

FOUNDATION FOR FREE ENTERPRISE EDUCATION

excellence in learning

Pennsylvania Free Enterprise Week
The Stock Market Game™
The Speaker Series

IMPACT REPORT

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We are pleased to present the Foundation for Free Enterprise Education's 2020 Impact Report. In the following pages, you will hear our 2020 story, from the anticipation of the largest Pennsylvania Free Enterprise Week program in our storied history to the disappointment of its cancellation to the triumph of spirit as a new program is born. This is a story of impact – of dedicated, committed and passionate people coming together to fulfill our mission and educate our young people in the face of extraordinary obstacles. It has been a year of change – some good, some not so good, and some forever.

Thank you to our board, donors, chambers, educators, students, and everyone who has helped us navigate this most challenging of years. Your impact has been immeasurable. I think we can all agree: it has been a year for the ages.



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President's Message

When I sat down to write this message, many things raced through my mind, namely, how do I possibly tell the story of this most extraordinary year? After all, life as we know it has been turned upside down. For the first time in our 42-year history, we canceled Pennsylvania Free Enterprise Week. It was a crushing blow. We work *sixteen months* to put on a PFEW program, and this year, in an instant, it was gone. That certainly is one story to tell.

But as we reflect on the events of the past year, I think it's important to focus not on what could (and should) have been, but rather on what actually was and what will be. This year's Foundation story is one of resilience, perseverance, loyalty, and a passion that no pandemic can stop. It's a much better story to tell, and it's *our* story.

In the following pages, you'll take the Foundation for Free Enterprise Education's 2020 journey through the lenses of our students, volunteers, organizations, business partners, and countless others who embraced our mission and provided the means, support, and encouragement to create new programming that will impact thousands of students for years to come.

The pandemic taught us a lot. It forced us out of our routine and created many challenges. It allowed us to refocus on our mission and discover a whole new way of doing things. But most importantly, it made us stronger. We're even more determined to build upon the past as we forge a bright future with one goal in mind - to provide the finest youth economic education in the country. It is our mission, it's our passion, and it's our life's work.

I close by saying thank you. Thank you to our wonderful donors who trusted us to use their resources wisely. Thank you to our volunteers who cheered us on and pitched in to help create our incredible new programming. Thank you to our board, who made the tough but correct call to cancel this year's PFEW and allowed us to continue our work. Thank you to our chamber and association partners who once again shared our message with their members. Thank you to our educators and schools who promoted PFEW and SMG to their students. And finally, thank you to the students we've had the pleasure to educate and serve this past year. Your perseverance in the face of this most difficult time is inspiring. You are the reason we do what we do.

Here's to brighter days ahead. Our youth will be the key to our nation's successful future. Their path won't be without its challenges, and our job is to help them navigate it. We hope you will join us, as together we are strong and our impact profound.

Karen M. Musante



welcome

Where we've been....

Since 1979, our Foundation's goal has been to address the compelling and urgent issue of workforce preparedness. It's amazing that over four decades later, workforce preparedness remains one of the most critical needs for Pennsylvania business. Preparing our students for their future has been our mission and vision since day one.

OUR MISSION

To heighten the awareness of Pennsylvania's youth about their future role in the American free enterprise system by delivering high-quality and practical hands-on learning experiences.

OUR VISION

To be the recognized leader in providing quality learning opportunities that promotes the understanding of the link between personal freedom and economic opportunity.

It is crucial to give our workforce a much deeper understanding of the challenges facing business and industry. Our programming does just that, and we have been successful in changing the lives of over 60,000 students since 1979. Imagine what is yet to come!



OUR 2020 PARTNERS

We are blessed with dedicated, passionate people and organizations who help us fulfill our mission of providing world class education to the young people of Pennsylvania. The very special people listed here contributed greatly to our Foundation this year. They assisted with fundraising, student and volunteer recruitment, endorsement, and acquisition of program materials. These partners are vital to making all Foundation programs rewarding, unforgettable and impactful. Their dedication to educating our youth is inspiring and we couldn't do it without them. Please join us in thanking and supporting these wonderful people.

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THESE ABSOLUTES HAVE GUIDED US OVER OUR 42-YEAR HISTORY – WE WILL ALWAYS DO THE RIGHT THING, WE WILL ALWAYS DO IT WELL, AND WE WILL DO EVERYTHING WITH OUR MISSION AND VISION IN MIND. NOTHING ELSE MATTERS.

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Where we are....

Although the past year is not what we had hoped for, it has made us stronger. The Speaker Series was born, we offered the Stock Market Game to all teachers and PFEW registrants, and we made improvements to PFEW for years to come. This vital work was made possible by our donors and the thousands of loyal people who provide mentorship, encouragement, motivation and learning.

We are profoundly grateful to everyone who has provided gifts this year and pledged gifts next year. You will educate and impact students for years to come. Thank you!

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Our Foundation exists to provide relevant, impactful education that prepares today's youth to be tomorrow's leaders. Our family of world class programs - Pennsylvania Free Enterprise Week, The Stock Market Game, and the Speaker Series - provide an impenetrable foundation upon which students can build knowledge and skills that uniquely prepare them to meet the challenges of tomorrow.

We cannot do this vital work without the support of the generous organizations and individuals listed here. They provide the financial means for our students to understand and embrace the ideals of the American free enterprise system, develop financial literacy, understand the markets, build mentor relationships and explore careers.

Our students have never needed this education more, so please join us in thanking the following wonderful donors and partners for their dedication to our mission and the youth of Pennsylvania. They are the true heroes.

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FROM A PFEW ALUM

"I can honestly say that this was the most life changing experience I have ever had... in the time frame of only one week, I feel like I have learned more than a year's worth of a class at school... I truly believe that by continuing to sponsor students at PFEW, you would be opening so many doors to future career paths of young leaders."

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Owlett & Lewis, P.C.
 Patriotic Order Sons
 of America *
 Pento Homecare Agency, Inc.
 PFEW 2019 Interns
 Pine Electronics, Inc.
 Pine Test Equipment, Inc.
 Polett, Mr. & Mrs. Daniel H.
 Procter & Gamble, Mehoopany
 R. P. Brooks & Associates, LLC
 Rich Jensen-Jeffrey Landis, Jr.
 Memorial Fund for
 Children's Charities of
 The Erie Community
 Foundation
 Richards & Associates, P.C. *
 Rohrer's Incorporated
 Rosewein Realty, Inc.

