

2016 – 2017 // WASHINGTON DECA
IMPACT REPORT



WASHINGTON DECA PREPARES EMERGING LEADERS AND ENTREPRENEURS IN THE FIELDS OF FINANCE, HOSPITALITY, MARKETING AND MANAGEMENT.



THANK YOU for making 2016-2017 a year of positive impact for Washington DECA! As an organization, we strive to increase access to our programs for low-socio economic students and schools. We are thrilled to report in 2016-2017, we **increased scholarship support for student members by 40% to \$103,000, and reduced operating expenses by 20%.**

The DECA experience provides a framework and platform for high school students to develop skills needed to be successful in college and careers. The DECA Diamond is a significant symbol of our organization's comprehensive learning program. The four points of the diamond represent how 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.

Washington DECA works hard to develop programs to support learning experiences in the fields of Finance, Hospitality, Management and Marketing while placing emphasis on developing entrepreneurial skills. Program highlights from 2016-2017 include:

1. Hosted over **2200 members** for the 2016 Western Region Leadership Conference in Seattle.
2. Record participation for the State Career Development Conference; **3550 members and advisors.**
3. International Career Development Conference attendance **1001 members and advisors**, also a new record.

The Washington DECA staff and board will continue to manage expenses and develop new ways to increase access to the DECA experience. 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 11,000 members** of Washington DECA.

-Lori Hairston, Executive Director

2016-2017 // BOARD OF DIRECTORS

George Brush, Board Chair*
Marketing Teacher/DECA Advisor,
Jackson High School

Rod Brooks
Chief Marketing Officer, PEMCO
Insurance

Sherry Pelletier, Board Vice-Chair*
Strategic People Leader, Brookfield
GIS

Chris Chelin
Principal, Kamiakin High School

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Finance, Key Bank

**Kandice Herndon,
Board Treasurer***
VP/Regional Retail Manager,
People's Bank

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Feek

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Operations, Boeing

Marni Ness
CSEP, Pedersen's Event Rentals

Greg McCormick*
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Bank of America

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Marketing Teacher/DECA Advisor,
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Maggie Dyer
UW Board Fellow, Foster School of
Business

Darby Vigus*
Marketing Teacher/DECA Advisor,
Monroe High School

Jim McCue
UW Board Fellow, Foster School of
Business

Lori Hairston*
Executive Director, Washington
DECA, Ex-officio

**Rod Brooks,
Honorary Board Member**
Chief Marketing Officer, PEMCO
Insurance

Lance Wrzesinski*
Business and Marketing Pathway
Supervisor, OSPI, Ex-officio

**Kim Villeneuve,
Emeritus Board Member**
Owner/CEO, CenterStone Executive
Search, Inc.

Doug Aubert
Marketing Teacher/DECA Advisor,
Auburn Riverside High School

2016-2017 // WADECA STAFF

Lori Hairston
Executive Director

Linda Andersen
Operations Assistant

Brent Mason
Director of Philanthropy

Jill Zawatski
Advisor Development

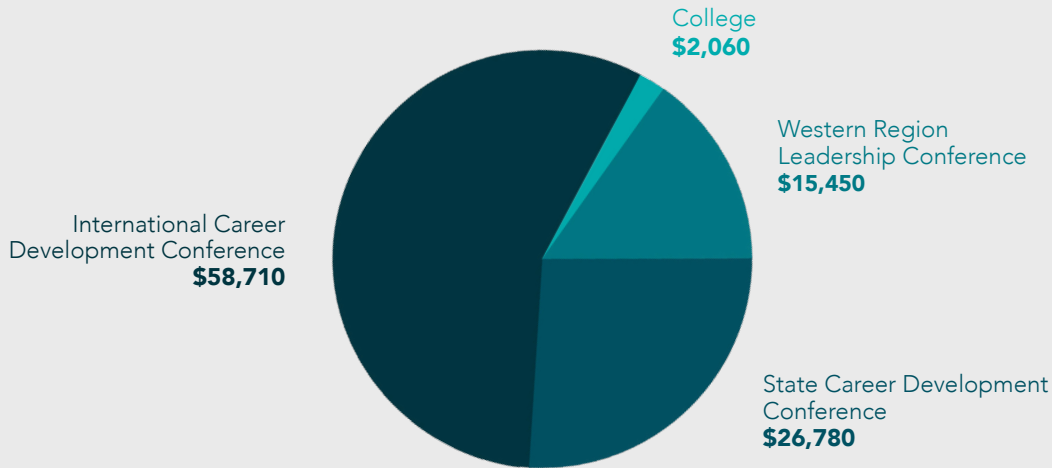
Eliza Webb
Director of Conferences and
Events

