



Dear Education Stakeholders:

I am honored to again endorse Pennsylvania Free Enterprise Week (PFEW) as one of the most impactful educational experiences available to Pennsylvania high school students. From my own firsthand experience, I can attest to the powerful influence it has on students' understanding of business, economics, and personal finance and even more importantly their growth as future leaders within communities across Pennsylvania.

PFEW provides a rare and valuable opportunity for students to step into the world of entrepreneurship and career exploration. Through hands-on simulations and direct engagement with business and community leaders, students build the essential employability skills demanded in today's workforce—financial literacy, critical thinking, communication, leadership, problem-solving, and more. Beyond career readiness, the program inspires confidence, resilience, and civic responsibility, encouraging students to take ownership of their futures and become engaged citizens.

Equally important, PFEW directly aligns with Pennsylvania's Career Education & Work (CEW) Standards, the Sales, Distribution & Marketing Operations Program of Study competencies, and the upcoming Personal Finance Standards set to launch in 2026–2027. This alignment ensures the program is not only relevant but vital to a comprehensive academic and technical education.

I strongly encourage you to recognize the value of PFEW and actively promote this life-changing program to your students. By supporting their participation, you are helping to shape a stronger, more prepared, and more innovative Pennsylvania workforce.

Sincerely,

A handwritten signature in black ink, reading 'Judd R. Pittmann'.

Judd R. Pittmann, Director  
Bureau of Career and Technical Education