

This is our favorite time of the year – Thank You season. In this edition of the *EDGEucator*, we take a fond look back on what was a most extraordinary year of learning. To our donors, board, partners, volunteers, and all who brought Pennsylvania Free Enterprise Week, the Speaker Series and The Stock Market Game to life – **THANK YOU** for educating over 14,000 students and preparing them for successful careers and lives. You are the heroes of our year, and we are so very grateful.



“ I have always struggled to decide between wanting to go into business or medicine, but this camp has made my decision. I have decided to go into business, and it is thanks to this amazing camp. I met some of the brightest students from across the state, all of us united by curiosity and drive. Together, we navigated the complexities of running a business, made tough decisions, learned from inspiring speakers, and grew in ways that are not possible in a traditional classroom. But more than just business lessons, PFEW gave me something deeper: **BELIEF**. Belief in the power of innovation, the value of resilience, and the importance of ethical leadership. I will carry the lessons I learned at PFEW forward with pride, purpose, and a profound sense of gratitude. ”

Tirth Parikh, Manheim Township HS, Lancaster County

“ PFEW gave me a vision of my own potential. It taught me leadership doesn’t require perfection- just commitment, courage, and a willingness to learn. It is no exaggeration to say that this program has truly changed me. ”

Jade Makondo  
Renaissance Academy Charter School,  
Chester County

## ERIE GIVES DAY SETS RECORDS!



On Tuesday, August 12th, our donors showed up in force for the 15th annual Erie Gives Day. Not only did the Erie Community Foundation set records with nearly 39,000 gifts made and over \$11 million raised, but our donors also set the all-time record, contributing a staggering \$355,266 that will go directly to students participating in PFEW, The Stock Market Game and the Speaker Series. The matching funds, which are still being determined, will push that total even higher. We are simply overwhelmed and profoundly grateful for our donors’ belief in our mission and support of our students. They are our heroes. **THANK YOU!**





## 2025 PFEW WINNERS

Spirited competition is the essence of Pennsylvania Free Enterprise Week (PFEW), and there are four competitions that determine each week's Top Company. Here are the teams that rose above the competition this year at another wildly exciting PFEW 2025 program.

### Management Skill

Management Skill is a 0-100 metric from the BizSim simulation that measures how efficiently teams utilize their resources and maximize their profits. A perfect score for the week would have been 1,200, and while no team scored that, the five winners from Lycoming College (Week 3 saw a tie), **scored in the top 10 of all time in PFEW history!** Here are the teams that achieved the highest cumulative Management Skill at PFEW 2025:

	team	company advisor
<b>WEEK 1</b>	<b>B3 - 3-B Glasses</b>	<b>Ken Snyder</b> (Co-Advisor) K. Snyder & Associates (ret.) <b>Nate Cooper</b> (Co-Advisor) Komfort Heat (ret.)
<b>WEEK 2</b>	<b>G3 - Out of This World Tech</b>	<b>Linda Greek</b> Hudson Business Service
<b>WEEK 3</b>	<b>A1 - P.E.T.S</b> <b>C2 - Sunrise Energy</b>	<b>Matt Cordell</b> Consultant <b>Jeremy Raichle</b> Bank of America
<b>WEEK 4</b> <b>LYCO</b>	<b>E3 - League</b>	<b>Will Caugherty</b> Millcreek Township School District
<b>WEEK 4</b> <b>PCT</b>	<b>C2 - Snowstorm</b>	<b>Bill Koehle</b> United States Marine Corps (ret.)

