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# 2010 NORTH AMERICAN INTERCOLLEGIATE DAIRY CHALLENGE

## RULES and REGULATIONS for DAIRY CHALLENGE EVENTS

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### NAIDC BOARD OF DIRECTORS

The Board of Directors is the official organization that sets the rules and regulations for the North American Intercollegiate Dairy Challenge Contests. All segments of the industry can have input by communicating with board representatives. This Board can change the rules for future enhancements to the contest and develop regional or other events to enhance the educational experience. The Board of Director Officers, Permanent Committee Chairs, Host Schools, Judges and Local Coordinators are selected by this group and follow the rules and regulations as defined by the Board of Directors. The North American Intercollegiate Dairy Challenge is a 501 C3 non-profit organization. The organization has a complete set of by-laws and rules for its structure, allowing it to perform its mission.

### MISSION

To facilitate education, communication and an exchange of ideas among students, agribusiness, dairy producers and universities that enhances the development of the dairy industry and its leaders.

### CONTEST SUPERINTENDENT

The Superintendent is the elected Chairman of the Program Committee. The Superintendent shall see that all rules and regulations governing the contest are duly carried out and that the contest is conducted with fairness to all concerned. The Superintendent along with the Officers of the Board of Directors shall decide all questions that may arise in connection with interpretation of the rules.

### ENTRIES

**An entry form must be completed and returned by February 15 of the contest year to NAIDC, 3310 Latham Drive, Madison, WI 53713, PH: 608-224-0400, FAX: 608-224-0300. A fee of \$50.00 must accompany the entry form. This check should be made out to North American Intercollegiate Dairy Challenge. The North American Intercollegiate Dairy Challenge is a 501-C3 entity and therefore contributions are tax deductible as defined by tax law.**

**A maximum of 32 teams could be accepted for each contest.** If the number of teams submitting complete entry forms and payment exceeds the contest limit by the February 15 deadline, date and time of receipt and previous participation in the contest will determine priority. After the deadline, teams will be selected by date and time of receipt and random draw up to the contest limit.

**An acknowledgment will be sent to schools with accepted registrations and room reservations on or about February 15.**

**Entries received after February 15 of the contest year are not eligible for travel stipends.**

### **ROOMS AND MEALS**

Each team will be allocated one room for a coach and two rooms for students for three nights (Thursday, Friday, and Saturday). Please indicate individual's gender on the entry form so appropriate reservations can be made. If teams are not going to stay all three nights please indicate that on the registration form. If teams require more rooms than this allocation, they must inform contest management of the need for additional rooms and schools will be responsible for paying for the extra rooms. **If there is a reason for cancellation of a room(s), contest management MUST be notified at least 2 days prior to the contest or that school will be held responsible for that room(s).** In addition if the team is going to miss any other scheduled meal functions it should notify contest management. Extra coaches (above one) must pay for additional rooms and the cost of additional meals.

### **CONTEST WAIVER**

Teams and participating individuals, by virtue of voluntarily entering, will be authorizing North American Intercollegiate Dairy Challenge management the rights to use their photos, comments and images to support and promote the contest. **Each contestant will be required to sign a liability waiver and Ethics Pledge. They may also sign a waiver for a limited release of personal information.**

### **ELIGIBILITY OF CONTESTANTS**

Each contestant must be a student in a North American educational institution that offers a bachelor's degree in agriculture with classes that have emphasis in dairy production. **A contestant must be enrolled in a program of study to meet the requirements for a bachelor's degree. They must have completed not less than one year of course work or equivalent by that institutions' graduation rules.** Students, with or without a bachelor's degree, enrolled in graduate or professional studies programs are not eligible.

A Student is **ineligible** to be a Contestant if he/she has (1) competed in the North American Intercollegiate Dairy Challenge National Contest, or (2) been an employee or paid consultant of any agricultural organization or service for which his/her duties included on-farm dairy consulting (excluding internships).

