



2020 Annual Report

Mission: Washington Business Week provides a dynamic real-world, immersive business experience that builds confidence, sense of purpose, and leadership.

I am thrilled to share with you the 2020 Annual Report. This year was filled with unparalleled opportunities to be a change agent with the innovative delivery of an educational camp model. With these opportunities, WBW has continued to live and breathe the mission of the organization through the development and delivery of a virtual program.

With the leadership and trust of the Board of Directors, our team created a cutting-edge and dynamic, real-world, immersive virtual business experience for high school students, both internationally and domestically.

In tandem with the encouragement of the Board, WBW's sponsors continued to provide unwavering support. Our sponsors granted WBW the freedom to deliver a virtual program to 247 students from across the nation and around the world. Our ability to deliver elevated programming is due to the leadership of many striving to lift up students.

WBW has many strong historical partnerships with educators, businesses, and leaders over the last 44 years. We have been honored and humbled by these relationships. We are excited for the new partnerships we are forming every day.

On behalf of Washington Business Week, thank you for your steady partnership, support, and trust.

Andrea Keikkala, Executive Director

Board of Directors

Karen Hansen, President - Wyman Financial Solutions

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Fred Foote - True World Foods

Ho-On Yoshida - True World Foods

Kris Johnson - Association of Washington Business

Staci Sume - Centralia Schools

Anthony Covington - Renton Technical College



Picture: Andrea is pictured on the right, in the middle is the North Beach High School Principal Dr. Russell Evans and on the left is WBW Director of Operations Dr. Gena Lusk. This picture was taken after a presentation to the School Board about launching an in-school program at North Beach High School for 2020.

Student Quote

"This one week has essentially changed my life. I have learned so much about business that I can actually understand what my dad is saying when he is referring to some business term." Toma, July 2020

Student Quote

"I learned how to make sacrifices for my team and how running an ethical company leads to the largest benefits in the long run." Srinidhi, July 2020

Vision Statement: Washington Business Week unleashes passion for entrepreneurship and leadership, empowering business teams of tomorrow.

Our 2020 Virtual Program Pivot...

The heart of Washington Business Week (WBW) will always be our in-person programs on college campuses. The traditional programming structure helps students build confidence, work-ready skills, leadership, communication, teamwork, public speaking, and critical-thinking competencies. We are eager to get back on campuses when it is safe to do so.

The national camp industry crumbled in the wake of Covid-19. For example, in 2019, twenty-three (23) states offered a business week program. Of those aforementioned programs, only WBW delivered camps in 2020. Further still, only a handful offered students a leadership development opportunity by implementing a speaker series.

Despite the impact the pandemic has had on the camp industry, we are very proud to say that WBW was the sole business week able to continue offering leadership programming in June, July, and August of this year. We also launched a six-week speaker series on relevant topics for youth. Our spring speaker series videos have been viewed over 700 times. Thank you to PEMCO for sponsoring the upcoming fall speaker series, which will launch in late October and conclude in November.

