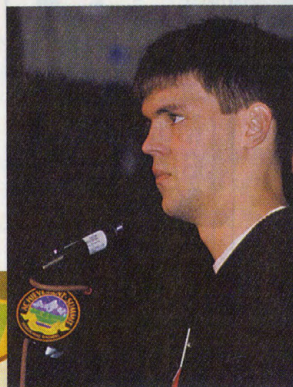


INSPIRING THE FUTURE: THE 1.9.9.8 ACHIEVEMENT SUMMIT

WHAT could be more inspiring to the human mind and spirit than the mysterious majesties of nature? And, as those who have been there know, the Grand Tetons of Jackson Hole, Wyoming, are among the most wondrous mountains of the

STAFF REPORT

Ellen Johnson, the top "Most Valuable Student" female winner, accepts her Golden Eagle Award from film director George Lucas. ▼



◀ Taking the microphone to query the participants of a roundtable discussion is Niles Cole, a "Most Valuable Student" scholarship winner.

A group of honor students marvel at the mist billowing from one of Yellowstone National Park's hot springs. ▼

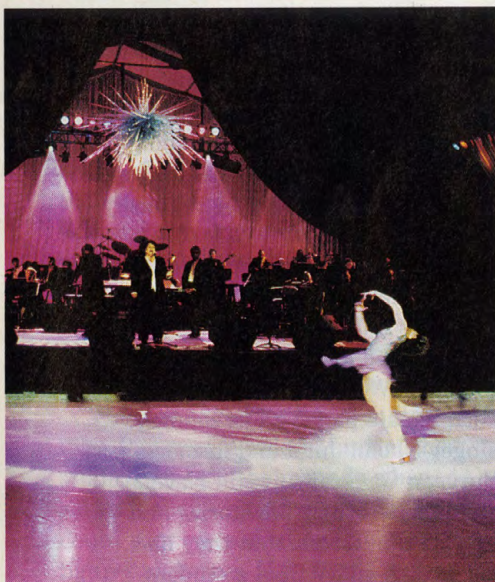


earth. It was only fitting then that some of the greatest thinkers and movers of our world as well as the United States' most promising students would gather at the base of this jagged range for the 37th annual Achievement Summit, held from May 20 to 24 and hosted by the American Academy of Achievement.

Judging by the looks in the eyes of the 400 students, the summit and Grand Teton National Park didn't disappoint. The young people found themselves in close company with Nobel Prize laureates, successful entrepreneurs, powerful politicians, high-ranking military personnel, and great artists and athletes—faces perhaps before seen only in the



◀ Figure skater Dorothy Hamill said that she was compelled to skate because it was "a passion, a place where I could express myself."



▲ Dorothy Hamill spins to Patti Austin's thunderous voice under a stunning Dale Chihuly sculpture. Quincy Jones is leading the orchestra.

◀ The rugged slopes of the Grand Tetons slipping down to the clear water of Jackson Lake provided the backdrop for the 1998 Achievement Summit.

THE STUDENTS OF THE ELKS

THROUGH the "Most Valuable Student" scholarships, the Elks National Foundation each year financially assists students nationwide with their college education. The very best students, however, receive a little something more, something that cannot be quantified in dollar amounts—the chance to meet some of the people who shape and shake society as we know it.

Attending the 1998 Achievement Summit were this year's six top "Most Valuable Student" scholarship winners. It was, by all accounts, the experience of a lifetime. The first-place male and female winners, Jonathan Taliaferro of Severy, Kansas, and Ellen Johnson of Orderville, Utah, both shared a stage with film director George Lucas, who presented each with a Golden Eagle Award for their achievements. When accepting her award, Ellen thanked "the Foundation and everyone else who supported me."

Cheryl Bayley of Wasco, California, and Kelly Richardson of Valley Center, Kansas, respectively the second- and third-place female winners, spent a few days in close quarters with some of the world's elite, too. Cheryl participated in a wealth of extracurricular activities in high school, including serving as captain of the varsity swimming and tennis teams, while graduating with a 4.05 grade point average. She intends to work in the medical field. Kelly participated in many high school sports as well and was student body president her senior year. She also speaks excellent Spanish, has traveled to Mexico on a church mission, and will major in international business in college. Kelly simply indicated that the "trip to Wyoming changed my life."

Niles and Sasha Cole, respectively the second- and third-place male scholarship winners, could also be found at the summit rubbing elbows with the famous. These brothers from Gatlinburg, Tennessee, have been living independently through their high school years, each working numerous jobs to sustain themselves, all the while keeping up excellent grades and traveling to Japan as exchange students. Niles said of the summit, "it's impressive," adding his observation that Gen. Colin Powell "just got mobbed" by honor students.

It was, by all accounts, the experience of a lifetime.



