

## 2011 National Intercollegiate Dairy Challenge

All functions and rooms are at the Hickory Metro Convention Center  
1960-A 13th Avenue Dr. SE, Hickory, NC 28602 PH 828-322-1335

### TENTATIVE SCHEDULE OF EVENTS as of 2/15/11

#### Wednesday, March 30, 2011

Set up Dairy Challenge Central office  
Set up IT Office  
Coaches, Teams, Board, Staff arrive in Hickory  
4:00 - 7:00 pm Computer check in for early arriving teams  
7:00 PM Board Dinner

#### Thursday, March 31, 2011

7:30 a.m. - 12:00 p.m. NAIDC Board of Directors Meeting: Courtyard by Marriott (Board headquarter hotel)  
10:00 a.m. - 12:00 p.m. Tour 1: Myers Farm, Inc.  
12:30 - 1:30 Lunch: Iredell County Agricultural Center  
2:00 - 4:00 p.m. Tour 2: Lucky-L Jersey Farm  
*Coaches and Teams continue to arrive in Hickory*  
5:30 - 7:30 p.m. Registration (Coaches ONLY)  
Computer check-in for all teams  
Each team should check in 2 laptop and 1 USB drive  
Must provide user names and passwords for each computer  
8:00 p.m. Distribution of Computers & Contest Materials (all teams should be present)  
8:00 p.m. Judges report to Judges Central for orientation  
10:00 p.m. Data computers checked back in

#### Friday, April 1, 2011

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  
7:15 a.m. Volunteer meeting, instructions for dairy visits  
7:15 - 7:45 am Judges Meeting  
7:30 a.m. - 7:00 p.m. Sponsor and Media check-in  
7:45 a.m. Teams begin loading buses for contest dairy visits  
Judge panels follow buses (travel as a group in their own vehicle)  
8:00 a.m. Buses 3 & 4 leave for contest dairies 3 & 4  
8:15 a.m. Buses 1 & 2 leave for contest dairies 1 & 2  
8:15 - 8:30 a.m. Teams and Judges arrive at dairies  
8:45 - 10:30 a.m. Coaches meeting with Board of Directors  
8:45 a.m. Dairy managers welcome teams, provide overview and guidelines  
9:00 - 11:00 a.m. On-site assessments of contest dairies  
11:00 - 11:15 a.m. All teams gather with dairy managers for group interview; Judges observe  
11:00 - 1:15 p.m. Boxed lunches distributed at hotel  
11:30 a.m. Teams and Judges depart dairies  
11:30 - 5:00 p.m. Coaches and media visit contest dairies  
12:00 p.m. Teams arrive  
12:00 p.m. Teams pick up data computers  
12:00 - 1:00 p.m. Judges have lunch with dairy managers  
12:15 - 5:15 p.m. Teams plan and develop presentations in assigned work rooms  
12:45 - 1:00 p.m. Judges meeting, instructions for the afternoon  
1:00 - 1:15 p.m. Volunteer meeting, instructions for interviews  
2:00 - 4:00 p.m. Individual Team interviews with dairy managers (12 minutes/Team); Judges observe  
Dairy 1  
Dairy 2  
Dairy 3  
Dairy 4  
2:00 - 5:00 p.m. Snacks available  
Sponsor booth set up  
5:00 p.m. IT will check all presentation computers to ensure that powerpoints are transferred to flash drives  
5:30 p.m. Judges turn in their dairy assessments and contest data  
5:30 - 6:05 p.m. Teams turn in final presentations and return computers  
6:00 - 10:00 p.m. Friday Social Event: Ballroom

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### TENTATIVE SCHEDULE OF EVENTS as of 2/15/11

#### Saturday, April 2, 2011

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 arrive at assigned prep rooms  
*Computers will be preloaded with their presentations. Teams prep for 1 hour*  
*Teams must turn in financial materials at the start of Prep Time*

Dairy 1  
Dairy 2  
Dairy 3  
Dairy 4

7:00 - 7:35 a.m. Judges meeting, instructions for the day

7:00 a.m. Volunteer meeting

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 presentations teams are photographed with coach then debriefed

Debriefing Rooms: Dairy 1  
Dairy 2  
Dairy 3  
Dairy 4

*After debriefing, teams should be escorted to Mandatory Career Fair*

8:30 a.m. - 12:00 p.m. Mandatory Career Fair for morning presentation teams

8:30-10:30 a.m. SE United Dairy Industry Association Program

11:00 a.m. - 1:00 p.m. Lunch buffet

11:30 a.m. First PM presentation teams arrive at assigned prep rooms  
*Computers will be preloaded with their presentations. Teams prep for 1 hour*  
*Teams must turn in financial materials at the start of Prep Time*

Dairy 1  
Dairy 2  
Dairy 3  
Dairy 4

11:45 a.m. - 12:30 p.m. Judges lunch

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 presentations teams are photographed with coach then debriefed

Debriefing Rooms: Dairy 1  
Dairy 2  
Dairy 3  
Dairy 4

*After debriefing, teams should be escorted to Mandatory Career Fair*

1:00 - 4:30 p.m. Mandatory Career Fair for afternoon presentation teams

1:30 - 3:30 p.m. SE United Dairy Industry Association Program

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 and turn in team assessments and rankings, finalize presentation

6:00 p.m. Contestant social with sponsors

6:45 p.m. Judges present their findings to participants

7:30 p.m. NAIDC Awards Banquet