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**EDUCATION FOR ALL. MEETING STUDENTS WHEREVER THEY ARE.**



Junior Achievement (JA) of Georgia has a steadfast focus on providing integrated learning opportunities to inspire and empower students with the motivation, knowledge, and skills to thrive—to build better futures for themselves and their communities.

A dedicated commitment to student achievement has enabled JA to cultivate trusted partnerships with the education, business, and civic communities that have helped to drive decades of progress. Now, more than ever before, the activation of these partnerships is resulting in valuable innovation in education that provides thousands of students the opportunity to connect their learning in traditional academic environments to life beyond the classroom walls.

Together, we will continue to fuel a generation of students equipped with the drive and capabilities to take control of their financial futures, their careers, and achieve their dreams.

# Adapt & Expand

Two thousand twenty will forever be known as a year that everything changed. The world as we knew it turned upside down amidst a pandemic that halted nearly every facet of our society, while a social justice movement ignited the winds of change.

In the center of these two opposing forces - one stripping our day-to-day lives of tradition and normalcy and the other catalyzing action and reform - sat the next generation.

An entire cohort of students was forced to press pause on progress and achievement while they watched the world grapple with unprecedented turbulence.

A year later, the pause has gradually transitioned to cautious forward motion. But what do we have to show for the year that held simultaneous delay and necessary progress?

These are students who were facing an entirely virtual education, who lacked their support systems of teachers and peers, and the core of what they knew of education: physical schools.

As an organization whose impact is dependent on partnerships with education systems, we began strategizing to help meet educators and schools where they were. When shutdowns began, it quickly became evident that more permanent solutions needed to be developed to engage students in their education without being able to see them face-to-face.

Throughout the past year, we have developed and transitioned the major components of our most impactful programming into digital resources.

At the middle school level, we introduced JA BizTown Adventures and JA Finance Park Virtual. At the high school level, 3DE case challenges and site visits transitioned to virtual sessions with business professionals. We also piloted our first ever JA Inspire

Virtual event which offered students exposure to companies, careers and professionals all through a digital platform.

A key focus across all of these programs was maintaining alignment with what educators and students needed, while also being sure that we were able to incorporate the volunteer experience and business connectivity to make the experience authentic and relevant.

While our immediate focus was to meet school-based needs in a virtual capacity, we were busy making progress on our strategic expansion initiatives.

In February we ceremoniously broke ground on the JA Colonial Group Discovery Center in Savannah. The center will be located on Armstrong campus of Georgia Southern University, and it will begin serving students in 2022. Its location and support are no accident – it's an indication of the integral role that relationships with secondary education partners play in our efforts to provide equitable access to quality education and to the communities we serve.

We opened the JA Discovery Center of Greater Dalton on March 4, 2021 and began serving students in Northwest Georgia the very next week. After decades of impact in the region, this beautiful new center serves as a testament to the commitment of the education and business communities to their students' futures.

Despite a year full of unknowns and unrest, we are emerging on the other side stronger. We have a renewed commitment to diversifying our offerings so that we can best serve our students, and we've increased our physical presence across the state in permanent and meaningful ways.

Our steadfast focus of inspiring and preparing students for their futures is even more important in this new normal, and together with our partners we are determined to cultivate a generation that thrives.



# 2020-2021 YEAR IN BRIEF

“ *I really enjoyed the virtual experience of JA BizTown. I learned so much about budgeting and how hard it can get. The volunteers made it so much better telling us about their experiences and preferences on budgeting.* ”

6TH GRADE STUDENT,  
JA BIZTOWN ADVENTURES

“ *Our students enjoyed the JA Finance Virtual lessons once we applied real-life scenarios. Their ability to explain income and create a small budget based on their future career showed their growth in the matter of a week.* ”

7TH GRADE TEACHER,  
JA FINANCE PARK VIRTUAL

“ *This "real-world" exposure is invaluable and I loved being able to hear how the students were progressing with their project and to help give support and advice about how to perhaps view the project through a different lens.* ”

VIRTUAL VOLUNTEER,  
3DE BY JUNIOR ACHIEVEMENT

## IMPACT CONTINUES VIRTUALLY

In a challenging year our goal was to meet students, educators, and partners where they were. In addition to our in-person learning experiences for schools meeting face-to-face, we expanded our portfolio to include virtual options, both live and self-guided, for partners, students, and educators.

