

PFEW Makes Its Triumphant Return!

Triumphant. We find ourselves using that word a lot lately, but it's the one word in the English language that best describes what happened in Williamsport this summer. Merriam Webster defines triumphant as "Victorious, Conquering, Rejoicing For or Celebrating Victory, Notably Successful." PFEW 2021 was all of that and so much more...

"We have learned how to become a team and create a business. I have gained so much from this week, including friends, dreams, memories, and knowledge. This has been such an inspiring opportunity, and I will take all that I have learned into my next steps in life."

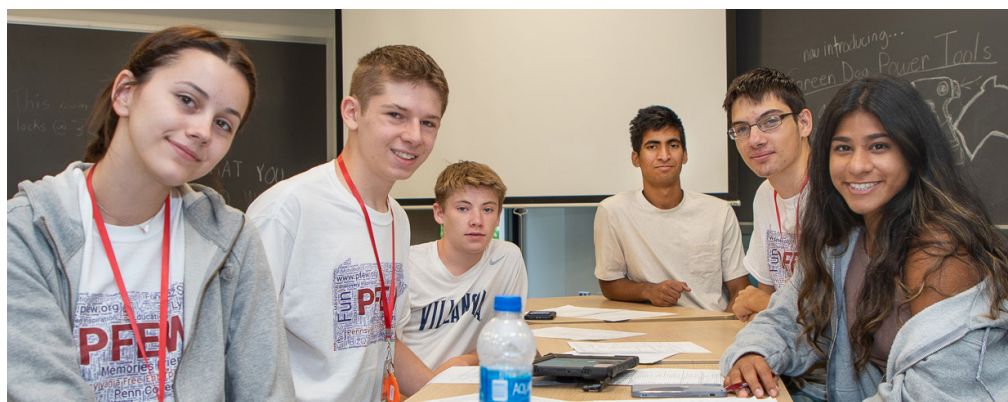
- Patrick Brady, Henderson SHS, Chester County

"In all honesty, this has been the best week of my entire life. Because of your sponsorship, I have been able to evolve into my best self. My teammates have gone from being complete strangers to being my family. Without a doubt, this group has been able to bring out the best in me. Being at PFEW has granted me a safe environment to work on my confidence and I believe I have changed exponentially since day one."

- Sophie Hink, Sullivan Co. JSJS, Sullivan County

"This camp means more to me than anyone could ever understand. It is crazy to say that one week could truly impact my life and who I am, but it has."

- Bianca Brown, Springfield HS, Delaware County



"I want to thank you for not only sponsoring me, but for giving me the biggest opportunity of my life. PFEW has now paved a path in my life that not only leads to college but a future in business. As a person I can proudly say who I am and what I will accomplish. This opportunity is one to not miss and you are enabling kids like me for not only a brighter future but a certain one too."

- Cayla Colosimo, School Lane Charter School, Bucks County

"I can say with utmost confidence that this was one of the best weeks of my life. The knowledge I have gained and friends and memories I have made are things I am going to treasure for the rest of my life. I have tapped into a side of me I never knew was there. This incredible week presented as such a wonderful leadership opportunity for me. I truly believe I have come out a better person at the end of this week and that is thanks to you and your incredibly generous sponsorship."

- Vedika Patel, Spring-Ford SHS, Montgomery County

See what we mean? These poignant words perfectly describe the triumph of Pennsylvania Free Enterprise Week. They speak of inspiration, opportunity, learning, transformation, evolution, and *impact*. And we owe it all to you, our incredible donors, partners, board, educators, and volunteers who stuck with us through a very difficult 2020. You made the triumph possible, and for all of that, and all of you, we are forever grateful. **Thank You.**

In this issue of the *EDGEucator*, we're proud to celebrate the PFEW teams that did just a bit better than the competition, and we recognize and thank our wonderful and dedicated volunteers for their incredible service to the youth of Pennsylvania. Thank you for a truly memorable and triumphant summer!

AND THE WINNERS ARE...

The core activity of PFEW is the competition, and boy was it ever fierce! The team that achieves the highest cumulative score across all four individual competitions wins the coveted title of Top Company, and every member of the winning team receives a share of stock in a major US Corporation. Each competition counts 25% toward the awarding of Top Company. It was awesome to see our young people together again working hard to drive their teams to victory. No matter how they finished though, everyone unlocked vital skills for future success and discovered the wonders of business and the American free enterprise system. We're proud to recognize the following companies and Company Advisors who finished on top at this year's electric PFEW 2021 program.



