



February 15, 2011

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. This year, we will be celebrating our 10<sup>th</sup> Annual North American Intercollegiate Dairy Challenge March 31-April 2, 2011 in Hickory, North Carolina. Hosts for this special event are North Carolina State University and Virginia Tech.

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 Shannon Davidson and Brinton Hopkins. To volunteer, return the form below by Friday, March 11.

- **SCHEDULE:** Enclosed you will find a listing of the scheduled events for this year's contest. Activities will be held primarily in the Hickory Metro Convention Center. Please R.S.V.P. our Executive Director, Molly Kelley, at ([naide@wdexpo.com](mailto:naide@wdexpo.com)) using enclosed form by **March 11** 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.
- **HOTEL ACCOMMODATIONS:** There are rooms available in the NAIDC block at:  
**Hampton Inn Hickory**  
1956 13th Avenue SE  
Hickory, NC 28602  
Tel: 1-828-624-2000  
Website: [www.hickorync.hamptoninn.com](http://www.hickorync.hamptoninn.com)

When you call to make your reservation, identify yourself as a Sponsor for Dairy Challenge – this is the name on the Sponsor block. The Hampton is a brand new facility. Rooms are \$129 plus tax for Thursday, Friday and Saturday nights, and include complimentary breakfast each morning.

To make your reservations call 828-624-2000 or go online to [www.hickorync.hamptoninn.com](http://www.hickorync.hamptoninn.com) using Convention Code: **NAI** to get our contest rate.

The **block is being held until March 8, 2011** at which time they will be released for general sale. Please contact the hotel by March 8 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 return the attached form to NAIDC; then check in at the NAIDC Office (K-West, Hickory Metro Convention Center) on Friday, April 1 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.

- **MEALS:** Meals are a considerable portion of our contest expense each year. In an effort to minimize waste, we provide meal tickets to sponsor volunteers based on sponsorship: Platinum sponsor companies (\$5000 or more) will receive 4 meal tickets for the duration of the contest, Gold sponsor companies (\$2500+) will receive 3, Silver (\$1000+) will receive 2 and Bronze (\$500+) 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!

Platinum or Gold Sponsors (donations of \$2,500 or more) are invited to our Friday night dinner and activities. 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.

- **SPONSOR BOOTH:** Gold and Platinum Sponsors are invited to set up a display to meet/recruit students and display company materials on Saturday, April 2, 2011. Set up will be on Saturday morning between 6:30 and 8:30 am; breakdown will be at 4pm Saturday. You will be provided with a 6' covered table with access to electrical. However, you will need to provide your own electrical cords. **You must reserve your space by March 11 using the attached form.** *We cannot guarantee a space will be available if you do not request it by the March 11 deadline.*

If you would prefer to ship your booth/materials, you may either ship to your hotel room directly to the Hickory Metro Convention Center. Shipments to the convention center should not arrive before March 28, 2011 and should be addressed as follows:

Hold for <your name, your company>  
 Exhibitor, North American Intercollegiate Dairy Challenge  
 March 31-April 2, 2011  
 Hickory Metro Convention Center  
 1960 13<sup>th</sup> Avenue Drive SE  
 Hickory, NC 28602

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 Hickory, North Carolina March 31-April 2, 2011. Again, thank you for your kind support of this special event.

Sincerely,

Rob Sheffer, Chair  
 NAIDC Finance Comm.  
 rob\_sheffer@cargill.com  
 (518) 429-2860

Owen Bewley  
 NAIDC Finance Comm.  
 owen.bewley@princeagri.com  
 (217) 257-8018

Shannon Davidson  
 2011 Volunteer Coord.  
 Shannon\_Davidson@ncsu.edu  
 (919) 515-4045

Brinton Hopkins  
 2011 Volunteer Comm.  
 brinton\_hopkins@ncsu.edu  
 (919)515-7592

Enclosures (5)

- RSVP Form
- Sponsor list as of 2/15/11
- Sponsor Levels
- Schedule of Events
- Travel Information

