



FOUNDATION FOR  
FREE  
ENTERPRISE  
EDUCATION

*excellence in learning*

Pennsylvania Free Enterprise Week  
The Stock Market Game™  
The Speaker Series

# IMPACT REPORT 2021

# Welcome!

It gives us great pleasure to present the Foundation for Free Enterprise Education's 2021 Impact Report. In the following pages, you will see the remarkable story of this most extraordinary year revealed in the statistics, photos and quotes of our participants. You will meet the thousands of individuals, companies, foundations, chambers, and volunteers upon whose shoulders we stood to make it all happen. And you will feel the utter joy, happiness and hope our students experienced as they overcame perhaps the most challenging and difficult year of their young lives.

To our board, donors, volunteers, schools, partners, and our wonderful students – Thank You for making this past year perhaps the most meaningful and powerful in our 43-year history. You are the heroes in this equation, and for you we are forever grateful.

## FOUNDATION FOR FREE ENTERPRISE EDUCATION

*excellence in learning*

*proud  
presenter  
of*

## PENNSYLVANIA FREE ENTERPRISE WEEK



**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.

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



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Pictured here is the **FULL TIME STAFF** of the Foundation for Free Enterprise Education:

**Front row (l to r):** Scott Lee, VP of marketing & development; Karen Musante, president & CEO; Michelle Warofka, VP of educational relations

**Back row (l to r):** Leslie Williams, finance manager; Jeremy Kropf, technology and project manager; Liz Rosales, office manager; Amber Goss, schools manager



Left to right, are our fabulous **2021 STUDENT INTERNS**, all former PFEW graduates, who worked hard to attend to the myriad venue and program details our students enjoyed: Kessandra Marin, Ryan Doloughty, Kelsey Geary, Gavin Louch, Alexis Holsinger, Kai Mast



Here are our wonderful **2021 PFEW RESIDENCE HALL ADVISORS** who helped our students fully enjoy their campus experience.

**Front (l to r):**

Sarah Mehesy, Kyrsten Noftz, Samantha Cash, Alexalley

**Middle (l to r):**

Austin Lyons, Ian Bond, Matt Fisher

**Top:** Julia Cerrato



## President's Message

***"The comeback will be bigger than the setback."***

I love this quote. I love it because for us it perfectly describes the events of this past year.

Nobody ever likes a setback. A setback means a reversal of fate or going backwards. But without a setback, the comeback would not be possible. Sometimes having something taken away from us makes us work harder to get it back and then cherish it even more once it returns. We can all relate to that, I'm sure.



It wasn't until our signature Pennsylvania Free Enterprise Week program was taken away in 2020 that we realized other ways we can educate the youth of Pennsylvania. This past year, our Foundation saw the birth of a new program, another program continue, and yet another make a triumphant return, and it's made us an even better organization. We are blessed with the best donors, volunteers and partners anyone could ever ask for. Their passion to **Educate, Sponsor, Mentor, and Inspire** has **Impacted** over 12,000 students this year alone! It's their story that we will tell in the coming pages.

Despite the setbacks of 2020, this year saw thousands of students investigate different career paths and form a plan for their future through the Speaker Series... over 6,000 students participate in The Stock Market Game™ and develop practical, hands-on knowledge and skills in investing, personal finance, teamwork, and financial freedom as they build a strong, secure future. And finally, this year saw the absolutely triumphant return of our in-person PFEW program. Over four magical summer weeks in Williamsport, 1,139 students from across every region in Pennsylvania gathered to collaborate, work hard, and form lifelong friendships as they discovered the wonders of business and our American free enterprise system. It may not have been our largest program in history, but I submit to you that it may have been the best and most powerful program in our 43-year history. Our students needed us, and we may have needed them even more.

This past summer I talked to the students about teamwork. It's a topic we always cover at PFEW, but this year I really wanted to hit on the importance of having a good team. I reminded them that it's easy to get along with your team when times are good. It's when times are tough that you learn so much about the true makeup of your team. It's during those times that you must dig deep and make sure your teammates know you will always be there for them. **YOU** are our team. Thank you for always being there for us... through the good times and the bad. I can assure you that, thanks to you, **our comeback has been much bigger than our setback.**

*Karen M. Musante*

introduction

# educate

## THE CHALLENGE - RECRUITING FOR A LIVE PROGRAM IN A VIRTUAL WORLD

This year's PFEW student recruiting season was like a 500-mile Formula 1 road race. At the beginning of our 2021 program year last October, our board made the brilliant

decision to extend an invitation to all 1,500+ students who were signed up for the canceled PFEW 2020 to attend in 2021, including, for the first time in our history, those registrants who would have graduated high school. Over 760 students initially transferred their 2020 applications to 2021, giving us a great start to the recruiting season.

Then COVID reared its ugly head again, wreaking havoc on VP of Educational Relations Michelle Warofka and Schools Manager Amber Goss. They were forced to slow down for the myriad twists, turns, roadblocks and obstacles, i.e. schools

that were 100% virtual, schools that were 100% in person, and even more that were hybrid. But no matter how schools educated their students, they were prohibiting in-person visits. Some would not even allow virtual visits. Undaunted, Michelle created some magic (in the form of her new presentation studio) and Amber got to work scheduling remote visits. Then we were back on track for the race to the finish.

When all was said and done, we crossed the line victorious after what was unquestionably the most challenging student recruiting season in our 43-year history.

How did we get there? **244** remote presentations to **73** schools and **1** live presentation to **1** school lead to **920**  
After cancellations, this lead to an amazing **1,139** 2021 PFEW graduates from **54** of Pennsylvania's **67** counties. We're proud

## 2021 PFEW HONOR ROLL

We're pleased to present our 2021 High School Honor Roll and Platinum Club. Profound thanks to all the administrators, educators, counselors and everyone who promoted and recommended PFEW to their students during this most challenging year. Your belief in our mission to teach young people about the wonders of business and American free enterprise is inspiring!

### ALLEGHENY

Aquinas Academy  
Central Catholic HS  
Hampton HS  
Highlands SHS  
Mt Lebanon SHS  
North Allegheny IHS  
North Allegheny SHS  
Oakland Catholic HS  
Our Lady Sacred Heart HS  
Pine-Richland HS  
Sewickley Academy  
Shady Side Academy  
Thomas Jefferson HS  
Upper Saint Clair HS

### ARMSTRONG

Apollo-Ridge HS  
Armstrong JSHS

### BEAVER

Beaver Area SHS  
Beaver Co. Christian School  
Home School  
New Brighton Area HS  
PA Cyber Charter School  
Quigley Catholic HS  
Riverside HS

### BEDFORD

Bedford SHS

### BERKS

Boyertown Area SHS  
Conrad Weiser HS  
Daniel Boone Area HS  
Fleetwood SHS

### BERKS continued

Muhlenberg HS  
Schuylkill Valley HS  
Wilson HS

### BLAIR

Hollidaysburg Area SHS  
Williamsburg HS

### BRADFORD

Athens Area HS  
Canton JSHS  
Home School  
Sayre Area HS

### BUCKS

Bristol JSHS  
Bucks Co Technical High School  
Central Bucks HS-East  
Conwell-Egan Catholic HS  
Council Rock - North SHS  
Council Rock - South SHS  
Faith Christian Academy  
George School  
Neshaminy HS  
Pennridge HS  
Quakertown Community SHS  
School Lane Charter School  
Upper Bucks County AVTS  
Villa Joseph Marie HS

### BUTLER

Butler Area SHS  
Knoch HS  
Seneca Valley IHS  
Seneca Valley SHS

### CAMBRIA

Central Cambria HS  
Ferndale Area JSHS  
Forest Hills HS

### CAMERON

Cameron County JSHS

### CENTRE

Bald Eagle Area JSHS

### CHESTER

21st Century Cyber School  
Achievement House Cyber Charter School  
Avon Grove HS  
Bayard Rustin H.S.  
Bishop Shanahan HS  
Coatesville Area SHS  
Conestoga HS  
Devon Preparatory School  
Downingtown SHS - East  
Downingtown SHS - West  
Downingtown STEM Academy  
Henderson SHS  
Kennett HS  
Owen J Roberts HS  
Oxford Area HS  
PA Leadership Charter School  
Renaissance Academy Charter School  
Technical College HS -  
Brandywine Campus  
West Chester East SHS

### CLARION

Clarion Area JSHS

### CLEARFIELD

Dubois Area SHS  
DuBois Central Catholic HS

### CLINTON

Central Mountain HS  
Keystone Central CTC

### COLUMBIA

Central Columbia SHS

### CRAWFORD

Cochran JSHS  
Meadville Area SHS  
Titusville SHS

### CUMBERLAND

Camp Hill SHS  
Carlisle HS  
Cumberland Valley HS  
East Pennsboro Area SHS  
Harrisburg Academy  
Home School  
Mechanicsburg Area HS  
Shippensburg Area SHS  
Trinity High School

### DAUPHIN

Central Dauphin SHS  
Halifax Area HS  
Hershey HS  
Reach Cyber CS  
Upper Dauphin Area HS

### DELAWARE

Academy of Notre Dame  
Archbishop John Carroll HS  
Bonner Prendergast Catholic HS  
Haverford SHS  
Radnor SHS  
Springfield HS  
Strath Haven HS

### ELK

Ridgway Area HS

### ERIE

Erie County Technical School  
Erie HS  
Fairview HS  
Fort LeBoeuf SHS  
Girard HS  
Harbor Creek JSHS  
McDowell IHS  
McDowell SHS  
Mercyhurst Prep  
Northwest PA Collegiate Academy  
Union City HS

### FAYETTE

Albert Gallatin Area SHS  
Brownsville Area HS  
Connellsville Area SHS  
Frazier HS  
Geibel Catholic HS  
Laurel Highlands SHS  
Uniontown Area SHS



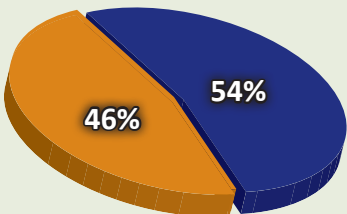


Pictured here is Michelle in her office studio conducting one of her many remote presentations.

