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Washington  
Business Week

# Annual Report

# 2023

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# Our Story

As we near the end of 2023, we reflect on the rich history and ongoing mission of Washington Business Week (WBW). In 1976, WBW embarked on a journey to shape a dynamic learning environment for high school students. Nearly five decades later, our commitment to nurturing the potential of young minds remains unwavering.

WBW stands as a vibrant hub where business professionals, educators, and students come together in a spirit of collaboration. We foster citizenship and entrepreneurship, encouraging the exchange of ideas and insights.

Our innovative programs features engaging business simulations that transcend traditional learning. These simulations transform students into leaders and problem-solvers, guided by experienced professionals. This hands-on approach equips our participants with vital skills that prepare them for the challenges and opportunities of the future.

As 2023 draws to a close, we celebrate not just the accomplishments of this year but also the transformative journeys of all our participants. WBW continues to be a catalyst for lifelong skill development, financial literacy, and an enduring passion for learning.

To all our readers, supporters, and the entire WBW community: Thank you for being an integral part of our journey. Your involvement and support make it possible for us to continue inspiring and empowering the leaders of tomorrow.



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Discover the WBW Difference

# Our Board President's Message



**Ian Farrell**  
**WBW's Board President**

*"When I think about why I volunteer my time with Washington Business Week, I always come back to one core goal - I want every student in Washington to experience our program."*

Have you heard? Washington Business Week is back! This year saw the return of the overnight camp, the foundation of our program, at the University of Puget Sound. Add to that a day camp, a couple of virtual camps, and an ever-growing number of in-school programs, and the staff at Washington Business Week has been busy! I could not be happier that we are back to overnight camps (and, spoiler alert - we've already booked the University of Puget Sound for 2024, too).

When I think about why I volunteer my time with Washington Business Week, I always come back to one core goal - I want every student in Washington to experience our program. That's it. Nothing like having a stretch goal, right? But seriously, I do want every student in Washington to attend one

of our camps because I see the transformation that happens from Monday to Friday. Students who were awkwardly staring at their shoes, cursing us for not letting them play with their cell phones on Monday are the same students eagerly approaching judges on Friday wanting to pitch them their inventions. It happens every time. Students who, on Monday, will tell you they are from Renton or Olympia or Bellingham, by Friday have now started telling you, "I'm from Company C" because the bond they've created with their peers has transcended their hometown and has become a part of their identity. With experiences like that being commonplace, how could I NOT want that for every student in Washington?

Thank you for your support.

*~Ian Farrell*

# Our Team

The WBW team is the backbone of our organization. Their tireless efforts and unwavering commitment are shaping our current achievements and reinforcing WBW's legacy of transformative learning and leadership development.



**Dr. Gena Post**  
Executive Director

Since spring 2019, Gena has been instrumental at WBW, initially as a program recruiter and then ascending to Executive Director in January 2023. She helped guide the organization's pivot to a virtual format and its successful return to in-person settings.



**Dani Ina Urmaza**  
Marketing Specialist

Dani joined WBW in early 2022 as a virtual assistant based in the Philippines. Her significant contributions and dedicated work ethic led to her promotion to Marketing Specialist, a role in which she continues to excel and drive impactful initiatives.



**Aiyana Holloway**  
Operations Manager

Aiyana began her journey with WBW in early 2022 as a program recruiter. Her diligent efforts in collaborating with students and parents have been pivotal to the success of our summer programming, significantly enhancing our outreach and impact.



**Noor Kaur**  
Summer Program Manager

Noor's journey with WBW began as a virtual student in 2020, evolving into a role as a student intern. Her dedication and valuable input to WBW culminated in her being offered a role as a Summer Program Manager this year.

# Mission and Vision Statements



## Mission Statement

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

## Vision Statement

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



# Our Community Partners: Empowering Futures and Overcoming Barriers

Integral to our success this year has been the steadfast support from school district partners such as Renton, Kent, Sehome, Yelm, and Olympia. Together with individual and corporate contributions, they have been instrumental in overcoming financial barriers, enabling more students to participate in our programs. This collaborative effort led to **63%** of our students attending summer sessions, with **\$103,316** in tuition costs covered. This robust financial backing has opened new educational avenues for our students, demonstrating the community's strong belief in their potential and futures.

**4**

## **4 Programs, 4 Pathways**

We offered four distinct pathways in Business, Advanced Business, Clean Energy, and Healthcare across our four camps.