▲ With Elks National Foundation Controller Patricia Kavanaugh (center) at the Banquet of the Golden Plate are (from left) four of the top "Most Valuable Student" scholarship winners: Kelly Richardson, Jonathan Taliaferro, Sasha Cole, and Cheryl Bayley.

abstract of newspapers, magazines, and television.

The annual summit not only honors adults who have achieved great success, but moreover it aspires to motivate young minds to do the same. With the likes of public-servant veteran Dick Cheney, Egyptologist Kent Weeks, mountaineer David Breashears (who took the IMAX

camera to the top of Mount Everest), and computer entrepreneur Michael Dell in attendance, it works. One honor student expressed how uplifting it was to learn that "these famous people are actually real." She concluded that there was no reason she couldn't succeed as well.

The students, most of them graduating high school seniors, first con-



▲ U.S. Poet Laureate Robert Pinsky signs one of his books for a young admirer. Pinsky had just recited his poem "Shirt" to the summit's attendees.



▲ Physicist Murray Gell-Mann was one of a host of Nobel Prize winners attending the summit.

During a break between roundtables, summit attendees visited with tamed animals that represented species indigenous to Grand Teton National Park, including a black bear, a brown bear, and this cougar.



vened at a reception and dinner on Wednesday night, which was followed by the first of many roundtable discussions stimulating to both the youths and the adult honorees. With microphones stationed around the Explorer Room in Jackson Lake Lodge, the host facility, the students had ample opportunity to ask questions and pick the brains of the successful adults before them. The venue was appropriately named, since the opening roundtable was on innovation and titled metaphorically "Thinking Outside the Box."

"Unconventional thinking is what gets us ahead as a human race," claimed America Online founder James Kimsey, insisting that there is no human progress without new ideas. Nobel Prize-winning chemist Kary Mullis, an eccentric man by reputation, reported, "I never knew there was a box"—the comment brought

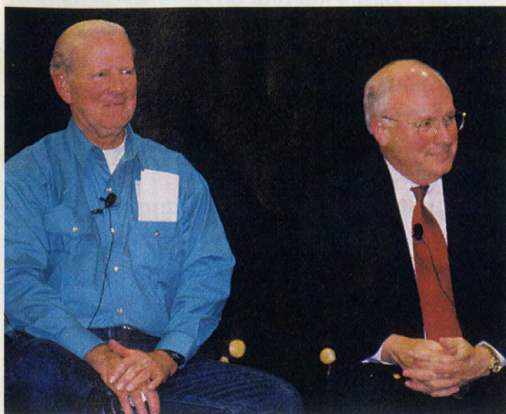
chuckles from the crowd—but he also counseled the honor students to find their own path, to find out what it is that they do well. All the panelists agreed that if the students discover what they love to do, then they won't have to worry about notions of conventionality.

It was an idea that was to arise again and again during the summit; many honorees insisted that achievement is never based on a search for the likes of money or fame, but only on a vigorous passion for what one does.

With such food for thought, the students retired for the night. Thursday morning greeted them with perhaps not the best weather for the day's itinerary—an hour's drive north to visit the great Yellowstone National Park—as the sky was overcast and cloudy after heavy rainfall all night. The sporadic light drizzle didn't seem to matter to the students, though. The

clouds reinforced the otherworldly mood generated by the steam wafting from Yellowstone's many hot springs and fumaroles, the snow sleeping on the ground, and the frequent expanses of barren trees created by naturally occurring wildfires.

The students arrived at Old Faithful Inn just in time to see the country's most famous geyser erupt before lunch and the next roundtable. Themed "Women and Achievement," such female panelists as country singer Naomi Judd and former Surgeon General Antonia Novello summarized their life stories and related the lessons that they had learned. A query from a student shifted the discussion to the issue of the current status of women in society. The audience erupted in applause when best-selling author Jean Auel said that she wants "a world that has equality of opportunity for everybody"



▲ Participating in the summit's final roundtable on leadership are former Secretary of State James Baker (left) and former Secretary of Defense Dick Cheney, two great leaders of the United States.



▲ Sharing his ideas with a circle of students is paleontologist Jack Horner.



◀ Alan Simpson, former U.S. senator from Wyoming and a member of the BPOE, was inducted into the academy in his home state.

▶ Best-selling author Amy Tan and one of her travel companions (she always sojourns with her two dogs) visit with a number of honor students.



and not one where her sons would have less opportunity than her daughters.

After the return journey and a few hours of rest or individual exploration, the students reconvened for a reception and a Western-style dinner. The gathering was treated to a color-rich sunset over the snowcapped mountains beyond the panoramic windows of the lodge as the youths ate and talked with the adult honorees.