# PFEW 2021 STUDENTS BY THE NUMBERS

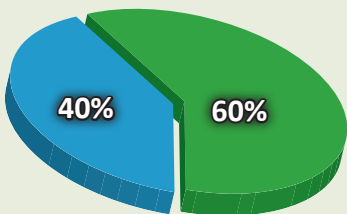
## FEMALES TO MALES

- Females - 613
- Males - 526



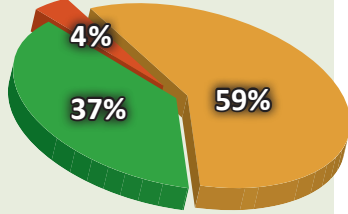
## BY APPLICATION YEAR

- New 2021 Applicants - 680
- 2020 Transfers - 459



## GRADS BY GRADE

- Seniors - 43
- Juniors - 676
- Sophomores - 420



0 new applicants. And, when combined with the 763 2020 transfers, a total of 1,683 applications were received.

to count this year's graduates among the 47,756 students who have taken the PFEW journey since our founding in 1979.

### FRANKLIN

Chambersburg Area SHS  
Franklin County CTC

### FULTON

McConnellsburg HS

### GREENE

Waynesburg Central HS  
West Greene HS

### INDIANA

Indiana Area SHS  
United JSHS

### JEFFERSON

Brockway Area JSHS

### LACKAWANNA

Old Forge JSHS  
Riverside JSHS

### LANCASTER

Conestoga Valley SHS  
Elizabethtown Area SHS  
Ephrata SHS  
Hempfield HS  
Lancaster Catholic HS

### LAWRENCE

Neshannock JSHS

### LEBANON

Annville Cleona JSHS

### LEHIGH

Northwestern Lehigh HS

### LUZERNE

Greater Nanticoke Area SHS  
Hazleton Area Career Center  
MMI Prep School  
Wyoming Area HS  
Wyoming Seminary

### LYCOMING

Home School  
Hughesville JSHS  
Jersey Shore Area SHS  
Loyalsock Twp SHS  
Lycoming CTC  
Montgomery SHS  
Montoursville Area SHS  
Muncy JSHS  
South Williamsport Area JSHS  
Williamsport Area SHS

### MCKEAN

Bradford Area HS

### MERCER

Greenville JSHS  
Grove City Area HS  
Reynolds JSHS

### MONTGOMERY

Abington Friends School  
Abington SHS  
Central Montco Technical HS  
Germantown Academy

### MONTGOMERY continued

Hatboro-Horsham SHS  
Jenkintown HS  
Lower Moreland HS  
Merion Mercy Academy  
Methacton HS  
Mount Saint Joseph Academy  
North Penn SHS  
Perkiomen Valley HS  
Pope John Paul II HS  
Pottsgrove SHS  
Souderton Area SHS  
Spring-Ford SHS  
The Haverford School  
The Hill School  
Upper Perkiomen HS  
Wissahickon SHS

### NORTHAMPTON

Bangor Area HS  
Saucon Valley SHS

### NORTHUMBERLAND

Warrior Run HS

### OUT OF STATE

Northwood HS - MD  
The Tatnall School - DE

### PERRY

West Perry SHS

### PHILADELPHIA

Archbishop Ryan HS  
Central SHS  
Jack M. Barrack Hebrew Academy

### PHILADELPHIA continued

John W. Hallahan Girls School  
Lakenau HS  
Little Flower Catholic HS for Girls  
Murrell-Dobbins AVTS  
Roman Catholic High School  
St. John Neumann/ Goretti HS  
West Philadelphia Catholic HS

### POTTER

Coudersport Area JSHS

### SCHUYLKILL

Marian Catholic HS  
Pottsville Area HS

### SNYDER

Midd-West HS  
Selinsgrove Area HS

### SOMERSET

Berlin Brothersvalley SHS  
North Star HS  
Rockwood Area JSHS  
Somerset Area SHS  
Windber Area HS

### SULLIVAN

Sullivan Co. JSHS

### TIOGA

Cowanesque Valley JSHS  
North Penn-Liberty HS  
North Penn-Mansfield HS  
Wellsboro Area HS

### VENANGO

Cranberry Area JSHS  
Franklin Area HS  
Oil City SHS  
Venango Tech Center

### WARREN

Warren Area HS

### WASHINGTON

Burgettstown JSHS  
Peters Township HS

### WESTMORELAND

Derry Area SHS  
Eastern Westmoreland CTC  
Franklin Regional HS  
Greater Latrobe SHS  
Greensburg Central Catholic  
Hempfield Area SHS  
Ligonier Valley SHS  
Mt. Pleasant Area JSHS  
The Kiski School

### YORK

Central York HS  
Red Land SHS  
Spring Grove Area HS

## OUR 2021 PLATINUM CLUB (20+ PFEW GRADUATES)

Downingtown SHS - East, Chester County .....	50
Loyalsock Twp SHS, Lycoming County.....	33
Knoch HS, Butler County .....	31
Downingtown SHS - West, Chester County.....	29
Pope John Paul II HS, Montgomery County .....	28
North Allegheny IHS, Allegheny County.....	27
Spring-Ford SHS, Montgomery County.....	26
West Chester East SHS, Chester County .....	23
Villa Joseph Marie HS, Bucks County .....	23

# sponsor

## OUR 2021 SPONSORS

Pennsylvania Free Enterprise Week, The Stock Market Game™ and the Speaker Series exist because of hundreds of large and small companies, foundations, chambers, civic organizations, and individuals who believe in teaching our youth the vital importance of financial literacy, career preparedness, business and the American free enterprise system.

Their financial support, generosity and sheer dedication to this mission has provided world class economic education to over 12,000 young Pennsylvanians this past year. Please join us in thanking these wonderful organizations and individuals who have opened countless doors to the future and set our young people on a path to personal and professional success.

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Montour Chamber of Commerce  
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The Pittsburgh Foundation  
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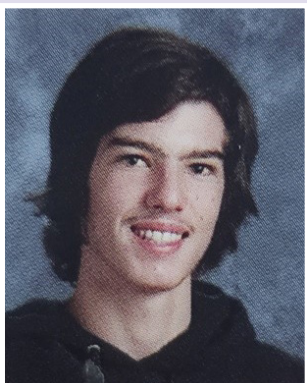


John Jensen was a sheer force of nature. He served as a PFEW Company Advisor for more than two decades and he even encouraged his family to get involved! John passed away last year after a brief battle with cancer but his legacy of caring lives on. Pictured here during Week 4 of this year's program are his two brothers-in-law (also PFEW Company Advisors), Bill Koehle (l) and David Sawtelle (r) with the two students sponsored by the **John M. Jensen Memorial Fund**.

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Compass Network Group  
Compleat Restorations  
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“I would like to keep encouraging you to sponsor fascinated young adults like myself to have this incredible, hands-on opportunity to gain an understanding of business and teamwork within this remarkable week-long camp. The workforce needs my generation to understand what is necessary in business, as it's a part of our day to day lives, whether directly or indirectly. By sponsoring teens at this camp, you're helping to change the outcome of our future one person at a time.”



*Seamus O'Connor  
Indiana Area SHS,  
Indiana County*

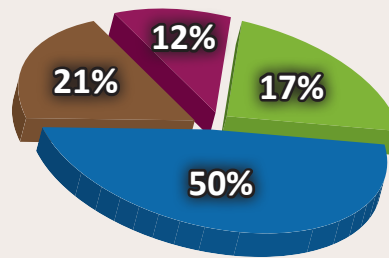
# A CLOSER LOOK AT OUR EXTRAORDINARY DONORS

Unquestionably, it was another challenging fundraising year as COVID's effects on the economy, profitability and the overall business community continued nationwide. For us, our total number of donors declined by 7.9% over 2020. However, this decline was partially offset by a number of donors who gave in 2020 yet deferred their gift to this year. These deferred gifts, combined with this year's gifts, enabled us to successfully operate all three of our programs in 2021.

But the true story of our donors is told in these three charts which describe the unprecedented loyalty, longevity, and commitment to mission our donors express with their gifts year after year. They are the true heroes of this story. Because of their passion and vision, vital skills were developed, careers were discovered, stable financial futures were forged, and leaders were born. In a year fraught with seemingly insurmountable challenges, our donors met those challenges head on - noble work that impacted the lives of 12,000 students, and for that and so much more, we thank them.

