

# **Dairy** NORTH AMERICAN INTERCOLLEGIATE **Challenge**™ *Tomorrow's Dairy Leaders*

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. **We'd like to invite you to join us for our 11th Annual North American Intercollegiate Dairy Challenge March 29-31, 2012 in Roanoke, Virginia.** Hosts for this year's event are Virginia Tech and North Carolina State University.

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 coordinator Ron Pearson. To volunteer, return the form below by **Friday, March 9**.

- **SCHEDULE:** Enclosed you will find a listing of the scheduled events for this year's contest. Activities will be held primarily in the Hotel Roanoke and Conference Center. Please R.S.V.P. our Executive Director, Molly Kelley, at (naidc@wdexpo.com) using enclosed form by **Friday, March 9** 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:

**Hotel Roanoke and Conference Center - A Doubletree Hotel**

110 Shenandoah Ave.

Roanoke, VA 24016

(540) 985-5900 (Main Hotel Phone)

866-594-4722 (toll free Reservations)

Website: [www.HotelRoanoke.com](http://www.HotelRoanoke.com) (using group code **IDC**)

Sponsor rooms are \$129 plus tax for Thursday, Friday and Saturday nights. The **block is being held until Tuesday, February 28, 2012** at which time they will be released for general sale. Please contact the hotel by February 28 to ensure a room in the block at the negotiated rate. There are also several other hotels in the immediate area.

*Phone reservations:* Call 866-594-4722 to make your reservations, identifying yourself as a Sponsor for Dairy Challenge – this is the name on the Sponsor block.

*Online reservations:* go online to the Dairy Challenge reservation site at <http://doubletree.hilton.com/en/dt/groups/personalized/R/ROASWDT-IDC-20120327/index.jhtml> to get our contest rate.

- **REGISTRATION:** Sponsor attendees should return the attached form to NAIDC; then check in at the NAIDC Office at the Hotel Roanoke on Thursday, March 29 between 5:30 - 7:30 PM or Friday, March 30 between the hours of 6:00 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 are asking for \$5 donation for each meal per volunteer. We will collect this at sponsor check-in. We highly encourage all of our sponsors and volunteers to eat with the students - this allows interaction and improves the overall student/sponsor experience. We appreciate your help with this!

Platinum and 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:** Platinum and Gold Sponsors are invited to set up a display to meet/recruit students and display company materials on Saturday, March 31, 2012. Set up will be on Friday between 2:00 and 5:00 PM and again on Saturday morning between 6:30 and 8:30 AM; breakdown will be at 5:00 PM 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 9 using the attached form.** *We cannot guarantee a space will be available if you do not request it by the March 9 deadline.*

You may ship your booth/materials to the Hotel Roanoke. Shipments to the hotel should not arrive before March 26, 2012 and should be addressed as follows:

Hold for <your name, your company>  
Exhibitor, North American Intercollegiate Dairy Challenge  
March 29-31, 2012  
**Hotel Roanoke and Conference Center**  
110 Shenandoah Ave.  
Roanoke, VA 24016

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. Sponsors are encouraged to set aside time to sit in on some of the presentations as well.

The Board of Directors looks forward to meeting you and/or your representatives in Roanoke, Virginia March 29-31, 2012. Again, thank you for your kind support of this special event.

Sincerely,

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

Ron Pearson  
2012 Volunteer Coordinator  
REP@VT.EDU

Enclosures (4)  
RSVP Form  
Sponsor list as of 2/15/11  
Schedule of Events  
Travel Information

**11th Annual North American Intercollegiate Dairy Challenge**  
**Hosted by Virginia Tech and North Carolina State University**  
**Hotel Roanoke in Roanoke, Virginia**  
**March 29-31, 2012**

Please complete the following information and **return by Friday, March 9, 2012**

\_\_\_ 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):

