2018-2019
WASHINGTON DECA
IMPACT REPORT
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

THANK YOU, Washington DECA Stakeholders. During 2018-2019, we are thrilled to report an increase of 15% in scholarship support for student members to $140,000, and we 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. 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.

The Washington DECA staff and Board of Directors will continue to manage expenses and develop opportunities to increase access to the DECA experience for students facing financial challenges. 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 12,000 members of Washington DECA.

Graciously,

Lori Hairston
Executive Director

2018-2019 BOARD OF DIRECTORS

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Honorary Board Member
Chief Marketing Officer,
Pemco Insurance

KIM VILLENEUVE
Honorary Board Member
CEO, Centerstone Executive Search

2018-2019 DECA STAFF

Lori Hairston, Executive Director
Brent Mason, Director of Philanthropy
Nancy Hanlon, Director of Operations
Eliza Webb, Director of Events
Danielle Tuason, State Officer Coach
Kim Frahm, Chapter & Advisor Support

Linda Anderson, Operations Assistant
Wendy Menchu-Lopez, Development Coordinator
Nicole Cowan, Marketing & Events Coordinator

Phone: 206.285.1195  Fax: 206.492.2558
16040 Christensen Road
Suite 215, Tukwila, WA 98188
WASHINGTON DECA
BY THE NUMBERS

2018-2019

5th
1,100
4,100
1,600

members from Washington DECA attended for the International Career Development Conference
members attended the State Career Development Conference
members attended the Fall Leadership Conference from chapters across Washington state

Members in Washington DECA
12,000

Washington DECA provided $140,000 to members in the form of scholarships

98%
Students report an A or B average

89%
Students say DECA prepared them for college and careers

90%
Students say DECA is the link between the classroom and real-world experiences

253
DECA advisors who are educators

164
DECA chapters across Washington state

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

$350
Average cost per student to attend the annual State Career Development Conference in Bellevue

$300
Average cost per student to attend the Fall Leadership Conference

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

41%
International Career Development Conference

25%
State Career Development Conference

33%
Fall Leadership Conference

9th largest DECA membership in the world

1,100
members from Washington DECA attended for the International Career Development Conference

4,100
members attended the State Career Development Conference

1,600
members attended the Fall Leadership Conference from chapters across Washington state

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

5th largest DECA membership in the world
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 chapter 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.

220+ Community Outreach Projects conducted statewide
140+ Entrepreneurship Business Plans competed at the State conference
235+ Operations Research Papers evaluated by business leaders
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**
- **Sam Sawale**, Skyline HS

**AREA 1**
- **Caroline Diemer**, Arlington HS

**AREA 2**
- **Drew Brennan**, King’s HS

**AREA 3**
- **Emily Rowe**, Mercer Island HS

**AREA 4**
- **Rohan Vaidya**, Issaquah HS
- **Taylor Kalka**, Kentwood HS

**AREA 5**
- **Piper Schirm**, Richland HS
- **Levi Brinkley**, Bethel HS
- **Sam Fleckenstein**, Olympia HS
- **Samantha Murray**, Kelso HS
- **D’Andre Vasquez**, Cascade HS
- **Haley Milligan**, Mount Spokane HS

**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.

<table>
<thead>
<tr>
<th>AREA</th>
<th>LEADER</th>
<th>SCHOOL</th>
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<tbody>
<tr>
<td>1</td>
<td>Alicia Sents</td>
<td>Glacier Peak HS</td>
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<tr>
<td>2</td>
<td>Damon Oliveto</td>
<td>Shorewood HS</td>
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<tr>
<td>3</td>
<td>Marc Hillestad</td>
<td>Cedarcrest HS</td>
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<tr>
<td>4</td>
<td>Tammi Riggers</td>
<td>Bellevue HS</td>
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<tr>
<td>5</td>
<td>Derek Enz</td>
<td>Auburn Mountainview HS</td>
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<tr>
<td>6</td>
<td>Stephanie Schirm</td>
<td>Richland HS</td>
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<tr>
<td>7</td>
<td>Paul Stoltenberg</td>
<td>Rogers HS</td>
</tr>
<tr>
<td>8</td>
<td>Angel Elam</td>
<td>Capital HS</td>
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<tr>
<td>9</td>
<td>Greg McCormick</td>
<td>Mark Morris HS</td>
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<tr>
<td>10</td>
<td>Sierra Larkin</td>
<td>Wenatchee HS</td>
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<tr>
<td>11</td>
<td>Erin Ruehl</td>
<td>Shadle Park HS</td>
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FALL LEADERSHIP CONFERENCE (FLC)
The objective of FLC is to provide hands-on learning opportunities for a diverse group of students from across Washington State. This program featured 1,200 members who participated in industry workshops, a social enterprise pitch competition, mock role plays, community awareness activities, and keynote sessions. 250 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 is the premier event for Washington DECA and the largest city-wide event in Bellevue. In 2019, 4,100 students and advisors participated in SCDC. In addition, 450 volunteers from the business community donated their time and talent to serve as judges. Top students from each of the 50 events advance to the International Career Development Conference.

