



# WASHINGTON



## IMPACT REPORT 2022-2023

# THANK YOU

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 TALLQUIST\*  
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

CHRIS 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

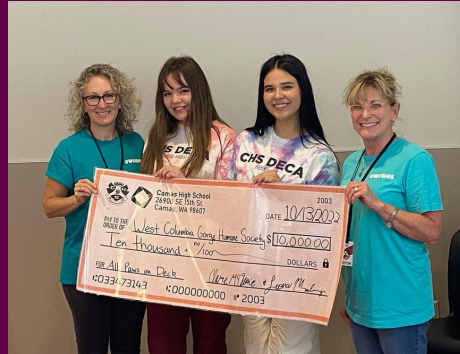


16040 Christensen Road, Suite 215, Tukwila, WA 98188

# MISSION VISION

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

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

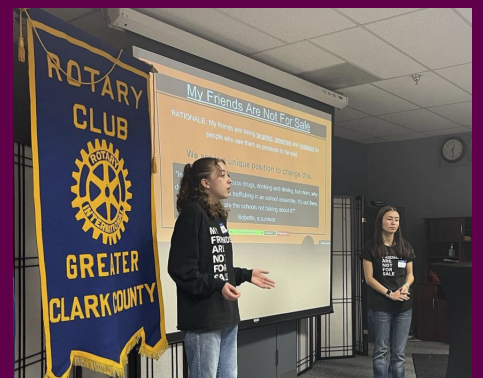


Through DECA, members learn the value of being community oriented leaders by executing community service projects within their school chapters to make positive social and global impacts.



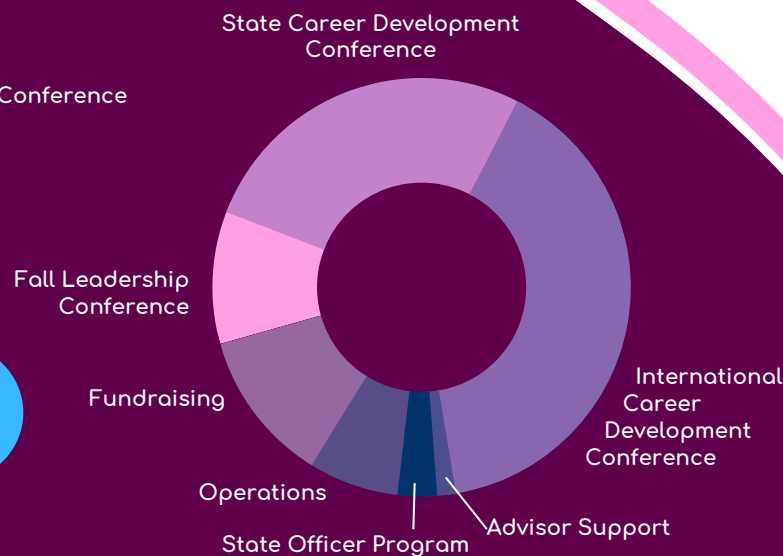
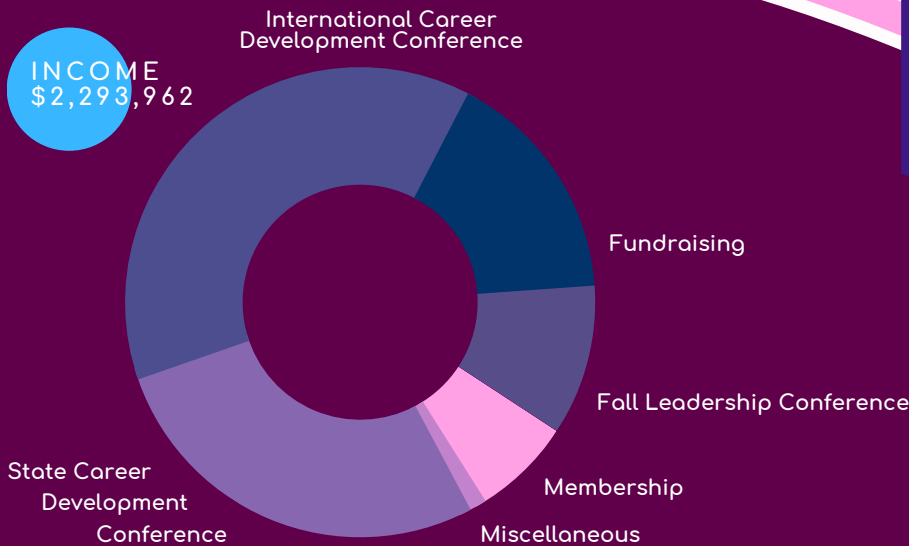
We offer members the opportunity to cultivate their leadership and competition skills, educational goals, and career aspirations.

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](http://www.wadeca.org/partner) to get involved.

