



Happy New Year
TO OUR PFEW AND SMG FAMILIES!

Thank You!

IN THIS EDITION...

- *Exciting PFEW and SMG updates*
- *Annual Meeting and Five-Year Strategic Plan Recap*
- *An Entrepreneur is Born – PFEW Graduate Spotlight*
- *PFEW in Your Neighborhood*
- *PFEW 2020 Company Advisor Signups*
- *Upcoming Travels and Events*

We love starting the new year by expressing our heartfelt gratitude to the wonderful people, companies, chambers, civic organizations, foundations, teachers, superintendents and countless others who bring Pennsylvania Free Enterprise Week and the Stock Market Game to life for thousands of eager students statewide. The spring competitive sessions of SMG are beginning soon and we are busy traveling the state recruiting students, volunteers, and sponsorships for the over 2,100 students who will take part in our 42nd annual award-winning PFEW program this summer.

In this issue we'll share our plans for an exciting PFEW 2020 and bring you up to date on our Annual Meeting and Five-Year Strategic Planning session held in Williamsport in November. We'll also give you an update on the recently concluded fall competitive sessions of the Stock Market Game. Fasten your seat belts... it's going to be another fantastic year of economic education and we hope you'll join us as we prepare our next generation for success. Once again, Happy New Year, and **THANK YOU!**



UPCOMING TRAVELS & EVENTS

February 6, 2020 – Informational breakfast for PFEW hosted by Pam Henshall, President of the Greater Northeast Philadelphia Chamber of Commerce

March 2, 2020 – PFEW Early Bird Student Registration Deadline

March 13, 2020 – FFEE Winter Board Conference Call

May 29, 2020 – PFEW Company Advisor Training West – Erie

June 5, 2020 – PFEW Company Advisor Training East – King of Prussia

If you're interested in having someone from the Foundation speak at your event, either for PFEW or SMG, please contact Scott Lee, VP of marketing & development at 814-833-9576 x8, or scott@pfew.org.

PFEW PROGRAM UPDATES

STUDENT RECRUITING KICKS OFF IN EARNEST

VP of Educational Relations Michelle Warofka is PFEW's version of the Road Warrior! She and her ten outside recruiters just hit the road and are now furiously canvassing the state recruiting students for our 42nd annual PFEW program. It's a hectic but exciting time of year, and we expect sessions to start filling fast. In fact, we've accepted nearly 100 students already! If you know of a sophomore or junior in Pennsylvania, encourage them to apply now at www.pfew.org, or better yet, print an application and hand it to them. You'll be giving them an invaluable, impactful, future-building, life-changing education in Williamsport!



"When I was growing up I was always inspired by my dad as a businessman because he made his company all by himself. Although I want to follow my father's footsteps and be a self-made businessman, the reality is in the real world, I need help and as much schooling as possible. Thanks to your donation I've gotten a year's worth of business experience in one week."

~ Ross Fuller, Jersey Shore Area HS, Lycoming County

FUNDRAISING RAMPS UP

Mailings to thousands of Chamber members statewide are being prepared, our second fundraising letters to current and past donors have been sent, Karen and Scott are traveling the state meeting prospective donors and thanking our incredible supporters, and we are continually developing relationships with new organizations to expand PFEW's reach throughout the Commonwealth.

A sponsorship remains at \$625, and it provides a world-class economics education valued at more than \$1,500. If a full sponsorship is out of reach, please know that gifts of any size are gratefully accepted. Many hands make the load light, and all gifts go directly to students wishing to attend.

Our 2020 fundraising goal is ambitious, as always – to provide sponsorships for each and every student across Pennsylvania who wants to attend PFEW. To do that, we need you. If you've already made your 2020 gift to a student, Thank You! If you haven't, we ask you to make a gift to a student today. We're expecting more than 3,300 applications for our 2,200 openings this summer, and we want to secure those vital sponsorships for every eager student.

CALLING ALL COMPANY ADVISORS!

As of this writing, 74 wonderful men and women have signed up as Company Advisors for this summer's PFEW program, but that means we still need 46 more! Look, we get it. It's a tough sell. We ask you to drive to Williamsport, leave work, family, and friends and mentor a bunch of 16-year old high school students for a week. Crazy, right?

