



Iowa FFA Association

The FFA Mission

*FFA makes a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education.*

Iowa FFA Association
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NEWS RELEASE
For Immediate Release

Montezuma FFA wins 2012 Iowa FFA Marketing Plan Career Development Event

The Iowa FFA Marketing Plan Career Development Event was held at Iowa State University in Ames, on Tuesday, April 24, 2012. The first place team for the Career Development Event was the Montezuma FFA Chapter at Montezuma. Team members include Kendra Doty, Nathan Wheeler, and Ally James. The agricultural instructor is Rick Swenson. The second place team for the event was the Oelwein FFA Chapter at Oelwein the agricultural instructors are Scott Smalley and Lindsey Crawford.

The National FFA Foundation sponsored the plaque for the champion team. The reserve champion team plaque, ribbons for the top ten teams, and the champion individual's trophy was sponsored by The Iowa FFA Alumni through the Iowa FFA Foundation.

Participants had to develop marketing skills through the development and presentation of a plan that promotes a current or proposed product, supply or service. The Iowa FFA Alumni Association through the Iowa FFA Foundation sponsored this year's event.

Listed below are the results for the Marketing Plan Career Development Event.

The First Place Iowa Marketing Plan CDE team is:

Montezuma FFA Chapter – Kendra Doty, Nathan Wheeler, and Ally James
Rick Swenson, Ag Ed Instructor/FFA Advisor

The Second Place Iowa Marketing Plan CDE team is:

Oelwein FFA Chapter – Amanda Groleau, Bryan Rau, and Tyler Rau
Scott Smalley and Lindsey Crawford, Ag Ed Instructors/FFA Advisors

Top Four High Teams

- 1 Montezuma FFA
- 2 Oelwein FFA
- 3 West Liberty FFA
- 4 North Polk FFA

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Top Team in Written Plan

Oelwein FFA

Top Team Presentation

Monticello FFA

Team Ratings

GOLD Ratings: Montezuma FFA
North Polk FFA @ Alleman
Oelwein FFA
West Liberty FFA

SILVER Ratings: Albia FFA
Chariton FFA
Creston FFA
Indianola FFA
West Lyon FFA @ Inwood
Maquoketa FFA
Muscatine FFA
Rockford FFA

BRONZE Ratings: Alburnett FFA
Cascade FFA
Decorah FFA
Valley FFA @ Elgin
Monticello FFA
Kingsley-Pierson FFA @ Kingsley
Mount Ayr FFA
Orient-Macksburg FFA @ Orient
Red Oak FFA
Roland-Story FFA @ Story City

The Iowa FFA Association has 220 local chapters with over 12,000 FFA members. FFA is a national organization of more than 500,000 members preparing for leadership and careers in science, business and technology of agriculture. Local, state and national programs provide opportunities for students to apply knowledge and skills learned in the classroom. FFA's mission is to make a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education.