# Leader

• A Publication of Junior Chamber International (JCI), Inc., for Local Chapters •


**JCI MISSION**

"... to contribute to the advancement of the global community by providing the opportunity for young people to develop the leadership skills, social responsibility and fellowship necessary to create positive change."

## Mottainai photography contest focuses on children

MOTTAINAI
THE FUTURE OF CHILDREN

In its second year, the Mottainai Program is again endorsed by JCI. This year the proposal of the Junior Global Citizens Committee from Japan Junior Chamber is very simple:

Bring your camera to a Junior Chamber activity in your community and take pictures of children participating in these projects. This little moment captured with your camera will be the way to share the spirit of the 1995 Presidential Theme, "The Future of Children," in connection with the Mottainai Program. Hopefully your photo will reach out to others and send a message to the world.

**US$10,000 air ticket to be awarded**

The grand prize winner of the contest will be awarded a round-trip air ticket worth US$10,000 sponsored by Japan Airlines, Inc. Three other outstanding NOMs will also receive awards.

That's the way to participate in "The Mottainai Future of Children Photo Contest." Application forms are included in the JCI mailing and are available from the JCI World Headquarters.

## Junior Chambers to help Kobe recover from earthquake

Kobe, the beautiful host city of JCI's 50th anniversary celebration during its 1995 World Congress, was severely hit by an earthquake on January 16, less than two months after the memorable Congress.

Junior Chamber International immediately established a program to assist the victims of the devastating earthquake which ripped through central Japan, killing thousands and injuring countless more as buildings crumbled and major expressways collapsed. Many Junior Chamber members and their families in Japan have suffered injuries, loss of homes and property as well as loss of life.

If anyone in your chapter would like to help the Kobe earthquake victims, please send your contributions to the JCI World Headquarters marked "Kobe Relief Fund." All donations will be given to support the relief efforts in Japan.

## Opportunities to stay *One Step Ahead*



It is a pleasure and a great honor to have this opportunity to communicate directly with every chapter president in the world. Let me congratulate you on your election and thank you for your commitment and dedication to Junior Chamber. I'm sure that you and your local board of directors will achieve many goals that you have set for the year, because you have the vision, dedication, and the positive attitude to accomplish anything.

You are the most important leader in our organization. The chapter president leads the members to accomplish important positive changes in the community and to enhance personal skills, experience and abilities.

Last year at the Kobe World Congress, the organization made an important decision by adding a fifth Area of Opportunity: Business. But this doesn't mean that our organization will direct all activities towards business, or any of the other Areas of Opportunity. A balance of activities between all Areas is the best way to keep your chapter active, productive, and able to offer development opportunities to members.

The JCI Mission is ". to contribute to the advancement of the global community by providing the opportunity for young people to develop the leadership skills, social responsibility and fellowship necessary to create positive change." The Areas of Opportunity are not our main objective, but ways to achieve our ultimate purpose and mission.

I encourage you to plan your year with balanced activities in all five Areas of Opportunity. This is the way we have created so many positive changes in our last 50, years and I'm sure we will continue doing so for the next 50.

Thanks again for your hard work, and I hope to see you during this year to personally congratulate you for your contribution to keeping us *One Step Ahead!*

*David Hide Oji, 1995 JCI President*

**LEADER** *is published by Junior Chamber International (JCI), Inc., to provide noteworthy information and news to local chapters. To contribute to this newsletter or for more information, contact: Junior Chamber International, 400 University Drive, P.O. Box 140577, Coral Gables, FL 33114-0577, U.S.A. Telephone: 1-305-446-7608, Fax: 1-305-442-0041.*



**AREA A**
**24 National Organizations**

Benin
Botswana
Burkina Faso
Cameroun
Congo
Côte d'Ivoire
Egypt
Gabon
Ghana
Guinea
Kenya
Madagascar
Malawi
Morocco
Mauritius
Nigeria
Niger
Senegal
South Africa
Togo
Tunisia
Zaire
Zambia
Zimbabwe

**AREA B**
**19 National Organizations**

Australia
Republic of China
Fiji
Hong Kong
India
Indonesia
Japan
Korea
Macau
Malaysia
Mongolia
Nepal
New Zealand
Pacific
Pakistan
Philippines
Singapore
Sri Lanka
Thailand

