



wbw.org

A group of diverse students in white t-shirts with purple graphics are huddled together on the ground, covering their eyes with their hands. A large, colorful drawing of a person's face is on the ground in the center of the huddle.

ANNUAL REPORT

2024

Business education
for today's generation
and tomorrow's leaders.

**YOUTH.
WORKFORCE.
EDUCATION.**

WHY WBW?



The need for business education is greater than ever.

For almost 50 years, we have delivered transformative learning experiences to emerging employees, entrepreneurs and executives. The impact is evident:

- ✓ **A better prepared workforce:** Job readiness, career pathways and work-based learning.
- ✓ **Economic expansion:** Financial literacy, college preparation, business acumen, creative ideation and entrepreneurship exposure.
- ✓ **Youth character development and skill building:** confidence, leadership, teamwork, problem solving, resiliency and more.

When we invest in business education for young people, everyone benefits. In the next 50 years, we are committed to continue prioritizing your children, your future team members and our collective prosperity.

We are excited to pursue this work with you.

MISSION

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

VISION

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



PRESIDENT'S NOTE

50 YEARS OF SUCCESS, 50 OF PROMISE...

As you approach 50, you reflect and think about your legacy. As Washington Business Week approaches 50 in 2026, we are no different. After decades of providing a world-class, real-world business experience to countless students, the board approached 2024 with an agenda to not just reflect on half a century of excellence and fun, but to make bold plans for the next half century.

“

Decisions and actions put into motion this year shed some of the attitudes and approaches traditionally associated with nonprofits and replaced them with the agility and innovation of a tech startup—apparently Seattle is rubbing off on us!

This year, we've added new board members—some WBW veterans with years of history and knowledge and some new to the organization who bring vibrant, infectious energy. We've also hired a new Executive Director: Nick Quinlan. As a Business Week alumnus, a tech-industry veteran, and a passionate advocate for the transformative potential of WBW, Nick has a perfect blend of the old, the new, and the 'what if' we need as we make our pivot.

I couldn't be more excited about all the pieces coming together as we close of our first 50 years. To those of you who have been long-time supporters, we can't thank you enough. For those who are new or considering becoming supporters, I encourage you to join us as we continue to deliver life-changing experiences to the students of Washington!

Ian Farrell

Board President



EXECUTIVE DIRECTOR MESSAGE

A PIVOTAL YEAR FOR WBW...

Washington Business Week inspires life-changing decisions, creates lifelong friendships, and becomes a defining experience for so many across Washington. **It's hard to find a room in our state where someone doesn't have a Business Week story.**

“

As we look back, I'm struck by the legacy of Washington Business Week. As the first alumnus to serve as Executive Director, stepping into this role this year has been both an honor and a journey of discovery. I knew from my own experience as a student how transformative WBW can be—it shaped my career, gave me confidence, and taught me how to lead.

As we look ahead, the need for our work is urgent. Due to COVID, many students will enter the workforce missing vital skills. The rise of AI makes leadership, critical thinking, and people skills more essential. Self-esteem among teens is at historic lows, with fewer students feeling confident or capable of leading.

These are exactly the challenges WBW addresses, and we do so in a way no other program can—through immersive, hands-on experiences that empower students for the future. As you read this report, consider it my letter to you of the path we're charting, concluding on page 22.

Nick Quinlan
Executive Director



OUR IMPACT

2024 OUTCOMES

When the leaders of Association of Washington Business (AWB), Central Washington University, and the Superintendent of Public Instruction created Washington Business Week in 1976, they were ahead of their time. Now, 48 years later, more than 75,000 students and 6,000 business professionals have experienced the life-changing power of our programs and we've helped grow our work to more than 20 states and countries.

In 2024, we thank all of the educators, families, volunteers and partners involved in sharing the WBW experience with students across the state.



1,079

Students Served

Collectively, WBW served 820 students this school year and 259 students over the summer. **See pages 6 to 13.**

118

Schools Included

WBW held programs for students across Washington and beyond...

135

Volunteers Engaged

WBW applauds the educators and business professionals who supported students this year. **See pages 14 and 15.**

94

Businesses Involved

WBW is grateful to partner with some of Washington's finest: Boeing, Starbucks, and more! **See pages 16 to 20.**



WBW PROGRAMS

BUILDING FUTURES, TOGETHER

At Washington Business Week, we create a direct link between business and experiential education—connecting local industry leaders with the community’s future workforce.

