

2019

WASHINGTON DECA

2020

# 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 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 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

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 WEIKER  
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

## 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 Menchu-Lopez**, Development Coordinator  
**Nicole Cowan**, Marketing & Events Coordinator



Phone: 206.285.1195



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2019

# WASHINGTON DECA BY THE NUMBERS

2020

4<sup>th</sup> 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

242 DECA advisors who are educators

164 DECA chapters across Washington state

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

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

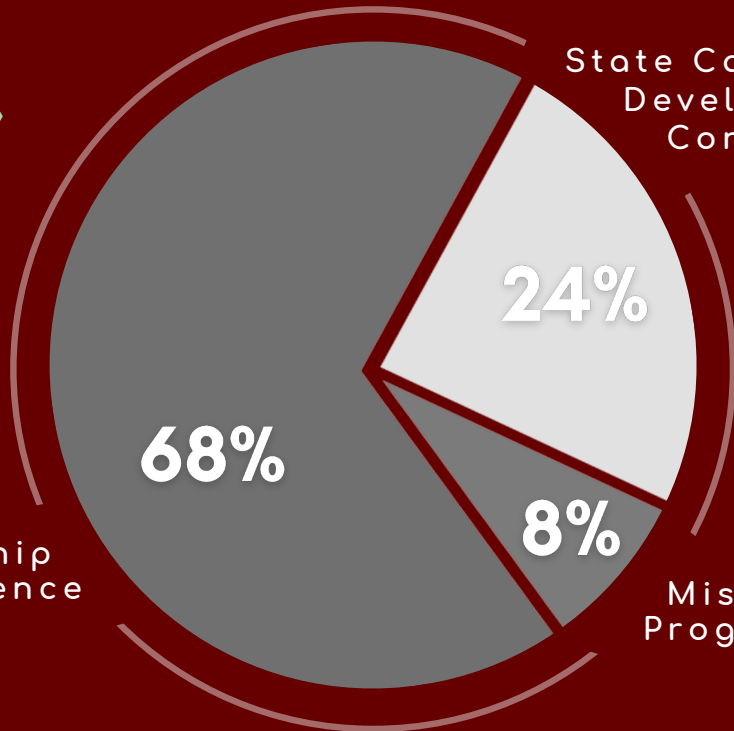
\$300 Average cost per student to attend the **Fall Leadership Conference**

The 2020 **International Career Development Conference** was cancelled due to COVID-19.

Members in Washington DECA  
**12,011**

Washington DECA provided  
**\$105,800**  
to members in the form  
of scholarships

Fall Leadership Conference



State Career Development Conference

Miscellaneous Programs

**98%**

STUDENTS REPORT AN **A OR B** AVERAGE

**88%**

MEMBERS SAY THEIR DECA EXPERIENCE **EMPOWERED** THEM TO BE AN **EFFECTIVE LEADER**

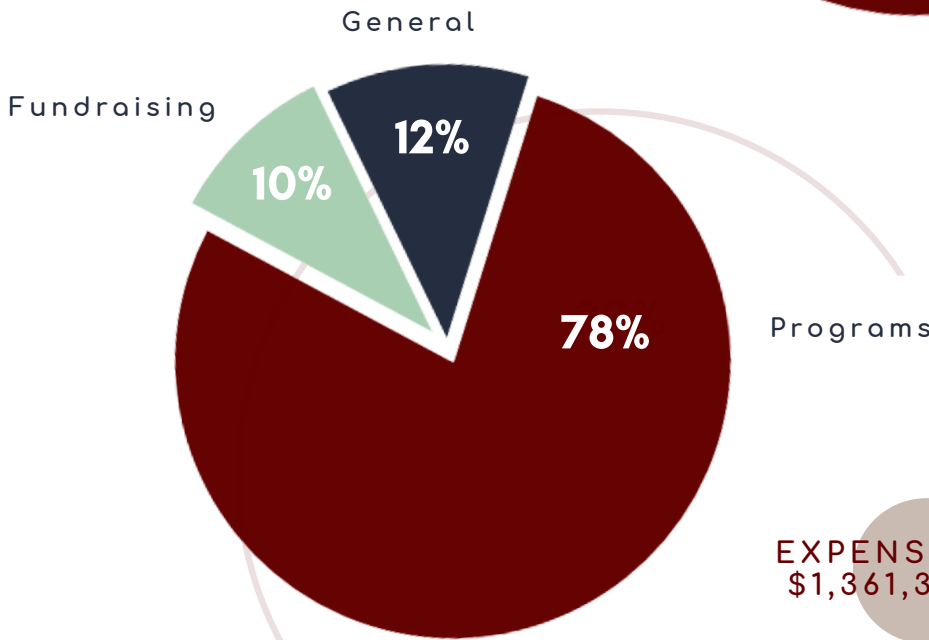
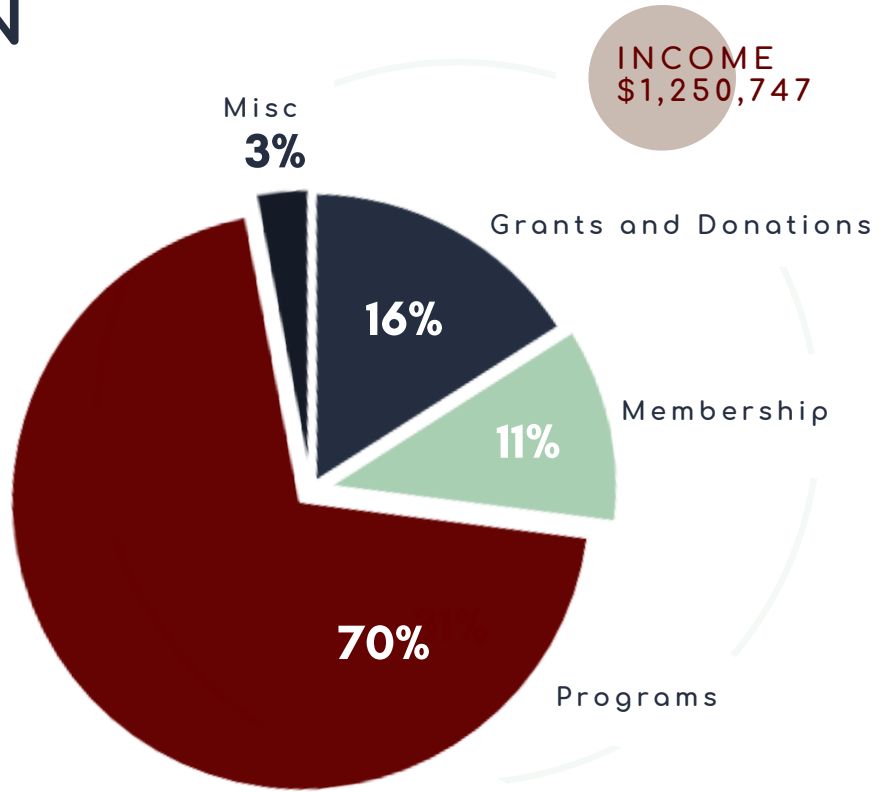
**90%**

