



ՀԱՅԱՍՏԱՆԻ ՊԱՏԱՆԵԿԱՆ ԵՎԱՃՈՒՄՆԵՐ JUNIOR ACHIEVEMENT OF ARMENIA

November 2008

Message From the Staff and Board of Directors of Junior Achievement of Armenia

Dear Friends of Junior Achievement,

We thank you for helping us celebrate our 17th successful year at JAA. In the last year, your contributions assisted us in implementing a program that impacted nearly 23,000 students. The vision of our founder Cynthia Tusan and the mission of Junior Achievement of Armenia is to give today's Armenian youth the necessary skills and knowledge to compete and succeed in tomorrow's world. The mission is accomplished through civic and economic education. With both theoretical instruction and practical training, JAA teaches young Armenians the principles of free enterprise and democracy and how these systems operate on a national level as well as in the global arena.

In the last few years, our USAID finances have dwindled but our commitment and effort to provide more and more opportunity to our students has grown. We are delighted that through the assistance of Junior Achievement

Worldwide Regional Operating Center, we have offered an interesting program of business ethics to thousands of our students. We also think that it is a great milestone to have an internationally recognized corporation such as HSBC Bank to locally support our work. The continued support of the Gogian Foundation has helped us to take the JAA program to the far regions of Armenia. The Donchian Foundation and long time supporters Rick and Sherry Mannoogian have ensured the continuation of our camp sessions which were enriched this year by a US Embassy's Public Affairs Section grant. As you will read about our activities, I hope you will come to realize that what JAA is doing is making a fundamental and far-reaching impact on society.

We invite you to continue your support of our work. We cannot carry on our mission without your help.

JAA's main activities are financed by USAID.

Other donors for special projects are listed below.

Donors who have contributed \$25,000 or more in the year 2007/2008

HSBC Bank
John Gogian Foundation
Junior Achievement Worldwide Regional Operating Center

Donors who have contributed \$10,000 or more in the year 2007/2008

The Donchian Foundation
Rick and Sherry Mannoogian
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Bruce and Katharine Tatarian

Board of Directors:

Chairman Ray Reeder
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Armine K. Hovannisian
President of JAA Alumni
Andranik Kirakosyan

JUNIOR ACHIEVEMENT STUDENTS REPRESENT ARMENIA IN THE JA-YE EUROPEAN STUDENT TRADE FAIR IN LINZ, AUSTRIA

JAA students of Yerevan school #56 represented Armenia in the annual JA-YE European Student Trade Fair in Linz, Austria from April 4 to 6, 2008. The product of school #56, which placed first in the national competition and hence qualified for the international trade fair, was a hand-woven mobile phone case.

More than 47 companies from 17 European countries showcased their goods and services, and presented the jury their business strategy and plan. "This is the fourth year that our students are participating in the international trade fair. They work very hard all year to be qualified for this very prestigious event," explained Anahit Manoukyan, program coordinator for JAA, who accompanied the students on the trip.

Lendrush Safaryan, President of the school #56 student company "1000+1" shared his thoughts: "It was the first time that we were offering our product on the international market. We learned so much about the taste and the demands of the European customer. It was an experience that taught me a lot and will remain and guide my life for many years to come." Narek Aghamiryan, Vice President of the company, explained: "We not only learned how to organize our business, but we learned about business ethics and dilemmas that can face us. In our classroom, we had learned and discussed issues on business



Caroline Jenner CEO JA-YE Europe and Anahit Manoukyan JAA program coordinator with JAA students at the International Trade Fair

ethics through a program called Global Business Ethics Program. However, it is one thing to discuss it in class and another to see and experience it in real life."

During the trip the students also visited business companies such as the Rosenbauer Company, the world's largest producer of fire fighting vehicles and the largest provider of special vehicles for airport and industry.



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GLOBAL BUSINESS ETHICS PROGRAM

The Global Business Ethics program guides students from around the world through a 12-week case study program, during which they explore the arenas of personal values, character development and business ethics.

The program links students via the internet, giving them the opportunity to debate and discuss ethical dilemmas. Students interact with students of other regions, as well as students from around the world, widening their perspective on ethical issues and developing a cross-cultural understanding. The objective of the program is to help young people embrace widely recognized values that are essential to a free and open civil society, and to become successful participatory citizens. Students completing the Global Business Ethics Program will embrace a view of free markets that includes respect for the rule of law, the rejection of corruption, concern for employees and a sense of social responsibility.

In 2006, the program started in 250 schools. This year it embraces 5,000 students in 167 schools. The skills attained in the program are global communication, conflict resolution, decision making, ethical thinking, teamwork and analyzing ethical dilemmas.

