

**PENNSYLVANIA
FREE
ENTERPRISE
WEEK**

Brooke Alsante

2007 Clover Mill Road

Quakertown, PA 18951

July 15, 2022

George Chambers

Treasurer

Quakertown Rotary Club Foundation

P.O. Box 454

Quakertown, PA 18951

Dear Mr. Chambers,

To begin, I would like to thank you for sponsoring me at Pennsylvania Free Enterprise Week. This program was an amazing experience, and it gave me a step into the business world. I had never been through something like this, and thanks to you, I would have never been able to have this opportunity. I am Brooke Alsante, and I attend Quakertown Community Senior High School. I am also a rising junior.

Throughout the week I have made new friends, learned how to read financial reports, and more on how to advertise a product well. I got to experience working with a team of people who were complete strangers, and now they're my friends. I was a part of the financial team, and I got to experience analyzing financial sheets per quarter and make decisions on how to improve our company for the future. This was definitely a challenge, but with the help of my team and advisor I was able to learn and understand what each number really meant. For example, we had to figure out how much money the company wanted to put it for

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product development. Product development helps improve the product so more people will buy it because it has better quality. The business simulation I worked on was really like nothing I had ever experienced, but I am so glad I was able to. Another aspect of the camp I wasn't really prepared for was the speakers. The speakers that came in on their own dime really inspired me. I won't forget Rick Yarosh came and told his war hero story. He told us to never give up on yourself, you can always give hope to others even if you can't give hope to yourself. This is something I will definitely carry with me for life.

To add, the activities I participated in at PFEW also helped me grow as a leader and team member. We got to do an ethical debate, and it helped me open my eyes about ethics in business. If something is legal, it doesn't mean it is ethical. It definitely was a tough debate, but luckily my team won because of all our hard work and preparation. The debate was about if Amazon's patent to redirect customers or block them from competitors' websites when the customer is connected to WiFi Amazon owns is ethical or not. My team was debating as Amazon's competitor, and we believed it was not ethical because it is an invasion of privacy. I am unsure if we have ever met before, but I have participated in the Four Way Rotary Speech Contest two years in a row. This past year I won first and moved on to regionals where I placed third. I was also invited^{to} and attended a rotary meeting.

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in May where I got to see all the small business owners of my town working together. I do plan on competing in the Speech contest again, so I hope to see you then. I will definitely use the lessons I learned at PFEW and incorporate it in my speech. Again, thank you for this outstanding opportunity. I have always looked into business because it is all around us no matter what profession you go into. I do not plan on going to college for business, but I think it is really important to have an overall understanding of it.

Sincerely,

Brooke Alsante

Quakertown Community SHS, Bucks County