JA Finance Park Virtual

JA BizTown Adventures

JA Inspire Virtual Career Expo

Storefront Partner Welcome Videos

Virtual Volunteer Led Curriculum Wrap-ups

3DE Virtual Business Coaching  
& Case Challenge Culminating Events

Virtual Partner Town Halls



## Breaking New Ground

JA of Georgia ceremoniously broke ground on the new JA Colonial Group Discovery Center of Savannah on February 19. The event signified the start of the renovation and retro-fitting of the 25,000 square feet of space on Georgia Southern University's Armstrong campus. The center is expected to impact 15,000 students annually in partnership with local companies and school districts.



JA Worldwide remains among the most impactful organizations in the world, retaining a number-seven ranking for the third year in a row.

## Open for Business

The JA Discovery Center of Greater Dalton celebrated its grand opening March 3. Located on the new campus of Hammond Creek Middle School, this 15,000 square foot center will expand access to our programming to an additional 13 school districts offering 13,500 middle school students in Northwest Georgia the opportunity to experience their futures.



## JA Inspire Expands Reach with Virtual Career Expo

With more than 7,000 participants, this powerful, interactive career expo enabled students to virtually connect with the business community while increasing their relevance of academics to real-world workforce readiness skills. As students navigated through the various career clusters, they had the opportunity to engage with businesses by visiting exhibitor booths, saving resources, and attending live sessions.

Although the live virtual session was held on March 24, JA Inspire Virtual content will be available to students through June 2021 at [jageorgia.vfairs.com](http://jageorgia.vfairs.com)

## 3DE AT SOUTH ATLANTA HIGH SCHOOL



## 3DE National Case Challenge

Tenth grade students from South Atlanta High School took home first place in the first annual 3DE by Junior Achievement National Case Challenge. Students competed with innovative ideas for The Home Depot to integrate into the in-store experience for DIY customers. The competition was judged by educators and members of the business community.

## Congratulations to 3DE's Class of 2021

Benjamin Banneker High School  
Frederick Douglass High School  
Norcross High School  
Robert L. Osborne High School

## Launched 2020-2021

South Gwinnett High School  
West Forsyth High School

## Launching 2021-2022

Tri-Cities High School

The 2021-2022 school year will bring 3DE to a total of 13 schools in Georgia.



# FORWARD PROGRESS *ja in the time of covid*

## Meeting Schools Where They Are

In a year that challenged all of our traditional methods of teaching and learning, we remained focused on offering equitable access to quality education to all students.

Our two hallmark middle school programs – JA BizTown and JA Finance Park – added a virtual format. Students who were not in class in person still had the opportunity to have a capstone experience where they apply concepts learned in the virtual classroom. In these simulations they take on the role of consumers and adults for the day. Meanwhile, when some school system partners decided to engage in person, we were ready when they were.

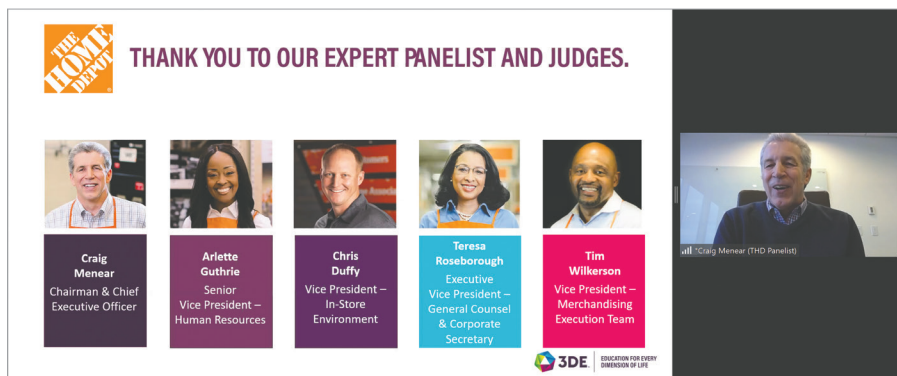
JA Finance Park Virtual



JA BizTown Adventures

At the high school level, 3DE by Junior Achievement adapted to a virtual manner very swiftly. Our students were already familiar with using technology to connect with each other and volunteers, so virtual case challenge coaching and culminating events came naturally.

For the first time, 3DE students competed against their peers across multiple states, leading to crowning the winners of the first ever National Case Challenge. Students from South Atlanta High School took home top honors after being tasked with DIY (do-it-yourself) engagement by The Home Depot.