Rotary Club of DuBois
 Sanders, Ms. Pamela
 SAP Software Solutions
 Sawtelle, Mr. & Mrs. David R.
 Schaedler Yesco Distribution
 Schlosser Steel, Inc.
 Schlosser, Mr. & Mrs. Dennis R. *
 Schorle Secure, LLC *
 Schutt, Mr. William R.
 Scranton Area
 Community Foundation *
 Seilhamer, Ms. Roxanna S.
 Sensenig, Mr. & Mrs. John P.
 Sheetz, Inc.
 Sheetz, Mr. & Mrs. Stephen G. *
 Shelburne Charitable
 Foundation
 Shreve, Mr. & Mrs. Scott
 Smith, Mr. Kent A.
 Snyder, Jr., Mr. Kenneth W. *
 Solar Innovations, Inc.
 Somerset Area Jaycees *
 Somerset Trust Company *
 Soroptimist International
 of Fayette County
 Springs Window Fashions LLC *
 Standard Steel, LLC
 Structural Fiberglass, Inc. *
 SureShade *
 The Fredericks Company
 The Hite Family
 The Markosky Engineering
 Group, Inc.
 The Michael J. Ferraro
 Charitable Fund *
 The Muri Company *
 The Tri-M Group, LLC
 The York Water Company
 Tripolitis, Mr. & Mrs. John G.
 United Electric
 Cooperative, Inc.
 United Integrity Group, Inc.
 United Way of
 Wyoming Valley *
 UPMC Diversified Services,
 an affiliate of
 UPMC Health Plan
 UPMC Northwest
 UPMC Soldiers & Sailors
 Memorial Hospital
 VF Outlet, Inc.
 VFW Bruce Shorts Post 5958 *
 Wagaman, Ms. Sarah
 Washington County
 Chamber of Commerce
 Washington County
 Tourism Promotion Agency

FROM A TEACHER, THE STOCK MARKET GAME 2020

“The students have loved the program and it has driven them to better understand the Stock Market as well as the economy. Really, when we start, the majority know very little about either thing. So, it's really wonderful. And we are grateful for the continued financial assistance which makes it possible for our students to participate. Thank you!!! So grateful!”

*Liz Taylor
 Julia R. Masterman Secondary School*

Waynesburg Rotary Club *
 Wehrung, Mr. & Mrs. Vernon C.
 Weismuller, Ms. Bernadette
 Wherrity, Mr. & Mrs. Kyle P.
 White, Mr. & Mrs. James A.
 Whitten, Mr. & Mrs. Tim G.
 Wienken Wealth Management
 Witmer, Mr. Charles
 Woolrich, Inc.
 Yuengling Brewery *

Gifts up to \$624

Agamaite, Mr. & Mrs. James
 Alrutz, Mr. Jerome *
 American College
 Admissions Consultants *
 Autumn View Investments LLC
 Ayers, Mr. & Mrs. Harold J.
 Baker, Mr. & Mrs. John M.
 Baker, Mr. Chuck
 Beckman, Ms. Harriet
 Beezub, Ms. Heidi L. *
 Bellefonte Moose Lodge 206
 Bennett, Mr. Anthony
 Bolyard, Mr. Michael

Born, Mr. Thomas S.
 Brandon, Ms. Janet
 Bray, Ms. Melanie
 Business & Professional
 Women of Ligonier Valley *
 Charles, Mr. Keith J.
 Choice Careers LLC
 Christine J. Jensen
 Memorial Scholarship
 Claypoole, Ms. Hope A.
 Daisey, Ms. Tasha
 Damico, Ms. Amy
 Delux Dental Laboratory, Inc.
 Derry Township
 Detroit Switch, Inc.
 Dewey, Mr. & Mrs. Daniel
 DFT, Inc.
 Diefenbacher, Mr. Robert H.
 DuBois Area Jaycees
 Durkin, Mr. Robert F. *
 Ehrman, Mr. Geoffrey
 Emporium Rotary Club
 Esbenshade's
 Greenhouses, Inc. *
 Falvello Law Firm PC *

Fiddner, Ms. Patricia
 Forbes, Ms. Molly *
 Frank, Mr. & Mrs. Rudy
 Gecht, Mr. & Mrs. Michael
 Gehron Family
 Gilbert, Ms. Jennie *
 Gilbert's Risk Solutions
 Gleyze, Ms. Nancy
 Goldstone, Ms. Jill
 Goss, Mr. & Mrs. Gary M. *
 Greater Pottstown SHRM -
 In Memory of Barry Haring *
 Guest, Mr. John
 Haigh, Mr. & Mrs. Bruce W. *
 Halverson,
 Mr. & Mrs. Kenneth S.
 Harkins, Mrs. Susan
 Henry, Mr. Lowman S. *
 Herrmann, Ms. Tina *
 Hessley,
 Mr. & Mrs. Bernard J. *
 Higley, Mr. Mitchell
 Hirschle, Ms. Nancy
 Hoffman, Mr. Christopher
 Holleran, Mr. Thomas V.
 Hurd, Jr., Mr. & Mrs. Joseph D.
 I.B.E.W. Local Union No. 81
 Image360
 In Memory of Kathy Brandon
 Information Strategies Plus
 IPEG, Inc. *
 Ivanko, Ms. Taura
 J. Baur Machining, Inc.
 Joan Crane PFEW
 Memorial Scholarship
 Johnsons' Sporting Goods
 Kameron Family
 Karenchak, Mr. & Mrs. Mark A.
 Keller Engineers, Inc.
 Kelly Insurance Agency
 Kern II, Mr. & Mrs. C. Bruce
 Kiwanis Club of Franklin *
 Kiwanis Club of Lock Haven *
 Kiwanis Club of Meadville *
 Kiwanis Club of Somerset *
 Kiwanis Club of Williamsport *
 Klaber, Ms. Kathryn
 KLH Engineers, Inc.
 Klink, Ms. Amy
 Konopski, Mr. Michael
 Kraus, Dr. & Mrs. Gerald Kraus
 Lacey, Ms. Marie *
 Lamer, Ms. Jodi
 Lancaster Chamber
 Lanco Federal Credit Union
 Landis, Ms. Linda
 Laucher, Mr. & Mrs. Charles S.
 Lias, Ms. Melissa *

