

PENNSYLVANIA FREE ENTERPRISE WEEK

2021

Lycoming
College

July 4-9

July 11-16

July 25-30

August 1-6

This Week
can
change
EVERYTHING!



PFEW



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Their Legacy Lives On...

RAYMOND C. DEE

Ray served with distinction on the Foundation for Free Enterprise Education board of directors for 25 years, holding the positions of Chairman, Vice President and Director. He was a Keynote Speaker and a perennial PFEW Speaker and Judge and served as a PFEW Company Advisor for 12 years. Ray and his wife Maureen personally sponsored over 100 students and helped facilitate numerous relationships that have led to hundreds of PFEW student sponsorships. Ray loved nothing more than seeing the light bulbs go off in his PFEW students.

Ray was simply the best. He never turned down a request and was always the first person to offer a kind word. He was dedicated to making our Foundation, PFEW, and the people and organizations around him better. Ray passed away on January 26, 2021 after a brief battle with myelodysplastic syndrome. He was a sheer force of nature and he will be greatly missed, but hundreds of lives were made better because of the time, talents, and treasure Ray so generously shared.



JAMES M. GOLDING

Jim's PFEW journey began in 1993 when he served as a rookie Company Advisor. For 24 years, Jim mentored a total of 33 PFEW teams, serving multiple weeks when extra help was needed. He was instrumental in the purchase of PFEW's business simulation, BizSim, which is still in use today. Jim served with distinction on the FFE board of directors for 18 years, holding positions of Vice Chairman, Treasurer and Director. Jim also served multiple times as a PFEW Stockholders Judge. His generosity didn't stop with volunteering - he personally sponsored 62 students to attend PFEW.

Jim possessed a keen intellect and a keener sense of humor, and for over two decades his cackling laugh could be heard reverberating through the halls of PFEW. He was a man of deep faith who dedicated his life to helping others, and he was a true friend to all who had the great privilege to know him. After a three-year battle with Alzheimer's disease, Jim passed away peacefully on June 10th, 2020, but his lasting impact is his kindness, caring and unfailing generosity.





Welcome

TO PENNSYLVANIA FREE ENTERPRISE WEEK 2021!

It gives us great pleasure to welcome you to Pennsylvania Free Enterprise Week (PFEW) 2021. This summer marks a triumphant return to our in-person PFEW program, and we couldn't be more excited to have you with us. After a very difficult year and a half which included the cancellation of last year's PFEW program, we are thrilled to be back in Williamsport doing what we love to do.

First, a heartfelt Thank You. Students, thank you for taking a chance on PFEW. As you emerge from what was arguably the most challenging year of your young lives, we're sure you had many options this summer. Thank you for choosing PFEW. We have no doubt that you will come out of this week a little smarter, a little better, and maybe with a newfound direction for your future! To our amazing Volunteers, thank you for saying yes to PFEW. Thank you for giving our young people your abundant

time and talents so they can get back to learning, life, collaboration, and fun.

Together, you are a part of a historic legacy of more than 46,000 students and 3,000 volunteers who have made PFEW the largest, most respected summer youth economics education program in the world. On behalf of our board of directors, staff, and the thousands of people and organizations who provided the financial support and program resources you will experience this week, thank you once again for choosing PFEW.

A final note to all our 2021 participants: Take full advantage of this program. Embrace the education, the campus life, the newfound friendships, and the countless opportunities to learn a little more about yourself and each other. You will get out of PFEW exactly what you put into it, so we encourage you to pour your whole selves into this week. You may just find that PFEW will be the best week of your summer, and maybe even your life, so far!

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KAREN P. NORHEIM

President & COO

American Crane and Equipment Corporation

KEYNOTE SPEAKER



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 I

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Butler County Community College (ret.)

RENATE SPRUNG

VP of Marketing
Kitchen Magic

KEYNOTE SPEAKER

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.



SANDRA E. PIERCE

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

KEYNOTE SPEAKER



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.

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CHRISTINA KRAMER

Community Relations Specialist
Range Resources Corporation

KEYNOTE SPEAKER

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.



FUNDING FOR PFEW 2021

Pennsylvania Free Enterprise Week does not happen without hundreds of generous businesses, foundations, civic organizations, and individuals who annually provide the financial resources to educate thousands of Pennsylvania students. Please join us in thanking the following organizations and individuals who, in spite of the significant economic challenges of the past year, contributed to this year's programming. Your unwavering dedication to our mission is extraordinarily generous and so very inspiring. Thank you!

FOUNDER'S CLUB

Members of the Founder's Club hold the highest honor by having made an extraordinary contribution of \$25,000 or more to this year's programming.



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The following President's Club members have made very generous gifts of \$15,000 to \$24,999 to this year's programming.

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These organizations and individuals have contributed between \$5,000 and \$9,999 to this year's programming.

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Student recruiting took on an entirely different look this year as pandemic restrictions prevented our normal in-person visits. However, we are so grateful to the hundreds of dedicated administrators, faculty and staff who allowed us to visit remotely and who passionately promoted PFEW to their students. We are proud to work with the following schools who promoted PFEW this year. You are champions, one and all!

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Baldwin SHS
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
South Fayette Twp HS
Thomas Jefferson HS
Upper Saint Clair HS

ARMSTRONG

Apollo-Ridge HS
Armstrong JSHS
West Shamokin JSHS

BEAVER

Beaver Area SHS
Beaver Co. Christian School
Home School
Lincoln Park Performing Arts Charter
New Brighton Area HS
PA Cyber Charter School
Riverside HS

BEDFORD

Bedford SHS

BERKS

Boyertown Area SHS
Conrad Weiser HS
Daniel Boone Area HS
Exeter Twp SHS
Fleetwood SHS
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
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Council Rock - South SHS
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George School
Neshaminy HS
New Hope-Solebury HS
Pennridge HS
Pennsbury HS
Quakertown Community SHS
School Lane Charter School
Upper Bucks County AVTS
Villa Joseph Marie HS

BUTLER

Butler Area SHS
Knoch HS
North Catholic HS
Seneca Valley IHS
Seneca Valley SHS

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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
Commonwealth
Charter Academy
Halifax Area HS
Hershey HS
Reach Cyber CS
Upper Dauphin Area HS

DELAWARE

Academy of Notre Dame
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Bonner Prendergast Catholic HS
Garnet Valley HS
Haverford SHS
Penncrest HS
Radnor SHS
Springfield HS
Strath Haven HS

ELK

Johnsonburg Area HS
Ridgway Area HS

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

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