3DE Virtual Case Challenge

## PARTNER SPOTLIGHT

This unprecedented year has brought to light just how committed our partners are. In particular, our longtime partner Chick-fil-A has innovated and adapted alongside us at every turn. Chick-fil-A served as the catalyst to bring our first JA Discovery Center to life nearly a decade ago, and they continue to be a thought partner, an avid employee engager and to support us financially. Through all of the progress and challenges over the years – four, soon to be five JA Discovery Centers and the launch and sustainment of the 3DE model – this year will stand out as one of the most important. Chick-fil-A Operators, their team members and corporate staff dug in to volunteer via our new digital platforms, and their leadership provided steadfast guidance through times of uncertainty.

We have the support of so many incredible organizations, but Chick-fil-A is truly a partner in every sense of the word.

“*At Chick-fil-A, we want to help our youth become future leaders and community builders and Junior Achievement’s programs do just that. We’re proud of our long-standing partnership with JA and have been impressed with their shift to digital programming and innovative campaigns to make sure these vital educational opportunities continue.*”

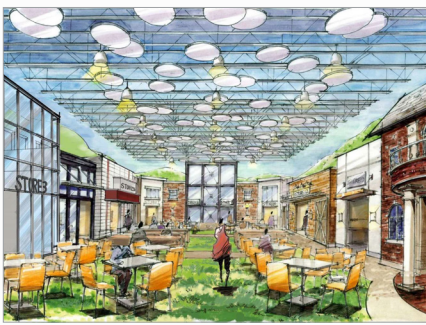
RODNEY BULLARD,  
VICE PRESIDENT OF CORPORATE  
SOCIAL RESPONSIBILITY



## Junior Achievement's Commitment to Diversity, Equity, and Inclusion for All

WE AT JUNIOR ACHIEVEMENT ARE DEDICATED TO PROVIDING A POSITIVE, ENRICHING LEARNING EXPERIENCE FREE OF BIAS THAT PROMOTES GREATER ECONOMIC OPPORTUNITY AND EQUITY. JUNIOR ACHIEVEMENT WELCOMES K-12 STUDENTS, VOLUNTEERS, EDUCATORS, STAFF, AND OTHER PARTNERS AND STAKEHOLDERS, REGARDLESS OF RACE, RELIGION, AGE, GENDER, NATIONAL ORIGIN, DISABILITY, SEXUAL ORIENTATION, OR ANY OTHER LEGALLY PROTECTED CHARACTERISTIC.





## Unmatched Expansion

It seems counterintuitive that in a year marked by a sudden 'pause' in nearly all aspects as life as we knew it, we in fact made more physical expansion progress than any other year to date.

JA of Georgia has had significant presence outside of metro Atlanta for decades, primarily in two markets - Dalton and Savannah. Summer and fall were spent making headway in both of those areas, leading to exciting reveals in the spring.

**“When you train them [kids] in a direction toward business, you are training them in a direction toward accomplishment. We want them to be exposed to the opportunity that business and entrepreneurship provide. It's about having the right attitude.**

BOB SHAW, CHAIRMAN AND CEO,  
ENGINEERED FLOORS

The JA Discovery Center of Greater Dalton opened in March, thanks to the partnership with Dalton Public Schools and support from Engineered Floors, and more than twenty local and national partners.

Alliant Health Plans, Chick-fil-A Northwest Georgia Operators, City of Dalton, Community Foundation of Northwest Georgia, Dalton State College, Dalton Utilities OptiLink, Dorsett Industries, Engineered Floors, First Bank of Dalton, Ford of Dalton, Georgia Northwestern Technical College, Georgia Power, Georgia United Credit Union, Hamilton Healthcare System, Marketing Alliance Group, Mercedes-Benz USA, Shaw Industries, Starr Mathews, Textile, Rubber and Chemical Company, and United Way of Northwest Georgia all have a physical presence in the space.

It was so much fun to watch the space go from rendering to reality, and welcoming students through the doors was a timely sign of life starting to resemble a normalcy we had so missed.

While our center in Dalton came full circle during the past year, we swung hammers and looked toward beginning construction in Savannah. The JA Colonial Group Discovery Center of Savannah will occupy 25,000 square feet of space on Georgia Southern University's Armstrong Campus, and will serve more than 15,000 local students.

