

JA AP WORKS

April, 2016

Message from Vivian Lau, President of JA Asia Pacific

Dear JA Asia Pacific Colleagues,

I am delighted to share that the JA Worldwide Board meeting will be held in Hong Kong on June 17, 2016. This is the first time that the JA Worldwide Board meeting will take place in the Asia Pacific region. There will also be a joint meeting of the JA Asia Pacific Board and the JA Worldwide Board on June 16, 2016. Taking advantage of all the JA Worldwide and JA AP Board members in town, the JA AP SLT meeting will be held on June 15, 2016. There will also be a Welcome Reception and Conference in the evening of June 16, 2016. More details on the events will be announced in due course.

In this issue of the JA AP WORKS, we feature a dialogue with Sanghwi Lee (Ryan), a JA Korea Alumnus that had volunteered and contributed to the success of the recent Asia Pacific JA COY in Korea.

In addition, you will find the following updates in the regional initiatives, programs and events section:

- The 10th FedEx Express/Junior Achievement International Trade Challenge on August 7 to August 11, 2016
- Opportunity to win a free conference pass to the 2017 Global Leadership Conference (GLC) through JA Program Central submission by March 31
- Progress on the JA Cha-Ching Program pilot implementation
- Latest tools and resources available from JA Worldwide and JA Asia Pacific for members to use in local fundraising and recruitment efforts

We invite our SLTs to forward this newsletter to your Board and all members of your team. We also like to hear from them on their updates and achievements. Until the next JA AP WORKS, let's work together to create a world where every young person can be inspired and empowered!



The JA Story

“Educational and fun. Formal and communicative.” – What JA means for Sanghwi Lee (Ryan), one of the JA Korea alumni volunteers for the recent 2016 AP JA COY in February.

For nearly 100 years, JA has been the premier organization to provide students in kindergarten through high school with knowledge and skills in financial literacy, work readiness and entrepreneurship that lead to a successful future. Today, nearly 100 million students have been positively impacted by JA.

In Asia Pacific alone, JA is reaching up to 900 thousands students through 23,000 volunteers across 19 markets annually. These JA alumni—represent a qualified volunteer force that already believes in JA’s mission of inspiring and preparing young people to succeed in a global economy. Ryan first became a JA Alumni through his participation in the JA Company program in 2013-14, supporting the team Orabird, which had subsequently moved on to the 2014 AP JA COY regional finals in Singapore and was the 2nd place COY winner in the regional finals.



Team Orabird from Korea – 2nd place winner of the 2014 AP JA COY Singapore.

The JA Asia Pacific team had a chance to meet Ryan again as he was one of the JA Korea Alumni volunteers supporting the recent AP JA COY event in Korea. Below is a dialogue captured with Ryan after the event.

JA: What made you come back to volunteer with JA programs/ COY?

Ryan: I really wanted to volunteer for JA programs, especially COY because when I participated, I was able to learn a lot about how to run a business in the real world. I wish to share what I have learnt with other students and support them to do even better in future COY competitions.

JA: What is your current major in school?

Ryan: My major is Advertisement and Public Relations

JA: Do you think your experience with JA has helped you to pursue this? If yes, how?

Ryan: Absolutely. Through the JA Company Program, I have learnt the importance of effective advertising and promotion of an idea and product. Communications skill is also one of the key attributes to the success of a student company – something extremely relevant to my major and core areas of study in school afterwards.

JA: What was your most memorable moment as a JA program participant?

Ryan: The most memorable moment was when Orabird received 2nd prize in 2014 AP JA COY in Singapore. I will never forget the excitement and feeling of accomplishment!

JA: Are you still friends with anybody you met through the JA program?

Ryan: Yes, in addition to the Korean team, I am also keeping contacts with volunteers in the AP JA COY event in Singapore, and student participants from Thailand.

JA: Would you encourage your friends to join JA programs?

Ryan: Definitely. I hope my friends can have the same opportunity to learn about business & economics, and make connections with friends from abroad that share the same fundamental values in learnings..

JA: Describe JA in 3 words?

Ryan: Challenging, Communication, Awareness

JA: What is your lasting impression of JA?

Ryan: Educational and fun. Formal and Communicative.



Ryan and other JA Korea Alumni volunteering at the 2016 APJA COY in Korea.

JA alumni know that JA programs empower students to make the connection between what they learn in school and how it can be applied in the real world. Today's young people can now reap the benefits of JA alumni's experience by tapping into their expertise and passion, fueled by their personal success. Within JA alumni in each market, we have potential volunteers who already know JA—from the inside. They likely recall fondly the lessons, activities and challenges that helped to create the success that they now enjoy. JA alumni know through first-hand experience that JA programs develop skills in students that will be recognized and valuable in a global workforce. Alumni can become powerful, passionate community JA supporters. After all, who better to speak about the importance of JA than those who have put lessons to work for actual results?

Please visit www.jaasiapacific.com to register as JA Alumni and for more information on volunteering opportunities in the Asia Pacific region.

