

Advisory Group Application

Step 1

Application for Appointment to Whatcom County Advisory Groups

Public Statement

THIS IS A PUBLIC DOCUMENT: As a candidate for a public advisory group, the information provided will be available to the County Council, County Executive, and the public. All advisory group members are expected to be fair, impartial, and respectful of the public, County staff, and each other. Failure to abide by these expectations may result in revocation of appointment and removal from the appointive position.

Title	Field not completed.
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First Name	Ray
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Last Name	Deck III
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Today's Date	12/10/2024
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Street Address	
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City	
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Zip	
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Do you live in Whatcom County?	Yes
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Do you have a different mailing address?	Field not completed.
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Primary Telephone	
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Secondary Telephone	Field not completed.
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Email Address	
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Step 2

1. Name of Advisory	Child & Family Well-Being Task Force
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Group

Child & Family Well-Being Task Force

Yes

2. Do you meet the residency, employment, and/or affiliation requirements of the position for which you're applying?

Yes

3. Which Council district do you live in?

District 4

4. Have you ever been a member of this Advisory Group

Yes

If yes, please list dates:

From inception of the taskforce until present. This would be my second term.

5. Do you or your spouse have a financial interest in or are you an employee or officer of any business or agency that does business with Whatcom County?

No

6. Have you declared candidacy (as defined by RCW 42.17A.055) for a paid elected office in any jurisdiction within the county?

No

You may attach a resume or detailed summary of experience, qualifications, & interest in response to the following questions

Attached

7. Please describe your occupation (or former occupation if retired),

Founder/CEO @ Skookum Kids
PhD Candidate in Clinical Psychology @ Saybrook University
President of the Board @ Washington Association for Children &

qualifications,
professional and/or
community activities,
and education

Families

8. Please describe why
you're interested in
serving on this
Advisory Group.

I believe we have done a lot of great work in these first four years
of the child & family well-being taskforce, and I would like to
continue several items still underway, namely the work to
improve the timeliness of HCF implementation.

References (please
include daytime
telephone number):

Field not completed.

Appointment
Requirements

I understand and agree

Signature of applicant:

Ray Deck III

Place Signed /
Submitted



(Section Break)

Ray Deck III

SMART | GETS THINGS DONE

QUALIFICATIONS PROFILE

- ☑ **Versatile leader**, effective communicator, and motivator who thrives in an atmosphere of challenge.
- ☑ **Data-driven decision maker** who's unafraid of a little heuristics when speed is more important than precision.
- ☑ **Lifetime learner** with strong commitment to ongoing professional growth.
- ☑ **Catalytic creative** with vast experience in both generation and successful execution of innovative ideas.

WORK CHRONOLOGY

PRINCIPAL | TRUEBEARING CONSULTING | 2020–PRESENT

- Supported a revolving portfolio of 20 neurofeedback clients under the clinical supervision of Dr. Nathan Brown.
- Carried out workplace culture assessments at businesses ranging in size from \$1M–\$50M in annual revenue, delivering results to staff & management jointly and facilitating a collaboratively designed culture change process that improves worker satisfaction, productivity, and retention rate.
- Guided family-owned businesses through generational succession, often in conjunction with a workplace culture assessment and other services like a competitive landscape survey.
- Collaboratively designed, carried out, and presented findings from independent program evaluation for municipalities and non-governmental organizations.

FOUNDER & CEO | SKOOKUM KIDS, BELLINGHAM, WA | 2014–PRESENT

- Assembled a team of volunteers to launch Skookum Kids, a foster care charity, and grow it rapidly despite many of its largest and oldest peer organizations closing their doors in the same timeframe.
- Grew annual gross receipts from \$0 to \$108,000 in 18 months, \$600,000 in 36 months, and \$1.6M in 48 months.
- Designed and built a foster parent training & licensing operation, adding 36 new families in 18 months, 60 in 36 months, and 115 in 48 months. The approach was then replicated statewide to reverse a 5-year decline in licensed homes.
- Executed the successful acquisition, integration, and turnaround of Perch & Play, an indoor playground and café.
- Simultaneously constructed a best-in-class program array, a robust fundraising apparatus, and an innovative policy & advocacy shop.
- Served as lead negotiator with DCYF, representing the interests of 35+ sister agencies, in the redesign of a service contract resulting in a 30-60% increase in revenue for contract holders and improvement of the contract terms to better reflect the best practices of child welfare.