MANAGEMENT SKILL

Companies make twelve quarterly decisions throughout the week using the college-level BizSim program. They must determine production levels, selling price, expenditures on marketing, sales force, R&D, quality management, and banking needs. The efficiency and effectiveness of their decisions are weighed against those of their competitors on a 0-100 scale. Here are the teams who earned the highest cumulative Management Skill score over their three years of operations:

--- Week 1 ---

Company F1 – TREND

Company Advisor Will Caugherty,
Millcreek Township School District, Erie, PA

--- Week 2 ---

Company B1 – POW3R PR0

Company Advisor Joseph Rogers,
Bonner Prendergast Catholic HS,
Merion Station, PA

--- Week 3 ---

Company C1 – Midnight Bliss

Company Advisor Nate Cooper,
Komfort Heat (ret.), West Chester, PA

--- Week 4 ---

Company B3 – Upgrade

Company Advisor Addie Lazzell,
Iri, Chicago, IL

RETURN ON EQUITY

BizSim measures each company's financial performance over the twelve quarters. Teams must deal with competitors, market fluctuations, recession, recovery, world events and more as they navigate a complex economy. Congratulations to the following teams who figured it out, made the most money, and achieved the highest cumulative Return On Equity (ROE) each week:

--- Week 1 ---

Company F2 – Chalybs

Company Advisor Dave Sterrett,
Consultant, Girard, PA

--- Week 2 ---

Company F1 – Ironclad Athletics

Company Advisor Jamie Sheets,
Reach Cyber Charter School, Philadelphia, PA

--- Week 3 ---

Company B2 – Tool Time

Company Advisor Rick Musante,
Parkson Corp., Fairview, PA

--- Week 4 ---

Company B3 – Upgrade

Company Advisor Addie Lazzell,
Iri, Chicago, IL





STOCKHOLDERS COMPETITION

Without a doubt, this is the most difficult 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 D2 – Hybrid Household

Company Advisors McKenna Shirey & Cody Chan,
Ernst & Young, McLean, VA

--- Week 2 ---

Company A3 – Zeus

Company Advisor Joe Harford,
Reclamere, Inc., Tyrone, PA

--- Week 3 ---

Company D1 – SimpleeHome

Company Advisor Russ Brooks,
Tilden & Associates, Centre Hall, PA

--- Week 4 ---

Company A3 – Appalachian 3

Company Advisor Haley Patrick,
EAB, Arlington, VA

ADVERTISING COMPETITION

Upon arrival on campus, students are assigned to a company within a specific industry, and in their very first company meeting they must decide on a product to make within that industry. Throughout the week they are responsible for creating an advertising and marketing campaign which they present to a panel of expert judges. The presentation must include clearly defining their target market, a discussion of product features and pricing, performing a live TV commercial and radio spot, and displaying a website, print advertising, and social media marketing. The winners of this year's Advertising Competition are:

--- Week 1 ---

Company C2 – Family Tyes

Company Advisor Myles Miller,
LeadUP, Harrisburg, PA

--- Week 2 ---

Company C3 – Coco Loco

Company Advisor John DeMasi,
Financial Consultant, Drexel Hill, PA

--- Week 3 ---

Company A1 – Mist Fitz

Company Advisor Raylene Boots,
Dinosaur Studios, Ellwood City, PA

--- Week 4 ---

Company C1 – Senior Sweets

Company Advisor Paul Vizza,
BNP Paribas, North Wales, PA

TOP COMPANY

As mentioned previously, Top Company is awarded to the teams who achieve the highest cumulative score across all four competitions. 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 GoPro! Hearty Congratulations to our Top Companies of PFEW 2021!

--- Week 1 ---

Company F3 – Heart and Sole

CEO Ellabay Perry, Cranberry Area JSHS
Company Advisor Pat Martin,
DVL Incorporated (ret.), Ponte Vedra, FL

--- Week 2 ---

Company A3 – Zeus

CEO Eric Cui, Northwest PA
Collegiate Academy
Company Advisor Joe Harford,
Reclamere, Inc., Tyrone, PA

--- Week 3 ---

Company C1 – Midnight Bliss

CEO Yunjoe (Anne) Chang,
Peters Twp. HS
Company Advisor Nate Cooper,
Komfort Heat (ret.), West Chester, PA

--- Week 4 ---

Company B3 – Upgrade

CEO Smit Patel, Methacton HS
Company Advisor Addie Lazzelle,
Iri, Chicago, IL



The Magnificent Seven

Each year at our closing ceremonies, we're proud to recognize our Company Advisors who are celebrating milestone anniversaries of three, ten, fifteen, twenty, and twenty-five years of service. This year, we recognize and thank the following seven wonderful women and men who have dedicated a very special part of their

lives to PFEW and the youth of Pennsylvania. They have left a lasting legacy of genuine care, compassion and wisdom with the hundreds of young people whose lives they've impacted and made better. For their service, dedication, commitment, and friendship, we are deeply indebted and so very grateful. They truly are The Magnificent Seven!

