MISSION
To provide business and leadership opportunities to high school students to succeed in school, careers, and life.

VISION
To prepare innovative leaders and entrepreneurs who make a positive social and global impact.
Thank you for your continued support of Washington DECA!

Through the ups and downs of 2019-2020, one thing remained consistent for our organization: the support of our stakeholders.

2019 started off with such promise, Fall Leadership Conference (FLC) attendees and scholarships both exceeded goal, membership was at an all-time high and state competition attendance was also a record. Then COVID-19 happened. The International Conference, Pro Sports Day and our spring fundraising luncheon were canceled.

While the organization faced challenges, we also took full advantage of the opportunity to transition programs and services to a virtual format and continue to be a leader in providing career connected opportunities to our students and advisors. With the help of some of our key business partners, we were able to:

• Develop classroom challenges to engage students and provide the opportunity to interact with business partners.
• Provide key lessons and best practices in virtual teaching and learning which were added to the Teach DECA and Learn DECA platforms.
• Launch a successful virtual fundraising event with the support of several alumni.
• Hold Pro Sports Career Day, a virtual panel hosted by the Seattle Mariners.
• Transition fall programs and calendars to virtual formats.
• Apply for and received a Payroll Protection Loan.

The Washington DECA Board and staff will continue to limit spending, search for opportunities to offset expenses, find new revenue sources, transition programs and conferences, and engage students and advisors. We know there are more challenges ahead, but we are thankful for the continued support of our partners who recognize the value of our programs.

With Gratitude,

Lori Hairston
Executive Director

2019-2020 WASHINGTON DECA STAFF

Lori Hairston, Executive Director
Brent Mason, Director of Philanthropy
Nancy Hanlon, Director of Operations
Danielle Tuason, State Officer Coach
Kim Frahm, Chapter & Advisor Support
Linda Andersen, Operations Assistant
Wendy Monchu-Lopez, Development Coordinator
Nicole Cowan, Marketing & Events Coordinator

Phone: 206.285.1195 Fax: 206.492.2558
16040 Christensen Road, Suite 215, Tukwila, WA 98188

2019-2020 BOARD OF DIRECTORS

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Teacher/DECA Advisor, Mark Morris High School

MARC HILLESTAD*
Board Vice-Chair
Teacher/DECA Advisor, Cedarcrest High School

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Board Secretary
Marketing Program Manager, Puget Sound Energy

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BCA Fabrication, Business Operations, Boeing

KANDICE HERNDON*
Vice President/Branch Manager, Banner Bank

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Teacher/DECA Advisor, Capital High School

SHAWN PEREZ*
Teacher/DECA Advisor, Heritage High School

SIERRA LARKIN*
Teacher/DECA Advisor, Wenatchee High School

LORI HAIRSTON*
Executive Director, Washington DECA, Ex-officio

LANCE WRZESINSKI*
Business and Marketing Supervisor, CTE OSPI

MATT ABTAHI
SVP Commercial Banking, Columbia Bank

RYAN FLORES
VP PNW Area Manager, Capital Equipment, US Bank

MARIE GALLANAR
Account Executive, Parker, Smith & Feek

MATT HAYES
Principal Program Manager, Microsoft

DEANNA KERRICK
SVP Agency Distribution, Liberty Mutual

TREVOR LAROWE
Market Director, Executive Director, JP Morgan Chase

MARNI NESS
CSEP Event Professional, Pedersen’s Event Rentals

JAMIE STEFANI
Regional Human Resources Manager, The Management Trust

BRYAN VENEMA
Teacher/DECA Advisor, John R. Rogers High School

ARIC WEEKER
Teacher/DECA Advisor, Interlake High School

ASHLEY WILSON
Senior Corporate Counsel, PayScale

YINCHEN LUI
UW Board Fellow, Foster School of Business

LAUREN NISHIKAWA
UW Board Fellow, Foster School of Business

ROD BROOKS
Honorary Board Member
Chief Marketing Officer, Pemco Insurance

KIM VILLENEuve
Honorary Board Member
CEO, Centerstone Executive Search

*Executive Committee
Washington DECA provided $105,800 to members in the form of scholarships.