Littlestown Foundry, Inc. *
 Lower Bucks County
 Chamber of Commerce
 Lundy, Mr. & Mrs. Joseph *
 Lycoming Entrepreneurship
 Mandato, Ms. Nancy *
 Marcellus Shale Coalition
 Marrone, Ms. Wendy
 Martin, Ms. Patricia
 McGrath CPA, LLC
 Meeder Builders
 Minard, Ms. Rachel
 Mitsubishi Chemical
 Advanced Materials Inc.
 Moore, Mr. & Mrs. Robert
 Mountain Lake Electric
 Murphy, Mr. & Mrs. Mark
 Musante, Mr. Kyle
 Noble Family
 Noone, Ms. Alessandra
 Norelli, Ms. Joanie
 Oaks, Ms. Rebecca
 Oas, Mr. David B. *
 Octoraro Native Plant
 Nursery, Inc.
 On Track Resources, LLC
 Oswald, Mr. Matt
 Palfy, Mr. Dennis *
 Palguta, Yutzy & Company
 Partners in Progress
 Patel, Ms. Kavitha
 Patrick, Ms. Haley *
 Pennwood Ophthalmic
 Associates, PC *
 Philippi, Ms. Deborah
 Phillips, Mr. & Mrs. Greg
 Pierson, Mr. & Mrs. Richard *
 Pietrusinski, Mr. & Mrs. Mark
 Pietrusinski, Mr. Daniel
 Piotrowski, Mr. Peter
 Pizzola, Mr. & Mrs. Nicholas *
 Plummer, Mr. & Mrs. Greg
 Pro Quality Cleaning

Where we're going....

We will move forward, led by our mission and vision, our dedicated board, and the thousands of loyal partners who love PFEW, SMG, our Speaker Series and youth economic education. We will prepare to welcome the PFEW 2021 class of Students, Volunteers, Donors, Speakers, and Judges to Williamsport next July and August for what promises to be the finest program in our long, storied history. We will expand SMG's reach to more schools across the state. We will add to our Speaker Series so that students can learn about careers and be mentored by even more caring and trusted adults. And once again, with your help, we will educate thousands of Pennsylvania students and create lasting, powerful, life-changing learning experiences that will lead them and our state to success.

Pucci, Mr. Robert A.
 Rakarich, Ms. Bonnie
 RDJ Enterprises
 Rebol, Mr. & Mrs. Felix
 Riley, Ms. Maria
 Rita G. Alexyn LLC
 Robinson, Mr. & Mrs. Fred
 Roger D Chilson Tax Service
 Rogers, Mr. Joseph S. *
 Rollman, Mr. & Mrs. Sean
 Romano, Mr. Michael
 Ronafalvy, Ms. Tina
 Rubin, Ms. Marsha M.
 Samudrala, Mr. Ram *
 Schiek, Mr. & Mrs. Robert *
 Sea-Level Operations *
 Seburnia, Mr. & Mrs. Mark
 Seibert, Mr. Larry
 Sellers, Ms. Karen

Shayer, Ms. Pam *
 Sheets, Ms. Jamie
 Shirey, Ms. McKenna
 Sinden, Mr. & Mrs. Harry O.
 SMS Auto Parts, Co. *
 St. Anthony's Lodge *
 Stafford Family
 Stauffer Glove & Safety
 Steiner, Mr. Jonathan
 Strickler Agency, Inc.
 The Catherwood Family
 Fund of the Philadelphia
 Foundation *
 The J.M. Smucker Company
 The M&T Charitable
 Foundation
 The Thein Family
 Thunstrom, Mr. Tom
 Tilden & Associates
 Tompkins, Ms. Candy *
 Trombetta, Mr. John J.
 Tyree, Ms. Caroline
 Urosevich, Mr. & Mrs. Thomas
 Wal-Mart Store #1568 *
 Ward Transport &
 Logistics Corporation
 Warofka, Mr. Dale
 Washington County
 Manufacturers Association
 Whiteman, Mr. Jon G.
 William Penn Association
 Woodloch Pines Resort
 Ziesenheim, Mr. Chris

**THE FREDERICK W. ANTON, III
 ENDOWMENT FUNDS**

The following permanent Endowment Funds have been established by farsighted men and women dedicated to continuing the vital economic education of Pennsylvania's youth for decades to come.

- B. Craig Tierney Memorial Scholarship Fund
- Ed Meell Scholarship Fund
- Frank J. Trombetta Scholarship Fund
- Frederick W. Anton, III Scholarship Fund
- Harvey and Winifred Bradley Scholarship Fund
- Henry P. Glendinning Memorial Scholarship Fund
- John C. Daniels Memorial Scholarship Fund
- John J. Trombetta Endowment Fund
- Lewis W. Hull Memorial Scholarship Fund
- Murphy and D'Avino Endowment Fund
- Raymond G. Weber Memorial Scholarship Fund
- Rich Jensen-Jeffrey Landis, Jr. Memorial Fund
- Sumner E. Kibbe Memorial Scholarship Fund
- Terry Cieri Memorial Scholarship Fund
- The Lawrence B. Sheppard Endowment Fund



PENNSYLVANIA FREE ENTERPRISE WEEK



THOUGHTS FROM A PFEW ALUM

“PFEW has shown me that no matter how your past played out, the future always has the possibility to be brighter. From PFEW I learned many valuable lessons that I will not only be able to use in business but also in life. From this experience, I have strengthened my self appreciation as well as self worth. Schools are socially segregated but this program breaks down those barriers put up by our society. So in a sense your support has helped to break down the prejudice walls that we often put up in front of our own eyes.”

Lindsay Starr
Pittsburgh, PA

PFEW 2020

A BRIEF LOOK AT WHAT WOULD HAVE BEEN...

While PFEW is magical, it doesn't happen magically. It takes approximately 16 months of hard work to plan each PFEW summer program. Before the shutdown, we were on pace to hold the largest, most successful PFEW program in our history. We made many significant improvements to the program structure, content, and student materials to provide a more meaningful experience for all our students. Here is a summary of some of the planning, activities, statistics, and numbers behind PFEW 2020.

