



Your Story Could Inspire Theirs.

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.

Our **Keynote Address** is the highlight of the week and sets the tone for the PFEW experience. Delivered on Tuesday afternoon, the Keynote is the students' first opportunity to hear a motivational message after diving into the business simulation. A great PFEW Keynote is upbeat, personal, and inspiring, sharing stories of overcoming challenges, pursuing success, and discovering purpose. Speakers are encouraged to engage the audience, share authentic experiences, and allow time for questions.

Duration: *approximately 1 hour*

Suggested format: *25–30 minutes of remarks + Q&A*

Audience: *400–500 high school students and volunteers*

Setting: *General assembly with stage and projection equipment*

PENNSYLVANIA FREE ENTERPRISE WEEK

Keynote Fact Sheet

PFEW 2027

Week 1 | June 29

Week 2 | July 6

Week 3 | July 20

Week 4 | July 27

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.

Sample Keynote Agenda

- 10:00 a.m. Arrival on campus; check in with PFEW staff
- 10:30–11:15 a.m. Visit a company meeting to observe student teamwork
- 11:30–12:15 p.m. Lunch with volunteers and staff
- 12:30 p.m. Attend a Company Advisor meeting (optional)
- 12:45 p.m. Private preparation time (VIP suite)
- 1:00 p.m. CEO Interview – led by student company leaders
- 1:30–2:30 p.m. Keynote Address (25–30 min remarks + Q&A)
- 2:30–3:00 p.m. Informal student interaction and photos encouraged.

Tips for an Engaging Keynote

- Feel free to move around and use the space; a wireless microphone is provided for your comfort.
- Incorporate visuals if you'd like; a computer is available for slides or media.
- Keep your message clear and relatable so students can easily connect with your ideas.
- Invite questions and conversation; students are genuinely curious and love interaction.
- Speak from the heart! Authenticity always makes the strongest impression.
- Most importantly, enjoy the experience! PFEW students are energetic, respectful, and eager to learn.

Publicity & Recognition

All Keynote Speakers are featured prominently in the PFEW Program Brochure (distributed to students, volunteers, and families), the FFE Annual Impact Report (mailed to 1,000+ donors, volunteers, and partners statewide), and PFEW social media updates throughout the week. Each speaker's photo, bio, and message are showcased to celebrate their contribution to inspiring Pennsylvania's future leaders.

Thank you for your interest in speaking at Pennsylvania Free Enterprise Week. Our students consistently rate our speakers as one of the most impactful parts of their week, and our speakers leave knowing they have made a real difference in the lives of tomorrow's business leaders.

"The incredible speakers showed us their experiences, passion, kindness, and resilience through every hardship that they encountered. They inspired us to be the most, most hardworking and genuine people we could be." ~ McKenna Fullam,

Spring-Ford Senior High School

Join Us in 2027!

Email Karen Musante at karen@pfew.org to share your interest in being a Keynote Speaker. We'll coordinate a date that fits your schedule and confirm your spot.

A few months before the program, you'll receive an email with all event details, including accommodations, directions, parking, your time slot, and other important information.