



# Washington FFA Convention News



## Washington FFA Crowns New State Winning Team in the Marketing Plan Career Development Event

**Pullman, WA;** Lynden FFA was announced as the 2024 state winning team for the Marketing Plan Career Development Event.

The Marketing Plan CDE is designed to introduce members to practical marketing skills used within the agricultural industry. Prior to their attendance at the annual state convention and expo teams are tasked with choosing a product, supply, or service that they will develop a marketing plan for. Teams consist of three members and they present their plans to a panel of judges that work in related fields. Primary and secondary research can be done with the assistance of students outside of the three person team. There are no individual aspects of this event. Teams work together to develop both their live presentation, and a written plan.

The Lynden FFA Chapter had multiple teams place within Washington FFA's top eight teams this year. Their state winning team was the Lynden Deck team.

Lynden FFA Member Hannah Durbin said, "One thing that we've learned from it [the Marketing Plan CDE] is hard work and dedication pays off because we've spent three years working on it."

Durbin and her teammates will be moving forward to compete at the 2024 National Convention and Expo this October. They will have the opportunity to compete against competitors from all 50 states, Puerto Rico, and the Virgin Islands for the national title.

Congratulations Lynden FFA and good luck at nationals!

The Washington FFA Association would like to extend our greatest thanks to Nucor for their gracious sponsorship of this event. Thank you Jason Wigen for coordinating this event.

Learn more about the [Marketing Plan Career Development Event](#).

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