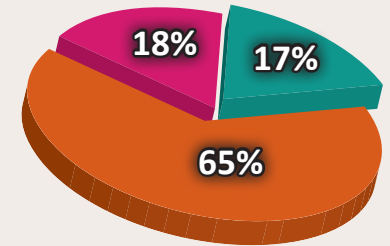
## GIVING HISTORY/LOYALTY

- first time donors
- given 2 - 9 years
- given 10 - 19 years
- given 20+ years

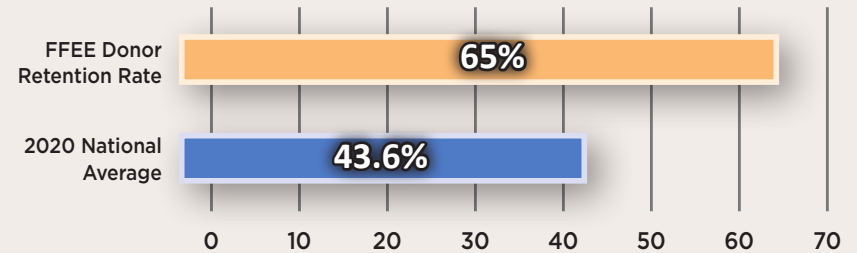


## SNAPSHOT

- new donors
- 2020 donors retained
- 2021 donors returning after giving prior to, but not in, 2020



## PRIOR YEAR DONOR RETENTION



DiLullo Transport, Inc.  
DRH Pilot Services, LLC  
Dwight Lewis Lumber Company  
Earth Conservancy  
Edwin L. Heim Company  
Electralloy, G.O. Carlson, Inc.  
Emporium Rotary Club  
Erie Bronze & Aluminum  
Mr. William B. Fairley  
Farm Credit  
Fay-Penn Economic  
Development Council

Finish Thompson, Inc.  
First Columbia Bank & Trust Co.  
First Federal Savings & Loan  
Association of Greene County  
First Heritage Federal Credit Union  
Flagship Investment Group  
Mr. & Mrs. Douglas Fleming  
Flyway Excavating, Inc.  
Ms. Sarah K. Ford  
Fraternal Order of Eagles Aerie #1801  
Frick Financial Federal Credit Union  
Fryburg Sportsman's Club

Fulton County Chamber  
of Commerce and Tourism  
Mr. & Mrs. Michael Gecht  
Ms. Ann M. Giacobbi  
Gillespie Electric, Inc.  
Glatfelter Insurance Group  
Global Advanced Metals  
Gray Family Foundation of DuBois, PA  
Grimm Construction, Inc.  
Grove City College  
Ms. Peggy A. Grove  
Mr. & Mrs. Kevin Haigh

Hanes Erie, Inc.  
Hanover Toyota  
Harley-Davidson Motor Company  
Harleysville Bank  
Mr. & Mrs. Douglas M. Harris  
Harrisburg Kiwanis Youth Foundation  
Herr Foods, Inc.  
Jane & Lee Hite Family  
Hofmann Family Foundation  
Hovis Summer Camp Scholarship  
Fund of The Erie  
Community Foundation  
Howard Hanna The Frederick Group  
Hudock Capital Group, LLC  
Hutchinson, Gillahan & Freeh, PC  
Improved Dwellings for Altoona, Inc.  
International Waxes  
J & A Tool Company, Inc.  
JAWCo Fire, Inc.  
Jay & Tamara Horning  
Charitable Fund  
Joseph J. Rogers  
Memorial Scholarship  
K & B Summers, Inc.  
K. J. Door Services, Inc.  
Kathy Brandon Memorial Scholarship  
Mr. & Mrs. C. Bruce Kern II  
Kibow Biotech, Inc.  
Kingsbury, Inc.  
Ms. Brandi L. Kinsey  
Lt. Col. William J. Koehle  
Kountry Kraft, Inc.  
Krapf School Bus  
Mr. & Mrs. Dallas Krapf

Kreitz Corporation  
Lafayette Square Partners, LP  
Lancaster Chamber  
Landon Family Foundation  
Landy & Rossette, PLLC  
Larson Texts, Inc.  
Ledgedale Recreation Area  
Lehigh Cement Company  
Louis P. Musante Memorial Fund  
Mr. & Mrs. Joseph Lundy  
Manitowoc Cranes  
Mansfield VFW Post 6757  
Marlin Miller, Jr. Family Foundation  
Mr. Michael P. Martin  
Matthews Motor Company  
McCleary Oil Company, Inc.  
McKnight Steel & Tube Company  
Mr. & Mrs. William P. McMonagle  
Meadville Overhead Door Co., LLC  
Mercer County Community FCU  
Merck Cherokee  
Miller Fabrication Solutions  
Mr. Stanley F. Moat  
Modern Art & Plate Glass  
Modern Strategic  
Branding + Communications  
MSPI Enterprises, LLC  
Muffler Shop Plus, Inc.  
Ms. Janet Musante  
National Beef  
National Fuel Gas Company

“In a world where times are ever-changing and we are constantly needing to adapt, I feel PFEW has exceeded in preparing me for a multitude of real-world situations and challenges that I will surely face in my future.”

*Nick Brenkacs  
Trinity High School,  
Cumberland County*



For the past 12 years, **NexTier Bank** has sponsored nearly 500 students to attend PFEW through their participation in the EITC tax credit program. They also help to offset student registration fees for lower income students in their service area. Pictured here are just a few of the many students they sponsored this year.

*continued on  
the following page*



continued from the previous page

New Enterprise Stone & Lime Co., Inc.  
Newtown Business Association  
North American Hoganas, Inc.  
Northwest Charitable Foundation, Inc.  
Patriotic Order Sons of America  
Penn Valley Gas  
Pennsylvania Association of  
Chamber Professionals  
Scholarship Fund

Pennsylvania College of Technology  
Pento Homecare Agency, Inc.  
Phoenix Contact, Inc.  
Pine Electronics, Inc.  
Pine Test Equipment, Inc.  
PMF Industries, Inc.  
PPC Lubricants

Procter & Gamble, Mehoopany  
Ram Forest Products, Inc.  
Range Resources  
Mrs. Cynthia Robinson  
Rohrer's Incorporated  
Rosebud Mining Company  
Rosewein Realty, Inc.  
Rotary Club of DuBois  
Rotary Club of Waynesburg  
Royal Green Reading Corporation  
Sandmeyer Steel Company  
Foundation-Matching Funds  
SAP Software Solutions  
Mr. & Mrs. David R. Sawtelle  
Schaedler Yesco Distribution  
Schlosser Steel, Inc.  
Schorle Secure, LLC  
Mr. William R. Schutt  
Scott Enterprises  
Scott's Express - Peach, Inc.  
Scranton Area

Community Foundation  
Ms. Roxanna S. Seilhamer  
Mr. & Mrs. John P. Sensenig  
Sheetz, Inc.  
Mr. & Mrs. Stephen G. Sheetz  
Shelburne Charitable Foundation  
Ms. McKenna Shirey  
Singer Real Estate  
Mr. Kent A. Smith  
Mr. Kenneth W. Snyder, Jr.  
Solar Innovations, Inc.



**The Chamber of Commerce for Greater Philadelphia** is in its second decade of sponsoring local students to attend PFEW. Here are the students they sponsored during Weeks II and IV of this year's program.

Somerset Area Jaycees  
Somerset Trust Company  
Soroptimist International  
of Fayette County  
Southco, Inc.  
Southern Chester County  
Chamber of Commerce  
Springs Window Fashions  
Sprowls Insurance Group  
St. Anthony's Lodge  
Standard Steel, LLC  
Structural Fiberglass, Inc.  
SureShade  
The Fredericks Company  
The Michael J. Ferraro  
Charitable Fund  
The Murus Company  
The Tri-M Group, LLC  
The York Water Company  
Tippins Foundation  
Mr. & Mrs. John G. Tripolitis  
United Electric Cooperative, Inc.  
United Integrity Group, Inc.  
United Way of Wyoming Valley  
UPMC Northwest  
UPMC Pinnacle  
UPMC Soldiers & Sailors  
Memorial Hospital  
VFW Bruce Shorts Post 5958  
Ms. Sarah Wagaman

Walmart Distribution Center 7030  
Ms. Michelle Warofka  
Washington County  
Chamber of Commerce  
Washington County Tourism  
Promotion Agency  
Wayne Township  
Ms. Bernadette Weismuller  
Mr. & Mrs. Tim G. Whitten  
Mr. Victor J. Zaborsky

### **SCHOLARSHIP POOL (Gifts up to \$624)**

Aero Energy  
Mr. Jerome Alrutz  
American College  
Admissions Consultants  
Americo Federal Credit Union  
Mr. & Mrs. Chad Amond  
Angelo's Carpet Cleaning  
Applied Environmental  
Management, Inc.  
Mr. & Mrs. Harold J. Ayers  
Mr. Chuck Baker  
Ms. Helen Bamberg  
Ms. Virginia Banyas  
Barnhart - Davis Company  
Mr. Dean M. Bauer  
Ms. Barbara Bean  
Ms. Harriet Beckman

Ms. Heidi L. Beezub  
Bellefonte Family Dentistry  
Ms. Rebecca Billings, Ph.D.  
Mr. & Mrs. Richard S. Bishop, Esq.  
Mr. Thomas S. Born  
Mr. Henry L. Borska  
Mr. Philip Bosh  
Ms. Janet Brandon  
Ms. Melanie Bray  
Mr. & Mrs. Ryan Brosius  
John and Sarah Bruch Fund -  
In Memory of Grandparents  
Mr. Paul Buckley  
Buck's Pizza of Dubois, LLC  
Mr. Larry Bull  
Business & Professional Women  
of Ligonier Valley  
Mr. Gary A. Caldwell  
Mr. David A. Carl  
Mr. Dingxin Chen  
Circus Saints and Sinners of America  
Collier Family  
Mr. & Mrs. Howard Coltin  
Ms. Joann Cortese  
Mr. & Mrs. Daniel Dewey  
Mr. & Mrs. Paul J. DeDinisio  
Derry Township  
Detroit Switch, Inc.  
Diamond Wire Spring Company  
Mr. Robert H. Diefenbacher

“I wanted to let you know how eternally grateful I am for the opportunity you have given me, and the other students you sponsored. I have never learned so much and met so many great people in the short course of a week. Business, whether you go into it as a career or not, is part of everyone's life, so I'm so glad me and so many others got to experience and learn it in such a hands-on fashion.”

