



Dear Education Stakeholders:

I am writing to wholeheartedly endorse Pennsylvania Free Enterprise Week (PFEW) as an invaluable educational experience for Pennsylvania high school students. I witnessed firsthand the positive impact this program has on our young people's understanding of business, economics, and personal finance and their development as future professionals.

PFEW offers students a unique opportunity to explore the world of entrepreneurship and learn essential life skills that are beneficial regardless of career path. Through hands-on activities, simulations, and interaction with real-world mentors, students develop the 21st-century employability skills needed to succeed in the Pennsylvania workforce and build a strong foundation in financial literacy, critical thinking, communication, leadership, problem-solving and so much more. Additionally, PFEW helps students identify and pursue various career pathways, aligning their interests and skills with potential future careers.

I have observed that students who participate in this program demonstrate increased confidence, motivation, and a greater appreciation for the value of hard work and perseverance. Additionally, the program fosters a sense of civic responsibility and encourages students to become active and engaged members of their communities.

I believe PFEW is an essential component of a well-rounded academic and technical education because it aligns with Pennsylvania's CEW Standards, the Sales, Distribution & Marketing Operations Program of Study competencies, and the proposed Personal Finance Standards being implemented in the 2025-2026 school year. The PFEW program is essential for students' success. I urge you to recognize its value and I strongly encourage you to promote it to your students and support their participation.

Sincerely,

Judd R. Pittmann, Director
Bureau of Career and Technical Education