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News Release

Lone Tree FFA Wins 2020 Iowa FFA Marketing Plan Career Development Event

ANKENY, Iowa--The Iowa FFA Marketing Plan Career Development Event was held virtually on October 9, 2020. The first place team for the Career Development Event was the Lone Tree FFA Chapter. Team members include Madelyn Eden, Avery Shalla, and Lindsay Werbach. Their agricultural instructor and FFA Advisor is Bridget Mahoney. The second place team for the event was the LaPorte Dysart FFA Chapter at LaPorte City. Team members include Sam Fehl, Olivia Hanson, and Ellison Keegan. Their agricultural instructor and FFA Advisor is Adam Sacquitne.

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 Marketing Plan Career Development Event was made possible with support by GrainBridge through the Iowa FFA Foundation.

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

The First Place Iowa Marketing Plan CDE team is:

Lone Tree FFA - Madelyn Eden, Avery Shalla, and Lindsay Werbach
Bridget Mahoney, Ag Ed Instructor/FFA Advisor

The Second Place Iowa Marketing Plan CDE team is:

LaPorte Dysart FFA Chapter - Sam Fehl, Olivia Hanson, and Ellison Keegan
Adam Saquitne, Ag Ed Instructor/FFA Advisor

Top Teams

1. Lone Tree FFA
2. LaPorte Dysart FFA, LaPorte City
3. Calamus-Wheatland FFA, Wheatland

Top Team in Written Plan

Lone Tree FFA

Top Team Presentation

Lone Tree FFA

Team Ratings

GOLD Ratings:

1. Lone Tree FFA

SILVER Ratings:

2. LaPorte Dysart FFA, LaPorte City
3. Calamus-Wheatland FFA, Wheatland

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About Iowa FFA Association

The Iowa FFA Association is a youth organization of more than 16,100 student members as part of 246 local FFA chapters across Iowa. The FFA 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. The Iowa FFA Association was organized by delegates from 23 schools at Iowa State College on May 17, 1929 and is an integral part of public instruction in agriculture. The Iowa Department of Education provides leadership and helps set direction for FFA as a service to local agricultural education programs. For more, visit the Iowa FFA Association online at IowaFFA.com, on Facebook, and Twitter.