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News Release

Ballard FFA Wins 2019 Iowa FFA Marketing Plan Career Development Event

AMES, Iowa--The Iowa FFA Marketing Plan Career Development Event was held at Iowa State University in Ames, on Tuesday, April 16, 2019. The first place team for the Career Development Event was the Ballard FFA Chapter at Huxley. Team members include Mattison Hill, Elizabeth Hyman and Emma Kielsmeier. Their agricultural instructor and FFA Advisor is Jenny Lichty. The second place team for the event was the Montezuma FFA Chapter. Team members include Tessa Geiger, Chloe Latcham and Caymen DeJong. Their agricultural instructors and FFA Advisors are Rick Swenson and Lindsey Schanbacher.

The National FFA Foundation sponsored the plaque for the champion team. 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 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:

Ballard FFA Chapter – Mattison Hill, Elizabeth Hyman and Emma Kielsmeier
Jenny Lichty, Ag Ed Instructor/FFA Advisor

The Second Place Iowa Marketing Plan CDE team is:

Montezuma FFA Chapter- Tessa Geiger, Chloe Latcham and Caymen DeJong
Rick Swenson and Lindsey Schanbacher, Ag Ed Instructors/FFA Advisors

Top Four High Teams

1. Ballard FFA (Huxley)
2. Montezuma FFA
3. Newell-Fonda FFA
4. Midland FFA (Wyoming)

Top Team in Written Plan

Montezuma FFA

Top Team Presentation

Ballard FFA

Team Ratings

GOLD Ratings:

1. Ballard FFA
2. Montezuma FFA
3. Newell-Fonda FFA
4. Midland FFA

SILVER Ratings:

5. Lone Tree FFA
6. Beckman Catholic FFA
7. Osage FFA
8. West Lyon FFA



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9. *Western Dubuque FFA*
10. *Charles City FFA*

Bronze Ratings:

Clay Central-Everly FFA
Independence FFA
Mediapolis FFA
North Fayette Valley FFA at West Union
Oelwein FFA
West Branch FFA
West Delaware FFA
West Marshall FFA at State Center
Western Christian FFA at Hull

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About Iowa FFA Association

The Iowa FFA Association is a youth organization of over 15,400 student members as part of 242 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.