Yep, it sure is crazy. Crazy fun, Crazy rewarding, Crazy powerful, Crazy uplifting, Crazy educational, Crazy fulfilling, Crazy life-changing. That's the Company Advisor experience in a few crazy words. But perhaps the craziest thing of all? Last year our Company Advisors celebrated a combined 1,012 years of service, so maybe becoming a Company Advisor isn't so crazy after all.

Our Advisors are the Heart and Soul of PFEW, and the impact they have on our next generation is simply impossible to describe. Think you're too young, too old, not a business person, can't possibly have anything relevant to give? Nonsense. All you need to be an amazing Company Advisor is the desire to be present, to leave things a little better, to smile and genuinely care about helping a young person discover their future. We'll teach you the rest. Contact Office Manager Liz Rosales at liz@pfew.org to sign up today. You're crazy if you don't!



GRADUATE SPOTLIGHT – AN ENTREPRENEUR IS BORN!

2019 was an amazing year for Harbor Creek Junior Senior High School student Shaefer Santos. Shaefer realized that she and her peers were constantly inundated with negative messages in school and in society, so she saw an opportunity to change the conversation. Shaefer started her own clothing line featuring vibrant colors and fabrics that display positive, reinforcing messages, and just like that, a business was born. Shortly after that, she attended Pennsylvania Free Enterprise Week and added to her knowledge and skill set to take her company to even newer heights. Her business, called “Hey Friends”, was recently featured in the Erie Times News and on several local TV stations. This enterprising and energetic young woman is living her dream and showing us that when the entrepreneurial spirit is unleashed, age is just a number. Here’s more about Shaefer and the impact PFEW made on her, in her own words.

“Hi, my name is Shaefer Santos. This past July I started a business, a clothing line called ‘Hey Friends’, and a few weeks later I attended PFEW at Lycoming College. I went with three of my best friends and I know we can all agree that it was one of the best weeks of our lives.

“I came to PFEW with a unique perspective because starting a clothing line is not a common thing for a 16-year-old to do. PFEW taught me how to manage my time and entry level marketing skills, which helped me to grow and build even more skills I need to develop my business. It also taught me the very important life skill of working with others. This is especially important in business because you have to make connections and

communicate with people all day, every day. You can’t change anyone else and you can’t make anyone like what you are doing (because not everyone is going to support you), but PFEW taught me that you can change your attitude. If you are proud of yourself and are striving to move forward, no one can ever stop you.



Shaefer Santos, Harbor Creek Junior Senior High School, Erie County

“PFEW allowed me to focus on my goals and feel the motivation to know I was on the right path. Now, don’t think PFEW is all about business, because it’s not. You learn about life and become a better person throughout the week. They made business feel like you weren’t even learning but just having fun, and it wasn’t until the end of the week that you realized how much you had grown and how different your life would be from that point forward. Now, I don’t know what has brought you to consider PFEW, whether it was your parents, your friends, or yourself, but whatever the reason, just know that your decision to come can change your life. I know that this statement may sound like a stretch, but I can promise you that you will leave with some lifelong friends and priceless memories. PFEW is creating the world’s next leaders and future entrepreneurs. One week could change everything. I know it did for me.”

PFEW STUDENT WOWS AT PACP CONFERENCE

Karen and Scott were privileged to attend last fall’s Pennsylvania Association of Chamber Professionals (PACP) statewide conference in Dubois, PA. PFEW 2019 graduate Annie Wingard spoke to an enthusiastic audience at the closing banquet and described the powerful impact PFEW had on her future. PACP members graciously provide outreach to their membership each year to raise funds and recruit volunteers for PFEW. Pictured here (l to r) are: Joe Hurd, president & CEO of the Blair County Chamber of Commerce; Scott, Annie, Karen, Chad Amond, MBA, IOM, president & CEO of the Westmoreland Chamber of Commerce, and Gene Barr, president & CEO of the Pennsylvania Chamber of Business and Industry. Joe, Chad, and Gene all serve on the FFEE board of directors.