- ▶ Implemented major changes to BizSim, the business simulation and core activity of PFEW, to better reflect modern business operations
- ▶ Completely overhauled the 120+ page Company Advisor manual so our volunteers can provide additional value to their teams
- ▶ Revised both the Stockholders and BizSim instructional presentations to make the complexities of modern business operations easier to grasp
- ▶ Recruited 114 volunteer Company Advisors (CAs), five Keynote Speakers, filled more than 60 other Speaker slots, filled 40 Judge slots, recruited and offered positions to seven graduate Interns and fifteen Residence Hall Advisors
- ▶ Implemented new technology that improves the educational experience without detracting from the vital teamwork aspects of the program
- ▶ Completely revamped the student handouts to provide much greater value with emphasis on preparing for job interviews, completing state-mandated senior career readiness portfolios, and more

We also traveled the state to promote PFEW at numerous events and visited and thanked donors, chamber partners, and foundations for their continued support of PFEW.

Thank you to our wonderful supporters who helped us make these improvements. While this year's PFEW program was canceled, we're proud that these efforts have not gone to waste - every single item listed above will impact students for years to come!

BY THE NUMBERS

Prior to the shutdown, our schools team of VP of Educational Relations Michelle Warofka and Schools Manager Amber Goss were having a banner student recruiting year, in fact, so good that we were likely on track to host the largest PFEW program in our 42-year history. They were assisted by the following energetic and enthusiastic outside recruiters who shared the PFEW story with thousands of Pennsylvania students statewide: Kevin Connor, Nate Cooper, Travis Kellar, Larry Petro, David Sawtelle, Sid Schechter, Ken Snyder, Kyle Wherrity, and Charlene Wright.

Here is the 2020 PFEW student recruiting story by the numbers as of the March 15th shutdown. It reflects the tireless efforts of the entire team, the statewide schools community, and the students themselves who truly desire and value the PFEW experience.

192	Schools visited
576	Presentations delivered
13	Events attended (FBLA, Career Fairs, Parent Meetings, etc.)
2088	Total applications received
1516	Students accepted and locked in
44	School visits planned but postponed
6	Events planned but postponed

When we canceled PFEW on May 8th, our board of directors voted unanimously to invite every student who was confirmed for PFEW 2020 to transfer their registration to 2021, *including those students who will have graduated high school next spring*. Perhaps the greatest indication of PFEW's reputation and legacy is found in the following statistic:

Over 51% (780 students) transferred their registrations to next year rather than request a refund of their registration fees.

This is an amazing testament to how our students value PFEW and want to experience it firsthand. We hope to see all 780 next year in Williamsport!



STUDENT AMBASSADOR PROGRAM EXPLODES!

One of the heartwarming stories to come out of an otherwise frustrating summer is the success of our PFEW Student Ambassador Program. Last Fall, 62 energetic and enthusiastic PFEW graduates volunteered for the Ambassador program. This is more than five times the size of the previous year's Ambassador Corps, a clear indication of the lasting impact of PFEW on our students.

PFEW Student Ambassadors work with Foundation staff and school administrators to promote PFEW to their classmates and community, share their PFEW journey, be the authentic voice of PFEW and inspire others to take the incredible PFEW journey. The PFEW Student Ambassador Program is a leadership opportunity like no other, and is a great addition to resumes, college/job applications or for use as a Graduation/Senior Project.

As we begin planning for PFEW 2021, we'll need our Ambassadors more than ever to tell the PFEW story. Given the uncertainties of in-person learning and the anticipated diminished opportunities to conduct live presentations in the coming school year, their messages will be a cornerstone of our recruiting efforts this year. Here are the wonderful young ladies and men who Lead, Share, Grow, and Inspire as PFEW Student Ambassadors:

Pictured here is Leilani Lespiegle from Pottsville Area High School in Schuylkill County. In addition to her Ambassador duties, Leilani was slated to be a PFEW Student Intern at this year's program!

