

# MIDWEST REGIONAL DAIRY CHALLENGE

## RULES & REGULATIONS

### **NATIONAL BOARD OF DIRECTORS**

The National 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. The Board of Directors can change the rules for future enhancements to the contest and develop regional or other events to enhance the educational experience. The Board of Directors 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.

### **REGIONAL CONTEST SUPERINTENDENT**

The Regional Contest Superintendent is the elected Chairman of the Regional Steering 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 Regional Steering Committee shall decide all questions that may arise in connection with interpretation of the rules.

### **ENTRIES**

**A School Entry Form must be completed and postmarked by December 2, 2011, to NAIDC, 3310 Latham Drive, Madison, WI 53713, PH: 608-224-0400, FAX: 608-224-0300. An entry fee of \$50.00 must accompany the commitment 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.**

Once entry forms have been processed, each school will be notified of the maximum number of students which may participate. This notification should be sent no later than mid-December.

An acknowledgment will be sent to schools with accepted registrations and room reservations on or about January 1.

### **ROOMS and MEALS**

Each team will be allocated one room for a coach and rooms for students for two nights (Tuesday and Wednesday). Please indicate individual's gender on the entry form so appropriate reservations can be made. Please note, in order to keep costs down and to facilitate interactions, participants may be placed in rooms with participants (within gender) from other schools. Coaches may also be similarly paired up. If teams are not going to stay both 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 for the additional meals. Please indicate any coaching rooming preferences on your form or contact Molly Kelley at [naidcmjk@aol.com](mailto:naidcmjk@aol.com)

## **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 release of limited personal information.

## **ELIGIBILITY OF CONTESTANTS**

Each contestant must be a student in a North American educational institution that offers an associate's or 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 degree. They must have completed not less than one semester 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).

A student/contestant can participate in up to two regional contests and can only compete in one North American Dairy Challenge National Contest.

When there is a Technical School or 2-year division similar rules apply.

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 4-6 members currently enrolled in an educational institution whose students are eligible for this particular contest. All team members will participate in all activities of the team. All teams at the regional contest will be aggregate teams. The teams will be made up of individuals from different schools that will be assigned to a team with the use of a student skills' assessment or randomly assigned to an aggregate team by contest management.

Substitutions to team entries can be made during contest registration the evening of the contest.

## **JUDGING SYSTEM**

A panel of five judges (Approved by the Steering Committee) 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.

revised 1-9-12

## Dairy Challenge Scorecard

TEAM # \_\_\_\_\_

1. Material presented - 55 points		Excellent	Good	Average	Fair	Poor
<b>Introduction</b>		5	4	3	2	1
Clear overview of farm analysis	<b>5</b>					
Benchmarking with regional or national averages						
<b>Assessment</b>		21 - 25	16 - 20	11 - 15	6 - 10	1 - 5
Appropriate order of importance	<b>25</b>					
Correct, detailed, and justified						
Economically important						
<b>Recommendations</b>		21 - 25	16 - 20	11 - 15	6 - 10	1 - 5
Appropriate order of importance	<b>25</b>					
Justified with details						
Realistic suggestions (economical, practical)						
2. Presentation and visual aids - 20 points		Excellent	Good	Average	Fair	Poor
<b>Presence</b>		13 - 15	10 - 12	7 - 9	4 - 6	1 - 3
Enthusiastic, confident, knowledgeable	<b>15</b>					
Maintained eye contact, few distracting mannerisms						
Spoke clearly with appropriate volume, speed and grammar						
<b>Visual aids</b>		5	4	3	2	1
Clear, legible, organized and professional	<b>5</b>					
3. Preparation and organization - 10 points		Excellent	Good	Average	Fair	Poor
Planning and preparation by all team members	<b>10</b>	9 - 10	7 - 8	5 - 6	3 - 4	1 - 2
Knowledge of farm practices by all team members						
Stated concise assessments and recommendations with logical order						
Used 20 minute time limit wisely						
4. Response to questions - 15 points		Excellent	Good	Average	Fair	Poor
Provided confident and concise answers to questions	<b>15</b>	13 - 15	10 - 12	7 - 9	4 - 6	1 - 3

<p>Provided an effective summary of relevant supporting information</p> <p>All team members involved in answering at least one question</p> <p>Teams are allowed to confer briefly, but lengthy conference will be penalized</p> <p>Groups choosing not to confer will not be penalized</p>							
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**Total - 100 points**

**TEAM'S SCORE** \_\_\_\_\_

Additional general comments may be written on the back of this page (optional).