FFEE ANNUAL MEETING AND FIVE-YEAR STRATEGIC PLAN RECAP

ANNUAL MEETING

On November 21, 2019, the Foundation for Free Enterprise Education (FFEE) Board of Directors held their annual meeting in Williamsport to review the 2019 PFEW and SMG programs, approve the 2020 budgets for both PFEW and SMG, and set forth an exciting agenda to provide an even better educational experience to more of PA's youth.

We're pleased to introduce the following FFEE 2020 officers: Chair – Russell Brooks; Immediate Past Chair – David Campbell; Secretary – Chad Amond; Treasurer – Vincent Matteo; Vice Chairman/Assistant Treasurer – Jon Whiteman; Vice Chairman – Kevin Shivers. Thank you all for serving the Foundation and the youth of Pennsylvania. We look forward to working with you this year!

Also on the agenda was an addition to the Board of Directors – Paul Ward of Kennametal in Westmoreland County, past PFEW Company Advisor and frequent Judge, was welcomed to the board for a three-year term. Thank you for your service, Paul, and welcome!

VISION: To be the recognized leader in providing quality learning opportunities that promote the understanding of the link between personal freedom and economic opportunity.

MISSION: To heighten the awareness of Pennsylvania's youth about their future role in the American free enterprise system by delivering high-quality and practical hands-on learning experiences.

FIVE-YEAR STRATEGIC PLANNING SESSION

Immediately following the board meeting and lasting into the following day, the Directors in attendance, along with President & CEO Karen Musante and several staff members, entered into the Foundation's five-year strategic planning session. The event was facilitated by Dr. Arnold Tilden and FFEE Board Chair Russ Brooks, and its purpose was to review where the Foundation currently stands, identify current and future strengths, weaknesses, opportunities and threats, and chart the foundation's course for the next five years, all with the Foundation's mission and vision as the guiding principles of the plan.

Discussion and activities were lively and extremely productive. Many smaller group breakout sessions were held, each focusing on a different aspect of the Foundation, including operations, educational programming, staffing, funding, volunteers, student recruitment, marketing and branding, and more.

The executive committee will be reviewing the discussions over the next few months and formulating the new strategic plan based on the input from staff and directors. We look forward to sharing key points of the plan in coming editions of this newsletter and the *Pulse*, our electronic newsletter. We offer our profound thanks to Arnie and Russ for their great work facilitating the planning process, and to the directors for their inspiring leadership through this difficult yet critically important process.

STOCK MARKET GAME NEWS



The Stock Market Game is off to a phenomenal start this year! Winners are being tabulated from the recently completed fall competitive session, the year-long session reached the mid-way point, and the spring session is slated to begin on February 3rd. Over 3,000 students have participated in the program so far, and our biggest session is yet to come. By the end of the year we hope to eclipse last year's inaugural program participation numbers, and so far, the feedback from the teachers has been phenomenal!

The Stock Market Game teaches students many invaluable lessons that lead to a better understanding of global capital markets and investing. It breaks down barriers and puts students on a path toward personal financial success. Since students learn by doing, they begin to incorporate financial literacy,

saving, and investing into their lives, and along the way, they gain leadership, mathematics, teamwork, personal responsibility, financial independence, and other skills critical to future success.

We're excited to announce the dates and locations for our three regional awards ceremonies celebrating the winners from all the competitions this school year:

- West RegionMay 6, 2020Butler County Community College
- Central Region.....May 20, 2020Elizabethtown College
- East RegionMay 21, 2020Cabrini University

Thank you to these wonderful partners who help make the Stock Market Game the premier educational experience of its kind in the world!

For more information on how to get involved with the Stock Market Game, please contact Jeremy Kropf (jeremy@pfew.org).

PFEW IN YOUR NEIGHBORHOOD



Each fall, the wonderful folks at the Lower Bucks County Chamber of Commerce host a roundtable breakfast for local PFEW graduates to share their experiences. Pictured here with Chamber Executive Director Minesh Pathak (front, center) are the many PFEW graduates, school representatives and PFEW volunteers in attendance.