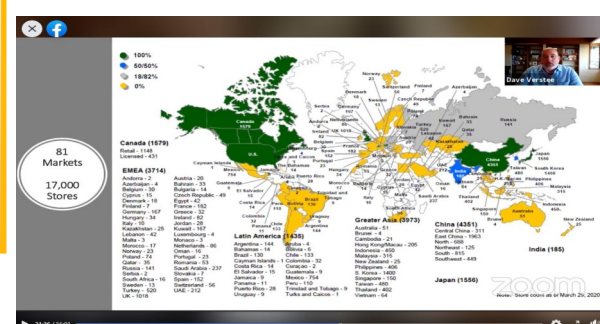
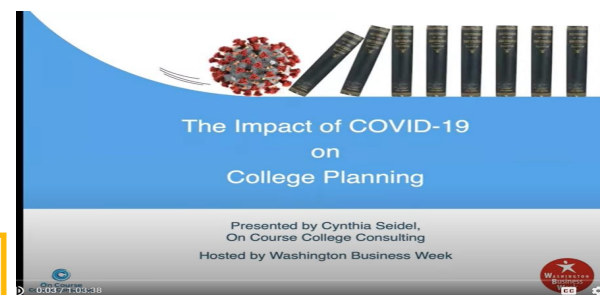
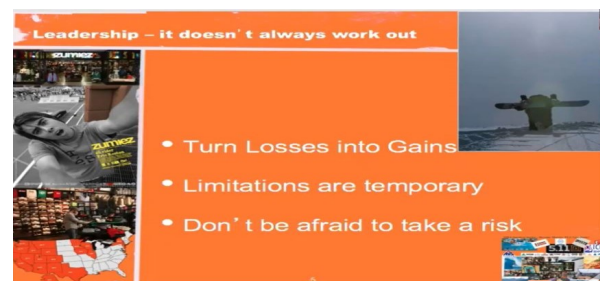
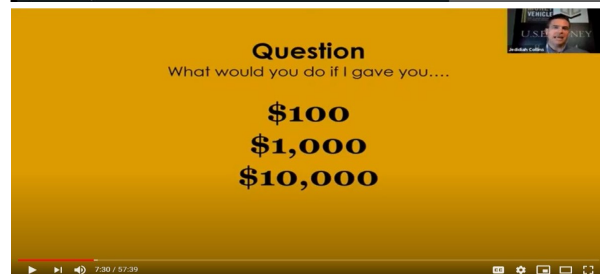
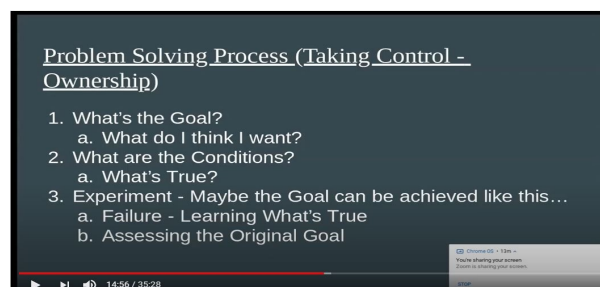
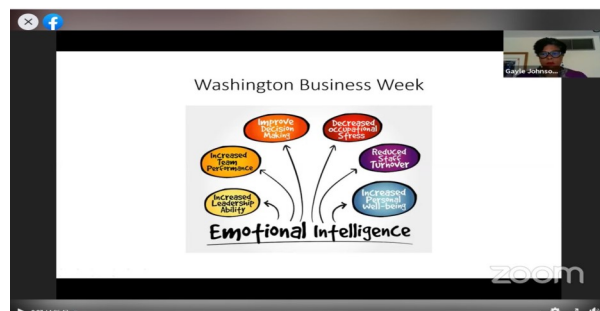
Our ability to move to a virtual platform was due to the investment we made in 2019. The investment was focused on modernizing our business simulation software known as BIZSim. WBW has long strived to offer an updated and technologically savvy business simulation to all our students. This summer, WBW fulfilled its goal by rolling out the new simulation software named, Washington's Innovative Learning Environment or WILE for short. WILE is a web-based simulation that is also accessible as a mobile-app. The implementation of WILE has allowed WBW to significantly reduce financial barriers for students interested in participating in the virtual program.

In addition to limiting financial barriers that may inhibit student involvement, the updated system has also eliminated any geographical distances impact on student participation and engagement. By coupling our new software with Zoom Breakout Rooms, we were able to deliver the virtual camp to students across Washington, the United States, Poland, and the Republic of Georgia.

What is next for WBW?

Our future is as bright as our students. We are currently planning to continue our speaker series programs, virtual camps over school breaks in the winter and spring, along with robust virtual camps, and on-campus camps if possible in the summer of 2021.

Pictures are from the Spring Speaker Series Presentations.



