

2018-2019  
WASHINGTON DECA

# IMPACT REPORT

**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

THANK YOU, Washington DECA Stakeholders. During 2018-2019, we are thrilled to report an increase of 15% in scholarship support for student members to \$140,000, and we continued to reduce operating expenses by 5%.

The DECA experience provides a platform for high school students to develop skills needed to be successful in college and careers. DECA provides unique educational opportunities:

- Integrates into classroom instruction, offering authentic experiential learning methods to prepare members for college and career.
- Applies learning; members put their knowledge into action through the competitive events program and rigorous project-based learning activities.
- Connects to business; partnerships with businesses at the local and state level provide DECA members with realistic insight into industry and promote higher level learning.
- Promotes competition; in a global economy, the spark of competition drives DECA members to excel and continually improve their performance, to develop a talented future workforce.

The Washington DECA staff and Board of Directors will continue to manage expenses and develop opportunities to increase access to the DECA experience for students facing financial challenges. Washington DECA is growing stronger due to our partners who recognize the value in our programs and donate their time, resources and talent in support of our mission.

Thank you for supporting more than 12,000 members of Washington DECA.

Graciously,

Lori Hairston  
Executive Director

## 2018-2019 BOARD OF DIRECTORS

GREG MCCORMICK,  
BOARD CHAIR\*  
Teacher/DECA Advisor,  
Mark Morris High School

MARC HILLESTAD,  
BOARD VICE-CHAIR\*  
Teacher/DECA Advisor,  
Cedarcrest High School

NATE LUCE, BOARD SECRETARY\*  
Marketing Program Manager,  
Puget Sound Energy

LISA TALLQUIST,  
BOARD TREASURER\*  
Senior VP/Senior Client Manager,  
Bank of America

BILL ANDERSON  
BCA Fabrication,  
Business Operations, Boeing

KANDICE HERNDON  
Vice President/Branch Manager,  
Banner Bank

BRENDA GRABSKI  
Teacher/DECA Advisor,  
Capital High School

SHAWN PEREZ  
Teacher/DECA Advisor,  
Heritage High School

MATT ABTAHI  
SVP Commercial Banking,  
Columbia Bank

DOUG AUBERT  
Teacher/DECA Advisor,  
Auburn Riverside High School

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

ARIC WEIKER  
Teacher/DECA Advisor,  
Interlake High School

MARIE GALLANAR  
Account Executive,  
Parker, Smith & Feek

DEANNA KERRICK  
SVP Agency Distribution,  
Liberty Mutual

SIERRA LARKIN  
Teacher/DECA Advisor,  
Wenatchee High School

MARNI NESS  
CSEP Event Professional,  
Pedersen's Event Rentals

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

KRUTI GOSALIA  
UW Board Fellow  
Foster School of Business

KEVIN TRUONG  
UW Board Fellow  
Foster School of Business

TIMMIE FOSTER  
Business & Marketing Pathway  
Director, OSPI, Ex-officio

LORI HAIRSTON  
Executive Director,  
Washington DECA, Ex-officio

ROD BROOKS  
Honorary Board Member  
Chief Marketing Officer,  
Pemco Insurance

KIM VILLENEUVE  
Honorary Board Member  
CEO, Centerstone Executive  
Search

## 2018-2019 DECA STAFF

**Lori Hairston**, Executive Director  
**Brent Mason**, Director of Philanthropy  
**Nancy Hanlon**, Director of Operations  
**Eliza Webb**, Director of Events  
**Danielle Tuason**, State Officer Coach  
**Kim Frahm**, Chapter & Advisor Support

**Linda Andersen**, Operations Assistant  
**Wendy Menchu-Lopez**, Development Coordinator  
**Nicole Cowan**, Marketing & Events Coordinator

