

NORTH AMERICAN INTERCOLLEGIATE Dairy ChallengeTM *Tomorrow's Dairy Leaders*

Dear Sponsors,

This year the 2013 Southern Regional Dairy Challenge will be hosted by Louisiana State University in Baton Rouge, LA on November 17 to 19 (*Laissez les bons temps rouler!*). The contest schedule and other information are attached to this letter. If you are receiving this letter, you have been contacted, either this year or in recent years, to help us financially support this great event. The point of this letter is to invite you to serve as a volunteer at the dairy challenge. As you know, this competition is a great opportunity for your company to recruit its most talented-, new employees and interns. These students are often upperclassmen searching for future internship and employment opportunities and as a volunteer, there are many ways you can interact with these outstanding students. ***Ask yourself, how often do you get to see your future employees in action before you take a risk on hiring them? This is your chance!*** See the note below from Mr. Dave Whitlock, a Reproductive Specialist from Select Sire Power - Select Sires. Mr. Whitlock has been involved with Dairy Challenge for many years and has also trained a vast number of students and incoming employees for Select Sires. His invitation to you, below, demonstrates the outstanding recruiting opportunity that Dairy Challenge is for our industry partners.

Hello please allow me introduce myself; I'm Dave Whitlock, Reproductive Specialist for Select Sire Power - Select Sires. I would like to take this opportunity to visit with you about the upcoming Southern Regional Dairy Challenge in Baton Rouge, LA on November 17-19 hosted by LSU. I've been a long time supporter of the Dairy Challenge both on the national and regional level. Why? The answer is very simple: because this program is helping develop the next leaders of our industry.

I would like to invite you to be a part of this great event. If you are a sponsor then you are eligible to participate in the trade show. Hands down this is the best recruitment event for prospective employees and interns in the Southeast. Even if you don't have any immediate openings in your labor force I would challenge you to think about how fast that could change! Do you have a short list of potential prospects to fill that next unexpected hole in your labor force? Come see these young men and women in action and I'm certain you will be impressed. These young future leaders have a burning desire to meet and learn more about you and your company!

If you are not a sponsor it is certainly not too late to become one. But, if that is not a possibility then there is still a chance to participate in this great experience. Any person is welcome to be a volunteer and there are plenty of duties that we are hoping can be taken care of by industry people. Being in this slot really allows you to see the grain being separated from the straw. Being a volunteer at this event will have you working side by side with fellow industry personnel to help mold our future LEADERS and WE NEED YOUR HELP.

In closing I would like to say the young people present at this event will be your future employees, your future customers, your future competitors and maybe even your future supervisor...Are you willing to miss this opportunity to meet and interact with them? Please feel free to contact us to become involved in this year's SOUTHERN DAIRY CHALLENGE!

Attached you will find an invitation to volunteer at the Southern Regional Dairy Challenge. In an effort to attract more industry participation, you will notice that the dates and format of the Dairy Challenge have changed slightly this year. We hope this will make it more convenient for you to fit a trip to Baton Rouge in your schedule. There are various positions and opportunities for your company to set up a booth and/or interact directly with the Dairy Challenge participants. Please don't miss this chance to see the future of the dairy industry in action!

If you are interested in sponsorship, you can find more information at <http://www.dairychallenge.org/sponsors.php> or contact this year's host (Dr. Cathy Williams, cwilliams@agcenter.lsu.edu) or the Southern Finance Committee Chair (Dr. Donna Amaral-Phillips, donna.amaral-phillips@uky.edu).

Sincerely,

The Southern Regional Dairy Challenge Planning Committee



**8th Southern Regional Dairy Challenge
Hosted by Louisiana State University
Cook Hotel and Conference Center, Baton Rouge, LA
Sunday, November 17 – Tuesday November 19, 2013**

CONTEST PARTICIPATION: We currently have 67 students from 11 southern universities.

SPONSOR PARTICIPATION: We are building our list of volunteers to help with the event on Monday and Tuesday. 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. See form below for volunteer opportunities.

SCHEDULE: Enclosed you will find a listing of the scheduled events for this year's contest. **Please RSVP using the enclosed form if you are planning to attend and/or send representatives to the contest.** Please indicate what events you plan to attend. We need this information in advance of the contest so we can plan appropriately for each event.

MEALS: Meal tickets will be provided to sponsor volunteers based on sponsorship: Platinum sponsor companies will receive 4 meal tickets for the duration of the contest, Gold sponsor companies will receive 3, Silver will receive 2 and Bronze will receive 1. If you have additional meal ticket needs, you can purchase them separately at Dairy Challenge Central (onsite in Baton Rouge) Meal tickets can be shared to accommodate your organization's work schedule. We appreciate your help with this!

HOTEL ACCOMMODATIONS: This year's event is being held at the Lod Cook Conference Center and Hotel. Guest rooms are available at the Cook Hotel. Rooms are \$93 single, \$103 for three, and \$113 for four per night. To make a reservation, call

The Cook Hotel and Conference Center

Hotel Address: 3848 West Lakeshore Drive, Baton Rouge, LA 70808

Phone: 225.383.COOK (2665)

website: <http://www.thecookhotel.com/>

*The block of rooms is held under **Southern Regional Dairy**.*

REGISTRATION: Sponsor attendees should register at the Dairy Challenge Central Desk at the Cook Conference Center and Hotel upon arrival. The Cook Hotel and Conference Center at LSU is located on the eastern edge of campus adjacent to University Lake at **3848 West Lakeshore Drive in Baton Rouge**.