**10<sup>th</sup> Annual North American Intercollegiate Dairy Challenge**  
**Hosted by the North Carolina State University and Virginia Tech**  
**Hickory Metro Convention Center in Hickory, North Carolina**  
**March 31-April 2, 2011**

Please complete the following information and **return by Friday, March 11, 2011**

\_\_\_ 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, Gold (\$2500) receive 3, Silver (\$1000) receive 2, Bronze (\$500) receive 1.*

A reminder that sponsors need to make hotel reservations directly:

**Hampton Inn Hickory**, 1956 13th Avenue SE, Hickory, NC 28602

Tel: 1-828-624-2000 Website: [www.hickorync.hamptoninn.com](http://www.hickorync.hamptoninn.com)

When making your reservation, identify yourself as a **Sponsor for Dairy Challenge**. To reserve your room call 828-624-2000 or go online to [www.hickorync.hamptoninn.com](http://www.hickorync.hamptoninn.com) using Convention Code: **NAI** to get our contest rate.

**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 1

\_\_\_ I plan to attend the Friday social and dinner

\_\_\_ Number attending

Saturday, April 2

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

(A 6' table 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 Friday, March 11, 2011.**

**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](mailto:-naidcmjk@aol.com)

NORTH AMERICAN INTERCOLLEGIATE  
**DAIRY CHALLENGE**  
 TOMORROW'S DAIRY LEADERS

**10<sup>TH</sup>**  
 ANNIVERSARY

## 2010-2011 Sponsors

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

### PLATINUM

- **Farm Credit \*\*\*\*\***
- **Cargill, Inc.\*\*\***
- **Select Sires Inc.\***  
 Owners: AllWest SS, Coba SS, Cache Valley SS, East Central SS, KABA SS, Minnesota SS, Northstar Coop, Prairie State SS, Select Sire Power, Southeast SS
- **Western Milling\***
- **ABS Global, Inc.**
- Alltech, Inc.
- **Alta Genetics**
- Arm & Hammer Animal Nutrition - Church & Dwight
- Carolina Farm Credit
- Dairy Farmers of America
- **Dairy Herd Management**
- Dairy One Cooperative
- Dairy Production Systems
- **Dairy Records Management Systems**
- **DairyBusiness Communications**
- DHI-Provo
- Diamond V Mills
- DSM Nutritional Products
- Elanco Animal Health
- Farm Credit East
- **Genex Cooperative, Inc.**
- **Hoard's Dairyman**
- Intervet Schering Plough

- J.D. Heiskell & Company
- Land O'Lakes Purina Feed
- Northeast Agriculture Education Foundation
- Northeast Farm Credit AgEnhancement
- Novus International, Inc.
- Nutrition Physiology Co., Inc.
- Pfizer Animal Health
- Prince Agri Products, Inc.
- Progressive Dairy Solutions, Inc.
- SoyBest
- **Zinpro Corporation**

### GOLD

- Accelerated Genetics
- AgSource Cooperative Services
- Associated Feed
- Central Life Sciences
- Cooperative Resources International
- CRV
- Evonik Degussa
- Lesaffre Feed Additives
- Milk Specialties Global Animal Nutrition
- North Carolina Farm Bureau
- Northeast Ag & Feed Alliance
- Northeast Dairy Producers Assn.
- Nutrius, LLC
- Pioneer Hi-Bred Int'l.

- Renaissance Nutrition, Inc.
- Southern States Cooperative
- Soy Plus/SoyChlor
- TPI
- **USJersey Organizations: AJCA-NAJ**
- Valley Ag Software
- Virtus Nutrition

### SILVER

- AgChoice Farm Credit
- AL Gilbert Company
- APC, Inc.
- Diversified Dairy Solutions, LLC
- Farm Plan - John Deere Credit
- Golden State Feed
- Holtz Nelson Dairy Consultants, LLC
- Idaho Dairymen's Assn.
- Maryland & Virginia Milk Producers
- New England Jersey Breeders
- *Progressive Dairyman*
- Semex
- University of Idaho, CALS
- US Farm Systems
- Venture Milling – Precision Dairy Nutrition
- **Vita Plus Corporation**
- Walco International
- Yankee Farm Credit

### BRONZE

- Hilmar Cheese Company
- Provimi North America, Inc.

