

FOUNDATION FOR FREE ENTERPRISE EDUCATION

excellence in learning

UNLOCKING THE FUTURE... PFEW NEWS

It's hard to believe, but the 41st summer of Pennsylvania Free Enterprise Week is just six weeks away! The staff is busy attending to the thousands of details that go into making this the greatest summer high school economics education program in the world. In this issue of *PFEW News*, we'll update you on some exciting changes we have planned for the students this year and give you a behind the scenes look at the preparations for the start of our incredible fifth decade of PFEW magic. To kick things off, here's just a little of what's in store for more than 2,000 of Pennsylvania's future leaders in the words and pictures of last year's graduates...



"I immensely appreciate your donation to further my business education. Not only did I learn about business, I learned about friendship, teamwork, leadership, finances, self-worth, confidence, and the value of waking up each day. This week at PFEW has greatly changed my life and who I want to be."

Mya Decker

Bellwood Antis HS

Blair County



"This week has been an incredible experience, and I have no doubt the skills and experience I am going to take away from it will have a profound impact on my future. I am headed into my senior year of high school and in college I intend to pursue a major in economics, largely thanks to the experience I have had at PFEW. This program is so incredibly unique for a number of reasons. Nowhere else can you get such a realistic business simulation with such great people helping you through the process."

Luke McEachin, Butler Area SHS, Butler County

"My time at PFEW can be summarized in one word: growth. I do not know how different my life would be if I did not attend this camp. Thanks to your selfless sponsorship, that uncertain future has developed into a confident, hopeful one."

David Ferraro, Franklin Area HS, Venango County



MEET SOME OF OUR PARTNERS



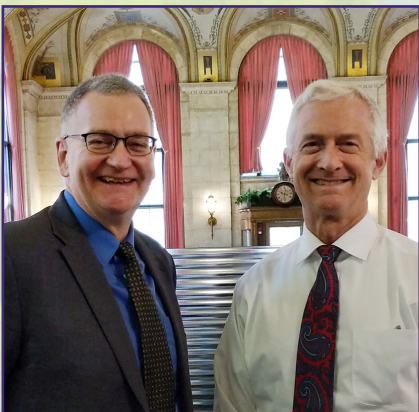
Karen traveled to Washington County to thank the fantastic team at Range Resources for their many years of loyal support. Pictured here with Karen (c), are Christina Kramer (l), community relations specialist, and Laural Ziemba (r), director – public affairs.



Pictured here (l to r) with Karen accepting their 2019 appreciation plaque are the new President & CEO of the Erie Regional Chamber and Growth Partnership, James Grunke, and FFEE Board Member and Chamber VP of Economic Development Jake Rouch.



The Columbia Montour Chamber of Commerce and the Foundation of the Columbia Montour Chamber of Commerce held a breakfast event this past January celebrating the Chamber and Foundation's many years of PFEW support. The breakfast featured two 2018 PFEW graduate speakers. Pictured here (l to r) are Jeff Emanuel, director of the Foundation, PFEW graduate speakers Allie Diehl and Lillian Aronson, Fred Gaffney, president of the Chamber, and breakfast sponsor Mark Burke, CEO of Think'ID8 and perennial Week III Company Advisor.



Scott had the pleasure of visiting the beautiful York Water Company facility in the spring to thank long time supporter Jeff Hines, P.E. pictured on the right. Jeff and The York Water Company have provided scholarships to local students for seventeen years!



Scott had the great pleasure to meet with perennial PFEW supporter Mary Malone, president and CEO of the Greater Hazleton Chamber of Commerce. Mary and the chamber not only provide outreach support each year, they also have provided scholarships to local students for seventeen years.



Howard Hanna, The Frederick Group in Allentown, PA has provided PFEW scholarships to local students for well over a decade. Pictured here with Scott is Doug Frederick (r), Broker/Owner of The Frederick Group.

