

It's fall and a new school year is upon us. That means there's a lot going on at FFEE! Our year-long competitive session of The Stock Market Game is under way and the fall competitive session is about to begin. The Speaker Series is gearing up for expansion, and PFEW fundraising and student recruiting is right around the corner. As always, planning for another outstanding year of youth economic education is our top priority.

But in this special edition of the **EDGEucator**, we take a fond look back at this summer's incredible, amazing, electric, powerful, and inspiring Pennsylvania Free Enterprise Week program. It was a place where 1,556 of Pennsylvania's best and brightest students gathered to learn, collaborate, share ideas, develop skills and truly celebrate business and the American free enterprise system. It was a summer for the ages.



“ I have learned that business affects everything and whether I want to be a doctor or marketing director, an education on business is priceless. This opened my eyes to the limitless possibilities I could have in the business industry. I can say with confidence that this week was the most educational trip I have ever been on. I truly encourage you to continue to sponsor future students like me and give them the opportunity of a lifetime. ”

- Lily Bouch,
St Marys Area SHS, Elk County

“ I leave this program as a new man. A man who has a firm idea on what he wants and the knowledge as well as confidence to start making that first step and pursue what he wants. This opportunity changed my mindset in so many ways, not just in business, but in how to live my life. Thank you from the bottom of my heart. ”

- Justin Jun,
Lewisburg HS, Union County



“ I encourage you to continue sponsoring students because you not only get to experience a taste of freedom, friendship, and genuine connection for the first time, you also get a sense of what employers are looking for in and out of the workplace. Personally, I feel more confident in my ability to walk into a workplace and get any job I want. I've met so many amazing people who helped me come out of my shell and learn how to truly open up. It's shown me that business is so much more than just numbers. This week has been an experience of a lifetime. ”

- Savanna Mackie,
South Western HS, York County



And The Winners Are...

Just like in business, PFEW is all about healthy, spirited competition. In fact, it's the very core of the PFEW experience. There are four main competitions, each counting 25% toward the most coveted prize of the week – Top Company. Each week, the team that achieves the highest cumulative score across all four individual competitions wins Top Company, and each member of the winning team receives one share of stock in a major US Corporation. This year, the competition was electric, and it was great to see our students working together toward a common goal. That's the stuff of business, and that's the stuff of life. Regardless of how they finished though, every single student at PFEW learned the vital importance of free enterprise, developed lifelong skills, and made lasting friendships and connections, the true value of PFEW. Please join us in recognizing these teams, Company Advisors, and CEOs who fared just a bit better than the competition at PFEW 2022.



Management Skill

Management Skill comes directly from the BizSim college-level simulation and is a measurement of how efficiently and effectively teams used their financial resources during each of the 12 quarters of competition. A perfect score would have been 1200, and while nobody hit it, some teams came very, very close! Here are the teams who earned the highest cumulative Management Skill score over their three years of operations:

WEEK 1	Company A2 – Paws Cause	Company Advisor Col. Dave Hall, DRH Pilot Services, LLC, Lewisburg, PA
WEEK 2	Company C2 – Amaranth	Company Advisor Joe Harford, Reclamere, Inc., Tyrone, PA
WEEK 3	Company D1 – Kurio	Company Advisor Todd Schorle, Schorle Secure LLC, Wyomissing, PA
WEEK 4 LYCO	Company F1 – Go-Go Inc	Company Advisor John Lugg, Lugg & Lugg Law Offices, Lock Haven, PA
WEEK 4 PCT	Company B3 – T-Power	Company Advisor Scott Jeska, House Buyers of Erie, Erie, PA

Return on Equity

Also from the management simulation, BizSim calculates each team's Return On Equity, or ROE, over the three years of operations. It's a measure of overall financial performance and how well teams managed their competition, market fluctuations, recession, recovery, world events and more. Here are the teams who earned the most money and achieved the highest cumulative Return On Equity (ROE) at PFEW 2022:

WEEK 1	Company D2 – Marky Mover	Company Advisor Mark Skoric, Joshua Consulting, LLC, Uniontown, PA
WEEK 2	Company A1 – Pucci	Company Advisor Russ Brooks, Tilden & Associates, Centre Hall, PA; Company Advisor Kevin Davis, The Davis Group (ret.), Altoona, PA
WEEK 3	Company D2 – I.V.A.	Company Advisor Michelle Louch, Self-Employed, Irwin, PA
WEEK 4 LYCO	Company A2 – SmartPetz	Company Advisor CJ Betz, Free Press Graphics & Publishing, Quakertown, PA
WEEK 4 PCT	Company B3 – T-Power	Company Advisor Scott Jeska, House Buyers of Erie, Erie, PA

