads bus with clothing for needy.





Mike Santiago, an associate of Capital 70001 in Dover, Del., gets some pointers from his boss, John Bozman, Manager of Delmarva Sporting Goods, on the art of selling tennis rackets.

**Making the scene ... in waukegan, illinois**



Coordinator Greg Bantin does some job developing with American Motors representative at the Job Fair.

Waukegan 70001 participated in a Job Fair held in June by the Lake County Urban League. The Job Fair provided an excellent opportunity to reach more young people and employers with the story of 70001 and its benefits and thus boosted efforts to recruit associates and employers. Approximately 10 more young people were recruited by Waukegan in June.

Doug Watsabaugh, 70001 national field manager, and Tom Welch, a member of the Professional Associates of 70001, visited the program in June and provided some helpful advice on job development and recruitment.



Roger Semerad, Chairman of the Board, 70001 Ltd., was the principal speaker at an open house held by Waukegan 70001. Others in the photo are, from left, Madeline Neville, chapter president, and associates Janie Stegall and Debra Johnson.

**...in minneapolis, minnesota**

Minneapolis Project 70001 proved its excellence to the entire state of Minnesota at the recent DECA State Leadership Conference.

Its 10 representatives arrived early

to prepare for the State Pilot Program competitive events. Two of the events were new and run by Project 70001 coordinators Lynne Carper and Terry Lovick. The preparation and scheduling of Project 70001 participants was handled smoothly by Assistant Manager Lynda Goodwin, DECA Pres. Patricia Proctor and University Intern Janet Nydahl.

Having confidently completed these events, associates looked elsewhere for activity. They took advantage of special business tours as well as created a tour of their own to see the noteworthy display techniques used by Daytons. Among the seven members competing in the District competition, three placed. They were Laurie Bowton, 1st in Math; Barbara Hagberg, 2nd in Business Letter Writing; and Tony Bennett, 4th in Radio Script.

When awards were handed out, 70001 members collected their share: Scott Anderson won two 4th places and one sixth overall in Petroleum Management; Cindy Thalin won an 8th in Food Service Master Employee; and David Rice won a 4th in Food Service Master Employee and an 8th for "overall." Considering the hundreds of contestants competing in the events, these wins were outstanding accomplishments.

Perhaps the most surprising activity was this project's participation in State DECA politics. The associates were instrumental in creating a sophisticated political bloc that got all officers in the Hennepin County suburban area elected. Mark Goldstein, who engineered the move, is perhaps the first person ever to serve as a campaign manager for a student from another school.

**Making the scene ... in jackson, mississippi**



Virginia Lewis and Donald Warner, both employed at Women's Hospital, are two of 15 Jackson associates recently placed in full-time jobs. At far right, Virginia receives instruction in surgical preparation from Opel Moorehead. Donald, far left, works as a shipping and receiving clerk under the supervision of James Madison. Donald was interviewed and hired on his first day with 70001.

Since Jackson 70001 began its program in February, 38 young men and women have enrolled, 15 have been placed in full-time jobs, and the majority are either in GED preparation classes or nearing the point of obtaining their diplomas.

Of the 200 businesses thus far contacted within the Jackson area, the majority have expressed enthusiastic approval of 70001 and feel this is a worthy enterprise. One manager of a local convenience store indicated that

his superior in another state wanted to see a similar program instituted there. Some of the business concerns hiring 70001 youths have been K-Mart, GTE Sylvania, Inc. (Zinsco Co.), McGehee Moving & Storage, Woman's Hospital, Piccadilly Cafeteria and Piper Industries, Inc.

Jackson's 70001 coordinators are very proud of the associates' intragroup cooperation as demonstrated by their working out one another's problems, providing constructive

criticism, assisting and encouraging one another with the GED preparation, and organizing group activities. Such activities have included an occasional picnic, music sessions, a field trip to the Museum of Natural Science to aid in GED science studies, and the participation of several associates and coordinator Corinne Burcham in the "Walk for Mankind," which benefited 70001 Ltd.

Those who have been placed on jobs have expressed their continued

Continued on next page

Jackson (continued)

interest in remaining a part of the 70001 group — even after graduation.

Immediate plans call for relocation of the 70001 Ltd. office to a larger facility which can provide more flexibility and better accommodate extracurricular activities and participation in the 70001 Career Association.



## Making the scene ... in missouri

### cape girardeau

Callie Scott, 16, an associate from Cape Girardeau 70001, likes her job as cook at Burger Rich. "I learn a lot about cooking and food storage and a

little about business management . . . I love to come to work in the morning. If I can save enough money or can get a grant, I want to go to college and major in business administration."

Richard Schmidt, owner of Burger Rich, is as pleased with Callie as she is with her job. "When she came in for her interview, she was hesitant," he recalled. "Nervous. I had my doubts. But now I'm very glad I hired her because she does a real fine job. Excellent."



Callie Scott and owner Richard Schmidt at the Burger Rich deep fry.



Taking pride in their work, Callie Scott and Debbie Hentchel produce Project 70001 radio spots.

## northwest mo.

### maryville



Ethele Hanners enjoys her coordinator's desk at new Poplar Bluff site.

Maryville 70001 has moved into new offices at the west edge of the Northwest Missouri State University campus. The new facilities will have room for a baby-sitting clinic for night school, a recreation room for associates, and meeting rooms for future SEVCA gatherings.

Maryville 70001 owes special thanks to Northwest Missouri State University for its cooperation and helpfulness both in the recent move and in general program support. The University through the office of the business manager has gone out of its way to see that 70001 feels welcome. For example, the University has helped locate extra needed furniture.

Also, the University through the office of Physical Plant Director over the past year has placed four 70001 associates on the custodial and buildings and grounds crews. The University radio station, KXCV, cheerfully broadcasts our public service spots and has retaped and provided other professional help at no cost.

Cape Girardeau associates who were absent from a recent Chapter meeting received a neatly written card a few days later. It said they were missed at the meeting and could they please try real hard to attend the next one? The idea came from associate Terry Maevers, shown below writing the cards. "I'm anxious to see how it's going to turn out," she said.

Advice and support have come from other University departments in the areas of guidance and counseling, agriculture, biology, education, home economics, business and economics, mathematics, and speech therapy. Some University faculty have even given tutoring time, some have interviewed associates for jobs, and some have helped us in locating student tutors.

Maryville 70001 looks forward to a continuing close and mutually beneficial relationship with the University.

#### New Members

New members welcomed to the Maryville 70001 chapter recently are Lela Stuart, Anna Rosenbaum, Kathy Wilmes, Vickie Carroll, David LeMar, Gary Emery, and Rick Emery.

Four Associates have been placed in jobs: Vickie Carroll, Hitchin' Post; Bob Ebrick and Danny Dooley, NWMSU staff; and Mike Dooley, Farms Master in Shenandoan, Iowa.

