As this edition of PFEW News goes to press, the “fiscal cliff” has been narrowly averted, the economy is fragile at best and bickering continues in Congress over a proper “fix” to the nation’s serious economic challenges. Just when we need our government to function at its best, it seems that they are at their most dysfunctional.

And yet, despite much of the “doom and gloom” we hear from the pundits in the press, we Americans have so much to be thankful for and also to be optimistic about. Yes, our students’ test scores may be on the decline, but every child in America has the opportunity to attend school when so many others do not. And, while we argue over what form our medical care should take, so many people on the planet have never even seen a doctor, let alone the inside of a hospital.

Our Foundation and its flagship program, Pennsylvania Free Enterprise Week, were founded precisely to celebrate all that is best about this wonderful “shining city on a hill” called America. Integral to the free enterprise system that we teach our students about is that indomitable American spirit that says, “We can do better and we will never give up!”

Each summer a big part of our mission is to imbue our PFEW participants with that sense of optimism and unquenchable spirit. Below and in the following pages you will read testimonials from two of last summer’s graduates about how PFEW both inspired and enlightened them. Their touching comments were echoed in the hundreds of notes and emails we received from their classmates following the conclusion of PFEW 2012.

So dear reader, as we welcome 2013, we extend you this holiday greeting along with our sincerest appreciation for your belief in our mission and support of our most precious resource, our young people. This is our 35th year of providing a truly life-changing experience for Pennsylvania’s young people and we are pledged to make it our best ever! Happy New Year!

Alumni Spotlight – “Forever Grateful”

“At this point in time, I can’t even choose one word that describes my experience at Pennsylvania Free Enterprise Week. When my Mom left me at Lycoming College on the first day, I was so scared. There was no one from my school there, or even from my county. As I walked into the room and saw the people I was going to spend the rest of my week with, I wasn’t so sure how things were going to go. Looking back, I laugh whenever I think about how frightened I was. We all walked into that room as strangers but, by the end of the week, we acted as if we had been friends for our whole lives. To this day, I still talk with the members of my team, and my roommate. Actually, my roommate and I contact each other every single night, because we can’t stand going to sleep without telling each other goodnight.

I thought PFEW was going to be all about business, but I never expected to meet such amazing people and have such an amazing time. PFEW taught me more than what is involved with business. I became a better leader, listener, and overall better person. I have recommended PFEW to anyone that asks me how my experience was because, if I could, I would go back in a heartbeat. It’s crazy to think how one week of my summer changed my life so completely. I will never forget the friends I made, all of the wonderful speakers, and the valuable life lessons I learned. Not everyone will receive the prizes offered at PFEW, but I believe that anyone who attends the program comes out a winner, regardless of if they ‘win’ or not. I am so thankful that so many people made it possible for me to attend PFEW, and I will be forever grateful to them.”

Megan Foster
Bedford SHS
Bedford County
During John’s recent travels, he paid a visit to Mr. Vern Squier, the President & CEO of the Chamber of Business & Industry of Centre County, to thank him for the Chamber’s ongoing support, and, also to present him with their 2012 Appreciation Plaque.

PFEW is so very grateful for the support we receive each year from the Clarion Area Chamber of Business & Industry. Here the Executive Director, Ms. Tracy Becker, receives their 2012 Appreciation Plaque.

Mr. Michael Flanagan, President & CEO of The Clinton County Economic Partnership, is seen here with John receiving their 2012 Appreciation Plaque for their many years of support to PFEW and its mission.

The Pennsylvania Chamber of Business & Industry is absolutely essential to our success as it helps spread the word of PFEW to businesses throughout the state. Here, John presents FFEE Board Member Gene Barr, President & CEO of the PCBI, with their 2012 Appreciation Plaque.

The Lebanon Valley Chamber Foundation Dinner was held this year with proceeds to benefit students from Lebanon County to attend PFEW. Pictured (left to right) are FFEE President & CEO, Mr. John Trombetta; Administration Superintendent of Fishburne Military Academy and Perennial PFEW speaker, Mr. Gary Morrison; Community Relations Manager of the Hershey Company, Ms. Jennifer Goss; Lebanon Valley Chamber Foundation Chairman of the Board, Mr. Tim Kish; and President & CEO of U-Gro Learning Centres, Mr. Greg Holsinger.