Karen had the pleasure of presenting to the Waynesburg Rotary Club at one of their fall breakfast meetings. Pictured here (l to r) are Brent Robinson from Chevron Appalachia, LLC; 2019 PFEW graduate and featured speaker Morgan Barnes from Waynesburg Central HS; Lee Ann Wainwright from Chevron; and President of the Rotary Club of Waynesburg, Dr. Larry Stratton. Chevron is a perennial sponsor of PFEW students in the area.



Scott was pleased to travel to Chester County to present PFEW's 2019 Appreciation plaque to enthusiastic long time PFEW supporter Mark Yoder, president of the Greater West Chester Chamber of Commerce.

PFEW IN YOUR NEIGHBORHOOD



Three PFEW 2019 graduates were the featured speakers at the Greater Latrobe-Laurel Valley Regional Chamber luncheon. Pictured here (l to r) are Sarah Thomson and Annie Duda from Greater Latrobe Senior High School; Briana Tomack, chamber president; and Briana's son Alex Tomack from Derry Area Senior High School



Scott had the pleasure last fall to meet with the passionate and loyal PFEW supporters at the Secant Group. Over 23 years, Secant has sponsored an amazing 121 students in Bucks and Montgomery counties to attend PFEW. Pictured here with Scott (l to r) are Kelly Fraga, divisional executive assistant, and Diana Lande, director, Human Resources.



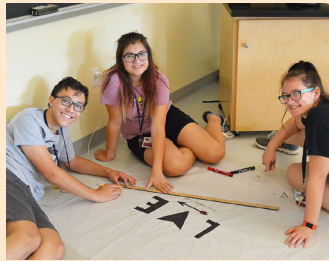
The Upper Bucks Chamber of Commerce recently held their 14th annual Foodie event at Sands Chrysler Jeep Dodge in Quakertown. The proceeds of this wildly popular event go to support PFEW sponsorships for Upper Bucks County area students. In attendance with Scott were (l to r) PFEW graduates Ayron Clarke and Nicholas Symer, both from Quakertown Community Senior High School.



Silvio DiPietro loved PFEW, and when he passed away unexpectedly in 2018, his family established the Silvio DiPietro Memorial Golf Tournament as a way to honor him and continue his legacy of giving to the young people of Pennsylvania. Pictured here in the front row are Silvio's daughter Andrea and his wife Karen. In the back row (l to r) are PFEW 2019 graduate and dinner speaker Joshua Rifkin, Silvio's friends and fellow PFEW volunteers Ken Snyder and Nate Cooper, PFEW 2019 graduate and dinner speaker Mackenzie Robertson, Silvio's granddaughter Leah, son Dan, and granddaughter Katherine.

SOME HIGHLIGHTS OF PFEW 2019

JOIN US IN 2020!



MY YEAR 2020 PFEW 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: _____

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2020 PFEW COMPANY ADVISOR LIST

Week I

Lycoming College
July 4-11

MR. MICHAEL BOLYARD
Elliott Group, Ebara Corp
DR. J. RODY BORG, PH.D.
Davis College of Business,
Jacksonville University
MR. JEREMY CHOBOT
Universal Display Corporation
MR. KEVIN W. DAVIS
The Davis Group (ret.)
COLONEL DAVE HALL
DRH Pilot Services
MS. PATRICIA A. MARTIN, PHR
DVL Incorporated (ret.)
MR. JOHN P. SENSENIG
Consultant
MRS. DIANNE I. SENSENIG
Utilities Employees Credit Union
MS. JAMIE SHEETS
Reach Cyber Charter School
MR. MARK E. SKORIC
Joshua Consulting, LLC
MR. DAVID J. STERRETT, P.E., P.L.S.
Consultant

Week II

Lycoming College
July 11-18

MS. JODI L. BRANDON
Jodi Brandon Editorial
MR. JOHN M. DEMASI, CHFC
Financial Consultant
MR. ZACHARY FRIED
Clark Associates Inc.
MS. LINDA L. GRAHAM-GREEK
Butler County Community College
MR. CHRISTOPHER HOFFMAN
Brown's Super Stores
MR. CARL A. MARRARA
Pennsylvania Manufacturers'
Association
MR. HENRY G. MICHEL
Henry G. Michel & Associates (ret.)
MR. FERLIN E. PATRICK
Growth Resources of Wellsboro
MR. ERIC SHANNON
Big Barker
MS. MCKENNA D. SHIREY, CPA
Ernst & Young
MR. ROBERT J. STEISKAL
Lowe's of Madison, MS
MS. DONICA WILSON
Hertz
DR. CHARLENE M. WRIGHT
Butler County Community College
(ret.)