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



# MAKING AN IMPACT

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.



- |  |   |
|--|---|
| <b>STATE PRESIDENT</b> Alfonso Godinez, Lakes HS | <b>AREA 6</b> Liz Flores, Chiawana HS                   |
| <b>AREA 1</b> Ashton Blackwell, Snohomish HS     | <b>AREA 7</b> Skyler Cobb, Port Angeles HS              |
| <b>AREA 2</b> Sai Raksha Rayala, Jackson HS      | <b>AREA 8</b> Zac Sherrer, North Thurston HS            |
| <b>AREA 3</b> Grace Brigham, Redmond HS          | <b>AREA 10</b> Isabel Hyde, Wenatchee HS                |
| <b>AREA 4</b> Josh Wolters, Skyline HS           | <b>AREA 11</b> Andre Ramsey, John R. Rogers HS, Spokane |
| <b>AREA 5</b> Monica Yu, Hazen 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>771 members<br>Alicia Sents<br>Glacier Peak HS   | <b>AREA 5</b><br>1,109 members<br>Alana Vinther<br>Tye HS        | <b>AREA 9</b><br>730 members<br>Greg McCormick<br>Mark Morris HS |
| <b>AREA 2</b><br>1,222 members<br>Damon Oliveto<br>Shorewood HS   | <b>AREA 6</b><br>829 members<br>Stephanie Schirm<br>Richland HS  | <b>AREA 10</b><br>371 members<br>Sierra Larkin<br>Wenatchee HS   |
| <b>AREA 3</b><br>1,783 members<br>Lindsay Haney<br>Woodinville HS | <b>AREA 7</b><br>1,393 members<br>Stephanie Pike<br>Bethel HS    | <b>AREA 11</b><br>1,092 members<br>Erin Ruehl<br>Shadle Park HS  |
| <b>AREA 4</b><br>1,414 members<br>Tammi Riggers<br>Bellevue HS    | <b>AREA 8</b><br>532 members<br>Jennifer Fabritius<br>Olympia 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](http://www.wadeca.org/partner) to see how you can get involved.

## CHAMPIONS \$15,000+



Washington Office of Superintendent of  
**PUBLIC INSTRUCTION**

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



AT&T

THE *Glaser* FOUNDATION



T Mobile

## ENTREPRENEURS

\$5,000 - \$9,999



THE BELLEVUE  
COLLECTION

PACCAR



usbank

THE NORCLIFFE  
FOUNDATION



Microsoft



Marco J. Heidner Charitable Trust

Garneau Nikon Family Foundation

## INVESTORS

\$2,500 - \$4,999



Liberty Mutual  
INSURANCE

Three Rivers  
COMMUNITY FOUNDATION  
INVESTING ENCOURAGING IMPROVING



The Gottfried & Mary Fuchs Foundation

NORDSTROM

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

Florence B. Kilworth Charitable Trust Foundation



STUDENTS  
OF THE YEAR



PARKER | SMITH | FEECK



NORTH SEATTLE  
COLLEGE  
One of the Seattle Colleges

UnionBank

Bellevue  
WASHINGTON

# VOLUNTEERS

Thank you to our generous volunteers who gave their time and talent to support us in 2019-2020. We had 448 business professionals who volunteered 2,664 hours to evaluate written projects, judge competition and work special events. This level of engagement represented a \$67,745 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.

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.

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.



# 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 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.

## SPECIAL RECOGNITION

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