TWO LEADERS, TWO DIFFERENT APPROACHES, TWO FUTURES CHANGED - FOREVER

If you've never had the privilege of spending any meaningful time with a teenager, you might succumb to the all-too-common yet misguided notion that our future is somehow in jeopardy. Read these amazing stories of two PFEW 2018 graduates who sum up the PFEW experience perfectly. I think we can all agree, with students like Ryan and Izabella, we're going to be just fine. Ladies and gentlemen, this is why we do what we do.



Ryan Zavinski
Warren Area HS
Warren County

"I am Ryan Zavinski, company CEO of Pennsylvania Free Enterprise Week. I write to you to tell you about the experience I had last summer at PFEW. Early in my week at PFEW, it became clear to me that everyone there went because they wanted to learn something. I was no exception. In the beginning, I felt the discomfort of being away from normal life

and was unsure of how worthwhile PFEW would be. Thankfully, my attitude changed, and I realized why PFEW is a premiere experience.

"To my surprise, I was chosen to be CEO of my company and took on the responsibility of being a leader. And through being in charge of my other company members, I realized what the greatest part of PFEW was. It is the greatness of uniting a group of your peers that you never met before toward a goal and, through solving problems, becoming friends. With my friends at PFEW, we accomplished much and had a ton of fun along the way. We also got to experience some of the finest motivational speakers I have ever seen in my life. The way they craft their words to unlock your mind and heart left me speechless. Another inspiring part of PFEW was the amazing staff and company advisors that volunteer their time to give youth the opportunity to grow and learn.

"Every student who attends PFEW is given this opportunity and personally, PFEW gave me legitimate business experience, the opportunity to be a leader, and most importantly, allowed me to make new friends. In complete honesty, I still talk to some of my company members to this day because that is how deeply we bonded during PFEW. During the week we ate together, worked together, and talked for hours together. It is something truly powerful to start a week meeting a group of complete strangers and basically becoming a family by the end of it. That is my favorite part of the enriching experience PFEW was for me. To sum up, I would recommend Pennsylvania Free Enterprise Week to any student who wants to engage in a worthwhile experience, because for me, PFEW is a time of my life that I will always cherish."

"As defined by Merriam-Webster, courage is 'mental or moral strength to venture, persevere, and withstand danger, fear, or difficulty.' Based on this definition, it is with great confidence I state that PFEW was the most courageous activity I have ever participated in. In addition, it was also the most rewarding and life changing experience. Not only did this opportunity gift me the chance to enhance my leadership, communication, and delegation skills, but I also met some amazing people who have now become my best friends, and I heard spectacular speakers who touched and connected with me on a very different level.

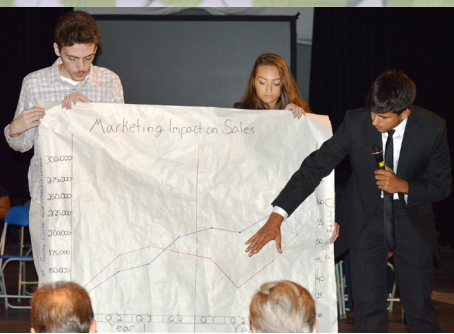


Izabella Wentzell
Ligonier Valley SHS
Westmoreland County

"Before I journeyed to Pennsylvania College of Technology, I made it my mission to become CEO of my company. I am proud to admit I was elected CEO of H2. Although I have led numerous teams before and have won in many instances, I found this competition to be the most challenging. At PFEW, my teammates were people I had just met. I felt honored that they trusted me enough to lead them and be their CEO, a position I knew would be full of stress, pressure, and responsibility.