Danielle Tuason
State Officer Coach

Nancy Hanlon
Director of Operations

2016-2017 // WASHINGTON DECA BY THE NUMBERS

Washington DECA was honored to give **\$103,000** in scholarships in 2016-2017



5TH largest DECA membership in the world

1,001 members from Washington DECA attended **International Career Development Conference**

161 DECA chapters (high schools) in Washington State

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

223 DECA advisors (teachers) in Washington State

2,200 members from 12 states at **Western Region Leadership Conference**

\$350 Average cost per student to attend annual **State Career Development Conference (SCDC)** in Bellevue 3,200 competed (top qualifiers move on to ICDC)

3,500 attended the **State Career Development Conference**



98%

of Washington DECA students report an A or B GPA

89%

of students say DECA prepared them for college and career

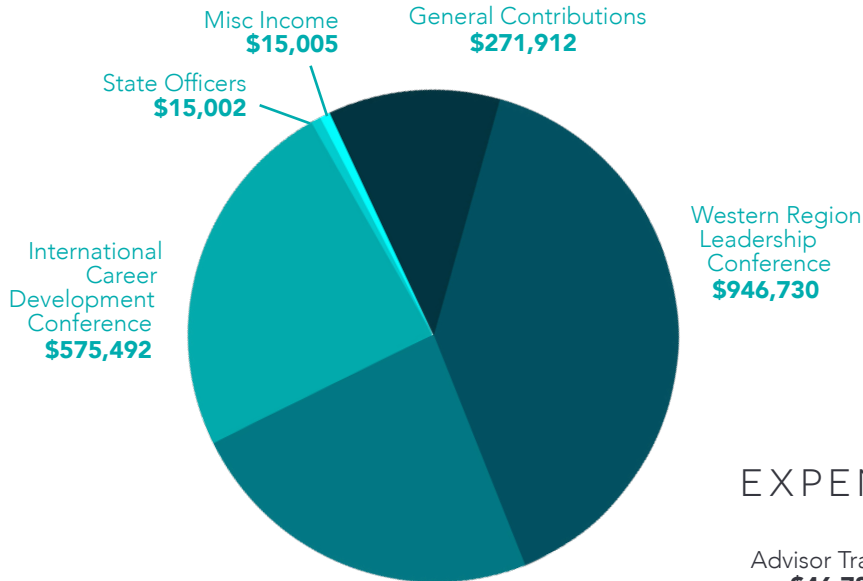
89%

of students say DECA is the link between classroom learning and real-world experiences