In-School Programs

During the school year, local business professionals work side-by-side with educators to organize and deliver the Business Week Program at local colleges, churches, or high schools.



Summer Programs

Each summer, WBW provides immersive week-long programs on college campuses across Washington; we place students in a dynamic business simulation where they act as industry professionals, launch a company and solve real-world challenges.



IN-SCHOOL PROGRAMS

YEAR-ROUND EDUCATION & ENGAGEMENT

Each year, hundreds of students attend WBW's week-long in-school programs, where an entire week of school is dedicated to the program. Students, teachers, and administrators all comment on the change the program brings to the community.



SUMMIT SIERRA

February 5-16
20 Students

SUMMIT ATLAS

February 26-March 8
20 Students

OKANOGAN & OMAK

March 4-7
160 Students



MONTESANO

March 11-15
87 Students

WILLAPA HARBOR

March 18-22
80 Students

ABERDEEN

March 25-29
240 Students



HOQUIAM

April 29-May 3
114 Students

HOQUIAM

November 18-22
99 Students

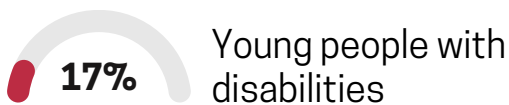
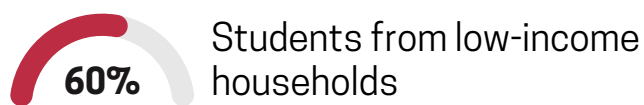
820 students experienced in-school programs



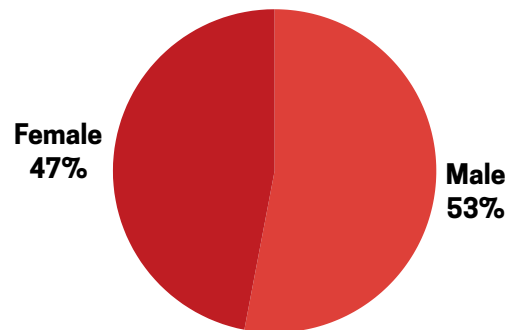
IN-SCHOOL DEMOGRAPHICS

Overview

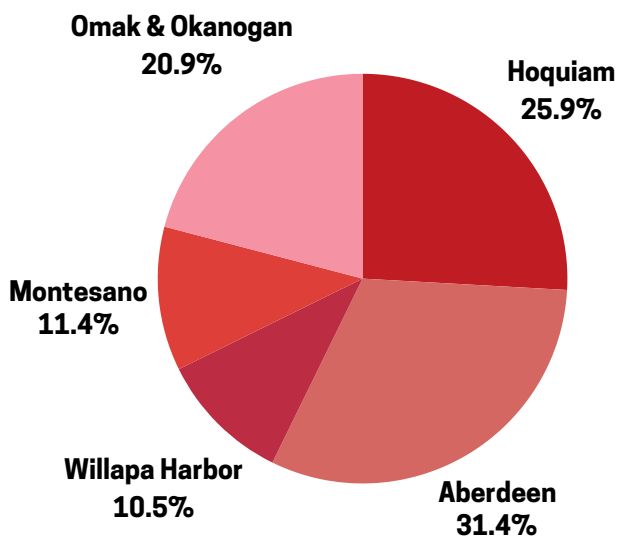
Washington Business Week is committed to ensuring programs are equitable and accessible. Our programs serving high school juniors take place in rural, low-income areas allowing us to serve hard-to-reach students.



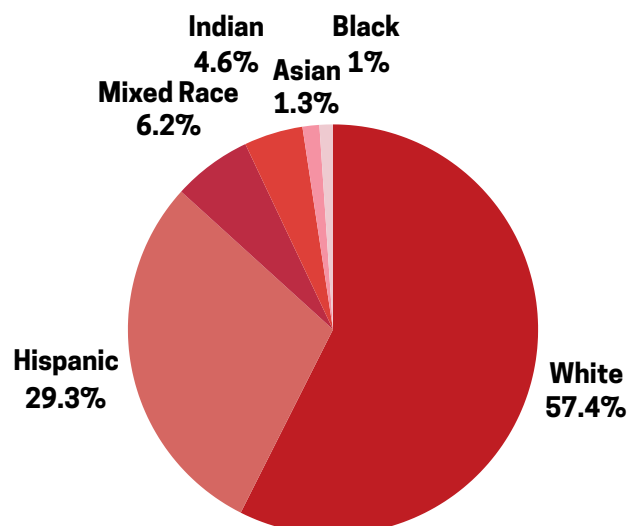
Gender



School



Race or Ethnicity



Summit programs are not reflected.