Regional Initiatives, Programs, and Events

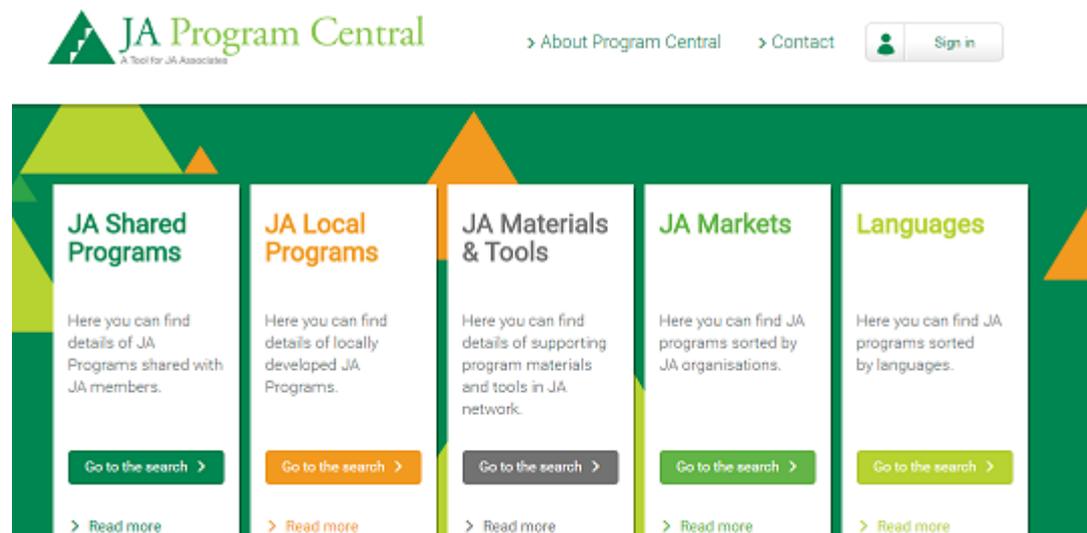
After 9 successful years of nurturing entrepreneurial spirit in the region with the FedEx Express /Junior Achievement International Trade Challenge (ITC), FedEx Express is excited to continue its sponsorship on ITC for the 10th consecutive year in 2016.



2016 marks the 10th ITC— a significant milestone to celebrate ITC's achievements, and to collaborate with ITC Alumni in extending the ITC success for future decades to come. The first ITC debuted in Hong Kong in 2007 with three participating markets. Since then, it has developed over 14,000 young entrepreneurs and has grown to become a signature student event for the Asia Pacific region. The participating markets for 2016 are Hong Kong, Japan, Korea, Malaysia, Philippines, Singapore, Thailand and Vietnam.

With the support from JA Hong Kong, the host for the 10th ITC this year, JA Asia Pacific is proud to bring ITC back to the city of Hong Kong , where the event first debuted. The competition is scheduled from August 7 to 11 this summer. Please stay tuned for more details of the event soon.

JA Program Central is coming your way. Complete your country's programs submission by March 31 and win a chance for your JA office to be included in a drawing for a free conference pass to the 2017 Global Leadership Conference (GLC).



In order to be eligible for the draw, all nominated JA Program Central coordinators will need to submit your country's list of programs' descriptions into JA Program Central by March 31 and email [Adrian Lee](#) once the submission is completed. As a prerequisite to lucky draw entry, all submitted information will need to be verified and confirmed by Adrian upon submissions by March 31, 2016.

We sincerely invite your support to make JA Program Central a truly global platform



JA Cha-Ching Program™

The JA Cha-Ching Program pilot implementation phase is well underway in the Asia Pacific region, reaching close to 450 primary school students in Hong Kong, Indonesia, Korea, Malaysia, Philippines, Singapore, and Thailand by mid-April, 2016. With valuable feedback collated from students, volunteers, teachers, and schools participated in the program pilot phase by mid-April, 2016., the JA Cha-Ching Program curriculum will be enhanced and launched officially across the region in second half of 2016!

Please stay tune for more updates on the first program developed in the region!

To learn more, please refer to the [JA Cha-Ching Program](#) page on the [JA Asia Pacific website](#).

Marketing and Branding

A Worldwide Releases 2015 Annual Report, Factbook, and Year In Review is here!



We are pleased to remind that JA Worldwide has recently released the [2015 JA Worldwide Annual Report](#), [2015 Factbook](#), and—for the first time—an [online Year in Review](#). In addition, the latest [JA Asia Pacific overview presentation](#) is also available for download and adaptation with local JA facts - each can be used in your fundraising and recruitment efforts, and each reflects the success of our entire network.

Up-coming key dates

Please view the [Event Calendar on JA Asia Pacific Event page](#).

Tell us your story

A story on a volunteer? News on people? Big win? Or an inspiring moment experienced? Need help to promote key dates and events in your local JA calendar? Please email [Winnie Ho](#) to share with the network through the JA AP WORKS!

Until the next JA AP WORKS, have an inspiring and empowering day!