"In the end, all the anxiety throughout the week was worth it. Before the Awards Banquet, I told my team that I did not care where we placed because I was proud of them regardless. We did our best and had fun in the process, which is all I could have ever asked for. However, the outcome was much different than I had anticipated. My company and I won the Management Skills aspect, we placed within the Top 5 for the Advertising Presentation, and won the Stockholder's Presentation. As the suspense for Top Company brewed, my team and I locked hands, put our heads down, and had tears rolling down our cheeks. Nothing can compare to the feeling when they announced we had won Top Company. The entire table erupted into screaming and crying. Coming back with the envelope that contained the certificates with our names on them, I felt different. In that moment, it was as if my heart grew. This incredible group of people trusted me, someone who they barely knew, to lead them and we ended up on top. Truly, it was an indescribable feeling, that no matter how hard I try, I cannot do it justice.

"Looking back at everything I had learned at PFEW and the memories I made, I will eternally be grateful for such a phenomenal opportunity. In addition to my success, my new friends, and my sharpened skills, I learned about myself. Ever since I was a little girl, I had been labeled "bossy" and "controlling" to which I understood in a negative manner. Now, I am not offended by such remarks because PFEW validated who I am — a leader who, with a spectacular team behind her — can take on the world. I thank everyone who made this opportunity happen, every speaker who told their story, and every one of my teammates who truly made my experience as extraordinary as it was."



STUDENT APPLICATIONS STILL BEING ACCEPTED!

We still have openings in several of our five

sessions, and now's the perfect time to contact a high school sophomore or junior and encourage them to sign up for the powerful, life changing PFEW experience. We are accepting applications on a first come-first served basis through June 14th, but don't delay, have them apply today! Simply share this newsletter with a student you know and have them visit https://pfew.org/student_application.php to apply immediately. These remaining spaces will go fast.

Thank you to our magnificent schools team led by VP of Educational Relations Michelle Warofka, supported by Schools Manager Amber Goss, and their amazing team of recruiters, Kevin Connor, Nate Cooper, Larry Petro, David Sawtelle, Sid Schechter, Ken Snyder & Charlene Wright. As you read this, the team is wrapping up our in-school presentations, with over 245 schools and 750 presentations delivered statewide. Thanks to their hard work, PFEW 2019 promises to be another great year as we prepare to host students from nearly every county in Pennsylvania. Great job, everyone!

SEVERAL COMPANY ADVISOR SLOTS STILL AVAILABLE, AND WE WANT YOU!

There's no better feeling in the world than to make a real difference, to leave something better than you found it. When you volunteer for PFEW, you become the direct link between the PA business community and our next generation of leaders. You will join over 250 dedicated and talented people that bring more than 1,200 years of service to the young people of Pennsylvania. That is a true testament to the incredible power and joy of the PFEW experience.

Sounds pretty good, doesn't it? It's not too late to be a part of our 41st annual Program! If you've ever wanted to give back, make a true difference, and form rewarding and lasting friendships, you still have time to volunteer. Just call or email our Office Manager Liz Rosales at 814-833-9576 x102, liz@pfew.org, or visit our website, www.pfew.org and click on the Volunteer tab to sign up.

Our Company Advisors will tell you that PFEW has changed their lives, and most will say it's the best week of their year. So consider joining this amazing group of men and women from across the state and shape the very future of Pennsylvania business.



EXCITING PROGRAM UPDATES FOR 2019

Another amazing slate of speakers is secured, and we're very excited to announce several changes to the program that will bring even more value to the world class PFEW curriculum. First, we were privileged to work with Michelle Darnell, Ph.D., Integrity Director & Associate Clinical Professor in Management from the Smeal College of Business, Pennsylvania State University, to create a new ethics case study for 2019. Michelle created a timely, relevant exercise for our students to debate, and even customized an informational video to help our students explore the complex yet critically important topic of ethics in today's business environment. This work was provided to PFEW free of charge, and we are so grateful to Michelle and the Smeal College of Business for their amazing commitment to PFEW and the students we serve.

Next, we incorporated changes to our business simulation, BizSim, to more accurately represent supply and demand curves, the effects of various expenditures, and the impact of the



economy and competitors on each student company's operations. These changes, while subtle, will provide students with a more accurate model of today's business operations.

