

It's a privilege to work with young people. They're energetic, inquisitive, impatient, full of hope, eager to learn, funny. Every day we get to be a small part of their future, and that makes us grateful. In this fall edition of the *EDGEucator*, we look back on another great year of engagement, learning, and growth and

highlight why it's such a privilege to do what we do. To our donors, board, volunteers, and partners, you're the ones who made it all possible. You educated nearly 14,000 young Pennsylvanians this year and set them on a course for personal and professional success. Nothing is better than that. Thank you.

“ I was challenged to think creatively and step outside of my comfort zone while building friendships that I will remember long after the program has ended. The program changed my perspective on how a business is run and what goes into making a company successful. It helped me discover strengths I didn't know before, including my ability to work with others and adapt to challenges quickly. I also gained a greater appreciation for the role businesses and manufacturers play in supporting our communities and economy. PFEW gave me the opportunity to grow both personally and professionally, and I am incredibly grateful that you chose to invest in my future. Your belief in education, mentorship, and creating opportunities for the next generation is inspiring, and I hope to make the most of the opportunity you provided. Thank you again for investing in my future by making this experience possible. PFEW has helped me grow as both a student and a team player, and I will continue to carry what I learned here into college and eventually my career. I value your commitment to provide opportunities for students like me. ”

Aubrey Smith



“ This experience helped me become more confident, responsible, and open to trying new things. It showed me that with hard work, dedication, and the support of people like you, I can accomplish more than I ever imagine. ”

Dahlia Turowski



AND THE WINNERS ARE

PFEW is about business, and business is about competition. There are four competitions that determine each week's Top Company. Here are the teams that came out on top at this year's exhilarating PFEW 2026!

Management Skill

Management Skill is a 0-100 quarterly points metric taken from the BizSim simulation that measures each team's financial decision-making and operational efficiency. Here are the teams that achieved the highest cumulative Management Skill at PFEW 2026.

WEEK 1 F1 - Fueling Imagination

Company Advisors - **Mike & Jill Komar**
Geisinger

WEEK 2 D3 - Clinical Comfort

Company Advisor - **J. Rody Borg**
J. Rody Borg, Ph.D.

WEEK 3 C1 - Hot n' Co

Company Advisor - **Ken Snyder**
K. Snyder & Associates (ret.)

WEEK 4 LYCO D1 - Vestiendi

Company Advisor - **Mike Romano**
Department of the Navy

WEEK 4 PCT B3 - BodyBuddy

Company Advisor - **Kevin Haigh**
Vanguard

Return on Equity (ROE)

Return On Equity measures our teams' profitability over three years of operations. Companies navigated the full business cycle and dealt with global events that affected their profitability. Here are the teams that made the most money for their shareholders.

WEEK 1 D1 - First Impression

Company Advisor - **Anthony Stevenson**
Stephano & Slack

WEEK 2 E2 - Sun-N-Sports

Company Advisor - **Eric Shannon**
Big Barker (ret.)

WEEK 3 D2 - RECOVR

Company Advisor - **Ferlin Patrick**
CSD Co-Packers, Inc. (ret.)

WEEK 4 LYCO E3 - Olympia

Company Advisor - **Neal Leshner**
Pennsylvania Chamber of
Business and Industry

WEEK 4 PCT F3 - Shifting Toys

Company Advisor - **Bill Koehle**
United States Marine Corps (ret.)

Advertising Competition

Teams are assigned an industry (A – Pet Supplies, B – Personal Accessories, C – Food/Beverage, D – Apparel, E – Sports/Recreation, F – Toys, and G – Electronics) and they must design a product, define a target audience and create TV, audio, print, web, and social media advertising to appeal to their customers. On Friday, they present their advertising campaign to a panel of expert judges. Here are the winners of the PFEW 2026 Advertising Competition.

WEEK 1 G3 - Footprint

Company Advisor - **Dave Hall**
United States Air Force (ret.)

WEEK 2 C2 - StableWare

Company Advisor - **Dave Murphy**
Consultant

WEEK 3 C2 - Zennith Co.

Company Advisor - **Rick Musante**
Parkson Corp

WEEK 4 LYCO F3 - Bee Playful

Company Advisor - **Debi Friedmann**
Blue Dog Printing & Design

WEEK 4 PCT A1 - Freshi

Company Advisor - **Dave Sterrett**
PA Department of Environmental
Protection (ret.)



Stockholders Competition

On Friday, teams present a Stockholders Annual Meeting to financial judges posing as shareholders. They must explain two-year comparative financial statements, charts and graphs, and how their decisions, competitors, and the economy affected their results. Here are the teams demonstrating the greatest financial acumen at the PFEW 2026 Stockholders Competition.

WEEK 1 B1 - Build A Bag

Company Advisor - **Fred Remelius**
Consultant

WEEK 2 B2 - Apicis

Company Advisor - **Dave Sterrett**
PA Department of Environmental Protection (ret.)