Virtual Programs

Washington Business Week (WBW), our dedicated students, and our valued company advisors have encountered challenges, experienced achievements, and shown the ability to be innovative throughout 2020.

The pandemics' impact on the educational system had direct implications for WBW's ability to deliver in-person programs. The organization realized it must modify the delivery of its program by launching into the virtual learning space. With a newly adopted programming focus, WBW was faced with many difficult decisions including laying off valued employees. The remaining team was reduced to 2.5 members. Although a small team, they worked into the night and on weekends to bring the new programming model to fruition by the summer season. The WBW team was not alone in this momentous endeavor. We are grateful for the support and guidance given by our volunteer executive committee. We are further honored by the unwavering partnership and encouragement shown by our many company advisors, judges, and volunteers. With their help, WBW was able to continually improve upon the virtual program as the summer season progressed. Although we are proud of our achievement, we must recognize the adaptability and growth of our virtual program student participants.

The students of 2020 were faced with an incredibly tough year. High school seniors lost their last season playing sports, DECA & FBLA conferences, prom, graduation ceremonies, and so on. Freshmen were faced with an extremely difficult transition into a new world that is crucial in their development. All students lost a vital connection, not only to their peers, but to their teachers and mentors.

WBW has received many thank you letters from students indicating the impact the virtual summer program was for them emotionally and academically. The annual report highlights snippets of students' appreciation. We look forward to sharing more notes of gratitude throughout the year. We are very proud of all of our students. If this year has taught us anything, it's that the next generation of leaders is impressive, adaptable, and incredibly resilient.



Washington's Innovative Learning Environment

Company Operations

- Teamwork
- Mutual Accountability
- Delivery Against a Set of Key Performance Indicators
- Adjusting to the Marketplace Needs and Observations
- Evaluation (Daily, Weekly, Monthly, Quarterly, Annually)

WBW WILE Apr 4th 2022 Q6 Logout

Dashboard

- Units Sold: 77,998 (Up 1395.1%)
- Total Income: \$1,438M
- Units On Hand: 26,560 (Down -73.3%)
- Cash on Hand: \$2,038M (Up 217.5%)

Stock Price 121.33 USD (Down -62.9%)

Profit & Loss 1,403,268.57 USD

4 Cases of Employee Related Theft that Once Again Highlight the Importance of Employee Monitoring

Pitch

- \$250,000 for 10% stake
- Your value
- Our ethics and standards

Public Sentiment

Why should Better be YOUR investment?

- Between quarters 6 and 8, Better's business and stock value [more than] doubled.
- Better has maintained an average public sentiment of 87.1% and an average board sentiment of 94% over the past two years.

Testimonials:

- From Julia Chorak to Everyone: Inspired
- From A E to Everyone: surprised?
- From Nicole Coursey to Everyone: empowered
- From Nathan Panuco to Everyone: Informed
- From Hailey Rivers to Everyone: amazed!
- From aidris@overlake.org to Everyone: motivated
- From A E to Everyone: A general wow feeling
- From Evan Vanderslice to Everyone: good
- From James strand to Everyone: awesome

In-School Programs

Aberdeen, Centralia/Chehalis, Willapa/Raymond, Hoquiam

Washington Business Week (WBW) is proud to partner with local communities to offer in-school programs. In-school programs provide a platform for communities to come together to teach fundamental business principals, leadership, marketing, financial literacy, business planning, ethics, work-ready skills, and so much more. Several communities were fortunate enough to complete their programs before schools were mandated to close due to the pandemic. We look forward to continuing our work to make up the missed program in Omak/Okanogan and North

Beach Junior/Senior High Schools when it is safe to do so in-person. Thank you to all the volunteers and school districts for your partnership, support, and involvement. Your efforts make a huge impact among the students within the local communities.



International Programs

Through international partnerships, Washington Business Week has been able to expand programming on a global scale.

