



Look what we did in 2018! Help us grow in 2019...

January 1st, 2018 - December 31st, 2018



Educating the Leaders of Tomorrow

FOUNDATION FOR PRIVATE ENTERPRISE EDUCATION dba WASHINGTON BUSINESS WEEK

Washington Business Week's (WBW) mission is to provide a dynamic real-world, immersive business experience that builds confidence, sense of purpose, and leadership.

42 Years of Developing Leaders

We are pleased to present our **Annual Report for 2018**. Washington Business Week empowered yet another class of the future workforce, mentored by current business professionals. Whether in the classroom during the academic year or at our summer programs, WBW was once again able to reach high school students regionally and internationally.

At Washington Business Week, students and advisors go through a transformation. Their view of business expands greatly in just one week. A future of working at a large corporation -such as the Boeing Company or PACCAR –or becoming a business owner appears more attainable. At each of our summer programs participants received two college credits upon completion.

WBW's programs equip students with key financial and business skills. Our alumni understand and develop profit and loss statements, balance sheets, marketing plans, and business strategies. Our programs have been extremely successful. WBW currently serves students in Washington, Alaska, Poland, Italy and coming in 2019 Belarus.

Since 1976, we have been in the business of educating and empowering future business leaders. Our success would not be possible without the support of our donors, volunteers, community partners, alumni support, and staff and we hope you will join us in 2019 if you haven't already.

On behalf of Washington Business Week, Thank you for your support.



Andrea Keikkala
Executive Director



Karen Hansen
Chair, Board of Directors



Rafael Wong
Emeritus Board Member

Our Programs

Washington Business Week (WBW) is a week-long educational program where high school students learn business fundamentals while building capabilities in leadership, teamwork, communication, public speaking, and critical thinking. At WBW, students use a computer simulation software program which takes them through quarterly business decision outcomes over a two-year period. Every decision the team makes from pricing to production affects their bottom line. The students also receive workshops and seminars on financial literacy, business planning, marketing, emerging technology, business ethics, and other life-skills. Students are challenged to act professionally, to step out of their comfort zone and take on new challenges.

WBW has served over **60,000 students** and **6,000 business professionals**.

In 2018, WBW served **1,702 high school students** and had the support of over **200 community volunteers**.



Don't you think that is worth supporting?

Your support of WBW prepares your future employees to succeed!

We are registering students for 2019 but here is a look at our 2018 work!

Thanks to the generous contributions of our donors, we were able to subsidize the summer programs tuition and offer them at the reduced rate of \$880/student for residential program and \$375/student for the day program. The true cost that WBW incurs for the summer programs is \$1,620/student for residential programs and \$690/student for the day program. This fee covers all on-site and administrative costs. WBW offers additional financial support to students with exemplar academic performance and/or from low-income and underserved communities. The 2018 summer week-long programs were held on three university/college campuses: Pacific Lutheran University (PLU) in Tacoma, University of Seattle (SU) in Seattle, and Renton Technical College (RTC) in Renton. **In 2019 camps will be held at Seattle University, Renton Technical College and new this year University of Washington -**

Tuition covers:

- Two college credits
- On-campus housing
- Dynamic expert speakers
- Leadership training
- University campus living
- Networking with professionals



Over \$60,000 was awarded in financial aid and scholarships to students.

The generous donations of businesses that believe in WBW make it possible for many of our students to attend who otherwise would not have this life changing experience.

Our Students

At the summer programs,
WBW served 271 students.