#### New Fathers

Mike Morton and Gary Emery are new fathers.

#### New Contest

The chapter has just initiated a new contest, entitled "Student of the Month," which is designed to challenge members to study hard and attend classes regularly. The student with the highest score at the end of each month will receive a prize and recognition in both the classroom and in the newspaper.





Jerry Ham has joined the Northwest Missouri staff as a coordinator at St. Joseph 70001. Jerry received his Bachelor of Science and Education degree from Missouri Western State College and his Master of Science in Secondary School Administration from Northwest Missouri State University.

Before joining 70001, Jerry taught at high schools in Nortonville, Kansas, and Lawson, Mo. He and his wife, Dixie, have two sons.

How many people do you know lucky enough to receive a child as a birthday present?

Coordinator Jerry Ham (standing) at work.



A surprised Ginny White accepts appreciation plaque from Program Director Perry Kendall.



Northwest Missouri Project members in St. Joseph held farewell reception for secretary Ginny White.

That's what's happened to Chapter President Danny Earhart. His new daughter was born on his birthday — May 7. She weighed 6 pounds, 7½ ounces, and has been named Mary Jean.

The Northwest Missouri 70001 chapter in St. Joseph recently said goodbye to one of its staffers, secretary Virginia Witte. Virginia's husband took a medical retirement from Chevrolet Motor Division as a district sales representative. The couple's plans now call for traveling across the country in search of the ideal area to settle in retirement. "Ginny" has been succeeded by Mona Warner, who, by coincidence, was employed by a local Chevrolet dealer.

At the going away party given by chapter associates, Program Director Perry Kendall was on hand to present Ginny with a plaque of appreciation and his well wishes.

Photo by Chris Ziebold



Louise M. Wright was promoted to coordinator at St. Louis 70001.

## st.louis

### St. Louis Celebrates First Anniversary

On May 17, the St. Louis associates gave a one-year anniversary party for their GED instructors, Gwen Wright and Tom Geiss. The party co-chairmen were associates Mary Wilderness and Shirley Coleman. The

celebration was held at the 70001 site, with tables and chairs in the activities room moved out of the way, in order that everyone could dance to the music provided by associate George Murphy. A delicious cake, which featured an open book design, was prepared by Ms. Georgiane Tulenko, secretary to Dean Carlock, the administrator of the St. Louis Community College at Forest Park.

Shirley Coleman summed up the feelings of the group by saying: "We wanted to show Tom and Gwen that we appreciated all their efforts and attention. I only hope that we can put into action what they've taught us."

### DECA Nat'l Conference

Chapter President Maria Moore and Vice President Valerie Seals were the St. Louis representatives to the DECA National CDC in Chicago. They were accompanied by coordinators Melinda Massaro and Louise Wright. Besides attending the youth activities planning sessions, the group visited the Sears Tower and the Disco Club — "The Dingbat." Special "Project 70001" buttons were made up and sold at the conference by Maria and Valerie.

### Louise Wright Promoted

Louise Wright began her career with the St. Louis Community College at Forest Park's Project 70001 in December of 1974 as an instructional assistant. Her responsibilities were

(Continued on next page)

Coordinator Al (The Voice) Gardner purchases a fishing rod from 70001 associate Debra Williams during a follow-up visit. Debra has been employed in the Sporting Goods Department of Sears, N. Kings Highway since April 22, 1975.





70001 Ltd. operated a promotion booth in the exhibits area of the conference. Pictured are Louise Wright, St. Louis, and Dennis Savage, 70001 Ltd., attending to questions.

*St. Louis (continued)*

administrative assistant to the Program Director, secretary, counsellor, student orientation, student interviews, and assisting coordinators in job development. Through her sincere dedication and hard work she has recently been promoted to Program Coordinator. Congratulations Weegie!

**St. Louis Spring Expo**

On June 8, the St. Louis Community College at Forest Park's Project 70001 held an Exposition at the site headquarters. Dr. Richard K. Greenfield, Chancellor of the St. Louis Community College, was among the many distinguished guests who toured the 70001 facilities. Other visitors included employers, Advisory Board members, educators, parents and community leaders.

Featured on display were educational and vocational materials, associate-designed employment posters, competitive events trophies and showcases depicting button-making projects and simulated store displays. Refreshments were served. Associate hostesses for this event were Michelle Henderson, Toni Pero, Valerie Seals, and Mary Wilderness.

Sam Stone, Coordinator of Institutional Development at St. Louis Community College, visits with 70001 associates Mary Wilderness and Michelle Henderson.



Photos by Louise Wright



Program Director and Member of 70001 Ltd. Board of Directors Joseph Trahan receives Inaugural Board Meeting Award from Coordinator Melinda Massaro. Approving is Dr. Richard K. Greenfield, Chancellor of the St. Louis Community College.



70001 St. Louis Associate Valerie Seals proudly displays Employment Poster. Valerie works at Target Department Store South Hampton as a cashier.

Other Employment Posters by associates featured J. C. Penney, Brown Shoe Company, Garlands, Sears, United Parcel Service, Thom McAn and Malcolm X Day Care Center.

**...in tennessee** 

**knoxville**

Gerald Lutz, Manager of The Thom McAn Shoe Store River Roads and 70001 Advisory Board Member, is all smiles as he views display of Thom McAn merchandise done by 70001 associates. Mr. Lutz furnished the merchandise for the exposition.



Lawrence Francis

The coordinators at U.T. 70001 Ltd. selected Lawrence Francis to serve as State Representative on the 70001 National Leadership Team which met July 12 and 13 for workshops in Newark, Del.



Associate Debbie Brewer does her science studies under the watchful eye of Gigi Denton, a new tutor and recent college graduate.

## College Students 'Join' 70001

### Course Credits Substitute for Dollars

The tutoring program at the Northwest Missouri program at Maryville has provided experimentation with some new ideas on how to better utilize personnel resources available through nearby Northwest Missouri State University.

One new wrinkle has Northwest Missouri students earning course credits while tutoring 70001 associates. The tutors are not paid for those activities which earn them teaching credits.

Five of the university students currently are working with Maryville associates, explained Coordinator Sue Nothstine. One is getting credit for student teaching; another for a child psychology course. "It's working out great," Ms. Nothstine enthuses.

The tutors include a student in speech therapy. Maryville also has initiated a tutor-supervisor for night school classes when the coordinator is not readily available. The tutor is in charge of classwork, contacting absent

students and also provides on-the-spot counseling if necessary.

"Such individualized assistance and interest has benefited both the college students and the associates," said Ms. Nothstine.

Another innovation will begin this fall when the program will start offering free baby-sitting services. A university student tutor will design the room, the toys and activities, and thus earn credits for her course in child development.

