

FFA

GAVE HER THE

COMPETITIVE EDGE

By Barbara McBreen

LEADERSHIP, CAREER SUCCESS AND PERSONAL GROWTH are all goals listed in the FFA mission statement.

For Lisa (Ahrens) Peterson those FFA goals became reality. Peterson credits her success in part to her FFA background. She's served as both the Iowa and National FFA president and for the past six years she's co-hosted the National FFA pre-conference shows on RFD-TV.

"We have a half hour show prior to each convention session and we talk to guests about what it's like to have 50,000 students, parents and advisers in one place at one time," Peterson says. "It's an energetic production."

Peterson ('02 ag business, agronomy) also met her husband, J.R., through FFA. Together they have two children, Ethan who will be three in August and Anna, who will be one in July. After she graduated in 2002, Peterson worked with another company for one year and then took a job with AgriBusiness Group (ABG). She says she could not have made a better choice.

ABG, now known as Adayana, is a consulting firm. Peterson says the company provides a plethora of services to help agribusinesses position themselves competitively. She says her degrees in agricultural business and agronomy prepared her for the job, but she would have never guessed she would find something as exciting and fast-paced.

"It's an incredible company," Peterson says. "We help with training, branding, research and strategy and the company's president is a former FFA national officer."

One of her most intense projects dealt with a company

"PARTICIPATING IN FFA ALLOWED ME TO TRAVEL THE WORLD AND PURSUE A FULFILLING CAREER."

that separated from a regional cooperative and needed a marketing plan to establish a separate identity. It was her first major branding project and she spent one year with the client.

"We get involved when a company has pain and they don't have time or the expertise to solve the problem," Peterson says.

Now that Peterson has two small children, she's cut back her hours and works on internal communications, but she hasn't slowed down. This year she and her husband moved

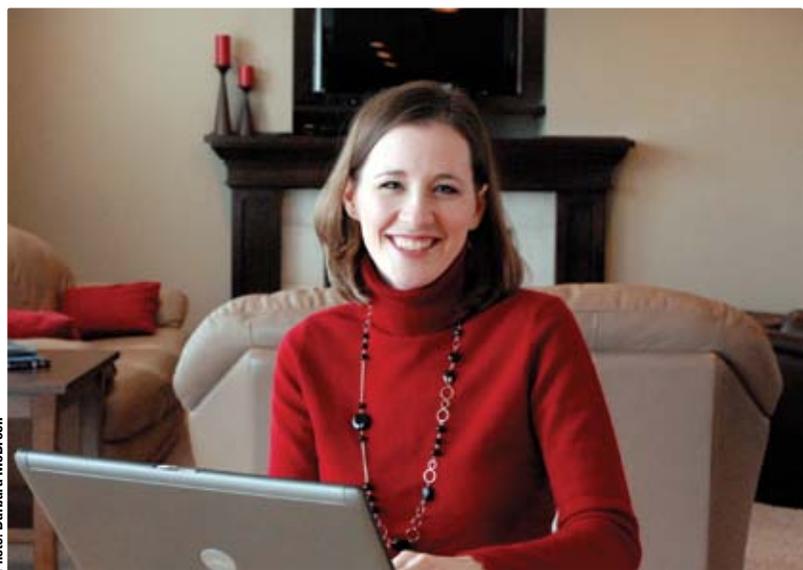


Photo: Barbara McBreen

Lisa Peterson credits her success in part to her FFA background. She works for an agricultural consulting firm in Clive and co-hosts a National FFA preconference show on RFD-TV.

from Indianapolis to Clive, Iowa and also took time out to travel to the Winter Olympic games in Vancouver.

Returning to Iowa reminds Peterson about her college career. She says one of her most memorable moments was her service as a student representative on The Board of Regents, State of Iowa. She served five years and was on the board when they interviewed Iowa State University's current president.

"I was on the board when we were in the process of hiring President Gregory Geoffroy," Peterson says. "It was fun, but a little odd. It also was challenging because the Regents run a multi-billion dollar system and as a college student it was daunting to look at those numbers, but my voice and my vote were important."

