

Goodbye summer, hello fall! Our 45<sup>th</sup> year of PFEW recently concluded, but the excitement here at the Foundation for Free Enterprise Education is ramping up again. The new season brings the fall and year-round competitive sessions of The Stock Market Game, budget planning, fundraising efforts, visiting our partners, student recruitment, and

program development for the upcoming year. It's never a dull moment.

With Pennsylvania trees soon to explode in the vibrant colors of autumn, there is one constant – our gratitude. In this edition of *The EDGEucator*, we celebrate the accomplishments YOU helped us achieve. Thank you to our donors, board,

partners, volunteers, and educators. Your unwavering commitment to our mission and generous support made it possible for over 16,000 students to experience life-changing business, financial literacy, and workforce development education this past year. These students thrived because you believe in our programming. **Thank you!**



*This action packed week immersed me in a hands-on learning experience. This is the most powerful and moving experience I have had in learning. I can now secure my decision to pursue business in college.*

- Logun Cole  
Canon-McMillan HS, Washington County

*I didn't only learn about business, I also learned how to effectively communicate and solve problems which are vital no matter which career path I go down. I believe that this program should be expanded to more students because it can truly change one's habits, decisions, and interests all in one week.*

- Anna Wetherhold  
Hershey HS, Dauphin County



# Our PFEW 2024 Winners are . . .

Competition is what drives the American economy, and it's what drives our PFEW teams to success! Throughout the week, there are four competitions that determine the overall Top Company for each week. Here are the teams that came out on top in each category at PFEW 2024.

## Management Skill

Management Skill is a 0-100 metric from the BizSim simulation that measures how efficiently teams run their company. It looks at things like plant capacity vs. production, inventory vs. lost sales, and cash management. Here are the teams that managed their resources the best and had the highest cumulative Management Skill at PFEW 2024.

	TEAM	COMPANY ADVISOR
WEEK 1	D1 - <i>Dr1ven</i>	Dave Hall, USAF (ret.) <i>DRH Pilot Services, LLC</i>
WEEK 2	E3 - <i>Metamorph</i>	Chris Hoffman <i>Southern Glazer's Wine and Spirits</i>
WEEK 3	F3 - <i>TireSmith</i>	Tom Born <i>Huntington Bank</i>
WEEK 4 LYCO	A3 - <i>petstep</i>	Mike Romano <i>Department of the Navy</i>
WEEK 4 PCT	A2 - <i>Pet Pals</i>	Liz Remelius <i>Villanova University</i>

## Return on Equity

Return On Equity measures our teams' profitability over time. They must deal with many complex issues during their three years of operations, including fluctuating raw material and inventory carrying costs, interest rates, a recession, and this year, a massive global labor strike which threw the world economy into a tailspin. Here are the teams that overcame the challenges, grew their assets over time and made the highest returns for their shareholders.

	TEAM	COMPANY ADVISOR
WEEK 1	D2 - <i>Chamillion</i>	Dave Sterrett <i>PADEP (ret.)</i>
WEEK 2	D3 - <i>Sole Setter</i>	Eric Shannon <i>Big Barker (ret.)</i>
WEEK 3	B2 - <i>Chameleo</i>	Nick Carter <i>The Pink Flamingo Companies</i>
WEEK 4 LYCO	C2 - <i>Quick Stix</i>	John Lugg <i>Lugg &amp; Lugg Law Offices</i>
WEEK 4 PCT	D3 - <i>Dyna-Wear</i>	Kevin Haigh <i>Vanguard</i>

## Advertising Competition

On Sunday, PFEW teams are assigned to an industry and they must quickly decide on a product to manufacture and determine their target audience, product features and price. Throughout the week, they must create a comprehensive advertising campaign which must include TV, radio, print, web, and social media advertising to appeal to their target audience. On Friday, they present their advertising campaign to a panel of expert judges. This year's industries were: A - Pet Supplies, B - Personal Accessories, C - Food/Beverage, D - Apparel, E - Sports/Recreation, F - Toys, and G - Electronics. Here are the winners of the PFEW 2024 Advertising Competition.

