



2017-2018 ○ WASHINGTON DECA

IMPACT REPORT

MISSION

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

THANK YOU for making 2017-18 a year of incredible impact for Washington DECA! We focus on increasing access to our programs for low socio economic students and schools. We are thrilled to report, in 2017-18 we increased scholarship support for student members by **15% to \$120,000**, and continued to reduce operating expenses by **5%**.

The DECA experience provides a 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;** authentic experiential learning methods 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 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 develops programs to support experiential learning in the fields of Finance, Hospitality, Management and Marketing while placing emphasis on developing entrepreneurial skills. Program highlights from 2017-2018:

- Hosted over **1150 members** for the 2017 Fall Leadership Conference in Bellevue and our first Social Enterprise Pitch Competition.
- Record participation for the State Career Development Conference: **4000 members and advisors**.
- Record International Career Development Conference attendance: **1050 members and advisors**.

The Washington DECA staff and board of directors 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

2017-18 ○ BOARD OF DIRECTORS

**Greg McCormick,
Board Chair***
Marketing Teacher/DECA
Advisor, Mark Morris High
School

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Business and Marketing
Pathway Supervisor, OSPI,
Ex-officio

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Advisor, Cedarcrest High
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High School

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Marketing Program Manager,
PEMCO Insurance

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Foster School of Business

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Advisor, West Valley High
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Foster School of Business

Brenda Grabski*
Marketing Teacher/DECA
Advisor, Capital High School

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Honorary Board Member**
Chief Marketing Officer,
PEMCO Insurance

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

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

*Denotes a member of the Executive Committee

2017-2018 ○ WADECA STAFF

Lori Hairston, Executive Director
Brent Mason, Director of Philanthropy
Eliza Webb, Director of Conferences and Events
Nancy Hanlon, Director of Operations

Linda Andersen, Operations Assistant
Danielle Tuason, State Officer Coach
Kim Frahm, Chapter and Advisor Support

 200 W Mercer St, Suite 207, Seattle, WA 98119

 Phone: 206.285.1195

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2017-2018: A LOOK AT THE NUMBERS

1,050

members from Washington DECA attended **International Career Development Conference**

\$350

Average cost per student to attend annual **State Career Development Conference (SCDC)** in Bellevue
3,600 competed (top qualifiers move on to ICDC)

\$1,500

Average cost per student to attend **International Career Development Conference (ICDC)** 950 competed