SUMMER PROGRAMS

COLLEGE EXPOSURE & UNIVERSITY PARTNERS

Each summer, hundreds of high school students invest a week of their summer to attend Washington Business Week. For many, this was the first time they step foot on a college campus. *What could life look like after high school?* For some students, including first-generation students, this experience ignites their interest in pursuing higher education.

Beyond in-person, offering a virtual option allowed for greater reach and accessibility.



VIRTUAL PROGRAM

June 24-28, 2024

Business and Advanced Business



Northwest
UNIVERSITY

DAY PROGRAM

July 22-26, 2024

Business, Advanced Business



OVERNIGHT RESIDENTIAL PROGRAM

Aug. 4-9, 2024

Business, Advanced Business, and Healthcare



RENTON
TECHNICAL
COLLEGE®

DAY PROGRAM

Aug. 19-23, 2024

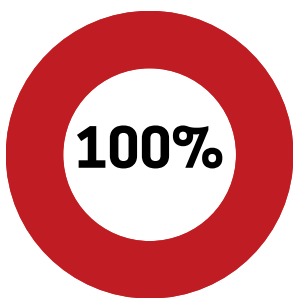
Business, Advanced Business, and Healthcare

259 students experienced summer programs

PARENT INSIGHTS

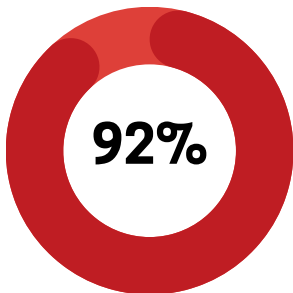
POSITIVE IMPRESSIONS

Survey results from parents reveal the impact of WBW's summer programs.



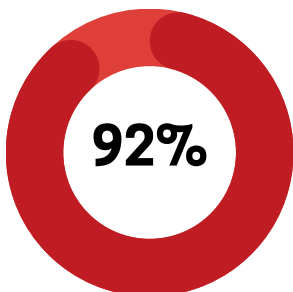
Business Acumen

"After WBW, my student has an improved understanding of how a business runs."



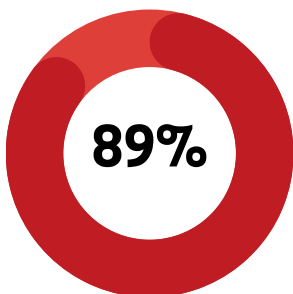
Education & Career Success

"After WBW, my student has a greater understanding of why education is relevant to their future career success."



Leadership & Confidence

"After WBW, my student is a better leader. My student is more confident."



Future Focused

"After WBW, my student seems to be more focused on career goals."



wbw.org/families

**SCAN HERE TO REGISTER FOR
SUMMER PROGRAMS IN 2025**



PARENT & VOLUNTEER MESSAGE

“Thank you, WBW, for the experience and opportunity both for me and my son.”

“

WBW introduced my son to the very real world of business. This experience opened his mind to career opportunities that he had no idea existed. For the first time, he was able to apply himself towards something creative. I saw passion, seriousness, immersion and depth in his attitude towards his company's success.

Every task, every lecture taught him new ways of thinking and tremendously boosted his confidence. This spun my son into a completely different orbit of growth.

The sheer joy of seeing young minds at work, the opportunity to shape, nurture and guide them, was most enthralling and satisfying.

Ruchira Chakravarty

Mom, business owner and volunteer
Founder, CoachCoegi

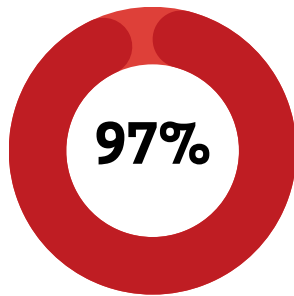
She volunteered, got her son's friends enrolled and helped engage more businesses! Thank you, Ruchira!



