

This is such a busy time for us at the Foundation for Free Enterprise Education. The new school year has started and that means the fall and year-long competitive sessions of The Stock Market Game are about to begin. Our new fiscal and program years start October 1, and that brings a whole new season of budget development, fundraising, travel, student recruitment, and program planning. But before we get too far ahead of ourselves, let's pause and take

a look back as we celebrate another powerful year of learning, discovery, and growth. To our donors, board of directors, partners, volunteers, and educators, THANK YOU for your belief in our mission and your generous support that provided world class business, financial literacy and workforce development education to the over 12,000 students who participated in our 2022-23 programming. None of this is possible without you.

“ One of the slogans PFEW insinuates is ‘this week can change everything’ and before I attended, I did not believe the saying, because how can one week change your life? However, I was completely wrong. This week changed my future and how I will look at certain aspects from now on. ”

- Ashley German,  
Serra Catholic HS, Allegheny County



“ The experience was nothing short of powerful. From the moment I stepped onto the PFEW campus, I was captivated by the vibrant atmosphere. The hands-on simulations and interactive business challenges allowed me to apply theoretical concepts to real-world scenarios, fostering critical thinking and problem solving abilities. ”

- Harmony Dahman,  
Greenville JSBS, Mercer County

# OUR PFEW 2023 WINNERS ARE...

Competition is at the heart of the American free enterprise system and PFEW! Our teams compete in four different categories throughout the week, and overall performance across four individual competitions determines each week's Top Company. Here are the teams that rose above their competitors this summer to claim the top spots at PFEW 2023.



## Management Skill

Our first competition is Management Skill, and it comes directly from the BizSim college level simulation. It is a 0-100 metric that measures how efficiently each team manages their financial resources over 12 quarters of operation. It looks at production efficiency, expenditures, net profit, inventory management and more. Here are the teams who earned the highest cumulative Management Skill score over their three years of operations:

<b>WEEK 1</b>	<b>Company A2 – Best for Pets</b>	Company Advisor <b>Mike Gecht</b> Travel Ease, Ltd. (ret.)
<b>WEEK 2</b>	<b>Company B3 – Building Buddy</b>	Company Advisor <b>Dave Sterrett</b> PA Department of Environmental Protection
<b>WEEK 3</b>	<b>Company B2 – LawnEase</b>	Company Advisor <b>Tom Born</b> Huntington Bank
<b>WEEK 4 LYCO</b>	<b>Company D1 – FitBlend</b>	Company Advisor <b>Cameron Suorsa</b> Entre
<b>WEEK 4 PCT</b>	<b>Company A1 – GPG</b>	Company Advisor <b>Bill Koehle</b> United States Marine Corps (ret.)

## Return on Equity

Also from the management simulation, each team is measured on their cumulative Return On Equity, or ROE. Teams that did well maximized their profit, managed their company's resources through recession and recovery, responded to their competitors' actions, and grew their assets over 12 quarters. Here are this year's winners of Return On Equity:

<b>WEEK 1</b>	<b>Company A2 – Best for Pets</b>	Company Advisor <b>Mike Gecht</b> Travel Ease, Ltd. (ret.)
<b>WEEK 2</b>	<b>Company D1 – Easy Living, LLC</b>	Company Advisor <b>Denzel Henderson</b> Compassionate Hearts Personal Care, LLC
<b>WEEK 3</b>	<b>Company G3 – Connec-tech</b>	Company Advisor <b>John Lugg</b> Lugg & Lugg Law Offices
<b>WEEK 4 LYCO</b>	<b>Company B3 – POW3R</b>	Company Advisor <b>Haley Patrick</b> Appian
<b>WEEK 4 PCT</b>	<b>Company E2 – Level-Up</b>	Company Advisor <b>Kevin Haigh</b> Vanguard

## Advertising Competition

On the creative side, teams are assigned to an industry, and they must decide on a product, design its features and define a target audience to which their product appeals. Throughout the week they must create a website and print, TV, radio and social media advertising that markets to their customer base. This year's Industries were: A – Pet Supplies; B – Power Tools; C – Candy; D – Household Appliances; E – Health & Fitness; F – Transportation; and G – Communications. Teams must then present their advertising campaign to a panel of expert judges at the end of the week. Here are the winners of the PFEW 2023 Advertising Competition:

<b>WEEK 1</b>	<b>Company E2 – Bowl'd Choice</b>	Company Advisor <b>Kevin Davis</b> The Davis Group (ret.)
<b>WEEK 2</b>	<b>Company A1 – PackFindr</b>	Company Advisor <b>Carl Marrara</b> Pennsylvania Manufacturers' Association
<b>WEEK 3</b>	<b>Company F2 – Timeless Bikes</b>	Company Advisor <b>Toan Do</b> Blue Cross Blue Shield Association
<b>WEEK 4 LYCO</b>	<b>Company A3 – Klean K9's</b>	Company Advisor <b>Paul Vizza</b> BNP Paribas
<b>WEEK 4 PCT</b>	<b>Company D3 – Foodify</b>	Company Advisor <b>Nate Cooper</b> Komfort Heat (ret.)