WEEK 3 E2 - Agon Sports

Company Advisor - **Karen Grady**
Slippery Rock University

WEEK 4 LYCO A1 - Petsup

Company Advisor - **Donica Wilson**
Harmelin Media

WEEK 4 PCT A1 - Freshi

Company Advisor - **Dave Sterrett**
PA Department of Environmental Protection (ret.)

Top Company

Cumulative scores from all four competitions determine each week's Top Company. Each member of the winning team takes home a share of stock in a major U.S. corporation which again this year is Ford Motor Company. But it's really the memories and friendships and shared triumph our teams will remember forever. Join us in celebrating the following teams, CEOs and CAs who claimed PFEW 2026's most sought-after award, TOP COMPANY!

WEEK 1

F1 - Fueling Imagination

Company Advisors - **Mike & Jill Komar**
Geisinger
CEO - **Jackson Kahler**
State College Area HS

WEEK 2

B2 - Apicis

Company Advisor - **Dave Sterrett**
PA Department of Environmental Protection (ret.)
CEO - **Nena Pfeiffer**
Fairview HS

WEEK 3

A1 - Immortal Pet

Company Advisor - **Linda Greek**
Hudson Business Service LLC
CEO - **Allison Nolan**
South Williamsport Area JSHS

WEEK 4 LYCO

A1 - Petsup

Company Advisor - **Donica Wilson**
Harmelin Media
CEO - **William Fowler**
Avonworth HS

WEEK 4 PCT

B1 - Shine Shield

Company Advisor - **Angel Patel**
Norristown Area School District
CEO - **Angela Fischer**
Seneca HS

PFEW's Generational Impact

The most gratifying thing for Company Advisors is when students they once mentored come back to the program. For us, it's that their PFEW experience moved them to return and give back to the next generation. Over a third of our 2026 Company Advisors are PFEW graduates, and that number grows every year. At this year's program, we were blown away by how many generational

connections there were. CAs who saw their former students return as Interns, Residence Hall Advisors (RAs) and even fellow Company Advisors. It is inspiring to know that because of this powerful generational impact and the lifelong friendships made, PFEW's future is in great hands. Here are some of the wonderful PFEW 2026 generational reconnections.



CA Bill Koehle and
Intern Kaity Porter



CA Dave Murphy and
Intern Jaci Fairchild



CA Dwayne Waite Jr
and RA Samantha Cash



CA Joanie Norelli and
Intern Will Awauh



CA Karen Grady and
Intern Jack Maxwell



CA Cameron Suorsa
and RA Bella Newcomer



CA Kevin Haigh and
RA Faith Wright



CA McKenna Chan and
Intern Gwen Greibel



CA Nate Cooper and
RA Neveah Hollabaugh



CA Mark Pietrusinski
and Intern Oli Magee



FEEF Staff Scott Lee
and CA Addie Lazzell



CA Jodi Brandon and RAs
Rebecca Garman and
Jeremiah McDermott



CA Rody Borg and
CA Austin Lyons

PFEW 2026 Company Advisor Anniversaries

When a Company Advisor serves for one year, we are incredibly grateful. After all, these incredible volunteers give up a week of their summer to mentor a group of students, selflessly sharing their knowledge and experience to leave their team a little better, a little smarter, and more prepared for their future. But when an Advisor celebrates a milestone, we roll out the red carpet. We're proud to recognize the following Company Advisors who celebrated milestone anniversaries at PFEW 2026.

3 YEARS

We present CAs with an embroidered weatherproof pullover when they reach three years of service. This year, we were proud to recognize 11 amazing men and women who reached this milestone.



Here with Karen, Michelle and Scott during Week 1 are front row (l to r): Karen, Linda Nguyen, Nina Palfy, Jill Komar, Mikyla Johnson. Back row (l to r): Scott, Mike Komar, Jacob Peifer, and Michelle. Linda, Nina, Mikyla and Jacob are all PFEW graduates!



Here's John Folga at the Week 2 closing ceremony.



Week 3 honored Advisors Chris Couch and Amber Evanoff.



Pictured with Michelle and Karen at the Week 4 PCT ceremony are Angel Patel (l) and Katy Rose (r).