PFEW is so very grateful for the support we receive each year from the Greater Wilkes-Barre Chamber of Commerce in Luzerne County. Here their new President & CEO, Mr. William D. Moore, and Executive Vice President, Ms. Donna A. Sedor, receive their 2012 Appreciation Plaque. Donna is also a dedicated member of the FFEE Board of Directors.

The Greater DuBois Chamber of Commerce & Economic Development has been a longtime booster for area students. Here, President & CEO, Ms. Nancy Micks receives their 2012 “Student Champion” Plaque from John.
John visited Dr. Vincent J. Matteo, President/CEO of the Williamsport-Lycoming Chamber of Commerce, one of PFEW’s most steadfast supporters. In addition to continually encouraging his community to support PFEW, Vince has served for many years on the FFEE Board of Directors and as a Judge during the summer program. Both of his children are also PFEW alums!

SMC Business Councils, headquartered in suburban Pittsburgh, has been an incredibly enthusiastic “booster” of PFEW’s mission for decades. Their support has led to scores of companies throughout southwestern Pennsylvania joining PFEW’s work. John is pictured here presenting SMC’s new President, Mr. Steven B. Shivak, with their 2012 Appreciation Plaque. Steve has also just joined FFEE’s Board of Directors.

Located in the farthest northeastern corner of Pennsylvania, the Wayne County Chamber of Commerce has been an enthusiastic perennial booster of PFEW for their regional students. Here, Chamber President Ms. Donna LaBar receives their 2012 Board Appreciation Plaque from John.

A booster of PFEW for many years, the Zelienople-Harmony Chamber of Commerce actively promotes our program for their local students. Here, John visited with Ms. Jennifer Ackerman, President of the Chamber, to present her with this year’s Board Commendation Plaque.

Mr. Michael Sullivan, the new Executive Director of the Pike County Chamber of Commerce, a perennial staunch PFEW booster, is pictured with John and the Chamber’s Administrative Coordinator, Ms. Lee Ann Camarero, receiving this year’s Appreciation Plaque.
The Annual Meeting of the Foundation for Free Enterprise Education, PFEW’s parent organization, was held in late November in Williamsport. The Agenda items included: the Annual Report from our independent auditing firm, a review and discussion of the 2012 program, discussion and passage of the 2012-2013 Budget, a review of our three-year Strategic Plan and approval of programming for summer 2013.

With the continuing fragile economy, much of our Directors’ discussions centered around the economy and how that might impact the size and scope of Pennsylvania Free Enterprise Week 2013. We are now pleased to announce that the Board has approved another four sessions of PFEW for the coming summer, three at Lycoming College with our fourth and final week at the Pennsylvania College of Technology, both in Williamsport. The Budget was approved with a goal of including at least 1,730 students over our four sessions, an increase of more than sixty students over our 2012 total.

Another very important Agenda item for the day was the election of two new Directors: Mr. Steven B. Shivak, President of SMC Business Councils in Pittsburgh and Mr. Scott R. Wyman, Regional President of Penelec, A FirstEnergy Company, headquartered in Erie. Both SMC and Penelec have been “cornerstone” supporters of the Foundation and PFEW for decades. SMC enthusiastically promotes our mission to its members throughout western Pennsylvania. Penelec/FirstEnergy has provided hundreds of students with the opportunity to attend PFEW and also provided scores of loaned executives for the program. Congratulations and welcome to both Scott and Steve!

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2013 Tax Credit Alert!

Important alert for all S-Corporations, Single Member LLC’s, and Partnerships! A change in the filing dates for Educational Improvement Tax Credit applications occurred in 2012 that has now given those business classes an opportunity to donate to Educational Improvement Organizations like PFEW for the first time. (While “technically” being able to apply before, the previous filing date of July 8th made approval all but impossible.)

If you are a principal or owner in one of these business classes, this program allows you to take up to a 90% credit by your business entity, your personal income tax return, or a combination of both. The application is exceedingly simple to complete and, following the change in the law, all EITC applications are now filed on July 1st each year.

