



We're sending some of our best people back to 8th grade.

Kodak people know there's more to the business world than busywork. To put that important message across to hundreds of area students, several Kodak volunteers have gone back to secondary school.

They're part of "Project Business."

This unique program, founded by Junior Achievement, Inc., links people from all walks of business with 8th- and 9th-grade social-studies teachers. Together, they present a semester-long course in

real-world economics.

Once a week, in the classroom and at the various businesses involved, young people are taking the closest look yet into their own crystal ball.

Plenty of good has come in the five years since the program began in Rochester. Now with 85 different classes in 45 schools, it's apparent that everybody profits from "Project Business."

Students and teachers learn firsthand about money and banking, product development,

marketing, the impact of inflation, and career choices. Business people have learned much, too, about education and the great hopes of young people.

Kodak has been at the heart of Junior Achievement ventures since 1968. And, yes, we've provided them direct financial assistance.

But, any real credit must go to the many Kodak people helping this community's youth take the first steps into business. Which just could someday be with us.



Doing more than meets the eye.