## 70001's Kathy Bokay Graduates to Tutoring . . .

A member of Northwest Missouri 70001 has been hired by the program as a tutor for associates seeking their GED.

Kathy Bokay, who started with St. Joseph 70001 last fall entered Missouri Western State College this spring and, after a successful term, was among eight State College students hired by the program to serve as GED tutors.

"We use students from Missouri Western State College who are on work study to do the tutoring," explained St. Joseph Coordinator Walter

Martie. "It has been our experience that these college students are very capable and can reach the young associates with almost immediate rapport."

In Kathy's case, "she has a very special rapport with associates since she has gone the route. In addition, her outgoing personality and academic skills make a winning combination."

Mr. Martie said that it is appropriate for Kathy to be tutoring because upon completion of her GED

training, she "tested out with a very excellent score of 291."

He added that the tutors themselves "find the work most rewarding and fulfilling, and the result is a beautiful working relationship which develops between associates and tutors."

"We strive to keep our tutoring load on a 4 to 1 ratio. We provide tutoring service from 10 to 12 in the morning, 1 to 3 in the afternoon, and 7 to 9 on Tuesday and Thursday evenings. We find that this gives good coverage and meets the needs of the associates with their varied work schedules."



Associate Kathy Bokay tutors another associate at St. Joseph 70001.

# getting it together

## New Careers

### Maryville Members Start New Careers

Several members of the Maryville, Mo. 70001 program have begun new jobs in recent weeks.

Congratulations are extended to Don King for starting work in the carpentry field and for obtaining a driver's license. Wishes for a speedy recovery also go to Don who was recently involved in an accident.

Rick Sticken and Bob Ebrecht have found new positions in the construction field. Fellow 70001 associate Gary Emery, who received his GED in May, has also begun work in the construction field.

Taking on new assignments with Reigel Textiles are associates Kris

Van Dusen and Mike Morton.

Final congratulations go to Richard Freemyer who has just acquired a chauffeur's license which should prove a great asset in his work at the Paul Moyer Farm.

### Jackson's Newly Hired

Congratulations go to Jackson 70001 associates Cornelius Carroll, Stanley Cates, Jo Ann Hudson, Pam Jones, Donna McFarland and Glen Myers, who have all been employed by Piper Industries and who all are well on their ways to obtaining their GEDs.

In addition, congratulations are also extended to James Watts of Jackson who is working for James McGee Construction at \$3.55 an hour!

### GED Recipients

The Northwest Missouri Program at St. Joseph boasts an 80 percent success rate in its GED program. In recent weeks 14 participants have been awarded certificates: Diane Bennett, Cindy Bradley, Warren Rogers, Kathy Salisbury, Sharon Sontheimer, Vicki Taylor, James Thurman, Lori Hovey, Debbie Goldizen, Terre Blessington, Neta Thom, Gloria Griffin, Sandra Green, and Anita Storbakken.

Cape Girardeau recent GED recipients are (pictured from left) Jim Walter, Debbie Hentchel and Callie Scott with her tutor Mike Sheppard.



George enjoys dinner menu at National Convention.

## George Williams Becomes 70001 Spokesman

by Wilbert L. Cooper

During the past four months, George Williams has displayed ability, dedication and loyalty in an outstanding manner to the Lawrence E. McGourty Chapter in Wilmington and the National 70001 Ltd. program.

It all started last February. After competing and winning in the state-wide mini-conference, George reevaluated himself. He participated in the State DECA conference and demonstrated a good selling display of tennis rackets and accessories. Immediately following the State DECA conference, George was hired in the shoe stock department at Sears. He has since received outstanding job evaluations from his supervisor.

On May 4, George went to Annapolis, Md. where he helped produce a spot promotion tape. This tape is currently being aired on radio stations WANN, WILM, and WDEL. This tape expresses the student's thoughts of the 70001 Ltd. program on

both a local and national basis.

George was one of five students from the Wilmington chapter to attend the 30th National DECA Career Development Conference in Chicago. By attending this conference, he was able to contribute to the formation of the 70001 Career Association.

Most recently, he was on a radio talk show and on Channel 12 television. The radio show informed the local youth about the program and the television show as a national promotion of 70001 Ltd.

We salute you, George, for your progress and dedication to 70001 Ltd.



George Williams (c) takes time out from radio spot promotion to chat with Morris H. Blum (r), president of WANN, and Carl Snowden, station moderator.

“At first I was reluctant . . .  
Now I have too much pride to step down.”

## An Open Invitation To Join 70001 By One Of Its Associates



Marilyn Thomas with Larry Cannon, Division Manager, Jr. Food Stores.

On March 4, 1975, I stepped into the life of Project 70001. I finished the orientation period, was accepted on April 4, 1975, and in return was given another chance to correct one of the greatest mistakes of my life: the mistake of dropping out of high school.

At first entrance to the project I was reluctant, reluctant of acceptance, and accepting. Then I met my coordinator, Mrs. Thelma Burton, a person whom I'll be ever grateful for. She showed me the project's connection with the ladder of success, and how with a little effort and work on my part, I could become a part of this ladder.

After I became a part of the project, I was enlightened by the vast number of students the project had helped before me. And with my personal will power along with the help of my coordinator, I am determined to become another example of success from Project 70001. Success, the project taught me, was in oneself, and with the aid of the project I was able to recognize success within and make it work for me.

Before I became a part of the project, my biggest hang-up was facing the public and meeting people. When I became a part of the project, I met many people and became very active in the public and as a result I

became so involved in it that I overcame my personal "phobia" of meeting people.

Since I have been associated with the project, I have had many thrilling experiences, and met many important people associated with the project such as the Mayor of Montgomery, Mayor Jim Robinson; Mr. Wyrosdick, who is the Director of Vocational Education of Montgomery School System; Mr. Ken Smith and Mr. Dennis Savage. Through the project, I've become a member of the Autauga, Elmore and Montgomery Manpower Consortium.

These and many other experiences have happened through Project 70001. Without it I know I would have been in the class of citizens that society classifies as being uneducated; but with the project's help I have been able to detour that road and step up to success. And now that I am stepping UP I have too much pride to step DOWN. But just enough gumption to help a fellow person UP.

That first step into the life of 70001 is a step I could never forget for it changed my entire life. I am now Assistant Manager at Jr. Foods. And I am working for a higher position. I have Mr. James Knuckles to thank.

by Marilyn Thomas



Charlie Lawson is a far different person today from the one he was of a year ago when he first joined 70001. He is now head attendant for Allright and serves (center of photo at right) as secretary-treasurer of his local 70001.

## Charlie Lawson: A 70001 Success Story

At the time of his enrollment in U.T. 70001 Ltd. in Knoxville, Tenn., Charlie Lawson and his father were living in a motor van. Today, father and son live in a comfortable single-family house.