When there is a Technical School or 2-year division similar rules apply. A contestant must be enrolled in a dairy/animal degree or certificate granting program and have completed one year or equivalent of course work. A contestant must not have competed in a previous North American Intercollegiate Dairy Challenge National Contest.

When there are regional contests the same rules apply. A student/contestant can only participate in two regional contests and can only compete in one North American Dairy Challenge National Contest.

If there is a graduate or professional school division or contest similar rules apply. All students enrolled in graduate or professional schools and not yet completing their degree are eligible. This would include students that have previously judged in the North American Intercollegiate Dairy Challenge National Contest. Once any student has competed in the National Graduate Dairy Challenge they would not be eligible to compete again.

If the eligibility of any contestant is protested such protest must be made in writing and presented to the contest superintendent on the morning of the contest before the contest begins. The protest must be accompanied by a check for \$50. If the protest is sustained the \$50 will be returned. In case the protest is not sustained, the \$50 shall be forfeited.

## **TEAMS**

The teams shall consist of four members currently enrolled in an educational institution whose students are eligible for this particular contest. (National, Regional, etc.) All team members will participate in all activities of the team. If there is an aggregate division or contest, the teams would be made up of individuals from different schools that have entered their members as desiring to be placed on an aggregate team. (Individuals entered as desiring to be part of an aggregate team will be assigned to a team with the use of a student skills' assessment or randomly assigned to an aggregate team by contest management).

Each school is limited to one team or four individuals. Substitutions to team entries can be made during contest registration the morning of the contest. If a team cannot field a full team they are still invited to participate and after entries close, management will merge teams or allow additional schools to bring an extra contestant to fill out teams. Teams of three members will be allowed but are heavily penalized on total points for not having four members. There is a 25% reduction in total score for having three members (team starts at 75 points).

## **JUDGING SYSTEM**

A panel of five judges (approved by the Board of Directors) will hear all of the presentations and make the final rankings. If the number of teams entered indicates that additional farm visits and panels of judges are necessary to expedite the hearing of presentations they will be appointed as needed prior to the contest beginning. The judging panel shall consist of five members who have dairy expertise in the fields of: dairy production, nutrition, reproduction, genetics, housing, finance, nutrient management, milking procedures and on farm consulting.

The judging panel will follow the Dairy Challenge scorecard to arrive at the final rankings. The judging panel will provide oral feedback for each team and coach after the conclusion of their presentation. However final ratings are decided at the end of the contest.

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## **Dairy Challenge Scorecard**

<b>1. Material Presented</b> .....	<b>55%</b>
Introduction: .....	5%
Clear overview of farm analysis	
Bench-marking with regional or national averages	
Assessment: .....	25%
Appropriate order of importance	
Correct, detailed and justified	
Economically important	
Recommendations: .....	25%
Appropriate order of importance	
Justified with Details	
Realistic suggestions, (economical, practical)	
<b>2. Presentation and Visual Aids</b> .....	<b>20%</b>
Presence: .....	15%
Enthusiastic, confident, knowledgeable	
Maintained eye contact, few distracting mannerisms	
Spoke clearly with appropriate volume, speed and grammar	
Visual Aids: .....	5%
Clear, legible, organized and professional	
<b>3. Preparation and organization</b> .....	<b>10%</b>
Planning and preparation by all 4 team members	
Knowledge of farm practices by all 4 team members	
Stated concise assessments and recommendations with logical order	
Used 20 minute time limit wisely	
<b>4. Response to Questions</b> .....	<b>15%</b>
Provide confident and concise answers to each Judge's questions	
Provide an effective summary of relevant supporting information	
<u>All</u> 4 team members are involved in answering at least one question	
Teams are allowed to confer briefly, but a long conference will be penalized	
Teams choosing not to confer will not be penalized for this choice	
<b>TOTAL</b> .....	<b>100 points</b>

## **METHOD OF CONDUCT OF THE CONTEST**

### **GENERAL RULES**

Team members will NOT wear clothing with their University's name or logo during the contest. Contestants will be required to sign an ethics pledge and abide by it. Each team will work independently with no aid from coaches or other sources. **Contestants cannot use cell phones for any purpose during the contest** and are not permitted to access the Internet to get help from outside sources.

