



PENNSYLVANIA FREE ENTERPRISE WEEK

Judge Fact Sheet

Help Students Build the Skills for Tomorrow.

Presented by the Foundation for Free Enterprise Education

About PFEW

Presented by the Foundation for Free Enterprise Education, Pennsylvania Free Enterprise Week (PFEW) is a transformative, week-long summer program where rising high school juniors and seniors learn about business, leadership, and teamwork. Since 1979, more than 56,000 students and 3,500 adult mentors have participated in this life-changing experience at Lycoming College and Pennsylvania College of Technology in Williamsport, PA.

The PFEW Experience

Hosted in Williamsport, PA, each student joins a team of 18-20 peers from across the state to form a mock manufacturing company. Guided by a volunteer Company Advisor, teams use BizSim, an interactive business program that challenges them to make management, marketing, and financial decisions over 12 quarters of operations.

Throughout the week, students also hear from world-class business and motivational speakers and participate in workshops covering topics such as leadership, communication, personal and business finance, teamwork, and entrepreneurship. The result is a truly transformational experience that builds confidence, responsibility, and real-world readiness.

PFEW 2027

Week 1 | June 27 - July 2

Week 2 | July 4-9

Week 3 | July 18-23

Week 4 | July 25-30

The Competitions:

Teams compete across four categories for the title of **Top Company**:

- *Cumulative Return on Equity*
- *Management Skill*
- *Stockholders Presentation*
- *Advertising/Marketing Presentation*

The first two are based on simulation performance; the latter two are judged presentations that take place on Friday. Individual and company winners are announced during the afternoon Awards Ceremony.

The Judging Process

Friday is the most exciting day of the week for students and one of the most rewarding for our judges. During the Stockholders and Advertising/Marketing Presentations, judges evaluate student performance, provide feedback, and help determine company awards. The day concludes with the Awards Ceremony, where students celebrate their achievements, receive graduation certificates, and say farewell to new friends and mentors. Judges are invited to attend this event

Judge Logistics and Schedule

Arrival:

·We encourage judges to arrive on campus Thursday evening to meet Foundation staff and visit with students before the competition. Suggested arrival: between 6:30–7:30 p.m. An email confirmation will include your arrival time and detailed schedule.

Lodging:

·A special \$82/night PFEW volunteer rate is available at the Holiday Inn – Williamsport. Call the front desk and mention your PFEW affiliation to receive the discounted rate.

Friday Orientation:

·Orientation begins promptly at 7:00 a.m. Final student presentations conclude around 1:30 to 2:00 p.m.
·Continental breakfast is available before judging; lunch is provided afterward.

Dress Code:

·We stress professionalism to the students throughout the week.
·Stockholders Presentation: Students and judges in business attire.
·Advertising Presentation: Business attire recommended but not required. Judges should maintain a professional demeanor throughout the day.

Awards Ceremony:

·All judges are invited and encouraged to attend the evening Awards Ceremony to celebrate student success and see the week's impact firsthand. Awards begin at 3:30 p.m.

Your time, expertise, and professionalism make PFEW possible. Because of you, thousands of students each year discover their potential, develop leadership skills, and gain a deeper understanding of business and free enterprise. We are deeply grateful for your contribution to this life-changing experience.

Apply at <https://www.pfew.org/pfew-judge>. Final details, directions, parking, orientation room, and other event information will be posted in the PFEW portal and emailed a few weeks before the program.

Join Us in 2027!

Questions?

Contact: Alison Shughart, Program Development Manager,
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