\_\_\_\_\_  
\_\_\_\_\_

**MEALS:** To help us plan and minimize waste, please indicate below # participating in each meal. We are kindly asking for \$5 donation per meal for each sponsor or volunteer (to be collected onsite at contest check in)

Friday:     \_\_\_# Breakfast   \_\_\_# Lunch   \_\_\_# Dinner

Saturday:   \_\_\_# Breakfast   \_\_\_# Lunch   \_\_\_# Dinner

**HOUSING:** *A reminder that sponsors need to make hotel reservations directly:*

**Hotel Roanoke and Conference Center - \$129/night**

Phone: 866-594-4722 (toll free reservations, identify yourself as a Dairy Challenge Sponsor)

Website: [www.HotelRoanoke.com](http://www.HotelRoanoke.com) (using group code **IDC**)

Direct Web link: <http://doubletree.hilton.com/en/dt/groups/personalized/R/ROASWDT-IDC-20120327/index.jhtml>

*Sponsor rooms are \$129 plus tax for Thursday, Friday and Saturday nights. **The block is being held until Tuesday, February 28, 2012** at which time they will be released for general sale.*

**Platinum and Gold Sponsors** are invited to the Sponsor-Student Dinner on Friday evening, have a booth display in the Sponsor Networking Room on Saturday, and attend the Awards Social & Banquet Saturday evening:

Friday, March 30

\_\_\_ I plan to attend the Friday Dinner

\_\_\_ Number attending

Saturday, March 31

\_\_\_ I plan to have a sponsor booth display from 8:30 a.m. – 5:00 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 Social & 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 9, 2012.**

**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  
MIDWEST REGIONAL

## 2011-2012 Sponsors

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

### 7 STAR PLATINUM

#### • Farm Credit

Farm Credit Entities:  
Farm Credit NE Ag Enhancement, Carolina Farm Credit, AgChoice Farm Credit, GreenStone Farm Credit Services, Yankee Farm Credit

### 3 STAR PLATINUM

#### • Cargill, Inc.

### 2 STAR PLATINUM

#### • Agway Foundation/ Northeast Agriculture Education Foundation

### 1 STAR PLATINUM

#### • 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

#### • APC, Inc.

#### • Western Milling

### PLATINUM

- ABS Global, Inc.
- Alltech, Inc.
- Alta Genetics
- Arm & Hammer Animal Nutrition - Church & Dwight
- 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
- Genex Cooperative, Inc.
- Hoard's Dairyman
- J.D. Heiskell & Company
- Merck Animal Health
- North Carolina Dairy Producers Association
- Novartis Animal Health
- Novus International, Inc.
- Pfizer Animal Health
- Prince Agri Products, Inc.
- Progressive Dairy Solutions, Inc.
- Zinpro Corporation

### GOLD

- Accelerated Genetics
- AgSource Cooperative Services
- Associated Feed
- Calibrate Technologies
- Central Life Sciences
- Cooperative Resources International
- Kent Nutrition Group

- Land O'Lakes Purina Feed
- Lesaffre Feed Additives
- North Carolina Farm Bureau Federation
- Northeast Ag & Feed Alliance
- Northeast Dairy Producers Assn.
- Nutrius, LLC
- Pioneer Hi-Bred Int'l.
- Renaissance Nutrition, Inc.
- Southern States Cooperative
- Soy Plus/SoyChlor
- USJersey Organizations: AJCA-NAJ
- Valley Ag Software
- Venture Milling
- Virtus Nutrition
- Walco International

### SILVER

- Adisseo
- AL Gilbert Company
- BASF Corporation
- Boehringer Ingelheim Vetmedica, Inc.
- Cows Come First
- CRV
- Dairylea Cooperative, Inc.
- Diversified Dairy Solutions, LLC
- Golden State Feed
- Holtz Nelson Dairy Consultants, LLC
- IDEXX
- John Deere Financial
- Kemin Industries

