



## STATE OF THE SECTION REPORT

Please complete this form by September 16, 2024,  
and submit electronically to Tess Alviso at: [taa@wa-acte.org](mailto:taa@wa-acte.org)

Submissions will be presented at the September 28, 2024, Executive Board Zoom Meeting.

Please share with others the successes you have had in your section!

Section: Washington Educators of Business and Marketing (WE-BAM)
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### Leadership for 2024-2025

WA-ACTE Executive Board Rep:
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Heather Gallagher

Heather.Gallagher@gsd404.org

Section President:
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Heather Gallagher

Heather.Gallagher@gsd404.org

Section Past President:
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Brenda Grabski [grabskibrenda@gmail.com](mailto:grabskibrenda@gmail.com)

Shawn Perez [shawn.perez@evergreenps.org](mailto:shawn.perez@evergreenps.org)

Section President Elect:
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To be Filled

Section Secretary:
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Melissa Mayer [mmayer@psd267.org](mailto:mmayer@psd267.org)

Section Treasurer:
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Emily Wray (Operations Manager) [emilyw.webam@gmail.com](mailto:emilyw.webam@gmail.com)

WA-ACTE Legislative Committee Rep:
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Taryn Veloni

[taryn.veloni@ocosta.org](mailto:taryn.veloni@ocosta.org)

WA-ACTE FAME Committee Rep:  
Jackie Floetke jfloetke@wilsoncreek.org

WA-ACTE Professional Development Committee Rep:  
Emily Wray emilyw.webam@gmail.com

*Please provide a brief narrative describing current activities and strategies in the following categories:*

### **Member Recruitment and Retention**

We will be hosting our conference on Tuesday, Sept. 17th in conjunction with DECA and FBLA. We have been working on a strong offering of relevant professional development for our members. We are also in the process of updating our branding and social media accounts in order to reach more members.

### **Advocacy**

We continue to support WA-ACTE's legislative goals and advocate for teachers and students within their CTSO's.

### **Issues**

(Including legislative, leadership, partnerships, business and industry, and postsecondary)

We continue to struggle recruiting, retaining and developing membership. Especially in finding leaders for our board. It would be helpful to have quicker turn around on dues etc - as we are often 30+ days behind in knowing payment status and therefore delaying support. With increased demands on educators in their districts and in classrooms we find burnout keeps teachers from joining their professional organization and volunteering to lead. It would be nice to find funding to allow for more paid support to ensure we have high quality support/offerings for membership and the board could act more as directors.

### **Marketing**

We have been working on our branding and updating our social media accounts. We will be including LinkedIn.

### **New and Innovative Ideas**

We added a paid position to our organization to help with processes and retention of historical information. It would be great to expand our paid position to allow for more social media and marketing.