We also simplified the guidelines for the Stockholder's presentation and created a more clear, concise, easier to understand manual. This will break down the barriers and fears about business finance and enable many more students to get involved in and understand the financial side of their PFEW company.

Finally, we incorporated more technology into our simulation and competitions, freeing up precious time so more students can dive deeper into both the advertising/marketing and financial sides of the company.

These changes will bring a thorough, more relevant educational experience to our students, and allow them to gain a broader understanding of business and our American free enterprise system.

SCHOLARSHIPS STILL NEEDED!

We still are receiving applications for this year's exciting 41st annual program, and that means we need your help! The cost of a 2019 scholarship is \$625, and that provides a student a priceless education valued at more than \$1,500. There's simply no better return on investment than to invest in our future generation. You'll provide students a unique, powerful, relevant education they cannot get in schools, including:

- A unique, internationally-acclaimed seven-day residential business education experience on a college campus;
- Insight into what specific issues currently impact Pennsylvania businesses;
- Understanding of key business principles, financial statements, advertising and marketing, and career opportunities in PA;
- Week-long opportunities to network with business professionals and world class speakers;
- Tools to develop teamwork, communication, critical thinking, and other skills vital to future success;
- Scholarships for higher education at our host campuses (\$20,000 for Lycoming College, \$8,000 for Pennsylvania College of Technology).

What's in it for you?

- You will be the true voice of business to our next generation.
- You will give students a deep understanding and appreciation for free enterprise.
- You will join a very special group of men and women dedicated to improving the PA business climate.

- You will make a real difference -- leave it better than you found it.
- You will prepare young people for success, and help them develop skills that will last a lifetime.
- You will provide students an experience they cannot get without you.
- You will influence lives and open doors to careers in Pennsylvania.

If you haven't made your pledge for student sponsorship this summer, **please** consider doing so now. It is very easy. Simply fill out the enclosed pledge envelope and put it in the mail, or to donate online, visit www.pfew.org, click on the "Donors" tab in the top center of the homepage, then click the link "Make a Pledge" in the dropdown menu and follow the easy instructions. It takes just minutes. Or, if you prefer, clip the donation coupon below, and mail, fax, or email it to our offices.

Remember, we don't need the funds until late summer. **If you want to increase the value of your donation, PFEW participates in a matching gift program on August 13th called Erie Gives.** Any pledge fulfilled or gift made that day receives a percentage match from the Erie Community Foundation donated by Erie-area businesses, which is absolutely invaluable for us. For more information on Erie Gives, please turn to Page 7 of this newsletter.

PFEW is an approved Educational Improvement Organization (EIO) in the EITC program, qualifying your gifts for up to a 90% tax deduction. All other gifts are fully tax deductible too. You will proudly teach students the truth -- that the American private enterprise system provides more opportunity, lifts more people out of poverty, creates more wealth, and fosters more charity and philanthropy than any economic system in history.

Thank you for joining us in our mission to improve the business climate in Pennsylvania and our nation. Because of you, we deliver results!

MY YEAR 2019 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 or PFEW.

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.

The Foundation for Free Enterprise Education is an educational not-for-profit corporation dedicated to promoting awareness about free market economics and private enterprise to the general public. All gifts are tax deductible. A copy of the Foundation's official registration and financial information may be obtained from the PA Department of State. Call 1-800-732-0999. Registration does not imply endorsement.

A donation of \$625 will provide a scholarship for a student to attend PFEW.

I would like to make a gift of \$_____ to the PFEW Scholarship Fund.