3 YEARS



Pictured here with Karen are our Company Advisors celebrating three years of service. As a very small token of our appreciation, they receive an embroidered, weatherproof pullover that will keep them warm and dry through those wonderful Pennsylvania Spring and Fall seasons. They are (l to r): Mr. Chris Hoffman (Week 2), Mr. Joe Rogers (Week 2), Ms. Joanie Norelli (Week 3), and Mr. Nick Law (Week 4)

10 AND 20 YEARS



When an Advisor reaches 10 years of service, we are proud to present them with an engraved plaque recognizing their outstanding commitment to educating Pennsylvania's youth. This year, Karen was pleased to present the Foundation's 10-year plaque to Ms. Linda Graham-Greek.

Twenty years of service is a rare accomplishment, and at the Week III closing ceremony, Karen was proud to present Mr. Nate Cooper with an engraved watch, symbolic of the most precious gift a human being can give another... their time. This event was so special that Nate's son Randy and wife Sandi made a surprise trip from Washington, D.C. to be with Nate on his special day. Here they are celebrating Nate's milestone. Many years ago, it was recent PFEW grad Randy who encouraged his dad Nate to get involved with PFEW, and 20 years later, here they are!

25 YEARS



Twenty-five years of service is so rare that it has only been reached by a very small handful of Advisors. That's why it was with great pride and gratitude that Karen presented her brother, Mr. Rick Musante, the Foundation's Crystal Award at a very emotional Week III closing ceremony for his incredible twenty-five years of service to the Foundation and the youth of Pennsylvania. Rick is a PFEW graduate and was one of 15 rookie Advisors who served in the new week when PFEW expanded to four weeks in 1993, and he encouraged Karen to get involved the very next year. I guess you could say that Rick and Karen have made PFEW a true family affair.



RUSS BROOKS BOARD RECOGNITION AWARD

At this year's program, it was Karen's great pleasure to honor Mr. Russ Brooks for his outstanding and distinguished service as Chairman of the Foundation's Board of Directors. Russ's term ended last November but we were unable to honor him in person at that time due to COVID. It worked out perfectly to honor him at the Week III ceremony where he just completed his amazing 28th year as a Company Advisor! As Board Chair, Russ expertly guided the Foundation through incredible growth and success and helped the Foundation navigate the many challenges of the COVID pandemic. Pictured here on the left is Russ receiving his award from current Foundation Board Chairman Dr. Vince Matteo, DPA.



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 \$625 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
- ☐ 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.

FOUNDATION FOR FREE ENTERPRISE EDUCATION

excellence in learning

proud presenter of
Pennsylvania Free Enterprise Week
The Stock Market Game™
The Speaker Series

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

NON-PROFIT ORG
US POSTAGE
PAID
ERIE PA
PERMIT NO. 646

A FINAL WORD OF THANKS

This year we were once again joined by an incredible group of men and women who gave tirelessly of themselves to make PFEW come alive for our students. They are, of course, our wonderful volunteers. For a complete listing of this year's seventy-five Company Advisors, thirty-one Competition Judges, and seven Speakers, view our 2021 Impact Report by visiting www.pfew.org. To each and every one, we humbly say Thank You.

The Stock Market Game™ (SMG) Kicks Off Another Exciting Year!

After educating over 6,000 students during the challenging 2020-21 school year, we're fired up to kick off the 2021-22 school year with the Year-Long and Fall Competitive sessions of SMG. Teachers are energized and excited to bring this fantastic program to life as students discover the wonders of investing, the markets, and financial literacy. Here are the dates for the 2021-2022 Competitive Sessions:

Year-Long Session	9/13/21 to 4/8/22
Fall	9/27/21 to 12/3/21
Spring Session	2/7/22 to 4/15/22

Enrichment (non-competitive) sessions are also available, and the dates can be found by visiting our website, www.pfew.org.

It's not too late to sign up! If you're an educator and want to learn more about how you can bring SMG to your classroom, contact Foundation SMG Coordinator Jeremy Kropf at jeremy@pfew.org.

The Speaker Series Wants You!

The Speaker Series has proven to be wildly successful, with our videos accumulating over 5,300 unique views in the first year alone. We're always looking to expand our library of fantastic Speaker Series career exploration videos and WE WANT YOU! If you'd like to share your career journey with the next generation, we'd love to feature you. Simply contact us at 814-833-9576 or visit our website at www.pfew.org, click on Speaker Series and then "Become a Volunteer". It's quick, it's easy, and you'll be helping our young people discover exciting careers in your field. We look forward to hearing from you!

Erie Gives Another Huge Success!

It was yet another huge day for the Foundation (and the youth of PA!) this past August 10th during the 11th annual Erie Gives day. Regular readers of the *EDGEucator* know that Erie Gives is our single most important fundraising day of the year, and because of our loyal supporters, we will be able to educate thousands of students statewide in the coming year. The best news is that these gifts generated an additional \$12,414 in matching funds provided by event sponsors. We are so very grateful to our donors for their steadfast belief in our mission and their support of youth economic education. For everything they do for us and for yet another outstanding Erie Gives day, we say a hearty and heartfelt *Thank You!*