Shivani Gandhi
North Allegheny IHS
Allegheny County

Julianna Werner
North Allegheny IHS
Allegheny County

Kylee Albert
Boyertown Area SHS
Berks County

Skyler Ebersole
Boyertown Area SHS
Berks County

Karleigh Patton
Exeter Twp SHS
Berks County

Kohl Bastion
Canton JSHS
Bradford County

Abbie Snyder
Canton JSHS
Bradford County

Taylor Stone
Canton JSHS
Bradford County

Emma Shaffer
Sayre Area HS
Bradford County

Gaby Simon
Central Bucks HS-South
Bucks County

Regina Schroeder
Neshaminy HS
Bucks County

Allison Bergkoetter
Villa Joseph Marie HS
Bucks County

Mason Greci
Butler Area SHS
Butler County

Kaylen Dutt
State College Area HS
Centre County

Terrance McCoy
Bishop Shanahan HS
Chester County

Ryan Doloughty
Downingtown SHS - East
Chester County

Anna Hankin
Downingtown SHS - East
Chester County

Kate Marion
Henderson SHS
Chester County

Mark Adams
Renaissance Academy
Charter School
Chester County

Alexia Shaffer
Dubois Area SHS
Clearfield County

Holly Deemer
DuBois Central Catholic HS
Clearfield County

McKenna Mayes
Central Mountain HS
Clinton County

Allison Diehl
Millville Area JSHS
Columbia County

Rayvon Williamson
Hershey HS
Dauphin County

Lilly Boyer
Upper Dauphin Area HS
Dauphin County

Emily Savidge
Upper Dauphin Area HS
Dauphin County

Abigail Fallin
St Marys Area SHS
Elk County

Anna Long
Corry Area MS/HS
Erie County

Warren Flanagan
McDowell IHS
Erie County

Amaya Graves
McDowell SHS
Erie County

Gracelyn Fitzsimmons
Northwest PA
Collegiate Academy
Erie County

Kalina Taraski
Northwest PA
Collegiate Academy
Erie County

Taylor Tubbs
Albert Gallatin Area SHS
Fayette County

Megan Brandt
Chambersburg Area SHS
Franklin County

Caleigh Cessna
Indiana Area SHS
Indiana County

Annalise Felton
United JSHS
Indiana County

Jordyn Ponchione
United JSHS
Indiana County

Brandon Smeltz
Northwestern Lehigh HS
Lehigh County

Ella Urosevich
Wyoming Seminary
Luzerne County

Karyn Saar
Loyalsock Twp SHS
Lycoming County

Haley Snyder
Smethport Area JSHS
McKean County

Andrew Bregman
Methacton HS
Montgomery County

Maria Coyle
Methacton HS
Montgomery County

Sudiksha Panda
Methacton HS
Montgomery County

Jakila Ruit
Methacton HS
Montgomery County

Cierra Mahoney
Pope John Paul II HS
Montgomery County

Jolee Catto
Souderton Area SHS
Montgomery County

Ryan Dicesare
Souderton Area SHS
Montgomery County

Ainsley Griffin
Souderton Area SHS
Montgomery County

Fiona Allsman
Upper Perkiomen HS
Montgomery County

Morgan Haros
Pen Argyl Area HS
Northampton County

Nicholas Bortz
Saucon Valley SHS
Northampton County

Naomi Brode
Pottsville Area HS
Schuylkill County

Leilani Lespiegle
Pottsville Area HS
Schuylkill County

Brooklyn Underhill
Midd-West HS
Snyder County

Samantha Albright
Sullivan Co. JSHS
Sullivan County

Kiara McCusker
Sullivan Co. JSHS
Sullivan County

Eion Hicks-Lee
North Penn-Mansfield HS
Tioga County

Emily Downing
Oil City SHS
Venango County

Marylin Shene
Warren Area HS
Warren County

Annie Duda
Greater Latrobe SHS
Westmoreland County

Ryley Gebadlo
Hempfield Area SHS
Westmoreland County

PFEW 2021 AND BEYOND

One thing became abundantly clear as we progressed through this difficult summer - we will NOT go another summer without running Pennsylvania Free Enterprise Week. The PFEW education and experience is simply too important to our young people's development and future. With this in mind, we have already begun creating a virtual PFEW program which will incorporate the business simulation, the Speakers, and all the critical learning components of the in-person PFEW program. We are upgrading our website, security, and building a robust platform to offer PFEW remotely in the event that we are unable to gather in person at any time in the future.

But know we are committed to gathering in Williamsport next summer and providing the life-changing PFEW experience to thousands of students. It's what we love, and it's what we do.

DATES FOR PFEW 2021

The dates for PFEW 2021 have been secured, and we look forward to welcoming students to Lycoming College and Pennsylvania College of Technology in Williamsport next summer! The dates are:

- WEEK I JULY 4 - 9
- WEEK II JULY 11 - 16
- WEEK III JULY 25 - 30
- WEEK IV AUGUST 1 - 6

FOUNDATION FOR
FREE
ENTERPRISE
EDUCATION

excellence in learning

Speaker Series

SPEAKER SERIES - ADAPTING, RESPONDING, GROWING...

We're very proud to introduce the third program in our family of youth education - The Speaker Series. Created in the summer of 2020 in response to the COVID-19 pandemic, The Speaker Series is an online library of video resources geared toward workforce preparedness, career exploration and preparation, motivation, and skills development.

The Speaker Series is comprised of two distinct tracks, the Life Track, focusing on students' inspiration and personal development, and the Career Track, focusing on career exploration and workforce preparedness.

Speaker Series videos can be accessed by anyone at any time either on our website or YouTube channel, and we will be continually adding to our library to provide even more impact in the years to come.

LIFE TRACK

The Life Track is a library of hour-long presentations that were held live each Thursday night throughout the summer of 2020. Recorded for future viewing, they featured some of the country's top motivational speakers who inspired, challenged, and motivated our students to navigate the complex path to adult careers and life. After their presentations, these wonderful men and women held special non-recorded interactive meet and greet sessions where participants had their questions answered and connected with our speakers on a deeper level. The LIVE Speaker Series brought a little of the PFEW magic to our participants, and these timeless messages are available for viewing by anyone at any time, especially when you need some encouragement and inspiration.

We're so grateful to the following wonderful men and women who gave so generously of their time and talent this summer:



Jen Croneberger
"Connecting When We Are Apart"



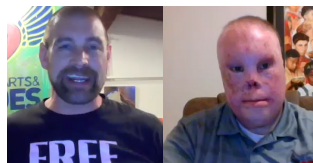
Joe Battista
"Being Successful During Difficult Times"



Todd Cohen
"The Most Important Thing No One Will Ever Teach You... Until NOW"



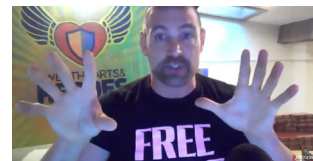
Tom Murphy
"Entrepreneurship - Transform Your Mindset"



Sweethearts & Heroes
"Your Greatest Setback Might Just Be an Opportunity For Your Greatest Comeback!"



David Flood
"What is Important Right Now... and Always!"



Tom Murphy
"Why Superheroes Paint Their Fingernails"

Bonus Session (not live)



Tim Piccirillo
"Overcoming Obstacles Through the Power of Human Potential"



Jeff Yalden
"It's OKAY to Feel the Way You Do"



Richie Contartesi
"How to Stay Motivated & Thrive During Uncertainty"



Gary Morrison
"Hire Me - PLEASE!"

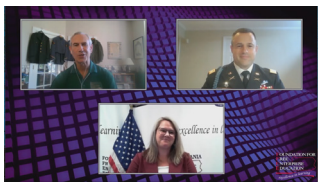
Technology and Project Manager Jeremy Kropf and Office Manager Liz Rosales prepare to record a Speaker in our NEW Basement Recording Studio.

CAREER TRACK

The Career Track features business professionals from a wide variety of fields who provide insight into different careers and offer useful tips to prepare for these careers. These videos address skills development, mentorship opportunities, resume building, leadership, communication, and other topics that prepare students for life after high school. These wonderful men and women are available to connect with viewers individually for a deeper dive into their topics and to help students build their mentor network, potentially leading to internships or jobs. Bonus videos in the Career Track include a simple yet powerful four-video introduction to the free enterprise system, and useful content addressing college planning, military service, personal development and more!

We also created a Speaker Series Accompaniment Workbook which students can use as an official artifact for their required career portfolios. The valuable workbook also helps students and educators fulfill many state-mandated Career, Education and Work (CEW) standards.

Thank you to the following extraordinary women and men who continue to share their knowledge, experience and wisdom with the next generation.