**“There is tremendous alignment between the missions of our organizations. This gives us the opportunity to work every day for the betterment of our own organizations, but also to develop the next generation of leaders who will shape our communities, inspire innovation, create solutions and impact countless others.**

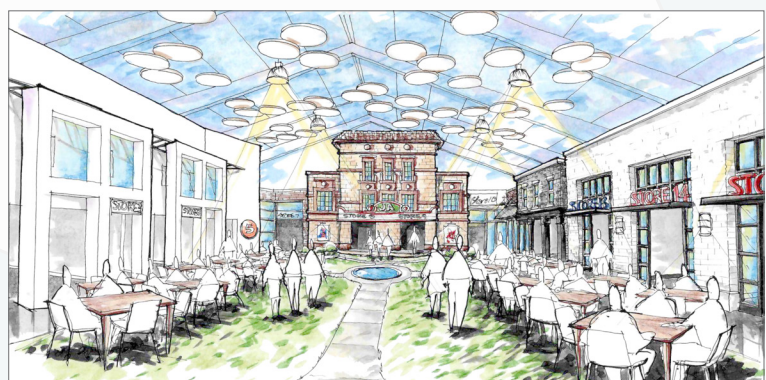
DR. KYLE MARRERO, PRESIDENT,  
GEORGIA SOUTHERN UNIVERSITY

The center will have representation from various local and national businesses – Chick-fil-A, Colonial Group, Inc., Georgia United Credit Union, Gulfstream Aerospace, Publix, South State Bank, Thomas & Hutton, and United Way of the Coastal Empire have committed to date – that will provide students a glimpse into possible career paths, as well as an opportunity to be an employee of the business for the day.

**“We've been avid supporters of JA's mission over the years, due in large part to the alignment of our missions. I think the businesses in Savannah are beneficiaries of their work with our students because these are the people that will become the employees, leaders and contributors in our community. We are very excited for this opportunity to further that mission and strengthen the foundation JA is cultivating in our youth.**

CHRISTIAN DEMERE, CEO,  
COLONIAL GROUP, INC.

Once this center is open in early 2022, our JA Discovery Centers will collectively impact more than 110,000 middle school students across the state. We will have a physical presence in nearly every corner of Georgia, with plans to continue expansion in the coming years. We are so proud of the work that happens every day in JA Discovery Centers, and we look forward to giving more students a window into their futures.





# EDUCATION TO FUEL A GENERATION

This continuum of middle and high school learning experiences bring relevance, authenticity and hands-on application into traditional learning in order to energize students around academics and their futures.

DISCOVER THE JA DIFFERENCE AT [GEORGIA.JA.ORG](http://GEORGIA.JA.ORG)



## JA BIZTOWN

*(6th Grade)*

An unforgettable experience where students interact within a simulated economy and take on the challenge of running a business. Here, students discover the intricacies of being an employee and citizen, while exploring a myriad of opportunities awaiting their futures.

## JA FINANCE PARK

*(7th or 8th Grade)*

An authentic simulation where students experience their financial futures. Guided by their assigned 'life situation,' students apply knowledge gained in the classroom to make routine budget decisions; ultimately, building skills to confidently navigate today's economic environment.

## 3DE SCHOOLS

*(9th - 12th Grades)*

An innovative model of a school-within-a-school creates a rigorous standards-based learning environment that integrates business connectivity through case study methodology, project-based learning and real-world experiences. This is high school re-engineered.



## AMBASSADOR



## CHAIR



## PRESIDENT

Children's Healthcare of Atlanta	First Century Bank	Gulfstream Aerospace	Kia	PwC	The Starbucks Foundation
Delta Community Credit Union	Gas South	Hilary & Scott Hill	LexisNexis Risk Solutions	Renasant Bank	Travelers Foundation
Equifax	Genuine Parts Company	Hire Dynamics	MUFG Union Bank, N.A.	Rule Joy Trammell + Rubio	Veritiv
Ernst & Young	- NAPA Auto Parts	Jackson Healthcare	Nordson	Sage	Zaxby's
Fifth Third Bank	Georgia-Pacific	JPMorgan Chase	PHRM Holdings LLC	Springer Mountain Farms	