The EITC program has truly been a “win-win” for nonprofit organizations like PFEW and for donors supporting those organizations. The program provides a huge “leverage” to your gift, while at the same time reducing your “out-of-pocket” for the donation. A simple example is as follows: suppose you are currently sponsoring two students at an annual gift amount of $1,050. If participating in the EITC program, and approved, you can continue that same donation but your “out-of-pocket” expense would drop to approximately $100. If you wish to maintain your “out-of-pocket” cost at $1,050, you could now make a $10,000 donation for about the same “out-of-pocket” expense but now sponsor ten students!

If you’re interested in learning more about the EITC program, please contact the Foundation President John Trombetta at john@pfew.org or by telephone (814) 833-9576, ext. 106. We now assist more than 100 companies in preparing their applications and we actually provide personal delivery of those applications to Harrisburg every July 1st.
Another important event at this year’s meeting was honoring former Board Chairman Ray Dee. This year marked Ray’s twentieth year of serving the Foundation in virtually every capacity – Company Advisor, Speaker, donor, Board member and former Keynote Speaker. Ray just completed serving a distinguished two years as Board Chairman. Here he is presented with the “Chairman’s Gavel” by John and current Chairman Pat Baun.

Alumni Spotlight – “Business Camp Was My Favorite”

“Last summer I traveled to Costa Rica, went on twelve mile hikes, biked through crazy terrain, visited numerous beaches, and experienced things most people my age never would. Yet, after all of those events, every time someone asks me what I did last summer, I always respond, “Business camp was my favorite!” I’m fifteen years old, a senior this year, and I live in a town where if you don’t know someone’s name, they must be new to town, and your nearest neighbor probably lives five minutes away. I do not get many opportunities here, and when I do, they are usually for people who can afford much more than I can.

PFEW presented the world to me. I was elected CEO, out of eighteen people on my team, as the one to lead them. These were young people who did not know me, complete strangers! Despite that, they judged me fit to lead them to success. By the end of the week, we were a family and no person, or amount of time, can take that away from us. I love my team, A-3!

Yes, being CEO, I woke up at 5:45 a.m. every morning, and yet that never stopped my roommate and me from staying up until 3:00 a.m., talking about our lives as though we had been best friends for years. PFEW did not just give me the most amazing relationships I have ever had the privilege of having, but it introduced me to a world where every conversation you have has the possibility of intelligence, every person you meet is an inquisitive and brilliant individual, and the world just seems infinite. Please, if there is one thing you do in your high school career, go to PFEW. If you see yourself in any of my descriptions, or want to meet people who can hold intelligent conversations, go to PFEW. For me, it just fit.

Thank you so much for the opportunity to share my experience, PFEW! I have been telling all of my school mates that it is the chance of a lifetime. I feel so sorry for anyone who reads my testimonial and doesn’t get the chance to feel what I felt for themselves. What you guys (PFEW) do is amazing! Again, I give you a world of thanks!”

Sara Katona
West Perry SHS
Perry County

My Year 2013 Commitment

You can play an important role in a young person’s successful future by enclosing your 501(c)(3) tax deductible contribution today. Please make your check payable to the Foundation for Free Enterprise Education. Your investment will help our young people learn just how important our private enterprise system is to the freedoms that all Americans enjoy and sometimes take for granted.

☐ I WOULD LIKE MORE INFORMATION ABOUT BECOMING A COMPANY ADVISOR.

☐ I AM INTERESTED IN BEING A BUSINESS SPEAKER FOR PFEW.

A donation of $525 will help provide a scholarship for a student to attend PFEW.

☐ Check Enclosed ☐ Invoice me on ____________ (date)
☐ Founder’s Club — $15,000+ ☐ Keystone Club — $5,000 - $9,999
☐ President’s Club — $10,000 - $14,999 ☐ Student Champion — $2,000 - $4,999
☐ Patron Fund (Program Materials) — $1,000 or more

Name __________________________ Title __________________________
Company Name __________________________
Address __________________________________________ City __________ County __________ State ________ Zip __________
Telephone No. __________________________ e-mail __________________________
I would like to sponsor students from __________________________ County, and __________________________ High School, if possible. Thank you!
Eriez Magnetics has become a huge provider of scholarships for students throughout Erie County. This year, Eriez was a member of the “Keystone Club” and John presented Mr. Tim Shuttleworth, President & CEO, with their 2012 Keystone Club Plaque. Tim also served as the Week I Keynote Speaker during PFEW 2012.