Peterson says, "participating in FFA allowed me to travel the world and pursue a fulfilling career." Today, she continues her involvement with FFA and encourages high school students to take advantage of the opportunities the program provides. 📍



ALUMNA NAMED MARKETER OF THE YEAR

The National Agri-Marketing Association has honored alumna **Stephanie Liska** with its Marketer of the Year award, the organization's most prestigious honor. The award was presented during the 2010 Agri-Marketing Conference in April. Liska is the CEO of Beck Ag Inc. She earned a bachelor's degree in public service and administration in agriculture in 1987. She is pictured (second from left) receiving the award with Amy Bradford, GROWMARK, National NAMA Professional Recognition Chair (left); Lynn Henderson, Agri Marketing Magazine, sponsor of the NAMA Marketer of the Year award (second from right); and Susie Decker, Farm Progress Companies, 2010 National NAMA President.

CALS ALUMNI HONORED AT HOMECOMING

Several College of Agriculture and Life Sciences Alumni received awards at the ISU Alumni Association Honors and Awards Ceremony at Homecoming 2009.

- Alumni Medal – **Donald Jordahl** ('58 agricultural education)
- Floyd Andre Award – **Dwight Hughes Jr.** ('70 horticulture)
- Henry A. Wallace Award – **David Wright** ('82 agronomy, '86 MS)
- George Washington Carver Distinguished Service Award – **Charles Sukup** ('76 ag engineering, '82 MS) and **Jerry DeWitt**

To learn more about award winners visit www.ag.iastate.edu/stories.

LATHAM CHAIR OF NATIONAL ORGANIZATION TO SUPPORT AG RESEARCH, TEACHING, EXTENSION

Donald Latham has been elected chairman of the national Council for Agricultural Research, Extension and Teaching (CARET) for a two-year term that began Jan. 1. CARET is a national grassroots organization to enhance support and understanding of the land-grant university system's food and agricultural research, extension and teaching programs. Delegates are chosen by land-grant universities to be representatives of their state's programs. Latham earned a bachelor's degree in agronomy in 1969.

ALUMS' LECTURES ARE AVAILABLE FOR LISTENING

Last fall's presentations of alumni **Will Martin** ('82 PhD economics), lead economist with the World Bank's Trade and Development Research Group, and **Charles Manatt** ('58 rural sociology), former ambassador to the Dominican Republic, are available as podcasts on the Lectures Program website. Martin spoke on campus Oct. 14, presenting "Trade and Food Policy Alternatives for Developing Countries." Manatt presented the 2009 William K. Deal Endowed Leadership Lecture Oct. 27, titled "Preparing Leaders to Meet Future Global Challenges." For links to the podcasts, visit www.ag.iastate.edu/stories.

YOUNG CALS ALUMNI RECOGNIZED

Among the inaugural honorees of the 2010 Iowa STATEment Makers, the new recognition program pioneered by the ISU Young Alumni Council, were: **James Johnson** ('01 ag education) and **Jeff Goodenbour** ('04 genetics). They were selected for the honor because of their early personal and professional accomplishments and contributions to society. Johnson is a farmer, teacher and coach and previously served as mayor of Avoca, Iowa. Goodenbour is a brain development and neurological researcher at UCLA, whose research has been published in *Nature*. Visit a link to view other CALS honorees and all STATEment Makers or to nominate someone for the 2011 honor www.ag.iastate.edu/stories.



President Barack Obama and James Johnson ('01 ag education)



Jeff Goodenbour ('04 genetics)

FORESTRY ALUM DIRECTOR OF SOIL AND WATER CONSERVATION SOCIETY

Jim Gulliford, who earned bachelor's and master's degrees in forestry in 1973 and 1975, became executive director of the Soil and Water Conservation Society in November. Gulliford has extensive experience in soil and water conservation, agriculture and environmental protection. Most recently he served as EPA assistant administrator for the Office of Prevention, Pesticides and Toxic Substances.