



ՀԱՅԱՍՏԱՆԻ ՊԱՏԱՆԵԿԱՆ ԵՎ ԱՃՈՒՄՆԵՐ JUNIOR ACHIEVEMENT OF ARMENIA

November 2007

Letter from Armine K. Hovannisian Executive Director of JAA



JAA Executive Director Armine K. Hovannisian

Dear Friends of Junior Achievement of Armenia,

On behalf of the 160,000 students, 4000 teachers and 14 staff members, please accept our sincere gratitude for making sure that Junior Achievement of Armenia (JAA) continues its very important mission of educating and inspiring young people to value free enterprise and civil society.

It has been a pivotal academic year for us. After 15 years of existing as a branch of Junior Achievement Worldwide with a board of directors sitting in the USA, JAA was entitled to become a local NGO with a board of directors operating in Armenia. We come to thank you, our founder Cynthia Tusan, Chairman Jack Berberian, Treasurer Bruce Tatarian and our former Board members Honorable Joe Kellejian, Steven A. Kradjian, Melik Kumjian, Craig Missakian, Christine Tusan,

Susan Ruffalo for your many years devoted service in making sure that JAA grew in its scope of beneficiaries and mission. A special thanks to Beth Broussalian who to this day works diligently from the United States addressing all of our needs. Because of your hard work, we were able to raise much needed funds and accomplish all the achievements which we share with you in this newsletter. We hope that you will continue your support in the years to come.

We are happy to welcome our new board members Jeffrey Tufenkian and Ray Reeder. Jeffrey moved to Armenia from the United States five years ago and heads the Armenian Forests NGO. Ray came to Armenia as a US Peace Corps Volunteer in the year 1994 and has been involved in various projects over the years. Ray has also volunteered for JAA in different capacities but mainly in acting as business consultant for students in the city of Hrazdan.

In the first 15 years of our existence we have many feats to be proud of:

- All 1400 schools have implemented JAA's civics education courses
- 160,000 students are embraced annually in the JAA's economic and civics education programs
- 3841 students have participated in JAA's educational annual summer camp
- Twelve students have represented Armenia at the Junior Achievement International Trade Fair in Denmark and Bulgaria
- 82 teachers have been trained in the USA
- 29 Students have taken part in the Junior Achievement Worldwide seminars in the USA
- 3000 teachers from 1400 schools have been trained to teach civics education, a subject introduced in the schools' curriculum by JAA
- JAA has organized a summer camp for refugee children with UNHCR
- The first of its kind textbook in Armenia Civics Education, which is a mandatory book for all 9th graders has been authored by JAA's Executive Director
- The Children's Festival/Trade Show has been an annual festival attracting 50,000 spectators for the last 4 years



JAA Regional Representatives and Staff

Donors who have contributed \$1000 or more in the year 2007:

- The Cafesjian Family Foundation
- The Donchian Foundation
- Rick and Sherry Manoogian
- The Lincy Foundation
- Vatche Manoukian and Linda Haytayan
- John Gogian Foundation
- The Hovnanian Foundation
- Triple X Fraternity, Orange County Chapter
- Dr. William Loos

JUNIOR ACHIEVEMENT OF ARMENIA'S MISSION

Junior Achievement of Armenia (JAA) gives today's Armenian youth the necessary skills and knowledge to compete and succeed in tomorrow's world. The mission is accomplished through economics and civics education. With both theoretical instruction and practical training, JAA teaches young Armenians how the free enterprise system operates, the role of business in the global marketplace, the hands-on fundamentals of running a business, partnering between public and private enterprise, and the basics of democracy-building, including human rights, civic duty, and social responsibility.



ՀԱՅԱՍՏԱՆԻ ՊԱՏԱՆԵԿԱՆ ԵՎ ԱճՈՒՄՆԵՐ JUNIOR ACHIEVEMENT OF ARMENIA

November 2007

Region	Year 2007/2008	Year 2007/2008	Year 2007/2008	Year 2008/2009
Region	Number of Schools offering JAA's Economics Course	Number of Students taking JAA's Economics Course	Number of Teachers Teaching JAA's Economics Course	Number of Schools That Will Offer JAA's Economics Course
Yerevan	85	3491	82	130
Shirak	50	1790	50	80
Lori	52	1109	50	80
Kotayq	63	1716	67	90
Vayotz Dzor	31	755	31	50
Syuniq	48	783	48	70
Ararat	62	1809	62	90
Aragatsotn	49	1885	51	80
Armavir	88	3564	88	110
Gegharkuniq	76	1427	76	100
Tavoush	33	723	33	60
Total	637	19052	638	940

Region	Year 2008/2009	Year 2008/2009	Year 2009/2010	Year 2009/2010
Region	Number of Students Who Will Take JAA's Economics Course	Number of Teachers Who Will Teach JAA's Economics Course	Number of Schools That Will Offer JAA's Economics Course	Number of Teachers Who Will Teach JAA's Economics Course
Yerevan	4500	130	200	200
Shirak	2500	80	170	170
Lori	2000	80	160	160
Kotayq	2500	90	110	110
Vayotz Dzor	1500	50	—	—
Syuniq	2500	70	110	110
Ararat	3000	90	110	110
Aragatsotn	2500	80	120	120
Armavir	3500	110	120	120
Gegharkuniq	3000	100	120	120
Tavoush	1800	60	80	80
Total	29300	940	1300	1300

