

NORTH AMERICAN INTERCOLLEGIATE
DAIRY CHALLENGE
TOMORROW'S DAIRY LEADERS

February 23, 2010

Dear NAIDC Sponsor:

The Board of Directors of the North American Intercollegiate Dairy Challenge would like to thank you for your generous donation to this pioneering dairy industry event. The contest allows the top students from the leading universities to compete and network with the leaders in the dairy industry certainly making this a valuable event for all parties. The 9th Annual North American Intercollegiate Dairy Challenge on April 8-10, 2010 in Visalia, California is being hosted by the California Polytechnic State University and University of California Fresno.

We are building our list of volunteers to help with the event on Friday and Saturday. Being involved and working directly with the students gives you a first-hand view of the students in action, plus a large volunteer pool helps the contest run smoothly. If you have questions about volunteering your company's time at the contest, please communicate with volunteer coordinators Mike Van Amburgh and Jen Gisler. To Volunteer, return the form below by March 15.

- **SCHEDULE:** Enclosed you will find a listing of the scheduled events for this year's contest. Activities will be held primarily in the Visalia Marriott Hotel and the adjoining Visalia Convention Center. Please R.S.V.P. our Executive Director, Molly Kelley, at (naidc@wdexpo.com) using enclosed form by **March 15** if you are planning to attend and/or send representatives to the contest. Please indicate what events you plan to attend, especially the Awards Banquet. We need this information in advance of the contest so we can plan appropriately for each event.
- **MEALS:** Meals are a considerable portion of our contest expense each year. In an effort to minimize waste, starting this year we are going to provide meal tickets to sponsor volunteers based on sponsorship: Platinum sponsor companies will receive 4 meal tickets for the duration of the contest, Gold sponsor companies will receive 3, Silver will receive 2 and Bronze will receive 1. If you have additional meal ticket needs, you can purchase them separately on the accompanying form. Meal tickets can be shared to accommodate your organization's work schedule. We appreciate your help with this!
- **HOTEL ACCOMMODATIONS:** There are rooms available in the NAIDC block at:
Marriott Visalia
300 South Court Street
Visalia, CA 93291
Tel: 1-559-636-1111

When you call to make your reservation, identify yourself as a Sponsor for Dairy Challenge – this is the name on the Sponsor block.

To make your reservations online, go to:

<http://www.marriott.com/hotels/travel/vismc?groupCode=ndbdba&app=resvlink&fromDate=4/8/10&toDate=4/11/10>

Rooms are \$119 a night for Friday and Saturday night. The **block is being held until March 7, 2010** at which time they will be released for general sale. Please contact the hotel by March 7 to ensure a room in the block at the negotiated rate. There are also several other hotels in the immediate area.

- **REGISTRATION:** Sponsor attendees should register at the NAIDC Office (Executive Board Room, Visalia Convention Center) on Friday, April 9 between the hours of 7:30 a.m. - 7:00 p.m. You will be given your sponsor packets, directions, sponsor surveys and name badges.

If you are a Platinum or Gold Sponsor (donations of \$2,500 or more) you are invited to our Friday night dinner and activities at ***Koetsier Ranch***. This fun event will allow you time to meet and interact with the students as they wind down from a busy day on the host farms and in their preparation rooms.

Further, if you are a Platinum or Gold sponsor, you are invited to set up a booth in our Sponsor-Networking area (outside Charter Oak ABE, Visalia Convention Center) on Saturday between the hours of 6:30 and 8:30 a.m. You can remove your booth at 4:00 p.m. on Saturday. When you R.S.V.P., please let Molly Kelley know if you are planning to set up a booth. You will be provided with a six foot table if needed. The table will be covered with linen but will not have a skirt. Electricity will be available; however, you will need to provide your own electrical cords.

All sponsors are encouraged to interact with university coaches and view the teams' presentations on Saturday, but remember because of the number of teams there will be several presentations going on simultaneously.

The Board of Directors looks forward to meeting you and/or your representatives in Visalia, California April 8-10, 2010. Again, thank you for your kind support of this special event.

Sincerely,

Rob Sheffer
NAIDC Chair, Finance Committee
rob_sheffer@cargill.com
(518) 429-2860

Jennifer Gisler
NAIDC, Local Contact
Jennifer_gisler@cargill.com
(559) 469-7219

Mike Van Amburgh
NAIDC, Volunteer Coordinator
mev1@cornell.edu
(607) 592-1212

Enclosures (4)

RSVP Form
Sponsor list as of 2/16/10
Sponsor Levels
Schedule of Events
Transportation Information

9th Annual North American Intercollegiate Dairy Challenge
Hosted by the California Polytechnic State University and the University of California Fresno
Marriott Visalia & Visalia Convention Center in Visalia, California
April 8-10, 2010