*Sarah Grabowy  
Renaissance Academy Charter School, Chester County*

Ms. Jean K. Dilley  
Distinguished Home Inspections, LLC  
Mr. John J. Dolan  
Ms. April Donahue  
DuBois Area Jaycees  
Mr. Robert Durkin  
EAB Dollars for Doers  
Mr. Jason Earley  
Mr. Geoffrey Ehrman  
Empowered Women's Expo  
Esbenshade's Greenhouses, Inc.  
Mr. & Mrs. Joseph Evnick  
Falvello Law Firm PC  
Ms. Aleah Fenstermacher  
Mr. Michael Filipski  
First Community Foundation  
Partnership of Pennsylvania  
Ms. Molly Forbes  
Fox's Pizza Den  
Ms. Pamela J. Frank  
Gallagher Tire, Inc.  
Ms. Debora Gehron  
Mr. & Mrs. Joseph Giedgowd  
Ms. Jennie Gilbert  
Gilbert's Risk Solutions

Ms. Nancy Gleyze  
Gold Mountain Enterprises, Inc.  
Mr. Stephen J. Gold  
Ms. Alexes Gomez  
Mr. & Mrs. Gary M. Goss  
Gary and Pearl Goss -  
In Memory of Ray Dee  
Greater Pottstown SHRM -  
In Memory of Barry Haring  
Greater Susquehanna Valley  
Chamber of Commerce  
Mr. & Mrs. Steven Griffith  
Ms. Linda Gula  
Mr. & Mrs. Bruce W. Haigh  
Mr. Lowman S. Henry  
Ms. Pamela Henshall  
Ms. Tina Herrmann  
Mr. Bernard J. Hessley  
Mr. David Hinz  
Mr. Christopher Hoffman  
Mr. Thomas V. Holleran  
Ms. Beth Hoover Burnham  
Mr. & Mrs. Joseph D. Hurd, Jr.  
IBEW Local Union #81  
IPEG, Inc.  
J. Baur Machining, Inc.  
Dr. Robert D. Jackson  
Mr. & Mrs. Michael Jensen  
Mr. Norman Jensen  
Mr. & Mrs. Byron Jespersen  
Jodi Brandon Editorial  
Mr. Geoffrey N. Jones  
Mr. Joshua Kameron & Family  
Mr. Mark A. Karenchak  
Kathy Brandon Memorial -  
Week II Advisors Scholarship  
Ms. June M. Kaufman  
Keller Engineers, Inc.  
Mr. & Mrs. Kevin Keyho  
Kiwanis Club of Franklin  
Kiwanis Club of Lock Haven  
Kiwanis Club of Meadville  
Kiwanis Club of Williamsport  
Kiwanis of Somerset  
Mr. Michael Konopski



For a quarter of a century, the wonderful folks at **Waste Management** have sponsored more than 600 students to attend PFEW. Their dedication to youth education is inspiring. Here are just a few of the students who attended PFEW 2021 because of their wonderful generosity.



Ms. Kimberly Krajci  
Ms. Tracey Kuchar  
Ms. Marie Lacey  
Lanco Federal Credit Union  
Landon's Car Wash  
Last Man Standing Club  
Ms. Adelaine Lazzell  
Ms. Melissa Lias  
Littlestown Foundry, Inc.  
Mr. & Mrs. Erik Louch  
Lund Family  
Lupica Family  
Ms. Patricia Magdik  
Ms. Nancy Mandato  
Mr. Joseph Marsili  
Ms. Patricia Martin  
Mr. Vincent J. Matteo, DPA  
Ms. Lisa McHugh  
Ms. Lilly Means  
Mr. & Mrs. Donald Meeder

“Students attending PFEW learn many useful skills and build upon their own. The connections they make while attending this program can last a lifetime. Regardless of the student’s aspirations and thoughts on going into business, this program is a rewarding one!”

Emma Gaul  
Muncy JSHS,  
Lycoming County



Mountain Lake Electric  
Mr. & Mrs. Kevin M. Murphy  
Mr. & Mrs. Mark Murphy  
Murray Physical Therapy, Inc.  
Ms. Tara Murray  
Mr. Kyle Musante  
Dr. Richard C. Nelson  
Networking Technologies,  
A Division of Reabah, Inc.  
Ms. Beth Nielsen  
Ms. Joanie Norelli  
Mr. Jason Nottingham  
NPC, Inc.  
Mr. David Oas  
Octoraro Native Plant Nursery, Inc.  
Mr. Matt Oswald  
Mr. Gopala Pabbati  
Padraic McGrath CPA LLC  
Mr. Dennis Palfy  
Palguta, Yutzy & Company  
Mr. & Mrs. Paul E. Pallas  
Partners in Progress  
Ms. Haley Patrick  
Ms. Lee Penman  
Pennwood Ophthalmic Associates, PC  
Mr. Lawrence G. Petro  
Mr. & Mrs. Carmen J. Phillips  
Mr. & Mrs. Rick Pierson  
Mr. & Mrs. Mark Pietrusinski  
Mr. Peter Piotrowski  
Mr. & Mrs. Nicholas Pizzola  
Mr. & Mrs. Greg Plummer  
Ms. Maria Posner  
Ms. Kim Prann  
Mr. Andrew Priestest  
Mr. Robert A. Pucci  
Ms. Jess Rafferty  
Ms. Bonnie Rakarich  
Rausch Electronics USA, LLC  
Rich Jensen-Jeffrey Landis, Jr.  
Memorial Fund for Children's  
Charities of The Erie  
Community Foundation  
Rita G. Alexyn LLC  
Mr. Martin Rizzo  
Mr. Robert Rodgers  
Roger D. Chilson Tax Service  
Mr. & Mrs. Brent Roggie  
Mr. & Mrs. Sean Rollman  
Ms. Marsha M. Rubin  
Mr. & Mrs. Joseph Rudderow  
Ms. Gina Ruggieri  
Mr. Ram Samudrala

Mr. & Mrs. Robert Schiek  
Mr. & Mrs. Derek W. Schultz  
Sea-Level Operations  
Ms. Pam Shayer  
Ms. Stephanie Shirey  
Mr. & Mrs. Harry O. Sindin  
Mrs. Gail Skopow  
Mr. Stanley W. Slotter  
SMS Auto Parts, Co.  
Stauffer Glove & Safety  
Mr. John W. Stoczko  
Stoner Inc.  
Ms. Jan Stork  
Ms. Catherine Streff  
Mr. Brian Suermond  
Sullivan Family  
Mr. & Mrs. Michael Suppa  
TGIF Solutions-Voty  
Insurance Agency  
The Catherwood Family Fund of  
the Philadelphia Foundation  
The GIANT Company  
Ms. Haley Patrick  
The J.M. Smucker Company  
The M&T Charitable Foundation  
The Markosky Engineering Group, Inc.  
The Pittsburgh Business Exchange  
The Wenger Group, Inc.  
Mr. David P. Thiemann



The wonderful folks at **Huntington National Bank** have sponsored more than 500 students to attend PFEW over their 19-year history with the Foundation. Pictured here during Week II of this year's program are eight of the many students Huntington sponsored this year.



Mr. and Mrs. Tom Thunstrom  
Mr. Tim M. Tierney  
Ms. Candy Tompkins  
Mr. Edward Hobart and  
Deborah Ann Tonkin  
Mr. John J. Trombetta  
Tropeano Family  
Ms. Chris (Ling-mei) Tsai  
Ms. Caroline Tyree  
UTZ Quality Foods, Inc.  
Mr. Ron Wagner  
Walmart Store #1568  
Ward Transport & Logistics  
Corporation  
Mr. Dale Warofka  
Warren Gives - A Community  
Foundation of Warren County  
Event  
Waynesburg Milling Co.  
Mr. & Mrs. Vernon C. Wehrung  
Mr. & Mrs. Harry R. Welka  
Mr. Jon G. Whiteman  
William Penn Association  
Ms. Leslie A. Williams  
Mr. Charles L. Witmer  
Dr. Charlene M. Wright  
Mr. & Mrs. Kevin Zanoni  
Zippo Manufacturing Company



These bright smiling students are among the many sponsored by the incredible team at **West Pharmaceutical**. West has been an integral part of PFEW's history, providing educational opportunities for hundreds of students over their 27-year history with the Foundation.

