

**Name:** Cate Newberg

**Current City:** Urbandale

**Hometown:** Des Moines



**Occupation/Career:**

Cate is the Marketing Director for the Iowa Soybean Association, located in Ankeny, Iowa. Cate develops and implements marketing strategies to meet the needs of ISA internal program areas including Environmental (soil, water and conservation issues) Soyfoods, Biodiesel (fuel infrastructure), International (exports), Soy Transportation Coalition (railroad distribution of soybeans), membership. Cate also supports and facilitates development and implementation marketing plans and marketing budgets for each program area and develops marketing strategies to determine the demand for products and services offered by the association, balancing association objectives and perceived value in countryside with farmers, consumers and potential customers domestically and globally.

**Education:**

Cate received her undergraduate degrees in Political Science, Marketing and Graphic Design and her Masters in Public Administration program at Drake in 2010.

**Professional/Personal Goals in Participating in DrakeSmart 2011:**

Professional: Cate hopes to be a better advocate for all children through better understanding of their needs, issues and resources available to them to ensure they have the opportunity to live life to their fullest potential.

Personal: Cate believes that exploring new cultures allows you to have a better understanding of the world and its people.

**Personal:**

Cate lives in Urbandale with her husband, has three children (24, 20 and 13) and one dog (a Beagle named Alfie). Her hobbies include Kickboxing, running and painting. Cate spends most of her time outside of work serving on committees such as; the Urbandale School Board, PTO chair, Post prom Chair, Ankeny Economic Development Marketing Chair, Urbandale Public Art Board Chair, and several other committees. Which means sleep is a luxury at most times! And, why expresso, Red Bull and 5-hour shots are a necessity in Cates life! Cate attended the Drake trip 2 years ago and will be meeting the group in Prague this year due to conflicts with work and family schedules. So Cate urges you all to hold off on the fun until she arrives!!