## ENTREPRENEUR

Accenture	The Colonial Group, Inc.	Amy & John Dwyer	Hunter Maclean Exley & Dunn	Memorial Health	Richard & Susan
Accountants One	Community Foundation for Greater Atlanta	ECMC Group	International Paper	Metro Atlanta Chamber	Dugas Family Foundation
Ally Financial	Cathy & Steve Cook	Melissa & Dan Eldridge	J.A. Walters Management	Northeast Georgia Health System	Teresa Roseborough
American Honda Finance Corporation	Cox Enterprises	Jane & August Elliott	Jackson EMC Foundation	Northside Hospital	Textile Rubber & Chemical Co.
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Arconic	Dalton Utilities	Freddie Mac	Kaiser Permanente	Pathbuilders	Troutman Pepper
Associated Credit Union	Deloitte	Georgia Natural Gas	Tamara & Kent Kelley	PNC Financial Services	Hamilton Sanders LLP
Atlanta Braves / Gwinnett Stripers	Descante Capital	Gwinnett County Government	KPMG	Purchasing Power	Tyler Perry Studios
Atlanta Classic Cars	Ann & Dwight Duke	Gwinnett Medical Center	Lockheed Martin	QuikTrip	United Way of Greater Atlanta
Brasseler USA	Allison & Billy Dukes	Hamilton Health Care	Marketing Alliance	Alison Rand & Allan Zachariah	Waffle House
Chick-fil-A Dalton		HSBC Bank	MarketSource	Karen & Joe Reinkemeyer	Susan & William Young

## INVESTOR

Addison Leadership Group	Carpet & Rug Institute	FedEx Corporation	Hiscox	Sarah & Jeff Lorberbaum	State Farm
Alliant Health Plans	Carpets of Dalton	Lori & Ed Fisher	John & Mary Franklin Foundation	Lyle Industries	Karen & Jay Sutton
ALL-N-One Security Services	Angie & Ritt Carrano	Ford of Dalton	John Deere	Debbie & Bryan Macon	Technology Association of Georgia
Margaret & David Anderson	Lynn & Terry Chastain	Forsyth County Chamber of Commerce	Sam Johnson	Natalie & Ryan Marshall	TEGNA Foundation / WXIA
AnSCO & Associates	Stephen Choi	Susannah Frost & Jeff Yost	Judy & Jim Jolly	Memorial Park Funeral Home	Cyril Turner & Sherrie-Ann Straughn
Chantal & Tommy Bagwell	City of Cumming	Georgia Northwestern Technical College	Maria & Jeff Kammerer	Morris Multimedia	Dee Ann & C. Ashley Turner
Bagwell Insurance Group	Anna & Dallas Clement	GMC Network	Georgia Northwestern Technical College	North Georgia Community Foundation	United Way of Forsyth County
Aggie & Jack Bandy	CNA Financial	Elizabeth & Randy Gregson	Kenneth E. Boring Foundation	Porter Novelli	United Way of Hall County
Juanita & Greg Baranco	Debra & James Curran	Shelton Guinn	King & Spalding	Protiviti	Universal Fibers
Barrett Properties	Dalton State College	Karen & John Hancock	Korn Ferry	Redwood Wealth Management	Myriam & Frank Warren
Kathy & Ken Bernhardt	Dulany Industries	Eversheds-Sutherland	Lanier Technical College	Debbie Smith	Cindy & Don Waters
Brenau University	E*TRADE Financial	Valerie & Eric Hendrickson	Ellen Dracos Lemming & Jeff Lemming	South State Bank	Wilheit Packaging
Bryan Properties	Featherbone Communiversity		Loan South Finance	Starr Mathews Agency	Cynthia Willett
Byck-Rothschild Foundation					YAH Agency