Chuck Baker
1st Lieutenant and Company
Commander
and Nick Carter
Captain
United States Army (ret.)
**“Two True American Warriors -
Stories from the U.S. Army”**

Chuck Baker
Retired Supply Chain MDP
Coordinator
Michelin North America
**“Great Career Opportunities In
Supply Chain Management”**

Gene Barr
President & CEO
Pennsylvania Chamber of
Business and Industry
**“The Importance Of The PA
Chamber To Pennsylvania
Business”**

Kelly Blasi
Social Media Manager
Milwaukee Tool
**“Getting Social - Digital
Marketing Careers in the
Modern Era”**

J. Rody Borg, Ph.D.
Professor of Economics, Davis
College of Business, Jacksonville
University
**“Take Control of Your Own
Education... And Life!”**

Jodi Brandon
President
Jodi Brandon Editorial
**“Great Careers in Publishing -
An Entrepreneur’s Journey”**

Eric Briggs
Superintendent of Schools
Canton Area School District
**“From Special Education
to Being a Pretty Special
Superintendent”**

David Campbell
President
Benjamin Obdyke Incorporated
**“How A 6th Generation Family
Business Evolves Over Time”**

Nick Carter,
President
Pro Quality Cleaning
**“From the Army to Business
Owner - A How-to Guide”**

Jeremy Chobot
Research Engineer
Universal Display Corporation
**“How to Find Mentors and
Welcome New Opportunities”**

Lycoming College
Admissions Counselor
**“Think Deeply and Act Boldly -
Lycoming College’s Challenge
to You”**

Lycoming College
Admissions Counselors
“Choosing the Right College”

Kevin Connor
Partner
Modern Strategic Branding +
Communications
**“The Significance of
Communication to Effectively
Market a Brand”**

Clara Console
CEO/Owner
Choice Careers LLC
**“Tips from a Career Coach on
What Makes a Great Employee -
Parts 1 and 2”**

John DeMasi
Financial Consultant
**“Financial Planning - It’s All
About Helping People”**

Toan Do
Senior Information Technology
Auditor
Blue Cross Blue Shield Association
**“Exciting Careers in IT and
Auditing - What You’ll Need to
Succeed!”**

Debi Friedmann
Owner
Blue Dog Printing and Design
**“Don’t Let Roadblocks Keep You
from Finding Your Passion”**

Kylie Fuller
Community Relations
Representative II
Range Resources Corporation
**“Community Relations and its
Importance in the Digital Age.”**



Colonel David
Hall
Owner
DRH Pilot
Services
**“From the
Military to
Business - How to Transform a
Skill into a Career”**

Colonel David Hall,
United States Air Force (ret.)
**“Wisdom Learned from the Air
Force Life”**

Joe Harford
Founder & President
Reclamere, Inc.
**“Entrepreneurship and the Tech
World - A Perfect Match!”**

Beth Hendler-Grunt
President
Next Great Step
**“Professional Career Coach
Helps You with Your Next
Great Step”**

Pam Henshall
President
Greater Northeast Philadelphia
Chamber of Commerce
**“The Importance of Creating
Your Personal Brand”**



Steven Higgins,
Managing
Director
Delancey Street
Partners
**“What is an
Investment
Banker?”**

Joe Hurd
President & CEO
Blair County Chamber of
Commerce
**“Why Writing and Speaking Well
are Vital to Success”**

Travis Kellar
Digital Team Leader
LancasterOnline
**“From Covering the News to
Going Digital, A Journalist’s Job
is Always Evolving!”**

Lt. Col. William Koehle
United States Marine Corps (ret.)
“The Marine Corps Way”

Jeremy Kropf
Technology and Project Manager
Foundation for Free Enterprise
Education
**“What is the Free Enterprise
System? (A Four-Part Series)”**

John Lafferty
President/CEO
CellMyLight, Inc.
**“Ideas to Patents to Markets -
One Entrepreneur’s Journey”**

Addie Lazzell
Director of Operations
The Black Sheep Inc.
**“Helping College Students
Connect with Companies”**

Carl Marrara
Vice President, Government
Affairs
Pennsylvania Manufacturers’
Association
**“The Legacy and Importance of
the Manufacturing Industry in
Pennsylvania”**

Bryan Mather & Kate Mehaffey
Master-at-Arms First Class Petty
Officers (MA1)
United States Navy
**“The U.S. Navy - Why it Was the
Right Choice for Us”**



Bongai Mhloyi
CEO & Founder
American &
African Youth
Leadership
Foundation
**“The Importance of Manners in a
Changing Society”**

Tara Murray
Director of Marketing
Benjamin Obdyke
**“Your College Focus will Not
Define Your Career”**

QUOTE FROM A SPEAKER SERIES ATTENDEE

“I (attended) the live webinars every week this summer. Just having the knowledge that these people have put to practice and tested in their life as I begin to join the workforce will give me a better chance of success in my future. On top of all that, when the live webinar was over and we joined the meet and greet, we got the chance to personally talk to the speaker and ask questions. My favorite thing about the conversations was how we were treated as equals.”

*Callysta Fontanazza
Hempfield Area SHS*

Karen Musante
President & CEO
Foundation for
Free Enterprise Education
**"Introducing the
FFEE Speaker Series!"**

Joanie Norelli
Senior Customer Manager
PepsiCo
**"Customer Management Careers
in a Fortune 100 Company"**

Pennsylvania College of
Technology
Admissions Counselor
Ryan Bogaczyk
**"How You Can Forge a Future -
By Hand"**

Larry Petro
Financial Analyst
College Planning Center (ret.)
**"Tips to Help Families with the
College Planning Process"**

Daniel Pietrusinski
Senior Supply Chain Consultant
Empiric Health
**"Tackling the Unknown: How to
Overcome Fear and Sieze Your
Next Great Opportunity"**

Jennifer Pontzer,
Director
Career Street
**"Career Exploration Experiences
that Help You Prepare for Your
Future"**

Jeremy Raichle
Vice President
TD Bank, America's Most
Convenient Bank
**"How PFEW Led to Banking,
Lifelong Learning and Success!"**

Jessica Rich
Senior Program Manager
WorkDay
**"How To Define Success - It May
Not Be What You Think!"**

Joseph Rogers
English Teacher
Monsignor Bonner and Archbishop
Prendergast High School
**"Teaching Others While
Learning Yourself"**



Marlon Rosales
Contact Center
Representative
II Widget
Financial
**"The Benefits
of Learning Another Language
and Culture"**

Jake Rouch
Vice President of Economic
Development
Erie Regional Chamber & Growth
Partnership
**"Economic Development -
Putting Passion into Action for
Your Community"**

Morreen Rukin
President/Founder
Creative Restaurant Solutions/
Combined Resource Solutions, Inc.
**"The Art of Becoming a
Great Employee, And a Great
Employer!"**

Laurie Ryan
President
Exton Region Chamber of
Commerce
**"Will Your College Major Matter
to Your Career Success?"**



Eric Shannon
President
Big Barker
**"A Problem,
An Idea, A
Business! A
Young Entrepreneur's Pathway"**

Jamie Sheets
School Counselor
Reach Cyber Charter School
**"Taking Care of Your
Mental Health During
Transitional Times"**

Kevin Shivers
President & CEO
Pennsylvania Association of
Community Bankers
"What is a Community Bank?"