Charlie entered the 70001 program a year ago in August. He had dropped out of high school during the 11th grade in order to support himself and his father, who had been dismissed from work because of poor health.

After completing the Pre-Employment Training offered by 70001, Charlie was placed on a job at Nan Denton's, a fast food restaurant in downtown Knoxville.

Charlie proved to be a most dependable employee, receiving excellent progress evaluations from his supervisor. The job security enabled Charlie and his father to move into a modest two-room apartment.

Charlie attended 70001 GED classes and, in time, passed the preliminary requirements to take the test. Meanwhile, he continued to carry out his many duties at the restaurant, one of which was to carry the trash to a central pick-up station. On the way to the station, Charlie had to pass through an Allright Auto Parking Lot.

On the day Charlie entered 70001, he and his father resided in this van.

The head attendant of the lot soon recognized what a conscientious worker Charlie was and not long thereafter offered him a job parking cars.

Today, Charlie is the head day-time attendant of the lot, a position which has enabled yet another move into a

single-family residence. In addition, he has demonstrated leadership abilities while serving as Secretary-Treasurer of the local 70001 chapter.

Admired by associates and co-workers alike, Charlie exemplifies the success which can be achieved in 70001 Ltd.





Edward W. Fields is employed as a full-time reading specialist with the Wilmington (Del.) 70001 program. A resident of Clayton, N. J., he is Vice President of the New Jersey Federation of Youth, which strives for the mental, physical, and spiritual development of young people. Mr. Fields attended Southern Colorado State College and has a B.A. in English with a minor in reading.

# Don't shortchange

by Edward W. Fields

I don't know how many of our 70001 programs are presently using the individualized, self-pacing, audio-visual vocational instructional materials, but these materials should be an integral part of all 70001 programs.

I'm not suggesting that all of the 100 and 300 series be utilized by every student in your program, but if there isn't a degree of utilization by every 70001 program, "a well of wealth," if I may use a colloquial expression, is being left untapped, and our students are being shortchanged.

The 100 series deal with different techniques used by potential employees to make a good first impression when seeking employment. It may be that your students are well groomed, know how to fill out applications, and are well versed in

personal dynamics. But do all of your students know what to expect and how to carry themselves during a job interview?

The 300 series deal with different phases of marketing, sales, and distribution. There are many valuable personal and job related learning experiences that help prepare the students for employment and to upgrade himself in his present job.

Now to enumerate several ways students are being shortchanged if your 70001 program isn't using the vocational instructional materials.

Firstly, students are sent to prospective employers and are expected to complete an application without previous experience, which could prevent them from getting the job. The "Application for Employment" tape

# students, use Audio-Visuals

will give students the needed experience in filling out applications.

Secondly, students are sent on job interviews without knowing what to do or expect. Doing well in a job interview enhances the student's chance of getting a job and earning money. The "Job Interview" tape will teach the student what to do in a job interview and give him the equipment needed to show the employer that he is right for the job.

I have presented my view of the vocational instructional program; now I would like to share my methodology with you.

When we first started the vocational instructions, the audio-visual room was furnished with carrels, but lacking in individual audio-visual machines. The machines were to

arrive any day, so I handed out the workbooks, which the students had assembled under my instructions, and using a LaBelle projector, began the program working as a group. There were a few complaints from the more advanced students, but all complaining ceased when the individual machines arrived. Every student was assigned a workbook and a checkoff sheet which lists trainee's name, coordinator's names, titles of the 100 and 300 series tapes, date completed and approved by.

The trainees are held responsible for completing the 19 tapes and the checkoff list gives a record of his or her progress. After a trainee has completed a tape, he writes the date in the date completed column and brings his workbook to me for approval. At that

time the trainee is asked questions on the material to see if learning has taken place.

These methods are working for us at the 70001 Ltd. Wilmington Chapter, but may need some innovation to fit your particular need. The audio-visual instructional program was implemented at the Wilmington Chapter in February of this year. Since that time more than 40 students, ranging in reading abilities of 2.5 to 10.8, have seen all, or part of the 100 and 300 series tapes.

If your 70001 program isn't presently using the audio-visual instructional materials, now is the time for the implementation of this very important resource.

## Two new series ready

by Jerry Sapienza Coordinator, Instructional Materials

The above article by Edward W. Fields tells how one 70001 program is using the audio-visual instructional materials. It does not mean that all 70001 programs do or even should use the materials in exactly the same manner as does Wilmington.

Each 70001 program is different, and the use of the audio-visual units must be tailored to the needs of the students involved. Since 70001 embraces a wide variety of young adults — from inner city to suburbs, to small towns and rural areas — obviously the needs of those students will differ. So must the use of the materials differ.

However, there is no doubt that Wilmington 70001 is finding the materials effective and beneficial for its associates. We believe that as 70001 adds to the variety of units available, the entire instructional system will grow in flexibility, usefulness, and effectiveness.

Towards that end, two new series are being made available by National 70001. The titles were selected on the basis of a survey made of coordinators in which they indicated subject areas they would find most useful. The new series and titles are as follows:

### 400 - Preparation for Entry Level Positions

(Fast Food/Restaurants)

- 401 - Smart Waitress I: Personal Appearance
- 402 - Smart Waitress II: Attitude
- 403 - Smart Waitress III: Salesmanship
- 404 - Smart Waitress IV: Teamwork
- 405 - The Order Sorter (for short order cooks)
- 406 - The Final Touch (making change, spotting counterfeits) (Supermarket Training)
- 407 - Checkout Training
- 408 - Customer Relations (Warehousing)
- 409 - Orientation
- 410 - Stocking, Letdowns & Inventory Control

### 500 - Survival Skills

(Personal Finance)

- 501 - Operating a Checking Account
- 502 - Balancing a Checking Account
- 503 - Keeping a Savings Account
- 504 - Getting a Loan
- 505 - Using Credit Cards
- 506 - Budgeting Payday to Payday
- 507 - Borrowing Wisely
- 508 - Long-Range Financial Planning (Consumer Education)
- 509 - Buying Basics: Food and Clothing
- 510 - Wheels and Deals; Buying Cars and Motorcycles

## Cape

Cape Girardeau 70001 has come up with a plan to encourage associates to participate more fully in GED study.

It's the GED "Student of the Month" award that is based on the following point system, explains Coordinator Richard "Rip" Ourth.



Richard "Rip" Ourth

1. One point per hour spent at the site. "The time is kept in our Roll Book by the secretary or tutor on each

## Girardeau offers incentives

student," Rip said.

2. One to 10 points for each hour spent studying. "This is an evaluation made by the tutor and/or secretary as to how well the associate spends his time studying."
3. One to 150 points per month on progress evaluation. "This is done by the tutor. He evaluates the students' progress through their completion of check points. If they are beyond check points, he evaluates them on progress in the books, they are studying. He evaluates progress geared to each student's capabilities. This evaluation also helps compensate for the student who does a great deal of studying at home or outside of the site."