- | | |
|---|---|
| <input type="checkbox"/> Check Enclosed (payable to PFEW) | <input type="checkbox"/> Keystone Club — \$10,000 - \$14,999 |
| <input type="checkbox"/> Invoice me on _____ (date) | <input type="checkbox"/> Student Champion — \$5,000 - \$9,999 |
| <input type="checkbox"/> Founder's Club — \$25,000+ | <input type="checkbox"/> Student Patron — \$1,500 - \$4,999 |
| <input type="checkbox"/> President's Club — \$15,000 - \$24,999 | |

THANK YOU!

Name _____

Title _____

Company Name _____

Address _____

City _____ State _____ Zip _____

County _____ Email _____

Telephone No. _____ Fax _____

☐ I will sponsor students in areas of greatest need.

☐ I would like to sponsor students from the following counties: _____

MEET SOME OF OUR PARTNERS



Karen had the pleasure to visit PFEW donor High Industries, Inc. on a recent swing through Lancaster County. Pictured here with Karen are, (l to r), Robin D. Stauffer, assistant secretary and executive director of the High Foundation; Michael F. Shirk, president & CEO of the High Companies; and Darryl P. Gordon, vice president, human resource services/EEO officer.



Shell Appalachia in Tioga County is a wonderful supporter of PFEW, providing dozens of scholarships to local students each year. Pictured here (l to r) is the Shell team: Eric Potter, community liaison officer; Deb Sawyer, external relations manager; and Amanda Peterson, community liaison officer



TruMark Financial Credit Union in Montgomery County is an avid supporter of education and PFEW. Pictured here with Karen is Christine Woods, vice president, public relations & government affairs at TruMark.



Scott recently visited the Cambria Regional Chamber of Commerce in Johnstown. The Chamber has long been avid supporters of PFEW. Pictured here (l to r) are Chamber Vice President Debra Orner, IOM, and President & CEO Amy Bradley.



Each week, Chad Amond, president of the Westmoreland Chamber of Commerce, hosts the Westmoreland Community Connection, a half-hour radio program on FM 107.1 that highlights happenings in the Westmoreland County business community. In January, Chad featured PFEW, and that broadcast is available on our website. Pictured here with Scott (l to r) are PFEW 2018 graduates A.J. Rock from Greater Latrobe Senior High School and Mike McVay from Hempfield Area High School, and Chad. Chad also serves as Secretary of the FFEF Board of Directors!



Aleesha Shipley (right), spoke at the Soroptimist International of Fayette County's March meeting and shared her PFEW experience. The Club has been sponsoring students for four years. Pictured with Aleesha is Harlee Mullins, also a 2018 PFEW graduate. Both young women are juniors at Connellsville High School.

RECENT GIFTS



Scott recently traveled to the Harrisburg area to visit with President of LeTort Trust/Atgooth Foundation and FFEE Board Member Katie Clarke and her amazing team. Here, Scott accepts their 2019 gift from, l to r, Dan Eichelberger, Allisha Proper, Charlene Feuchtenberger, Greg Campbell, Katie, and Janak Amin. LeTort has sponsored hundreds of local students to attend PFEW.



NexTier Bank in Butler County has very generously provided opportunities for hundreds of local students to attend PFEW. They are a loyal and enthusiastic partner and avid supporters of free enterprise education. Here, Karen accepts NexTier's 2019 gift from Maria Amoroso, SVP/chief marketing officer.



ERIE GIVES 2019 SET FOR AUGUST 13TH



The 9th annual Erie Gives event is slated for Tuesday, August 13th, 2019 from 8am to 8pm. Loyal readers will remember it is our most important fundraising day of the year because all gifts we receive that day qualify for prorated matching gifts that go directly toward student scholarships for next year's program. Because of last year's event, twenty-two students will be headed to Williamsport this summer to take the amazing PFEW journey. To further underscore the power of your gifts that day and the importance of Erie Gives to our students, in the eight years this event has been held, the matching funds have provided a staggering 168 scholarships to students who would not have been able to attend. That's right – 168 lives that have been changed. It is very easy to participate. Simply visit www.eriegives.org on August 13th and make a gift to Foundation for Free Enterprise Education/Pennsylvania Free Enterprise Week. We also are permitted to use our credit card for donors who cannot directly visit the Erie Gives site that day. If you wish to participate in Erie Gives, simply email our Finance Manager, Leslie Williams, at leslie@pfew.org, and she will take care of all the details. Erie Gives is a great way to make your gift impact even more young people, and we hope you will consider participating this year. Thank you!