## Stockholders Competition

This is without a doubt the most challenging of the four individual competitions. Our teams are tasked with presenting a formal Shareholders Annual Meeting to a panel of financial experts acting as their stockholders. Teams must report on their first two years of operations and present detailed income statements, balance sheets, and supporting charts and narrative that describes their understanding of how their decisions, the economy and their competitors affected their operations and results. It's a full immersion into modern business accounting, finance and operations. Congratulations to the following companies who took home this year's Stockholders Competition:

<b>WEEK 1</b>	<b>Company F2 – infinix</b>	Company Advisor <b>Joseph Rogers</b> Pope John Paul II High School
<b>WEEK 2</b>	<b>Company G1 – Outreach Communications</b>	Company Advisor <b>Ferlin Patrick</b> CSD Co-Packers, Inc. (ret.)
<b>WEEK 3</b>	<b>Company D3 – MOPPA Industries</b>	Company Advisor <b>Chuck Witmer</b> County of Centre (ret.)
<b>WEEK 4 LYCO</b>	<b>Company B3 – POW3R</b>	Company Advisor <b>Haley Patrick</b> Appian
<b>WEEK 4 PCT</b>	<b>Company B2 – DEVOUR Industries</b>	Company Advisor <b>Liz Remelius</b> Villanova University

## Top Company

This is the grand prize of PFEW, and it goes to the teams that cumulatively performed the best over all four competitions. In addition to a frameable certificate, each individual and Company Advisor on the winning team receives one share of stock in a major U.S. Corporation. This year's stock is Newell Brands. But without question, the best reward lies in the shared experience, the teamwork, and pride in a job well done with their new colleagues and friends. Congratulations to our Top Companies of PFEW 2023!

<b>WEEK 1</b>	<b>Company A1 – TempTails</b>	CEO – <b>Julia Duncan</b> , Boyertown Area SHS Company Advisor – <b>Chip Shamburg</b> Erie Bronze & Aluminum
<b>WEEK 2</b>	<b>Company A1 – PackFindr</b>	CEO – <b>Olufela Osimokun</b> , Bayard Rustin HS Company Advisor – <b>Carl Marrara</b> Pennsylvania Manufacturers' Association
<b>WEEK 3</b>	<b>Company B2 – LawnEase</b>	CEO – <b>Riley Finnicum</b> , Technical College HS - Pennocks Bridge Campus Company Advisor – <b>Tom Born</b> Huntington Bank
<b>WEEK 4 LYCO</b>	<b>Company D1 – FitBlend</b>	CEO – <b>Rowan Mattern</b> , Clearfield Area HS Company Advisor – <b>Cameron Suorsa</b> Entre
<b>WEEK 4 PCT</b>	<b>Company F3 – FlashCorp</b>	CEO – <b>Anthony Bertucci</b> , North Allegheny IHS Company Advisor – <b>David Sawtelle</b> Consultant

# Company Advisor Milestones

Pride and Gratitude. When we think about our PFEW Company Advisors, this is what we feel. Great pride that they believe so passionately in our mission, and immense gratitude for their time, talent, energy, and care that make the PFEW experience come alive for our students.

When Advisors reach milestone years of service, we're pleased to present them with a small gift and introduce them at our closing ceremonies so they can receive the recognition and applause they so richly deserve. Please join us in thanking this year's extraordinary Company Advisors celebrating milestone anniversaries of service.

## 3 YEARS

When an Advisor reaches three years of service, we're pleased to present them with an embroidered, lined weatherproof pullover they can use during those chilly Pennsylvania springs and falls. This year, six special Advisors celebrated three years of service.



Here's Cody Chan with Karen at the Week 1 closing ceremony.



Michelle presented Alberto Casadei with his jacket in Week 2.



Pictured here with Scott are Week 3's 3-year celebrants, Nathan Vrabel and Taura Ivanko. Nathan and Taura are also PFEW graduates.



At the Week 4 Lycoming ceremony, Amber, Jeremy, and Leslie present Mike Romano with his jacket. Mike is a PFEW graduate.



At Penn College, Britta Shillingsburg receives her jacket from Michelle and Karen. Britta is also a PFEW graduate.

## 10 YEARS

When an Advisor reaches 10 years of service, we are pleased to present them with an engraved plaque as a reminder of their decade of dedicated commitment to our Foundation's mission and the youth of Pennsylvania. This year, we celebrated five amazing Company Advisors with 10 years of service.



Helen White receives her plaque from Karen and Michelle at the Week 1 ceremony.



Pictured here with Michelle during Week 2 is Kevin Connor.



Scott presented Abigail Zlockie, Nick Carter, and Toan Do with their 10-year plaques at the Week 3 ceremony. All three are PFEW graduates.

## 15 YEARS

This year we recognized one very special Company Advisor celebrating his amazing 15th year of service to PFEW and the youth of PA. Pictured here with Michelle and Karen at the Week 4 PCT closing ceremony receiving his certificate and 15-year gold lapel pin is Kyle Wherrity.