STUDENT IMPRESSIONS

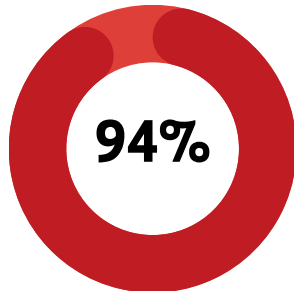
LASTING IMPACT

Student feedback reveals the effectiveness of WBW's summer programs.



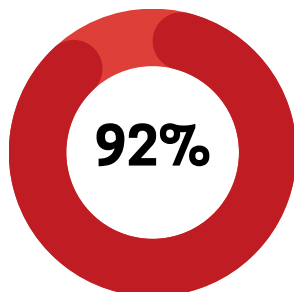
Higher Education

"I plan to attend a college, university or technical college after graduating from high school."



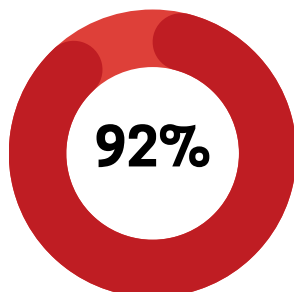
Accomplishment

"I feel proud of what I accomplished this week."



Confidence

"I feel more confident following my participation in this program."



Skills

"This program has taught me skills that I can apply to my education and every day life."



wbw.org/families

**SCAN HERE TO REGISTER FOR
SUMMER PROGRAMS IN 2025**



STUDENT SPOTLIGHT

AYLA'S EXPERIENCE

"I'm not upset about not winning... I got so much more out of the camp than what was presented at the awards show. I learned so much more about business, other people, how to connect with them, and a lot more about myself over the week... **I couldn't ask for a better experience.**"

Ayla attended Washington Business Week in 2023, where she stepped into the role of CEO.

Returning to school, she joined FBLA and enrolled in DECA. Excelling at FBLA and DECA events, she earned honors at FBLA Nationals and placed in the top 20 at DECA ICDC.

In 2024, Ayla returned to WBW as an Advanced Student, showcasing her leadership and determination. Her positivity and tenacity promise a bright future, and we look forward to celebrating her continued success.

Keep up the great work, Ayla!

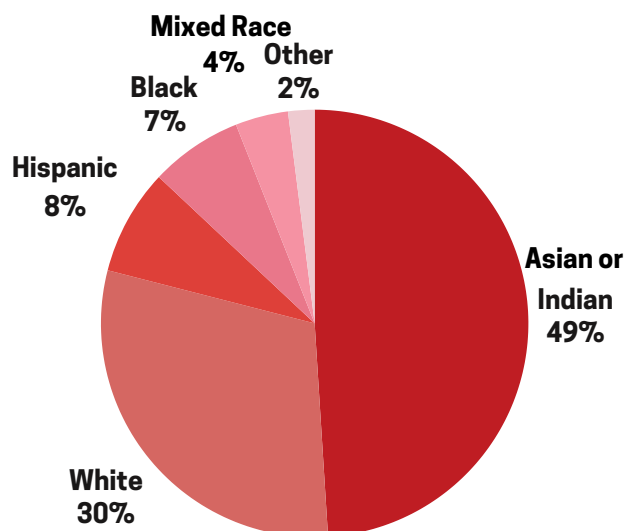


SUMMER DEMOGRAPHICS

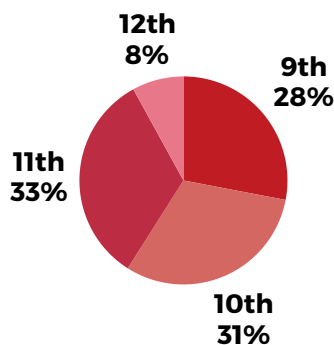
Overview

Washington Business Week is committed to creating an inclusive program, serving students from all backgrounds and bringing opportunity to those furthest from it.

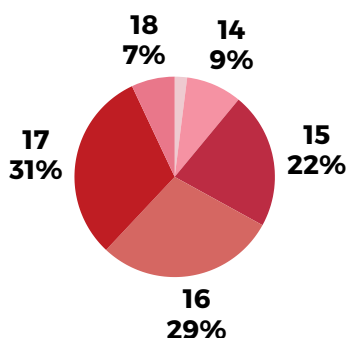
More than 70% of WBW students come from backgrounds underrepresented in the board room.