### Return on Equity (ROE)

Return On Equity measures our teams' profitability over their 12 quarters of operations. Teams must navigate the challenges of fluctuating demand, increasing costs, recessions, and more. This year, they had to deal with global tariffs which dramatically affected the availability and cost of raw materials. But here are the teams that managed their resources well and made the most money for their shareholders:

	team	company advisor
<b>WEEK 1</b>	<b>F1 - Rock n' Racers</b>	<b>Cody Chan</b> Ernst & Young
<b>WEEK 2</b>	<b>B2 - BTA</b>	<b>Kevin Connor</b> Modern SBC + Swirling Silks
<b>WEEK 3</b>	<b>E3 - Smart-Lift</b>	<b>Mark Pietrusinski</b> Parker LORD Corporation (ret.)
<b>WEEK 4</b> <b>LYCO</b>	<b>E3 - League</b>	<b>Will Caugherty</b> Millcreek Township School District
<b>WEEK 4</b> <b>PCT</b>	<b>F1 - Flock</b>	<b>Kevin Haigh</b> Vanguard

# Advertising Competition

At PFEW, the letter in the company designation represents an industry, and these industries are: A – Pet Supplies, B – Personal Accessories, C – Food/Beverage, D – Apparel, E – Sports/Recreation, F – Toys, and G – Electronics. During their first company meeting on Sunday, our newly formed teams must decide on a product within that industry, define a target audience, design product features and come up with a price. Throughout the week, they create TV, audio, print, web, and social media advertising to appeal to their target audience. On Friday, they present this advertising campaign to a panel of expert judges. Here are the winners of the PFEW 2025 Advertising Competition:

	team	company advisor
WEEK 1	C3 - Go Bo. Co.	Chip Shamburg Erie Bronze & Aluminum Co. (ret.)
WEEK 2	C3 - Soul Spark	Joe Giedgowd Byers' Choice, Ltd. (ret.)
WEEK 3	A2 - Feasty Felines	Thomas Born Huntington National Bank (ret.)
WEEK 4 LYCO	C3 - Aurelia	David Hutzel Greenfield Internal Medicine, UPMC
WEEK 4 PCT	A3 - Waggle	Nate Cooper Komfort Heat (ret.)

# Stockholders Competition

This is the toughest competition at PFEW, bar none. On Friday of each week, teams must present a Stockholders Annual Meeting to financial experts posing as their shareholders. It must include two-year comparative financial statements, supporting charts and graphs, and narrative of how their decisions, their competitors, and the economy affected the results of their operations and profitability. Here are the teams that demonstrated the greatest financial knowledge and topped the PFEW 2025 Stockholders Competition:

	team	company advisor
WEEK 1	G3 - Wardrobot	Pat Martin DVL Group, Inc. (ret.)
WEEK 2	D1 - quickclicks	Carl Marrara Pennsylvania Manufacturers' Association
WEEK 3	C2 - Sunrise Energy	Jeremy Raichle Bank of America
WEEK 4 LYCO	F1 - Planet Plushiez	Marianne Beane Ignite Business Services, Inc
WEEK 4 PCT	D2 - WorkWeek	Kyle Wherrity Life Circus LLC

# Top Company

The grand prize that every team covets – PFEW’S TOP COMPANY. Cumulative scores from the above competitions determine each week’s winner. In addition to bragging rights, the lifetime of memories, the teamwork, friendships and shared accomplishment, each member of the winning team takes home a share of stock in a major U.S. corporation. This year’s Top Company stock is Ford Motor Company. We celebrate the following teams, CEOs and CAs who claimed PFEW 2025’s most coveted award, TOP COMPANY!

	team	ceo and company advisor
WEEK 1	F1 - Rock n’ Racers	CEO – Caden Hassler, Knoch HS Company Advisor – Cody Chan Ernst & Young
WEEK 2	C3 - Soul Spark	CEO – Bryan Weber, Canon-McMillan HS Company Advisor – Joe Giedgowd Byers' Choice, Ltd. (ret.)
WEEK 3	C2 - Sunrise Energy	CEO – Sarah Greenblatt, Thomas Jefferson HS Company Advisor – Jeremy Raichle Bank of America
WEEK 4 LYCO	E3 - League	CEO – Azaria Tripp, Uniontown Area SHS Company Advisor – Will Caugherty Millcreek Township School District
WEEK 4 PCT	F1 - Flock	CEO – Abraao Santos, Punxsutawney Area SHS Company Advisor – Kevin Haigh Vanguard