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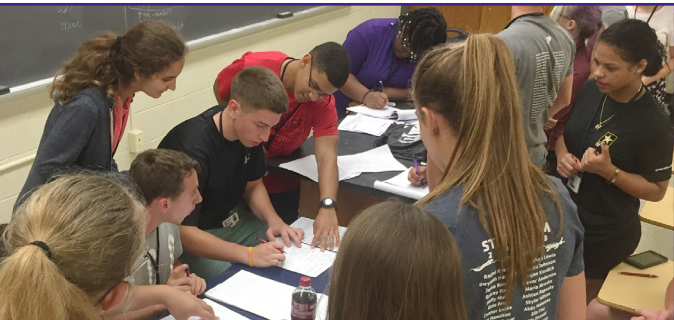
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2019 COMPANY ADVISOR LIST

Week I

Lycoming College
July 6 - 13

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MR. CHUCK BAKER CSCP, CLTD
Michelin North America
MS. CHRISTIE L. BARFORD
Richmond Public Schools
MR. MICHAEL BOLYARD
Elliott Group, Ebara Corp
DR. J. RODY BORG, PH.D.
Davis College of Business,
Jacksonville University
MR. BRADLEY CAPUZZI
PwC
MS. BRIANNA CRUZ
Consultant
MS. MELANIE GEHRINGER
Woodloch Resorts
MR. TIMOTHY GIBBLE
Sodexo at GSK
COLONEL DAVID R. HALL
DRH Pilot Services
MS. PATRICIA A. MARTIN, PHR
DVL Incorporated (ret.)
MS. MELANIE MCLEOD
Brown-McLeod & Associates
MR. MYLES MILLER
LeadUP
MS. TARA MURRAY
Benjamin Obdyke Incorporated
MS. KAREN M. PAGE
Western Connecticut Health Network
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College Planning Center (ret.)
MR. ROBERT A. PUCCI
Main Line Chamber
of Commerce (ret.)
MR. JOSEPH S. ROGERS
DeLaSalle High School-Lasallian
Volunteers
MRS. DIANNE I. SENSENIG
Utilities Employees Credit Union
MR. JOHN P. SENSENIG
Consultant
MR. STEVEN B. SHIVAK
Consultant
MR. MARK E. SKORIC
Joshua Consulting, LLC
MR. DAVID J. STERRETT, PE., P.L.S.
Consultant
DR. HELEN WHITE
JAWCo Fire, Inc.

Week II

Lycoming College
July 13 - 20

MS. JODI L. BRANDON
Jodi Brandon Editorial
MS. BROOKE CLIPPINGER
Open Minds
MR. KEVIN W. DAVIS
The Davis Group (ret.)
MR. JOHN M. DEMASI, CHFC
Financial Consultant
MS. MACKENZIE L. FARONE-WAITE
Greiner Bio-One
MR. ZACHARY FRIED
Clark Associates Inc.
MR. JOSEPH A. GIEDGOWD
Byers' Choice, Ltd.
MR. GARY M. GOSS
Verizon (ret.)
MS. LINDA L. GRAHAM-GREEK
Butler County Community College
DR. JOSEPH P. HARFORD
Reclamere, Inc.
MR. CHRISTOPHER HOFFMAN
Brown's Super Stores, Inc.
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Consultant
MR. THOMAS H. JACKSON
Northwest Bank (ret.)
MR. MICHAEL R. MCELHANEY
Warren County School District
MR. HENRY G. MICHEL
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MR. WILLIAM N. MORRIS
Jeld-Wen, Inc. (ret.)
MS. AMANDA R. OECHLER, CPA
ARO & Company
MR. FERLIN E. PATRICK
Growth Resources of Wellsboro
MR. ERIC SHANNON
Big Barker
MS. MCKENNA D. SHIREY, CPA
Ernst & Young
MS. STEPHANIE SHIREY
Photo Solutions Specialist
MR. STEPHEN J. SHIREY
NCRE
MS. CHARLEIGH SMITH
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MR. KENNETH W. SNYDER, JR.
Advisor to USOC Coaching Ed.
Dept. (ret.)
MR. DWAYNE W. WAITE, JR.
Schell Games
DR. CHARLENE M. WRIGHT
Butler County Community College (ret.)

