



2020

# IMPACT REPORT

2021

## 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

***"Anything is possible when you have the right people to support you." - Misty Copeland***

On behalf of Washington DECA, thank you for supporting our members during this difficult year. As we look back, we are both humbled by the support and the experience, but excited by the opportunities ahead.

With your help, Washington DECA was able to achieve success in the following:

- Provided members with 100% of normal programming in a virtual format including conferences, trainings, community service projects and fundraising events.
- Scaled budgets and controlled expenses to achieve net profit.
- Provided support to teachers for lesson plans and intra-curricular activities.
- Applied for and received funds from round #2 of the Payroll Protection Loan program.

Along with accomplishments came many challenges:

- DECA membership was down 27% and 90% of the members lost, were in low-income schools.
- Engagement in virtual events was approximately 75% compared to in-person events.
- Fundraising was difficult as companies continued to move support from education to human services.

As we look forward to 2021-2022, we continue to make strategic decisions based on our mission, vision, and strategic plan, while placing emphasis on providing equity and inclusion at all levels of Washington DECA.

In Gratitude,

*Lori Hairston*  
Executive Director

## 2020-2021 BOARD OF DIRECTORS

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Teacher/DECA Advisor,  
Cedarcrest High School

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Wenatchee High School

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Liberty Mutual

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JP Morgan Chase

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Executive Director,  
Washington DECA, Ex-officio

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Regional Human Resources Manager,  
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RAVEENA DAYANI  
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Foster School of Business

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Business and Marketing Supervisor,  
CTE OSPI

MARIE GALLANAR  
Account Executive,  
Parker, Smith & Feek

YAN (JOEY) HE  
UW Board Fellow,  
Foster School of Business

## 2020-2021 WASHINGTON DECA STAFF

**Lori Hairston**, Executive Director  
**Danielle Tuason**, State Officer Coach  
**Kim Frahm**, Chapter & Advisor Support

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



Phone: 206.285.1195



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2020

# WASHINGTON DECA BY THE NUMBERS

2021

3<sup>rd</sup> largest DECA membership in the world

777 members from Washington DECA qualified for the **International Career Development Conference**

3,184 members attended the virtual **State Career Development Conference**

1,379 members attended the virtual **Western Region Leadership Conference** from chapters across DECA's western region

193 DECA advisors who are educators

148 DECA chapters across Washington state

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

\$50 Average cost per student to attend the virtual **Western Region Leadership Conference**

\$100 Average cost per student to attend the virtual **State Career Development Conference**

\$75 Average cost per student to attend the virtual **International Career Development Conference**