Please complete the following information and **return by March 15, 2010**

___ I plan to attend the North American Intercollegiate Dairy Challenge Contest.

___ I plan to send the following additional representatives to the contest (name as it should appear on name badge):

___ I would like to order ___# additional meal tickets at cost, \$130 each for the duration of the contest. *Platinum (\$5000+) sponsors receive 4 meal tickets for the contest, Gold (\$2500) receive 3, Silver (\$1000) receive 2, Bronze (\$500) receive 1.*

A reminder that sponsors need to make hotel reservations directly:

Marriott Visalia, 300 South Court Street, Visalia, CA 93291, Tel: 1/559-636-1111. When making your reservation, identify yourself as a **Sponsor for Dairy Challenge** - this is the name on the Sponsor block. To make your reservations online, go to: <http://www.marriott.com/hotels/travel/vismc?groupCode=ndbndba&app=resvlink&fromDate=4/8/10&toDate=4/11/10>

Platinum and Gold Sponsors are invited to the Friday evening Sponsor-Student Dinner and have a booth display in the Sponsor-Networking Room on Saturday between the hours of 8:30 a.m. – 4:00 p.m.

Friday, April 9

___ I plan to attend the dinner and activities at ***Koetsier Ranch***

___ Number attending

Saturday, April 10

___ I plan to have a sponsor booth display from 8:30 a.m. – 4:00 p.m.

(A 6' table covered with a linen top is provided. Electrical is available; sponsor to provide electrical cords.)

___ I plan to attend the Awards Banquet at 7:30 p.m.

___ Number attending

Signature _____ Date _____

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

To ensure that we can provide maximum exposure and accommodations for the sponsors, we ask that you **return this form on or before March 15, 2010.**

Please return completed form to:

Molly Kelley, NAIDC

Home office: 308 Emerald Lane

Philo, IL 61864

Phone: 217/684-3007 Fax: 217/684-2161 Email -naidcmjk@aol.com

NORTH AMERICAN INTERCOLLEGIATE
DAIRY CHALLENGE
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sponsors from Feb 2009 to Feb 2010

2009-2010 Sponsors

The companies listed in blue type are Foundation Sponsors who have sponsored the contest since its inception in 2002.

PLATINUM

- ABS Global, Inc.
- Alta Genetics
- Cargill, Inc.
- DairyBusiness Communications
- Dairy Records Management Systems
- Genex Cooperative, Inc.
- Select Sires
- Zinpro Corporation
- AgChoice Farm Credit
- Alltech, Inc.
- Arm & Hammer Animal Nutrition - Church & Dwight
- Associated Feed – Nutrius
- Dairy Farmers of America
- Dairy Herd Management
- Dairy One Cooperative
- Dairy Production Systems
- DHI-Provo
- Diamond V Mills
- DSM
- Elanco Animal Health
- Farm Credit Systems Foundation
- Hoard's Dairyman
- Intervet Schering Plough
- J.D. Heiskell & Company
- Land O'Lakes Purina Feed
- Northeast Agriculture Education Foundation
- Northeast Farm Credit AgEnhancement
- Nutrition Physiology Co. , Inc.
- Pfizer Animal Health
- Prince Agri Products
- Progressive Dairy Solutions
- Soy Best
- Walco International
- Western Milling

- Dairy Farmers of America SE Council
- DairyLea Cooperative & DFA Northeast
- Evonik Degussa (MeproN)
- First Pioneer Farm Credit, ACA
- GEA WestfaliaSurge
- Milk Specialties Global Animal Nutrition
- Milton Hershey School
- Northeast Ag & Feed Alliance
- Northeast Dairy Producers Assn.
- Novus International, Inc.
- Pennsylvania Dairywomen's Assoc.
- Renaissance Nutrition, Inc.
- Select Sires' Midwest Members
- Tpi
- Valley Ag
- Virtus Nutrition
- Winchester Farms (Kroger)

- University of Kentucky Animal and Food Science Department
- Venture Milling – Precision Dairy Nutrition

- Professional Dairy Producers of Wisconsin
- Vermont Holstein Association

BRONZE

- AgStar Financial Services
- Akey
- Animart
- APC
- Barton, Kiefer & Associates, LLC
- BioTracking, LLC
- Carolina Farm Credit
- Chart/MVE
- Estrotec, Inc.
- Foremost Farms USA
- Holtz-Nelson Dairy Consultants. LLC
- Hubbard Feeds, Inc.
- KABA Select Sires, Inc.
- Kentucky Dairy Development Council
- Lancaster DHIA
- Louisiana DHIA
- Michigan Milk Producers
- Neogen Corporation
- NMC
- Northwest Farm Credit Services
- Old Mill Troy
- Pennfield Feeds
- Shur-Gain
- The Scoular Company
- Tri-State Dairy Nutrition Conference
- Vermont DHIA
- Vermont Feed Dealers & Manufactures
- Vermont Jersey Breeders Association
- Yankee Farm Credit
- Yosemite Farm Credit

DIAMOND DAIRY SPONSORS

- Second Look Holstein, LLC

EMERALD DAIRY SPONSORS

- Hanehan Family Dairy
- Robey Farms
- Stonyvale, Inc.
- Turning Point Dairy, LLC

FRIENDS OF NAIDC DAIRY SPONSORS

- FM Brown & Sons Inc.
- Patterson Farms
- Table Rock Farm, Inc.

