

## ARE *You* READY FOR A CHALLENGE?

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

- \_\_\_\_\_ Platinum Sponsor (\$5,000+)
- \_\_\_\_\_ Gold Sponsor (\$2,500-\$4,999)
- \_\_\_\_\_ 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  
March 2014 in Visalia, CA

\$ \_\_\_\_\_ National Dairy Challenge  
April 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 \_\_\_\_\_

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### Return to:

**NAIDC, 3310 Latham Drive, Madison, WI 53713**

Fax: 608.224.0300 [naidc@wdexpo.com](mailto:naidc@wdexpo.com)

**Dairy producers and alumni:** Support Dairy Challenge through a convenient on-line donation at [www.dairychallenge.org/alumni\\_challenge.php](http://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](http://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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[www.facebook.com/DairyChallenge](http://www.facebook.com/DairyChallenge)



@DairyChallenge

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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** March 2014  
Visalia, CA

**National** April 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 400 students gain from Dairy Challenge each year, through four regional contests and one national event.

- 52** total colleges participating last year
- 32** universities represented at 2012 national
- 128** students at 2012 national
- 111** students at 2011 Northeast regional
- 50** students at 2011 Southern
- 19** schools at 2012 Midwest
- 56** students competing at 2012 Western
- 135** businesses donate each year
- 100+** host dairies have gained management input



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

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



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.

## LIFELONG IMPACTS

Since its start in 2002, over 3500 collegiates have participated in Dairy Challenge. Here's how a few describe the impact.



*“One of my most rewarding college experiences was Dairy Challenge. The program brought everything I learned in the classroom about analyzing dairy farms to real world situations, which in my mind is its most important aspect. It also taught me many analytical and communication skills that will be beneficial as I go forward in my career.”*

Corey Kayhart, Farm Credit East, 2011 Cornell team

*“Dairy Challenge provided ‘real world’ experience with dairy consulting. It allowed me to determine consulting was a great career fit and allowed me to share my skills with a company that would become my future employer. There is no better way to learn about the dairy industry than to experience it firsthand through farm visits and interaction with professionals at Dairy Challenge.”*

Nicole Colgren, Cargill Animal Nutrition, 2009 Michigan State team



*“Dairy Challenge was an excellent opportunity to prepare myself to be successful. Many of the skills I learned through Dairy Challenge, such as trouble shooting, problem solving, and working with producers and industry professionals, I use everyday. The most beneficial aspect of Dairy Challenge was networking with industry professionals as I still rely on them for help and advice.”*

Adam Koppes, Genex Cooperative, Inc., 2009 Iowa State team

*“Besides being the best training for students of what they will face in the future, the Dairy Challenge contest brings together the whole dairy industry for a great common goal. The knowledge, excitement, enthusiasm and teamwork displayed by the students make me feel good about the future of the dairy industry and the outstanding leaders it'll have.”*

Dr. Ray Nebel, Select Sires Inc., national contest judge

*“We went early, stayed all day and listened to every presentation and critique. The real learning point for us was when we got into a routine. We don't always look as closely at our protocol as we should. Though we had a good cell count, a few changes the students recommended for our milk parlor procedures helped us boost milk quality even higher.”*

Butch Dias, Delta View Farms, Visalia, Calif., 2010 national contest host farm