### FRIENDS OF NAIDC

- Chris & Rita Dei
- Professional Dairy Producers of WI

### DIAMOND DAIRY SPONSORS

- Second Look Holsteins, LLC
- Woody Hill Farm

### EMERALD DAIRY SPONSORS

- Angelwood Holsteins (Corwin & Debby Holtz)
- Double J Dairy
- Hanehan Family Dairy, LLC
- Stonyvale, Inc.
- Turning Point Dairy, LLC
- Vista Verde Dairy

### FRIENDS OF NAIDC DAIRY SPONSORS

- Diepersloot Ranch
- Rancho Teresita Dairy
- Table Rock Farm, Inc.



There are four levels of corporate sponsorship for this event. As a sponsor of the 2011 North American Intercollegiate Dairy Challenge you will have the following benefits:

**Platinum Sponsor - \$5,000+\***

- *New!* Free Job/Internship Postings on NAIDC's web site
- Sponsor recognition in national advertising
- Sponsor link from NAIDC web page
- 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
- Recognition at awards program
- Student contact information
- View the participant presentations

*\* exclusive benefits/opportunities available to sponsors at \$10,000 and above*

**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
- Recognition at awards program
- Student contact information
- View the participant presentations

**Silver Sponsor - \$1,000**

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

**Bronze Sponsor - \$500**

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

## 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

#### Thursday, March 31, 2011

7:30 a.m. - 12:00 p.m. NAIDC Board of Directors Meeting  
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
	IT will check all presentation computers to ensure that powerpoints are transferred to flash drives
5:00 p.m.	
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

**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
	<i>Computers will be preloaded with their presentations. Teams prep for 1 hour</i>
	<i>Teams must turn in financial materials at the start of Prep Time</i>
	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
	<i>After debriefing, teams should be escorted to Mandatory Career Fair</i>
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



**2011 North American Intercollegiate Dairy Challenge**  
**March 31-April 2, 2011**  
**Hosted by North Carolina State University & Virginia Tech**  
**In Hickory, NC**

## **TRAVEL INFORMATION**

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### **STUDENT & COACH**

#### **HOTEL**

Fairfield Inn & Suites Hickory  
1950 13th Avenue Drive SE  
Hickory, North Carolina 28602  
Phone: 828/431-3000

### **SPONSOR HOTEL**

Hampton Inn Hickory  
1956 13th Avenue Drive SE  
Hickory, North Carolina 28602  
Phone: 828/624-2000

### **JUDGE & STAFF HOTEL**

Courtyard by Marriott Hickory  
1946 13th Avenue Drive SE  
Hickory, North Carolina 28602  
Phone: 828/267-2100

### **Airport Information for Hickory, NC**

The nearest major airport is Charlotte Douglas International Airport (CLT), located approximately 50 miles southeast of Hickory.

You should plan to book a rental car/van to get from the airport to the tour farms on Thursday and/or Hickory on Thursday evening.

For a complete list of airlines and rental car agencies that serve Charlotte Douglas International Airport, go to <http://charlottedouglasintlairport.com/>

### **Driving Directions from Charlotte Douglas International Airport to hotels:**

1. Take I-85 South to Gastonia for approx 15 miles
2. Merge onto I-321 North via exit 17 toward Dallas/Lincolnton for approx 32 miles
3. Merge onto I-40 East exit 43A toward Statesville for approx 2 miles
4. Take the Lenoir Rhyne College exit, exit 125, toward Hickory.
5. Merge onto Lenoir Rhyne Blvd SE.
6. Turn Left onto 13th Avenue Dr SE
7. Hotels will be ahead.

Estimated travel time: 58 minutes/ 52 miles

