The achievements Washington DECA celebrates are a testament to the support we receive from our volunteers, business partners, alumni, and to the educators who empower and guide our students throughout their journey in Washington DECA.

The 2022–2023 fiscal year was marked by significant milestones and remarkable growth for our organization. We reached new heights this year in both membership and engagement. Along with our stakeholders, 13,000 dedicated students and advisors, worked tirelessly to ensure Washington DECA continues to thrive and provide valuable learning experiences. Through our diverse range of programs, competitions, and conferences, students were able to enhance their business acumen, develop critical leadership skills, and forge lifelong connections.

I am proud to share that Washington DECA’s commitment to community remains at the forefront of our work. Our students organized over 250 impactful service projects and volunteered their time and talents to make a difference in their communities and the lives of others. From raising funds for local charities to working on sustainability projects, they showcased their commitment to positive social and global impact.

Looking ahead, we are excited about the opportunities the future holds as we develop a new strategic plan. With your continued support, we can build upon our achievements and further expand opportunities in Washington DECA. We remain committed to an inclusive, collaborative, and innovative environment for all students, allowing them to reach their full potential and become the business leaders of tomorrow.

Thank you,

Lori Hairston
Executive Director

2022-2023 BOARD OF DIRECTORS

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

- BRYAN VENEMA*
  Board Vice-Chair
  Teacher/DECA Advisor
  John R. Rogers High School

- SIERRA LARKIN*
  Board Secretary
  Teacher/DECA Advisor
  Wenatchee High School

- LISA TALQUIST*
  Board Treasurer
  Senior VP/Senior Client Manager
  Bank of America

- ASHLEY WILSON*
  Senior Corporate Counsel
  Payscale

- BRYAN LONG*
  Senior VP of Strategy & Planning
  Wells Fargo

- CHRISS NGUYEN*
  National Correspondent
  CNN Warner Media

- RANDY WILSON*
  Teacher/DECA Advisor
  Lakes High School

- TOM ROBINSON*
  Teacher/DECA Advisor
  West Valley High School

- BRYCH ANCHETA
  Broker
  Better Homes and Gardens

- CHASE SIMONDS
  Producer/Freelancer
  Live Event Production

- HOLLI KALALEH*
  Business and Marketing Supervisor
  CTE OSPI

- JAMIE STEFANI
  Human Resources Manager
  Case Works

- KARTHIKA SHANKAR
  Sr Diversity Program Manager
  Amazon

- KEVIN DRAZIC
  Retired
  Microsoft

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

- MACEY McGOVERN
  UW Board Fellow
  Foster School of Business

- RYAN FLORES
  VP PNW Area Manager
  US Bank

- TEHZEEB VERSEY-PATEL
  Sr, Product Marketing Manager
  Microsoft

- TREvor LARowe
  Market Director,
  Executive Director
  JP Morgan Chase

*Executive Committee

2022-2023 WASHINGTON DECA STAFF

- Lori Hairston, Executive Director
- Aidan Perales, Digital Content Creator
- Angela Kim, Operations Manager
- Chontelle Mackner, Development Manager
- Linda Andersen, Operations Assistant
- Nicole Cowan, Brand & Communications Project Manager, State Officer Leadership Coach

Phone: 206.285.1195
16040 Christensen Road, Suite 215, Tukwila, WA 98188
We offer members the opportunity to cultivate their leadership and competition skills, educational goals, and career aspirations.

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

MISSION

To prepare innovative leaders and entrepreneurs who make a positive social and global impact.

VISION

Through DECA, members learn the value of being community oriented leaders by executing community service projects within their school chapters to make positive social and global impacts.

We offer members the opportunity to cultivate their leadership and competition skills, educational goals, and career aspirations.

DECA prepares the next generation to be academically prepared, community oriented, professionally responsible, experienced leaders.
Strategic Plan

Our 2019–2024 Strategic Plan is used to guide our organization and is comprised of four primary pillars.

PILLAR #1
STRENGTHEN FINANCIAL FOUNDATION FOR LONG-TERM SUCCESS

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.
PILLAR #2
OPTIMIZE STAKEHOLDER RELATIONSHIPS

Washington DECA works with companies, nonprofits, government agencies, and other organizations to positively impact the lives of 13,000 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.wadeca.org/partner to get involved.