### **COMPUTERS**

All teams are responsible for bringing up to **TWO** of their own computers with USB drives for ease of file transfer. **These computers must not have any pre-prepared files, objects, applications or additional aids (like special power point templates, Excel spreadsheets, etc.) for their contestants or any other material not commonly available to other teams.** Note: an absolute necessity is the laptop's Administrator login and password.

Teams are also responsible for bringing a USB key Memory Stick (Thumb Drive).

**Please refer to the Computer Requirements page for specific Software and Hardware Minimums for this contest.** A failure to meet these requirements will at a minimum be a major hindrance to team performance and may at worst render the team non-competitive.

### **MATERIALS AND DATA**

Each team will be allowed to bring a digital camera with memory card, calculator, measuring tape, watch/stopwatch, pens and clean notepads. Additional measuring tapes may be available from contest management. No other equipment will be allowed. **Cell phones are not permitted during the contest for any purpose.**

The team computer will be loaded with herd data in all three major Dairy Management Programs (DairyComp 305, PCDART and DHI Plus). Each team will also receive document folders that contain the necessary data to analyze an operating farm and their herd management practices. The data will be the real on-farm data or when not available from the farm will be simulated real farm data provided by contest management.

The data shall consist of farm goals, financial statistics, Standard Operating Procedures, cost details or estimates, ration formulations for all feeding groups, Penn State Shaker analysis of feed bunks, feed inventories, housing dimensions and characteristics, manure or nutrient management, milking procedures and equipment specifications, reproductive data, ancestry identification if available, production records, and herd summaries with a history of production characteristics for the last 2-3 years.

The data will be provided on CD with select information on hard copy using standard industry formats. Data from management software will be provided in DairyComp 305, PCDART and DHI Plus. **The teams may use ONE or more of the data formats** and great care is taken to see that the same data is available on each software platform and there is no advantage of one source over the other. In some cases the data sets are not perfect because they are real data sets. Often in the real world you will run into imperfect or conflicting data sets. **The judges' panels receive identical data sets as the contestants** and have the same amount of time with the farm manager.

A sample data set or a video of previous top ranking presentations could be provided on request prior to the contest for interested teams that have never participated. These materials should be used for training and coaching opportunities to prepare for the contest. Samples of explanatory information can also be requested from DairyComp 305, PCDART and DHI Plus.

### **STRUCTURE OF VISITS**

**The teams will be handled in groups of a maximum of nine teams per farm visit.** By analyzing the data provided at breakfast each team will have already prioritized the farm areas needing a detailed examination. Each farm visit will consist of 120 minutes with each team deciding how to allocate their members and time to cover all areas of the farm. The judge's panel should arrive at the farm at the same time. **At each area of the farm there will be assistant superintendents to answer questions, monitor the students and provide directions when needed. Students are not allowed to ask the dairyman or their employees any questions while on their visit, as employees can give different answers to different team members or misleading answers.** Students will be allowed to examine most areas of the dairy but for bio-security will not have access to all areas. Each team will then be allowed to participate in a group questioning of the farm manager or consultant for 15 minutes to get necessary information about the data already provided and the visit. They will then return to the contest headquarters to prepare for individual interviews and their presentations. The judges' panel that arrived at the same time as the contestants will have a separate interview with the manager to determine their official recommendations. The judge's panel will ask the farm manager questions that pertain to their herd goals, their herd observations, and information in the herd data sets provided.

### **INDIVIDUAL MANAGER INTERVIEWS**

In the afternoon, each of the teams (at least a minimum of 2 members) will be allowed to privately question the farm manager for **12 minutes** to get additional specific information about the facts in the data sets already provided, the herd manager's goals and other observations during their visit. This amount of time mirrors what the average manager would allow for a consultant. Time management is very important so PLEASE prioritize your questions. Order of the interviews will be by random draw. A timekeeper will enforce the timing. Each team will proceed in order at approximately 15-minute intervals until all teams have had an interview session. Two judges will be present during this session to exclude contestant questions that call for a conclusion on the part of the manager. A contestant will be asked to rephrase a question if it is deemed inappropriate. Later the moderator should inform them why it was inappropriate to ask the question in that way.