**AREA C**
**24 National Organizations**

Argentina
Bahamas
Bermuda
Bolivia
Brazil
Canada
Chile
Colombia
Costa Rica
Dominican Republic
Dutch Caribbean
Ecuador
El Salvador
Honduras
Mexico
Panama
Paraguay
Peru
Puerto Rico
Suriname
United States
Uruguay
Venezuela
West Indies

**AREA D**
**30 National Organizations**

Austria
Belgium
Belarus
British Junior Chamber
Czech Republic
Denmark
Estonia
Finland
France
Germany
Greece
Hungary
Iceland
Ireland
Italy
Latvia
Lithuania
Luxembourg
Malta
Monaco
The Netherlands
Norway
Poland
Romania
Russia
Scotland
Spain
Sweden
Switzerland
Türkiye

Junior Chamber International

## JCI CREED

"We believe:
That faith in God gives meaning and purpose to human life;
That the brotherhood of man transcends the sovereignty of nations;
That economic justice can best be won by free men through free enterprise;
That government should be of laws rather than of men;
That earth's great treasure lies in human personality;
And that service to humanity is the best work of life."

Leader

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# JCI members to receive 1995 membership card




This year every member will receive a personalized membership card from JCI as a continuation of the Membership Card Program initiated in 1994. JCI will provide cards to National Organizations which will then imprint the names of its members on the cards. The JCI World Headquarters will imprint names on cards for the chapters if a membership list is supplied by those NOMs which do not have the capability to imprint names. If your chapter is not a member of the following list of National Organizations, please complete and return a special membership card form that is included in this mailing.

**National Organizations that will imprint members' names on the JCI 1995 membership card:**
United States, Japan, Korea, India, Germany, Republic of China, Philippines, France, Finland, British Junior Chamber, Denmark, The Netherlands, Switzerland, Belgium, Brazil, Tunisia, Thailand, Sweden, New Zealand, Ireland, Norway, Türkiye and Togo.

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# Project "Zero Future" will help street children



Throughout the world we have more than 100 million children living in the streets. To give these kids a dignified future, it is necessary to take action and not just talk the tragedy.

Junior Chamber Denmark has decided to act. They created Project "Zero Future." This program was endorsed by Junior Chamber International at the 1994 Kobe World Congress.

Project "Zero Future" serves as a network to benefit street children. Based on information received from national presidents, community vice presidents and "Zero Future" project managers, the Project Committee in Denmark will suggest further courses of action. Exhange of information will start in 1995 as many local groups will be formed.

All Junior Chamber members are invited to take an active part in this project by locating people who can and will help, and by giving Junior Chamber Denmark relevant information for this project. With your help, it is hoped to provide a decent future for street children in Junior Chamber cities.

A member of Project "Zero Future" will participate in the World Summit in Social Development to be held in Copenhagen, Denmark.

## Area A Conference—Dakar, Senegal

By now it is no longer news to you that the JCI Area A Conference will be hosted by Jeune Chambre Economique de Dakar, Senegal, from May 17 to 20, 1995. As every detail of the Conference is finalized in preparation for your arrival, you are invited to join your counterparts from all parts of the JCI world for a challenging exchange of ideas and experiences.

Gain new insights and direction by exploring concepts and theories that have been tried by others. Reflect on their applications and benefits for your personal and professional life. Exciting programs and events, hands-on sessions and workshops as well as the JCI professional courses—EXCEL and PRIME—have been scheduled for you.

For the first time ever, we shall march down the streets of Dakar together in white attire under the conference theme: ***African Junior Chambers: Factors for Integration***.

## Area C Conference—Asuncion, Paraguay

Asuncion, Paraguay, will host the first of the 1995 JCI Area Conferences to be held May 3–6, 1995.

Being first recalls the spirit of pioneerism that Area C has brought to this Organization. In 1944 Area C played a major role when Junior Chamber International came into being.

With this in mind, Asuncion LOM members are working hard to stay **One Step Ahead** in organizing one of the best Area conferences ever held in JCI history.

The Conference program will be a mix of high-level activities. You will be able to take part in cultural exchanges and have the chance to make many friends during national parties. Training seminars will be conducted by some of the most qualified Junior Chamber International trainers in the world. In addition to PRIME, EXCEL, and National Leaders Training, you'll be treated to seminars on leadership, international trade and entrepreneurship.

