

LISA WOODKE

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PROFESSIONAL EXPERIENCE:

Sustainability Director, Star of the West Milling Co., Frankenmuth, Michigan 6/2019 - Present

- Manage \$4.9M USDA Climate Smart Commodities Grant awarded to Star of the West
- Report annually on requested sustainability assessments from various companies and customers
- Recruit additional growers and retain current growers in sustainability programs and projects
- Manage the relationship between growers and food customers
- Build awareness of sustainability principles both internally and externally

Adjunct Professor, Michigan State University, East Lansing, Michigan 8/2024 – Present

- Teach Ag, Food and Resource Economics (AFRE) Farm Management 130
- Coordinate guest lectures for students to incorporate real life examples into their studies

Territory Manager, Mycogen Seeds/(Corteva/AgriGenetics), Eastern Michigan 3/2017 – 6/2019

- Managed a sales territory of 20 retail locations and farmer dealers
- Recruited top students from MSU for internships and full-time positions within the company

Sales Representative, Dow AgroSciences, Eastern Michigan 12/2007 – 2/2017

- Managed a sales territory of \$6.5 million in net sales and over 70 retail locations
- Created and delivered excellent, customer-engaging product presentations

Field Sales Manager, NK Brand Syngenta Seeds, Southwest Michigan 5/2005 – 12/2007

- Managed a sales territory of \$2.5 million in sales and over 10 retail locations
- Coordinated several field days and training sessions per year

Field Sales Manager Trainee, Northern Ohio, 2/2005 – 5/2005

- Trained with Michigan, Indiana, and Ohio FSMs and top Agronomists within NK Brand
- Worked with 3 FSMs on separate learning projects to increase my awareness of the FSM role

Customer Engagement Director, HEB Grocery Company, San Antonio, Texas 9/2004 – 2/2005

- Managed day to day operations of a retail location with 35,000 customers and \$1.1 million in sales
- Created customer service initiatives and “Out of Stock” corrective action plans in various departments

Assistant Store Director, 3/2004 - 9/2004

- Managed operations of nine department managers, 250 plus employees in a \$1.2 million/week store
- Executed excellent customer service initiatives to 35,000 customers per week

School Of Retail Leadership (SORL), 6/2002 – 3/2004

- Evaluated and supplied feedback for performance appraisals on partners
- Ordered, merchandised and provided customer service for deli and grocery departments

INTERNSHIP EXPERIENCE:

Summer Internship, Monsanto Company, Michigan, 6/1999 – 8/1999 & 6/2000 – 8/2000

Summer Internship, Dow AgroSciences, Michigan, 6/2001 – 8/2001

OTHER EXPERIENCE:

Children’s Ministry Director, Frankenmuth United Methodist Church, Frankenmuth, MI, 3/18 to 3/20

Teaching Assistant, Michigan State University, East Lansing, MI 9/01 – 5/02

Production Staff, Breslin Student Events Center, East Lansing, MI, 9/98 – 5/01

Farm Hand, Schulte Dairy, Port Hope, MI, 1994 – 2002

EDUCATION:

Michigan State University, *Bachelor of Science in Agribusiness Management*, May 2002

MSU Honors College: Member

MSU National Agri Marketing Association: 2000 Team Member, Championship Team; 2001 Presentation Team, Semi-finals; 2002 Presentation Team, Semi-finals.

AWARDS:

- **2021 Conservation Excellence Agribusiness Award**, given by The Nature Conservancy & Michigan Agribusiness Association
- **Friend of Conservation Technology Information Center (CTIC)**, 2023
- **Dow AgroSciences MVP for Northeast District**, 2012

BOARDS/COMMITTEES/GROUPS:

- **Frankenmuth School Board Trustee**, 2023 - Present
- **MSU College of Ag and Natural Resources (CANR) Alumni Assoc. Board Member**, 2019 – 2024
 - a. **MSU CANR Board President**, 2022 – 2023
- **Lake Erie Watershed Basin Watershed Advisory Group**, 2023 – Present
- **Great Lakes Yield Enhancement Network (YEN) Advisory Committee**, 2023 - Present
- **Kellogg Biological Station Long Term Ag Research Advisory Board**, 2023 – Present
- **Bay Arenac Career Center Agriculture & Natural Resources Advisory Board**, 2022- Present
- **MI Healthy Climate: Council on Climate Solutions Workgroup**, 2021
- **Michigan Agri Business Association Event Planning Committee**, 2020 - Present
- **Port Hope Alumni Association Committee Executive Board**, 2009 – Present

CERTIFICATIONS:

- **American Society of Agronomy Certified Crop Advisor Sustainability Certification**, 2017- Present
- **American Society of Agronomy Certified Crop Advisor**, 2016 – Present
- **Safe Gatherings Certificate**, 06/17/2021- Present

PODCASTS/ARTICLES:

- **The Scoop Podcast: One Ag Retailer is Bringing Climate Smart Grant Work to The Fields**, Episode 142 *Farm Journal*, 2023
- **Dow AgroSciences N-Talk Feature Story**, 2014; 2016

SPEAKING ENGAGEMENTS/PANELS:

- **2023 Michigan Sustainability Conference (MISCON) Speaker**, October 2023
- **2023 Great Lakes Commission Annual Meeting Speaker**, October 2023
- **MI Healthy Climate Conference Panel Speaker**, April 2023
- **Michigan Farm Bureau Young Farmer Conference Panel Speaker**, February 2023
- **Witness Testimony, First Field Hearing of the 117th Congress on the 2023 Farm Bill**, April 2022
- **Michigan State University Women in STEM Alumnae Panel**, December 2022
- **Michigan Agri Business Association Moderator: Evolution of the Value Chain and Buyer Demands Session**, January 2021

VOLUNTEER EFFORTS:

- **Frankenmuth United Methodist Church Sprouts Art Volunteer**, 2020 – Present
- **Frankenmuth United Football Club Coach**, 2020 – present;
- **Frankenmuth Fire Arts Festival Volunteer**, 2022 - 2023
- **MSU Volunteer: AFRE 330 Field trip, RSS, Etiquetter Dinner, Classroom presenter**, Various Years