



Thank you for inspiring and enabling Great Futures!

Washington DECA is extremely grateful for all of our Friends of DECA supporters. We would like to acknowledge our Diamond Society members who have contributed \$1,200 or more.

- Bill Anderson
- Ron Cooper & Valerie Spagnola
- Ryan Flores
- Kurt Imerman
- Shanna & Brent LaMar
- Don & Melissa Nielsen

Unfortunately a lack of space prohibits us from listing our Visionary, Entrepreneur and Professional/Alumni members, but Washington DECA gratefully acknowledges all of these individuals and/or families. Please contact Brent Mason at 206.285.1195 with any questions.

## VOLUNTEER

We want to thank our generous volunteers who gave their time, talents, and energy to one or more of our annual conferences. We had over 750 business professionals who volunteered close to 4,800 hours in 2015-2016 to help evaluate student written projects/presentations. In addition to the insight and guidance gained by our students from this interaction those totals also represent a \$110,736\* cost savings for Washington DECA!

\*\$23.56 (estimated value of volunteer time as determined by the Independent Sector) x 4,800 volunteer hours.

## CORPORATE PARTNERS

Visit [wadeca.org](http://wadeca.org) and click on Ways to Give or Sponsor to see how you can contribute to Washington DECA.

<b>Champion Level</b> (\$15,000+)		<b>In-Kind Sponsors</b>	
<b>Leader Level</b> (\$10,000 - \$14,999)	<b>Entrepreneur Level</b> (\$5,000 - \$9,999)		
<b>Investor Level</b> (\$2,500 - \$4,999)	<b>Innovator Level</b> (\$1,000 - \$2,499)		

# WASHINGTON DECA ANNUAL REPORT 2015 - 2016



Washington DECA creates unique and relevant marketing and leadership opportunities for high school business and marketing students to succeed in school, careers, and life.

### WASHINGTON DECA Advisors, Donors, and Volunteers: 2015 - 2016 was another outstanding year for Washington DECA!

So what exactly is the DECA Experience? Our responsibility is to provide transitional pathways and educational tools in assisting each member to gain the confidence necessary to pursue personal and professional opportunities as they transition from student to business professional. Spending time with DECA students, one can quickly see that our membership will become dynamic members of the business world.

Our success, as in any organization, requires the commitment, support, and collaboration of many individuals and companies. First, I need to express my overwhelming appreciation to the Washington DECA staff, our DECA advisors, the countless volunteers, our Board members, and to all of our corporate sponsors. Each of you has contributed a vital component in positively impacting the lives of our students!

This was the second year of our five-year Strategic Plan. The four primary aspects of this plan include the following:

1. Strengthen Foundation for Long-Term Success
2. Optimize Stakeholder Relationships
3. Increase Brand Awareness and Understanding of DECA
4. Expand Access to the DECA Experience

Once again, I can report whole heartedly that Washington DECA is executing the strategy in all four areas. This past year, we continued to see the positive growth and expansion of the DECA Experience throughout the entire state. In 2015-16, we had 11,153 total members in 158 high schools, which ranked us fifth overall. Washington DECA returned from the International competition in Nashville with several student champions and top 10 finishers in a number of the competitive events.

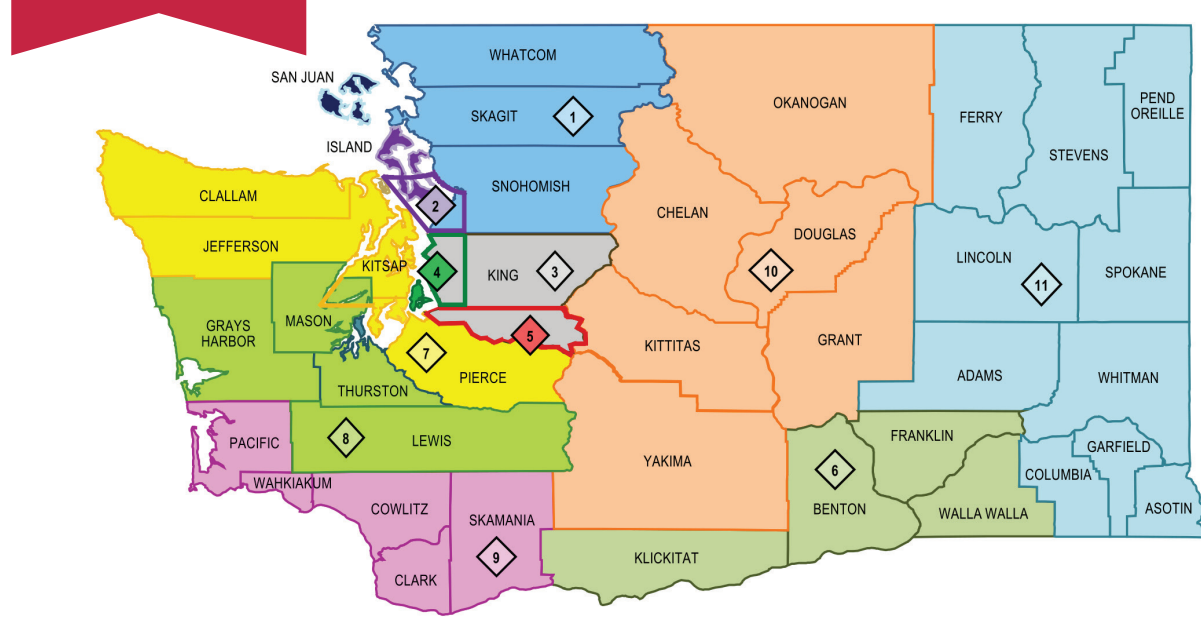
I am extremely proud of success that our students and our organization has seen this past year. All of the efforts that have been put forth, has made Washington DECA a premier student organization that continues to make a significant difference in the lives of our students here in Washington. Thank you, again, for your continued participation and support!