Our Future Plans

The Ministry of Education and Science of the Republic of Armenia through the financial assistance of the World Bank has undertaken a 10 year educational reform program. Under the program, teachers are receiving continuing pedagogical training and receiving higher salaries, the schools are becoming more independent in management and new textbooks are being written. The civics education course which JAA designed, created the textbook and trained the teachers became part of the national curriculum in 2001 and is a mandatory course for all 9th graders. However, JAA's economics still remains as an elective course and is offered in limited schools.

Realizing the importance of teaching the basics of free market economics to the young generation of this emerging nation, USAID signed a new cooperative agreement with JAA in September of 2006. The grant calls for the expansion of our economics courses by 300 schools a year for the next three years. However, the grant requires that we match the funds from private donations. This is where your contribution comes in as an important input in our program.

We cannot receive USAID assistance without being able to match it with your donations. Last year, thanks to your generosity we were able to raise \$135,000. Our major donors were the Cafesjian Family Foundation, the Donchian Foundation, Rick and Sherry Manoogian, the Lincy Foundation, Vatche Manoukian and Linda Haytayan, John Gogian Foundation, and Triple X Fraternity, Orange County Chapter.

We need to raise close to \$113,000 this year to sustain our mission to teach free market economics, entrepreneurship, leadership, ethical business practices and lessons in democracy. Please help us continue this very worthwhile program in giving the young Armenians the skills that will shape our country's future. For information on donations please refer to the last page.

50,000 Attended Children's Day Festival

Junior Achievement of Armenia and Cafesjian Family Foundation Hosted International Children's Day on June 1st



The Childrens Festival attracts 50,000 spectators

Heralded by trumpeters dressed in red caps and royal cloaks, a parade of cartoon characters, circus acrobats, jugglers and many more marched into the Yerevan's Gerard L. Cafesjian Center for the Arts (Cascade) as part of the 4th annual Junior Achievement of Armenia's Children Day Festival. It was the most glorious and spectacular outdoor event of the year. Accompanied by their parents and grandparents, tens of thousands of wide-eyed children flocked to the Cascade to attend the larger-than-life festival celebrating International Children's Day.

Sponsoring organizations for the event were the Cafesjian Family Foundation, Junior Achievement of Armenia, Cafesjian Museum Foundation, Armenia TV, Cascade Bank and Orran Benevolent Organization.

At the heart of the Children's Day Festival was a trade show drawing public attention to the student companies established as part



ՀԱՅԱՍՏԱՆԻ ՊԱՏԱՆԵԿԱՆ ԵՎ ԱՆՈՒՄՆԵՐ JUNIOR ACHIEVEMENT OF ARMENIA

November 2007

of JAA's groundbreaking 9th-grade Economics program. Throughout the school year, the 25,000 youth enrolled in JAA's Applied Economics courses were manufacturing and selling their student company products. The festival showcased 55 companies that were selected to represent the best of the more than 400 companies that were formed this year. Products on sale and display included handmade toys, jewelry and

favorite character Yo Yo, the circus, two puppet theatres, a pantomime theater, a singing children's group from Gyumri, a fashion show featuring designs of Treasures of Armenia, the British Bus, face painting and pottery painting organized by the alumni of Junior Achievement.

To make it fun for all ages, the The Children's Day Festival also featured a jazz concert by Arsen Nercisyan and the Cactus



JAA students selling their products at the Ffestival



The Festival offers attraction for all ages



The Circus show at the children's festival

crafts, candles, key chains, wall decorations and much more! All proceeds of the sale will go to charitable organizations. Last year, over \$1000 was raised and donated.

Along the trade fair, the festival included a variety of performances on four different stages. The shows featured children's

Band and Gor Mkitarian and the Renaissance band as well as live performances by renowned Armenian singers, including Nune Yesayan, Arthur Ispirian, Aramo & Emma, Forsh, Emi, Christine Pepelyan, Silva

Hakobyan, Shprot, Arsen Grigorian, and Hamlet Gevorkyan. The evening came to conclusion as the roaring crowd greeted Armenchik and sang along with him as the spectacular fireworks signaled the end of a fairy tale day.

International Children's Day is widely celebrated each year on June 1st. The origin of Children's Day can be traced back to the World Conference for the Well-Being of Children, which took place in Geneva, Switzerland, in 1925. Attended by representatives from 54 countries, the conference passed the Geneva Declaration Protecting Children, which focused on poverty, prevention of child labor, education, and other issues related to the welfare of children around the world. Dozens of nations hold their own commemorative celebrations every year.

Junior Achievement of Armenia Holds its 14th Annual Summer Camp

Junior Achievement of Armenia held its 14th annual summer camp on the slopes of Dzghakatzor from July 23 to July 30th. Over 100 high achieving students enjoyed the many activities designed to reinforce what the students had learned in their applied economics and civics education courses.