 Phone: 206.285.1195  Fax: 206.492.2558

 16040 Christensen Road  
Suite 215, Tukwila, WA 98188

2018-  
2019

# WASHINGTON DECA BY THE NUMBERS

**5th** largest DECA membership in the world

**1,100** members from Washington DECA attended for the **International Career Development Conference**

**4,100** members attended the **State Career Development Conference**

**1,600** members attended the Fall Leadership Conference from chapters across Washington state

**253** DECA advisors who are educators

**164** DECA chapters across Washington state

**\$1,250** Average cost per student to attend the **International Career Development Conference**

**\$350** Average cost per student to attend the annual **State Career Development Conference** in Bellevue

**\$300** Average cost per student to attend the **Fall Leadership Conference**

**\$20** Registration dues for students, alumni, and professional members

Members in  
Washington DECA  
**12,000**

Washington DECA provided  
**\$140,000**  
to members in the form  
of scholarships

International  
Career Development  
Conference

**41%**

**25%**

**33%**

Fall Leadership  
Conference

State Career  
Development  
Conference

**98%**

STUDENTS REPORT  
AN A OR B AVERAGE

**89%**

STUDENTS SAY DECA  
PREPARED THEM FOR  
COLLEGE AND  
CAREERS

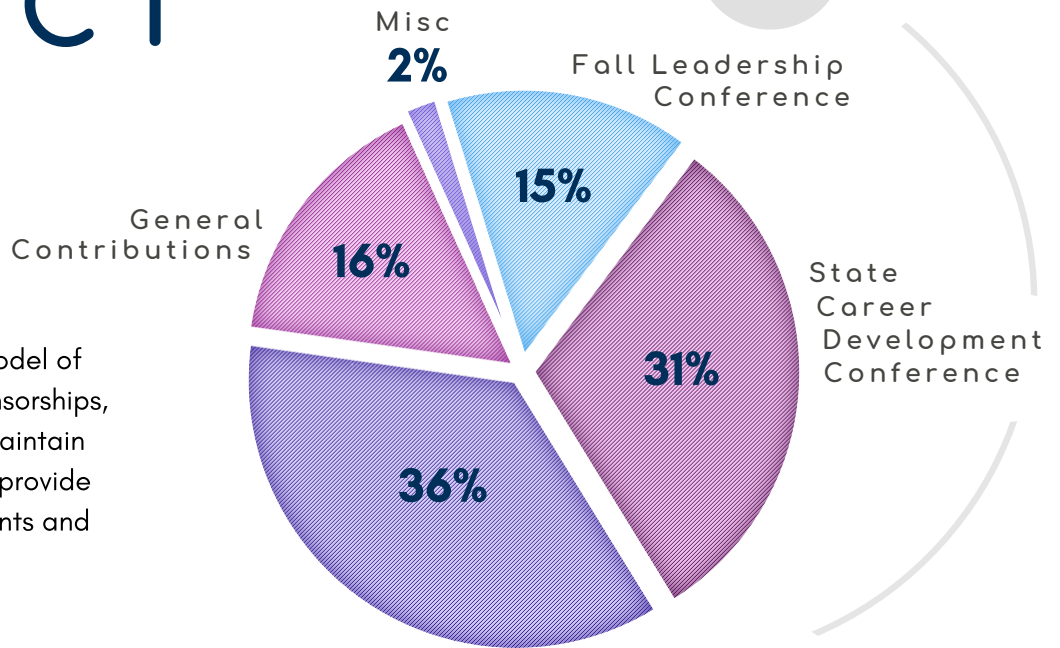
**90%**

STUDENTS SAY  
DECA IS THE LINK  
BETWEEN THE  
CLASSROOM  
AND REAL-  
WORLD  
EXPERIENCES



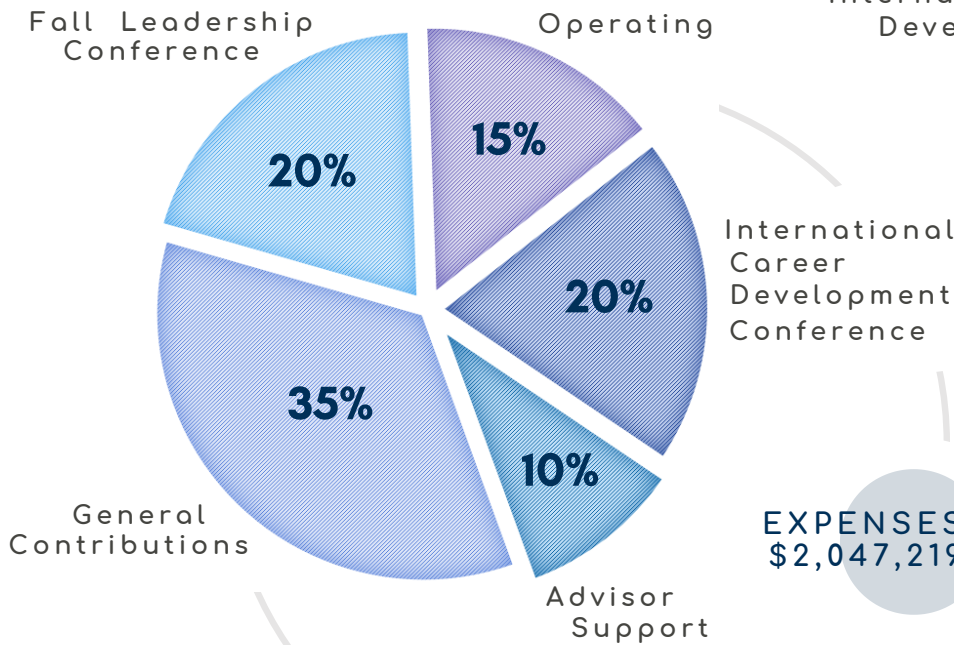
# MAKING AN IMPACT

**INCOME**  
\$2,100,206



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 chapter in need.

International Career Development Conference



**EXPENSES**  
\$2,047,219

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.

**220+**

**Community Outreach Projects conducted statewide**

**140+**

**Entrepreneurship Business Plans competed at the State conference**

**235+**

**Operations Research Papers evaluated by business leaders**



## 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.



- |                        |                                       |                |  |
|------------------------|---------------------------------------|----------------|--|