Our international partners in Poland, Belarus, and Italy faced the same challenges brought on by the pandemic as we have experienced in Washington. Through collaborative conversations, the WBW team opened the virtual platform to our international partners with huge success!

Over the course of the inaugural virtual sessions, 42 students in Poland and the republic of Georgia joined the virtual camp throughout the summer of 2020. The June program hosted 20 students from Boleslawowo, Poland.

The Polish students formed two teams and competed against our American teams in the simulated marketplace. The August camp included students from Gdynia, Poland, and the Republic of Georgia. The international students partnered with American students to form culturally diverse company teams. The varied contributions to the conversations changed the dynamic of many groups for the better. Everyone who took part in camp this summer expanded their cultural competency.



Student Quote

"My CA's insight and challenging questions made me analyze myself and company decisions, because of him, my mindset on business has changed dramatically – making me think more about what each aspect of the business changes on all the three sides of stating moral, ethical, and legal."

Ran, June 2020



Student Quote

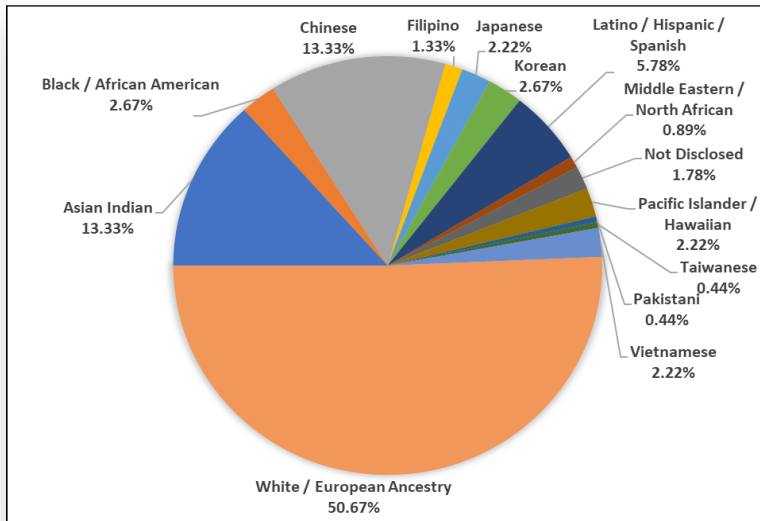
"My WBW experience has also opened my mind to the many options I can do to pursue higher education and how to run a business, which can help me climb up the corporate ladder to success." Sean, June 2020



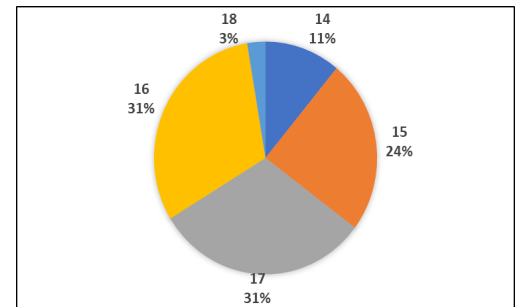
WBW's Impact and Analytics

WBW survey's students before and after camp. The data collected help us to continually improve upon the program year after year. These are some highlights. Find the full report on our website.