## TIME MANAGEMENT

One of the objectives of the contest is to mirror what happens to consultants in the real world of on-farm consulting. So strict time allocations are followed, which are similar to what consultants would be given by a real farm manager. As a contestant you are given all the paper and computer copies of the farm data at 7:35 AM. Contestants have about 65 minutes before arriving at the dairy to determine the priority management areas for evaluation. At the farm, the manager will share some of the goals for the dairy. Contestants then have approximately 120 minutes to walk the dairy. In reality for a first visit, a manager would let a consultant view the herd and facilities and provide about 15 minutes of his/her time for questions. In this contest you are allowed two interview periods, one on the dairy with all the contestants for 15 minutes and another private session at the hotel for 12 minutes. Time management and prioritization of questions are very important.

Time management is also crucial on Friday afternoon. During lunch contestants already have the paper and computer data sets and at 12:30 you will receive your team's computer to start working on the presentation. In addition, each team will be allowed another 12-minute session with the manager of the farm in the afternoon. Questions should be detailed and highly prioritized. After the interview, teams will have the rest of the afternoon to prepare their presentation. Each team will be asked to turn in their final presentation on a specific time schedule. This schedule allows two things: 1) The ability for the contest management to make sure they have correctly downloaded the presentations to the machines for projection on the next day; and 2) That all teams have similar amounts of time for preparation after their personal interview with the manager. Past contestants have indicated that the interview with the manager is the time when the most important information is received that should be highlighted in their presentations.

Time management is very important in your preparation. Your team has approximately 2 hours to view a dairy, 6 hours to view the data and 4 hours to prepare a presentation to a potential dairy manager on how they could help him/her improve their dairy. This is less than some contestants prefer, but again more than a consultant would use in the real world.

Managing time is highly important in giving your presentations on Saturday as well.

## PRESENTATIONS

Each team will be asked to provide a presentation to a panel of five judges that recommends improvements to the operation of the dairy and/or its finances. Each team will COMPLETE their presentations on the first day and will deliver their FINAL PRESENTATIONS, all computer files, all presentation materials or copies, and computers to the contest management on FRIDAY AFTERNOON. **This is done to encourage contestants to network with sponsors and other contestants that night instead of working on their presentations.**

The contest management will make photocopies of the presentations for the judges' panels and load the presentations on computer projectors in presentation order for the next day. On Saturday one hour before their assigned presentation time each team will receive their materials, presentations and computers for final preparation in a private room.

Each team will be assigned to morning or afternoon presentation sessions. Presentation order of the possible nine teams will be by random draw and is in the same order as the private interview sessions. Each team will follow in order at approximately one-hour intervals until all teams have given their presentations.

**The presentations should be designed as if the team was making a presentation to the farm owner or manager.** It is not necessary to describe the farm to the person who owns the farm as an introduction. Begin discussing benchmarks or important outcomes of your evaluation as soon as possible.

**EACH TEAM CAN USE ACTUAL STUDENT NAMES,** and should provide a team photo in their presentation slides. Only team numbers, not school names, should be included in their presentations. Every team must use farm names provided.

Each team will be allowed 20 minutes for their presentation with notices from a timer when 5 minutes and 2 minutes are left in their 20-minute time limit. Time limits are strictly enforced and teams will be stopped even if the presentation is not complete. An additional 10 minutes will follow for questions from the judges' panel. All four of the team members must speak during some part of the presentation and during the question session. Teams may briefly confer on a question or may choose not to confer during questions, as each team member should have a specialty area in questioning that they can be responsible for.