| <b>STATE PRESIDENT</b> | <b>Sam Sawale</b> , Skyline HS        | <b>AREA 6</b>  | <b>Piper Schirm</b> , Richland HS        |
| <b>AREA 1</b>          | <b>Caroline Diemer</b> , Arlington HS | <b>AREA 7</b>  | <b>Levi Brinkley</b> , Bethel HS         |
| <b>AREA 2</b>          | <b>Drew Brennan</b> , King's HS       | <b>AREA 8</b>  | <b>Sam Fleckenstein</b> , Olympia HS     |
| <b>AREA 3</b>          | <b>Emily Rowe</b> , Mercer Island HS  | <b>AREA 9</b>  | <b>Samantha Murray</b> , Kelso HS        |
| <b>AREA 4</b>          | <b>Rohan Vaidya</b> , Issaquah HS     | <b>AREA 10</b> | <b>D'Andre Vasquez</b> , Cascade HS      |
| <b>AREA 5</b>          | <b>Taylor Kalka</b> , Kentwood HS     | <b>AREA 11</b> | <b>Haley Milligan</b> , Mount Spokane HS |

## 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.



- |                                |  |                                |   |                                 |   |
|--------------------------------|--|--------------------------------|---|---------------------------------|---|
| <b>AREA 1</b><br>994 members   | <b>Alicia Sents</b><br>Glacier Peak HS | <b>AREA 5</b><br>1,271 members | <b>DerekENZ</b><br>Auburn Mountainview HS | <b>AREA 9</b><br>783 members    | <b>Greg McCormick</b><br>Mark Morris HS |
| <b>AREA 2</b><br>1,421 members | <b>Damon Oliveto</b><br>Shorewood HS   | <b>AREA 6</b><br>865 members   | <b>Stephanie Schirm</b><br>Richland HS    | <b>AREA 10</b><br>415 members   | <b>Sierra Larkin</b><br>Wenatchee HS    |
| <b>AREA 3</b><br>1,373 members | <b>Marc Hillestad</b><br>Cedarcrest HS | <b>AREA 7</b><br>1,450 members | <b>Paul Stoltenberg</b><br>Rogers HS      | <b>AREA 11</b><br>1,386 members | <b>Erin Ruehl</b><br>Shadle Park HS     |
| <b>AREA 4</b><br>1,256 members | <b>Tammi Riggers</b><br>Bellevue HS    | <b>AREA 8</b><br>527 members   | <b>Angel Elam</b><br>Capital 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 1,200 members who participated in industry workshops, a social enterprise pitch competition, mock role plays, community awareness activities, and keynote sessions. 250 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.