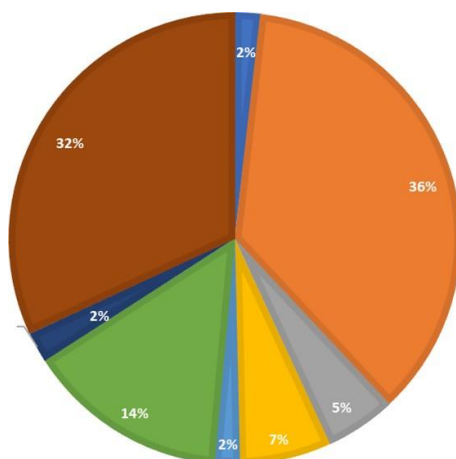


43% Female



53% Male

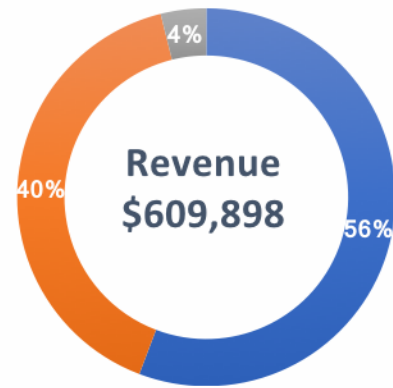
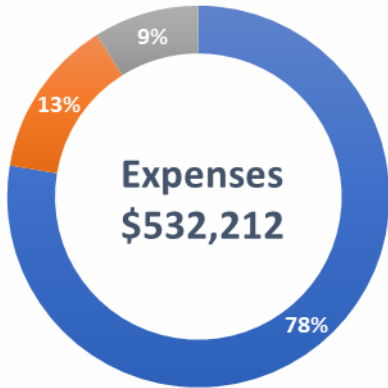
Student Demographics



- American Indian
- Asian, Indian
- Black/African American
- Latino/Hispanic
- Not Listed
- Other
- Pacific Islander/Hawaiian
- White/Caucasian

Financial Summary

Fiscal Year: January 1st, 2018 to December 31st, 2018



■ Programmatic ■ Management and Operation ■ Fundraising

■ Contributed Income ■ Earned ■ Fundraising Events

Programs for 2019

- Foligno, Italy | June 10th–15th
- Boleslawowo, Poland | June 30th–July 5th
- **Seattle University | July 28th–August 2nd**
- Gdansk, Poland | July 14th–19th
- **UW-Tacoma | July 15th–19th**
- Minsk, Belarus | August 4th–9th
- **Renton Technical | August 12th–16th**
- Gdynia, Poland | August 18th–23rd





How to Support Washington Business Week

A Community Partnership for the Modern Organization

Washington Business Week recognizes that each business is unique. Your goals for community impact and outreach are highly specific and strategic. Allow us to help you reach those goals with our diverse selections of support options. Because that is how community partnership should be—powerful and profitable for everyone. Being a partner allows your organization to develop both your current leaders and the leaders of tomorrow.

Get face time with the next generation of leaders through a variety of exposure channels at our programs. Present your brand in activities, volunteer representation, materials, apparel and more.



Help us grow the quality of our program through technological grant opportunities and mentorship. Your employees will return inspired by the creative young minds of tomorrow.



In the Company Advisor role, your employees get hands-on leadership experience and learn how to lead a team to success.

Employees will return to work refreshed, with 21st century skills to apply in the workplace.



Thousands of students experience the WBW model, learning teamwork, leadership and innovation. Over 53% of students are low-income, 40% are young people of color and 100% of students earn college credit to put them on the path to postsecondary success.

“There is a special feeling, we refer to as the “magic” of WBW. It’s a game changer no matter if you’re participating as a student, volunteer or Company Advisor. You’ll grow invaluable business and leadership skills, cultivate long lasting friendships and be inspired to pursue your best self and potential. Everyone learns, grows and WINS. That’s the magic of WBW!” - Denise Mitchell, Sales Manager at PEMCO INSURANCE



We are incredibly lucky to have some major donors throughout our history. We could not build this robust foundation and offer the programs without their financial partnership.



In 2019 we are focused on community and business partnerships and have put in place some new and exciting sponsorship opportunities for businesses, service organizations and individuals to support Washington BusinessWeek.

Sponsor Benefit	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Recognition on WBW Website	Name + Logo ★	Name + Logo ★	Name + Logo ★	Name + Logo ★	Name ★
2019 WBW Shirt Branding (Higher Sponsorship levels receive greater prominence on back of shirt)	Name + Logo ★	Name + Logo ★	Name + Logo ★	Name ★	
Branding on Company Student Materials	★	★	★		
Branding on Company Advisors Materials	★	★			
Physical advertisement at every camp – recruit your next employee, build brand loyalty	★	★			
Quarterly social media awareness of support	★				



We hope you will invest in the next generation, our future leaders by supporting the Washington Business Week experience for students.



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Special Thanks to Our 2018 Major Donors



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