



Foundation for Free Enterprise

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Harding Township Students Explore the World of Business

New Vernon – The Foundation for Free Enterprise (FFFE) brought its World of Free Enterprise academic program to 6th grade students at Harding Township Middle School. The class was led by business man Kevin L. Luig, Chairman of the Board of Berkeley College, a privately held college of more than 8,000 students.

The World of Free Enterprise program is designed to promote an appreciation of business, economics and the entrepreneurial spirit. The program features several interactive lectures and debates on core business principles, designed to help to students create and build a business from scratch. In addition, the program provides the opportunity for the students to learn from and work with very successful local entrepreneurs and business people.

“I enjoy teaching students about the importance of free market economics,” Luig said. “It opens their minds to the idea that free enterprise can provide unlimited opportunities for everyone.”

Mrs. Kerry O’Brien, Gifted and Talented Teacher at Harding said this is not the first time we have participated in the FFFE program, “the students are really very enthusiastic and it has proven to be a very positive and enjoyable learning experience for them.”

“This program is a wonderful way for the students to learn about business through the eyes of a business owner. It provides students the opportunity to use their creativity and other skills to create a business. It is a pleasure to see the enthusiasm and passion the students have when working on their projects.” stated Kathryn English, FFFE President.

Over 30 schools will participate in the FFFE program this year, including an anticipated 20 from Bergen and Passaic counties. Last school year, 33 schools brought FFFE into the classroom where more than 600 students participated.

The FFFE was established in 1975 and since then has involved more than 27,000 students in a variety of programs, all to promote free market study.

FFFE continues to influence future leaders by effectively teaching thousands of students and teachers each year about the vital role free enterprise plays in peoples' lives. The success of FFFE is built largely upon the ability to work at the confluence of the education and business worlds. As FFFE builds educational alliances with teachers throughout the region, an ever-increasing number of them come to know the FFFE and the value of enrolling their students in our programs.

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