## THE FREDERICK W. ANTON, III ENDOWMENT FUNDS

The wonderful men and women listed here have established permanent Endowment Funds to ensure that the young people of Pennsylvania continue to receive impactful economic education that will improve the future of our state and nation for years to come.

- B. Craig Tierney Memorial Fund
- Ed Meell Endowment Fund
- Frank J. & Louise B. Trombetta Memorial Fund
- Frederick W. Anton, III Memorial Fund
- Harvey and Winifred Bradley Endowment Fund
- Henry & Elizabeth Glendinning Memorial Fund
- James M. Golding Memorial Fund
- John C. Daniels Memorial Fund
- John J. Trombetta Endowment Fund
- John M. Jensen Memorial Fund
- Lawrence B. Sheppard Memorial Fund
- Lewis W. Hull Memorial Fund
- Murphy and D'Avino Endowment Fund
- Raymond G. Weber Memorial Fund
- Rich Jensen-Jeffrey Landis, Jr. Memorial Fund
- Sumner E. Kibbe Memorial Fund
- Terry D. Cieri Memorial Fund

**Shell Chemical Appalachia LLC** provided a wonderful gift to send their local Beaver County students to this year's PFEW program. Here are just a few of the many students they sponsored this year.

Our PFEW Keynote Speakers traditionally kick off the students' week with inspiring messages from the real world of modern business. This year, we were blessed to have with us four dynamic business leaders who shared their powerful and candid stories of personal and professional grit, determination, struggles, triumphs, and tools and tips on how to become great leaders in today's rapidly changing business world...



Week I PFEW Keynote Speaker

## KAREN P. NORHEIM

President & COO

**American Crane and Equipment Corporation**

Karen Norheim is passionate about all things manufacturing. As the 2nd generation to lead her family's company, American Crane & Equipment Corporation, Karen has sought to solidify the "Founder's Legacy" while putting her own stamp on the company culture.

American Crane's new mantra - *Grit Matters: Perseverance, Heart & Integrity* - is the reboot of their vision, mission, and values. As she puts it, Karen's role is that of a gardener as she leads the successful day-to-day operations of the 180-person manufacturing facility headquartered in Douglassville, PA into the future. American Crane is recognized as a leader in the design and manufacture of cranes, hoists and other material handling equipment.

Karen earned a Bachelor of Science degree in both Marketing & International Business and International Studies from the Pennsylvania State University, along with an MBA and a Master's degree in Information Science.

By mentoring others and promoting the industry, Karen has become a manufacturing leader in Berks County and beyond. She is a true spokesperson for the great jobs and quality of life that the industry can provide, and she is a dynamic force when it comes to the rapid advancement of technology and innovation occurring in manufacturing. Karen enthusiastically encourages young people to consider careers in manufacturing - especially women. She is a frequent speaker at local schools and professional organizations.

In addition to her many roles in the company, Karen also sits on the boards of many industry-leading organizations. She plays a pivotal role in the Greater Reading Chamber Alliance's Next Gen Advanced Manufacturing Industry Partnership. Her leadership within this group as an appointed "Champion" has strongly supported the identification of common areas for regional growth, talent development, and workforce pipeline solutions that can be addressed with one voice. Karen is Vice-President of the Crane Manufacturers Association of America, Inc. (CMAA), and also serves as Chairperson for the National Board of Women in Manufacturing (WiM).



Week II PFEW Keynote Speaker

## RENATE SPRUNG

VP of Marketing

**Kitchen Magic**

Renate Sprung is VP of Marketing and Product Development at Kitchen Magic in Nazareth, PA, a family owned and operated kitchen cabinet refacing company serving the Northeast U.S. Founded in 1979 by Renate's father and mother, Jost and Reine Fleck, the business has grown from a tiny flood-prone basement in Allentown, PA to a state-of-the-art warehouse in Nazareth, PA and today, Kitchen Magic employs over 200 people serving clients in six states.

Kitchen Magic is a true family business. Renate's brother-in-law Brett Bacho serves as president and CEO, sister Cindy Purcell is VP of Customer Experience, sister Lotte is VP of HR and Accounting, and Brett's brother, Chad Bacho, is the company's IT Director. The family is fond of saying that Kitchen Magic became the venture that 'stuck'.

Renate attended Drew University in Madison, NJ, looking toward a career in journalism, which didn't quite go as planned. She returned to work in the family business after college, then stepped away for a decade and entered the retail furniture business. Later, as a single mom with three small children at home, she shifted gears again and became an independent marketing consultant. When Kitchen Magic became a client, so began her journey back home.

Kitchen Magic knows the company is only as good as its people. They are passionate about teaching employees to think like business people, so they adopted the 'Great Game of Business' developed by Jack Stack and run the business using open book management. Monthly expenses and earnings are shared with employees who actively manage and forecast expenses in each department, from manufacturing to marketing.

When the team wins together, everyone shares in the profits or 'gainshare'. In 2020, despite being shut down for twelve weeks during COVID, Kitchen Magic was able to pay out significant and much needed gainshare to employees. Renate says the best part is, they earned it together.





...The common theme every Keynote Speaker left our students? No one does it alone. You need help along the way, and sometimes you must summon the courage or swallow your pride and ask for that help. Powerful, lasting, impactful messages from four powerful fantastic modern business leaders!



Week III PFEW Keynote Speaker

## **SANDRA E. PIERCE**

Senior Executive VP, Private Client Group,  
Regional Banking Director & Chair of Michigan  
**Huntington National Bank**

Sandy Pierce is passionate about serving others, helping people achieve their goals and improving her home state of Michigan. At Huntington National Bank, she leads several revenue segments, including the Private Bank, Vehicle Finance, Huntington Insurance and Regional Banking. And as the bank's chair of Michigan, she's responsible for all activities in the state.

Sandy says it's an honor to oversee a talented and committed team of colleagues with a common purpose: making people's lives better, helping businesses thrive and strengthening the communities they serve.

Sandy joined Huntington in 2016 after the merger with FirstMerit, where she served as vice chairman of the bank and as chairman and CEO of FirstMerit Michigan. Before FirstMerit, she spent more than three decades in banking, including 27 years at JPMorgan Chase.

Sandy is a proud Detroit native. Because of everything her hometown has given to her, she is as committed as ever to making it an even better place to live and work. She says her biggest opportunity to give back was serving as chairman of the Detroit Financial Advisory Board which oversaw the city's fiscal restructuring as it navigated through the country's largest-ever municipal bankruptcy.

Sandy serves on many nonprofit boards, including the Detroit Regional Chamber of Commerce, Henry Ford Health System, Downtown Detroit Partnership, Detroit Economic Club, Michigan Women Forward, Business Leaders for Michigan, Detroit Zoological Society and Wayne State University's Foundation Board. She serves as board director of the Federal Reserve Bank of Chicago-Detroit Branch and ITC Holdings Corporation. She also is a board member of Penske Automotive Group, American Axle Manufacturing and Barton Malow.

When she's not working, she enjoys playing golf, reading and, most of all, spending time with her husband, three children and six grandchildren.



Week IV PFEW Keynote Speaker

## **CHRISTINA KRAMER**

Community Relations Specialist  
**Range Resources Corporation**

Christina Kramer has been with Range Resources since 2014. At Range, Christina's primary focus is on the planning and execution of the company's community relations, public affairs outreach, and charitable giving initiatives in southwestern Pennsylvania. Christina is continuously evaluating giving priorities to identify opportunities to improve and enhance Range's contributions. She has helped Range establish civic engagement programs that are designed to have long-term positive impacts on organizations within its core operating footprint. The Range Corporate Partnership platform takes a long-term perspective and aims to build relationships with those who seek to enhance the standard of living in Range's communities. Christina manages Range's investment through a charitable giving model that is thoughtfully administered through designated target categories including conservation, education and youth activities. Christina also helps Range to leverage its employee volunteer program, employee grant matching program, and its Good Neighbor program to maximize



resources and opportunities to provide the most benefit. Over the past 10 years, Range has proudly donated more than \$10 million and its employees have volunteered more than 10,000 hours to support causes in its local communities.

Christina serves on special committees for Dress for Success Pittsburgh, Transitional Paths to Independent Living, Junior Achievement of Western PA and the Cystic Fibrosis Foundation. In 2017, she was featured in "Inside Washington County" magazine as part of a special section focused on rising young professionals. In 2019, she received the Junior Achievement Inspiring Success Award in the Science, Engineering, Production and Technology category. Prior to joining Range, Christina was employed by U.S. Steel in their Government Affairs division. Christina graduated from the University of Pittsburgh in 2009, and during her college career, she held internships with KDKA NewsRadio 1020, CBS Radio Pittsburgh and the Pittsburgh Steelers, and was a member of Pitt's cheer team. Christina, her husband Mitch, and sons Cameron and Alex live in Moon Township with their two cats, Chandler Bing and Carmella.



