Impact Report

2017-2018 - Washington DECA

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

Vision:
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

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**2017-18 BOARD OF DIRECTORS**

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

**Mark Hillestad, Board Vice-Chair***
Marketing Teacher/DECA Advisor, Cedarcrest High School

**Nate Luce, Board Secretary***
Marketing Program Manager, PEMCO Insurance

**Kandice Herndon, Board Treasurer***
Branch Manager, Banner Bank

**Bill Anderson***
PMP, BCA Fabrication, Business Operations, Boeing

**Kari Toms***
Marketing Teacher/DECA Advisor, Tenino High School

**Mark Robinson***
Marketing Teacher/DECA Advisor, West Valley High School

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

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

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

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

**Chris Chelin***
Principal, Kamiakin High School

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**Marie Gallanar***
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CSEP, Pedersen’s Event Rentals

**Katie Durham***
 UW Board Fellow, Foster School of Business

**Megan Lindell***
 UW Board Fellow, Foster School of Business

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

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

*Denotes a member of the Executive Committee

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**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**

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2017–2018: A LOOK AT THE NUMBERS

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

1,050 members from Washington DECA attended International Career Development Conference

3,600 competed (top qualifiers move on to ICDC)

$350 Average cost per student to attend annual State Career Development Conference (SCDC) in Bellevue

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

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)

225 DECA advisors (teachers) in Washington State

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

Washington DECA was honored to give $120,000 in scholarships

21% State Career Development Conference

53% International Career Development Conference

24% Fall Leadership Conference

2% College
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.

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

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

INNOVATORS $1,000 - $2,499

Bank of America  
CLIF  
Costco  
Parker, Smith, & Feek  
Target  
Vector  
Washington Industry Protection Solutions  
WHY  

LEADERS $10,000 - $14,999

inspirus Credit Union  
1st Security Bank  
KeyBank  
Microsoft  
Subaru  
The Bellevue Collection  

ENTREPRENEURS $5,000 - $9,999

ATT  
macy's  
Columbia Bank  
Marriott  
QRC  
Umpqua  

INVESTORS $2,500 - $4,999

AAA  
BBB  
Microsoft  

The Bellevue Collection  
Washington Masonic Charities  

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)  

Contact Brent Mason with any questions. 206.285.1195  

Champions $15,999+

BECU  
dfi  
Office of Superintendent of Public Instruction  
OSPI  

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.

In-kind sponsors

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

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