-George Brush, Board Chairman, Washington DECA



To all the countless teachers, parents, volunteers and business partners who make the DECA experience available to all of Washington DECA's 10,590 student members, thank you! You make a difference!

## WA DECA LEADERSHIP



### TEACHER 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 LEADERS

- |   |  |  |   |  |
|---|--|--|---|--|
| <b>AREA 1: 1223 members</b><br>Karen Morton, Lake Stevens High School | <b>AREA 4: 1644 members</b><br>Lovenia Smith, Roosevelt High School    | <b>AREA 7: 1168 members</b><br>Paul Stoltenberg, Rogers High School                  | <b>AREA 9: 934 members</b><br>Greg McCormick, Mark Morris High School | <b>AREA 11: 1095 members</b><br>Robin Barnhart, Central Valley High School |
| <b>AREA 2: 841 members</b><br>Jodi Galli, Cascade High School         | <b>AREA 5: 941 members</b><br>Tom Oldfather, Mount Rainier High School | <b>AREA 8: 777 members</b><br>Angel Elam and Jennifer Fabritius, Capital High School | <b>AREA 10: 460 members</b><br>Matt Pakinas, Wenatchee High School    |  |
| <b>AREA 3: 1227 members</b><br>Marc Hillestad, Cedarcrest High School | <b>AREA 6: 827 members</b><br>Brad Charvet, Grandview High School      |  |   |  |

### STATE OFFICER PROGRAM

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

- STATE PRESIDENT: Kori Martin, Wenatchee High School
- AREA 1: Celeste Alvarez, Ferndale High School
  - AREA 2: Ben Harbert, King's High School
  - AREA 3: Kaylen Dailey, Woodinville High School
  - AREA 4: Noela Lu, Skyline High School
  - AREA 5: Merissa-Elise McFarland, Kentlake High School
  - AREA 6: Alondra Perez, Grandview High School
  - AREA 7: Kaitlyn Reiman, Bethel High School
  - AREA 8: Parker Dean, Capital High School
  - AREA 9: Landon Wood, Mark Morris High School
  - AREA 10: Erin Nieuwenhuis, Quincy High School
  - AREA 11: Jacob Heiminger, North Central High School