The day ended with a roundtable on "The Power of Words." Many of the students raised their hands when asked if they wanted to be a writer; no doubt they were thrilled to have such figures as former U.S. Poet Laureate Rita Dove, novelist Amy Tan, and historian Stephen Ambrose—who noted that it is "words that move the world"—speaking before them. Many students asked about the struggles of finding inspiration, and all the

panelists noted that patience is critical. It is an error, they said, to expect to be inspired around the clock.

Friday and Saturday, the last two full days of the summit, were to continue to be an intellectual's delight: the parade of great thinkers shifted into an even higher gear as the days were packed with speakers and symposiums. Acclaimed neurosurgeon Benjamin Carson set the tone when he said that sometimes society "has a problem with intellectual accomplishment" and that "we have to make it . . . impressive to achieve academically" in our schools. His words were well received, though given the caliber of students in the audience he was no doubt preaching to the choir.

That mysterious majesty of the Grand Tetons remained not far away as Friday's first roundtable was titled "The Mystery of the Cosmos." The panelists and the student audi-

ence debated issues about the possibility of life on other planets, the cost of space exploration, the merit of colonizing other planets, and potential conflicts between science and religion.

NASA Administrator Daniel Goldin reminded the audience that, after water appeared on earth, life arose much more quickly than is generally acknowledged—lending credence to the idea of life elsewhere in the universe. When asked by a student about the chances of our planet having been visited by extraterrestrial life, Mars Exploration Program Manager Donna Shirley cautioned, "We are prone to jump to conclusions about what we don't understand."

The following roundtable brought the summit back down to earth while continuing the themes of exploration and innovation. Entitled "Entrepreneurship: Blazing Your Own Trail," much of the discussion centered on the

ACHIEVEMENT SUMMIT 1998

importance of competition, free-market economics, and the difficulties of starting a new business. "Competition is about value creation," observed Jeong Kim, founder of Yurie Systems, Inc. "My job is to create jobs" was how Northwest Airlines Chairman Gary Wilson described his role in society.

But it was Craig McCaw, founder of McCaw Cellular Communications, who again reminded the honor students what the real factor of achievement is: "None of us expected to be as successful as we are," he said. "We just played our game and followed our passions."

After a break for lunch—and an opportunity for the students to hunt down the famed panelists who had just been speaking before them in order to ask them even more questions—the feast of the mind continued. Rather than roundtable discussions, the afternoon consisted of a series of individual presentations by both new and past honorees.

The diversity of the adult achievers the students were privileged to hear was clearly evident. A wildlife artist, the renowned Robert Bateman, took the stage, saying, "I've always done what I love: art and nature." A Nobel Prize winner for physics, Steven Chu, told of how he was able to see new things by focusing on the very basic principles of physics. A social critic, Stanley Crouch, analyzed the nature of the United States and praised the Constitution for being a document that allows citizens to change and adjust government without violent revolution.

Capturing the most attention, though, was George Tenet, at 39 years old the youngest director of the CIA ever. He told the story of his life's success, with its humble beginnings as the son of immigrants. He implored the students to learn about their



▲ U.S. senator from Alaska Ted Stevens, an Elk, spoke at the summit about the importance of public service.

champions Johnnie and Tiffany Stiegler—skated to many of the tunes, generating enthusiastic applause from the spectators.

The last full day of the summit brought light rain and such heavy cloud cover that the Grand Tetons disappeared from sight, but the success stories and the discussions certainly didn't. One roundtable was titled "The Frontiers of Medicine" and featured an all-star panel of innovators: AIDS researcher David Ho; Barry Marshall, who discovered that peptic ulcers are caused by bacteria and not acid; Ian Wilmut, the Scotsman who cloned that sheep named Dolly; and Andrew Weil, a proponent of preventiva



▶ Dale Chihuly (right) explains his glass-blowing techniques as his assistants work on a piece of glass just taken from an oven.



families' histories—and thereby learn about themselves—and to appreciate the opportunities that they have by being a U.S. citizen. At the conclusion of his remarks, Tenet received an exuberant and well-earned standing ovation.

Music legend Quincy Jones and figure skater Dorothy Hamill gave the students a chance to toss aside their thinking caps for a while on Friday night. In a tent set up with a small ice-skating rink in front of the stage, Jones led a big band, a string section, and vocalists Patti Austin and James Ingram through a series of spirited numbers. Hamill and other skaters—including two of the honor students, siblings and 1997 national junior pairs

tive and alternative medicine.

After the panelists spoke of their visions of their future research goals, the students' questions led the famed scientists into discussions on the cost of medical care, the merits of tampering with nature, and physiological concepts about the human body. For the record, Wilmut voiced his opposition to the cloning of human beings, but he also indicated that his research would be beneficial to humans through other applications of his newfound techniques. Weil closed the roundtable with pleas for an "open-minded skepticism" when considering new medical research.