The points for requirements 1. and 2. are given daily and kept in the Roll Book. The tutor will enter his progress evaluation points at the end of the month. The points are then totaled and the student with the highest total is the GED Student of the Month.

Rip gave the following example to

help explain the point system:

"A student spends one hour at the site and is evaluated at 10. He will receive one point for the hour and 10 points for the hour spent studying, for a total of 11 points.

"A second student spends three hours at the site and is evaluated at 5. He receives 3 points for the three hours and 15 points for the time spent

studying, for a total of 18 points."

The winner is announced at the first youth organization meeting each month. The winner's name is unveiled on the program's bulletin board.

The winner also gets a writeup in Girardeau's newsletter — *Bull Sheet*. The prize is movie tickets for two plus hamburger or pizza money after the movie.

Does your 70001 program have any motivational ideas that are working well for you? Pass them on to us so we can share them with all programs for the benefit of our associates.

### Second Training Institute August 4-8 in Memphis

Approximately 100 persons are expected to attend the 70001 Ltd. 2nd Annual National Coordinator Training Institute to be held Aug. 4-8 at the Hyatt Regency Hotel in Memphis, Tenn.

Guest speakers will include U. S. Sen. Bill Brock of Tennessee and Memphis Mayor Wyeth Chandler.

The five-day Institute will include scores of workshops, with some special sessions directed to program managers. Topics will include team building and counseling, motivation and evaluation techniques, the 70001 philosophy, transactional analysis and group dynamics techniques, job development, communications, instructional materials, the 70001 Career Association (SEVCA), and public information. The program will include panel discussions and "swap shops" for the exchange of ideas between various 70001 programs.

### Frenzel Chairs Cong. Associates

Congressman William Frenzel of Minnesota has been named Chairman of the Congressional Associates of 70001, an organization devoted to supporting the philosophy and efforts of 70001 Ltd. The Congressional



Frenzel

Associates will eventually total approximately 20 members of Congress who will be in mainly a supportive role to 70001 — visiting programs, providing letters of endorsement and encouragement to 70001 and to the community, and helping provide the critical element of recognition for the achievements of the young adults who comprise 70001.

Congressman Frenzel recently distributed a copy of the inaugural issue of **Going Places!** to all members of Congress along with an accompanying memo explaining the basic purposes of 70001.

### Newsletters Started

At least three local newsletters have sprouted so far, and more are on the way. ECHO is spreading the news at Knoxville 70001, while BULL SHEET does the job for Cape Girardeau at Southeast Missouri. Another hasn't got a name yet, but it's doing fine for Suburban Hennepin at Minneapolis.

# Happenings

### Third-Party Evaluation

A new policy of "third-party evaluation" has been inaugurated by 70001 Ltd.

Under the new procedure, members of the national staff no longer will be members of the team that evaluates local programs. "We feel the third-party approach makes more sense," explained Ken Smith, President of 70001 Ltd. "We believe this approach will be more effective and will be better both for the local programs and for the national office."

The first third-party evaluation was conducted June 21-22 at the 70001 program in St. Louis, Mo. Members of the evaluating team were:

Samuel Overfelt, Executive Vice President, Missouri Retail Association; Paul Weatherly, President, Delaware Technical and Community College, Dover, Del.; and Dr. George B. McGorman, Executive Secretary, Delaware Advisory Council on Career Education, Dover. Dr. McGorman also is a member of the Board of Directors of 70001 Ltd.

Joseph Trahan, St. Louis program manager, said he was extremely pleased with the new "third-party" approach and that the St. Louis program benefited greatly from the evaluation.

"I was very much impressed by the evaluators, by their knowledge and by their understanding of the problems involved," Mr. Trahan said. "This is a definite improvement over the previous system."

### What's in a Name?

When you're talking to people about 70001, it's just a matter of time before they pop the question: "Where's that name come from?"

70001 began as a pilot project in Wilmington, Del. under a grant from the Thom McAn Co. An account for the funds was established by the Delaware State Department of Public Instruction. The accounting code number was "70-00-1." Since the pilot project had no name, it was referred to as "Project 70,001," and the number quickly became symbolic of the "No. 1 project for the 70s."

So the next time someone asks . . .

### Two New Programs

Two new programs have joined the 70001 family in Missouri — at Poplar Bluff and Independence. Welcome aboard!

### 70001 Works!

In the 10-week period from inception of the Department of Labor contract on Feb. 15 to May 31, a total of 532 young adults joined 70001, and nearly 70% of them were placed on the job. The average hourly wage for 70001 enrollees during that 10-week period was \$2.76, a 22% increase since last August. These are just a few of the significant statistics that are emerging from the 70001 programs.

### 70001 Week?



Mayor Legates with Beverley Brooks, Doug Chavis

On Thursday, June 17, Coordinator Curtis Coleman of Capital Project 70001, Doug Chavis and myself had an interview with Charles Legates, the Mayor of Dover, Del. We scheduled the meeting with Mayor Legates for the sole purpose of finding out what we could do to help Delaware celebrate the Bicentennial year.

Much to my surprise (and I am sure to Curtis' and Doug's surprise also), the Mayor's attention was set more on his helping 70001 rather than 70001 helping him and the state.

We explained briefly the history and purpose of Capital 70001 and 70001 Ltd. Mayor Legates was impressed and suggested that we start procedures for a 70001 Day, "maybe even a 70001 Week," which we felt was very inspiring. He told us that after we got together on the dates, he would write a proclamation.

We left the Mayor copies of our national magazine and brochures, and I feel as though we made a favorable impression upon him as 70001 associates.

by Beverley Brooks

# New Concepts in Sight and Sound by



# We're proud to "produce" for 70001 Ltd.— an organization "that works."



Our audio-visual division creates and produces sight-and-sound stories for education, training and sales programs. Let us tell your story with the interest and excitement of audio-visuals.

We also solve printing problems for our customers. We apply our knowledge of the graphics and printing industries to their problems to produce printed paper products, as well as support materials, including catalogs and advertising literature.

We're proud to be known by the companies we keep.