CHAVALIES OF CHANGE $15,000+

Washington Office of Superintendent of PUBLIC INSTRUCTION
Washington State Department of Commerce

LEADERS IN EXCELLENCE $10,000 - $14,999

THE Glaser FOUNDATION Barrett Family Foundation BECU

ENTREPRENEURIAL SPIRIT $5,000 - $9,999

Seattle Foudnation Bamford Foundation PEMCO Insurance Umpqua Bank

Paul Lauzier Foundation

STRATEGIC INVESTORS $2,500 - $4,999

OnPoint COMMUNITY CREDIT UNION sound credit union Chris McCoy

INNOVATORS & PIONEERS $1,000 - $2,499

Florence B Kilworth Foundation VECO Marketing Corporation Marco J. Heidner Foundation

IN-KIND SPONSORS

Thank you to our individual and corporate partners who donated $130,481.51 worth of goods and services in 2022-2023.

VOLUNTEERS

Thank you to our generous volunteers who gave their time and talent to support us in 2022-2023. We had 615 business professionals who volunteered 4,274 hours to evaluate written projects, judge competition and work special events. This level of engagement represented a $135,913.20 value.

*$31.80 (estimated value of volunteer time as determined by the Independent Sector) x 4,274 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
Marc Hillstead
Lori Hairston
Nicole Monroe
Alana Vintner
Bryan Long
Bryce Ancheta
Marie Gallanar
Jamie Stefani
Randy Wilson
Chris Nguyen
Ryan Roulier
Kandice Herndon

DIAMOND AWARD WINNER

In 2022-2023, we had the honor of recognizing one outstanding company who has made a lasting impact on the organization through years of service, volunteer hours, member recruitment, and classroom and financial support.

INNOVATORS & PIONEERS $1,000 - $2,499
PILLAR #2

OPTIMIZE STAKEHOLDER RELATIONSHIPS

Washington DECA annually graduates over 2,500 members each year. In an effort to sustain their involvement as official DECA alumni professional members, we offered the following networking events during the 2022-2023 year.

- To celebrate our 75th anniversary, the State Officer Alumni Reunion gave former state officers an opportunity to reconnect, hear about the latest happenings within Washington DECA, and VIP seating and recognition at our Fall Leadership Conference Opening Session.
- In the winter, our Alumni & VIP Topgolf Tournament event welcomed past members to our state’s newest indoor driving range facility! This event was a push to increase our state professional membership.
- To close out the school year, we welcomed alumni to join us at our Lucky Strike Alumni Reception after a full day of judging competitors during our State Career Development Conference.

We thank Microsoft for hosting a Speed Mentoring virtual event for members! Employees shared their professional insight to help students become high-quality leaders and professionals as they jump into their educational aspirations and careers. Over 25 students created questions and met individually with mentors who provided guidance in succeeding in their schools, careers and life.

During Career and Technical Education (CTE) Month, we joined forces with Washington Career and Technical Student Organizations (CTSOs) to stress the importance of legislative support for CTE. 120 CTSO Officers advocated for and represented 275,000 Washington CTE students.

Washington DECA State Officers met with legislators, showcasing the success DECA and CTE provides. Our visit to the Capitol was an opportunity to continue developing positive relationships with legislators to ensure their continued support of Career and Technical Education and DECA members in Washington.
PILLAR #3
INCREASE BRAND AWARENESS & UNDERSTANDING OF DECA

Our Executive Director, Lori Hairston, and Area 5 State Officer, Akhil Srinivasan, advocated for DECA and Career and Technical Education (CTE) during CTE Month on New Day Northwest by King 5 News, one of the most trusted local news sources in the country. The segment reached over 3,400 views.

Our Area 8 President, McKenzie Waters, passionately spoke to the State Education Committee about the importance of Career and Technical Student Organizations and integrated work-based learning alongside our Executive Director and Future Business Leaders of America (FBLA) State President. 4,205 accounts were reached after posting online.

As we bounced back from the pandemic, we strived to make an impact where it matters most: food justice. Because it takes more than food to end hunger, we partnered with Northwest Harvest, orienting nearly 13,000 DECA members to become a champion and advocate for those struggling to access nourishing, adequate food. Food drives were implemented into chapter activities and our State Conference.