In the year 2005, Mariam Manoucharyan, regional representative from Vanadzor and Arthur Nazaryan, regional representative of Ararat, went to Kazakhstan for training and instruction. Upon their return they trained the JAA teachers. The program is offered online and in person.

All expenses connected with the program are paid by Junior Achievement Worldwide Regional Operating Center.

ARPINE TAKES FIRST PLACE IN THE INTERNATIONAL BUSINESS ETHICS ESSAY COMPETITION, WINS TWO THOUSAND DOLLARS

Arpine Manvelyan, a JAA student in school #2 of Metsamor, Armenia, took first place in an international essay competition with an essay entitled "Moral Values". The competition was organized by the Junior Achievement Worldwide Regional Operating Center.

Below, we present Arpine's essay:

Moral values are the regulators of human behaviour in every sphere of occupation. It is very important to retain the high moral qualities in any type of relations-personal, public, societal. Patience, fairness, kindness, generosity are characteristics which should always be minded in relations with other people. In business these are not less important than in any other sphere. It is a common knowledge that any business aims at getting profit. It means that the businessman (businesswoman) is concerned with his (her) own interests. But a very important thing should be taken into consideration that no success can be achieved by him (her) if the business ethics are neglected. In my opinion the business ethics comprises of respect, fairness, solicitude. I will enlarge on each aspect respectively.

By respect I mean the one the businessman (businesswoman) must have first of all for those people who are working for him (her). There should be no demonstration of superiority but the sheer understanding of the fact that these people are the intellectual, physical, creative support of his (her) business, thus they deserve his (her) respect which should find its expression in the

timely payment of salaries, giving rewards to those who deserve it thus fostering the diligence of the working team, providing them with proper working conditions. The respect should exist also between the business competitors. They should respect each other's interests even if they clash. And resist the competition not crying down each other but making their business activity more competitive.

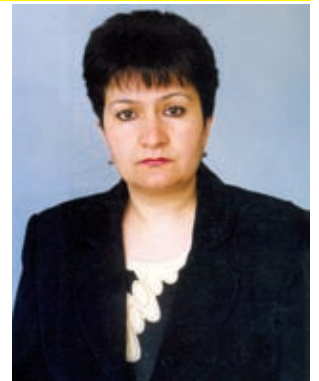
By fairness I mean the one the businessman (businesswoman) should have towards the country in which he (she) is organizing his (her) business activity by paying taxes, respecting the economic peculiarities of this country and no piratic attempts! It must also exist in the relations of the business companions. One must always remember- no tricks, no speculations!

Solicitude is the concern that a businessman (businesswoman) must have first of all for the consumers. The fact that the consumers provide the income for the businessman (businesswoman) should make him (her) care for providing them with safe and unadulterated products. In my opinion the businessman (businesswoman) should care also for the ecology (of course, if his (her) business activity can be of any harm to it).

David Rockefeller once said: "Success in business requires training, discipline and hard work. But if you are not frightened by these things, the opportunities are just as great today as they ever were." I would add to these great words the following ones: Mind the business ethics and the success in your business will be a sure thing'.

ANOUSH MEHRABYAN RECOGNIZED AS TEACHER OF THE YEAR

Anoush Mehrabyan, JAA teacher at school #1 of Ijevan received the National Teacher of the Year award by the President of the Republic. Ms. Mehrabyan graduated from Yerevan State's University's Pedagogical Institute in 1984 and has been involved in the Junior Achievement Program since 2001. Ms. Mehrabyan is teaching JAA's applied economics and civic education courses. She is also one of the leading teachers of the ethics program. Ms. Mehrabyan has been a trainer for JAA and has trained over 25 teachers in her region. She has also served as a counsellor at JAA's camp. We congratulate Ms. Mehrabyan for receiving this prestigious award.





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JUNIOR ACHIEVEMENT'S 15TH ANNUAL SUMMER CAMP A SUCCESS Armenian Prime Minister's visit the highlight



JAA students with Prime Minister Tigran Sargsyan at JAA camp

The generous contributions of the Donchian Foundation and Rick and Sherry Manoogian enabled JAA once again to organize one of the most exciting activities of JAA: the summer camp. Prime Minister Tigran Sargsyan's visit was the highlight of the first session. Facing an audience of 20 educators and 80 students selected from all regions of Armenia, the Prime Minister spoke for 40 minutes on the state of economy, his thoughts on educational and employment opportunities and shared memorable stories of his childhood. Activities at camp included elections, simulated stock market, competition of natural products, preparation of advertisements, mock trial and meeting with notable people. Guests at camp were also Tim Slater, Chief Executive Officer of HSBC bank, and Anahit Bakhshyan,

member of the National Assembly. The second session of camp was sponsored by the US Embassy's Public Affairs Section. Among the 100 high-achieving students were representatives of Armenia's national minorities: Greeks, Kurds, Yezidis, Jews, Russians, a Moldovian and a German. The aim of the camp was to develop an appreciation for different cultures and breed tolerance among people of different national backgrounds.