3259 WHITEBROOK PLAZA, SUITE 200, MEMPHIS, TENN. 38118

70001 Ltd.  
151 Chestnut Hill Rd.  
Newark, DE 19711



**SEVCA: Young people earning, learning and developing careers together.**

*This was the group involved in the initial planning for the new 70001 Career Association at the DECA Career Development Conference held in Chicago May 9-13. From left, front row: Archie Salsbury, Maryville, Mo.; Tony Bennett, Minneapolis, Minn.; Tanaka Stewart, Hartford, Conn.; Cornelius Walker, Wilmington, Del.; Bob Wilson, Hartford; center row, from left: Sheila Osborne, Montgomery, Ala.; Debbie Hentchell and Callie Scott, Cape Girardeau, Mo.; Kim Kinder, Waukegan, Ill.; Steve Bowman, St. Joseph, Mo.; Tami Yanta, Minneapolis; Della Reese Taylor, Waukegan; rear row, from left: Nora Bennett Smith, Youth Specialist, Newark, Del.; Laurie Bowton and Mark Goldstein, Minneapolis, Minn.; Pam McLain, Cape Girardeau; Scott Anderson, Minneapolis; Chris Ford and Harry Jones, Wilmington; Mike Goolsby, National Field Manager, Newark; and Joe Riddle, Wilmington.*

NON-PROFIT ORG.  
U.S. POSTAGE  
**PAID**  
NEWARK, DE  
PERMIT NO. 289

September 30, 1976

Dear Mr. Fisher:

The President has asked me to thank you for your letter of September 2. Please pardon the delay in responding.

The President requested a total of \$42,055,000 for Title IV in F.Y. 1977; the Congress has just voted practically the full amount, with only a small reduction: i.e., to \$40,580,000.

I would like to have more information from you about the education program you are running for Indian children; would you send me some data about it?

Cordially,

Bradley H. Patterson, Jr.

Mr. Larry R. Risher  
Cooperative Program Supervisor  
Saginaw Intermediate School  
District  
6235 Gratiot Road  
Saginaw, Michigan 48603



September 30, 1976

Dear Mr. Fisher:

The President has asked me to thank you for your letter of September 2. Please pardon the delay in responding.

The President requested a total of \$42,055,000 for Title IV in F.Y. 1977; the Congress has just voted practically the full amount, with only a small reduction: i.e., to \$40,580,000.

I would like to have more information from you about the education program you are running for Indian children; would you send me some data about it?

Cordially,

Bradley H. Patterson, Jr.

Mr. Larry R. Risher  
Cooperative Program Supervisor  
Saginaw Intermediate School  
District  
6235 Gratiot Road  
Saginaw, Michigan 48603

September 30, 1976

Dear Mr. Fisher:

The President has asked me to thank you for your letter of September 2. Please pardon the delay in responding.

The President requested a total of \$42,055,000 for Title IV in F.Y. 1977; the Congress has just voted practically the full amount, with only a small reduction: i.e., to \$40,580,000.

I would like to have more information from you about the education program you are running for Indian children; would you send me some data about it?

Cordially,

Bradley H. Patterson, Jr.

Mr. Larry R. Risher  
Cooperative Program Supervisor  
Saginaw Intermediate School  
District  
6235 Gratiot Road  
Saginaw, Michigan 48603



9

# Saginaw Intermediate School District

September 2, 1976

BP

The President  
The White House  
Washington, 25, D. C.

Mr. President:

I am the cooperative Native American Program Supervisor, and I represent 3012 Indian people.

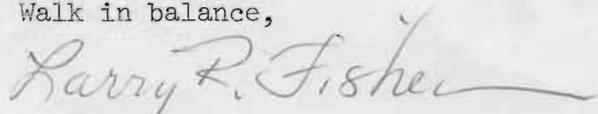
I am very concerned that TITLE IV is under financial threat, when it has just begun to bear fruit in our area.

We, the Native American people of Saginaw County, have struggled to bring about a program that would supplement the lack of concern shown by the predominant Non-Indian community insofar as education.

We are the results of 200 years of ineffective government policies and insensitive programs. Is self-determination too much to ask in order that we may survive? To cut TITLE IV monies at this time will be proof that this government never intended to realize its responsibilities to Native American people.

If we are to believe that education is the "key" to changes in the socio-economic status of Indian people, then we expect to be given the opportunity to utilize that "key".

Walk in balance,



Larry R. Fisher  
Cooperative Program Supervisor

LRF/vg

Edwin Kilbourn, Superintendent  
6235 Gratiot Road, Saginaw, Michigan 48603  
Telephone (517) 799-4733

POST OFFICE  
MAIL ROOM

1976 SEP 7 AM 10 35

Indian Affairs

**S I S D**

*Saginaw Intermediate School District*

6235 Grotiot Road Saginaw, Michigan 48603 (517) 799-4733

The President  
The White House  
Washington, 25, D.C.





Dear Mr. Harris, Mr. Whiteman and Ms. Daniels:

The President has asked me to thank you for your letter to him of July 15 which I believe he received during the meeting with Indian leaders.

I have checked and find that the Congress has enacted the FY 1977 appropriation bill in its final form, and that it does provide for \$4,000,000 for the Part "C" programs: "Special Projects for Indian Adults". This is the same amount as was the FY 1976 appropriation.

I will send your letter also to the Office of Education so that they will be aware of the Arapahoe Education Committee's specific interest in your G. E. D. program.

Sincerely yours,

Bradley H. Patterson, Jr.

Mr. Leonard Harris, President  
Mr. Charles M. Whiteman, Vice President  
Ms. Annette C. Daniels, Secretary  
Arapahoe Education Committee  
PO Box 217  
Fort Washakie, Wyoming 82514

BHP:msp

File to: Cora Beebe, Office of Education (phone 245-7893)



MEMORANDUM  
OF CALL

TO:

*Brad*

YOU WERE CALLED BY —  YOU WERE VISITED BY —

*OK Mah* *Bradell*

OF (Organization)

*Braker Arrow, OKLS*

PLEASE CALL → PHONE NO. CODE/EXT. \_\_\_\_\_  
 WILL CALL AGAIN  IS WAITING TO SEE YOU  
 RETURNED YOUR CALL  WISHES AN APPOINTMENT

MESSAGE

*(918) 251 3268*

RECEIVED BY

DATE

TIME

*2/4*

*1130*

THE WHITE HOUSE

WASHINGTON

Dona Rose Rhodes

---

Okemah Paulall  
918-251-3268

---

Blaylock  
918-581-7651  
T.

---



THE WHITE HOUSE  
WASHINGTON

Broken Arrow

Chula Ensey Part A

Wloyd Perkins → Part B

Part B



# Saginaw Intermediate School District

Office of Indian Affairs

October 11, 1976

Bradley H. Patterson, Jr.  
The White House  
1600 Pennsylvania Avenue  
Washington, D.C. 20005

Dear Mr. Patterson:

Thank you for your response to my letter concerning Title IV. I think that we both missed the point entirely, and evaded the fact that Title IV has been cut from 57 million to the \$40,580,000 figure you mention. This is particularly frustrating for the Urban and Rural Indian people that I represent. We are always the last to hear of programs and when we become involved, the first to feel the budget cuts.

