



For Immediate Release

Cowboy Ninja Trains American Agri-Women to Overcome Obstacles

Bozeman, Mont. (AgPR) Dec. 13, 2022 – Cowboy Ninja Lance Pekus trained American Agri-Women (AAW) members to overcome obstacles with tips gained from his 11 years competing on the hit television series, “American Ninja Warrior.”

Pekus shared several obstacles he has overcome to bring his dreams to fruition in his roles as rancher, husband, father, resource conservationist, author, and “Ninja Warrior.” Pekus walked the AAW conference participants through setting goals, identifying obstacles, training and preparing to meet the obstacles, performing and assessing abilities and outcomes to set new goals.

Pekus said, “When you start believing in your own goals, you are happier. You also learn you can sometimes overestimate your abilities which means you need to re-evaluate what you can’t do alone and how a team can help.”

As a rancher, he is committed to sharing facts about food production and promoting healthy lifestyles. He reminded the audience that food brings families and communities together. “We have a lot in common with people when we gather together around a table,” added Pekus.

Pekus was one of many outstanding speakers at the recent American Agri-Women Convention hosted by Montana Agri-Women. The AAW Convention offered many opportunities for members to further their mission



(pictured left to right) Montana Agri-Women Convention Committee member Karen Yost, Cowboy Ninja Lance Pekus and American Agri-Women (AAW) President Heather Hampton +Knodle.

of uniting women in agriculture, educating each other, and promoting the benefits of U.S. grown food, fiber and renewable fuels.

AAW is the nation's largest coalition of women in farming, ranching and agribusiness with members in 42 states. Learn more at americanagriwomen.org.

About American Agri-Women

[American Agri-Women](http://AmericanAgri-Women) (AAW) is the national coalition of farm, ranch, and agribusiness women's organizations that educate consumers, advocate for agriculture and offers networking and professional development opportunities. Go to the AAW website for more information and to join www.americanagriwomen.org. Find AAW on social media at: Facebook.com/AgriWomen/, Twitter.com/Women4Ag/ ([@Women4Ag](https://Twitter.com/Women4Ag/)) and Instagram.com/americanagriwomen/ ([@americanagriwomen](https://Instagram.com/americanagriwomen/)). #standupspeakout4ag

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