

# NORTH AMERICAN INTERCOLLEGIATE Dairy Challenge

*Tomorrow's Dairy Leaders*

Dear Dairy Challenge Coach:

On behalf of the Midwest Regional Committee of the North American Intercollegiate Dairy Challenge, it is our pleasure to invite your school to participate in the 8<sup>th</sup> Annual Midwest Dairy Challenge. The event will be hosted held January 31 – February 2, 2012 and hosted by Kansas State University in St. Joseph, Missouri. Please note that the 2012 contest will take place Tuesday – Thursday.

**Please complete the Entry Form by December 2, 2011 and return, along with the \$50 entry fee, to the North American Intercollegiate Dairy Challenge, c/o Laura Herschleb, 3310 Latham Drive, Madison, WI 53713. Phone: 608-224-0400, Fax: 608-224-0300, lherschleb@wdexpo.com.**

Each school may register **four** students and **two** additional students. This year's contest will be capped at 60 students. Once that number has been reached and a school wishes to bring additional students, they may do so for an additional fee of \$350/student. Like last year, each school will be given the opportunity to bring one additional student at the \$350. Only 20 additional students will be allowed for a maximum of 80 students. If the 80 students are not met, we will offer schools who are already bringing an additional student the chance to bring a second additional student, again at the cost of \$350/student. A letter with further contest details, indicating final number of students allowed per team, will be sent once all entries have been processed. This will allow the maximum number of students from the maximum number of schools to participate in this year's Dairy Challenge. This information will be sent no later than December 9, 2011.

The hotel is the Ramada Inn, St. Joseph, Missouri. Room reservations will be made from the returned student information on the Entry Forms. Rooms will be provided for each school for the evenings of January 31<sup>st</sup> and February 1<sup>st</sup> at no charge. The committee is asking your team to arrive at the hotel on Tuesday afternoon, January 31<sup>st</sup> and depart Thursday, February 2<sup>nd</sup> or Friday morning, February 3<sup>rd</sup>. Any additional nights beyond Tuesday and Wednesday are the financial responsibility of the school. Driving directions to the hotel will be provided in later communications. We will be pairing coaches for room sharing again this year. If you have a roommate preference, please contact myself, Laura Herschleb or Molly Kelley.

Dinner on Tuesday, January 31<sup>st</sup>; breakfast, lunch and dinner on Wednesday, February 1<sup>st</sup>; and breakfast, lunch and a snack on Thursday, February 2<sup>nd</sup> will be provided for one coach and all participating students. Additional meals must be paid for at the time of registration at a cost of \$120 per person, this includes additional coaches. Should you have a member with dietary restrictions, please indicate this information on the Entry Form.

We look forward to your participation in this exciting and innovative contest. Additional information, including the schedule and guidelines, as well as entry forms and student information forms, will also be available online at [www.dairychallenge.org](http://www.dairychallenge.org).

Sincerely,

John Goeser  
Chairman  
Midwest Dairy Challenge Steering Committee

Mike Brouk  
Host School Contact  
Midwest Dairy Challenge Steering Committee