Armenia's Ombudsman Armen Harutunyan and his wife, Svetlana Harutunyan were guests at the second session. Other guests were the leaders of different communities—Rima Varjabedian of the Jewish community, Yelena Hakobyan of the Russian community, Victor Voukhrer of the German community, Hasan Tamoyan of the Yezidi community, Irina Gasparyan of the Assyrian community and Edik Polatov of the Greek community—who were happy to meet with the students and share their thoughts. After hearing the leaders of each community, the student president of the camp, Arman Avetisyan of Aghavnatun village said: "On behalf of the students, I thank you for your

presentations. I have to admit that before hearing you, I did not think much of national minorities, but I can assure you that from now on, I and my friends will have more respect for you and try to learn more about the different nationalities living among us." A member of Parliament and spokesman for the Republican Party, Mr. Edvard Sharmazanov's words of encouragement were reinforced by his personal background as a Greek national and his personal story of success. The students also had a very interesting range of questions for U.S. Charge D'Affaire Joseph Pennington who spent an afternoon at the camp talking on issues ranging from international relations to personal stories and U.S. elections. His candid answers prompted the students to ask more and more questions.



Joseph Pennington, Charge D'Affaire of US Embassy flanked by JAA students



Armine K. Hovannisian and Andranik Kirakosyan presenting certificates to Career Day participants

ALUMNI

JAA Alumni organized yet another successful Career Day. Groups of former JAA students visited various business enterprises and were exposed to different prospects for their future. It was also a great opportunity for them to hear successful businessmen share their expectations of future employees. We thank the following companies for hosting the JAA students: Eurowagen, Tigran Mets Publishing House, Star Divide, Megeryan Carpet, Yerevan Brandy Company and United Nations office in Yerevan.

The Alumni also organized a day of competitions based on the music of the rock group System of a Down.



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HSBC GRANTS JAA \$25,000

HSBC bank made a generous corporate contribution of \$25,000 to JAA to work annually with 500 economically disadvantaged children of remote, destitute villages. JAA is teaching the principles of free market economics, providing hands-on experience in entrepreneurial skills and instilling in them democratic values and an appreciation for civic society. As part of the program, HSBC employees will visit the classrooms to share their real life experiences. In this connection Tim Slater, Chief Executive Officer of HSBC in Armenia, stated: "HSBC bank encourages young people to become self sufficient and fully integrated members of society. We are happy to support this important project in making sure that tomorrow's generation of Armenians have the education and skills to be competitive in the global market."

HSBC Bank Armenia CJSC was the first international bank to open in



Tim Slater, Chief Executive Officer of HSBC Bank at JAA camp

Armenia in 1996. The bank is a joint venture between the HSBC Group, which has a 70% ownership, and members of overseas Armenian businesses. It is one of the leading banks in the world with a reputation for being strongly capitalized and maintaining high liquidity rates.

JUNIOR ACHIEVEMENT OF ARMENIA

www.jaarmenia.org

TO: Junior Achievement of Armenia
 Attn: Mrs. Armine Hovannisian, Executive

Director
 1102 N. Brand Blvd. #61
 Glendale, CA 91202

FROM: Name _____
 City, State, Zip _____
 Address _____
 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.

JAA Growth Chart

Region	Year 2008/2009	Year 2008/2009	Year 2008/2009	Year 2009/2010	Year 2009/2010	Year 2009/2010
Region	Number of Schools That Offer JAA's Economics Course	Number of Students Who Take JAA's Economics Course	Number of Teachers Who Teach JAA's Economics Course	Number of Schools That Will Offer JAA's Economics Course	Number of Students Who Will Take JAA's Economics Course	Number of Teachers Who Will Teach JAA's Economics Course
Yerevan	96	4000	89	198	6000	198
Shirak	63	2106	63	166	5000	166
Lori	69	1520	67	163	4800	163
Kotayq	70	1972	70	102	3500	102
Vayotz Dzor	34	691	34	51	2000	51
Syuniq	62	1388	62	121	3200	121
Ararat	77	2006	77	112	3500	112
Aragatsotn	63	1921	65	121	4000	121
Armavir	102	4321	98	118	4000	118
Gegharkuniq	87	2019	87	127	4000	127
Tavoush	48	1011	48	80	2500	80
Total	771	22955	760	1359	42500	1359

Nar-Dosi 3rd Nrbantsk, House #8, Yerevan, Republic of Armenia 0070; Tel: +374 10 57-66-73 E-mail: jaaoff123@yahoo.com

1102 N. Brand Blvd. #61, Glendale, CA 91202

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