SCDC is the premier event for Washington DECA and the largest city-wide event in Bellevue. In 2019, 4,100 students and advisors participated in SCDC. In addition, 450 volunteers from the business community donated their time and talent to serve as judges. Top students from each of the 50 events advance to the International Career Development Conference.

## INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)

1,100 students, advisors and chaperones attended ICDC in Orlando, Florida. In addition to competition, students and advisors participated in leadership training and professional development opportunities.

At ICDC, Washington DECA emerged as one of the top associations, earning the following awards. 74 Washington DECA participants advanced from the preliminaries to the final competition. During the Grand Awards Session, 46 of our students were honored on stage, each as one of the top 10 competitors in their event. As the awards ceremony closed, 14 of our students had placed in the top three levels, earning 4 third-place awards, 7 second-place awards, and 3 first-place awards!



# 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 [wadeca.org](http://wadeca.org) and click on the "Partner" tab to see how you can get involved.

## CHAMPIONS \$15,000+



Washington Office of Superintendent of  
**PUBLIC INSTRUCTION**



## LEADERS \$10,000 - \$14,999



## ENTREPRENEURS

\$5,000 - \$9,999



1ST SECURITY BANK



## INVESTORS

\$2,500 - \$4,999



## INNOVATORS \$1,000 - \$2,499



# VOLUNTEERS

Thank you to our generous volunteers who gave their time and talent to support us in 2018-2019. We had **557 business professionals** who volunteered **3,342 hours** to evaluate written projects, judge competition and work special events. This level of engagement represented a **\$80,676** value.

\*\$24.14 (estimated value of volunteer time as determined by the Independent Sector) x 3,342 volunteer hours.

# FRIENDS OF DECA

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

- The Dan Wall Family
- The Don Nielsen Family
- Lisa Tallquist & Mark Murphy
- Randy Wilson
- Jose Ubeda
- Mark Dyce-Ryan
- Mark Spatz
- Joseph Condino
- Al and Lori Hairston
- Brent and Cat Mason
- Anonymous

# IN-KIND SPONSORS

Thank you to our individual and corporate partners who donated **\$84,710** worth of goods and services in 2018-19.

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 Lila Mowatt with any questions. 206.285.1195.

# WHY DECA?



Through DECA, I have obtained **leadership and professionalism skills** while learning the valuable lesson that there is more than one way to succeed, and if you fail, it is really important that you give it another shot.

SENIOR, REDMOND HIGH SCHOOL



DECA has really shaped my life. I used to be the quiet kid with the good ideas, but always too afraid to speak up. I have learned to speak for myself - been having a burning ambition to be the **best version of myself** - and DECA has encouraged and aided me in this journey.

SOPHOMORE, MT. SPOKANE HIGH SCHOOL



DECA has helped me succeed in several classes, job interviews, and career-exploration opportunities. I have learned to accept great challenges that are far out of my comfort zone and to continue to challenge myself. I wish to show younger generations that **DECA is more than just a club**, it is a way to ensure you have life skills that will improve your future.

SOPHOMORE, CASCADE HIGH SCHOOL

Washington DECA is strategically implementing 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.

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 grown stronger as our partners recognize the value in their time, resources, and charitable investments.

## SPECIAL RECOGNITION

Washington DECA has grown to be the fifth largest DECA association, with the help of many supporters, community members, and volunteers. In 2018-2019, 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. Marc Hillestad  
Cedarcrest High School

### 2019 DIAMOND AWARD WINNER PEMCO