VARIOUS (THREE PROMOTIONS) | FAITHLIFE CORPORATION, BELLINGHAM, WA | 2013–2016

- Executed launch and promotion of *Start Next Now* by Bob Pritchett and 5 other books published by Lexham Press.
- Wrote and produced the pilot episode for a children's TV show.
- Built and managed BellinghamWins.com, a blog about Bellingham used by the company in talent attraction.
- Designed and produced *Over Bellingham*, a coffee table book of aerial photography of Bellingham.
- Championed, planned, and executed the Logos.com/webinar project producing \$130,000 in revenue in 160 hours of work.
- Assumed full P&L responsibility for a 23-year-old line of business, doubling all-time sales in just 3 months.
- Designed and carried out a content marketing strategy for a pair of product-oriented blogs resulting in 106% growth in 8 months.

VARIOUS (THREE PROMOTIONS) | WORD OF LIFE FELLOWSHIP, SCHROON LAKE, NY | 2006–2013

- Resurrected a dying conference with negative brand equity and set attendance records in a 3 year turn around.
- Negotiated a partnership between Davis Bible College, Baptist Bible College, and Word of Life that involved joint student recruitment, and coordinated admissions, leading to co-location and eventually a merger.

Ray Deck III

- Oversaw 50+ employees while serving as Producer, Script Supervisor, and Front of House Manager for Word of Life's *Sights and Sounds of Christmas* with attendance totaling more than 50,000 in 3 record-setting years.
- Wrote, produced & directed 23 one-act plays across 16 (winter & summer) camping seasons as Dramatist in Residence at Word of Life Bible Institute.
- Pioneered the first use of email, social media, and content marketing at Word of Life, pitching the idea to decision makers to build internal support for the experiment, executing the first early experiments, and eventually growing all three channels into consistent multi-million-dollar annual revenue producers.
- Hired and managed 120+ seasonal staff—high school & college students—through 3 successful camp seasons.

EDUCATION

MASTER OF SCIENCE IN PSYCHOLOGY: 2022
CALIFORNIA SOUTHERN UNIVERSITY | IRVINE, CA

BACHELOR OF SCIENCE IN MULTI-DISCIPLINARY STUDIES: 2009
Liberty University | Lynchburg, VA

ACTIVITIES AND ACHIEVEMENTS

2023 Saybrook University Residential Learning Experience Presentation:
Culture-bound Syndromes—Examples, theories of the case & treatment

2022 Master's Thesis & Presentation:
Diagnosis & misdiagnosis of Attention-Deficit Hyperactivity Disorder among child & adolescent victims of trauma

Co-drafter of *Proposition 5* and co-chair of the *Yes for Whatcom Kids!* campaign which created a dedicated local fund of \$100M for children & families enacted by county-wide election in 2022

Co-Chair of the Whatcom County Child & Family Well-Being Taskforce 2020–Present
President of the Washington Association of Children & Families 2022–Present
Treasurer of the Washington Association of Children & Families 2019–2021
Vice Chair of the CPA Division of the Washington Association of Children & Families 2017–2019
Served on the *Children's Administration Foster Parent Team* from 2017–2019

Community Impact Award from the Seattle Business Magazine 2019
CEO of the Year from the Bellingham/Whatcom Chamber of Commerce 2019

Peacebuilder Award from the Whatcom Dispute Resolution Center in 2018
Non-profit of the Year from the Bellingham/Whatcom Chamber of Commerce in 2017
Bellingham Business Journal's Top 7 Under 40 list in 2017