

**PENNSYLVANIA  
FREE  
ENTERPRISE  
WEEK**

**2024**

PROGRAM  
BROCHURE

THIS **WEEK**  
can change  
**EVERYTHING**



**Week 1**

June 30 - July 5  
Lycoming  
College

**Week 2**

July 7-12  
Lycoming  
College

**Week 3**

July 21-26  
Lycoming  
College

**Week 4**

July 28 - Aug 2  
Lycoming  
College

Pennsylvania  
College of  
Technology

# THE ROAD TO SUCCESS is always



Welcome to Pennsylvania Free Enterprise Week (PFEW) 2024, where you're about to embark on an extraordinary voyage of personal and professional growth. This summer, alongside over 1,750 students, you'll dive into a transformative experience that combines business education, leadership development, and the exploration of endless opportunities. Over 50,000 past graduates agree: PFEW isn't just another week of your summer; it's a life-changing experience that empowers you to unleash your potential and chart your own path to success.

This special week, you'll engage in exciting activities, interactive collaboration, and real-world simulations that will challenge you to think critically, communicate effectively, and innovate creatively. Whether you're interested in exploring the intricacies of business management, honing your leadership skills, or discovering new career paths, PFEW offers a comprehensive program tailored to your interests and aspirations. You will soon join a vibrant community of innovators, mentors, and changemakers passionate about making a difference in the world.

To our generous donors whose sponsorship makes your experience possible, THANK YOU. To our dedicated board of directors whose guidance and passion drive our mission forward, THANK YOU. To our exceptional volunteers who tirelessly mentor and inspire, THANK YOU. To our treasured partners and educators who champion our cause and provide untiring

support, THANK YOU. And to you, our students, for choosing PFEW and embracing the opportunity to grow, learn, and lead, THANK YOU.

So, as we embark on this adventure together, let's seize every opportunity, embrace every challenge, and make the most of this once-in-a-lifetime experience. Your journey begins here, and we're honored to be a part of it.

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# WEEK 1 | JUNE 30 – JULY 5, 2024

## | Lycoming College |



### KEYNOTE SPEAKER

**President**  
**Herr Foods**  
**Troy Gunden**

Troy Gunden serves as the President of Herr Foods and is the grandson of Jim Herr (the founder) and the nephew of Ed Herr (CEO).

After graduating from Furman University, his passion for the outdoors led him to embark on a 6-month journey hiking the Appalachian Trail from Maine to Georgia. He then began his career in the financial industry.

In 2004, he joined the Herr's team with a desire to learn the business and continue the legacy instilled in him by his grandparents. He started out as a route truck driver and moved on to various positions within the company. In 2010, Troy earned his MBA from the University of Delaware.

In 2018, Troy began working with Ed Herr on transition planning. Troy currently oversees Manufacturing, Marketing, Sales, Supply Chain, and Quality. Troy also works with his cousin Crystal on the Herr Family Council and on succession planning for the 4th generation.

Troy is married to Laura, and together, they have twin 14-year-old boys and twin 9-year-old yellow labs. Outside of work, Troy continues to pursue his love for adventure, recently embarking on a mission trip to Zimbabwe with Hope International, accompanied by his family. He enjoys fitness and is an active member in Equity CrossFit as well as serving on the board of directors for the Upper Brandywine region of the YMCA.

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## KEYNOTE SPEAKER

**Managing Director**  
**Goldman Sachs**  
**Ryan Newman**

Ryan Newman is a Managing Director at Goldman Sachs, where he co-founded and co-leads a private wealth management team, managing assets on behalf of Fortune 500 executives, Forbes 400 families, entrepreneurs, family offices and foundations, and endowments. Ryan is a member of the PWM Top Advisors and PWM Advisors Council, representing the top 10% of advisors globally at Goldman Sachs. He joined Goldman Sachs as a financial analyst in 2001 and was named a Managing Director in 2019. He also holds the Chartered Financial Analyst (CFA) designation.

Ryan earned his Bachelor of Science degree in Economics with Honors in 2001 from the Smeal College of Business and the Schreyer Honors College at Penn State University. He graduated first in his major and was Student Marshal at graduation. Ryan hosts the Invent Penn State podcast, "Dare to Disrupt", which he helped launch and which has achieved over 50,000 downloads. He also serves on the External Advisory Board of the Schreyer Honors College and the Principal Gifts Committee in Development at Penn State. Ryan was awarded the Alumni Achievement Award in 2011 and was named an Alumni Fellow in 2023, the highest honor bestowed by the Penn State Alumni Association.

Ryan attended Pennsbury High School and was inducted into the PHS Hall of Fame in 2023. He is also a proud graduate of PFEW and currently serves on the board of the Foundation for Free Enterprise Education. Ryan is a Trustee of The Episcopal Academy and previously served as the President of the Amigos de Jesus Foundation, a home for impoverished children living in Honduras. Ryan met his wife Meredith Newman in the sixth grade. Meredith is a children's book author, and they have two children, Bennett and Eleanor (Nora), along with a dog named Stu.