Both the Bellevue Breakfast Rotary and Rotary Club of Kirkland invited members to their meetings, allowing students the opportunity to receive feedback on their DECA competitions and the chance to present their International Championship projects! We are grateful for both Rotary clubs for their continued support in developing emerging leaders and entrepreneurs.
**PILLAR #4**

**EXPAND ACCESS TO THE DECA EXPERIENCE**

- **3rd largest DECA membership in the world**
- **876 members from Washington DECA qualified for the International Career Development Conference**
- **3,818 members attended the State Career Development Conference**
- **1,499 members attended the Fall Leadership Conference**

**Washington DECA provided $98,740 to members in the form of DECA conference scholarships**

<table>
<thead>
<tr>
<th>Conference</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Leadership Conference</td>
<td>257</td>
</tr>
<tr>
<td>State Career Development Conference</td>
<td>180</td>
</tr>
<tr>
<td>International Career Development Conference</td>
<td>1,250</td>
</tr>
</tbody>
</table>

- **257 DECA advisors who are educators**
- **180 DECA chapters across Washington state**
- **$20 Registration dues for students, alumni, and professional members**
- **$382 Average cost per student to attend the Fall Leadership Conference**
- **$436 Average cost per student to attend the State Career Development Conference**
- **$1,250 Average cost per student to attend the International Career Development Conference**

**Members in Washington DECA**

- Washington DECA provided $98,740 to members in the form of DECA conference scholarships

- **86 Project Management Papers evaluated during competition**
- **328 Entrepreneurship Business Plans competed at the State Conference**
- **208 Operations Research Papers evaluated by business leaders**

**Programs**

- **International Career Development Conference: 34%**
- **Fall Leadership Conference: 25%**
- **State Career Development Conference: 37%**
- **Miscellaneous Programs: 4%**

- PILLAR #4
  - EXPAND ACCESS TO THE DECA EXPERIENCE
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 OFFICERS**

Anika Halappanavar, Richland HS  
**STATE PRESIDENT**  
Lujain Abushhiwa, Marysville–Getchell HS  
**AREA 1**  
Abhyudai Tandon, Jackson HS  
**AREA 2**  
Kiera Foley, Eastlake HS  
**AREA 3**  
Kartik Arora, Skyline HS  
**AREA 4**  
Akhil Srinivasan, Hazen HS  
**AREA 5**  
Christopher Kim, Richland HS  
**AREA 6**  
Isabelle Welch, Puyallup HS  
**AREA 7**  
McKenzie Waters, River Ridge HS  
**AREA 8**  
Kirra Anderson, Kelso HS  
**AREA 9**  
Sophie Henderson, Clarkston 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.

<table>
<thead>
<tr>
<th>AREA</th>
<th>Presidents</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>AREA 1</td>
<td>JD Twitchell, Mount Vernon HS</td>
<td>647 members</td>
</tr>
<tr>
<td>AREA 2</td>
<td>Daniel Mills, Jackson HS</td>
<td>1,552 members</td>
</tr>
<tr>
<td>AREA 3</td>
<td>Lindsay Haney, Woodinville HS</td>
<td>2,328 members</td>
</tr>
<tr>
<td>AREA 4</td>
<td>Tammi Riggers, Bellevue HS</td>
<td>1,647 members</td>
</tr>
<tr>
<td>AREA 5</td>
<td>Amy Hobson, Kentlake HS</td>
<td>1,274 members</td>
</tr>
<tr>
<td>AREA 6</td>
<td>Adrian Ochoa, Richland HS</td>
<td>1,222 members</td>
</tr>
<tr>
<td>AREA 7</td>
<td>Betsi Feider, South Kitsap HS</td>
<td>1,319 members</td>
</tr>
<tr>
<td>AREA 8</td>
<td>Bruce Brewer, River Ridge HS</td>
<td>483 members</td>
</tr>
<tr>
<td>AREA 9</td>
<td>Suzie Downs, Camas HS</td>
<td>526 members</td>
</tr>
<tr>
<td>AREA 10</td>
<td>Sierra Larkin, Wenatchee HS</td>
<td>555 members</td>
</tr>
<tr>
<td>AREA 11</td>
<td>Tanya Torres-Steen, Graham Kapowsin HS</td>
<td>1,247 members</td>
</tr>
<tr>
<td></td>
<td>Erin Ruehl, Shadle Park HS</td>
<td></td>
</tr>
</tbody>
</table>
INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)

The Washington DECA delegation attending the international DECA conference reached a record-breaking 1,040 students and advisors. In addition to competition, students and advisors participated in leadership training academies and professional development opportunities over the 5-day conference in Orlando, FL.