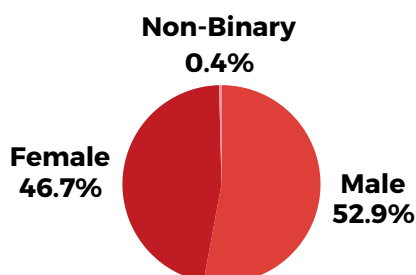
Grade



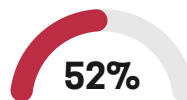
Age



Gender



Scholarships



Thank you to our generous donors and partners for helping us give scholarships to so many students!



THANK YOU, VOLUNTEERS

CORPORATE AND COMMUNITY ENGAGEMENT

Students are eager to engage with real business professionals who represent varying industries at Washington Business Week; volunteer Advisors, Judges, Networking Guests and Speakers make it possible. Thank you to the business community for their dedication.

MOST ENGAGED COMPANIES AND ORGANIZATIONS

| | | |
|-----------------------------------|-----------------------------|---------------------------------|
| The Boeing Company ★●▲ | University of Washington ▲ | Mercy Housing ● |
| PEMCO Insurance ★★●▲■ | UPLIFT Leadership ●◆ | Meta ▲ |
| Commercial Brokers Association ★▲ | Walmart ▲ | Mortgage One NW ▲ |
| Costco ★ | WellSaid Labs ●▲ | Netflix ■ |
| Grange Insurance Association ★▲ | Washington DECA ★▲ | Phebe Rossi Consulting ▲ |
| Herbert B. Jones Foundation ★ | Wyman Financial Solutions ▲ | Print NW ★ |
| Northwest University ★ | All State Insurance ▲ | Samsung ▲ |
| Medina Foundation ★ | American Express ▲ | SAP America Inc. ▲ |
| Norcliffe Foundation ★ | Apple ■ | SCORE ■ |
| PACCAR ★ | Better Homes & Gardens | Statsig ■ |
| Raymond James ★★▲ | Realty Partners ▲ | Stratecx ▲ |
| Renton Technical College ★▲◆ | Capital One ▲ | Sun IT Solutions ▲ |
| Starbucks Coffee ★●▲◆ | Caterpillar ● | SyntheKine ▲ |
| University of Puget Sound ★ | Climatebase ▲ | T-Mobile ■ |
| AJAC ★ | Comcast ▲ | Teamfit Health ▲ |
| Amazon ●▲ | CSuite FP ▲ | ThermoFisher Scientific ▲ |
| B&G Foods Inc. ★▲ | Dassault Systemes Americas | Turn 10 Studios ■ |
| BRAVEN ■◆ | DrGenomics ▲ | UKA North America ▲ |
| Bryant & DeValle: CPAs ★ | Eko ▲ | University Place City Council ▲ |
| Gartner ★ | Fannie Mae ▲ | Wilson Sonsini ■ |
| CoachCoegi ● | Gilead Sciences ▲ | WithClutch ▲ |
| Greater Spokane Valley | Google ■ | YAASS ▲ |
| Chamber of Commerce ★ | Great Nonprofits | |
| Heritage Bank ★ | Houston Community College | |
| Krueger Sheet Metal ★ | HTC America, Inc. ■ | |
| Kronlund Consulting, LLC ●▲◆ | Ipsos MMA ▲ | |
| Liang Pacific ★ | Indeed ▲ | |
| Multiverse ★● | Innovaccer INC ▲ | |
| Sound Credit Union ★◆ | Jostens ● | |
| Spring Health ★ | KES ▲ | |
| Swedish ★ | Klarna ▲ | |
| TrueWorld Foods ★ | Lex Nimble Solutions ▲ | |
| Harborstone Credit Union ▲ | LinkedIn ▲ | |
| Microsoft ★■ | Managed Markets Insight & | |
| Oracle ▲ | Technology ▲ | |
| PayPal Inc ▲ | Masterclass ● | |
| Kent School District ★ | Mastor Recruiting & Career | |
| Monroe School District ★● | Consulting ■ | |
| Renton School District ★ | | |
| Summer Search ★ | | |

★ Partner

★ Board Member

● Advisor

▲ Judge

■ Networking Guest

◆ Speaker

VOLUNTEER MESSAGE



wbw.org/volunteer

SCAN HERE TO VOLUNTEER

“I cannot recommend Washington Business Week's programming enough.”