**252**

## **252 Students**

Our programs drew 252 students from a range of locations including Washington, Oregon, Wisconsin, and globally.

**\$103,316**

## **\$103,316 in Support**

Through partnerships and donations, we removed financial barriers for students by providing \$103,316 in sponsorships.

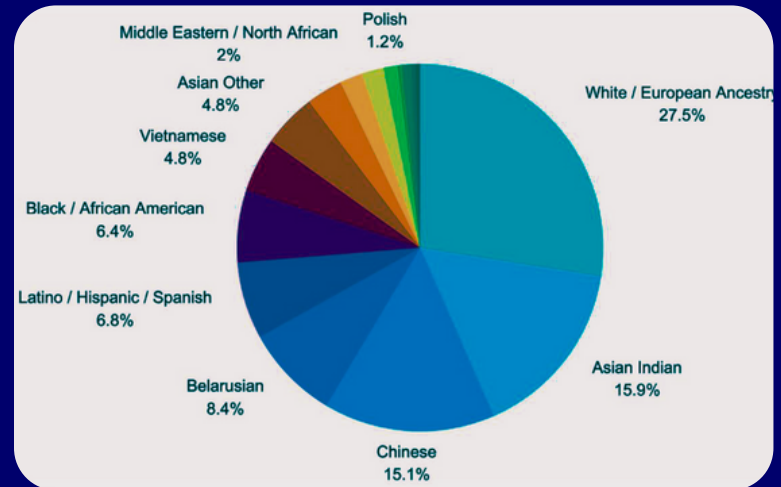
**63%**

## **63% of Students Funded**

A significant 63% of students attending our programs did so with the aid of financial assistance.

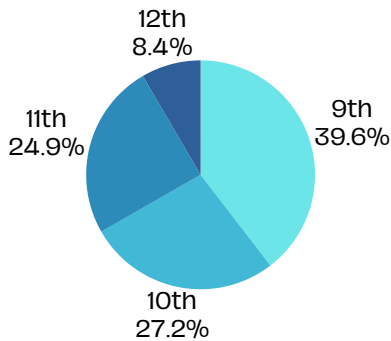
# Our Students Demographics

This report section emphasizes the diversity among the 252 students in four WBW programs. Our demographics reveal a mix of high school students balanced gender representation, and extensive geographical diversity, including significant international participation. This underscores our dedication to inclusivity and the wide-reaching impact of our educational programs.



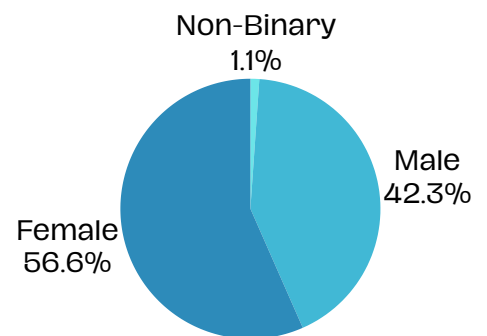
## Grade Distribution

Freshmen constitute the largest group at 39.7%, with sophomores at 27.1%, juniors at 24.8%, and seniors at 8.4%. This highlights our strong engagement across all high school grades, especially among younger students.



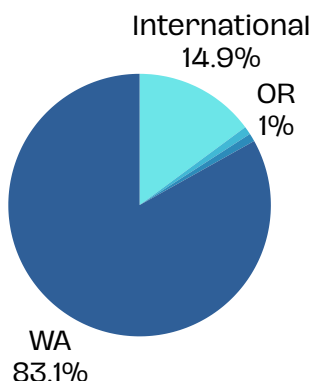
## Gender Diversity

Females form the majority at 56.6%, males at 42.3%, and non-binary individuals at 1.1%, reflecting a balanced gender distribution with a female predominance in our program.



## Geographic Distribution

83.2% of participants are from Washington, showing strong regional presence. International students make up 14.9%, highlighting global appeal. A few participants are from Oregon and Wisconsin, indicating potential for regional growth.





# A Student's Reflection

“This past week felt well-paced, engaging, and eye-opening. Initially, our team felt shy and uncomfortable participating—but by the end of the program we developed a lifelong bond. This experience was entirely surreal, a combination of fresh perspectives and constant skill-building.”

~ Sophie Y.  
2023 Alumnus



# Our Programs



## Univ. of Puget Sound

This year, we resumed our residential programs at the University of Puget Sound (UPS), a celebrated milestone blending academic and practical business education. The enthusiastic response to this return highlights our commitment to immersive learning experiences. We eagerly anticipate continuing this enriching tradition at UPS in August 2024.