### BOARD OF DIRECTORS

- |  |  |   |
|--|--|---|
| <b>George Brush, Board Chair*</b><br>Marketing Teacher/DECA Advisor, Jackson High School | <b>Ryan Flores</b><br>Vice President of Equipment Finance, Key Bank              | <b>Jen Pirak</b><br>Promotions and Marketing Manager, Sinclair Radio of Seattle               |
| <b>Nate Luce, Board Secretary*</b><br>Marketing Program Manager, PEMCO Insurance         | <b>Kurt Imerman</b><br>Senior Vice President, US Bank                            | <b>Jack Smith</b><br>Founder, PopRaz.com  |
| <b>Kandice Herndon, Board Treasurer*</b><br>VP/Regional Retail Manager, People's Bank    | <b>Shanna LaMar*</b><br>Executive Director, Ex-officio, Washington DECA          | <b>Kari Toms</b><br>Marketing Teacher/DECA Advisor, Elma High School                          |
| <b>Bill Anderson*</b><br>Change Management Manager, Boeing                               | <b>Nate Luce</b><br>Marketing Program Manager, PEMCO Insurance                   | <b>Darby Vigus*</b><br>Marketing Teacher/DECA Advisor, Monroe High School                     |
| <b>Doug Aubert</b><br>Marketing Teacher/DECA Advisor, Auburn Riverside High School       | <b>Greg McCormick</b><br>Marketing Teacher/DECA Advisor, Mark Morris High School | <b>Kim Villeneuve</b><br>Owner/CEO, CenterStone Executive Search, Inc.; Emeritus Board Member |
| <b>Rod Brooks</b><br>Chief Marketing Officer, PEMCO Insurance                            | <b>Yasmin Mowafy</b><br>UW Board Fellow, Foster School of Business               | <b>Lance Wrzesinski*</b><br>Business and Marketing Pathway Supervisor, Ex-Officio, OSPI       |
| <b>Chris Chelin</b><br>Principal, Kamiakin High School                                   | <b>Marni Ness</b><br>CSEP, Pedersen's Event Rentals                              |   |
| <b>Chris Dennis</b><br>UW Board Fellow, Foster School of Business                        | <b>Sherry Pelletier</b><br>Strategic People Leader, McKinstry                    |   |

\*Denotes a member of the Executive Committee

### WADECA STAFF

- Shanna LaMar, Executive Director
- Brent Mason, Director of Development
- Eliza Webb, Program Director
- Nancy Hanlon, Director of Member Services
- Linda Andersen, Administrative and Event Assistant
- Amy Phillips, Volunteer Manager and Advancement Associate
- Jill Zawatski, Advisor and State Officer Development Associate



## 2015 - 2016 BY THE NUMBERS

**158** DECA chapters (high schools) in Washington State

**209** DECA advisors (teachers) in Washington State

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

**Washington DECA awarded more than \$63,273 in scholarships this year**

Hosted **1,669** members from Washington State at our **Fall Leadership Conference** in October

**17,442** members from around the world attended the **International Career Development Conference**

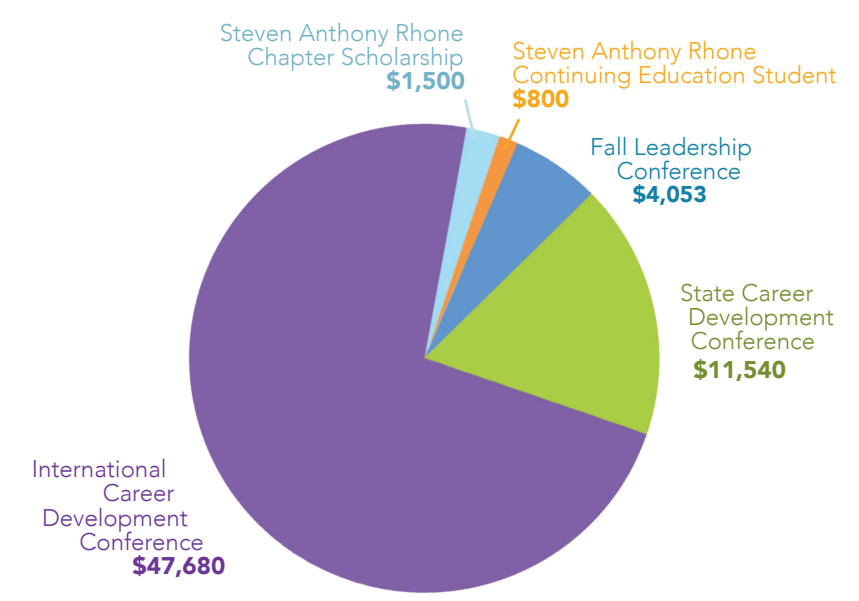
**842** members from Washington DECA attended **International Career Development Conference** in Nashville, Tennessee

**3,515** members attended the largest **State Career Development Conference** ever

**\$350** Average cost per student to attend annual **State Career Development Conference (SCDC)** in Bellevue, 3,076 competed (top qualifiers move on to ICDC)

**\$1,500** Average cost per student to attend **International Career Development Conference (ICDC)**

Washington DECA was honored to give **\$63,273** in scholarships in 2016



Between our generous donors and corporate sponsors, **each student** who advanced from SCDC to ICDC to compete received a **\$140 registration scholarship**

## SPECIAL RECOGNITION

Washington DECA has grown to be the fifth largest DECA association, with the help of many supporters, community members, and volunteers. In 2016-2016 we had the honor of recognizing three people who have made a lasting impact on the organization through years of service, volunteer hours, member recruitment, and classroom and financial support.