With **Young Energy to Grow Together,** it will be the first and possibly the best!

## Aea B Conference—Cheju, Korea

The 45th JCI Asian-Pacific Conference (ASPAC) will be held in Cheju, Korea, from June 1 to 4, 1995. The conference theme is ***New Dimensional Experience,*** which encourages Asian-Pacific nations toward free-market competition, grasping their economic roles in the world. At this historic turning point, we can realize Junior Chamber ideals while developing international friendship and community development through conference activities.

Cheju Island is known as the "Island of Fantasy." It is known as the dwelling place of the gods, where time seems to drift by at a leisurely pace. The fresh air and sparkling seas transport your spirits and lift you above the troubles of the world. The island has a serene coastline of 256km (158 miles) and is blessed with a subtropical climate. Its scenic beauty is crowned by Mt. Halla, an extinct volcano that rises to a majestic 6,400 ft.

Accommodations in Cheju range from US$200 deluxe, first-class hotels to US$30 western-style motels. The Conference Organizing Committee promises to provide you with many unforgettable experiences including first-class training sessions; a spectacular opening ceremony; an exotic welcome party; classic seminars; informative business sessions; and valuable business opportunities with Korean and worldwide industries.

For details of the Conference Program and registration, please refer to the Conference Registration Form. If you have further questions or need additional information, please contact the Cheju COC or the JCI World Headquarters.

## Area D Conference—Strasbourg, France

The Area D Conference will take place on June 7–11 in Strasbourg, France. Strasbourg's exceptional location, combined with its reputation as a beautiful and dynamic city full of history and character, has contributed to its ranking as one of France's most popular destinations. Visitors will enjoy its Franco-German culture, spirit of economic initiative, tradition of humanism, and the presence of numerous international institutions.

Among the major events during this four-day Conference are the opening ceremony in the Auditorium Erasme and the JCI General Assembly business session including theme speakers, the open forum, and the Area speaking competition. The Convention of Jeune Chambre Economique Francaise will be held in conjunction with the European Conference, and it will highlight the election of its 1995–1996 National Board along with other exciting activities. Social activities such as home hospitality, French night, and national parties have been planned to delight delegates during this fascinating Conference. The grand finale will take place on Saturday with the Awards Ceremony honoring the best projects and a banquet and ball with an expected attendance of approximately 4000 delegates. ***A bientôt à Strasbourg.***

# The globalization of the economy

World Trade—trading with countries, companies and businesspeople all over the world—is the basis for prosperity for everyone. The philosophy of the fifth Area of Opportunity—Business—is *to provide the opportunity for the individual Member to contribute to the development and enhancement of the economic infrastructure, prosperity and well-being in all nations.* This concept couldn't be more fitting in today's world, when all nations are seeking partnership in business, and continents are creating trade zones to improve the standard of living for their citizens.

Junior Chamber International suggests two major programs that can be carried out by chapters and National Organizations which will give members the experience of the globalization of world economy.

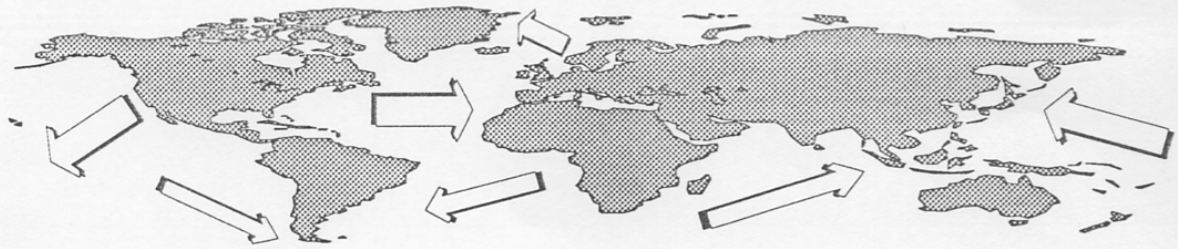
The first is the **International Business Network (IBN).** One of the best things to do to advance your business interests in today's global economy is to network with other entrepreneurs and professionals. IBN is the professional business contact and exchange service of Junior Chamber International. IBN includes not only international traders, corporate executives and company owners but also a variety of entrepreneurs and professionals at all levels worldwide.