- **98%** students report an A or B average.
- **88%** members say their DECA experience empowered them to be an effective leader.
- **90%** students say DECA is the link between the classroom and real-world experiences.

**Members in Washington DECA**

12,011

- **4th largest DECA membership in the world**
- 967 members from Washington DECA qualified for the International Career Development Conference.
- 3,570 members attended the State Career Development Conference.
- 1,600 members attended the Fall Leadership Conference from chapters across Washington state.

**2020**

- 242 DECA advisors who are educators.
- 164 DECA chapters across Washington state.
- Average cost per student to attend the annual State Career Development Conference in Bellevue: $350.
- Average cost per student to attend the Fall Leadership Conference: $300.

The 2020 International Career Development Conference was cancelled due to COVID-19.
Washington DECA uses a model of donations, program fees, sponsorships, grants, and in-kind gifts to maintain affordable programs and to provide financial assistance to students and chapters in need.

Washington DECA is a 501(c) 3 non-profit organization that has been creating partnerships between business and education since 1947. Washington DECA provides real-world experiences in the fields of business, marketing, hospitality, finance, and entrepreneurship to develop high school students into character-driven leaders who will enrich our businesses and communities.

240+ Community Outreach Projects conducted statewide
355+ Entrepreneurship Business Plans competed at the State conference
345+ Operations Research Papers evaluated by business leaders
LEADERSHIP

STATE OFFICERS

As Washington State’s largest student association, giving a voice to our student members is vital to our growth and overall success. The 12-member team is comprised of the State President and 11 Area Presidents who represent different geographic regions of the state. The state officers create and execute a Program of Work based on student-led initiatives that they determine will best improve and enhance the organization.

STATE PRESIDENT
Alfonso Godinez, Lakes HS

AREA 1
Ashton Blackwell, Snohomish HS

AREA 2
Sai Raksha Rayala, Jackson HS

AREA 3
Grace Brigham, Redmond HS

AREA 4
Josh Wolters, Skyline HS

AREA 5
Monica Yu, Hazen HS

AREA 6
Liz Flores, Chiawana HS

AREA 7
Skyler Cobb, Port Angeles HS

AREA 8
Zac Sherrer, North Thurston HS

AREA 10
Isabel Hyde, Wenatchee HS

AREA 11
Andre Ramsey, John R. Rogers HS, Spokane

AREA LEADERS

Washington DECA is fortunate to have so many dedicated teachers and advisors who go the extra mile coordinating and running competitive events, managing one of the 11 geographical areas, and supervising activities at conferences.

AREA 1
771 members
Alicia Sents
Glacier Peak HS

AREA 2
1,222 members
Damon Oliveto
Shorewood HS

AREA 3
1,783 members
Lindsay Haney
Woodinville HS

AREA 4
1,414 members
Tammi Riggers
Bellevue HS

AREA 5
1,109 members
Alana Vinther
Tyee HS

AREA 6
829 members
Stephanie Schirm
Richland HS

AREA 7
1,393 members
Stephanie Pike
Bethel HS

AREA 8
532 members
Jennifer Fabritius
Olympia HS

AREA 9
730 members
Greg McCormick
Mark Morris HS

AREA 10
371 members
Sierra Larkin
Wenatchee HS

AREA 11
1,092 members
Erin Ruehl
Shadle Park HS
PROGRAMS

FALL LEADERSHIP CONFERENCE (FLC)
The objective of FLC is to provide hands on learning opportunities for a diverse group of students from across Washington state. This program featured 1,600 members who participated in industry workshops, a social enterprise pitch competition, mock role plays, community outreach activities and keynote sessions. 220 business partners provided support in the form of judges and workshop presenters.

STATE CAREER DEVELOPMENT CONFERENCE (SCDC)
Competitive events provide students with an experiential learning opportunity in business and marketing applications. Students qualify by advancing from regional competitions in 11 geographical locations across Washington state.

3,570 students and advisors participated in the SCDC. In addition, 230 volunteers from the business community donated their time and talent to serve as judges. Top students from each of the 50 events qualified for the International Career Development Conference (ICDC). Due to COVID-19, ICDC was cancelled in 2020.