Kyle's commitment knows no bounds – he is a PFEW graduate and also serves on the FFEE board of directors.

## 20 YEARS

When a Company Advisor serves 20 years with PFEW, we are pleased to present them with an engraved watch, a reminder that their time is the most precious gift they can give. This very special gentleman has impacted the lives of more than 400 students in his time with PFEW and we are forever grateful. Here with Michelle and Karen at the Week 4 PCT ceremony is David Sawtelle.



## 30 YEARS

And finally, this year we recognized an extraordinary gentleman who is celebrating his 30th year with the Foundation. He is our current interim board chair, a past board chair, and has served PFEW as a Judge, Speaker, and Company Advisor. He has served as a CA every year since 1993, missing only when the program was canceled due to COVID in 2020. He has further served as a CA multiple weeks in the same year and always answers the call when we need him. Five years ago, we presented him with his PFEW Legacy



Crystal commemorating his quarter century of service. This year we presented him with a 5-year crystal sleeve to put on his Legacy award as a very small token of our appreciation for his unwavering commitment, guidance, knowledge, wisdom and care he has bestowed upon our Foundation, his fellow Company Advisors, board members and the over 600 students whose lives he has permanently impacted during his time with us. Pictured here with Scott at the Week 3 closing ceremony is Russ Brooks.

## My Commitment

You can play an important role in a young person's successful future by enclosing your 501(c)(3) tax deductible contribution today. FFEE is an approved Educational Improvement Organization (EIO) in the EITC Program. Please make your check payable to: **Foundation for Free Enterprise Education**

- ☐ Founder's Club – \$25,000+
- ☐ President's Club – \$15,000 - \$24,999
- ☐ Keystone Club – \$10,000 - \$14,999
- ☐ Student Champion – \$5,000 - \$9,999
- ☐ Student Patron – \$1,500 - \$4,999

*A gift of \$695 will provide a sponsorship for a student to attend PFEW*

I would like to make a gift of \$ \_\_\_\_\_

**Please designate my gift to:**

- ☐ All programming
- ☐ PFEW & Speaker Series
- ☐ The Stock Market Game™
- ☐ I would be interested in monthly giving. Please contact me.

Name \_\_\_\_\_

Title \_\_\_\_\_

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

Address \_\_\_\_\_

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

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☐ I will sponsor students in areas of greatest need.

☐ I would like to sponsor students from the following counties: \_\_\_\_\_

☐ Check Enclosed (**Payable to FFEE**)

☐ Invoice me on: \_\_\_\_\_ (date)

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## Calling All Chambers and Business Associations...

This year we saw several wonderful collaborations with our chamber and association partners bear great fruit. Because of these vital connections, we gained volunteers and students for PFEW, and in turn, our PFEW and SMG students are more aware of opportunities offered by our partners.

We are preparing our 2024 promotional materials as we speak, so now is the perfect time to feature your youth programs, scholarships, internships and other growth opportunities. Visit [www.pfew.org/speaker-series/regional-programs](http://www.pfew.org/speaker-series/regional-programs) to enter your program. We will soon distribute this information to over 3,500 school contacts statewide. Our primary goal? Connect our students to local opportunities, help them maximize learning and prepare for careers right here in PA!

## Erie Gives Day 2023 Another Huge Success!

Erie Gives 2023 was held on August 8th, and once again our donors stepped up in a big way. Regular readers of the *EDGEucator* know that Erie Gives is our single most important fundraising day of the year, and because of the incredible generosity of our wonderful donors and supporters, we were able to raise over \$307,000 for our programming! While the final numbers were not in at the time of this publication, we anticipate that the “bonus bucks” prorated match will exceed \$10,000, an astounding amount that will go directly to 2024 PFEW sponsorships.

Thank you to all our donors who participated in this extraordinary day of giving. We are humbled by your generosity.

## It's Time For Another Great Year of SMG!

The Stock Market Game broke records this past year - over 9,700 students developed lifelong skills and discovered the vital importance of global capital markets, investing and saving. It was an amazing year of learning, and we're grateful to every donor who sponsored teams, every educator who offered the game to their students, and every student who now possesses the knowledge and skills to create successful financial futures.

One thing about records – they're made to be broken, and we're excited to kick off the 2023-24 SMG season. **Here are the dates for the 2023-2024 SMG Competitive Sessions:**

Year-Long Competitive Session: .....9/11/23 to 4/12/24  
Fall Competitive Session: .....9/25/23 to 12/1/23  
Spring Competitive Session: .....2/5/24 to 4/12/24

Enrichment (non-competitive) sessions are also available. Dates can be found at [www.pfew.org/stock-market-game](http://www.pfew.org/stock-market-game).

Educators, it's not too late to offer SMG to your students! For more information, contact FFEE SMG Coordinator Jeremy Kropf, [jeremy@pfew.org](mailto:jeremy@pfew.org). Or, you can sign up today on our website, [www.pfew.org](http://www.pfew.org).