### CHAMPIONS 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**



### ENTREPRENEURIAL SPIRIT \$5,000 - \$9,999



**Bamford  
Foundation**



THE BLACKBAUD  
GIVING FUND



**Paul Lauzier  
Foundation**



THE BELLEVUE  
COLLECTION

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



**Chris  
McCoy**



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

**Florence B Kilworth  
Foundation**



**Marco J.  
Heidner  
Foundation**



## 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 Vinther
- 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.

## IN-KIND SPONSORS

Thank you to our individual and corporate partners who donated **\$130,481.51**

worth of goods and services in 2022-2023.

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.

## PILLAR #2

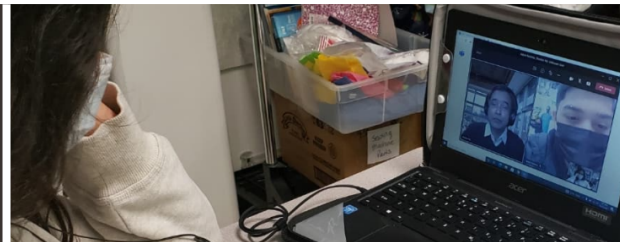
# OPTIMIZE STAKEHOLDER RELATIONSHIPS

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.

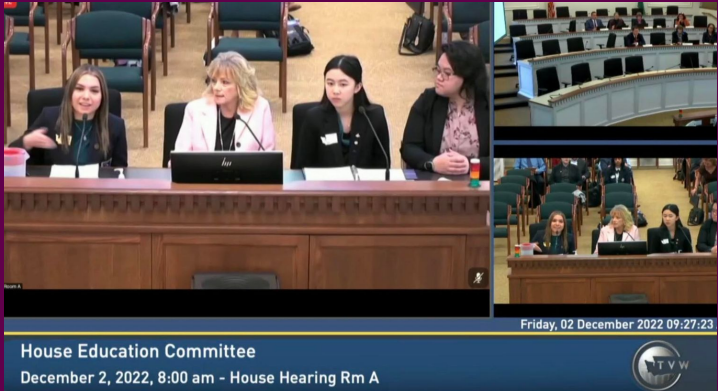
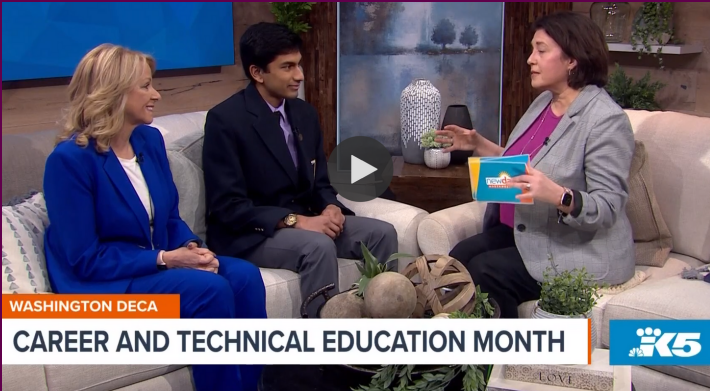


During Career and Technical Education (CTE) Month, we joined forces with Washington Career and Technical Student Organizations (CTSOs) to stress the importance of legislative support for CTE. 120 CTSO Officers advocated for and represented 275,000 Washington CTE students.

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



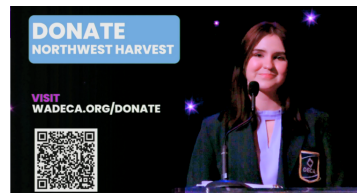
Our Executive Director, Lori Hairston, and Area 5 State Officer, Akhil Srinivasan, advocated for DECA and Career and Technical Education (CTE) during CTE Month on New Day Northwest by King 5 News, one of the most trusted local news sources in the country. The segment reached over 3,400 views.

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.



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.

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.