# Company Advisor Milestones

Our PFEW Company Advisors truly are the heart and soul of the PFEW experience. We are grateful when they give one week to mentor a student team. But each year, we honor those Advisors celebrating special milestones of service to the youth of PA. This year, we recognized 21 incredible men and women, fully 20% of our 2025 complement, who celebrated milestone years of service. In the sheer numbers alone, they have 202 combined years of service, mentoring over 3,800 students. But in reality, they have impacted thousands more students and fellow advisors and taught us all what true humble and genuine service to mankind is all about. For these extraordinary people, we do a little bit more...

## 3 YEARS

When Company Advisors serve three years, we present them with an embroidered weatherproof pullover as a very small token of our appreciation. This year we recognized nine incredible Advisors who reached this milestone.



Here at the Week 1 closing ceremony are Matt Fennell (left) and Chip Shamburg (r). Matt is a PFEW graduate.



Our Week 3 honorees, Matt Cordell, Jessica Rich and Mark Seyfried. Matt and Mark are PFEW graduates.



In between Scott and Alison are our Week 4 Lycoming 3-year honorees, (l to r) Neil Leshar, John Rafferty, Cameron Suorsa, and Regi Mendoza. Regi is a PFEW graduate.

## 10 YEARS

When Company Advisors reach 10 years of service, we present them with an engraved plaque recognizing their incredible decade of service to our young people. This year, we honored four outstanding gentlemen.



Here with Karen, Michelle and Scott at the Week 1 closing ceremony are our Week 1 honorees, Colonel Dave Hall (left above) and Fred Remelius (right above)



Accepting their 10-year plaques from Scott at the Week 4 Lycoming ceremony are (l to r) Gary Goldstein and Christopher "CJ" Betz.

## My Commitment

You can play an important role in a young person's successful future by enclosing your 501(c)(3) tax deductible contribution today. FFEE is an approved Educational Improvement Organization (EIO) in the EITC Program. Please make your check payable to: **Foundation for Free Enterprise Education (FFEE)**

- ☐ Founder's Club - \$25,000+
- ☐ President's Club - \$15,000 - \$24,999
- ☐ Keystone Club - \$10,000 - \$14,999
- ☐ Student Champion - \$5,000 - \$9,999
- ☐ Student Patron - \$1,500 - \$4,999

*A gift of \$695 will provide a sponsorship for a student to attend PFEW*

I would like to make a gift of \$ \_\_\_\_\_

*Please designate my gift to:*

- ☐ All programming
- ☐ PFEW & Speaker Series
- ☐ The Stock Market Game™
- ☐ I would be interested in monthly giving. Please contact me.

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- ☐ I will sponsor students in areas of greatest need.
- ☐ I would like to sponsor students from the following counties: \_\_\_\_\_
- ☐ Check Enclosed (**Payable to FFEE**)
- ☐ Invoice me on: \_\_\_\_\_ (date)

The Foundation for Free Enterprise Education is an educational not-for-profit corporation dedicated to promoting awareness to the general public about free market economics and private enterprise. All gifts are tax deductible. A copy of the Foundation's official registration and financial information may be obtained from the PA Bureau of Corporations and Charitable Organizations. Call 1-717-783-1720. Registration does not imply endorsement.



**15 YEARS** Upon reaching 15 years of service, our Company Advisors receive a commendation and a gold lapel pin or pendant that hopefully conveys to them that they are more precious than gold. This year, we were honored to recognize six outstanding men and women for their incredible service to the youth of PA.



Proudly displaying their 15-year lapel pins and commendations are our Week 2 15-year honorees, (l to r) Carl Marrara, Joe Harford and John DeMasi. John is a PFEW graduate.



