

ARE *You* READY FOR A CHALLENGE?

Yes! We want to support NAIDC in 2013-2014.

- _____ Platinum Sponsor (\$5,000+)
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- _____ Silver Sponsor (\$1,000-\$2,499)
- _____ Bronze Sponsor (\$500-\$999)
- _____ Friend of NAIDC (\$1-\$499)

Please designate this donation for:

\$ _____ Midwest Regional Dairy Challenge
February 5-7, 2014 in Appleton, WI

\$ _____ Western Regional Dairy Challenge
February 27-March 1, 2014 in Visalia, CA

\$ _____ National Dairy Challenge
April 3-5, 2014 in Fort Wayne, IN

\$ _____ Northeast Regional Dairy Challenge
October 31-November 2, 2013 in Chazy, NY

\$ _____ Southern Regional Dairy Challenge
November 17-19, 2013 in Baton Rouge, LA

Please forward invoice in:

_____ December 2013 _____ January 2014

Signature _____

Date _____

Name _____

Title _____

Company/Affiliation _____

Address _____

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Return to:

NAIDC, 3310 Latham Drive, Madison, WI 53713

Fax: 608.224.0300 naidc@wdexpo.com

Dairy producers and alumni: Support Dairy Challenge through a convenient on-line donation at www.dairychallenge.org/alumni_challenge.php

SPONSOR BENEFITS

Platinum Sponsor (\$5,000 and above)*

- Unlimited Job/Internship Postings on NAIDC's web site
- Opportunity to provide contest officials
- Sponsor recognition in national advertising
- Sponsor link from NAIDC web page
- Primary booth space for recruitment trade shows at contests
- Participation in student recruitment mixers
- Recognition at national and regional contests
- Student contact information
- Invite to view participant presentations

*Exclusive benefits for sponsors at \$10,000+

Gold Sponsor (\$2,500 - \$4,999)

- Two free Job/Internship Postings on NAIDC's web site
- Booth space for recruitment trade shows at contests
- Participation in student recruitment mixers
- Recognition at national and regional contests
- Student contact information
- Invite to view participant presentations

Silver Sponsor (\$1,000-\$2,499)

- One free Job/Internship Posting on NAIDC's web site
- Recognition at national and regional events
- Student contact information
- Invite to view participant presentations

Bronze Sponsor (\$500-\$999)

- Recognition at event sponsored
- Invite to view participant presentations

Friend of NAIDC (\$1-\$499)

- Recognition at event sponsored

Join the growing list of NAIDC sponsors at
www.dairychallenge.org/sponsors.php

WDE Management Inc. manages all NAIDC funds. NAIDC is a 501(c)3 nonprofit organization. All contributions are tax-deductible to the full extent of the law.

NORTH AMERICAN INTERCOLLEGIATE
Dairy Challenge
Tomorrow's Dairy Leaders

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ARE *You* READY FOR A CHALLENGE?



One event brings together the best and brightest college students, diligently preparing for a career in dairy.

Dairy Challenge is an interactive competition of teams from North American dairy science programs. For over 10 years, Dairy Challenge has connected students and universities with producers and industry professionals in a forum that's educational and fun.

Northeast October 31-November 2, 2013
Chazy, NY William H. Miner Agricultural Research Institute, host

Southern November 17-19, 2013
Baton Rouge, LA Louisiana State University, host

Midwest February 5-7, 2014
Appleton, WI Fox Valley Technical College, host

Western February 27-March 1, 2014
Visalia, CA

National April 3-5, 2014
Fort Wayne, IN Michigan State University, Ohio State University & Purdue University, hosts

NORTH AMERICAN INTERCOLLEGIATE
Dairy Challenge
Tomorrow's Dairy Leaders

INDUSTRY-WIDE 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.

DAIRY CHALLENGE: BY THE NUMBERS

Over 500 students gain from Dairy Challenge each year, through four regional events, one national contest and the new academy.

- 52** total colleges participating last year
- 32** universities represented at 2013 national
- 220** students at 2013 national
- 105** students at 2012 Northeast regional
- 62** students at 2012 Southern
- 19** schools at 2013 Midwest
- 62** students competing at 2013 Western
- 135** businesses donate each year
- 100+** host dairies have gained management input

THE NEW ACADEMY

Starting in 2013, Dairy Challenge impacts even more students through **Dairy Challenge Academy** – open to sophomores, juniors and seniors in four-year dairy programs, along with students from community colleges and technical schools.

Academy Objectives:

- Offer dairy education and networking to more students. In 2014, 280 dairy students are expected, 130 for the traditional contest and 150 in the Academy.
- Further engage university and industry professionals in teaching contemporary dairy issues.

The Academy runs in conjunction with the national Dairy Challenge contest, April 3-5, 2014, in Fort Wayne, Ind. Contest and Academy participants start together on Thursday, April 3. That evening, the groups part: contest participants begin the competition while Academy students continue team educational work. Academy students spend

the next two days working with Academy Advisors to experience first-hand how to evaluate and consult on a dairy farm.

Sponsors can have valuable hands-on involvement as Academy Advisors. These are experts from the dairy industry who guide students in evaluating dairy profitability and identifying solutions for problems. Academy participants will gain through interactive seminars, group discussions and two farm visits.

The Academy creates an ideal learning environment, combining agribusiness, Academy Advisors, dairy farms and universities.



At Dairy Challenge, students work as a team to apply theory and learning to a real-world dairy.



To start, each team of four students receives data from an actual dairy, including production, herd management and financial records.



Teams visit the dairy to analyze all aspects of the operation. Then, students develop comprehensive recommendations to maximize herd profit through nutrition, reproduction, milking procedures, animal health, facilities and cow comfort.



Finally, teams present recommendations to a panel of judges – dairy producers, veterinarians and other industry experts. Competition is stiff, and winning teams are announced at a closing banquet.