11,150

members in WA DECA

161

DECA chapters (high schools) in Washington State

225

DECA advisors (teachers) in Washington State

5TH

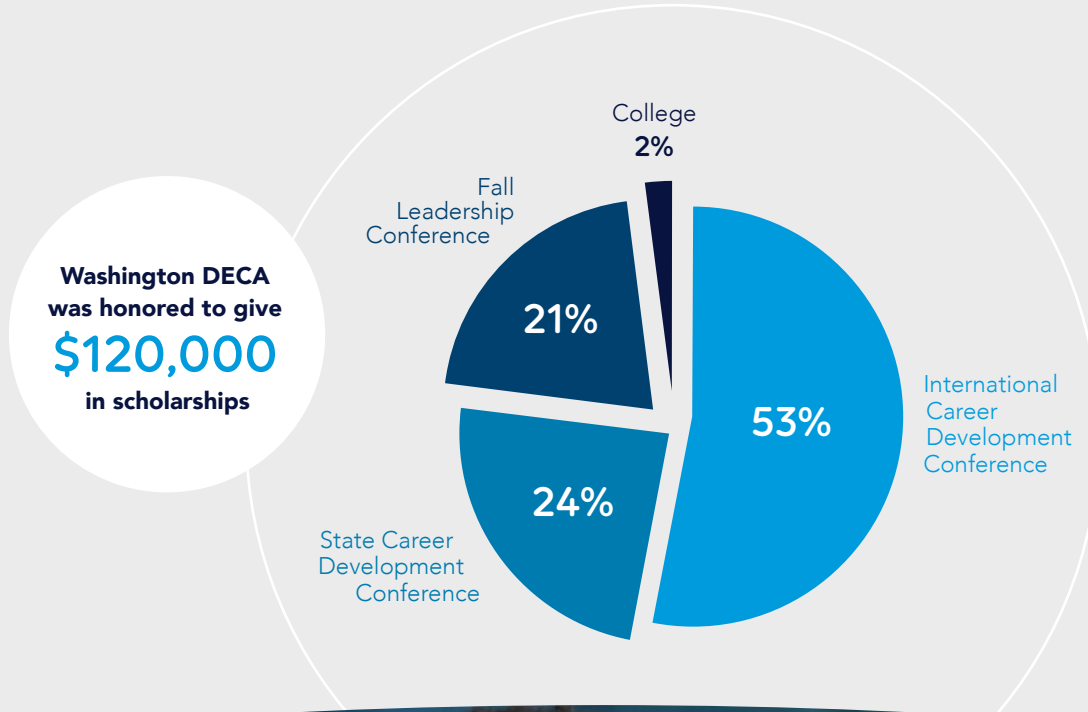
largest DECA membership in the world

1,150

members hosted from across the state at **Fall Leadership Conference**

4,030

members from WA DECA attended the **State Career Development Conference** (top qualifiers move on to ICDC)



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



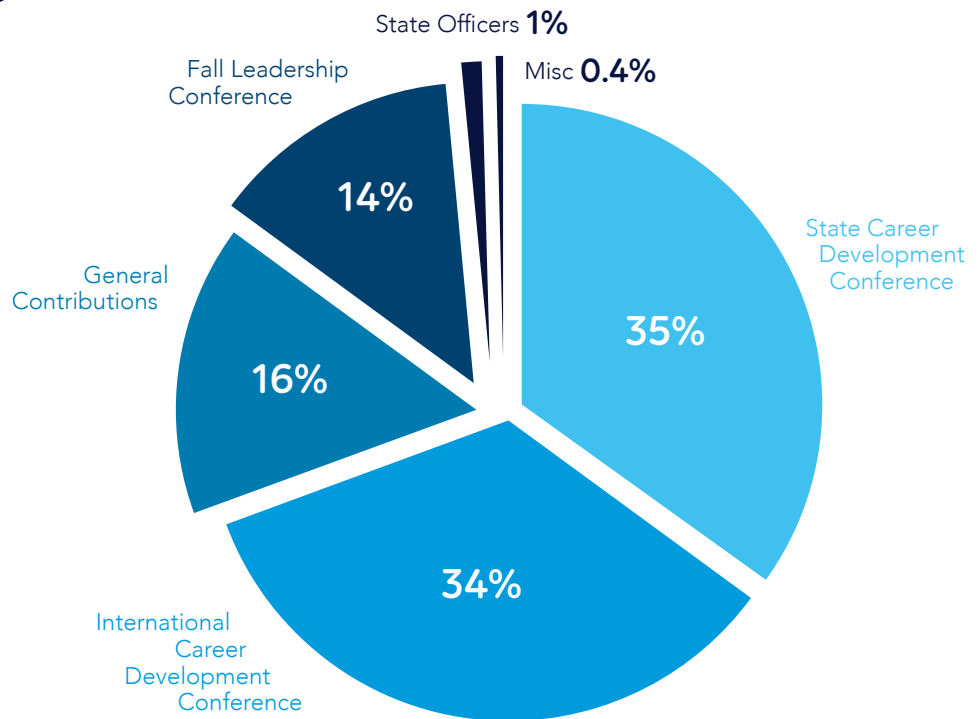
MAKING AN IMPACT

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.