**METHOD OF CONDUCT OF THE CONTEST**

**GENERAL RULES**

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 can not use cell phones or other methods to contact sources during the contest. The students will not have Internet access to get help from outside sources.

**COMPUTERS**

**Please refer to the Computer Requirements page for computer needs and 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 and it is up to each team to make sure their digital camera works with the computer they are providing for the contest. They can also bring a calculator, measuring tape, stopwatch, pens and clean notepads. Additional measuring tapes may be available from contest management. **Cell phones are not permitted during the contest for any purpose.** No other equipment will be allowed.

The teams' computers will be loaded with herd data (DairyComp 305, PCDART, DHI Plus). 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, cost details or estimates, standard operating procedures, ration formulations for all feeding groups, 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 using standard industry formats and in selected computer formats. Available computer formats are 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 can 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.

### **BIO-SECURITY**

These steps are recommended for reasons of proper animal hygiene.

- All contest members are required to bring new or disinfected rubber boots (disinfectant will be provided) or plastic boots 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.

### **STRUCTURE OF VISITS**

The teams will be handled in-groups of a maximum of nine teams per farm visit. By analyzing the data provided 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 dairy owner or their employees any questions while on their visit, because employees can give different answers to various 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. All teams will be allowed to participate in a group questioning of the farm manager or consultant to get necessary information about the data already provided and the visit. The judges' panel will also have an 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.

### **GROUP MANAGER INTERVIEWS**

*This year, we will have group interviews with the farm owners/managers on the bus ride back from the farms.* This way, all team members will be present, as will a moderator and the judges for the farm. *Because coaches will be on the coaches tour, coaches will not be able to participate in the manager interviews.* Each of the teams, in numerical order, will be given initially 5 minutes to ask questions of the farm manager 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. If there is any time remaining of the 40 minutes after all teams have had their chance to ask questions, then additional questions can be asked at large until the 40 minutes as expired.

After the teams are done interviewing the manager, the judges' panel will be allotted 20 minutes to ask questions in front of all of the contestants. A moderator will be present during each session to exclude questions that call for a conclusion on the part of the manager. An individual 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. If the initial stage of asking questions is a little

slow in starting, the moderator can ask the farm manager to make some general remarks or the moderator or a judge could ask the first question.

### **TIME MANAGEMENT**

One of the objectives of the contest is to mirror what happens to consultants in the real world of on-farm consulting. Therefore strict time allocations are followed, which are similar to what consultants would be given by a real farm manager. Time management and prioritization of questions are very important throughout the contest.

Each team will be asked to turn in their final presentation on a specific time schedule. This schedule allows the contest management to make sure they have correctly downloaded the presentations to the machines for projection on the next day, and allows all teams to have similar amounts of time for preparation after their interview with the manager.

### **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 WEDNESDAY AFTERNOON. This is done to encourage contestants to network with sponsors and other contestants that night instead of working on their presentations.

Each team will be assigned to morning or afternoon presentation sessions. Presentation order of the possible teams will be by random draw. Each team will follow in order at approximately 45 minute or 1 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 and must not use any real names or last names of managers or owners.

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 five 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 laser pointer, and a projection machine to aid with their presentation. All coaches will be allowed to view each team's presentation. A part of the room will also be open to sponsors for viewing the presentations. No spectators will be allowed to enter or leave a room until the entire presentation is complete.

After each presentation the judges' panel will privately rate each team against the scorecard. Each team and their coach(s) 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 end of the contest.

### **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.

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

Each contestant will be required to fill out a pre-contest questionnaire providing biographical data to allow ample networking opportunities. Each contestant will have the opportunity to network with fellow contestants and company representatives of the various sponsors. Several meal functions will also be provided to enhance networking opportunities. The contestant summary 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 individual, team or school will receive complimentary rooms for 2 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. Each participant will receive Dairy Challenge Certificates. Members of the 1st and 2nd Place teams from each host farm division will be announced as the winners.

Team contest photos will be taken of each participating team. The contest results will be available to all sponsors, 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).

Updated January 26, 2012

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