VIRTUAL PROGRAMS
Virtual programs provided engagement opportunities to students and resources for teachers to support teaching and learning, when schools shut down in March of 2020. Washington DECA, in partnership with several business partners developed Classroom Challenges, Career Workshops, and other curriculum tools to provide engagement opportunities. These virtual programs were a key element as we worked on preparing for the 2020 school year.
**CORPORATE PARTNERS**

Washington DECA works with companies, government, nonprofits, and other organizations to positively impact the lives of 12,000 student members and advisors. Our partners contribute more than money. Their ideas, volunteer hours, in-kind support, and help provide business and leadership opportunities to high school students to succeed in school, careers, and life. Visit www.wadeca.org/partner to see how you can get involved.

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<th>CHAMPIONS $15,000+</th>
<th>LEADERS $10,000 - $14,999</th>
<th>ENTREPRENEURS $5,000 - $9,999</th>
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**FRIENDS OF DECA**

A special thank you to our Diamond Society Members who are individual donors contributing $1,000 or more.

Lisa Tallquist
Don Nielson
Jon & Bobbe Bridge
Al & Lori Hairston
Dan Wall
DeAnna Kerrik
Bill Anderson

**IN-KIND SPONSORS**

Thank you to our individual and corporate partners who donated $78,945 worth of goods and services in 2019-20.

- Garneau Nicon Family Foundation
- Marco J. Heidner Charitable Trust

**INVESTORS $2,500 - $4,999**

- Liberty Mutual Insurance
- Three Rivers Community Foundation

**INNOVATORS $1,000 - $2,499**

- The Gottfried & Mary Fuchs Foundation
- NORDSTROM

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Space limitations prohibit us from listing our Visionary, Entrepreneur and Professional/Alumni members, but we gratefully acknowledge all these individuals and families for their support. Contact Lori Hairston with any questions, 206.285.1195.
Washington DECA is strategically transitioning our programs and services to best serve our members. We continue to focus on our mission by strengthening our financial foundation for long-term success, optimizing stakeholder relationships, increasing brand awareness, and expanding access to the DECA experience. We are committed to providing the DECA Experience to students facing financial challenges and to provide equity and access to all students in Washington.

DECA integrates into the business and marketing classroom and provides career connected learning opportunities for students in the fields of entrepreneurship, finance, hospitality, marketing, and management.

For over 73 years, Washington DECA has continued to grow and the challenges of 2020, will only help our resilience and commitment to our members and our partners.

WHY DECA?

Washington DECA is truly a great source of knowledge and learning experiences that slowly but surely advance its members in their pathways to success and long-lasting careers in the fields of their dreams. I am confident that DECA is preparing its members to take on our ever-changing world, and propelling each and every student into a world of success and triumph.

SOPHOMORE, PASCO HIGH SCHOOL

DECA have shown me how to achieve a career I never thought possible. Since joining, I have looked for every possible opportunity within the organization to succeed and learn. There is genuinely no doubt in my mind that DECA changed my life and my goals for the better.

SENIOR, MONROE HIGH SCHOOL

DECA ignited the spark that empowered me to use my unique perspective as a first-generation and low-income student to make a difference in my community and school. My DECA experience shaped my goals to pursue a degree in business so I can continue to better support and give back to a community that has uplifted me.

SENIOR, KENT-MERIDIAN HIGH SCHOOL

Washington DECA has grown to be the fourth largest DECA association, with the help of many supporters, community members, and volunteers. In 2019-2020, we had the honor of recognizing two people and one outstanding company who have made a lasting impact on the organization through years of service, volunteer hours, member recruitment, and classroom and financial support.

2019 HALL OF FAME INDUCTEE
Mr. Rick Davis
Kelso High School

2019 ADVISOR OF THE YEAR
Mr. Bryan Venema
John R. Rogers High School, Spokane

2019 DIAMOND AWARD WINNER
Better Business Bureau Northwest & the Pacific

WHY DECA?

SPECIAL RECOGNITION

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SPECIAL RECOGNITION