## Virtual Programs

We offered two virtual programs that drew a global audience this year. These online experiences fostered creativity, collaboration, and cross-cultural interactions, offering students an interactive and international educational journey.

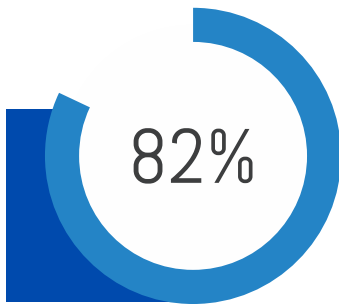


## Renton Technical College

Our collaboration with Renton Technical College (RTC) featured a day program on their campus. This program, enhanced by the expert lectures of RTC's faculty member Dr. Steven McKinnon, exemplifies the quality and depth of our educational partnerships. Our ability to offer college credit across all WBW programs demonstrates our dedication to providing valuable, academically recognized experiences that blend practical skills with academic learning.

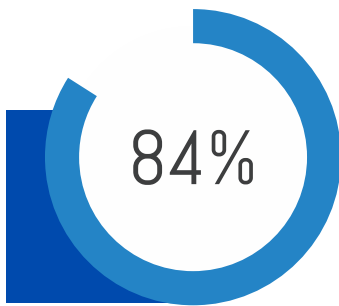
# Our Program's Impact on Students

We employ empirical methods like pre and post-program assessments to accurately evaluate our initiatives. These indicators reveal our programs' significant positive impact on participants, motivating ongoing enhancement in future iterations.



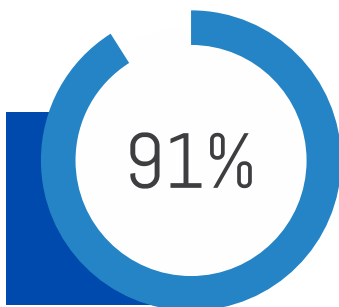
## **Educational Preparedness**

The data indicates a high degree of educational preparedness, with 82% of participants stating they feel ready for college, university, or technical school post-high school.



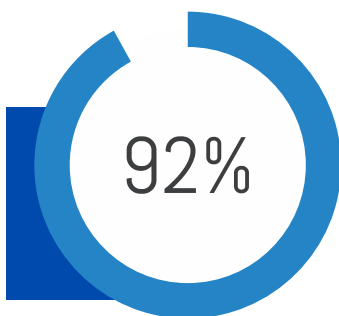
## **Workforce Readiness**

A substantial 84% of the participants reported confidence in their skills and readiness to enter the workforce, highlighting the program's effectiveness in professional development.



## **Boost in Self-Confidence**

A striking 91% of students reported increased self-confidence, affirming the program's capacity to contribute to personal development alongside academic and career readiness.



## **Skill Acquisition**

A noteworthy 92% of students indicated that they acquired skills directly applicable to their ongoing education and day-to-day activities, providing quantitative validation of the program's comprehensive effectiveness.

# A Parent's Reflection on WBW's Impact

“She gained a tremendous amount of confidence as she learned to synthesize and communicate plans quickly and effectively.”

~ Jennifer

I was both surprised and pleased that my daughter, on the first day, chose to run for CEO of her company. If you had asked me in advance of WA Business Week whether she would volunteer for a leadership role, I would have said probably not. As CEO - with the guidance of her outstanding faculty advisor - she learned how to navigate and manage very different personalities within her company. Also, as a kid who is accustomed to over-preparing for her academic projects, she was forced to get comfortable

with running meetings and presenting findings with very little advance preparation. She gained a tremendous amount of confidence as she learned to synthesize and communicate plans quickly and effectively, while incorporating feedback from her team members.

Overall, WA Business Week really was a transformative experience for our daughter.

~ Jennifer

A Parent of a Program Alumna



# Our Volunteers

Our Judges, Company Advisors (CA), and Speakers form the bedrock of our initiatives. Their commitment to mentorship and their varied professional backgrounds are pivotal in crafting the transformative journey for our participants. By donating their time to educate, motivate, and share actionable insights, these industry experts play a crucial role in fostering the growth of future leaders.



