

THE **seven day wonder** KNOWN AS

PENNSYLVANIA FREE ENTERPRISE WEEK

“If there is one thing this camp has shown me, it is what being nice, generous, loving, hopeful, and appreciative can do for you and everyone around you. This place has shown me a new meaning for life.”

Ryan Widener, Connellsville Area SHS

WHY IT'S IMPORTANT

Training in economics is not required by the Pennsylvania State Board of Education, and although some school districts offer economics courses, they are often one-semester electives. Most students still graduate from high school with virtually no economic education. If Pennsylvania businesses are to remain competitive, it is crucial that our workforce be prepared, and have a much deeper understanding and appreciation of the challenges facing business and industry, both now and in the years to come.

From its inception in 1979, Pennsylvania Free Enterprise Week has addressed the compelling and urgent issue of workforce preparedness. PFEW is designed to give young adults first-hand experience with American free market economics and help them understand how our economy and its health affects them, no matter what career path they may choose. Through its unique hands-on approach and direct interaction and teamwork with both business leaders and peers, PFEW has now broadened the view of American business for nearly 50,000 graduates.



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**FOUNDATION FOR
FREE
ENTERPRISE
EDUCATION**

excellence in learning



HOW IT BEGAN

Something wonderful happened in 1979. An idea was born that has since transformed into the internationally recognized and award-winning program Pennsylvania Free Enterprise Week – or as it is more widely known, PFEW.

Clayton D. Sommers, then president of Clarion State College and later deputy commissioner of higher education, brought the idea of a practical hands-on business education program to Raymond G. Weber, then executive director of the Manufacturer’s Association of Erie. It was Mr. Weber’s strong belief in the concept and his willingness to provide financial support that sustained the program during its infancy. PFEW was born as a one-week program in the summer of 1979. The following year, Mr. Frederick W. Anton, III, chairman of the Pennsylvania Manufacturers’ Association, became committed to the program. Mr. Weber, Mr. Anton, and a group of other dedicated business leaders incorporated the Foundation for Free Enterprise Education as the governing body of PFEW in 1980, establishing it as a statewide charitable 501(c)(3) educational foundation.



“I was truly inspired, encouraged and educated. This week has made me a better person and has given me a different perspective to life. I don’t think there are enough words to express the impact that PFEW has given me. I pray that the same blessing that you have given to me may be given to you as well and even more. As I leave tomorrow, I leave with an assignment of being generous in every way that I can just like you have shown me. I am truly thankful.”

Daniel Mugambi, Emmaus HS

“My self-confidence is not stellar, however, this camp made me feel important and unique. I learned that I can be a leader, and with such an honor comes a great deal of responsibility... This has been the best experience of my life so far.”

Maria DelPo, Conwell-Egan Catholic HS

HOW IT GREW

Outgrowing the Clarion campus within two years, PFEW moved the site of its summer program to Penn State University, later to Lock Haven University, and in 1990 to its current host campus of Lycoming College in Williamsport, PA. Due to

its phenomenal growth, PFEW expanded to an additional host campus in Williamsport, Pennsylvania College of Technology, in 2008.



“The numerous speakers showed me a new way to view the world and others, and it truly changed my life. This week, I was engulfed in the world of marketing and finance, which helped in directing me towards my future goals... I believe that I will carry this new-found information and these skills with me for the rest of my life.”

Paul Nicholas, Central Bucks West HS

From its humble beginnings in 1979, PFEW has grown in response to its effectiveness and reputation, and now graduates over 2,000 Pennsylvania high school juniors and seniors each year during its five week-long summer sessions. Students come to PFEW from nearly 1,000 high schools: public, private, parochial, charter, cyber, and home schools throughout Pennsylvania. These students attend thanks to scholarships contributed by more than 700 businesses, foundations, civic organizations, and individuals across the Commonwealth.

HOW IT WORKS

Applicants are recommended by their school administration and then screened by the PFEW staff. Admission is based solely on motivation to learn. Those accepted are awarded scholarships which cover all program costs, excluding a nominal registration fee and transportation to and from campus. When students arrive for their one-week session in July or August, they are housed on campus in dormitories, thereby experiencing a real taste of college life.



“I’ve always been involved with FBLA at school, but my interests have belonged to engineering. Through PFEW, I have grown a passion for the business world. I leave this camp inspired, knowing the world is my oyster... Business is now a great passion of mine, thanks to PFEW, but more so, thanks to you.”

Caroline Tanner, Knoch HS

Before their first day is over, the students will have become members of the management team of imaginary manufacturing companies that will deal with selling prices, marketing costs, production budgets, research and development, banking and cash flow - in short, all of the decisions that managing a business typically demands. They will run their company and compete for a simulated three years of operations.

To further promote the vital concept of teamwork and allow every student the freedom to be themselves and explore uncharted waters, each student company is grouped by the PFEW staff from a mix of all the diverse cultures and



“Here at PFEW, I was able to spread my wings and soar above adversity and challenges. I was able to learn about the business world and everything you must sacrifice in order to succeed in life.”

Justin Hall, Mastery Charter School – Thomas Campus

communities from across Pennsylvania that are represented at each session. Each student has the opportunity to start with a clean slate, and at the end of the week they will be filled with new ideas, skills, and confidence reinforced by a network of new friends who have shared the same experience.

Throughout their week, they have, as their consultants and mentors, Company Advisors – adult volunteers from Pennsylvania’s business community. Company Advisors do not make decisions for their team, but suggest available options and share their own experiences and challenges to help guide the young executives to reach their own decisions. At the end of the week, student companies are judged in four areas: Management Skill, Return on Net Assets, a Marketing and Advertising Campaign, and a Stockholders’ Presentation.

Interspersed throughout this busy and interactive week are dozens of dynamic speakers presenting world-class seminars and discussions covering such topics as the relationships of business with labor, government and consumers, business ethics, management and leadership skills, the future of our economic system, the global marketplace, money and banking, business operations, careers in business, marketable skills, and much, much more.



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