- Maryland & Virginia Milk Producers Coop.
- Merial, Ltd.
- Milk Products LLC
- NE Ag & Feed Alliance Golf for Good Works
- New England Jersey Breeders
- NC Purebred Dairy Cattle Association
- NC State University
- Post Farm Structures, Inc.
- Progressive Dairyman
- Semex
- Sexing Technologies LLC
- Shur-Gain
- US Farm Systems
- Veterinary Pharmaceuticals, Inc.
- Vita Plus Corporation

### BRONZE

- Agri-King, Inc.
- Center for Dairy Excellence
- Heart of America DHIA
- NC Purebred Dairy Cattle Association
- Old Mill Troy
- Shur Gain
- United Federation of DHIA, Inc.
- Vermont DHIA
- Vermont Jersey Breeders Association
- Southeast Milk, Inc.



## 2011-2012 Sponsors

### DIAMOND DAIRY SPONSORS

- Delta View Farms  
Home of Rachele's Jersey  
Visalia, CA
- El Monte Dairy  
Tipton, CA
- Second Look Holsteins, LLC  
Eden, WI
- Table Rock Farm, Inc.  
Castile, NY
- Tollenaar Holsteins  
Elk Grove, CA
- Woody Hill Farm, Inc.  
Salem, NY

### EMERALD DAIRY SPONSORS

- Angelwood Holsteins  
Dryden, NY
- Double J Dairy  
Visalia, CA
- Hanehan Family Dairy, LLC  
Saratoga Springs, NY
- JDS Ranch  
Tulare, CA
- Patterson Farms, Inc.  
Auburn, NY
- Medeiros & Son Dairy  
Hanford, CA
- Dan & Joyce Souza  
Fresno, CA
- Ribeiro Ranch  
Tulare, CA
- Stonyvale, Inc.  
Exeter, ME
- Vista Verde Dairy  
Chowchilla, CA

### FRIENDS OF NAIDC DAIRY SPONSORS

- Airosa Family Dairy  
Tulare, CA
- Curti Family Dairy  
Tulare, CA
- De Boer Dairy  
Tulare, CA
- Decade Dairy LLC  
Tulare, CA
- DeJager Dairy - North  
Chowchilla, CA
- Dei Family Dairy  
Fresno, CA
- Diepersloot Ranch  
Madera, CA
- Joe Fernandes and Sons Dairy –  
Jared Fernandes  
Tulare, CA
- Fernjo Farms - Joey Fernandes  
Tulare, CA
- Fern Oak Dairy  
Tulare, CA
- Gold Star Cattle Co, LLC  
Tulare, CA
- Fernjo Farms - Joey Fernandes  
Tulare, CA
- Green Oaks Dairy  
Tulare, CA
- Lambert Ranches  
Tulare, CA
- Rancho Teresita Dairy  
Tulare, CA
- Ribeiro Dairy  
Tulare, CA
- Rio Blanco Dairy  
Tulare, CA
- SBS Ag  
Tulare, CA
- Terra Linda Dairy  
Tulare, CA
- Turning Point Dairy, LLC  
Saratoga, NY
- Rob Van Grouw Dairy  
Visalia, CA
- Watte Bros. Dairy  
Tulare, CA
- Westra Family Dairy  
Tulare, CA
- West Wing Dairy  
Visalia, CA

# NORTH AMERICAN INTERCOLLEGIATE Dairy Challenge

*Tomorrow's Dairy Leaders*

## Wednesday, March 28

	Set up Dairy Challenge Central office Set up IT office Coaches, teams, board, staff arrive in Roanoke
4:00 – 7:00 PM	Computer check-in for early arriving teams
7:00 PM	NAIDC Board of Directors dinner