022310

SILVER

- Vita Plus Corporation
- Adisseo
- ADM Alliance Nutrition, Inc.
- Blue Seal Richer Dairy Nutrition
- Cache Valley Select Sires
- California Holstein Association
- PA Center for Dairy Excellence
- Farmshine Publications
- Farm Plan
- Hilmar Cheese Company
- Logan County DHIA
- Logan County Extension Service
- Maryland & Virginia Milk Producers
- New England Jersey Breeders
- Pioneer Hi-Bred Int'l
- Progressive Dairyman Magazine
- Select Sire Power
- Standard Dairy Consulting
- University of Idaho

GOLD

- American Jersey Cattle Association
- Accelerated Genetics
- AgSource Cooperative Services
- Central Life Sciences
- Cooperative Resources International
- CRV

FRIENDS OF DAIRY CHALLENGE

- Agri-Mark Inc.
- Conewango Products Corp.
- Dairy Practices Council
- Farm Planning Services, LLC
- GreenStone Farm Credit Service
- New Pittsburg Vet Clinic

NORTH AMERICAN INTERCOLLEGIATE
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There are four levels of corporate sponsorship for this event. As a sponsor during the 2009-2010 North American Intercollegiate Dairy Challenge contest year, you will enjoy the following benefits:

Platinum Sponsor - \$5,000

- Sponsor recognition in National Advertising
- Opportunity to provide contest officials
- Primary booth space for recruitment trade show at national and regional contests
- Participate in student recruitment mixers
- Recognized at national and regional contests
- Student contact information
- Sponsor link from NAIDC web page
- Recognition at awards program
- View the participant presentations

Gold Sponsor - \$2,500

- Booth space for recruitment trade show at national and regional contests
- Participate in student recruitment mixers
- Recognized at national and regional contests
- Student contact information
- Recognition at awards program
- View the participant presentations

Silver Sponsor - \$1,000

- Recognized at national and regional contests
- Student contact information
- Recognition at awards program
- View the participant presentations

Bronze Sponsor - \$500

- Recognized at event sponsored
- View the event participant presentations
- Recognition at event awards program

2010 National Intercollegiate Dairy Challenge

All functions and rooms are at the Marriott Visalia and the Visalia Convention Center
300 South Court Street, Visalia, CA 93291 PH 559-636-1111

Wednesday, April 7, 2010

Coaches, Teams, Board, Staff arrive in Visalia

Thursday, April 8, 2010

7:00 a.m. - 4:00 p.m.

NAIDC Board of Directors Meeting

10:00 a.m. - 12:00 p.m.

Tour A: Maddox Dairy (lunch at 12 PM)

1:00 - 7:30 p.m.

Coaches and Teams continue to arrive in Visalia

2:30 - 4:45 p.m.

Tour B: Rancho Teresita Dairy

8:00 p.m.

Judges report to Judges Central for orientation

7:00 - 8:00 p.m.

Registration (Coaches ONLY)

8:00 p.m.

Distribution of Contest Materials (all teams should be present)

7:00 - 9:00 p.m.

Computer check-in for all teams

Each team should check in 2 laptops and 1 USB drive

Must provide user names and passwords for each computer

Friday, April 9, 2010

6:00 - 6:30 a.m.

Computer check-in for all remaining schools

6:30 - 7:30 a.m.

Breakfast buffet

6:45 a.m.

Contest overview and additional instructions

7:30 a.m.

Volunteer meeting, instructions for dairy visits

7:30 a.m. - 7:00 p.m.

Sponsor and Media check-in

7:45 a.m.

Supplies and directions distributed to buses

7:45 a.m.

Teams begin loading buses for contest dairy visits

8:00 a.m.

Judge panels follow buses (travel as a group in their own vehicle)

8:20 a.m.

Buses 1 & 2 leave for contest dairies 1 & 2

8:45 - 10:30 a.m.

Buses 3 & 4 leave for contest dairies 3 & 4

8:45 a.m.

Coaches meeting with Board of Directors

8:50 a.m.

Teams and Judges arrive at dairies

9:00 - 11:00 a.m.

Dairy managers welcome teams, provide overview and guidelines

11:00 - 11:15 p.m.

On-site assessments of contest dairies

11:00 - 1:15 p.m.