	TEAM	COMPANY ADVISOR
WEEK 1	D3 - <i>EveryWear Co.</i>	Delanie Vasil <i>FEMA</i>
WEEK 2	C3 - <i>Fed-Up</i>	Amanda Friemann <i>Jolly Pets</i>
WEEK 3	C1 - <i>Triple Z</i>	Amber Evanoff <i>Erie Bronze and Aluminum Co.</i>
WEEK 4 LYCO	A3 - <i>petstep</i>	Mike Romano <i>Department of the Navy</i>
WEEK 4 PCT	C3 - <i>MyPantryco</i>	David Sawtelle <i>Consultant</i>

## Stockholders Competition

PFEW teams are publicly held, and on Friday of each week, teams are responsible for a comprehensive Stockholders Annual Meeting to a panel of financial experts posing as their shareholders. Teams must present 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. It is without question the most difficult competition of the week, but the following teams rose to the occasion and won the PFEW 2024 Stockholders Competition.

	TEAM	COMPANY ADVISOR
WEEK 1	D3 - <i>EveryWear Co.</i>	Delanie Vasil <i>FEMA</i>
WEEK 2	F3 - <i>Joys &amp; Toys</i>	Nina Palfy <i>Consultant</i>
WEEK 3	E3 - <i>EnVision Victory</i>	Jeremy Raichle <i>Bank of America</i>
WEEK 4 LYCO	E2 - <i>Ha'uki Fitness</i>	Cameron Suorsa <i>Entre</i>
WEEK 4 PCT	A3 - <i>Pawssible</i>	Jamie Beckwith <i>HBS/JSB Works LLC</i>





## Top Company

PFEW culminates on Friday with the grand prize that all teams seek – TOP COMPANY. Scores from the four competitions are totaled to determine each week's winner. In addition to the immense pride in a job well done and the joys of teamwork 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 Huntington Bank. Join us in celebrating the following teams, student CEOs and Company Advisors who rose above the competition at PFEW 2024!

### TEAM

**WEEK 1 D3 - EveryWear Co.**

**WEEK 2 C2 - Bedify**

**WEEK 3 C1 - Triple Z**

**WEEK 4 LYCO A3 - petstep**

**WEEK 4 PCT E1 - Zolt**

### CEO and COMPANY ADVISOR (CA)

**CEO - Elijah Hopton**

*Williamsport Area SHS*

**CA - Delanie Vasil**

*Federal Emergency Management Agency*

**CEO - Brya Donoghue**

*Renaissance Academy Charter School*

**CA - Carl Marrara**

*Pennsylvania Manufacturers' Association*

**CEO - Ahren Gajjar**

*Bayard Rustin HS*

**CA - Amber Evanoff**

*Erie Bronze and Aluminum Co.*

**CEO - Isabelle Rudnick**

*North Penn SHS*

**CA - Mike Romano**

*Department of the Navy*

**CEO - Luca Campanella**

*Owen J Roberts HS*

**CA - Nate Cooper**

*Komfort Heat (ret.)*





# Company Advisor Milestones

This year, seventeen wonderful Company Advisors celebrated milestone anniversaries with PFEW. A number that surprised us? 248. That's the total combined number of years they've served. But the number that astonished us? 4,500. That's the number of students they have educated, mentored, guided, and made better – 4,500 lives impacted forever; 4,500 futures forged. Please join us in celebrating the following extraordinary men and women who have made it their life's mission to prepare our students for great careers and successful lives. Their work is both noble and heroic, and our thanks will never be adequate.

## 3 Years

When a Company Advisor reaches three years of service, we present them with an embroidered weatherproof pullover as a very small token of our appreciation. This year, seven wonderful Advisors reached this milestone.



Here with Scott at the Week 1 Closing Ceremony are Lynn Pryor and Liz Remelius. Liz is also a PFEW graduate.



Scott presents Amanda Friemann with her pullover during Week 2. Amanda is a PFEW graduate.