IBN is open only to current or past Junior Chamber members. For an annual fee, each Associate will be included in and receive a copy of the IBN Directory of Associates, which includes details about the registered businesses. IBN Associates have the opportunity to participate in IBN programs at Area conferences and world congresses. These programs include IBN meetings, contact sessions, receptions, an IBN hospitality suite with business services, business seminars and trade missions.

Members or past members of Junior Chamber who wish to join IBN should contact the Junior Chamber International World Headquarters or the national IBN directors for more details and brochures.

The second program is a seminar called **The World Trade Game,** developed and conducted by Junior Chamber The Netherlands. The World Trade Game is a participatory seminar where trading among countries is shown very clearly and practically as well as the various challenges to overcome to make free trade a reality. The game was developed by the Institute of Social Studies in The Hague under the auspices of Dr. Jan Tinbergen, the renowned economist and Nobel Prize winner, and was later adopted by Junior Chamber The Netherlands. Many National Organizations and hundreds of chapters all over the world have the game and use it for training and fundraising purposes. It is also a good vehicle to promote Junior Chamber within the business community.

The World Trade Game offers a unique combination of education, training, teaching of management skills, involvement, and especially excitement—as members, chapters, schools, and companies from all over the globe can confirm. The principle of the game is simple: each country produces and consumes goods. In four or five



rounds (each representing one year) all industrialized and developing countries must fulfill their consumption targets by selling, buying, borrowing, investing, negotiating, speculating, etc. The participants play the game as members of each country's government and have to do their best to avoid such pitfalls as hunger, unemployment, and overproduction while negotiating with their colleagues from other participating countries.

This program has kept pace with the latest changes in the world and recent impacts to the world economy and trade. A Game Instructors Course will be available at the 1995 JCI World Congress and at the Area D Conference. Members can use this unique opportunity to broaden their chapter's horizons by conducting the World Trade Game in their local business communities.

The World Trade Game can be obtained by National Organizations and chapters from Junior Chamber The Netherlands, c/o Randstad Uitzendbureau B.V. Diemermere 25, P.O. Box 23128 - 1100 DP Amsterdam Z.O. The Netherlands. Telephone: (31) (20) 569 5721, Fax: (31) (20) 568 5520.

# Leading the chapter

The chapter President plays a critically important role: guardian of the organization's values and soul. Each year thousands of individuals take office as the President of their respective chapters and National Organizations. These individuals are considered by their peers to be exceptional and capable leaders of the organization. Often this ascension is accompanied by much fanfare and celebration—rituals to honor the new leader and celebrate the transfer of title from one to another.

These rituals are part of the rich fabric of the organization's tradition, and they are symbolic of the hope and yearning for the miracle of extraordinary leadership. The role of the President is not to be the "king or queen for a day," but rather the guardian of the values and soul of the organization for a brief period of time.

## GUARDIAN OF INTEGRITY

The President is the chairman of the Board of Directors, the body designed to oversee the governance of the organization. Therefore, the President is the guardian of the integrity of the process used to govern the organization.

The President is not elected to manage the organization or to single-handedly shift the direction of the organization as the "annual theme approach" might suggest. Rather, the elected leader must transcend day-to-day focus and lead the organization toward its future by maintaining:

a. A *framework of meaning* in the form of mission and goals.
b. A *delicate and dynamic relationship* among various components—members, other volunteer leaders, and the outside public.
c. A *balance of activities* in the five Areas of Opportunity in order to provide activities for the interests of all members.
d. A *healthy environment* in which the organization may explore, learn, and ultimately create and shape its future.

## TO BE OR TO DO

The effective President is not the one who is driven to do things or who drives the Board to do things. Rather, he or she is the one who chooses to be the role model, who represents the organization, and who inspires the membership to be more.

## THE LEADERSHIP CHALLENGE

The effectiveness of the elected leader is directly related to his or her ability to inspire and nurture a strong and vital group process. This process results in all participants feeling fully accepted and being part of the positive results and constructive achievements that arise from the organization's goals and mission.

In the final analysis, it is not a long list of competencies, characteristics, or credentials that is required to fulfill this leadership challenge. It does not require untold years of experience or vast technical expertise. Meeting the challenges requires no bells, whistles, fancy themes, or impressive intellect.

The keys to success are very simple: *Humbly show up, tell the truth with compassion, and let go of controlling the outcomes.* These simple steps, executed by an individual of maturity, authenticity, and self-awareness, are enough to awaken the miracle of leadership. Perhaps they are, in our heart of hearts, what we truly yearn for from those we elect to lead.