Every team will have access to PowerPoint, a microphone, a laser pointer, and a projection machine to aid with their presentation. All coach(es) will be allowed to view their own team's presentation, in a designated area in the room. A part of the room will also be open to sponsors for viewing the presentations. All spectators will not be allowed to enter or leave a room until the entire presentation is complete.

After every presentation the judges' panel will privately rate each team against the scorecard. Each team and their coach(es) will then be invited back for a ten-minute session where the judges comment on the strengths and weaknesses of the presentation.

After all presentations are complete a final rating will be given to each team. A summary of the judges' evaluation for each farm visit will also be provided. Teams will receive these materials at the awards banquet.

Videotaping of the presentations will also allow further educational opportunities for the coaches. In years where videotaping occurs, each team or school will be provided a dvd of their own presentation and the two winning presentations from each farm for instruction purposes. The edited dvds may be mailed later to participating teams.

## **Formal Complaint System**

In the event that any coach or team would like to make a formal complaint about the conduct of a Dairy Challenge Contest, the following actions must be taken. The complaining party must send a complete written explanation of the issues surrounding the complaint to the NAIDC Executive Director. The Executive Director will discretely investigate all aspects of the alleged complaint to determine the legitimacy of the complaint. If the complaint is found valid by the Executive Director, they must bring the complaint to the NAIDC Executive Committee for further action. The Executive Committee can alleviate the concerns of the complaining party and/or take further steps to correct any actionable problems identified during this process to avoid future problems.

## **BIO-SECURITY**

These steps are recommended for reasons of proper animal hygiene.

- All contest members are required to wear plastic boots (provided) for each farm visit and should be wearing clean protective clothing.
- Avoid contact with all farm animals for five days prior to the contest.
- Any individual who has been in contact with infected farms or animals should have no contact with wild or domestic animals at least 10 days before arriving at the contest and must be wearing different protective clothing.

## **STUDENT NETWORKING WITH STUDENTS AND SPONSORS AND SOCIAL ACTIVITIES**

Each contestant will be asked to fill out a pre-contest questionnaire providing biographical data and career goals or interests to allow ample networking opportunities. Each contestant will have the opportunity to network with fellow contestants and company representatives of the various sponsors. Sponsors will also be allowed to set up booths and students are encouraged to visit these displays. Several meal functions will also be provided to enhance networking opportunities. The contestant biographies will be provided to all contestants, coaches, and sponsors to allow post contest contact and future networking. In addition, representatives of each sponsor will have the opportunity to view the presentations of the teams to watch the students in action. This should provide an excellent opportunity for each contestant and sponsor to maximize his or her ability to network for the future.

## **BENEFITS AND AWARDS**

Each team will receive some travel compensation, depending on their distance from the contest host site. On or about December 1, the Finance Committee will announce potential travel stipends. **Only teams entered by the February 15 deadline will be eligible for travel re-imbusement.** Teams accepted to compete will receive contest confirmations and exact travel stipend amounts on or about February 15 (These travel amounts will be no less than what was indicated earlier but could be more). Approximately three weeks after the contest, travel stipend checks will be issued by contest management, upon receipt of surveys or other necessary forms from schools, teams or individuals.

Each individual, team or school will receive three complimentary rooms for three nights (reservations will be made from completed entry forms by contest management) and complimentary tickets to each meal function. **Please** inform contest management if you will not be using all of your allocation.

There will be rankings given to each team that include Platinum, Gold or Silver. The Platinum teams for each host farm division will receive Dairy Challenge Scholarships. Members of the highest ranked Platinum team will each receive the highest scholarships. The next high Platinum team in each host farm division will each be awarded additional scholarships.

Team contest photos will be taken of each participating team. The contest results will available to all sponsors, media, published in local farm publications and in several prominent national agriculture publications. The top teams in each division will be featured on the Dairy Challenge website [www.dairychallenge.org](http://www.dairychallenge.org).

**Please acknowledge all the Platinum, Gold, Silver and Bronze sponsors and Emerald and Diamond Dairies for their generous support of this great event.** A sponsor contact list will be provided at the contest to aid in your response.