Advertising Competition

When they arrive on campus, students are assigned a team within a specific market industry and are tasked with creating a product and a comprehensive advertising and marketing campaign which they must present to a panel of expert judges at the end of the week. The Industries of PFEW 2022 were: A – Pet Supplies; B – Power Tools; C – Candy; D – Household Appliances; E – Health & Fitness; and F – Transportation. Teams must clearly define their target market, create and perform TV and radio ads, display print and social media advertising and design a website. Congratulations to the following winners of this year's Advertising Competition:

WEEK 1	Company E3 – SOL	<i>Company Advisor McKenna Shirey, Ernst & Young, McLean, VA</i>
WEEK 2	Company B3 – RenTools	<i>Company Advisor Linda Greek, Butler County Community College, Butler, PA</i>
WEEK 3	Company D3 – Stork Support	<i>Company Advisor Jeremy Raichle, TD Bank, America's Most Convenient Bank, Reston, VA</i>
WEEK 4 LYCO	Company D3 - Brewtality	<i>Company Advisor Paul Vizza, BNP Paribas, North Wales, PA</i>
WEEK 4 PCT	Company D2 – Cryo Appliances	<i>Company Advisor Joseph Rogers, Pope John Paul II High School, Royersford, PA</i>

Stockholders Competition

Unquestionably, this is the most challenging of the four individual competitions. On Friday, teams are responsible for presenting a formal stockholders annual meeting to a panel of expert financial judges who act as their shareholders. Teams must present and explain two-year comparative income statements and balance sheets, charts and graphs supporting their operations, and a narrative that explains in detail the effects that their decisions, the competition, and the economy had on their operations. They must show understanding of complex business and financial concepts and be able to articulate how they dealt with cashflow, scarcity, production and other functions of their operations. Congratulations to the following companies who took home this year's Stockholders Competition

WEEK 1	Company C2 - Kandurance	<i>Company Advisor John Bachman, JB Associates, Brookhaven, PA</i>
WEEK 2	Company B3 – RenTools	<i>Company Advisor Linda Greek, Butler County Community College, Butler, PA</i>
WEEK 3	Company E2 – STRIVE	<i>Company Advisor Ken Snyder, K. Snyder & Associates, Wyomissing, PA</i>
WEEK 4 LYCO	Company D1 – Stronghold	<i>Company Advisor Marianne Beane, Endless Mountain Outdoors, LLC, Williamsport, PA</i>
WEEK 4 PCT	Company D1 – MowMor	<i>Company Advisor Julia Haigh, Center for Opinion Research, Franklin & Marshall College, Marietta, PA</i>

Top Company

The culmination of the week is the awarding of the prestigious Top Company Award. Remember, these are the teams who performed the best overall across all four competitions. In addition to a frameable certificate and the pride and sense of accomplishment in a job well done, 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 Lumen Technologies. Congratulations to our Top Companies of PFEW 2022!

WEEK 1	Company B3 – Head Start	<i>CEO Ishi Bhattacharya, Downingtown STEM Academy Company Advisor Nathan Vrabel, Graham Partners, Mechanicsburg, PA</i>
WEEK 2	Company A2 – PAC Inc	<i>CEO Sachiel Varada, Downingtown STEM Academy Company Advisor Marshall Welch, InvictusHP Consulting, Montoursville, PA</i>
WEEK 3	Company E2 – STRIVE	<i>CEO June Chen, St Marys Area SHS Company Advisor Ken Snyder, K. Snyder & Associates, Wyomissing, PA</i>
WEEK 4 LYCO	Company F1 – Go-Go Inc	<i>CEO Ian Fox, Shanksville-Stonycreek HS Company Advisor John Lugg, Lugg & Lugg Law Offices, Lock Haven, PA</i>
WEEK 4 PCT	Company A1 – A1 Agriculture	<i>CEO Caleb Dacus, Cathedral Preparatory HS Company Advisor Melody Kameron, Hudson Business Service LLC, Butler, PA</i>

Company Advisor Milestones

Can you imagine giving up a week of your life away from home, family, and work and spending it on your own dime with a group of teenagers? Now can you imagine doing it multiple years? Sometimes, neither can we. Each year at our PFEW closing ceremonies, we recognize Advisors who celebrate milestone years of service to PFEW. Please join us as we recognize and thank the fifteen extraordinary men and women pictured here for their unbridled love and devotion to PFEW and the youth of PA.

3 YEARS

Here are the six incredible Advisors who celebrated three years of service with PFEW this summer.