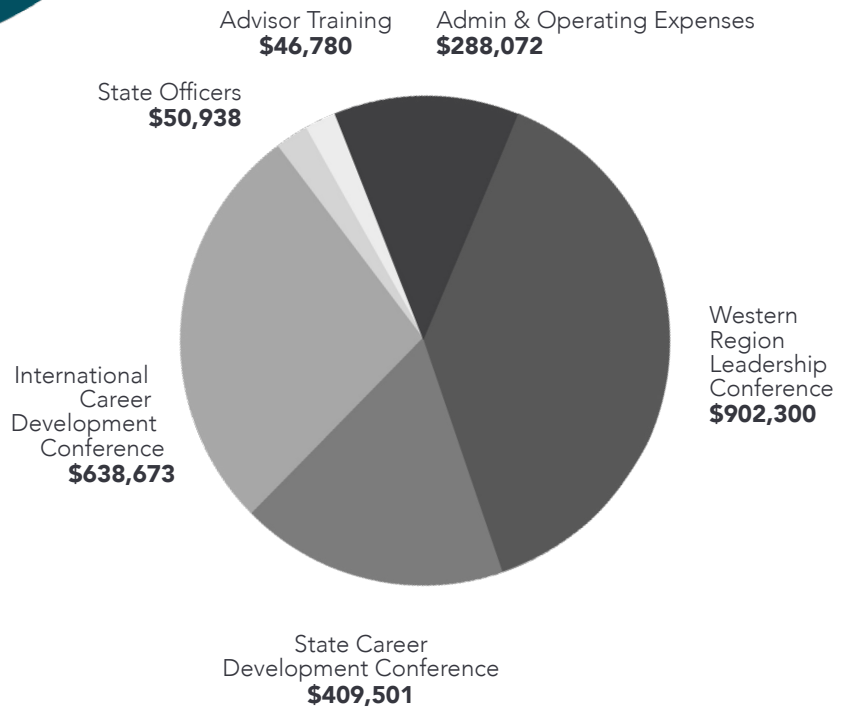
INVESTMENT & IMPACT

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.

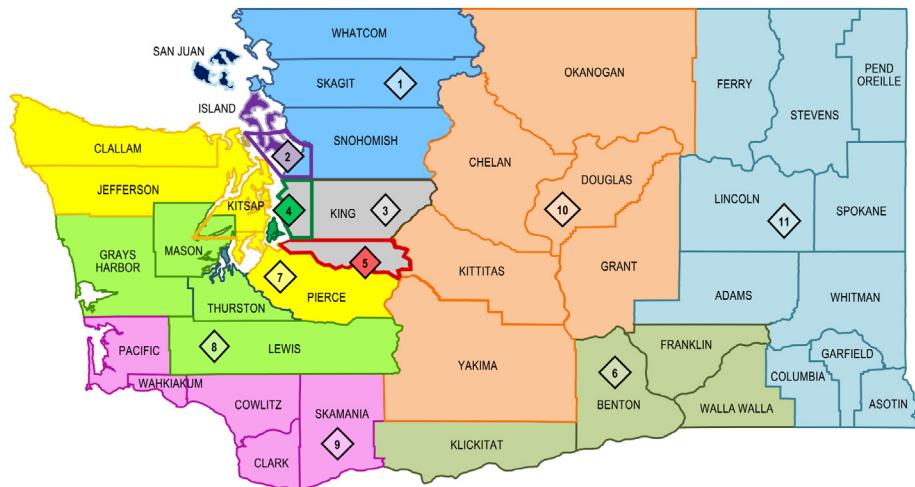
INCOME **\$2,392,144**



EXPENSES **\$2,336,264**



2016-2017 Washington DECA chapters conducted over 200 Community Service Projects across the state, benefiting many local and national charities.



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.

STATE PRESIDENT Landon Wood, *Mark Morris High School*

- ◆ **AREA 1**
Edward Radion, *Arlington HS*
- ◆ **AREA 2**
Jodi Galli, *Cascade HS*
- ◆ **AREA 3**
Ben Vandehey, *Woodinville HS*
- ◆ **AREA 4**
Erika Kumar, *Skyline HS*
- ◆ **AREA 5**
Tierra Wilson, *Tahoma HS*
- ◆ **AREA 6**
Alondra Perez, *Grandview HS*
- ◆ **AREA 7**
Kaylee Hayden, *Rogers HS*
- ◆ **AREA 8**
Rachel Pierson, *North Thurston HS*
- ◆ **AREA 9**
Greg McCormick, *Mark Morris HS*
- ◆ **AREA 10**
Matt Pakinas, *Wenatchee HS*
- ◆ **AREA 11**
Meghan Tabacek, *Mount Spokane HS*

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 1: 1126 members**
Karen Morton, *Lake Stevens HS*
- ◆ **AREA 2: 870 members**
Jodi Galli, *Cascade HS*
- ◆ **AREA 3: 1179 members**
Marc Hillestad, *Cedarcrest HS*
- ◆ **AREA 4: 1779 members**
Lovenia Smith, *Roosevelt HS*
- ◆ **AREA 5: 948 members**
Mark Zender, *Kentwood HS*
- ◆ **AREA 6: 735 members**
Brad Charvet, *Grandview HS*
- ◆ **AREA 7: 1060 members**
Paul Stoltenberg, *Rogers HS*
- ◆ **AREA 8: 692 members**
Randy Wilson, *Lakes HS*
- ◆ **AREA 9: 786 members**
Greg McCormick, *Mark Morris HS*
- ◆ **AREA 10: 512 members**
Matt Pakinas, *Wenatchee HS*
- ◆ **AREA 11: 1109 members**
Robin Barnhart, *Central Valley HS*

PROGRAMS

WESTERN REGION LEADERSHIP CONFERENCE (WRLC)

Washington DECA hosted more than 2200 members from 12 states for the 2016 Western Region Leadership Conference. The conference was held at the Sheraton Hotel in downtown Seattle November 14-17, 2016. The program featured industry workshops, competition tips, mock interviews and competition, local tours, key note speakers and networking opportunities.