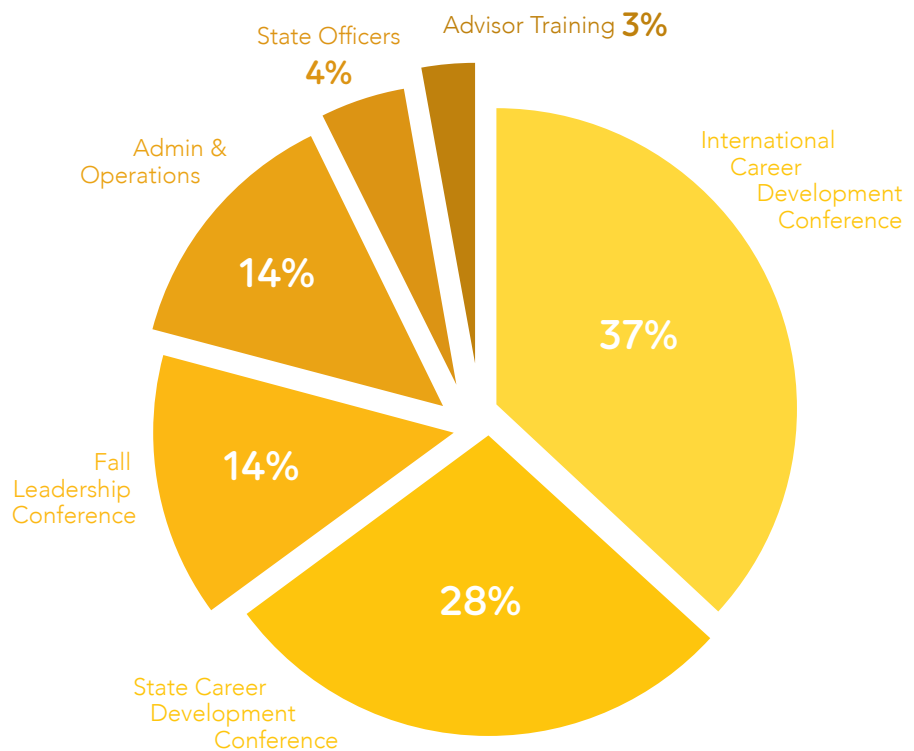
2017-2018 Washington DECA chapters conducted over 220 Community Service Outreach Projects across the state, benefiting many local and national charitable organizations.

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 marketing, business, and entrepreneurship to develop high school students into character-driven leaders who will enrich our corporations and communities.

INCOME
\$1,791,852



EXPENSES
\$1,772,796





2017-2018 WASHINGTON DECA LEADERSHIP

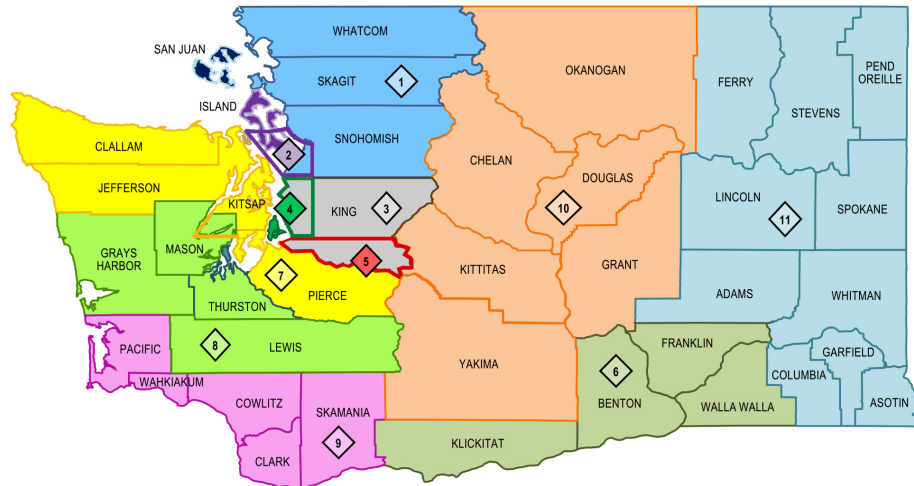


STATE OFFICERS

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.

STATE PRESIDENT Jonathan Wilson, *Lakes HS*

- ◆ **AREA 1**
Cole Hogland, *Lake Stevens HS*
- ◆ **AREA 2**
Evan Wold, *Everett HS*
- ◆ **AREA 3**
Kaitlin Dierks, *Bothell HS*
- ◆ **AREA 4**
Elinor Doran, *Interlake HS*
- ◆ **AREA 5**
Madison Truscan, *Auburn Mountainview HS*
- ◆ **AREA 6**
Kennedy Smith, *Pasco HS*
- ◆ **AREA 7**
Emma Tarsi, *Emerald Ridge HS*
- ◆ **AREA 8**
Linh Le, *Olympia HS*
- ◆ **AREA 9**
Riley Rawson, *Mark Morris HS*
- ◆ **AREA 10**
Maleah Meinhold, *West Valley HS*
- ◆ **AREA 11**
Ethan Starosta, *John R. Rogers 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: 967 members**
Karen Morton, *Lake Stevens HS*
- ◆ **AREA 2: 892 members**
Damon Oliveto, *Shorewood HS*
- ◆ **AREA 3: 1470 members**
Marc Hillestad, *Cedarcrest HS*
- ◆ **AREA 4: 1741 members**
Tammi Riggers, *Bellevue HS*
- ◆ **AREA 5: 1017 members**
Tanet Tarsi, *Auburn HS*
- ◆ **AREA 6: 763 members**
Laura Jones, *Pasco HS*
- ◆ **AREA 7: 1192 members**
Paul Stoltenberg, *Rogers HS*
- ◆ **AREA 8: 558 members**
Randy Wilson, *Lakes HS*
- ◆ **AREA 9: 768 members**
Greg McCormick, *Mark Morris HS*
- ◆ **AREA 10: 512 members**
Tom Robinson, *West Valley HS*
- ◆ **AREA 11: 1244 members**
Erin Ruehl, *Shadle Park HS*