More individual speeches followed. The idea of passion arose once again

in film director Robert Zemeckis's talk; he told the audience that "there is no pattern to achievement" and that he was "a straight C student in high school" until he found his love—film—and then he became an A student. Frederick Smith, founder and chairman of Federal Express, had the gathering wryly laughing when he responded to a student's wonderment about why Smith had not declared bankruptcy when his infant company was in huge debt with these words: "If you owe a little money, you have a lender. If you owe a lot of money, you have a partner."

The academy's intellectual tour de force peaked at the final symposium, entitled "Leadership: Power of the Individual." One student questioned if integrity or ability is the more important quality of a leader; former Secretary of State James Baker responded, "It's not an either/or. We've had leaders of both ability and integrity." Donald Schneider, president and CEO of Schneider National, defined the role of the leader as

serving others. "You serve them . . . because you care about them."

But perhaps Gen. Colin Powell's comments had the most resonance, and he too touched on the summit's favorite topic when he observed that to lead well you must "communicate a sense of passion throughout an organization." People must be "bubbling with curiosity to see where you are taking them."

Dusk was approaching as the final event of the achievement summit, the Banquet of the Golden Plate, saw the youths and adults in formal wear. One honor student from Massachusetts apparently took to heart the previously given advice on unconventional-ity; she stood out from the crowd wearing what she called her "1912 *Titanic* dress," a perfect choice given that director James Cameron was in attendance to be inducted into the academy.

And the scene did seem like a big-screen fantasy, unbelievable and impossible, as the multitude of recognizable people were seated on a

dais encircling the banquet hall so that all their faces could be easily seen by the students. One by one the inductees took the podium to accept their Golden Plate Awards and impart their final advice to the students. "Take on the greatest challenges in life and view them as the greatest opportunities" were the words of David Ho.

The 400 young people, motivated by hearing firsthand the wisdom of so many achievers, will no doubt meet the great challenges that the world will present them with, and then the summit will have accomplished its purpose. For the moment, the banquet was ending, the sky had cleared of the day's clouds, and the light of our galaxy's stars met the students as they walked out of the banquet hall, as if inspiration enough hadn't already been received.

The Elks National Foundation is a patron of the American Academy of Achievement. The 1999 Achievement Summit is scheduled to be held in Washington, D.C. ■

ADVERTISEMENT

Small Company's New Golf Ball Flies Too Far; Could Obsolete Many Golf Courses.

Pro Hits 400-Yard Tee Shots During Test Round

Want To Shoot An Eagle or Two?

By Mike Hensen

YALESVILLE, CT – A small golf company in Connecticut has created a powerful, new ball that flies like a U-2, putts with the steady roll of a cue ball and bites the green on approach shots like a dropped cat. But don't look for it on weekend TV. Long-hitting pros could make a joke out of some of golf's finest courses with it. One pro who tested the ball drove it 400 yards, reaching the green on all but the longest par-four's. Scientific tests by an independent lab using a hitting machine prove the ball out-distances ten major brands dramatically.

The ball's extraordinary distance comes partly from a revolutionary new dimple design that keeps the ball aloft longer. But there's also a secret change in the core that makes it rise faster off the clubhead. Another change reduces air drag. The result is a ball that gains altitude quickly, then sails like a glider. None of the changes is noticeable in the ball itself.

Despite this extraordinary performance, the company has a problem. A spokesman put it this way: "In golf you need endorsements and TV publicity. This is what gets you in the pro shops and stores where 95% of all golf products are sold. Unless the pros use your ball on TV, you're virtually locked out

of these outlets. TV advertising is too expensive to buy on your own, at least for us.

"Now, you've seen how far this ball can fly. Can you imagine a pro using it on TV and eagle-ing par-four's? He would turn the course into a par-three, and real men don't play par-three's. This new fly-power forces us to sell it without relying on pros or pro-shops. One way is to sell it direct from our plant. That way we can keep the name printed on the ball a secret that only a buyer would know. There's more to golf than tournaments, you know."

The company guarantees a golfer a prompt refund if the new ball doesn't cut five to ten strokes off his or her average score. Simply return the balls—new or used—to the address below. "No one else would dare do that," boasted the company's director.

If you would like an eagle or two, here's your best chance yet. Write your name and address and "Code Name S" (the ball's R&D name) on a piece of paper and send it along with a check (or your credit card number and expiration date) to National Golf Center (Dept. S-489), 60 Church Street, Yalesville, CT 06492. Or phone 800-285-3900 anytime. No P.O. boxes. One dozen "S" balls cost \$24.95, two to five dozen are only \$22.00 each, six dozen are only \$109.00. You save \$40.70 ordering six. Shipping and handling is only \$5.00 no matter how large your order. Specify white or Hi-Vision yellow.

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