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 '16 and January '17, 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 2017 more than 3,100 student competitors and 500 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 Anaheim California.

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)

1001 students, advisors, and chaperones attended the International Career Development Conference (ICDC) in Anaheim, California. The conference included more than 50 competitive events and 18,000 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. 92 Washington DECA participants advanced from the preliminaries to the final competition. During the Grand Awards Session, 56 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, 21 of our students had placed in the top three levels, earning 7 third place awards, 5 second place awards, and 9 first place awards!



PRO SPORTS CAREER DAY

More than 1,500 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.



CORPORATE PARTNERS

Visit wadeca.org and click partners to see how you can get involved.

Champion Level (\$15,000+)



Leader Level (\$10,000 - \$14,999)



The Wall Family

Entrepreneur Level (\$5,000 - \$9,999)



Investor Level (\$2,500 - \$4,999)



Innovator Level (\$1,000 - \$2,499)



Thank you to the In-Kind sponsors who donated **\$48,390** in 2016-2017

THANK YOU FRIENDS OF DECA FOR INSPIRING EMERGING LEADERS & FUTURE ENTREPRENEURS!

Washington DECA is extremely grateful for all of our supporters. We would like to acknowledge our Diamond Society members who have contributed \$1,000 or more.

Bret Backman
Matthew Matsuura
Rod Brooks
Don Nielsen
Jim Burton

Sandra Rhone
Mark Dyce-Ryan
Dan Wall
Ryan Flores
Randy Wilson

Lori Hairston
Kandice Herndon
Anonymous

THANK YOU TO OUR VOLUNTEERS

We want to thank our generous volunteers who gave their time, talents, and energy to our annual conferences. We had over **810 business professionals** who volunteered close to **6480 hours** in 2016-2017 to judge projects and presentations and run events. In addition to the insight and guidance gained by our students from this interaction, those totals also represent a **\$152,669.00* cost savings** for Washington DECA!

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

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.



WHY DECA?

By creating partnerships between business and education, Washington DECA maximizes real-world experiences to develop high school students into leaders and entrepreneurs. DECA is the largest Career and Technical Student Organization in Washington State with over 11,000 members.

DECA integrates into the business and marketing classroom and provides career connected opportunities for students in the fields of finance, hospitality, marketing and management. Data demonstrates that participation in DECA;

- Increases academic engagement
- Develops 21st Century Skills
- Provides opportunities for career experiences
- Improves graduation rates
- Applies to real world situations through the competitive events program

OUR MEMBERS HAD THIS TO SAY...

High School was rough because I was homeless and changed schools frequently in Snohomish county. The one thing that kept me focused was each school had a DECA program. **Thank you DECA for helping me succeed and become the man I am today.**

ANONYMOUS ALUMNUS

DECA is an opportunity to even the social imbalance in this world. I became a volunteer, leader, communicator and business woman, during my time in DECA.

SENIOR, SKYLINE HIGH SCHOOL

For DECA competition I participated in one of the entrepreneurship events. Throughout the various levels of competition, with the help of business mentors, I was able to improve and refine my plan. **Thanks to DECA, directly after high school I launched my successful restaurant business.**

ALUMNUS, KENT MERIDIAN HIGH SCHOOL

SPECIAL RECOGNITION

Washington DECA has grown to be the fifth largest DECA association, with the help of many supporters, community members, and volunteers. In 2016-2017 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.

2017

HALL OF FAME INDUCTEE

Mr. Rod Brooks
PEMCO Insurance

2017

ADVISOR OF THE YEAR

Mr. Greg McCormick
Mark Morris
High School

2017

DIAMOND AWARD WINNER

Shan Zubair - Alumni
Emperical Wealth