I run a unique office at the Intermediate level which assists 13 school districts and most of these districts have never had the Native American people counted correctly. We are only halfway with these districts and have 5 Parent Committees organized. You can imagine the frustration these people feel upon hearing that some of them may not get funded again because of cuts in appropriations. Much of this news never even reaches us at the local level until it's too late. Two of my organized districts want to give up their programs entirely.

Urban and Rural Indian people view Title IV, Part A as the legislation which most fully works for self-determination. In the state of Michigan, Johnson-O'Malley, which was increased, rarely effects Urban and Rural Indian people. Also, in the state of Michigan, as President Ford should know, Urban and Rural Native Americans far out number those on reservations. Title IV, Part A was and is our only avenue to fight the many problems of Urban and Rural Indians. Education is the key to combating the Native American Life Cycle. That cycle is substandard housing, poor health, low educational achievement, and chronic unemployment.

I should also like to point out to you that there are differences between reservation Indian people and Urban and Rural Indian people. One big difference is that we have received little consideration and been given



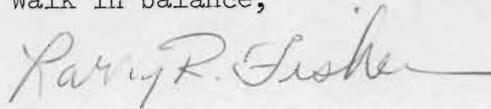
Edwin Kilbourn, Superintendent  
6235 Gratiot Road, Saginaw, Michigan 48603  
Telephone (517) 799-4733

Bradley H. Patterson, Jr.  
Page 2

October 11, 1976

even less voice in funding and programs. We are grass roots people who have much to learn about Washington. Let's hope we are given the chance. Let's also hope that the Congress realizes learning works both ways and Urban and Rural Indian people have the right to be heard.

Walk in balance,



Larry R. Fisher  
Cooperative Program Supervisor

LRF/vg

Enclosures



12/29/76

Talked to

H. E. W.

Cookins will  
call O.R.



September 20, 1976

Dear Ms. Randall:

The President has asked me to thank you for your recent letter regarding the application of the Inter-Tribal Education Center, Inc. submitted for funding under the Indian Education Act, Part B of Title IV, Public Law 92-318, as amended by Public Law 93-380. I have provided responses below to the questions you raised in your letter. Please accept my apology for the delay in responding.

The grant review process employed by the Office of Indian Education is one in which each application submitted under Part B was reviewed and evaluated by a panel of field readers representing the Native American community, the National Advisory Council on Indian Education, and the Federal Government. This evaluation consisted of rating the application directly against criteria as established in the statute and in the published regulations.

In addition, there was a review by the National Advisory Council on Indian Education and the staff of the Office of Indian Education using the same criteria. Using a standard deviation process, a percentile ranking was assigned to each application in relationship to other applications evaluated by the panel. The applications were then ranked by percentiles under each section of the statute as applicable to Part B. According to this procedure, the Inter-Tribal Education Center's application received a percentile ranking of 18.96%.

The Office of Indian Education has forwarded to you copies of the three evaluation sheets which were used by the readers in evaluating your application. The notations and summary analyses on these evaluations detail the weaknesses in the application. If you desire further explanation of the reader comments, please call Mr. Lloyd Gaskins on (202) 245-7525, and he will provide them. The names of the readers have been removed because disclosure would create a clearly unwarranted invasion of personal privacy.

Unfortunately, because of this low percentile ranking, your application was not among those selected for funding. Because of the nature of the discretionary grant application process for Part B, we were only able to fund those applications within the higher percentile rankings.



With regard to your comment that there are many more applications than awards, we would agree that this is the case. It is, however, not uncommon to have many applicants competing for scarce resources in our programs. This tends to make the competition for awards extremely keen.

You express concern that some local educational agencies have elected not to participate in the program under Part A of the Indian Education Act (20 U. S. C. A. 241aa-241ff). As in the case of most Federal grant programs in the area of education, the recipient of a Part A grant must carry out various conditions. A local educational agency which applies for an receives such a grant is bound by these conditions. If a local educational agency does not wish to be so bound, it may decline to participate in the program. Its participation may not be compelled by the Federal agency which administers the program, in this case, the U. S. Office of Education.

Comment made regarding actions by State and local educational agencies which concern matters that are local in nature should be directed to the appropriate offices of those agencies. We have asked the Deputy Commissioner for Indian Education to review the alleged nepotism in the Part A program in Union and to take appropriate action.

The Office of Indian Education is including your name on the mailing list so that you may be apprised of available information and services concerning Indian Education. The Office of Indian Education's staff and the Executive Director of the National Advisory Council on Indian Education will be happy to talk with you about any other issues you wish to discuss relating to the grant application and award process and other related concerns.

If we may be of further assistance, please let us know.

Sincerely,

Bradley H. Patterson, Jr.

Ms. Okemah Randall  
Inter-Tribal Education Center, Inc.  
605 Mason Drive  
Broken Arrow, Oklahoma 74012

BHP:mzp

November 19, 1976

The White House  
Washington, D. C.

Attention: Mr. Bradley Patterson, Jr.

Dear Mr. Patterson:

Per our last telephone conversation and your letter of September 20, 1976 you stated that copies of the three evaluations on our last Title IV,-B application were being forwarded to me.

As of this date (2 months later) I still have not received these reports. Please have them sent by return mail.

Also, I am requesting the return of the copy of our proposal that I personally sent to you (plus one copy) so that we can prepare a new one. It is my only copy.

Thank you.

Very truly yours,

*Okemah Randall*

Okemah Randall  
605 Mason Drive  
Broken Arrow, Oklahoma 74012

OR:mjs

*Tele. #*

*A/C918-251-3268*





*Brad Patterson*

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE  
OFFICE OF EDUCATION  
WASHINGTON, D.C. 20202

October 7, 1976

Ms. Okemah (Boudinot) Randall  
605 Mason Drive  
Broken Arrow, Oklahoma 74012

Dear Ms. Randall:

This is in further response to your letter and subsequent telephone call to you from Mr. Brad Patterson, of the White House, concerning the Title IV, Indian Education Act, projects at Broken Arrow, Oklahoma.

We appreciated the opportunity to review your detailed presentation and viewpoints expressed in your letter. Mr. Lloyd Gaskins, Program Specialist, of our office called you on October 4, and discussed further steps to provide Title IV technical assistance to Indians in Broken Arrow. Per his conversation, the Oklahoma Indian Education Association is funded by this office to provide this assistance.

In regards to reimbursement for your advocacy efforts over the past three years, we regret we are unable to be of assistance in reimbursing you. Present staff members are not aware of a commitment, nor would they have been able to do so. I regret this misunderstanding.

In regards to the Part A public school project, it appears that all nonjudicial courses have been followed. We share with you the frustration of the slowness of resolving issues. The use of the equipment still has not been resolved and is still under discussion. We will hope for a resolution of the apparent conflicts which exist so that the needs of Indian students may be addressed. We hope a cohesive and supportive atmosphere will emerge both on the part of the Indian community and the total community.

