



CONTACT

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News Release

Montezuma FFA Wins 2022 Iowa FFA Marketing Plan Career Development Event

Ames, Iowa--The Iowa FFA Marketing Plan Career Development Event was held at Iowa State University, on Tuesday, April 12, 2022. The first-place team for the Career Development Event was the Montezuma FFA Chapter at Montezuma. Team members include Haylie Moore, Abby Pope, and Kallie Robison. Their agricultural instructor and FFA Advisor is Rick Swenson. The second-place team for the event was the Hudson FFA. Team members include Madeline Hansen, Sophia Schneider, and Zariah Strong. Their agricultural instructor and FFA Advisor is Dennis Deppe.

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 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 – Haylie Moore, Abby Pope, and Kallie Robison
Rick Swenson, Ag Ed Instructor/FFA Advisor

The Second Place Iowa Marketing Plan CDE team is:

Hudson FFA Chapter- Madeline Hansen, Sophia Schneider, and Zariah Strong
Dennis Deppe, Ag Ed Instructor/FFA Advisor

Top Four High Teams

1. Montezuma FFA
2. Hudson FFA
3. Bellevue FFA
4. Osage FFA

Top Team in Written Plan

Montezuma FFA

Top Team Presentation

Montezuma FFA

Team Ratings

GOLD Ratings:

1. Montezuma FFA
2. Hudson FFA
3. Bellevue FFA
4. Osage FFA
5. Newell-Fonda FFA
6. West Lyon FFA at Inwood
7. Red Oak FFA
8. West Marshall FFA at State Center



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SILVER Ratings:

9. *Eddyville-Blakesburg FFA*
10. *Clear Lake FFA*
Brokaw FFA at Clarinda
Monticello FFA
Waco FFA at Wayland

Bronze Ratings:

- Charles City FFA*
- North Butler FFA at Greene*
- North Fayette Valley FFA at West Union*
- Lone Tree FFA*
- Mediapolis FFA*
- Mount Ayr FFA*

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About Iowa FFA Association

The Iowa FFA Association is a youth organization of more than 18,300 student members as part of 252 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.