*(Adapted from an article by Marybeth Fidler, published in* Leadership 1995, *a publication of the American Society of Association Executives.)*



## LEADERSHIP QUIZ

Assessing your strengths as a leader, as well as those areas that still need work, will enhance your effectiveness in myriad ways. Taking the following quiz will help you determine if you are fully realizing your leadership potential. If you answer "yes" to more than half of the statements, you likely have leadership potential.

| Y | N | |
|---|---|---|
| ☐ | ☐ | I enjoy sharing ideas with team members. |
| ☐ | ☐ | I role-model behavior that enhances self-esteem and personal worth of team members. |
| ☐ | ☐ | I enjoy working as part of an outstanding group rather than being part of a group of outstanding individuals. |
| ☐ | ☐ | I see myself as a solid team member. |
| ☐ | ☐ | I am willing to forego the limelight so that others may share and enjoy the rewards of success. |
| ☐ | ☐ | I have the ability to "wear others' shoes" when questions or conflicts arise. |
| ☐ | ☐ | I work to help team members achieve their goals. |
| ☐ | ☐ | I share a high sense of trust with my team members, and they with me. |
| ☐ | ☐ | What I do makes a difference to others. |
| ☐ | ☐ | I enjoy sharing information and knowledge with team members. |
| ☐ | ☐ | I feel that I am making a positive contribution to the organization. |
| ☐ | ☐ | What I do is important to me. |

# The future of children

"For some children it is too late. At this moment, little boys and girls . . . are dying, unknown to us as they were when alive. But to those who love them and gave them life, they were not faceless, they were not statistics. It is a race for life, a race to save the children, a race involving respect for the individual, a race between the good in us and that which is called indifference." (Liv Ullman)



### Every two seconds one child dies

Children—regardless of their country of origin, the color of their skin, or the socioeconomic status of their parents—are the most precious resource in the world. They represent the future of mankind. Yet each day, 40,000 children in countries throughout the world die from preventable diseases like measles, whooping cough, tetanus, pneumonia, cholera and diarrheal dehydration. Every minute 28 children die, one child every two seconds.

### 100 jumbo jets crash every day

Imagine if 100 jumbo jets (Boeing 747s) full of children would crash every day. It would certainly make the news. Pressure from everywhere would force governments and the general population to take action to avoid such enormous disasters. However, 40,000 children die every day, and few people are concerned. Few take action to avoid this meaningless loss of young lives.



### Thousands have little chance

Thousands more children live on, never able to realize their full potential due to developmental obstacles such as chronic, persistent hunger and malnutrition, poor sanitation, and lack of education. Some even choose prostitution as their only chance for survival. Even in the wealthiest of nations, children fall victims to preventable diseases as well as abuse and neglect.




### Junior Chamber, UNICEF and PAHO

Junior Chamber chapters all around the world are working together with UNICEF and PAHO (in the Americas) supporting activities and conducting projects for the control of diarrheal diseases. By contacting your national UNICEF and PAHO offices, your chapter can contribute to the control of children's deaths from preventable diseases. If you cannot find your local office, please contact the JCI World Headquarters.

### President Oji's main emphasis for 1995

President David Oji made "The Future of Children" his major theme for 1995. He is asking every chapter to conduct at least one project that benefits children. In return, the President will reward the chapter with a special presidential certificate and every member of the project committee with an exclusive "The Future of Children" pin.

By Calogero Foti, 1994 National President, Junior Chamber Italiana

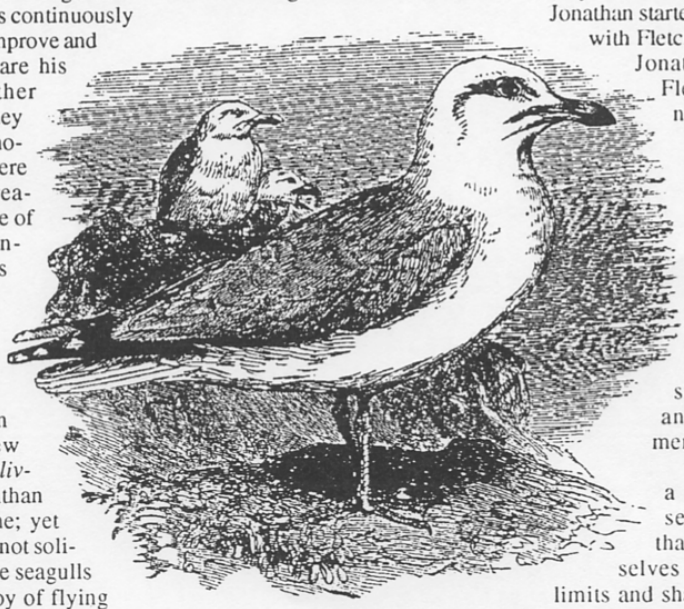
# We are ready to fly!