“

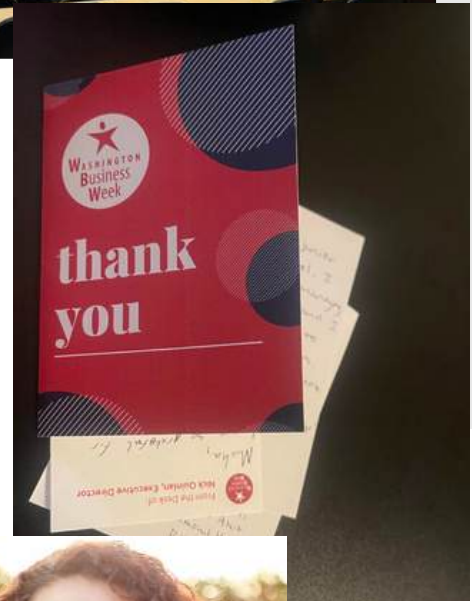
In August, I got to speak to a group of high school students who willingly spent a week out of their summer pursuing their personal and professional learning and development at WBW.

Curious, engaged, and nervous. That's how I'd describe this group during our session at the beginning of their week. The topic? Navigating ambiguity. Timely? I think so.

While planning my 2025, I was reflecting on this session, and just how excited I am to offer my time and support to WBW in the new year ahead. AND THEN, I got some thank you notes from WBW, that students had written me after that session. Talk about surprise and delight!

If you're looking to volunteer, join me next year as a Company Advisor, where we can influence and lead the next generation of leaders in the workforce.

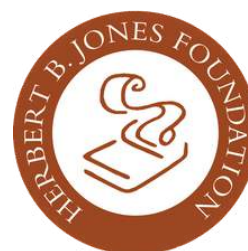
Micha Mokrani
Starbucks



THANK YOU, PARTNERS

OUR SUPPORTERS

Washington Business Week is made possible by businesses, organizations and schools coming together to serve the next generation. Partnership is integral to our ability to serve more students. Thank you to all our supporters including our partners here.



SPECIAL RECOGNITION

Print NW

Print NW printed this report and is donating to offset the cost to print our materials, shirts, and other needs next year.

In response to WBW's fundraising campaign, Krueger Sheet Metal provided an unsolicited match to support more donors getting involved with our work.



BECOME A PARTNER

wbw.org/partners



HIGHER EDUCATION

SUPPORTING ACADEMIC SUCCESS

PEMCO Insurance is a long-time partner and supporter of Washington Business Week on many levels—through funding, board participation, volunteer engagement, and providing scholarship awards for students to take their next steps into post-secondary education.



We are so grateful to have partners like PEMCO Insurance that support our programs in so many ways, including sending Paul Roberts, to be a company advisor for an entire week. Thank you PEMCO and thank you Paul! →



Paul Roberts

SPECIAL RECOGNITION

Every year, PEMCO Insurance honors one Business Week student at each campus with a \$1,500 scholarship. As a company that “Rewards Responsibility,” students are chosen for their leadership, respect, sound decision making and the ability to motivate others to achieve their highest potential. WBW recognizes PEMCO Insurance’s generosity and congratulates our 2024 summer college scholarship recipients (*featured here*).



Elizabeth Peshette



Kai Parker



Matthew Palting



Liam Vanderkolk





FINANCIAL EDUCATION

INVESTING IN FINANCIAL FUTURES

We partner with institutions like **Sound Credit Union** to host financial education workshops in every WBW program. Sound Credit Union brought 40 employees to support our students this year.



DONOR SPOTLIGHT

GIVING BACK TO THE PROGRAM THAT GAVE HIM SO MUCH...

No one knows the power of Washington Business Week quite like an alumnus.

Chris McDougall attended WBW in the mid-80s. There, he learned skills that would set him ahead in his career.



Today, he serves as the CEO of the Commercial Brokers Association (CBA), a trade group for commercial real estate brokers. CBA identified that they had a workforce development problem, not enough people were finding the 1.62 trillion-dollar industry.