10 YEARS

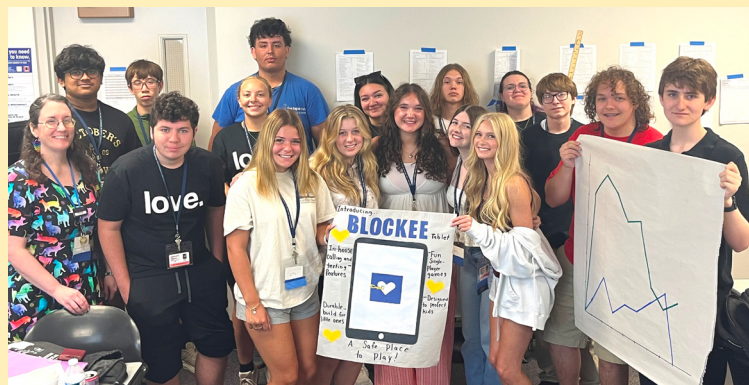
We were honored to present engraved plaques to two extraordinary advisors who celebrated 10 years of service. The best part is both are PFEW graduates who have returned to give a decade of their lives to the hundreds of students they've mentored. Above is Eric Shannon during Week 2, and below is Marianne Beane during Week 4 at Lycoming.



Speaking of generational impact, meet Allison Kaverman and her son William Palotas from Erie. William came home from school this spring with a PFEW flyer and Allison, Senior Vice President at PNC Bank in Erie, immediately said, "Hey, I went to that when I was your age and had a great time. I think you should do it." The rest, as they say, is history. William attended PFEW this year during Week 4 at Penn College, and when he came home, mother and son traded stories of their own PFEW experiences.

For Allison, learning about the inner workings of business impacted her the most, and PFEW influenced her to pursue an MBA and a career in banking. But her best memories were meeting peers from all over the state and working with her team. PFEW left a lasting impact, so much so that she still has her graduation certificate all these years later!

For William, he loved the fast pace of the week, the business simulation and working with his new friends and teammates. Being appointed as CFO of the finance team was a great honor, and he said that hearing inspiring stories from PFEW speakers will stick with him forever. He plans on pursuing business and law after high school. Pictured here are Allison and William with their PFEW graduation certificates and also William (far right) with his team, Blockee, a toy company, at PFEW 2026.





15 YEARS

When an Advisor reaches 15 years, we present them with a special proclamation and a gold pendant or pin reminding them that they are more precious than gold. This year we were proud to recognize Linda Greek for her outstanding dedication to PFEW and Pennsylvania's youth at the Week 3 closing ceremony.



25 YEARS

We created a crystal Legacy Award that reflects our profound gratitude to the Advisors who reach this incredible milestone of service. We were honored to recognize a very dear man during Week 4 at PCT, Nate Cooper. His profound legacy lies in the 700+ students, Company Advisors and staff he has impacted forever.

He has served many years as a Stockholders presenter, a PFEW judge, and has recruited thousands

of students to attend this program. But the true measure of Nate is in his legacy of caring, that ripple effect of small things done well and consistently over time. You will never meet a man with greater character nor more dedicated to serving than he is. He just leaves everything around him better. Thank you, Nate.

AND WE'RE NOT QUITE DONE... 40 YEARS

History was made during Week 2 of PFEW 2026, and we don't know if it will ever happen again. In this, our 47th year of PFEW, we celebrated a remarkable woman serving her **40th year** as a Company Advisor, Pat Martin.

For four decades, Pat has invested her time, energy, wisdom, and heart in the young people of Pennsylvania. She has mentored more than 600 students and served with 800 fellow Company Advisors, and they in turn have touched tens of thousands of lives.

Perhaps most remarkably, Pat has now mentored two generations of PFEW students. This is the legacy Pat Martin has built—not in buildings or trophies, but in people. We presented Pat with her fourth crystal sleeve for her Legacy Award this year, and we are humbled and so incredibly grateful for her unwavering commitment, compassion, leadership, and countless years of her life she has devoted to shaping our young people's lives and futures.



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

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Please designate my gift to:

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- ☐ The Stock Market Game™
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Another Great Year for The Stock Market Game



The 2025-2026 school year marked another incredible year for The Stock Market Game (SMG). In total, 10,717 students statewide took control of their financial future and gained the knowledge and skills to create long-term personal financial stability. They also explored careers, worked in teams, improved their mathematical skills, learned how global events affect financial markets, and best of all, grew confidence to make sound financial decisions and apply these newfound skills in every aspect of their life. The students at Stroudsburg Junior High School summed up SMG's impact perfectly:

“ We would like to sincerely thank you for sponsoring our participation in The Stock Market Game program. Your generosity gave us an incredible opportunity to learn about investing, teamwork, and real-world financial decision-making in a hands-on way. We gained a better understanding of the importance of research, patience, and strategy when managing money. Overall, The Stock Market Game has given us a strong foundation in financial literacy and teamwork. We now see how these skills connect to the real world, and we are inspired to continue learning about business, economics, and investing in the future. This opportunity has truly made a lasting impact on all of us. ”

Educators, now is the perfect time to bring The Stock Market Game to your students. Signups for the Fall and Year-Long Competitive sessions are open now by visiting www.pfew.org/stock-market-game. There are teacher preparation sessions and everything you need to bring SMG to life in your classroom. For more information, contact SMG Coordinator Jeremy Kropf, jeremy@pfew.org.