# PILLAR #4

## EXPAND ACCESS TO THE DECA EXPERIENCE

**3rd** largest DECA membership in the world

**257** DECA advisors who are educators

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

**180** DECA chapters across Washington state

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

**3,818** members attended the **State Career Development Conference**

**\$382** Average cost per student to attend the **Fall Leadership Conference**

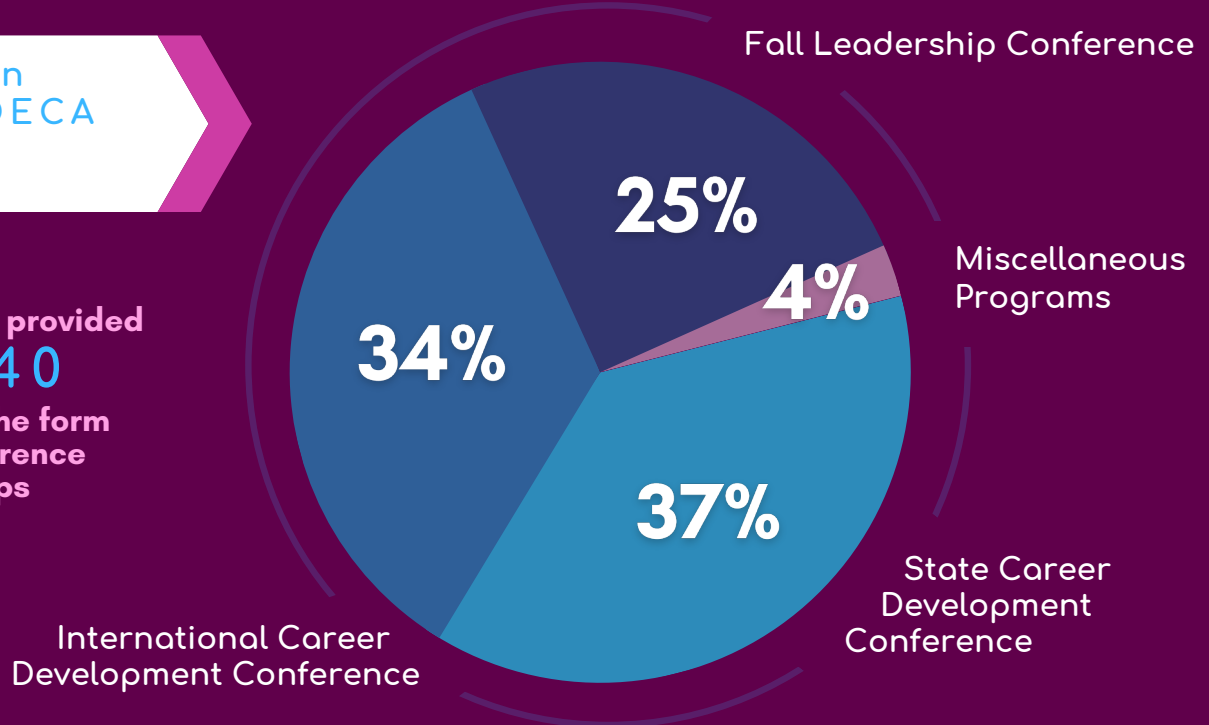
**\$436** Average cost per student to attend the **State Career Development Conference**

**1,499** members attended the **Fall Leadership Conference**

**\$1,250** Average cost per student to attend the **International Career Development Conference**

Members in Washington DECA  
**13,006**

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**





## 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.



**Anika Halappanavar**, *Richland HS*  
**STATE PRESIDENT**

**Kartik Arora**, *Skyline HS*  
**AREA 4**

**McKenzie Waters**, *River Ridge HS*  
**AREA 8**

**Lujain Abushhiwa**, *Marysville-Getchell HS*  
**AREA 1**

**Akhil Srinivasan**, *Hazen HS*  
**AREA 5**

**Kirra Anderson**, *Kelso HS*  
**AREA 9**

**Abhyudai Tandon**, *Jackson HS*  
**AREA 2**

**Christopher Kim**, *Richland HS*  
**AREA 6**

**Sophie Henderson**, *Clarkston HS*  
**AREA 11**

**Kiera Foley**, *Eastlake HS*  
**AREA 3**

**Isabelle Welch**, *Puyallup HS*  
**AREA 7**

## 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** **JD Twitchell**  
647 members *Mount Vernon HS*

**AREA 5** **Amy Hobson**  
1,274 members *Kentlake HS*

**AREA 8** **Bruce Brewer**  
483 members *River Ridge HS*

**AREA 2** **Daniel Mills**  
1,532 members *Jackson HS*

**AREA 6** **Adrian Ochoa**  
1,222 members *Richland HS*

**AREA 9** **Suzie Downs**  
526 members *Camas HS*

**AREA 3** **Lindsay Haney**  
2,328 members *Woodinville HS*

**AREA 7** **Betsi Feider**  
1,319 members *South Kitsap HS*

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

**AREA 4** **Tammi Riggers**  
1,647 members *Bellevue HS*

**Tanya Torres-Steen**  
*Graham Kapowsin HS*

**AREA 11** **Erin Ruehl**  
1,247 members *Shadle Park HS*



# PROGRAMS

## 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.

## INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)

The Washington DECA delegation attending the international DECA conference reached a recording-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!



# A YEAR OF IMPACT

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.



# WHY DECA?



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

## SPECIAL RECOGNITION

Washington DECA has grown to be the third largest DECA association, with the help of many supporters, community members, and volunteers. In 2023, we had the honor of recognizing one outstanding person who has made a lasting impact on the organization through years of service, volunteer hours, member recruitment, and financial and classroom support.

**Congratulations to our 2023 Advisor of the Year!**



**Shawn Perez**  
Heritage High School



Heritage DECA collaborated with non-profit, The EPIK Project, to spread awareness on the exploitation of minors.

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

**98%** OF DECA MEMBERS REPORT THEY GAINED SKILLS TO IMPROVE PERSONAL AND PROFESSIONAL BEHAVIOR

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



OUR STUDENT MEMBERS LEVERAGE THEIR

**DECA EXPERIENCE**

TO BE ACADEMICALLY

PREPARED

COMMUNITY ORIENTED

PROFESSIONALLY RESPONSIBLE

EXPERIENCED

LEADERS



WASHINGTON

**DECA**<sup>TM</sup>