Remembering WBW, he thought our curriculum and programs would be the way to start solving that issue.

Polling his board of senior real-estate leaders, several of them had also been to WBW as students. Together, they decided to make investments in WBW, to support the organization and work to create a long-term pipeline of Commercial Real Estate Brokers.

Beyond this, CBA contributed proceeds from their golf tournament to WBW, while encouraging their members to volunteer.

This year, Chris was presented with WBW's Steve Hyer Award. This award was established by the WBW Board of Directors in 2013 in honor of Steve Hyer and his 17 years of dedicated leadership, hard work, and service to WBW.

Thank you, Chris, for your unwavering support and congratulations!



THANK YOU, **BOARD**

Our Board of Directors brings together business leaders to help shape the future of Washington's workforce.

BOARD OF DIRECTORS

Brittanya Bryant
Bryant & DeValle:
Certified Public Accountants

Dr. Jeff Wollf-Gee
Swedish

Jeff Mallula
Raymond James

Jessica Molenaar
Microsoft

Raegan Berry
The Boeing Company

Steve Miranda
Gartner

Thomas Gill
Greater Spokane Valley
Chamber of Commerce

Tracey Turcotte

Prithvi Addepalli

EXECUTIVE COMMITTEE

Ian Farrell
Board President
B&G Foods Inc.

Fred Foose
Treasurer
TrueWorld Foods

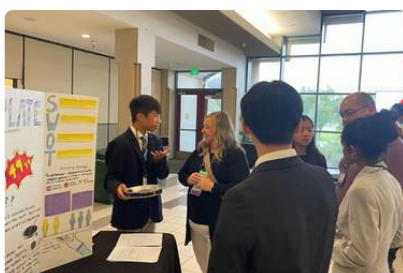
Denise Mitchell
Secretary
PEMCO

Alyssa Norwood
Starbucks

Michaela Wesselman
Spring Health



Denise at NU



Tracey at RTC



Prithvi at NU

WBW TEAM

The WBW team is the heart of the organization. We are grateful for their dedication to our students and families.



Nick Quinlan
Executive Director

Nick is an alumnus of WBW offshoot Junior Achievement Business Week; it was his favorite part of every summer. Prior to becoming Executive Director, he served as a passionate volunteer: Company Advisor and appointed Chair of the Week.



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.



Danielle Ina Urmaza
Marketing and Program Specialist

Dani joined WBW in early 2022. 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.



Noor Kaur
Program Assistant

Noor's journey with WBW began as a virtual student in 2020, evolving into a role as a student intern. Her dedication and hard work proved invaluable as she officially became a WBW staff member in 2023.



STRATEGIC PLAN

WHAT'S NEXT

A YEAR OF GROWTH AND IMPACT...

For decades, this organization has been a catalyst for change, empowering over 75,000 students with the skills and confidence to lead, innovate, and thrive. Today, WBW is reaching a more diverse student population than ever before—creating new leaders and a more inclusive workplace culture.

“

We are working to grow, rebuilding our scale to once again serve nearly 1% of Washington State students each year. That vision will take all of us—alumni, volunteers, donors, and advocates to make it possible.

As we enter our 49th year, I invite you to join us in this effort. Together, we can ensure WBW continues to equip students with the tools to lead confident, purpose-driven lives.

Thank you for being part of this incredible journey. **Together, we'll make 2025 a year of growth and impact.** If you'd like to be involved, please reach out; we look forward to hearing from you.



Nick Quinlan
Executive Director
nick@wbw.org



Returning to Eastern WA



Strengthening Partnerships



Recruiting More Students

STRATEGIES

YOUTH. WORKFORCE. EDUCATION.

GET INVOLVED.

Become a volunteer or supporter: wbw.org/getinvolved



2025 SUMMER PROGRAMS

July 13 - 18

Residential - Northwest University, Kirkland, WA

July 27 - August 1

Residential - Eastern Washington University, Cheney, WA

August 18 - 22

Day - Renton Technical College, Renton, WA

GET IN TOUCH.

253-237-3545

info@wbw.org

2226 Eastlake Ave E, PMB #676, Seattle WA 98102



Washington Business Week is the primary program of the Foundation for Private Enterprise Education, which is a tax-exempt 501(c)(3) organization. Tax ID: 91-1048245