## Thursday, March 29

7:30 AM – 12:00 PM	NAIDC Board of Directors meeting
8:00 – 9:30 AM	Computer check-in for early arriving teams
11:00 AM – 12:30 PM	Tour 1: Gardner Custom Heifers
1:00 – 1:45 PM	Lunch
2:00 – 4:00 PM	Tour 2: Seven Oaks Dairy
5:30 – 7:30 PM	Registration (Coaches ONLY) <i>Each team should check in 2 laptops and a USB drive. Must provide user names and passwords for each computer.</i>
5:30 - 7:30 PM	Sponsor Check in
8:00 PM	Distribution of computers and contest materials <i>All teams should be present.</i>
8:00 PM	Judges' orientation
10:00 PM	Data computers checked back in

## Friday, March 30

6:00 AM - 7:00 PM	Sponsor and media Check in
6:00 – 7:00 AM	Breakfast buffet
6:30 – 6:45 AM	Contest overview and instructions for contestants and judges
6:30 AM	Volunteer meeting (instructions for farm visits)
6:45 – 7:00 AM	Judges meeting
7:10 AM	Teams begin loading busses for contest dairy visits. <i>Judge panels follow busses travelling in a group in their own vehicle.</i>
7:20 AM	Bus 1 leaves for contest dairy 1
7:30 AM	Bus 2 leaves for contest dairy 2
7:40 AM	Bus 3 leaves for contest dairy 3
7:45 AM	Bus 4 leaves for contest dairy 4
8:15 – 8:30 AM	Teams and judges arrive at dairies
8:30 AM – 10:30 AM	Coaches meet with Board of Directors
8:45 AM	Dairy managers welcome teams, provide overview and guidelines
9:00 – 11:00 AM	On-site assessment of contest dairies

11:00 – 11:15 AM	All teams gather with dairy managers for group interview with judges observing
11:30 AM	Teams and judges depart dairies; boxed lunches served on busses
11:30 AM – 5:00 PM	Coaches and media eat lunch and visit contest dairies <i>Coaches will visit their contest dairy for 2 hours and then another dairy for 1 hour.</i>
12:30 PM	Teams arrive at Hotel Roanoke
12:30 PM	Teams pick up data computers and work room assignments
12:30 – 1:00 PM	Judges have lunch with dairy managers
12:45 – 5:45 PM	Teams plan and develop presentations in assigned work rooms
1:00 – 1:15 PM	Judges meeting, instructions for the afternoon
1:00 – 1:15 PM	Volunteer meeting, instructions for interviews
2:00 – 4:00 PM	Individual team interviews with dairy managers with judges observing (12 minutes/team)
2:00 – 5:00 PM	Snacks available
2:00 – 5:00 PM	Sponsor booth set-up
6:00 PM	Judges turn in their assessment and contest data
6:00 – 6:35 PM	Teams turn in final presentations and return computers
6:00 – 7:00 PM	Social
7:00 – 10:00 PM	Friday dinner and program

## Saturday, March 31

6:15 – 8:00 AM	Breakfast buffet
6:30 – 8:30 AM	Sponsor set-up for career fair
6:45 AM	First morning presentation teams arrive at assigned prep rooms <i>Computers will be preloaded with their presentations. Teams prep for 1 hour. Teams must turn in financial materials at the start of prep time.</i>
7:00 – 7:35 AM	Judges meeting <i>Instructions for the day</i>
7:00 AM	Volunteer meeting <i>Instructions for morning volunteers</i>
7:45 – 11:45 AM	Morning team presentations (60-minutes intervals) <i>Team presentation – 20 minutes</i> <i>Judges' questions – 10 minutes</i> <i>Judges' deliberation – 15 minutes</i> <i>Judges' feedback – 10 minutes</i> <i>Immediately after presentations and questions, teams are photographed with coaches.</i> <i>Teams are debriefed after judges' feedback.</i> <i>After debriefing, teams are escorted to the career fair, which is mandatory.</i>
8:45 AM – 12:15 PM	Career fair <i>Morning presentation teams are required to attend.</i>
8:30 – 9:30 AM	Keynote speaker Matt Lohr, Virginia Commissioner of Agriculture <i>Afternoon presentation teams are required to attend.</i>
11:00 AM – 1:00 PM	Lunch buffet
11:30 AM	First afternoon presentation teams arrive at assigned prep rooms <i>Computers will be preloaded with their presentations. Teams prep for 1 hour. Teams must turn in financial materials at the start of prep time.</i>
11:45 AM – 12:30 PM	Judges' lunch
12:00 PM	Volunteer meeting <i>Instructions for afternoon volunteers</i>