## EXECUTIVE

1st Franklin Financial	Charles Schwab Foundation	Greater Dalton Chamber of Commerce	Helene & Clyde Lollis	Sharon & Ray Padron	Bill Sprague
3M	David Chester	Angie & Chad Gregory	Longstreet Clinic	Alice Paris	St. Joseph's / Candler
Mark Adams	Cisco	Meredith Griffanti	Wonya Lucas	Julie & Heath Patterson	Sterling Seacrest
The Adams Companies	Citizens Bank	Chris Gruehn	Stephanie Mains	Peach State Bank & Trust	Stewart Melvin & Frost
Zackary Adamson	Mario Clemente	Louis Gump	Mar-Jac Poultry	Phenomenal Writing	Alden & Colin Sturgis
Tim Aderholt	Coldwell Banker Kinard Realty	James Hamilton	Tony Martin	Rohini & Aric Quinones	Synovus
Elizabeth & Curtis Anderson	Comcast	Guy Harris	Kayanne & Abit Massey	Lauren & Doug Tashma	Lauren & Doug Tashma
Anna Sue & Bob Shaw Foundation	Community Foundation of Northwest Georgia	Haverty's Furniture	Willie Mayberry	Rayonier Advanced Materials	TD Ameritrade
Yum & Ross Arnold	Sue Costello & Steve MocarSKI	Helen & Harry Saul Foundation	Leah & Matthew Mazar	Regions Financial	Janet & Ernie Thomas
Arrowstar	Crescent Communities	Teresa & Ned Hill	Ginger & Jeff McCoy	Ricardo Lockette Foundation	Thomas & Hutton Engineering
Atlantic Capital Bank	Cushman & Wakefield	Kelly & Chris Hodgdon	Kathryn & Cliff McCurry	Charles Richardson	Thomas H. Lanier
Linda & Mark Bachmann	Linda & Bill Daniel	Hussey Gay Bell & Deyoung	McDonald's Northeast Georgia	Ayanna & Elliot Robinson	Family Foundation
Mindy & Marvin Banks	DataScan	Janin & Tad Hutcheson	McGriff Insurance	Geddings Roche	Cheri & Jamie Tiernan
Carol & Alexander Barbee	Carrie & Joe Dobbs	Sandy & Mike Hyman	Sandy McKenzie	Roman Open Charities	Lance Tracy
Neda Barqawi & Khalid Hamid	Carlos Dominguez	Dwayne Irvin	Nicole & Shawn Meade	Rotary Club of Forsyth County	Jason Trujillo
Alba & Marc Baylin	Dominguez & Jones	The Jan & Betty Cooley Fund	Beverly & Bob Meng	The Rotary Club of Savannah	Brett Ubl
Jamesha & Jeffrey Beckham	Dorsett Industries	Terri & Dan Janki	Addison Meriwether	Roy C. Moore Foundation	UBS
Gus Bell	Jeff Durr	Jason Jones	Beth & Craig Miller	David Rubinger	United Community Bank
Dawn & Chad Benton	Monte Edwards	Rimas Kapeskas	Pete Miller	Sylvia Russell	United Way of Northwest Georgia
James Bethel	Daniel Erling	Dixie & Robert Kinard	Milton Martin Honda	Samsung Electronics	Celia & Steve Voorhees
Boys & Girls Clubs of Gordon, Murray & Whitfield	Evans General Contractors	Kirby Family Foundation	Mingledorff's	Savannah Economic Development Authority	Jennie & Michael Voynich
Kelli & David Brand	Lydia & John Ferguson	Scott Kirk	The Minor Firm	Savannah State University	Vulcan Materials
Ruben Brooks	First Citizens Bank	Kiwanis Foundation of Atlanta	Gary Moore	Mark Scalese	Billy Waugh
Marilyn & Joe Buck	Dana & Joe Gagen	Kiwanis Club of Skidaway	Avery Munnings	Lori & Steve Scherger	Whitehead Die Casting
Carroll Daniel Construction	Edwin Garcia	LeeAnn & Jeff Kole	Lee-Anne & Joe Myers	Scott Schuck	David Wilkinson
Gene Cartledge	Shayna Gaspard	The Kole Family Foundation	Trisha & Carlos Navarro	Security Solutions	Harris Winsberg
CBRE	Linnea Geiss	Ken LaManna & Nicole Wu	Merri & Jon Neff	Select Interior Concepts	Oliver Wyman
Bob Chandler	Georgia Ports Authority	Craig Lee	North Georgia Electric Membership Corp.	Reginald Sherrill	
Ryan Chandler	Georgia Poultry Federation	Dayle & Aaron Levy	The Norton Agency	Melanie Shook	
	Georgia Southern University	Liberty Utilities	Oliver Maner LP	Maureen & Stephen Smith	

# JA ATLANTA BUSINESS HALL *of* FAME

Given the uncertainty of the past year, we have canceled the 2021 JA Atlanta Business Hall of Fame. Although we will miss what is always a fantastic evening, we cannot wait to honor and celebrate Mark Becker and Ernest Greer on February 26, 2022.

During this interim, our incredible event sponsors are still investing in our mission and continue to support us through this season. We are so grateful for their commitment and the impact it makes!

## PRESIDENT



## ENTREPRENEUR

THE ARTHUR M. BLANK  
FAMILY FOUNDATION

*The Coca-Cola Company*



## INVESTOR



## EXECUTIVE



## TABLE



JA ATLANTA BUSINESS  
HALL *of* FAME



FEBRUARY 26, 2022

— an evening to honor —



DR. MARK BECKER  
President  
Georgia State University

&



MR. ERNEST GREER  
Co-President  
Greenberg Traurig, LLP

*save the date*