Concerning your Part B proposals, due to limited funding we were able to fund only one out of every four proposals submitted. Since this is a competitive process with published rules and regulations, we cannot make a commitment to fund outside our procedures. However, we do urge your organization to enter this competitive process with another proposal.



Page 2 - Ms. Okemah (Boudinot) Randall

Thank you very much for your time and energy expended. I hope your family health problems have improved. Despite the frustration and disappointments, we wish you and your organization well as you work on behalf of American Indian youth.

Sincerely,

  
S. Gabe Paxton, Jr., D.Ed.  
Acting Deputy Commissioner  
Office of Indian Education

cc: Mr. Brad Patterson, White House  
Mr. Lee Antell, Part A, OIE  
Ms. Gwen Shunatona, Part A, OIE  
Mr. Lloyd Gaskins, Part B, OIE

THE WHITE HOUSE  
WASHINGTON

SEP 13 REC'D

September 7, 1976

MEMORANDUM TO:

GABE PAXTON  
OFFICE OF EDUCATION

FROM:

BRAD PATTERSON

Here is another letter from Mrs. Randall.

If you think that an answer should come from the White House, please draft a response for my signature. But it may be in this case that you should respond directly, since this is a matter within HEW's purview. If you agree, kindly send a response with a copy to me.

Thank you.

August 25, 1976

Mr. Milton E. Mitler  
Deputy Special Assistant  
Washington, D. C.

Dear Mr. Mitler:

This is in reply to your letter dated August 4, 1976 relative to Part A, Title IV Indian Education Act of 1972.

Since you were advised that Mrs. Anne Coleman Glenn (member of NACIE) first brought our problems to the attention of the Office of Indian Education, perhaps you could therefore obtain a copy of her report for me. However, to my knowledge, Ms. Glenn has never been to Broken Arrow, and I have personally never met her.

Further, you state that the Office of Indian Education had provided substantial technical assistance to the Broken Arrow Public School District and to the parent committee as well. OIE sent project officer Chuck Emery to Broken Arrow three times and each time while with our committee agreed we were right and should proceed with what we were doing. He would ask that we document everything and kept telling us to "keep up the good work". He advised the committee that when he was with the school officials he had to tell them they were doing great. What kind of "technical assistance" is this? Our people have had enough double standards of this so-called justice. Mr. Emery told Supt. Oliver that the OIE would not take legal action against the school and at this point the superintendent became very dictatorial in his role and we appealed to Wm. G. Demmert, Jr. and the Native American Rights Fund, Inc. for legal assistance.

We have been unable to comprehend why we must bear the expense, frustration, humiliation and the problem itself, thus, becoming the "bad, militant Indians" in this community while the LEA continue to break the rules and regulations, defy the Federal Government and yet have no penalty imposed upon them. Meanwhile our children are denied an education and a "right to read" due to ridiculous loopholes and non-enforcement of the law.



Mr. Milton E. Mitler

August 25, 1976  
Page Two

Mr. Mitler, we ask that you take the time and interest to look at this situation from our standpoint. We have tried the slow, legal process although within a year this program will most likely be phased out.

We have been advised that we could take the school board to court and most likely win but the only sentence would be a slap on the wrist and they would be told to "not do this anymore". Many of our Indian parents in this community would be able to purchase school clothes and supplies comfortably if we were reimbursed only for the postage, secretarial duties, stationery, documentation of copies, travel, long-distant telephone calls and consultant fees over these past three (3) years. And, at one time we were advised that we would be reimbursed by OIE; however we have never received a dime from the LEA nor the OIE.

Further, we have been denied an opportunity to examine the school records and proposal (school copy) of Title IV. I have been unable to obtain a copy of a letter dated April 19, 1976 to Chief Claude Cox, Muscogee Nation (Creek Tribe) which supposedly awards all Title IV Part A equipment from the Broken Arrow program to them. The Indian Parent Committee recommended to Wm. Demmert that all the Title IV equipment be removed from the Broken Arrow School District and placed where Indian children would benefit from the \$63,000.00 worth of educational items. There is no program benefitting Indian children in Broken Arrow and if the superintendent has stated so, he is lying again.

I met with a group of Indian parents just last evening and they all state their children are having reading problems with no hope of help and are just being "passed" in school. I have spoken with them and committed myself that I would indeed find help. Please don't let me down. If you cannot, or will not help, it has been suggested that we send out a call for assistance from the American Indian Movement. This suggestion is the result of many months of frustration and closed doors for these parents. It is no wonder higher education is out of the question for such a high percentage of our Indian youth when they cannot even read Secondary level.

Enclosed is an article which appeared in this weeks local news media and makes your suggestion that we approach our local education officials regarding federal assistance hardly a solution in this community.

Mr. Milton E. Mitler

August 25, 1976  
Page Three

Repeatedly, we have witnessed Supt. Oliver ordering school board president, Earl Simmons, to sit down and observe when one of our committee members directed questions directly to Mr. Simmons.

We realize schools cannot be forced to apply for federal funding; however, they should have to provide certain standards and provisions such as the one-to-one tutoring, remedial academics (where needed) and other parental cost items that Title IV would have provided once a school has applied and the grant approved.

I am enclosing a copy of our last Title IV-B proposal that was rejected. With the resources of the federal government we are requesting that some one with the expertise to correct, and/or amend, or prepare a new proposal so that we may apply one final time. As stated before, the reasons for the original rejection are not clear and was viewed only as a highly competitive program..... I would like for you to see first hand just how impossible it is for our "grassroots" Indians to be honest, truthful and remain interested with a fair chance to be funded. It is getting more competitive and political all the time. Perhaps we are too forthright.

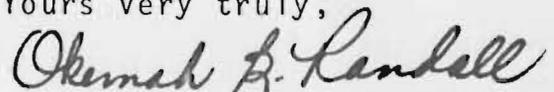
My time personally will be limited in that my Mother has cancer and demands much of my time. I would like however to talk with you as it is very difficult to write all that has taken place here in the last three years.

For all the technical assistance the OIE claims to have given, take a long look at the end results. What have they accomplished or really done. Basically, they stated we have rights, and the rules and regulations, but no way to enforce them. IF the LEA misuses or misspends the funds they will be sent a letter of reprimand.

We have asked for an audit June 2, 1975. Seven months later it actually took place. We had hoped federal auditors from out of state would conduct the audit. Now we are told the audit has been finalized (since my last letter) and yet you state the preliminary findings are being drafted. Is there any wonder we are suspicious and doubtful of everything and everyone. There is obviously a breakdown of communication (or none at all) in that we are told one thing and apparently you are told another.

Again, we ask that you look into this situation and apply yourself as an individual, your reliable sources and general professionalism.

Yours very truly,



Okemah (Boudinot) Randall  
605 Mason Drive  
Broken Arrow, Okla 74012