Our fantastic Week IV CAs enjoying a relaxing moment at the Rock

## OUR 2021 COMPANY ADVISORS

We call our Company Advisors “the Heart and Soul” of PFEW for good reason. These wonderful men and women devote a week of their time away from work and family, mentoring a team of eager students as they navigate the exciting yet complex world of modern business. Our Advisors wear many hats – mentor, friend, guide, sounding board, confidante, trusted peer and more. But their mere presence creates a welcoming, calming, secure environment where failure leads to learning, where success is celebrated and shared, where individuals become a cohesive and dynamic team, and where true learning can take place. Their only goals? To impart a little wisdom, share their experience, instill confidence, foster discovery, and above all, to make a lasting impact that leaves our students a bit smarter, a bit wiser, and with a newfound passion for business and life. Please join us in recognizing and thanking the following extraordinary men and women who served as our PFEW 2021 Company Advisors.

### **Mr. John B. Bachman**

JB Associates

### **Mr. Chuck Baker, CSCP, CLTD**

Michelin North America (ret.)

### **Ms. Marianne J. Beane**

Endless Mountain

Enterprises, LLC

### **Mr. Anthony Bennett**

Walmart Supply Chain

### **Mr. Christopher J. Betz**

The Free Press LLC

### **Ms. Raylene K. Boots**

Dinosaur Studios

### **Dr. J. Rody Borg, Ph.D.**

Public Policy Institute

### **Mr. Thomas S. Born**

Huntington National Bank

### **Ms. Jodi L. Brandon**

Jodi Brandon Editorial

### **Mr. Russell P. Brooks**

Tilden & Associates

### **Mr. Nicholas J. Carter, CBSE**

Pro Quality Cleaning

### **Mr. Alberto L. Casadei**

Westinghouse Electric

Company (ret.)

### **Mr. William G. Caugherty**

Millcreek Township

School District

### **Mr. Cody Chan, CPA**

Ernst & Young

### **Mr. Jeremy Chobot**

Universal Display Corporation

### **Mr. Kevin R. Connor**

Modern Strategic Branding +

Communications

### **Mr. Nate Cooper**

Komfort Heat (ret.)

### **Mr. Vincent Daily**

Dun & Bradstreet

### **Mr. Kevin W. Davis**

The Davis Group (ret.)

### **Mr. John M. DeMasi, ChFC**

Financial Consultant

### **Mr. Toan Minh Do**

Blue Cross Blue Shield

Association

### **Ms. Deborah L. Friedmann**

Blue Dog Printing and Design

### **Mr. Michael Gecht**

Travel Ease, Ltd. (ret.)

### **Mr. Joseph A. Giedgowd**

Byers' Choice, Ltd.

### **Mr. Gary S. Goldstein**

Project Management

Institute (ret.)

### **Ms. Linda L. Graham-Greek**

Butler County

Community College

### **Mr. Kevin M. Haigh, CFA, CFP**

Vanguard

### **Colonel David R. Hall**

DRH Pilot Services, LLC

### **Dr. Joseph P. Harford, Ph.D., CSDS**

Reclamere, Inc.

### **Mr. Christopher Hoffman**

Brown's Super Stores

### **Mr. Thomas V. Holleran**

Herbert, Rowland & Grubic, Inc.

### **Ms. Taura Ivanko**

eStreet AMC

### **Lt. Col. William J. Koehle**

United States Marine Corps. (ret.)

### **Mr. John P. Lafferty**

Eddystone United

Methodist Church

### **Mr. Nicholas C. Law**

Cloud Mentor

### **Ms. Adelaine L. Lazzell**

Iri

### **Mr. John Lugg**

Lugg & Lugg Law Offices

### **Mr. Carl A. Marrara**

Pennsylvania Manufacturers'

Association

### **Ms. Patricia A. Martin, PHR**

DVL Incorporated (ret.)



Long-time Week II Company Advisor Carl Marrara encouraging his team prior to their Friday Stockholders presentation.

### **Ms. Bongai Mhloyi**

Minding Manners with Ms. B

### **Mr. Henry G. Michel**

Henry G. Michel &

Associates (ret.)

### **Mr. Myles Miller**

LeadUP

### **Mr. William N. Morris**

Jeld-Wen, Inc. (ret.)

### **Mr. Richard S. Musante**

Parkson Corp.

### **Ms. Joan M. Norelli**

PepsiCo

### **Ms. Naiya Patel**

First Service Residential

### **Mr. Ferlin E. Patrick**

CSD Co-Packers, Inc.

### **Ms. Haley Patrick**

EAB

### **Mr. Lawrence G. Petro**

College Planning Center (ret.)

### **Mr. Mark J. Pietrusinski**

LORD Corporation (ret.)

### **Mr. Mark A. Proudfoot**

Renkert Oil

### **Mr. Thomas A. Proudfoot**

Penn State University Student

### **Mr. Jeremy A. Raichle, CFA**

TD Bank, America's Most

Convenient Bank

### **Mr. Frederick P. Remelius**

Upper Merion Area

School District

### **Mr. Joseph S. Rogers**

Monsignor Bonner and

Archbishop Prendergast

High School

### **Mr. Michael Romano**

Department of the Navy

### **Mr. David R. Sawtelle**

Consultant

### **Mr. Todd R. Schorle**

Schorle Secure LLC.

### **Ms. Roxanna S. Seilhamer**

Strickler Agency, Inc.

### **Mr. Eric D. Shannon**

Big Barker

### **Ms. Jamie Sheets**

Reach Cyber Charter School

## 2021 COMPANY ADVISORS BY THE NUMBERS

75	Total Number of CAs
785	Total Number of Years of Combined Service as CAs
24	CAs Who Are PFEW Graduates
8	CAs Who Served for the First Time
32	CAs Who Celebrated 10+ Years of Service
12	CAs Who Celebrated 20+ Years of Service
5	CAs Who Celebrated 25+ Years of Service



“I always tell my friends and colleagues that I am confident that I get as much if not more out of the experience at Pennsylvania Free Enterprise Week (PFEW) as a volunteer advisor than the students do. To see the development of these students in just one week is awe-inspiring, and to know you had even just a slight effect on that, humbling. From the inspirational speakers, to the lessons on complex business concepts, to the camaraderie experienced throughout that one week, PFEW is a transformational experience and one that I hope to always be a part of.”

**CARL MARRARA, WEEK II COMPANY ADVISOR**

**Ms. McKenna D. Shirey, CPA**  
Ernst & Young  
**Mr. Steven B. Shivak, MS, CAE**  
International Society of  
Explosives Engineers (ISEE)  
**Mr. Mark E. Skoric**  
Joshua Consulting, LLC  
**Mr. Kenneth W. Snyder, Jr.**  
K. Snyder & Associates  
**Mr. David J. Sterrett, P.E., P.L.S.**  
Consultant  
**Mr. Stephen Turpin**  
Lanco Federal Credit Union  
**Mr. Paul F. Vizza, PHR**  
BNP Paribas

**Mr. Nathan Vrabel**  
KPMG  
**Mr. Marshall D. Welch, III**  
InvictusHP Consulting  
**Mr. Kyle P. Wherrity**  
Hau'oli Marketing & Events  
**Dr. Helen L. White**  
JAWCo Fire, Inc.  
**Mr. Charles L. Witmer**  
County of Centre (ret.)  
**Dr. Charlene M. Wright**  
Butler County Community  
College (ret.)  
**Ms. Abigail Zlockie**  
Pennsylvania State University

## OUR 2021 JUDGES

On the final day of each PFEW session, our teams are responsible for delivering two formal judged presentations – a Stockholders Annual Meeting and an Advertising/Marketing campaign – that cumulatively count 50% toward the awarding of each week's Top Company. Our Competition Judges are experts in their respective fields and they evaluate each team's level of understanding and provide our anxious teams valuable feedback on their performance. They are an integral part of the students' PFEW experience, and we are pleased to recognize and thank the following wonderful men and women who served as this year's PFEW Advertising and Stockholders Judges.

**Ms. Heather L. Allison**  
Pennsylvania College of  
Technology  
**Mr. Chad M. Amond, MBA, IOM**  
Westmoreland County  
Chamber of Commerce  
**Mr. George M. Book, Jr.**  
West Shore Chamber of  
Commerce  
**Mr. David A. Campbell**  
Benjamin Obdyke  
Incorporated  
**Mr. Nate Cooper**  
Komfort Heat (ret.)  
**Mr. John M. DeMasi, ChFC**  
Financial Consultant  
**Ms. Alexa N. Detwiler-  
Sullivan**  
Univest Financial Corporation  
**Mr. Toan Minh Do**  
Blue Cross Blue Shield  
Association  
**Ms. Judith A. Eschberger, Esq.**  
JAE Government Relations  
**Mr. Michael Gecht**  
Travel Ease, Ltd. (ret.)  
**Mr. Steve Griffith**  
Rockwell Collins  
**Colonel David R. Hall**  
DRH Pilot Services, LLC



**Mr. Joseph D. Hurd**  
Blair County Chamber of  
Commerce  
**Ms. Michelle Kreutzer, IOM**  
Pittsburgh Airport Area  
Chamber of Commerce  
**Mr. Patrick Lazaro**  
Pipeline Medical  
**Dr. Michelle E. Louch**  
Self-Employed  
**Mr. Myles Miller**  
LeadUP  
**Ms. Tara Murray**  
Benjamin Obdyke Incorporated

**Ms. Sherry Paulhamus**  
Range Resources-Appalachia,  
LLC  
**Mr. Nishant Renu**  
TissueTech Inc.  
**Ms. Jessica Rich**  
WorkDay  
**Ms. Laurie Ryan**  
Exton Region Chamber of  
Commerce  
**Mr. G. Brad Scribner**  
Thomas Hardware (ret.)  
**Mr. Stephen J. Shirey**  
Catalyze