**2015 - 2016 HALL OF FAME INDUCTEE**  
**Kurt Imerman**  
US Bank

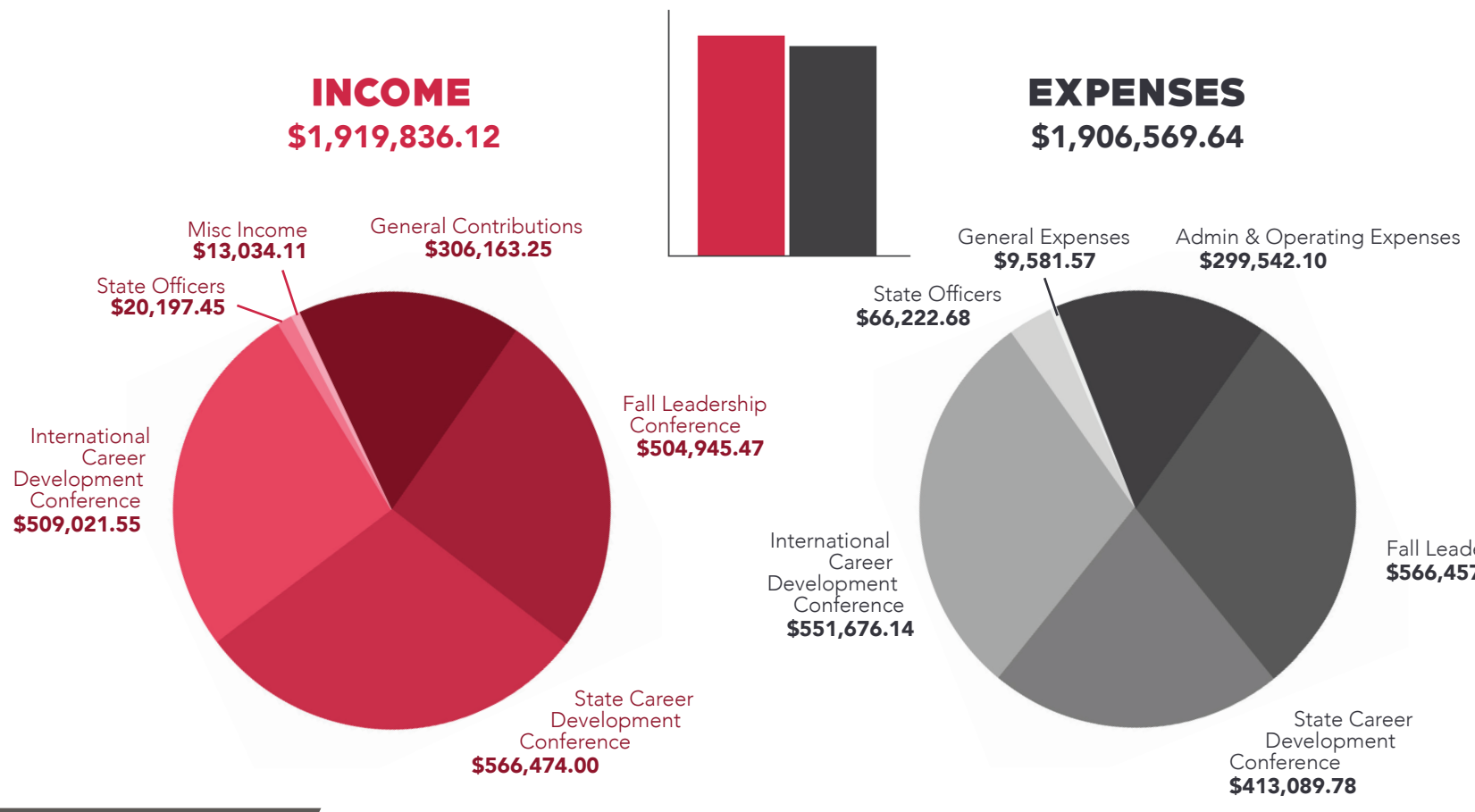
**2015 - 2016 ADVISOR OF THE YEAR**  
**Tim Crawley**  
Highline High School

**2015 - 2016 VOLUNTEER OF THE YEAR**  
**Lucy Wasson**  
King's High School



## INVESTMENT AND IMPACT

Washington DECA uses a model of donations, program fees, sponsorships, grants, and in-kind gifts to keep programs affordable, to offer financial assistance, and to increase our impact.