Here is Todd Schorle accepting his 15-year award during the Week 3 closing ceremony. Todd is a PFEW graduate.



Here with Scott at the Week 4 Lycoming closing ceremony is Judy Eschberger.



At the Week 4 PCT closing ceremony, Karen and Michelle present the 15-year commendation and pendant to Julia Haigh.

**20 YEARS** The greatest gift a human being can give to another is their time. That's why we present Advisors celebrating 20 years with an engraved watch as a remembrance of their time at PFEW – that their time has been very well spent indeed. This year, we were honored to recognize Bill Koehle for his two decades of selfless giving to our young people.

Bill is pictured here with Karen and Michelle at the Week 4 PCT closing ceremony.



**25 YEARS** In 2019, we created the crystal Legacy Award to honor those PFEW Company Advisors who have reached 25 years of service, a small and frankly inadequate token to acknowledge their selfless contribution to PFEW and youth economic education. This year, we were honored to recognize one outstanding Advisor, Chuck Witmer, for his incredible quarter century of service. Chuck has also been a phenomenal Speaker at PFEW for many years, and this year, he was proud that his granddaughter Sophia attended and was able to experience the PFEW magic. All told, Chuck has impacted the lives of thousands of students over his many years of loyal service.



At the Week 3 Closing Ceremony, Chuck Witmer receives his Legacy Award from Karen, Michelle and Scott.

Here's Chuck with his own team's CEO Lillian Beers (c), and his granddaughter Sophia (r), who also was elected CEO of her team!





# FOUNDATION FOR FREE ENTERPRISE EDUCATION

*excellence in learning*

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## The Stock Market Game Sets Another Record!



This past year, The Stock Market Game (SMG) educated a whopping 10,965 students statewide, another record! With the state's new personal finance standards looming in the 2026-2027 school year, The Stock Market Game is the perfect way to not only meet but exceed the new standards. Students invest an imaginary \$100,000 in real stocks and bonds in real time, competing for the highest return over a semester or full year. They explore investing, develop research and teamwork skills, improve mathematics and financial literacy, and discover the interconnectedness between global and national events and market performance. More importantly, students who play are reenergized and excited to come to class! The Stock Market Game is made possible by our generous donors who understand the vital importance of financial literacy education. We are grateful for their support.

Educators, we encourage you to offer SMG in your classroom. It's easier than you think. We offer enrichment (non-competitive) and teacher preparation sessions to get you ready. Those dates can be found at [www.pfew.org/stock-market-game](http://www.pfew.org/stock-market-game). For more information, contact FFEI SMG Coordinator Jeremy Kropf, [jeremy@pfew.org](mailto:jeremy@pfew.org).

## PFEW Reality Fair a Huge Success



“ In the Reality Fair, I got to learn how personal finance works and how I should do my own personal finances in the future. Teenagers need to learn how the economy, business, taxes, and loans work if they want to succeed. I feel more prepared for my future, whatever it may be. ”

Kiernan McFadden, Father Judge HS, Philadelphia County

**91.4% of our students said that the Reality Fair helped them understand the importance of making informed financial decisions in real life.**

The first ever PFEW Reality Fair was in a word, POWERFUL. Thanks to the hard work and incredible generosity of Service1st FCU, PALCO FCU and literally hundreds of dedicated volunteers, PFEW students explored the real costs of independent living. Students were assigned a starting salary and credit score for the profession they chose when they registered for PFEW. At the Reality Fair, they visited tables where they purchased housing, transportation, insurance, food, cell phones, entertainment, furniture, and more. They also spun the Wheel of Reality. They then visited financial counselors who helped them navigate any shortfalls or surpluses. It was a triumphant success, and we are so grateful to our friends at Service1st and PALCO for their dedication, time, and help in bringing our first ever personal finance experience to PFEW.

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Friends you can bank on.

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