Anthony Bennett (Week 1) Jamie Sheets (r) (Week 1)



Haley Patrick (second from left) (Week 2)



(l to r) Paul Vizza, Debi Friedmann, Steve Turpin, (Week 4, Lycoming)

10 YEARS

Two incredibly generous Advisors celebrated an amazing 10 years of service this year.



Pictured here with Scott holding his 10-year plaque is Mark Pietrusinski (Week 3)



Here in the center receiving her 10-year plaque from Karen and Michelle is Melody Kamerer (Week 4 PCT)

15 YEARS



Pictured above to Scott's right are two wonderful gentlemen receiving their 15-year gold service pins during Week 3 of PFEW 2022. Left photo, Jeremy Raichle, right, Kevin Shivers.

In the center, receiving her pin from Karen and Michelle is Roxi Seilhamer during the Week 4 PCT closing ceremony.

20 YEARS

We were blessed to have three exceptional Advisors who celebrated an amazing 20 years of service to the youth of PA. We were pleased to present our two gentlemen with engraved watches, and Jodi with an infinity necklace, symbolizing the infinite number of lives they have touched over the precious time they have spent with us.



With Karen during Week 1 are Larry Petro (l) and Mark Skoric (r).



With Karen, Michelle and Scott at the Week 2 ceremony is Jodi Brandon (second from left)

30 YEARS

When an Advisor reaches 25 years with the Foundation, we present them with our Crystal Award, emblematic of their loyal and dedicated service to the highest ideals of economic education and the youth of PA. Each five years afterwards, we are pleased to present them with a colored crystal sleeve to slide onto their award. This year, one Advisor celebrated an amazing 30 years of service to PFEW. This man has done it all. He has served on our board of directors for many years and is a past chair, and in addition to his service as a Company Advisor he has served as a PFEW Speaker, Judge, and even a member of the part time summer staff. In total, he has mentored an incredible 47 teams and more than 800 students over his 30 years of service. Please join us in thanking this most exceptional man, Mr. Kevin Davis.



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 _____

County _____ Telephone No. _____

Email _____

☐ 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)

The Foundation for Free Enterprise Education is an educational not-for-profit corporation dedicated to promoting awareness to the general public about free market economics and private enterprise. All gifts are tax deductible. A copy of the Foundation's official registration and financial information may be obtained from the PA Bureau of Corporations and Charitable Organizations. Call 1-717-783-1720. Registration does not imply endorsement.



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3076 West 12th Street
Erie, Pennsylvania 16505-3857

PHONE: (814) 833-9576 • **FAX:** (814) 833-9850
E-MAIL: info@pfew.org • **WEB SITE:** www.pfew.org

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Another Great Erie Gives Day!

How can we possibly express our gratitude to the most wonderful and loyal donors on the planet? Each Erie Gives day they show up in droves and make financial gifts that educate over 11,000 students each year. They know how important Erie Gives day is to us, and because of their consummate generosity, their gifts this past August 9th generated an additional **\$13,349.01** in matching funds provided by event sponsors, 100% of which will go to funding PFEW sponsorships in 2023. To all our treasured donors and supporters who believe in our mission and support youth economic education, **thank you** for championing the cause of business, financial literacy, workforce development and the American free enterprise system. You are our heroes!

It's Time For Another Great Year Of SMG!

We're proud that The Stock Market Game (SMG) educated a whopping 8,646 students during the 2021-22 school year, a near record. SMG unlocks the mysteries of the global capital markets and teaches students how to create a financially stable future. We're excited to kickoff the 2022-23 SMG sessions! Here are the dates for the **2022-2023 SMG Competitive Sessions:**

Year-Long Competitive Session: 9/12/22 to 4/14/23
Fall Competitive Session: 9/26/22 to 12/2/22
Spring Competitive Session: 2/6/23 to 4/14/23

Enrichment (non-competitive) sessions are also available. Dates can be found at www.pfew.org.

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

Exciting Speaker Series News...

We're growing again! Here's what's new for the coming year...

- More videos with new and emerging fields
- Expanded marketing to introduce the Series to more schools, chambers, and business associations
- All new content designed to highlight career opportunities in every region of PA
- New partnerships and greater impact

We are developing strategic relationships with our many chamber and business association partners to bring even more value to the Speaker Series. We're planning a brand new series of 5-minute, easy to watch videos highlighting jobs in each region of the state. The videos will benefit student and adult job seekers and will include:

- Workforce development and job placement programs available in select areas
- After school and summer jobs/internships available to students
- Specific career opportunities available in select areas
- The education, background and skill sets local employers seek
- Funding available for new businesses/entrepreneurs

We need to keep our amazing and talented young people right here at home creating new businesses, vibrant lives and thriving communities. Nothing is more important!