## A Judge's Perspective

*"I cannot put into words the power of these camps. Attending as a student in 2015, I gained a marketable shift in my confidence, communication, and business acumen. These same lessons are still clear in each new class. These kids rock and every year they shock me with the skills they bring to the table."*

~ Lane Mallula, Judge

## The CA Experience: Inspire and Impact

The experience of our CAs is marked by profound professional growth and personal fulfillment, as evidenced by the unanimous inspiration and positive influence reported.

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**Felt Inspired**

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**Development Opportunity**

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**Learned to Lead**



## Volunteer Insights

"It is a week of the year I can throw myself fully into and the impact is palpable."

~ Nick Q.

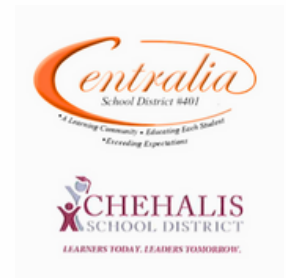
The camp is truly a transformational experience for young people and can set students up for success in their careers. I should know: I attribute its cousin Junior Achievement- Rocky Mountain, Inc.'s Business Week for giving me the career skills I needed to land my first job and a foundation for every one after that. It is a week of the year I can throw myself fully into and the impact is palpable. It leaves me feeling good and energized throughout the year. WBW always serves as a watermark for me as a manager where I can compare my learnings for the year based on my performance between them.

~ Nick's Reflection on Volunteering with WBW



# Our Program Partners

Our program partners play a pivotal role in enabling WBW to extend our reach into diverse communities, significantly broadening our impact and demographic reach.



## In-School Programs

Our In-School Programs form a dynamic nexus, connecting community leaders, business experts, and educators to ignite active student engagement in varied educational settings. Reaching students from numerous high schools, these programs leverage the collective expertise of devoted volunteers and business professionals. Students benefit from mentorship by industry experts, gaining insights into business acumen and decision-making. Offered at no cost, these programs are accessible to a wider audience, highlighting their importance. This is further exemplified by their adoption as a graduation requirement at schools such as Aberdeen High School, affirming their educational impact.

# Our Board of Directors

WBW's leadership, consisting of our esteemed Board of Directors and Executive Committee, brings together professionals from various industries, combining diverse expertise to effectively guide our mission.

## Board of Directors

- Dr. Jeff Wolff Gee
  - Swedish Medical Group
- Raegan Berry
  - The Boeing Company
- Thomas Gill
  - Greater Spokane Valley Chamber of Commerce
- Jessica Molenaar
  - Microsoft
- Prithvi Addepalli
  - BRAVEN
- Jeff Mallula
  - Raymond James
- Brittanya Bryant
  - Bryant & DaValle, PC

## Executive Committee

- Ian Farrell, President
  - B&G Foods Inc.
- Fred Foose, Treasurer
  - True World Group
- Denise Mitchell, Secretary
  - PEMCO Insurance
- Alyssa Norwood, Member at Large
  - Starbucks
- Michaela Wesselman, Member at Large
  - Spring Health





# Our Supporters: Building Futures Together



Through the remarkable generosity of our supporters, we've achieved a significant milestone: **63%** of our students received financial assistance. This support has been crucial in keeping our educational programs accessible and inclusive, ensuring a broad and diverse range of young learners benefit from our offerings.

The diverse backing from organizations, individuals, and community partners has been pivotal in our growth. Their donations reflect a shared commitment to educational advancement and community development, resonating with our organization's objectives.

# Our Strategic Plan

Earlier this year, the organization, with the guidance of a dedicated supporter and the Board of Directors, developed a three-year strategic plan focusing on four key pillars.

## Key Pillar #1: **Expanding Student Engagement**

Our goal is to increase student participation in our programs. We'll achieve this by leveraging our extensive network and forming new partnerships to broaden our outreach.

## Key Pillar #2: **Dynamic Programming**

We're dedicated to providing relevant, captivating programs. By integrating strategic partnerships and sponsorships, we aim to ignite student curiosity and enthusiasm for learning.

## Key Pillar #3: **Diverse Volunteer Experience**

We are committed to recruiting professionals from various industries as volunteers. This aligns with our mission to offer students real-world experiences that are both diverse and enriching.

## Key Pillar #4: **Broadening Fundraising Efforts**

Our strategy focuses on expanding and fortifying our fundraising efforts. We aim to develop new partnerships and re-engage past major donors, utilizing storytelling and special events to invigorate our fundraising initiatives.



# Discover the WBW Difference!

See why our students and volunteers love WBW! Reach out to explore our programs and become part of our vibrant learning community. Join the WBW family today!

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