Members in Washington DECA  
**8,457**

Washington DECA provided  
**\$31,940**  
to members in the form of scholarships

International Career Development Conference

39%

13%

Miscellaneous Programs

16%

Western Region Leadership Conference

32%

State Career Development Conference

**86%**

OF DECA MEMBERS REPORT THEY LEARNED HOW TO **WORK AS PART OF A TEAM**

**98%**

OF DECA MEMBERS REPORT THEY GAINED SKILLS TO **IMPROVE PERSONAL AND PROFESSIONAL BEHAVIOR**

**92%**

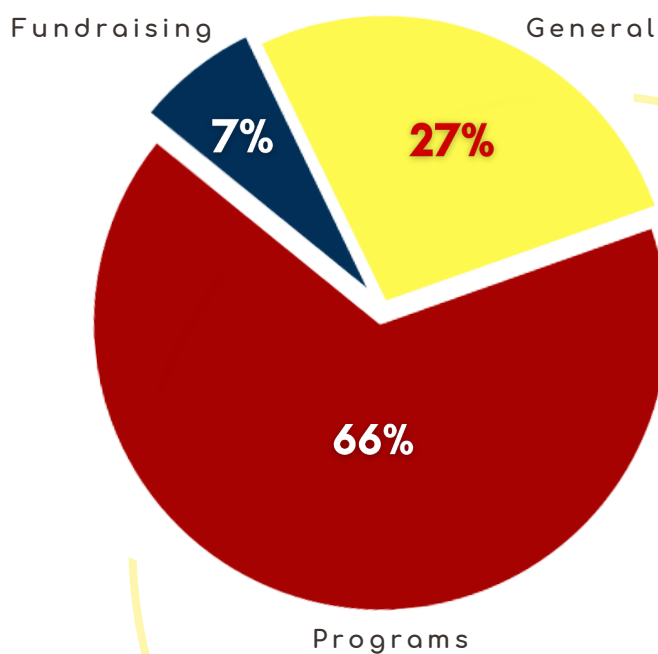
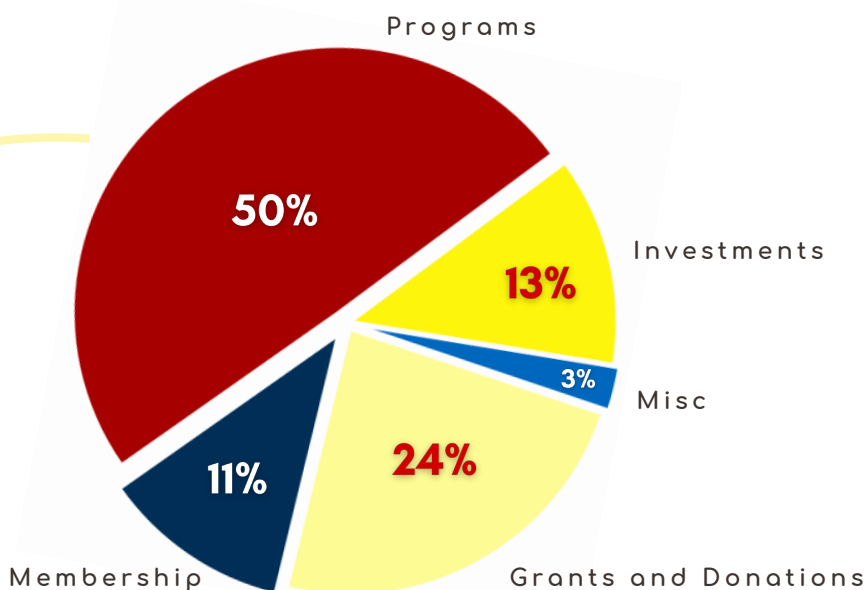
OF DECA MEMBERS REPORT THAT DECA EXPERIENCES **EMPOWERED THEM TO BECOME AN EFFECTIVE LEADER**

# 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.

**INCOME**  
\$885,254

**EXPENSES**  
\$812,965



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.

**70+**

**Project Management Papers evaluated during competition**

**260+**

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

**190+**

**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.



**Liz Flores**, *Chiawana HS*  
**STATE PRESIDENT**

**Bryan Khoo**, *Skyline HS*  
**AREA 4**

**Zac Sherrer**, *North Thurston HS*  
**AREA 8**

**Brian Conde-Martinez**, *Mount Vernon HS*  
**AREA 1**

**Charles Crawford**, *Enumclaw HS*  
**AREA 5**

**Elizabeth Lanz**, *Stevenson HS*  
**AREA 9**

**Sarah Angelos**, *Mariner HS*  
**AREA 2**

**Olivia Betzen**, *Richland HS*  
**AREA 6**

**Cooper Vick**, *Selah HS*  
**AREA 10**

**Aaya Anan**, *Woodinville HS*  
**AREA 3**

**Piper Wilson**, *South Kitsap HS*  
**AREA 7**

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

## 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** **Alicia Sents**  
587 members  
*Glacier Peak HS*

**AREA 5** **Alana Vinther**  
711 members  
*Tyee HS*

**AREA 9** **Katie Mantel**  
498 members  
*Stevenson HS*

**AREA 2** **Daniel Mills**  
1,147 members  
*Jackson HS*

**AREA 6** **Stephanie Schirm**  
367 members  
*Richland HS*

**AREA 10** **Sierra Larkin**  
260 members  
*Wenatchee HS*

**AREA 3** **Lindsay Haney**  
1,692 members  
*Woodinville HS*

**AREA 7** **Stephanie Pike**  
634 members  
*Bethel HS*

**AREA 11** **Erin Ruehl**  
825 members  
*Shadle Park HS*

**AREA 4** **Tammi Riggers**  
1,468 members  
*Bellevue HS*

**AREA 8** **Jennifer Fabritius**  
254 members  
*Olympia HS*



# PROGRAMS

## WESTERN REGION LEADERSHIP CONFERENCE (WRLC)

Our virtual WRLC provided learning opportunities for a diverse group of students from DECA's Western Region. This program featured 1,379 members who participated in industry workshops, an innovation pitch competition, live mock role-plays, five keynote sessions, gratitude and character development activities, and leadership academies. 159 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 has become the premier event for Washington DECA.