Week III

Lycoming College
July 27 - August 3

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Huntington National Bank
MR. RUSSELL P. BROOKS
R. P. Brooks & Associates, LLC
MR. MARK BURKE
THINK'ID8
MR. DAVID L. CARLL
Marquette Savings Bank (ret.)
MR. JEREMY CHOBOT
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Blue Cross Blue Shield Association
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PNC Bank
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MR. MARK PROUDFOOT
Renkert Oil
MR. JEREMY A. RAICHLE, CFA
Wells Fargo
MR. TODD R. SCHORLE
TS TECH Enterprises, Inc.
MS. JAMIE SHEETS
Truman High School
MR. LARRY TURNBULL
Cash Management Systems
MR. CHARLES L. WITMER
County of Centre
MS. ABIGAIL ZLOCKIE
Pennsylvania State University

Week IV

Lycoming College and Penn College of Technology
August 3 - 10

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The Free Press LLC
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Elliott Group, Ebara Corp
MR. NICHOLAS J. CARTER, CBSE
Pro Quality Cleaning
MR. WILLIAM G. CAUGHERTY
Millcreek Township School District
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Modern Strategic Branding +
Communications
MR. VINCENT DAILY
Dun & Bradstreet
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The Davis Group (ret.)
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L. A. Deane & Associates
MR. BRADLEY DOLHI
KeyBank
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JAE Government Relations
MS. DEBI FRIEDMANN
Blue Dog Printing and Design
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Travel Ease, Ltd. (ret.)
MS. JAMIE LEE GOEHRING
Hudson Business Service, LLC
MR. GARY S. GOLDSTEIN
Project Management Institute (ret.)
MS. LINDA L. GRAHAM-GREEK
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Franklin and Marshall College -
Center for Opinion Research
MR. KEVIN M. HAIGH, CFA, CFP
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Noga Ambulance Service
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Hamot Medical Center (ret.)
MR. JOSHUA E. KAMERER
Hudson Business Service, LLC
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Hudson Business Service, LLC
MR. JAMES KILGALLON
Erie Insurance
MS. LESLEY J. KISTNER
Chamber of Business & Industry of
Centre County

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MR. NICHOLAS C. LAW
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The Black Sheep Inc.
MR. JOHN LUGG
Lugg & Lugg Law Offices
MR. MYLES MILLER
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Consultant
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MR. LARRY A. SEIBERT
Farm Credit
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Strickler Agency, Inc.
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Quincy Village Health Care Center
MR. KEVIN SHIVERS
Pennsylvania Association of
Community Bankers
MR. STEPHEN TURPIN
Lanco Federal Credit Union
MS. AUTUMN UNGVARSKY
Bloomsburg University
MR. PAUL F. VIZZA
Northwestern Mutual
MS. BERNADETTE WEISMULLER
Erie Insurance
MR. KYLE P. WHERRITY
Hau'oli Marketing & Events
MS. SARA WHERRITY
PhytogenX
MR. GAVIN WILLIAMSON
Lycoming College
DR. CHARLENE M. WRIGHT
Butler County Community
College (ret.)