**Ms. Stephanie Shirey**  
Photo Finishers  
**Mr. Kevin Shivers**  
Pennsylvania Association of  
Community Bankers  
**Mr. Tom Thunstrom**  
Fit Small Business  
**Ms. Carolyn Todd-Larson**  
Penn State University (ret.)  
**Mr. Paul J. Ward, Esq.**  
Kennametal Inc.  
**Mr. R. David Winn**  
Information Strategies Plus  
**Dr. Jeffrey R. Woodall, DMA, PCM**  
York College of PA



Here are the Week III CAs who are also PFEW graduates! (l to r):  
Taura Ivanko, Jeremy Chobot, Abby Zlockie, Kyle Wherrity,  
Jeremy Raichle, Todd Schorle, Rick Musante



## OUR 2021 PARTNERS

A huge part of our Foundation's success each year is owed to the wonderful Partners listed here who help us recruit students, raise funds, increase awareness, make valuable connections, and acquire the materials to run three successful youth education programs. They are valued and treasured members of the Foundation family and we thank them for their incredible energy, passion and commitment to our mission and the youth of Pennsylvania. They are:

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Mr. Joseph D. Hurd

### BRADFORD AREA CHAMBER OF COMMERCE

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### BROOKVILLE AREA CHAMBER OF COMMERCE

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Ms. Cynthia Baum Laffan

Ms. Lu Ann Shidemantle

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### SHIPPENSBURG AREA CHAMBER OF COMMERCE

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### SLATE BELT CHAMBER OF COMMERCE

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### WILLIAMSPORT/LYCOMING CHAMBER OF COMMERCE

Mr. Jason C. Fink

### MR. R. DAVID WINN WYOMING COUNTY CHAMBER OF COMMERCE

Ms. Gina Severcool Suydam



# OUR 2021 SPEAKERS

Unquestionably, one of the greatest benefits of PFEW lies in the powerful messages from our Speakers. These very special women and men have a unique way of connecting with our young people to inform, educate, comfort, challenge, motivate, guide, and inspire. They encourage our students to think a bit more broadly, care a bit more deeply, take a bit more responsibility, find a bit more meaning, reach a bit higher, and make genuine connections that will define and shape their very character and their life's work. Please join us in recognizing and thanking the following extraordinary and dynamic men and women who shared their experience, strength and hope at PFEW 2021.

## ***"Own the Moment, Change the World"***

**Mr. Rick Yarosh**  
Sgt. USA, Retired  
Sweethearts and Heroes



**"I loved Rick Yarosh, an army veteran with a great story about hope, and David Flood, who talked about inclusion and happiness. They both opened my eyes to things I never thought about. I encourage you to continue sponsoring students in the future because it is a life changing experience."**

*Jason Koser  
Downingtown SHS - East,  
Chester County*

## ***"Look on the Inside"***

**Mr. David J. Flood**  
Youth Motivational Speaker  
DJF Events Inc.



## ***"Management Simulation Orientation"***

**Mr. Jeremy J. Kropf**  
Technology and Project Manager  
Foundation for Free Enterprise  
Education

## ***"Peer Leadership and Responsibility"***

**Colonel David R. Hall**  
USAF (ret.)  
DRH Pilot Services, LLC



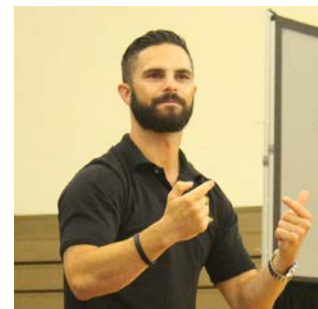
## ***"Personal Management Skills - For Fun & Profit!"***

**Mr. Charles L. Witmer**  
Controller  
County of Centre (ret.)



## ***"Relentless Leadership"***

**Mr. Richie Contartesi**  
Founder, National Speaker & Author  
Relentless University



## ***"Stockholders' Presentation Briefing"***

**Mr. Thomas S. Born**  
Credit Manager, Private Client Group  
Huntington National Bank

**Mr. Joseph A. Giedgowd**  
CFO  
Byers' Choice, Ltd.

**Ms. Naiya Patel**  
Financial Analyst  
First Service Residential

**Mr. David J. Sterrett, P.E., P.L.S.**  
Consultant

## ***"Success From the Inside Out: The Five Cs"***

**Ms. Jennifer L. Croneberger, MGCP**  
President, Speaker, Coach  
JLynne Consulting Group, LLC



## ***"The Importance of Effective Marketing & Advertising"***

**Mr. Scott T. Lee**  
VP of Marketing & Development  
Foundation for Free Enterprise Edu.

**Mr. Kyle P. Wherrity**  
Owner  
Hau'oli Marketing & Events

## ***"The Margin of Excellence... The Importance of Commitment, Confidence, and Courage"***

**Mr. Joe Battista**  
Owner  
Pragmatic Passion LLC



## ***"The Most Important Skill that Schools Don't Teach!"***

**Mr. Todd Cohen, CSP**  
Professional Speaker, Trainer and  
Author  
Building Sales Culture



**"I appreciate the speakers for explaining the true importance of being thankful, hopeful, positive, and being selfless."**

*Irulan Walker  
Meadville Area SHS,  
Crawford County*

## ***"Go Forth Be Brilliant!"***

**Mr. Christopher Snyder**  
Vice President of Operations  
i9 Sports



## ***"It's Your Attitude Not Your Aptitude = Your Altitude"***

**Mr. Kevin W. Davis**  
President  
The Davis Group (ret.)



# impact - PFEW

IMPACT. It's the sole reason we exist. To leave our students a little smarter, a little better, a little more prepared. To teach skills, to open doors, to ignite a passion for success, to change lives and futures. As Karen said in her Welcome, this year's PFEW program just may have been the best and most powerful in our history. It's impossible for us to put this impact into words, so experience it in the words of our students...

“I've laughed more, learned more, been the most productive, and been the happiest I've been at this camp than I've been in a while. I now know what real business looks like, I know what real friends look like, I know more about myself because of PFEW. This camp has inspired every inch of me to strive for greatness and made me realize my truest potential. From the CAs, to the speakers, to my peers, each individual has impacted my life more than they know. So thank you for this amazing opportunity. From someone whose future and dreams were saved by this camp, thank you. You have blessed my

life, and without you, I would not be here. I would not have had the best and most life changing week of my life.”

*Bianca Brown  
Springfield HS,  
Delaware County*



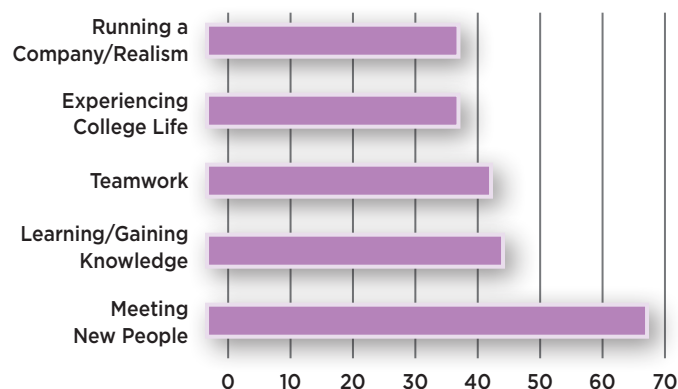
## DISCOVERY

98.4% of this year's  
PFEW graduates have a greater appreciation for the  
challenges facing

business owners and employers.

A staggering 99.4% stated that  
PFEW helped them better understand  
how a business works.

### THE FIVE MOST INTERESTING ASPECTS OF PFEW



“This is an opportunity like no other, one that is life-changing. It opens your eyes to so many possibilities, uncovers so many skills you never thought you had.”

*Jadyn Danylko  
McDowell SHS, Erie County*

## SKILLS DEVELOPMENT

98.9% of our 2021 respondents  
stated that the skills they learned at PFEW  
would benefit them as students, employees,  
employers, citizens and leaders. The top five skills  
they gained or improved upon were:

1. Communication
2. Confidence
3. Teamwork
4. Collaboration
5. Critical Thinking

Followed very closely by Time Management,  
Leadership and Problem Solving.



“I messaged my dad one day to tell him about all the cool things like the BizSim computer simulation. He told me that he deals with that kind of stuff every day. It’s awesome that I learn real life skills.”

Jason Koser  
Downingtown SHS – East, Chester County

## TECHNOLOGY

Thanks to our generous donors, we were able to introduce new technology to this year’s PFEW program and it made an astounding impact. 92% of PFEW participants reported that they now have a better understanding of how technology can be used in the workforce. The top three uses of this new technology at the program were:

1. Accessing the PFEW portal to fully utilize the many new digital learning resources
2. Operating the online BizSim simulation to make their twelve quarterly decisions and to understand and chart the effects that their decisions, their competition and the economy had on their operations
3. Prepare marketing materials including websites, flyers, videos, social media, and other advertising collateral.



“This has honestly been one of the best experiences of my high school life and I could not be more thankful. I learned more this week than I have in any of my high school business and marketing classes. From the inspiring speakers to the incredible team-building activities, this has truly been a life-changing experience for me.”