# WEEK 3 | July 21 – 26, 2024 | Lycoming College |



KEYNOTE SPEAKER

CEO

**Clark Associates**

**Gene Clark**

Gene Clark is the CEO of Clark Associates, a collective of dynamic companies leading the food service industry in equipment, supplies and service. Its businesses include an e-commerce site, WebstaurantStore.com, 12 brick-and-click Restaurant Stores in the northeast, two specialty channels, Clark Food Service Equipment and 11400 Inc., and two specialty channels, Clark National Account and ClarkPro. These differing units allow Clark Associates to serve every type of foodservice customer from independent restaurants to institutions to some of the world's largest restaurant chains. Clark Associates is the #1 distributor in the nation with over 8.75 million square feet of distribution centers, and over 7,000 employees in 36 states. Clark celebrated its 50th Anniversary in 2021.

Gene is a graduate of Franklin & Marshall College in Lancaster, PA. In 2019, he received the Foodservice Equipment Reports' Young Lion Award, which recognizes rising leaders who have begun to have a meaningful impact in the foodservice industry, and in 2020, he received the Foodservice Equipment Distributors Association Volunteer of the Year award.

In addition to business, Gene and his wife Kristy stay busy with their young family of 4 boys – Mason, Liam, Timmy and Andrew. They are active members at St James Episcopal Church and volunteer with the Lancaster Conservancy. Gene is also an avid trumpet player who enjoys performing with local bands, orchestras and a quintet.

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# WEEK 4 | July 28 – August 2, 2024 | Lycoming College |



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## KEYNOTE SPEAKER

President & CEO

**The Main Line Chamber of Commerce**

**Bernard Dagenais**

Bernard Dagenais, President & CEO of The Main Line Chamber of Commerce, has gone from milking cows in Vermont to leading a business organization comprised of 800 companies and nonprofits in Philadelphia, Delaware, Chester and Montgomery Counties, including some of the highest revenue companies in the United States.

As a child, Mr. Dagenais was offered the opportunity to pursue a life of dairy farming. Facing his first important life decision at age 12, he encouraged his family to sell the farm. In high school, he enjoyed acting and music and was selected for the American Legion Boys State mock government experience.

He attended Saint Michael's College in Vermont, and when an academic advisor told him he wouldn't graduate from the journalism program and should just quit, he redoubled his efforts and earned his degree.

For years, Bernard covered crime and courts, prisons, school boards and city governments, striving to provide valuable information to citizens and taxpayers in Vermont, D.C., and Philadelphia.

He has won several awards, including one from the New England Press Association during his first year as a reporter. He led a team at the *Philadelphia Business Journal* that won the Best in Business Award from the Society of American Business Editors and Writers in 2009. That year, the *Philadelphia Business Journal* was the most award-winning publication among 40 affiliated American City Business Journals, which also provided him its highest honor, the Eagle Award. In 2023, Chamber executives across Pennsylvania bestowed upon him the Keystone Award, the highest honor given in the profession.

Over 14 years with the Chamber, he developed programs that connect members with business, leadership development and talent. He has stabilized finances, led a high-performing team and saved impactful programs that were on the brink of closing.

He is the father of two adult children, he's run the Philadelphia Marathon and he just earned his fifth degree black belt in Taekwondo.

# WEEK 4 | July 28 – August 2, 2024

## | Pennsylvania College of Technology |



### KEYNOTE SPEAKER

Owner

## McDonalds Franchise Pat Stella

Pat Stella was born and raised in Chicago, IL, and holds a Bachelors Degree in Education from Southern Illinois University and a Masters Degree in Education from Eastern Illinois University. She began her career as an elementary school teacher before discovering her passion for entrepreneurship.

In 1980, she and her brother made the decision to become McDonalds franchisees. Over the years, Pat steadily has grown her business and now, along with her son Richard, owns 9 McDonalds restaurants. Passionate about giving back, Pat has provided Ray Kroc Awards to high school seniors and Archways to Opportunity Scholarships to her college age employees, along with sponsoring McTeacher Nights and Santa's Squad. She has also facilitated Ronald McDonald House Children's Charity Grants to the Pittston Library, Wilkes-Barre YMCA, and United Way Nurses Pantry.

She has taken leadership roles on many community boards, including the Penns Woods Girl Scout Council, the Wyoming Valley Chamber of Commerce, the Pittston Chamber of Commerce, Volunteers of America, the American Red Cross, Ronald McDonald House of Scranton and the United Way.

Pat is a recipient of the NAACP Employer Award, Volunteers of America Spirit of Youth Award, Pittston Chamber of Commerce Business of the Year, McDonald's Women Operator Network Shining Star Award, and the McDonald's Golden Arch Award (presented to only 1% of franchisees).

Pat is grateful to have seen numerous former employees begin their work at age 16, graduate high school, work in a management position through college, graduate from college and grow with the company or pursue a career in their major. She is married and has a son, a stepdaughter, a stepson, and two granddaughters. In her spare time, she enjoys the beach, traveling, reading, and baking with her granddaughters.

