



January 24, 2011

Dear Coaches,

On behalf of the National Program Committee of the North American Intercollegiate Dairy Challenge, it is our privilege to invite your university to participate in the 10th Annual NAIDC. The event will be held in Hickory, North Carolina on March 31 - April 2, 2011 hosted by North Carolina State University and Virginia Polytechnic Institute and State University.

The NAIDC offers a two-day competition that enables four-person teams to evaluate a well-managed dairy farm business and then recommend management enhancements to a panel of judges comprised of industry and academic professionals. We believe this to be the premier dairy event in the country for undergraduate students and work hard on behalf of the students to support the program.

Participation

- This event is limited to the first 32 teams who register and teams are limited to 4 students that have not previously participated in the National Contest. Completed entries will receive priority by date and time of receipt and previous participation in the contest.
- The rules of the competition are available online at www.dairychallenge.org
- For those of you who have or are planning to participate in a regional contest, you will be familiar with the contest materials on cd rather than printed in a binder. If your team is not participating in a regional event, you can obtain a copy of the cd from a regional event to familiarize themselves with the content and layout.

Registration

Please complete the entry form by February 14, 2011.

- Return to: North American Intercollegiate Dairy Challenge
3310 Latham Drive, Madison, WI. 53713
Attn: Laura Herschleb, PH: 608/224-0400, FX: 608/224-0300,
EMail: lherschleb@wdexpo.com

- Entry Fee: \$50.00
- Make your check out to the North American Intercollegiate Dairy Challenge.

Travel Information:

- Hotel reservations will be made for your team after the entry form is completed and returned to the North American Intercollegiate Dairy Challenge, 3310 Latham Drive, Madison, WI 53713.
- The student/coach hotel is the Fairfield Inn and Suites, 1950 13th Avenue SE, Hickory, NC 28602 PH: 828-431-3000 <http://www.marriott.com/hotels/travel/hkyfy-fairfield-inn-and-suites-hickory/>.
- New this year: Up to three hotel rooms (2 student, 1 coach) will be reserved for each participating team for the evenings of March 31, April 1, and 2. Rooms for the students will be paid for by the contest. *Following our coaches meeting in Visalia, we agreed that **coaches' rooms will be the responsibility of the team, as will any additional charges.*** Rooms at the Fairfield Inn and Suites are \$109 plus tax. When checking in, we kindly ask that you confirm the rooms that will be for your students (paid for by NAIDC), and the room that will be for you as the coach (paid for by the individual). Please indicate on your form if you plan to have a roommate (including a coach from another school) so we can book accordingly.
- The committee is suggesting your team arrive at the hotel no later than 6pm on Thursday evening, March 31. Contest registration will be Thursday evening from 7:00-8:00 PM. Teams should plan to be present for the 8:00 PM Thursday evening distribution of data and review of contest procedures. Teams should plan to depart on Sunday, April 3.

If your team is participating in the farm tours on Thursday, you may wish to arrive in Hickory on Wednesday night. Note: Teams can join the tour at several points during the day Thursday if you prefer to travel on Thursday. Please indicate on the attached Entry Form your plans for participating in each part. You must advance register for lunch on Thursday.

Teams arriving on Wednesday night are responsible for making their own hotel reservations for Wednesday night. A block of rooms has been set aside at the Fairfield Inn in Hickory. You may reserve rooms for your team by calling them directly at 828-431-3000. Charges for this additional night are the responsibility of the team. Rooms are \$109 per night. Likewise, teams are responsible for their own transportation to the farms on Thursday. We encourage car pooling on Thursday to minimize the number of vehicles traveling to each farm.

- Travel assistance amounts are based on distance to the contest site. This year, teams that are flying may receive up to \$600 of travel reimbursement for the entire team.

Teams that are driving may receive up to \$600 of travel reimbursement (round trip) at \$0.50 per mile for the entire team.

- For those planning to fly to the Dairy Challenge, the nearest airport is Charlotte Douglas International Airport. It is about an hour drive from the airport to Hickory. For a list of airlines and rental agencies that serve that airport, go to <http://charmec.org/city/charlotte/airport/Pages/default.aspx>
You should plan to book a rental car/van to get from the airport to the tour farms on Thursday and/or Hickory Thursday evening.

Meals

- Breakfast, lunch and dinner will be provided for one coach and up to four team members on the days of April 1 and 2. Should you have a member needing a special diet, please include this information on the contest entry form so we can alert the catering staff. Also, teams that bring more than one coach will need to pay the full price for the additional meals (\$130). If an additional sleeping room is required, it is up to the university to make and pay for that reservation.

Please complete the attached entry form and return it to NAIDC by **February 14, 2011** with a check payable to North American Intercollegiate Dairy Challenge. Completed entries will receive priority by date and time of receipt and previous participation in the contest if contest size limits are reached. A confirmation letter with more contest details will be sent upon receipt of your registration material.

Special Note: Please advise your students not to wear clothing with a university's name or logo during the contest.

A final letter will follow after February 14th with the additional details. We look forward to your participation in this exciting and innovative contest.

Sincerely,

Coleen Jones
Program Committee Chair

Enclosures:

- Entry Form