Sophia Torres  
Muhlenberg HS, Berks County


## PREPARATION FOR CAREER AND LIFE

A large part of our mission is to prepare our youth for successful futures. Here are three remarkable statistics on how PFEW 2021 did just that. 97.5% of our 2021 graduates stated that they are now more aware of careers available in business and in their communities.

85% are now more likely to consider a career in business/entrepreneurship, and finally, 99.1% of our respondents reported that because of PFEW, they were now better prepared to enter the workforce or higher education.

“During the pandemic, I felt especially insignificant in a vast, struggling world. Coming to PFEW was such a joyful experience, and it reminded me that there are so many ways to make a difference – and that the world may struggle, but there is always hope. Meeting and working together with students from all over the state was inexplicable. It sounds like a movie script, but people instantly made friends and respected one another, and I was reminded of how amazing people are. I learned from the business simulation, speakers, team meetings, and marketing campaign organization how a business can be conceived, how to market, how to balance and report finances, and so much more. At PFEW, I was able to meet friends that I will stay in contact with, work in a professional environment, use critical thinking, participate in company meetings, and so much more. I experienced a taste of campus life and learned how business permeates all fields – whether the process of developing a product, financial responsibility, or genuine communication. No matter the direction I go, I have received an excellent foundation in these skills – thanks to you.”

Abby Killam  
Indiana Area SHS,  
Indiana County



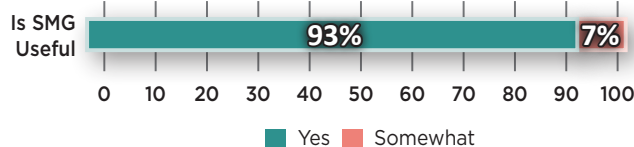


# impact - THE STOCK MARKET GAME™

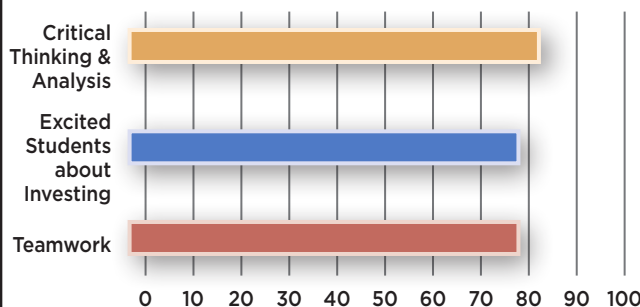
This year's story of The Stock Market Game™ (SMG), like all youth education, is one of perseverance, grit, and determination. COVID remained the elephant in the room as schools faced constant schedule and policy changes, remote learning, hybrid models, distancing, masking, and all the myriad challenges of providing quality education through the pandemic. Despite all of this, we're pleased to report that educators offered SMG to more than 6,000 students statewide during the 2020-21 school year. Here's a breakdown of this year's participants by grade level and region.



The beauty of SMG is that its resources, including instructional videos, lessons and the trading platform itself, is online, enabling even students who were 100% remote to continue playing the game, and more importantly, continue learning. A survey of this year's teachers proved that once again, SMG is impactful and effective in teaching our students vital skills necessary for success.



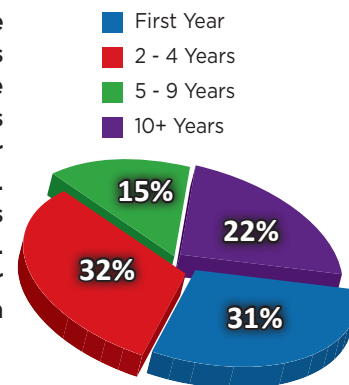
## THIS YEAR'S TEACHERS IDENTIFIED THE TOP THREE SKILLS STUDENTS DEVELOP BY PLAYING THE STOCK MARKET GAME



“My students are extremely excited. Some of them who were once silent are now loud. I did this years ago as a student and it changed my life. I am so happy I can now teach it!”

*James Fitzpatrick*  
Teacher at Philadelphia Performing Arts Charter School

We are thrilled to welcome new teachers and schools into the SMG family, but we're also proud of the teachers who offer SMG year after year to generations of students. It speaks to the program's effectiveness and power. This chart breaks down our teachers' experience with SMG.



## 2021-2022 COMPETITIVE SESSIONS

Year-Long Session: ..... 9/13/21 to 4/8/22  
Fall Session: ..... 9/27/21 to 12/3/21  
Spring Session: ..... 2/7/22 to 4/15/22

*Enrichment (non-competitive) sessions are also available, and the dates can be found by visiting our website, [www.pfew.org](http://www.pfew.org).*



Butler County Community College (BC3) has always been passionate about SMG. They graciously hosted a distanced, outdoor awards ceremony in May celebrating the West region participants and winners, shown at left. Thank you, BC3, for your steadfast devotion to our youth!

The three students pictured on the right took their initial \$100,000 investment and turned it into over \$1 million in just 10 short weeks. That's a staggering 900% return, but you can't hire them just yet... they've got to finish school first!





# impact - SPEAKER SERIES

Workforce development remains the number one concern facing PA employers. They're having great difficulty finding employees with the knowledge and skills they need. That's why in 2020 we created the Speaker Series career exploration and workforce development program - to help not only our young people, but anyone, to explore careers and secure that perfect job. We're excited to report that the Speaker Series experienced rapid growth and usage this past year. As of this writing, our library of online resources has expanded to eighty-one dynamic videos broken into two tracks:

## LIFE TRACK

The Life Track features eleven of our world-class PFEW speakers recorded live in the summer of 2020. They cover topics including motivation, personal development, overcoming obstacles, entrepreneurship and more.



“Pennsylvania Free Enterprise Week’s virtual Speaker Series helped me to understand the parts of adulthood I try so hard to step into. Every week I came back to the Zoom calls because every week I left wanting more about topics like maturity, leadership, and financial responsibility. I was guided and made connections with people that have truly gained my respect. Mentor figures willingly stepped into my life through my computer screen and I had the chance to ask them about the human struggles I deal with almost every day. During the weeks I attended (the Speaker Series), I learned how to put myself out there and be okay with what comes back. I have learned so much, including how to learn.”

Luke Barcalow  
Downingtown High School - East, Chester County



## CAREER TRACK

The Career Track features seventy videos from experts across a wide variety of fields discussing their careers, education, skills and other topics related to succeeding in those fields.

These videos are available free of charge to students, educators, and anyone interested in exploring or changing careers. Speaker Series videos are organized by topic on our website for quick and easy reference. Many videos are listed in more than one category. Here's just a sample of the fields covered by the Speaker Series. We'll be adding to this list in the future to provide even more value!

Agriculture  
Career Planning  
College Preparation  
Communications  
Community Resources  
Education  
Engineering  
Entrepreneurs  
Financial Services  
Free Enterprise  
Government  
Human Resources  
Healthcare

Information Technology  
Immigration  
Insurance  
Leadership  
Manufacturing  
Marketing  
Military  
Motivation  
Non-Profits  
Personal Development  
Sales  
Services

81

Total number of  
Speaker Series Videos  
through August 15, 2021

5,314

Total Speaker Series  
unique views  
through August 15, 2021

## TOOLS FOR SUCCESS

To provide even more value, we've created a **Speaker Series Accompaniment Workbook** which helps educators and students fulfill many state-mandated Career, Education and Work (C.E.W.) standards. The Workbook also contains interactive, easy-to-use resources that help students and prospective job seekers prepare for their next great job. They're broken out on our website for quick reference and include:



**Postsecondary Preparation and Career Exploration** - A great primer covering career interests, skills development and mentorship development.



**Resume Writing** - a step-by-step guide to writing a great resume. It also contains styles of resumes, tips, and templates to create your resume in minutes.



**Job Application** - Tips and templates on how to successfully complete a modern job application that will get you noticed.



**Job Interview Process** - Walks the user through the complex world of job interviews. Includes Do's and Don'ts, sample interview questions, and important things to ask potential employers.



**Writing a Professional Business Letter** - Handy tips on how to write a professional business letter. Letter writing is becoming a lost art, and this resource helps the user write a concise, relevant letter that will make them stand above the crowd. Includes letter and envelope templates.



**How to Get and Keep a Job** - A true workforce etiquette resource. Common sense advice on what to expect from your job and how to navigate those workplace pitfalls and challenges in a straightforward, professional manner.



**Career Ready Bucks** - Additional workforce development resources for students, educators, and businesses from our friends at the Bucks County Intermediate Unit.

## WE WANT YOU!

If you work in a field not yet represented by our Speaker Series and you'd like to share your story, we'd love to feature you. Simply contact us at 814-833-9576 or visit our website at [www.pfew.org](http://www.pfew.org), click on Speaker Series and then "Become a Volunteer". It's quick, it's easy, and you'll be helping the next generation discover exciting careers in your field. We look forward to hearing from you!

# 12,785

The total number of young Pennsylvanians impacted by Foundation programming in 2021.

THE FOUNDATION'S PROGRAMS WOULD NOT BE POSSIBLE WITHOUT THE SUPPORT OF THE THOUSANDS OF DEDICATED PARTNERS LISTED IN THIS IMPACT REPORT. ON BEHALF OF OUR BOARD OF DIRECTORS, THE STAFF, AND ALL THE YOUTH WHOSE LIVES YOU HAVE HELPED CHANGE FOR THE BETTER,

## THANK YOU.



*proud presenter of*



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