The activities at camp included elections for student government, stock market simulation, mock trial, commercial skits, competition for products using nature, discussion on business ethics, sports, talent show and many other educational and fun activities. The students also received guests representing the public, private and diplomatic sectors of our society. Mr. Armen Harutyunian, the Republic's Ombudsman encouraged the children to take active part in their communities. Jim Carlson, Program Officer at USAID, and Mark Urban, Sr. Commercial Law Advisor presented the work of USAID in Armenia. Harutyun Mgrian, a diasporan investor explained the challenges facing Armenian businessmen today. The guests patiently and with pleasure answered the many questions that the students had.

"I thought the camp was very educational. The activities were designed so that we practiced what we had read in applied economics

and civics education courses. I especially liked the stock market game.

And of course, my favorite activity was the picnic, where we were judged as to how we spent our budget in preparing our daily meal" stated Khatchik Sahakyan a student at Yerevan school number 107.

Another student Shushan Hovannisyanyan of Etchmiatzin school #1



JAA students meeting Jim Carlson, Program Officer at USAID at JAA annual summer camp



ՀԱՅԱՍՏԱՆԻ ՊԱՏԱՆԵԿԱՆ ԵՎ ԱճՈՒՄՆԵՐ
JUNIOR ACHIEVEMENT OF ARMENIA

November 2007



A few of the 160,000 faces of JAA

thought that the camp gave her the opportunity to become more self confident “I think that I will be able to stand by my rights more assertively. The most valuable activity for me

was the elections at camp, for the first time I understood what it meant to form a “legitimate government”.

Armine K. Hovannisian, Executive Director of JAA since 1993 concluded, “We are grateful for the continued support of USAID, and the Donchian and Manoogian family foundations for the financial support they gave to realize our mission of arming today’s youth with knowledge of free market economics and civics education. The camp is designed to encourage students to do better in their studies and is a wonderful place for them to meet each other and to form lasting friendships” .



JAA students preparing for elections at the annual summer camp

Junior Achievement of Armenia Students Take Part in Junior Achievement Trade Fair in Romania

“Belts,” the student company of Etchmiatzin School Number 4, represented Armenia’s Junior Achievement Program at the annual JA-YE European Student Trade Fair from April 29 to March 1 at the capital of Romania. More than 76 companies from 30 European countries took part in the extravaganza—the annual competition that brings together the best of student companies to display their products. The event also gives the young entrepreneurs an opportunity to market their goods in a European city. Throughout the year, the students learn the theory of economics and apply their knowledge in creating student business companies. To this end, they conduct marketing research, issue stock to raise capital, manufacture a product, and develop marketing strategies.

The students of Etchmiatzin School had created a unique product—a belt made of wooden beads that could also be used as a massage belt. The product survived a rigorous national competition in Armenia and was chosen to represent the country internationally.

“We were so proud to have been chosen to participate in this prestigious event. We had worked very hard on establishing our business and were very happy to be rewarded for all of our work,” said Anoush Meykhanajyan, one of the student representatives.

Anna Hovhannisyanyan, the designer of the product added, “I learned a lot from the experience. It is one thing to watch other people conduct business; it is another to actively do it. Our trip was so wonderful. We



JAA students at the Romania International Trade Fair

got to learn much from other student companies and our experiences in selling our product. We met wonderful people from all over the world and we made so many friends. We also very much enjoyed learning about Romania and its culture.”

Armine K. Hovannisian, accompanied the students on their five-day trip. “This is the third year that we are taking part in this very important event. We were honored that our nation’s diplomatic representatives attended the trade fair and encouraged our students with their presence. We are also grateful to Cynthia Tusan, who made it possible for our students to continue taking part in this important event. I think the experience is priceless for those involved.”

JUNIOR ACHIEVEMENT OF ARMENIA

www.jaarmeria.org

TO: Junior Achievement of Armenia
 Attn: Mrs. Armine Hovannisian, Executive Director
 1102 N. Brand Blvd. #61
 Glendale, CA 91202

FROM: Name _____

Address _____
 City, State, Zip

Code _____

Dear Armine,

Congratulations on meeting your goal of situating all JAA operations in Armenia. I realize that this transition is vital to the long-term sustainability of the program and will allow more involvement of local leadership as well as Diasporan Armenians now living in Armenia. I embrace your mission to teach free market economics, entrepreneurship, leadership, ethical business practices, and lessons in democracy.

Enclosed is my check, payable to **Junior Achievement Worldwide**. I understand that all contributions will go to directly benefit the JA/Armenia organization.

Note: Your donations to Junior Achievement Worldwide (JAW) benefiting Junior Achievement of Armenia are federal, tax deductible under the non-profit status of Junior Achievement Worldwide, a Colorado-based 501(c)(3) with Federal Tax ID # 84-1267604 and Group Exemption # 1116. Junior Achievement of Armenia is registered in the Republic of Armenia. Contributions from individuals, foundations, and corporations are welcome.

Design of paper: Compliments of Vahagn Vardanyan

The paper is printed at Tigrant Mets Publishing House, Yerevan, Armenia. 600 copies