For decades, Penelec, a First Energy Company, has been a huge provider of scholarships for students throughout the northwestern part of the state. Last year, Penelec was a member of the Keystone Club. Here, John presents Mr. Scott Wyman, their new Regional President, with their 2012 Keystone Club Plaque. Scott has also recently joined the FFEE Board of Directors.

Our readers will recall that in August PFEW participated in a one-day matching gift campaign sponsored by the Erie Community Foundation. Due to the extraordinary generosity of our donors, PFEW came in first that day with gifts totaling more than $117,000. Here, John is seen with Erie Community Foundation President, Mike Batchelor, who presented checks to 257 nonprofits totaling $1,233,888 in donations.

John recently visited Esschem, Inc. in Delaware County. Esschem has been an unwavering supporter of PFEW’s mission virtually since our founding in 1980, annually providing both scholarship support and volunteers for our sessions. John is seen presenting Mr. Howard Slaff, President/COO; Mr. Henry “Tac” Justi, Chairman/CEO; and other members of the Esschem team with their 2012 Keystone Club Plaque.

John recently participated in the Lower Bucks County Chamber of Commerce’s Annual Roundtable, where local students, parents, teachers and Company Advisors gathered to reflect on PFEW 2012. Following the get-together, John presented Mr. Dan Bates, Chamber President; Ms. Susan Rosner, Chairman of the Board; and Mr. Lew Aronow, Subcommittee Chairman, with their 2012 Keystone Club Plaque, one of the highest honors annually conveyed to any PFEW supporting company or organization.
A perennial supporter of PFEW, PNC Bank has been sponsoring students and providing program volunteers for many years. Here, John receives the Bank’s 2013 scholarship contribution from Ms. Anne Gianoni, Sr. Vice President, Business Banking Market Manager for PNC in Erie.

One of the newest members of the PFEW President’s Club, is LeTort Management & Trust. Here, John presents President, Ms. Katie Clarke, and Founder, Mr. G. Martin Eichelberger, with their 2012 President’s Club plaque. This wonderful gift provided scholarships for students from throughout the Cumberland Valley area.

Waste Management of Pennsylvania has long been one of PFEW’s most staunch and passionate “boosters.” The company has annually provided Company Advisors, Judges and a series of their Regional Presidents and executives have served as Keynote Speakers. Pictured here receiving their 2012 Founder’s Club Plaque, which is the highest honor annually accorded any PFEW donor, is Mr. Timothy Malesiewski, Landfill Operations Manager in Erie.

One of the newest members of the PFEW Founder’s Club, our highest annual honor, is Northwest Savings Bank. Here, John presented Regional President, Mr. Jim Martin, and Ms. Donna Carlino, Senior Vice President - Commercial Lending, with their Founder’s Club Plaque for their contribution to the 2012 summer sessions. Their wonderful gift provided scholarships for students from throughout the scores of communities in NW Pennsylvania served by Northwest Savings.

John recently attended the Lebanon Valley Chamber Foundation Dinner where he presented Chamber President, Mr. Larry Bowman, and Foundation Board Chairman, Mr. Tim Kish, with their 2012 Student Champion Plaque. The Chamber and the Foundation have been enthusiastic boosters of PFEW to students in the Lebanon County area.
The competition begins! Which of the four weeks of PFEW 2013 will be the first to fill up with those all-important “Company Advisors”?! It will take twenty-four dedicated men and women each week (ninety-six total) to fully staff PFEW 2013 with the mentors who will each guide a team during their “PFEW journey.” For the uninitiated, no particular background in business is required and there is extensive orientation and training prior to your week. For additional information, contact our Vice President Karen Musante at karen@pfew.org or visit our website at www.pfew.org. This is an experience of a lifetime – don’t miss the fun!!