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)
1,100 students, advisors and chaperones attended ICDC in Orlando, Florida. In addition to competition, students and advisors participated in leadership training and professional development opportunities.

At ICDC, Washington DECA emerged as one of the top associations, earning the following awards. 74 Washington DECA participants advanced from the preliminaries to the final competition. During the Grand Awards Session, 46 of our students were honored on stage, each as one of the top 10 competitors in their event. As the awards ceremony closed, 14 of our students had placed in the top three levels, earning 4 third-place awards, 7 second-place awards, and 3 first-place awards!
C O R P O R A T E  P A R T N E R S

Washington DECA works with companies, government, nonprofits, and other organizations to positively impact the lives of 12,000 student members and advisors. Our partners contribute more than money. Their ideas, volunteer hours, in-kind support, and help provide business and leadership opportunities to high school students to succeed in school, careers, and life. Visit wadeca.org and click on the “Partner” tab to see how you can get involved.

<table>
<thead>
<tr>
<th>CHAMPIONS $15,000+</th>
<th>LEADERS $10,000 - $14,999</th>
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<tbody>
<tr>
<td><img src="image" alt="Washington Office of Superintendent of PUBLIC INSTRUCTION" /></td>
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<td><img src="image" alt="WELLS FARGO" /></td>
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<td><img src="image" alt="BECU" /></td>
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<th>ENTREPRENEURS $5,000 - $9,999</th>
<th>INVESTORS $2,500 - $4,999</th>
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<td><img src="image" alt="WSECU" /></td>
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<td><img src="image" alt="PACCAR" /></td>
<td><img src="image" alt="AAA Defense Veterans Rotary Club" /></td>
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<td><img src="image" alt="Footprint" /></td>
<td><img src="image" alt="Rotary" /></td>
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<tr>
<th>INNOVATORS $1,000 - $2,499</th>
<th>VOLUNTEERS</th>
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<tr>
<td><img src="image" alt="State Farm" /></td>
<td>Thank you to our generous volunteers who gave their time and talent to support us in 2018-2019. We had 557 business professionals who volunteered 3,342 hours to evaluate written projects, judge competition and work special events. This level of engagement represented a $80,676 value.</td>
</tr>
</tbody>
</table>

*$24.14 (estimated value of volunteer time as determined by the Independent Sector) x 3,342 volunteer hours.

Friends of DECA

A special thank you to our Diamond Society Members who are individual donors contributing $1,000 or more.

- The Dan Wall Family
- The Don Nielsen Family
- Lisa Tallquist & Mark Murphy
- Randy Wilson
- Jose Ubeda
- Mark Dyce-Ryan
- Mark Spatz
- Joseph Condino
- Al and Lori Hairston
- Brent and Cat Mason
- Anonymous

Thank you to our individual and corporate partners who donated $84,710 worth of goods and services in 2018-19.

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 Lila Mowatt with any questions. 206.285.1195.
WHY DECA?

Through DECA, I have obtained leadership and professionalism skills while learning the valuable lesson that there is more than one way to succeed, and if you fail, it is really important that you give it another shot.

SENIOR, REDMOND HIGH SCHOOL

DECA has really shaped my life. I used to be the quiet kid with the good ideas, but always too afraid to speak up. I have learned to speak for myself - been having a burning ambition to be the best version of myself - and DECA has encouraged and aided me in this journey.

SOPHOMORE, MT. SPOKANE HIGH SCHOOL

DECA has helped me succeed in several classes, job interviews, and career-exploration opportunities. I have learned to accept great challenges that are far out of my comfort zone and to continue to challenge myself. I wish to show younger generations that DECA is more than just a club, it is a way to ensure you have life skills that will improve your future.

SOPHOMORE, CASCADE HIGH SCHOOL

Washington DECA is strategically implementing our mission by strengthening our financial foundation for long-term success, optimizing stakeholder relationships, increasing brand awareness, and expanding access to the DECA experience. We are committed to providing the DECA experience to students facing financial challenges.

DECA integrates into the business and marketing classroom and provides career connected learning opportunities for students in the fields of entrepreneurship, finance, hospitality, marketing and management.

For over 73 years, Washington DECA has grown stronger as our partners recognize the value in their time, resources, and charitable investments.

SPECIAL RECOGNITION

Washington DECA has grown to be the fifth largest DECA association, with the help of many supporters, community members, and volunteers. In 2018-2019, we had the honor of recognizing two people and one outstanding company who have made a lasting impact on the organization through years of service, volunteer hours, member recruitment, and classroom and financial support.

2019 HALL OF FAME INDUCTEE
Mr. Rick Davis
Kelso High School

2019 ADVISOR OF THE YEAR
Mr. Marc Hillestad
Cedarcrest High School

2019 DIAMOND AWARD WINNER
PEMCO