

January 16, 2020

To Whom It May Concern,

It gives me great pleasure to offer this letter of recommendation for Mr. Jeff Yalden, a perennial speaker at the flagship program operated by the Foundation for Free Enterprise Education.

To better understand the context of my recommendation, I should first provide you with some background on the program at which Jeff speaks five times each summer, Pennsylvania Free Enterprise Week. Internationally-acclaimed for excellence, we now host five week-long sessions each summer for students from all across Pennsylvania. During our seven-day, residential program, our students explore the world of business and private enterprise in an intensive, hands-on journey into the world of business where they play the roles of senior managers operating imaginary corporations. Augmented by world-class speakers (five or six daily) our schedule mandates fourteen to sixteen hour days for the participants and we are known as one of the most intensive academic summer programs in the country. If you have not heard of us, you might visit our website at www.pfew.org.

I have been privileged of working for our organization for twenty-years, taking over as President & CEO two years ago. We are blessed with some of Pennsylvania's, indeed the nation's, most highly touted speakers and youth speakers specifically. Additionally, we have had some of the most high-profile adult speakers imaginable including former Governor Tom Ridge, Speaker of the House Dennis Hastert and the CEOs of corporations like AstraZeneca, Tasty Baking, PPG Industries, Alcoa International, Merck, Highmark, Saturn, 84 Lumber, Erie Insurance etc., etc., just to name a few.

The reason I give you that background is that, quite simply, Jeff is the best I have ever seen, and I've seen hundreds. His style and his message transcend geographic or cultural boundaries and he has an innate ability to touch a young person's heart and mind like no one I have ever seen. His message is one of celebrating what is truly important in life – family, personal integrity and making right choices. Why he is so different from other speakers was best captured by one lady who told me, "Jeff talked to us, not at us."

I hope you have found this description of Jeff and his extraordinary talents helpful. If you would like some additional specific information about Jeff's style and talk, please feel free to contact me at your convenience.

Sincerely,



Karen M. Musante
President & CEO