Ken Snyder, Consultant
K. Snyder & Associates (ret.)
**"Career and Life Preparation
with the 'Salad of Life'"**

Alexa Sullivan,
Salesforce & nCino Training &
Support Specialist,
Univest Financial Corporation
**"A Banker's Journey to Success
and Fulfillment"**

Tom Thunstrom
Executive Director
Big Brothers Big Sisters of
Delaware
**"Big Brother Advice for
Adapting in Your Career"**

Paul Vizza,
Internship Director
Northwestern Mutual
**"Tips for Landing that Internship
You Want"**



Dwayne Waite, Jr.
Marketing Associate
Schell Games
and
Mackenzie Farone-Waite
Senior Manager of Corporate
Communications
Greiner Bio
**"The Many Faces of Marketing -
Great Careers with Any Company!"**

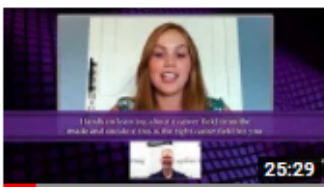
Lindsay Young
Product Manager
Facebook
**"What it Means to Be an Integrity
Product Manager at Facebook"**

TO CHECK OUT ALL OF OUR GREAT SPEAKERS, VISIT OUR WEBSITE AT WWW.PFEW.ORG

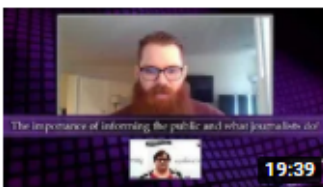
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LIVE Speaker Series: Tim
Piccirillo - Bonus Webinar



Speaker Series: Kylie Fuller,
Community Relations and it...



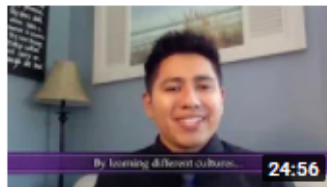
Speaker Series: Travis Kellar,
From covering the news to...



LIVE Speaker Series: Joe
Battista - August 6, 2020



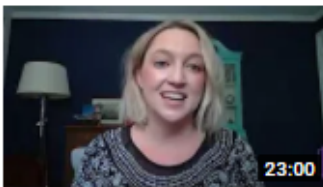
Speaker Series: Rody Borg,
Take Control of Your Own...



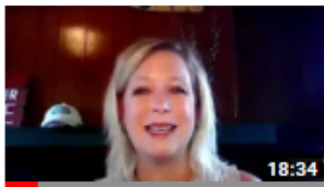
Speaker Series: Marlon
Rosales, The benefits of...



Speaker Series: The Free
Enterprise System - Part 4 o...



Speaker Series: Tara Murray,
Your college focus will not...



Speaker Series: Jennifer
Pontzer, The importance of...



Speaker Series: Debi
Friedmann, Don't let...

CONTINUING THE SUCCESS!

It was another wildly successful year for the Stock Market Game™, despite the many challenges schools and students faced at the end of the school year. Over 8,000 students from all age groups and regions of the state played the game and learned about the wonders of global capital markets and investing. Along the way, they developed vital teamwork, research, and communication skills and learned first-hand how the American and world economies impact the markets and vice versa. Students also learned financial literacy and developed the confidence to participate in the markets to secure a strong financial future.

Our greatest disappointment of this year is that we were unable to hold our three regional awards banquets in the spring. There's nothing better than gathering for a meal and a lively keynote address and handing out banners and medals to celebrate the winners. We'll look forward to that next spring, but until then, join us in celebrating this year's schools and educators who had the winning teams in each of our three regions.

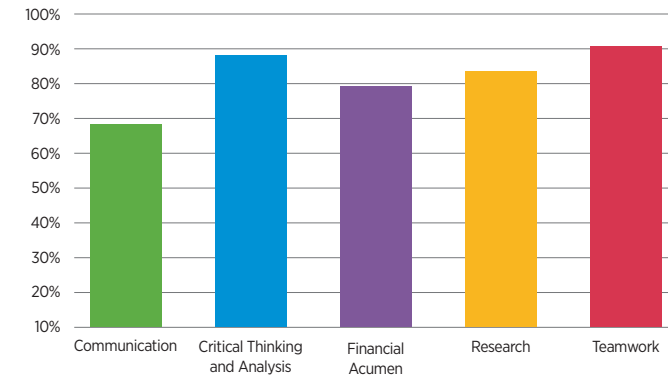
Congratulations to all of the winners of this year's Stock Market Game! We look forward to seeing you in the upcoming school year.



OUR TEACHERS SAY IT ALL

We surveyed all teachers who offered the Stock Market Game during the 2019-2020 school year, asking them to rate the effectiveness of SMG in helping students develop core competencies and skills. Here is a summary of their responses.

PERCENTAGE OF 2019-2020 TEACHERS OFFERING SMG WHO INDICATED SMG HELPED STUDENTS DEVELOP THE FOLLOWING SKILLS



EAST REGION

SESSION .. DIVISION.....AWARDSCHOOLEDUCATOR

Fall	Elementary	3rd place in Pennsylvania and 1st place in the region	Colonial Elementary School Plymouth Meeting	Cody Hunter
Spring	Elementary	2nd place in Pennsylvania and 1st place in the region	Hillcrest Elementary School Holland	Jim Vacca
Year-Long	Elementary	1st place in the region	Avon Grove Intermediate School West Grove	Erik Robinson
Fall	Middle School	1st place in the region	North Brandywine Middle School Coatesville	Shelly McAllister
Spring	Middle School	2nd place in Pennsylvania and 1st place in the region	Goodnoe Elementary School Newtown	Maryann Molishus
Year-Long	Middle School	3rd place in Pennsylvania and 1st place in the region	MMI Preparatory School Freeland	Mike Scarlato
Fall	High School	3rd place in Pennsylvania and 1st place in the region	Wyomissing Area JSHS Wyomissing	Tim Hetrich
Spring	High School	1st place in the region	Governor Mifflin SHS Shillington	Kristi Szczepkowski
Year-Long	High School	1st place in Pennsylvania and 1st place in the region	Catasauqua SHS Northampton	Trajano Bastidas