All teams gather with dairy managers for group interview; Judges observe

11:30 a.m.

Boxed lunches distributed at farms - students, farm volunteers

11:30 p.m. - 5:00 p.m.

Boxed lunches distributed at hotel - coaches, staff, volunteers

12:00 - 1:15 p.m.

Teams and Judges depart dairies

12:35 - 1:00 p.m.

Coaches and media visit contest dairies

1:15 - 6:30 p.m.

Teams arrive

1:30 - 1:45 p.m.

Computer distribution

2:00 - 4:00 p.m.

Judges have lunch with dairy managers

2:00 - 5:00 p.m.

Teams plan and develop presentations in assigned work rooms

6:00 p.m.

Judges meeting, instructions for the afternoon

Volunteer meeting, instructions for interviews

Individual Team interviews with dairy managers (12 minutes/Team); 2 Judges observe

Snacks available

IT will check all presentation computers to ensure that powerpoints are transferred to flash drives

Sponsor booth set up

6:15 - 7:00 p.m.

Teams turn in final presentations and return computers

6:30 p.m.

Judges turn in their dairy assessments and contest data

7:00 - 10:00 p.m.

Koetsier Ranch

Saturday, April 10, 2010

6:15 - 8:00 a.m.	Breakfast buffet
6:30 - 8:30 a.m.	Sponsor set-up for Career Fair
6:45 a.m.	First AM presentation teams pick up presentations and computers Teams go to assigned rooms to prepare for 1 hour Must turn in financial materials to the moderator in the presentation room
7:00 - 7:35 a.m.	Judges meeting, instructions for the day
7:00 - 7:35 a.m.	Volunteer meeting
8:30 a.m. - 4:00 p.m.	Sponsor networking with completed contestants
7:45 - 11:45 a.m.	Morning Team presentations (60-min intervals) 20 minutes - team presentation Dairy 1 10 minutes - judges' questions Dairy 2 15 minutes - judges deliberate Dairy 3 10 minutes - judges' feedback Dairy 4 Immediately after presentation teams are debriefed and photographed with coach
8:15 a.m. - 9:30 a.m.	Mandatory Career Fair and Guest Presentations for afternoon presentation teams and coaches
9:00 - 11:00 a.m.	Dairy Tour
11:00 a.m. - 1:00 p.m.	Lunch buffet
11:30 a.m.	First PM presentation teams pick up presentations and computers Teams go to assigned rooms to prepare for 1 hour Must turn in financial materials to the moderators in the presentation room
12:00 p.m.	Volunteer meeting
12:30 - 4:30 p.m.	Afternoon Team presentations (60-min intervals) 20 minutes - team presentation Dairy 1 10 minutes - judges' questions Dairy 2 15 minutes - judges deliberate Dairy 3 10 minutes - judges' feedback Dairy 4 Immediately after presentation teams are debriefed and photographed with coach
1:15 - 2:30 p.m.	Mandatory Career Fair and Guest Presentations for morning presentation teams and coaches
2:00 - 4:15 p.m.	Dairy Tour
4:30 - 5:30 p.m.	Tear down sponsor booths
5:00 p.m.	Presentation equipment returned to Dairy Challenge Central
5:00 - 6:00 p.m.	Collection of surveys from coaches, sponsors and judges
5:30 - 6:00 p.m.	Judges complete team assessments and rankings, finalize presentation
6:00 p.m.	Contestant social with sponsors
6:30 p.m.	Judges present their findings to participants
7:30 p.m.	NAIDC Awards Banquet



NAIDC NATIONAL CONTEST

April 8-10, 2010

Hosted by California Polytechnic State University and University of California Fresno
in Visalia, California

TRANSPORTATION INFORMATION

HOST HOTEL

Marriott Visalia
300 South Court Street
Visalia, CA 93291
PH: 559/636-2285
<http://www.visaliamarriotthotel.com/>

Airport Information for Visalia, CA

The nearest major airport is Fresno Yosemite International Airport. For a list of airlines that serve that airport, go to <http://www.fresno.gov/DiscoverFresno/Airports/AirlineServiceandAirCargoInformation.htm>

- The Fresno airport is located approximately 45 miles south from the host hotel. If you plan to fly to Fresno, we encourage booking your flights early.
- We also encourage you to look for flights to:

Los Angeles (LAX)	Ontario (LA area)
San Francisco	San Jose (SF area)
Oakland (SF area)	Sacramento

These are all 2:30-3:30 hour's drive from Visalia. Most generally, direct flights to these airports - especially LAX and SF - are very reasonable.
- You should plan to book a rental car to get from the airport to the tour farms on Thursday and/or Visalia Thursday evening.
- If you have questions regarding transportation, please contact Luciene Ribeiro (luciene.ribeiro@functionalproteins.com).