A YEAR OF WADECA PROGRAMS

FALL LEADERSHIP CONFERENCE (FLC)

Washington DECA hosted more than 1150 members from across Washington State. The conference was held in Bellevue, October 29-31, 2017. The program featured industry workshops, competition tips, a social enterprise pitch competition, mock competition, keynote speakers and networking opportunities.

STATE CAREER DEVELOPMENT CONFERENCE (SCDC)

Competitive events provide students an experiential opportunity through competition in business and marketing applications. In December '17 and January '18, students competed within Washington DECA's 11 geographic areas, and the top-place winners per event 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 2018 more than 3,600 student competitors and 400 advisors and chaperones converged on Bellevue in early March. In addition, 450 volunteers from the business community donated their time and talent to serve as judges, determining who would qualify for the International Career Development Conference in Atlanta, Georgia.

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)

1040 students, advisors, and chaperones attended the International Career Development Conference (ICDC) in Atlanta, Georgia. The conference included more than 50 competitive events and 19,000 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.

At ICDC, Washington DECA excelled as one of the top associations, earning the following honors and awards. 101 Washington DECA participants advanced from the preliminaries to the final competition. During the Grand Awards Session, 64 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, 25 of our students had placed in the top three levels, earning 7 third-place awards, 10 second-place awards, and 8 first-place awards!



PRO SPORTS CAREER DAY

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/partner-opportunities to see how you can get involved.

CHAMPIONS \$15,999+



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



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



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



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



IN-KIND SPONSORS

Thank you to our individual and corporate partners who donated **\$104,492** worth of goods and services in 2017-18.

VOLUNTEERS

Thank you to our generous volunteers who gave their time, talents, and energy to our annual conferences. We had over **514 business professionals** who volunteered close to **3,112 hours** in 2017-2018 to help evaluate student written projects/presentations, staff special events, and more. This level of engagement represented a **\$75,124* cost savings!**

*\$24.14 (estimated value of volunteer time as determined by the Independent Sector) x 3,112 volunteer hours.

FRIENDS OF DECA

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

- Dan Wall**
- Brent and Cat Mason**
- David Shim**
- Rod and Cindy Brooks**
- Don Nielsen**
- Lisa Tallquist and Mark Murphy**
- Al and Lori Hairston**
- Anonymous (2)**

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 Brent Mason with any questions.
206.285.1195

THE DECA EXPERIENCE

“ DECA has allowed me to develop necessary business competencies to pursue the **career of my dreams**. In addition to improving my confidence, DECA has encouraged me to become the leader I have always aspired to be.

JUNIOR, HAZEN HIGH SCHOOL

“ Washington DECA is an outstanding organization. I have been a judge for over 10 years and love the **innovation and creativity** of the students.

STATE COMPETITION VOLUNTEER

“ I joined DECA as a freshman. Never in a million years did I imagine that this program would give me the wealth of leadership tools, experience and connections to be running a company of my own. **My 10th Grade DECA project turned into an actual company.** My Closet Envy - MCE will be celebrating 7 years soon.

ALUMNUS, BONNEY LAKE HIGH SCHOOL

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 11,200 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

SPECIAL RECOGNITION

WA DECA has grown to be the fifth largest DECA association, with the help of many supporters, community members, and volunteers. In 2017-2018 we had the honor of recognizing three people and one outstanding organization who have made a lasting impact on the organization through years of service, volunteer hours, member recruitment, and classroom and financial support.

2018 HALL OF FAME INDUCTEE

Mrs. Kandice Herndon
Banner Bank

Mr. David Eby
Olympia High School, Retired

2018 ADVISOR OF THE YEAR

Mrs. Brenda Grabski
Capital High School

2018 DIAMOND AWARD WINNER BECU