Many of you know the story of *Jonathan Livingston Seagull*, who spent whole days alone, trying new experiments over and over again. His mother reproached him for not behaving like other seagulls, but he would tell her that he only wanted to learn what he could—and couldn't—do, up in the air.

Jonathan was not interested in the everyday life of other seagulls, so he would always fly over the high seas alone and happy. He was continuously challenging himself to improve and learn; he wanted to share his experiences with other seagulls. Jonathan felt they should all overcome ignorance and realize they were intelligent, skillful creatures. However, because of his fearless, "irresponsible" conduct, he was banned from the flock and condemned to a solitary life. He tried to explain himself and spread his knowledge, but his entreaties to them to live and learn new things as the *reason for living* were ignored. Jonathan then lived his life alone; yet his greatest sorrow was not solitude, but the fact that the seagulls did not yearn for the joy of flying and refused to see reality. So he went on learning and growing in the awareness that what he was doing was right and that it needed to be spread at whatever cost.

One day he met two beautiful birds and joined them in fantastic evolutions. They said that they were from his flock and had come to take him higher. Jonathan was unsure, believing he had no home. He felt he was unable to take his old body any higher, but the two birds told him he could because he had finished a training course and another one was about to start. So Jonathan understood he had to accept that challenge to improve himself and be able to improve his loved ones, too. And he began learning new things with a new trainer.

One day Jonathan asked his trainer Sullivan why there were so few training. Sullivan told him that he was one in a million, and that it takes much time to reach this point, perhaps a hundred lifetimes before we understood something called "perfection," and a hundred more before understating that our purpose in life is to try to reach this ideal. Jonathan began flying again, trying to imitate his trainer and reflecting on their discussion.



Some time later Jonathan met Ciang, an elderly seagull, and asked him if he were in heaven. The old seagull answered, "Heaven is not a place; it is neither in space nor in time. Heaven is being perfect; we never stop learning." Excited by this, Jonathan challenged himself to try evolutions he had never before considered. He strove to reach the point where he would "understand the secret of goodness and love," as Ciang used to say.

Jonathan continued to improve enormously, yet he never forgot the members of his flock, who could have developed their lives if only they had been aware of the possibilities. "The more Jonathan learned, the more he realized that to practice love meant to share knowledge with others who yearned for the same truth. He had learned that "the higher a seagull flies, the further he can see," and many were the seagulls who might need him.

He went back to earth and met Fletcher, a young seagull who wanted to learn more and had been sent away by his flock. Jonathan told him not be harsh with those who had exiled him, for they damaged themselves. One day they would understand his ideas. And Jonathan started to share his knowledge with Fletcher and other seagulls.

Jonathan subsequently told Fletcher, "You no longer need me. Find the real Fletcher by improving every day. Do not trust your eyes, but watch with intelligence." And Jonathan flew away, leaving Fletcher in his new role as trainer.

How many lessons can we draw from this short story, and how similar it is to the purpose and commitment of the members of JCI!

Actually, we are not a motionless flock of seagulls; we are "Jonathans" who challeng ourselves daily to overcome our limits and share our knowledge with others. We must bear witness to peace, justice, brotherhood, and mutual support to contribute to the transformation of this world.

We yearn for a perfect world; a world without injustice, where the respect for the individual is absolute and where there are no political or religious divisions. For the sake of the brotherhood that makes the impossible possible, we must spread JCI's concept to those who do not yet know it.

It is a commitment which requires dedication, patience and love; one which we must practice in our daily life. Let us take action now and follow the wisdom of Kahlil Gibran—"What we say now with one heart, could be said tomorrow by thousands of hearts." ***Let us get to work, fellow Jaycees!***