In addition, 361 volunteers from the business community donated their time and talent to serve as virtual judges. Top students from each of the 50 events qualified for the International Career Development Conference (ICDC).

## INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)

777 students and advisors attended the virtual ICDC. 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. 93 Washington DECA participants advanced from the preliminaries to the final competition. During the Grand Awards Session, 50 of our students were honored, each as one of the top 10 competitors in their event. As the awards ceremony closed, 24 of our students had placed in the top three levels, earning 11 third-place awards, 8 second-place awards, and 5 first-place awards!



# CORPORATE PARTNERS

Washington DECA works with companies, the government, nonprofits, and other organizations to positively impact the lives of 8,457 student members and advisors. Our partners contribute more than money. Their ideas, volunteer hours, and in-kind support, help provide business and leadership opportunities to high school students to succeed in school, careers, and life. Visit [www.wodeca.org/partner](http://www.wodeca.org/partner) to get involved.

## CHAMPIONS \$15,000+



Washington Office of Superintendent of  
**PUBLIC INSTRUCTION**

**PACCAR**

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

THE *Glaser* FOUNDATION

THE NORCLIFFE  
FOUNDATION

## ENTREPRENEURS \$5,000 - \$9,999



**GARNEAU-NICON  
FAMILY FOUNDATION**

## INVESTORS \$2,500 - \$4,999



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



**The Gottfried & Mary Fuchs Foundation**

## EMPLOYER GIFT MATCHING



Thank you to our partners who donated \$13,225.51 through employer giving and matching programs.

# VOLUNTEERS

Thank you to our generous volunteers who gave their time and talent to support us in 2020-2021. We had 423 business professionals who volunteered 1,556 hours to evaluate written projects, judge competition and work special events. This level of engagement represented a \$39,568.78 value.

\*\$24.14 (estimated value of volunteer time as determined by the Independent Sector) x 1,556 volunteer hours.

# FRIENDS OF DECA

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

- The Barrett Family
- The Nguyen-Le Family
- Chris & Ciara McCoy
- Bill Anderson
- Lisa Tallquist
- Al & Lori Hairston
- DeAnna Kerrick
- Bryan Haynes
- Don Nielson
- Jon & Bobbe Bridge
- Shawn Perez
- David Whitehead
- Trevor LaRowe
- Bryan Long
- Marni Ness

# IN-KIND SPONSORS

Thank you to our individual and corporate partners who donated

**\$29,677**

worth of goods and services in 2020-2021.

Space limitations prohibit us from listing our Visionary, Entrepreneur and Professional and 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?

DECA has shown me that dreams can come true. Since I was little I always wanted to work in the medical field, because I want to help people. However, the **entrepreneurship and business education DECA offers has changed my mindset** to create a dental practice in foreign countries for the underprivileged.

JUNIOR, GRANDVIEW HIGH SCHOOL

My family is in the process of finding and buying a new restaurant. Because of the **experiences through competition and conferences** gained through DECA, I have become more **confident and prepared** in helping my parents start and operate their business, even serving as a restaurant manager if necessary.

SENIOR, KENT-MERIDIAN HIGH SCHOOL

Washington DECA provides a framework for **operating an effective student leadership organization**. Through DECA, students learn **leadership skills** that will help them prepare for their future and make career connections. Even during these challenging times, Washington DECA has created some **exceptional programming and activities** for its members and advisors.

ADVISOR, PASCO SCHOOL DISTRICT

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 75 years, Washington DECA has continued to grow and the challenges of 2021, will only help our resilience and commitment to our members and our partners.

## SPECIAL RECOGNITION

Washington DECA has grown to be the third largest DECA association, with the help of many supporters, community members, and volunteers. In 2020-2021, we had the honor of recognizing one person 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.

### 2020 ADVISOR OF THE YEAR

Mr. Brad Charvet  
Grandview High School,  
Grandview

### 2020 DIAMOND AWARD WINNER

Microsoft