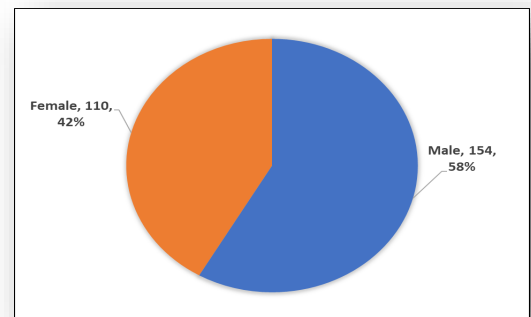
Student Race and Ethnicity



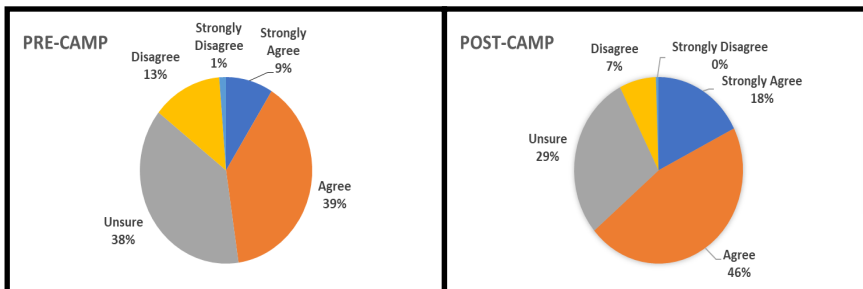
Student Ages



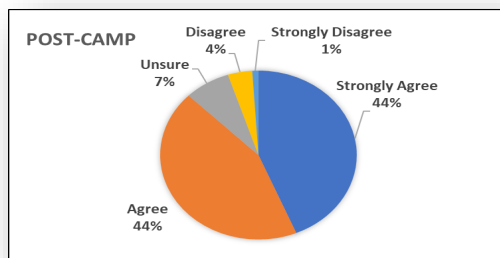
Student Gender



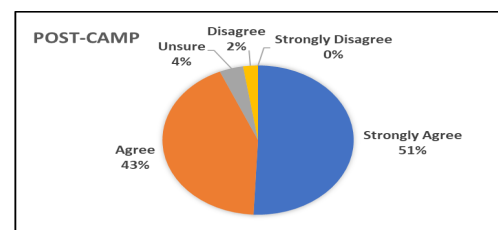
I feel confident about my financial knowledge.



I have gained confidence by participating WBW.



I feel this program was beneficial to my summer.



Student Quote

"This will help me become a stronger member in my community and work on having better leadership skills and become more comfortable speaking in front of people" Sydney, June 2020

Student Quote

"I have learned how to virtually collaborate and work with others. I have developed amazing connections and also met life-long friends through this fantastic opportunity." Kisanet, July 2020

Support High School Students through Washington Business Week

Now more than ever students need our support. WBW offers an innovative and engaging learning experience for students.

Through our upcoming speaker series and increased camp programs, we are expanding our platform to impact more students.

We can't do this without our amazing supporters. Thank you to our current, past, and future supporters!

We need your help to continue our efforts. Please sponsor WBW TODAY to make a lasting impact on the leaders of TOMORROW!



SWEDISH
HEALTH FOR GOOD



Microsoft



Principal



Individuals

Fredrick McDonald

Ken Hamm

Karen Hansen

Mark Jonathan Jackson

Peter & Susan Brukland

Steve & Janet Dobosz

Kari Quass

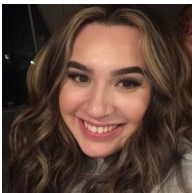
School District Partners



KENT SCHOOL DISTRICT
EQUITY | EXCELLENCE | COMMUNITY



Company Advisor Reflection



My name is Natalie Covarrubias and I am a senior Accounting student at the University of Washington Tacoma. To be completely honest, I did not know what to expect my first year as a Company Advisor for Washington Business Week. However, I quickly noticed that this experience was going to be life-changing.

The first day can be scary for the students as they are starting to get to know each other and they do not really know what to expect. Although, as the students become more comfortable working together their teamwork will genuinely surprise you. The most amazing part of this experience is watching their growth throughout the week. Their creative thinking is inspiring and truly makes WBW a fun experience.

As a first-generation student, I know how scary and overwhelming the idea of college can be. Having a program that enables high school students to explore the various fields of business is extremely beneficial. This program not only allows them to step into the world of business, but also introduces them to what a week of college work can look like. I highly encourage my colleagues to dedicate their time and be a part of this experience.

**Join us TODAY to
make a difference.
Washington Business Week
One Week, an
Edge in Business
for LIFE**