Week III

Lycoming College
July 25-August 1

MS. RAYLENE K. BOOTS
Dinosaur Studios
MR. THOMAS S. BORN
Huntington National Bank
MR. RUSSELL P. BROOKS
R. P. Brooks & Associates, LLC
MR. NATE COOPER
Komfort Heat
MS. JOANN CORTESE, CHMM
GE Aviation
MR. TOAN MINH DO
Blue Cross Blue Shield Association
MS. MARTA J. GRIFFITH
On Track Resources, LLC
MS. JUDY GWOZDZ
Transportation Services
MS. CHRISTINE HAGAN
PepsiCo
MR. THOMAS V. HOLLERAN
Herbert, Rowland & Grubic, Inc.
MS. TAURA IVANKO
Prudential Advisors
MR. JOHN P. LAFFERTY
CellMyLight, Inc.
MS. ELENA L. MACK
West Pharmaceutical Services
MS. BONGAI MHLOYI
Minding Manners with Ms. B
MR. RICHARD S. MUSANTE
Parkson Corp.
MS. JOAN NORELLI
PepsiCo
MR. DAN PIETRUSINSKI
Optum
MR. MARK J. PIETRUSINSKI
LORD Corporation
MR. JEREMY A. RAICHLE, CFA
TD Bank, America's Most
Convenient Bank
MR. TODD R. SCHORLE
Schorle Secure, LLC
MR. KENNETH W. SNYDER, JR.
Advisor to USOC Coaching Ed.
Dept. (ret.)
MR. LARRY TURNBULL
Cash Management Systems
MR. CHARLES L. WITMER
County of Centre (ret.)
MS. ABIGAIL ZLOCKIE
Pennsylvania State University

Week IV

Lycoming College
August 1-8

MR. WILLIAM G. CAUGHERTY
Millcreek Township School District
MR. KEVIN R. CONNOR
Modern Strategic Branding +
Communications
MS. JUDITH A. ESCHBERGER, ESQ.
JAE Government Relations
MS. DEBI FRIEDMANN
Blue Dog Printing and Design
MR. GARY S. GOLDSTEIN
Project Management Institute (ret.)
MS. ADELAINE LAZZELL
The Black Sheep Inc.
MR. J. DAVID MURPHY
FirstEnergy (ret.)
MS. CHERYL A. SHIELDS
Quincy Village Health Care Center
MR. PAUL F. VIZZA
Northwestern Mutual

Week IV

Penn College of Technology
August 1-8

MR. NICHOLAS J. CARTER, CBSE
Pro Quality Cleaning
MR. BRADLEY DOLHI
KeyBank
MR. MICHAEL GECHT
Travel Ease, Ltd. (ret.)
MS. JAMIE LEE GOEHRING
Hudson Business Service, LLC
MRS. JULIA M. HAIGH
Franklin and Marshall College -
Center for Opinion Research
MR. JOHN M. JENSEN
Hamot Medical Center (ret.)
MS. MELODY F. KAMERER
Hudson Business Service, LLC
MR. JAMES KILGALLON
Erie Insurance
MS. LESLEY J. KISTNER
Central Pennsylvania Convention &
Visitors Bureau
LT. COL. WILLIAM J. KOEHLE
Erie Maritime Museum
MR. ALFRED E. KRAFT
Operations Management Consultant
MS. HALEY PATRICK
EAB
MR. DAVID R. SAWTELLE
Consultant
MS. ROXANNA S. SEILHAMER
Strickler Agency, Inc.
MR. STEPHEN TURPIN
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