

# Passaic Valley students top stock market competition yet again...Building a Business Learning Community!

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PHOTO COURTESY OF KEVIN KETCHO

Pictured are the business students of PVEI (Passaic Valley Enterprises, Inc.), at Passaic Valley High School, who were part of winning teams that took part in the New Jersey Fall 2015 Stock Market Competition. Pictured (from left) are Maxwell Kohutich, Rafael Santana, Maggie McCormick, Michael Cusack and Aaron Fitzpatrick.

LITTLE FALLS – Passaic Valley High School (PVHS) students proved their business sense once again by winning the New Jersey Fall 2015 Stock Market Competition.

The winning teams are comprised of students that are part of PVEI (Passaic Valley Enterprises, Inc.), which is the parent company for the high school's virtual businesses that the students run. The teams placed first and second place in the competition. The first place team is comprised of Michael Cusack (captain), Rafael Santana and Aaron Fitzpatrick. The second team is comprised of Maxwell Kohutich (captain) and Maggie McCormick. Sponsored by the SIFMA Foundation, both are 10 week long session competitions.

"PVEI and its business students are doing some really great things and strengthening our 'doing good' reputation in the community," explained Kevin Ketcho, business instructor.

According to Ketcho, the business club donated \$250 to The American Lung Association in Paul Gerber's name, PVHS's business administrator, who passed suddenly in 2014.

"This is our second year in a row making this donation and we'd like to do it every year in Paul's name," he added.

Additionally, Ketcho added, during the past two years, the business program has given back \$3,750 in PVEI Business Excellence Scholarships to 12 of its senior students.

"Bromilow's, Jimmy's Cookies, Wisco Promo & Uniform, and our latest vendor partner, EM Leather Jacket & Varsity Corp., have done a wonderful job helping PVEI raise these funds by selling their products in and out of the high school. This year,

with the addition of EM Leather, we'll be able to give away \$3,000 to \$5,000 in scholarships back to our senior students/managers. We could possibly double last year's scholarship donations this year in 2016."

Also in the works this year, Ketcho added, is a new product by PVEI, which are Passaic Valley leather varsity jackets from EM.

"We have created a win-win situation," he said. PVEI student/employees have lowered the cost of an average varsity jacket from \$375 to \$275, cut delivery down from about three months to three weeks and the PV jackets are a higher quality product made in America, he noted. For every jacket sold, EM places \$15 into the PVEI scholarship fund.

Ketcho noted that PVEI makes no money on these transactions to keep costs low for students.

"Our students have done all this from 2014 to now and fulfilled the PVEI mission statement," he noted. PVEI, the parent company of Chocolit, Inc. (food products from Bromilow's & Jimmy's Cookies) and The Hornets Nest (apparel products from Wisco & EM Leather) is a student led business learning community that "increases and spreads hornet pride and tradition."

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