12:30 – 4:30 PM	<p>Afternoon team presentations (60-minutes intervals)</p> <p><i>Team presentation – 20 minutes</i></p> <p><i>Judges' questions – 10 minutes</i></p> <p><i>Judges' deliberation – 15 minutes</i></p> <p><i>Judges' feedback – 10 minutes</i></p> <p><i>Immediately after presentations and questions, teams are photographed with coaches.</i></p> <p><i>Teams are debriefed after judges' feedback.</i></p> <p><i>After debriefing, teams are escorted to the career fair, which is mandatory.</i></p>
1:30 – 5:00 PM	<p>Career fair</p> <p><i>Afternoon presentation teams are required to attend.</i></p>
1:00 – 2:00 PM	<p>Keynote speaker Matt Lohr, Virginia Commissioner of Agriculture</p> <p><i>Morning presentation teams are required to attend.</i></p>
5:00 – 6:00 PM	Dismantle sponsor booths
4:30 – 6:00 PM	Judges complete and turn in assessments and rankings, finalize presentation
4:30 – 6:00 PM	Collection of surveys from coaches, sponsors and judges
4:30 – 6:00 PM	Coaches pick up university computers
6:15 – 6:30 PM	Judges present their findings to participants
6:30 PM	Presentation equipment returned to Dairy Challenge Central
6:30 PM	Contestant social with sponsors
7:30 PM	NAIDC Awards Banquet



# **NORTH AMERICAN INTERCOLLEGIATE** **Dairy Challenge** *Tomorrow's Dairy Leaders*

## **NAIDC NATIONAL CONTEST**

March 29 – 31, 2012

Hosted by Virginia Tech University and North Carolina State University

### **TRAVEL INFORMATION**

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#### **Host Hotel**

Hotel Roanoke & Conference Center

110 Shenandoah Avenue

Roanoke, VA 24016

Phone: 540-985-5900

Website: <http://www.hotelroanoke.com/>

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#### **Airport Information for Roanoke, VA**

The nearest major airport is Roanoke Regional Airport. For a list of airlines that serve that airport, go to: <http://www.roanokeairport.com/>

- The Roanoke Regional Airport is located approximately 10-15 minutes north of the host hotel. If you plan to fly to Roanoke, we encourage booking your flights early.
- Other regional airports in proximity to Roanoke, VA include:
  - Lynchburg, VA (LYH) – 43 miles from Roanoke  
Flights to and from Charlotte, NC on US Airways Express
  - Greensboro/Highpoint, NC (GSO) – 84 miles from Roanoke  
Airlines include: US Airways, United Airlines, Delta Airlines, Continental Airlines, and American Airlines.
  - Charleston, WV (CRW) – 114 miles from Roanoke  
Airlines include: American Airlines/American Eagle, Continental Airlines, Delta Connection, United Express and US Airways Express.
  - Raleigh/Durham, NC (RDU) – 119 miles from Roanoke  
Airlines include: AirTran, Southwest Airlines, Air Canada Express, American and American Eagle, Continental and Continental Express, Delta and Delta Connection, JetBlue, United and United Express, US Airways and US Airways Express.
- Teams should consider renting a car for the Thursday Pre-Contest Tours or coordinate carpooling with other universities to minimize the number of vehicles at the dairies.
  - Directions to the dairies will be provided from Hotel Roanoke as well as directions between the dairies.
- If you have questions regarding travel information, please contact Dave Winston: [dwinston@vt.edu](mailto:dwinston@vt.edu).