Washington DECA members earned the following awards: 211 Washington participants advanced from the preliminaries to the final competition. During the Grand Awards Session, 71 competitors were honored, each as one of the top 10 competitors in their event. As the awards ceremony closed, 34 of our students had placed in the top three, earning 7 third-place awards, 3 second-place awards, and 12 first-place awards!

Overall, every 1 in 4 Washington competitors were a finalist (Top 20 team) and of those 52 Top 20 teams, 41 teams placed Top 10 in their event!

FALL LEADERSHIP CONFERENCE (FLC)

The Fall Leadership Conference provides hands-on learning opportunities for a diverse group of students across Washington state. This program featured 1,650 members who participated in industry workshops, a business pitch competition, mock role-plays and job interviews, keynote sessions and an advanced student leadership academy. 201 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 and largest event in Bellevue, WA outside of sports.

In addition, 316 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). This year, we had a record number of state conference attendees at 4,311.

PROGRAMS
2022-2023 continued to be a year of growth as we reached a record of 13,000 members. Take a look at some of the programs developed and award received.

INTRODUCING NaSHUNTAE'S GIFT

Supported by State Officer Alumni and DECA chapter advisors, NaShuntae's Gift is an annual scholarship to honor Washington DECA members with outstanding achievements and perseverance who plan to attend a post-secondary school.

NaShuntae Pleasant-Miles was the deeply respected and influential 1999 Washington DECA State President from Pasco High School. She passed away from a brain tumor in 2003. NaShuntae's Gift is an annual scholarship to honor a Washington DECA member with outstanding achievements through perseverance. NaShuntae’s Gift was founded by her father Nate Miles (1978 WA DECA President), Chris McCoy (2001 WA DECA President), and Washington DECA.

BRIDGING THE COMPETITION GAP

Our organization serves 11 geographical Areas across our state. Competition Bootcamps provide the opportunity for students facing financial challenges to receive competition guidance through additional support by participating in mock competitions, testing and workshops. These events embodied our commitment to serving every member this year, regardless of location or opportunity.

EDUCATOR AWARD

Washington DECA was selected as the winner for the 2022 Best of Kirkland Awards in the category of Educator's Association. The Kirkland Award Program’s purpose is to support and offer public recognition of the contributions of businesses and organizations in and around Kirkland.
I gained so many opportunities and learned a lot of new information from being a part of the DECA community. It not only prepared me academically, but by applying the new skills I learned from my experience I now believe I am even more capable of greatness in my future. This is my third and final year of DECA and participating in the State Conference, I am even more excited about what is to come. I am extremely thankful for what DECA has offered in my years in high school, with lifelong friends, new knowledge about financial and marketing strategies, and skills on how to be professionally responsible that will continue to be of use throughout my entire life.

SENIOR, KENNEWICK HIGH SCHOOL

The value I have gained from my DECA experience has come in many different ways. From being able to practice leadership as my chapter president, having the opportunity to run for state office, traveling in DECA and flying across the country for nationals. My favorite was competing in DECA where I have been able to pick up many real-life skills, including making a business plan. These skills will help my future as I want to be an entrepreneur and work in upper end management.

SOPHOMORE, JOHN R. ROGERS

I've never been very vocal, but DECA helped improve my speaking skills. I have been pushed to go out of my comfort zone and speak about what I think. Although I will not be going into a business field, being able to effectively communicate my thoughts is necessary for everyday life, regardless of career.

SOPHOMORE, TODD BEAMER HIGH SCHOOL

92% OF DECA MEMBERS REPORT THAT DECA EXPERIENCES EMPOWERED THEM TO BECOME AN EFFECTIVE LEADER

91% OF DECA MEMBERS REPORT THAT DECA EXPERIENCES CONNECTED SCHOOL TO THE REAL WORLD FOR THEM

98% OF DECA MEMBERS REPORT THEY GAINED SKILLS TO IMPROVE PERSONAL AND PROFESSIONAL BEHAVIOR
OUR STUDENT MEMBERS LEVERAGE THEIR DECA EXPERIENCE TO BE ACADEMICALLY PREPARED, COMMUNITY ORIENTED, PROFESSIONALLY RESPONSIBLE, EXPERIENCED LEADERS.