

CONTACT

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News Release

Montezuma FFA Wins 2021 Iowa FFA Marketing Plan Career Development Event

Des Moines, Iowa--The Iowa FFA Marketing Plan Career Development Event was held at the Iowa Events Center, on Tuesday, April 20, 2021. The first place team for the Career Development Event was the Montezuma FFA Chapter at Montezuma. Team members include Ashlyn Huff, Dylan Holland, and Gavin Tindle. Their agricultural instructor and FFA Advisor is Rick Swenson. The second place team for the event was the Highland FFA Team at Riverside. Team members include Mackinze Hora, Jamison Kasperek, Taylor Sublette. Their agricultural instructor and FFA Advisor is Gina Trower.

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 from 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:

Montezuma FFA Chapter – Ashlyn Huff, Dylan Holland, and Gavin Tindle
Rick Swenson, Ag Ed Instructor/FFA Advisor

The Second Place Iowa Marketing Plan CDE team is:

Highland FFA Chapter- Mackinze Hora, Jamison Kasperek, Taylor Sublette
Gina Trower, Ag Ed Instructor/FFA Advisor

Top Four High Teams

1. Montezuma FFA
2. Highland FFA (Riverside)
3. North Scott FFA (Eldridge)
4. Newel FFA

Top Team in Written Plan

Ballard FFA (Huxley)

Top Team Presentation

Montezuma FFA

Team Ratings

GOLD Ratings:

1. Montezuma FFA
2. Highland FFA (Riverside)
3. North Scott FFA (Eldridge)
4. Newel FFA
5. Cedar Rapids Prairie FFA
6. Charles City FFA

SILVER Ratings:

7. North Fayette Valley FFA (West Union)
8. West Lyon FFA (Inwood)
9. Alburnett FFA
10. Wilton FFA
Central FFA (Elkader)



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Ballard FFA (Huxley)
Osage FFA
Sioux Rapids FFA
Clear Creek Amana FFA (Tiffin)
Midland FFA (Wyoming)
Lone Tree FFA (West Branch)

Bronze Ratings:

Ames FFA
Ogden FFA
Rock Valley FFA

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About Iowa FFA Association

The Iowa FFA Association is a youth organization of over 16,300 student members as part of 248 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.