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Our programs thrive thanks to the countless charitable businesses, foundations, civic organizations, and individuals listed below. Their contributions make it possible to educate over 12,000 students annually. We extend our deepest appreciation for their vital funding of Pennsylvania Free Enterprise Week, The Stock Market Game and the Speaker Series. Their steadfast dedication to our mission, free market principles, and youth education is profoundly appreciated. Thank you for your remarkable generosity!

## FOUNDER'S CLUB

Members of the Founder's Club hold the highest honor by having made an extraordinary contribution of \$25,000 or more to this year's programming.



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## PRESIDENT'S CLUB

The following President's Club members have made very generous gifts of \$15,000 to \$24,999 to this year's programming.

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Riverview HS  
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Seton-La Salle HS  
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Bedford SHS

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MMI Prep School  
Wyoming Valley West SHS

## LYCOMING

Hughesville JSHS  
Loyalsock Twp SHS  
Lycoming CTC  
Montgomery SHS  
Montoursville Area SHS  
Muncy JSHS  
South Williamsport Area JSHS  
Williamsport Area SHS

## MCKEAN

Bradford Area HS  
Kane Area HS  
Seneca Highlands AVTS  
Smethport Area JSHS

## MERCER

Greenville JSHS  
Reynolds JSHS

## MIFFLIN

Mifflin County HS

## MONROE

Stroudsburg HS

## MONTGOMERY

Abington Friends School  
Germantown Academy  
Gwynedd Mercy Academy HS  
Harrilton SHS  
Hatboro-Horsham SHS  
Lower Merion HS  
Lower Moreland HS  
Methacton HS  
Norrilstown Area HS  
North Penn SHS  
Perkiomen Valley HS  
Plymouth-Whitemarsh SHS  
Pope John Paul II HS  
Pottsgrove SHS  
Pottstown SHS  
Spring-Ford SHS  
Upper Merion HS  
Upper Perkiomen HS  
Western Montgomery CTC  
Wissahickon SHS

## NORTHAMPTON

Bangor Area HS  
Easton Area HS  
Nazareth Area HS

## NORTHUMBERLAND

Warrior Run HS

## OUT OF STATE

Bellingham HS - MA  
Blair Academy - NJ  
Caravel Academy - DE  
International Academy - MI  
Mariner HS - FL  
YES Prep East End  
Secondary - TX

## PHILADELPHIA

Abraham Lincoln HS  
Father Judge HS  
Franklin Learning Center  
Franklin Towne Charter HS  
Friends Select School  
J. R. Masterman  
Little Flower Catholic HS for Girls  
Nazareth Academy High

## POTTER

Coudersport Area JSHS  
Galeton HS  
Northern Potter HS

## SCHUYLKILL

Gillingham Charter School  
Pottsville Area HS  
Schuylkill Technology Center  
Tri-Valley JSHS

## SNYDER

Mid-West HS  
Selinsgrove Area HS

## SOMERSET

Berlin Brothersvalley SHS  
Shanksville-Stonycreek HS  
Somerset Area SHS  
Windber Area HS

## SULLIVAN

Sullivan Co. JSHS

## SUSQUEHANNA

Susquehanna Co. CTC

## TIOGA

Cowanesque Valley JSHS  
North Penn-Liberty HS  
North Penn-Mansfield HS  
Wellsboro Area HS

## UNION

Lewisburg HS

## VENANGO

Cranberry Area JSHS  
Franklin Area HS  
Rocky Grove JSHS

## WARREN

Warren Area HS

## WASHINGTON

Bethlehem-Center SHS  
Burgettstown JSHS  
Canon-McMillan HS  
Chartiers-Houston HS  
Peters Township HS

## WESTMORELAND

Central Westmoreland CTC  
Derry Area SHS  
Eastern Westmoreland CTC  
Franklin Regional HS  
Greater Latrobe SHS  
Greensburg Central Catholic  
Hempfield Area SHS  
Ligonier Valley SHS  
Mt. Pleasant Area JSHS  
Norwin SHS  
Penn-Trafford HS  
Southmoreland HS

## WYOMING

Lackawanna Trail JSHS  
Tunkhannock HS

## YORK

South Western HS  
Spring Grove Area HS  
West York Area HS  
York Academy  
Regional Charter School  
York Catholic HS

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We are truly grateful to the individuals and organizations listed below for their significant contributions to PFEW 2024. Their assistance in fundraising, outreach, student and volunteer recruitment, program advocacy, material acquisition, and in-kind donations is indispensable. Without their enthusiasm and encouragement, our mission to prepare the next generation of business leaders would not be possible. We are deeply grateful for their partnership, belief in our mission, and allegiance to bringing outstanding business, leadership, and employability education to Pennsylvania's next generation of workforce all-stars. Thank you!

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To learn more about PFEW and our other dynamic youth education programs, visit our website

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PHONE: (814) 833-9576  
FAX: (814) 833-9850  
E-MAIL: [info@pfew.org](mailto:info@pfew.org)  
WEBSITE: [www.pfew.org](http://www.pfew.org)

## 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.

## VISION

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