Also at the Week 2 ceremony is Karen Grady receiving her award from Scott.



Karen presents Week 3 Company Advisor Mark Puzdrak with his pullover. Mark is a proud PFEW graduate.



Here at the Week 4 Lycoming Closing Ceremony are Jim Mackenzie and Donica Wilson receiving their 3-year pullovers. Donica is also a PFEW graduate.

## 10 Years

At 10 years of service, we present an Advisor with an engraved plaque marking their decade of commitment to the youth of Pennsylvania. This year, Will Caugherty celebrated his 10 years of service. Over his time with PFEW, he has impacted the lives of nearly 200 young people.



Here's Will (center) with Scott and Jeremy at the Week 4 Lycoming Closing Ceremony.

*"PFEW was an unforgettable experience and I'm going to be taking the skills, such as listening and collaborative learning, out in the world and anywhere I go. From my company advisor Kevin Connor, I learned to be methodical and calm when speaking; to not rush when working, and be patient with those I disagree with."*

- Liam Brennan  
Pottsgrove SHS, Montgomery County



## 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 timepiece as a remembrance that their time at PFEW is indeed well spent. This year, we were honored to recognize five very special gentlemen who have dedicated 20 years of their lives to the youth of Pennsylvania, a full century of selfless giving.



Here at the Week 1 Closing Ceremony, Dr. Rody Borg receives his watch from Karen.



Also at Week 2, Ferlin Patrick received his watch from Karen.



Karen presents Joe Giedgowd with his watch at the Week 2 Closing Ceremony.



Scott presents Tom Born with a slate clock at the Week 3 Closing Ceremony.



Pictured here receiving his watch from Karen at the Week 4 PCT Closing Ceremony is Kevin Haigh.

## 25 Years

PFEW Company Advisors who reach 25 years of service are presented with a crystal Legacy Award as a permanent reminder of their outstanding contribution to PFEW and youth economic education. This year, three amazing Company Advisors marked their 25<sup>th</sup> year of service to PFEW. Collectively they have impacted the lives of more than 1,200 young Pennsylvanians.



At the Week 1 Closing Ceremony, Chuck Baker receives his Legacy Award from Karen and Michelle.



Karen presents Ken Snyder with his Crystal Award during Week 3.



Here with Karen receiving his award during the Week 4 PCT Closing Ceremony is Mike Gecht.



Dave is pictured here with Karen and Michelle and his 30-year sleeve.

## 30 Years

Only a handful of Company Advisors have ever reached 30 years of service, but during Week 1 of PFEW 2024, Dave Sterrett of Girard, PA celebrated his amazing 30<sup>th</sup> year as a Company Advisor. When Advisors reach this milestone, we are pleased to present them with an additional colored crystal sleeve to put on their Legacy Award.

# FOUNDATION FOR FREE ENTERPRISE EDUCATION

*excellence in learning*

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## Erie Give Day 2024 Another Incredible Success!

As readers of *The EDGEucator* know, Erie Gives is our most important fundraising day of the year, and this year's event took place on Tuesday, August 13<sup>th</sup>. All we can say is THANK YOU! Our donors rose to the occasion in a remarkable way, and thanks to their incredible generosity we raised over \$338,000 for our programming, exceeding last year's total by over 10%.

Final totals and the match are still being tallied by the Erie Community Foundation, but our cup overflows with gratitude to all who participated in this extraordinary day of giving. Your continued support brings Pennsylvania Free Enterprise Week, The Stock Market Game and the Speaker Series to life, providing our young people with knowledge and skills that will prepare them to soon assume roles as our next great generation of business and community leaders.

## REGISTER TODAY!

### Attention Students and Company Advisors –

Registrations for PFEW 2025 are now open! And Educators, there's still time to participate in the fall or year-long competitive sessions of The Stock Market Game. Sign up today at [www.pfew.org](http://www.pfew.org)!

## 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**

- ☐ 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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Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

County \_\_\_\_\_ Telephone No. \_\_\_\_\_

Email \_\_\_\_\_

- ☐ 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)

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