Washington DECA has **5 full-time and 2 part-time staff members plus a Board of Directors** comprised of area business leaders as well as, educators, and volunteers, who worked together in 2015-2016 to serve our **10,590 student members.**

### ICDC FINALISTS

**99** participants were **SEMIFINALISTS**

**72** teams or individuals made it in the **Top 10**

**11** 3rd place awards, **6** 1st place awards, **7** 2nd place awards

**WASHINGTON DECA LUNCHEON**

Our 10th annual fundraising luncheon was held on **TUESDAY, MAY 3, 2016** at the Seattle Waterfront Marriott. 215 guests helped raised **\$64,037** for the organization.

## PROGRAMS

The DECA Experience begins in the classroom. DECA members are enrolled in elective business and marketing courses where the curriculum prepares emerging leaders and entrepreneurs. The classroom activities go far beyond textbook learning. Members participate in operating their school stores, working in teams on various projects, and becoming involved in community service activities. DECA members have the opportunity to attend local and regional leadership and competitive event conferences throughout the year. The leadership conferences connect students with the local business community through keynote speakers, business presentations, and mock competition.

### FALL LEADERSHIP CONFERENCE (FLC)

More than 1,669 DECA students and advisors from our state joined us for the 2015 Fall Leadership Conference. Students attended a variety of breakout sessions on career development, academics, business, entrepreneurship, and competition, presented by business professionals and DECA advisors. We hosted speakers from KeyBank, Krispy Kreme, Nordstrom, Starbucks, Amazon, and more. In addition, students attended the marketing fair, interacting and networking with vendors from around the state.

More than 150 student leaders were selected by their advisors to attend our exclusive Chapter Leadership Academy where they received hands-on practical training in leadership, led by our staff and state officer team.

### STATE CAREER DEVELOPMENT CONFERENCE (SCDC)

Competitive events provide student members the opportunity for hands-on learning through competition in business and marketing applications.

In December '15 and January '16, students competed within Washington DECA's 11 geographic areas, and the top-place winners per event from each area earned the privilege of competing at the State Career Development Conference (SCDC).

Over the years SCDC has become the premier event for Washington DECA. In 2016 more than 3,000 student competitors and 400 advisors and chaperones

converged on Bellevue in early March. In addition, more than 450 volunteers from the business community donated their time and talent to judge these students, determining who would qualify to move on to the International Career Development Conference in Nashville, Tennessee.

### INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)

842 students, advisors, and chaperones attended the International Career Development Conference (ICDC) in Nashville, Tennessee. 805 of our students qualified to compete at ICDC. The arena included more than 50 competitive events and 14,000 competitors from all 50 states, the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico, Spain, and Puerto Rico. In addition to the competitive events, many students and advisors participated in workshops, seminars, and training academies.

As the ICDC competition progressed, Washington DECA excelled as one of the top associations, earning several honors and awards. 99 Washington DECA participants advanced from the preliminaries to the final competition. During the Grand Awards Session, 72 of our students were honored on stage—each as one of the top 10 competitors in their event. When the awards ceremony came to a close, 24 of our students had placed in the top three levels, earning 11 third place awards, seven second place awards, and six first place awards!



## DECA prepares you for life, giving you one of a kind real world experiences.

*Senior, Shadle Park High School*

**DECA to me is a place where you can learn skills,** become articulate in your ideas and express your creativity. The professional environment is a great place to prepare you for the business world after high school. This is my first year in DECA and I have enjoyed my experience.

*Senior, North Thurston High School*

**To me DECA is a chance to challenge yourself,** and develop who you are. DECA makes you work hard and compete harder. DECA has brought me so many fabulous experiences that I am so incredibly thankful for. I am blessed to be able to have the opportunity to be in DECA all four years of high school. DECA is life changing, DECA is my life.

*Senior, North Thurston High School*

**DECA is not just a club.** It is the highlight of my day, every day. The people, experiences, and knowledge received from this program are amazing. I was introduced to DECA by a neighbor and haven't looked back since. It has allowed me to become the person I am today, confident and a leader.

*Senior, Inglemoor High School*

### PRO SPORTS CAREER DAY

More than **1,200** Washington DECA members took advantage of the Pro Sports Career Days offered with the Seattle Mariners and the Portland Trailblazers this year. Students had the opportunity to learn about the various careers in the world of sports and entertainment. A panel of employees in marketing, retail, human resources, and management shared their personal experiences and the path taken to get into the sports industry.



### RELATED LINKS

Washington DECA [wadeca.org](http://wadeca.org) DECA Inc. [deca.org](http://deca.org)

Western Region DECA Website [wrdeca.org](http://wrdeca.org)

Facebook [facebook.com/wadeca](https://facebook.com/wadeca)

Twitter [@DECA\\_Washington](https://twitter.com/DECA_Washington)