CENTRAL REGION

SESSION .. DIVISION.....AWARDSCHOOLEDUCATOR

Fall	Elementary	1st place in the region	Middlesex Elementary School Carlisle	Stephanie Sevcik
Spring	Elementary	1st place in the region	Clermont Elementary School Quarryville	Ryan Humphries
Year-Long	Elementary	1st place in Pennsylvania and 1st place in the region	St. Anne School Lancaster	Bill Traphagen
Fall	Middle School	1st place in Pennsylvania and 1st place in the region	Conestoga Valley Middle School Lancaster	Heather Helsel
Spring	Middle School	1st place in Pennsylvania and 1st place in the region	Camp Hill Middle School Camp Hill	Scott Barrows
Year-Long	Middle School	2nd place in Pennsylvania and 1st place in the region	St. Anne School Lancaster	Bill Traphagen
Fall	High School	2nd place in Pennsylvania and 1st place in the region	Cedar Cliff High School Camp Hill	Angela Kamps
Spring	High School	1st place in the region	Hershey High School Hershey	Mike Gustantino
Year-Long	High School	1st place in the region	Trinity High School Camp Hill	Elaine Scholz

SMG BY THE NUMBERS

Here's a glimpse of this year's SMG program by region, age group, and session. You can never introduce this type of education too early, and we're proud that every year our students meet the challenge as they embark on their journey to financial independence and success.

BY GRADE LEVEL

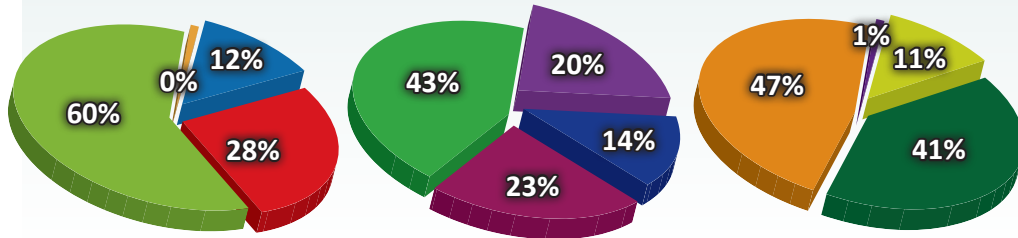
- Elementary
- Middle School
- High School
- Other

BY SESSION

- Enrichment
- Year-Long
- Fall Competitive
- Spring Competitive

BY REGION

- Central Region
- Eastern Region
- Western Region
- Other



DATES FOR THE 2020-2021 SESSIONS

Year-Long Competitive Session:	09/14/20 to 04/09/21
Fall Competitive Session:	09/28/20 to 12/04/20
Fall Enrichment Session:	10/19/20 to 02/05/21
Spring Competitive Session:	02/08/21 to 04/16/21
Spring Enrichment Session:	02/22/21 to 05/14/21

Teacher Preparation Sessions occur before each session.

PENNSYLVANIA SCHOOLS CELEBRATE INVESTWRITE WINNERS!

There must be something in the water in the Susquehanna Valley, because for the second year in a row, Hershey and Manheim Township High Schools have students who placed *nationally* in the prestigious InvestWrite Competition!

In the spring session of InvestWrite, Kyle Hand and Alex Berger from Hershey High School finished 1st and 2nd in the state respectively, and 2nd and 5th in the nation respectively out of 1,284 total submissions. At Manheim Township High School in Lancaster County, Jessica Payne placed 1st in the state and 5th in the nation out of 2,600 submissions in the fall session! Additionally, Delaney Ray from Butler Area Intermediate High School placed 1st in the state in the middle school division in this past year's fall session.

Kyle and Alex's teacher, Mike Gustantino, takes little credit for his students' success, instead lauding Hershey's creative writing program for giving their students a great foundation in written communication. Congratulations to these wonderful students, their educators, and their schools for a job well done!



Kyle Hand (top) discovers he placed 1st in the state and 2nd in the nation in this year's InvestWrite competition! Foundation SMG Coordinator Jeremy Kropf (lower left) gives him the news via Zoom while Kyle's teacher, Mike Gustantino (lower right), proudly looks on.

InvestWrite is an innovative national writing competition offered exclusively to teachers and students participating in The Stock Market Game. It builds a bridge between classroom learning and the real world, and adds a critical thinking component to the SMG experience. Students are challenged to analyze a long-term investment opportunity and write an essay addressing real-world financial issues, saving/investing, asset allocation, capital markets and the global economy. While students participate as teams in the Stock Market Game, InvestWrite is an individual competition.

WEST REGION

SESSION	DIVISION	AWARD	SCHOOL	EDUCATOR
Fall	Elementary	1st place in Pennsylvania and 1st place in the region	Immaculate Conception Elementary School, Clarion	Nancee Miles
Spring	Elementary	1st place in Pennsylvania and 1st place in the region	Eden Hall Upper Elementary School, Gibsonia	Jennifer Kopach
Year-Long	Elementary	1st place in the region	Grand View Elementary School, Derry	Jennifer Welty
Fall	Middle School	2nd place in Pennsylvania and 1st place in the region	St. John Paul II Elementary, Hermitage	Cathy Puleo
Spring	Middle School	3rd place in Pennsylvania and 1st place in the region	St. John Paul II Elementary, Hermitage	Cathy Puleo
Year-Long	Middle School	1st place in Pennsylvania and 1st place in the region	Seneca Valley Middle School, Harmony	Kayla Keown
Fall	High School	1st place in Pennsylvania and 1st place in the region	Mt Lebanon SHS, Pittsburgh	Thad Merriman
Spring	High School	1st place in Pennsylvania and 1st place in the region	Mt Lebanon SHS, Pittsburgh	Thad Merriman
Year-Long	High School	3rd place in Pennsylvania and 1st place in the region	Seneca Valley High School, Harmony	Dean Walker

THE FOUNDATION'S PROGRAMS WOULD NOT BE POSSIBLE WITHOUT THE SUPPORT OF THE THOUSANDS OF DEDICATED PARTNERS LISTED IN THIS IMPACT REPORT. ON BEHALF OF OUR BOARD OF DIRECTORS, THE STAFF, AND ALL THE YOUTH WHOSE LIVES YOU HAVE HELPED CHANGE FOR THE BETTER,

THANK YOU.



proud presenters of



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