SPONSOR DISPLAYS: On Tuesday morning, you are invited to set up a booth in our Innovation Fair area between the hours of 8:00 and 2:15 p.m. (You can also set up Monday afternoon if you prefer.) You can remove your booth at 4:00 p.m., at the end of the contest. **When you R.S.V.P., please let us know if you are planning to set up a booth.**

You will be provided with a six foot table if needed. Electricity will be available; however, you will need to provide your own electrical cords. All sponsors are encouraged to interact with university coaches and view the teams' presentations on Tuesday, but remember because of the number of teams, presentations will be going on simultaneously.

8th Annual Southern Regional Dairy Challenge
Hosted by Louisiana State University
Cook Hotel and Conference Center, Baton Rouge, LA
Sunday, November 17 – Tuesday November 19, 2013

Please complete the following information and **return by November 1, 2013**

___ I plan to attend the Southern Regional Dairy Challenge.

___ I plan to send the following additional representatives to the contest (name as it should appear on name badge): _____

___ I would like to order ___ # additional meal tickets at cost, \$100 each for the duration of the contest. *Platinum (\$5000+) sponsors receive 4 complimentary meal tickets, Gold (\$2500) receive 3, Silver (\$1000) - 2, Bronze (\$500) - 1.*

A reminder that sponsors need to make hotel reservations directly at The Cook Hotel and Conference Center, 225-383-2665, www.thecookhotel.com. When making your reservation, identify yourself as a **Sponsor for Dairy Challenge** - this is the name on the block.

Monday, November 17

___ I plan to attend the dinner Monday evening _____ Number attending

___ I am available to volunteer (help at the farm and with farm manager interviews)

Tuesday, November 18

___ I plan to have a sponsor booth display from 8:00 a.m. – 2:15 p.m.

(A 6' table is provided. Electrical is available; sponsor to provide electrical cords.)

___ I am available to volunteer (serve as timer or moderator in presentation room)

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 **November 1, 2013.**

Please return completed form to: (email a pdf of this form to srhill@ads.msstate.edu)

Stephanie H Ward
4025 Wise Center, Mailbox 9815
Animal and Dairy Sciences
Mississippi State University, MS 39762

<p>The Cook Hotel & Conference Center at LSU</p>	<p>2013 Southern Regional Dairy Challenge Schedule of Events</p>	
<p>3848 West Lakeshore Drive Baton Rouge, LA 70808 Phone: 225-383-2665</p>		
<p>Date and Times</p>	<p>Event</p>	
<p><u>Sunday, November 17</u></p>	<p><i>All events are at The Cook Conference Center unless otherwise noted</i></p>	
<p>4:00pm (Central time)</p>	<p>Hotel Check-in</p>	<p>The Cook Hotel</p>
<p>4:00 -5:00pm</p>	<p>Contest Registration</p>	
<p>4:00 - 5:00pm</p>	<p>Computer Drop-off</p>	
<p>6:00pm</p>	<p>Dinner</p>	
<p>7:00pm</p>	<p>Welcome - Dr. Cathy Williams</p>	
<p>7:15 - 8:15pm</p>	<p>Team Building - Dave Winston</p>	
<p>8:30 - 10:00pm</p>	<p>Data Distribution</p>	
<p>7:15pm</p>	<p>Coaches meeting</p>	
<p>7:30pm</p>	<p>Judges meeting</p>	
<p>9:00pm</p>	<p>SRDC Committee meeting</p>	
<p>10:00 PM</p>	<p>Instructions/review of schedule for Monday</p>	
<p><u>Monday, November 18</u></p>		
<p>6:00 - 7:30am</p>	<p>Breakfast available</p>	<p>The Cook Hotel</p>
<p>7:30am</p>	<p>Instructions and Schedule</p>	
<p>7:45am</p>	<p>Group Photo</p>	
<p>7:45am</p>	<p>Volunteer Meeting</p>	
<p>7:45am</p>	<p>Judges meeting</p>	
<p>8:30 AM</p>	<p>Load buses (travel 20 minutes)</p>	
<p>8:30am</p>	<p>Judges load vans</p>	
<p>9:00am - 11:30am</p>	<p>Farm Visits</p>	
<p>12:00 PM</p>	<p>Busses & Vans return to Conference Center</p>	
<p>12:15 -1:00pm</p>	<p>Pizza Lunch</p>	
<p>1:00 - 6:00pm</p>	<p>Team Presentation Preparation</p>	
<p>1:00 - 4:30pm</p>	<p>Judges meet, review and prepare summary</p>	
<p>1:30 - 2:00pm</p>	<p>Judges' interviews with farm management</p>	
<p>2:00 - 3:00pm</p>	<p>Team interviews with farm management</p>	
<p>6:00 - 6:30pm</p>	<p>Collection of team presentations</p>	
<p>6:00pm</p>	<p>Collection of Judges' final reports</p>	
<p>7:00pm</p>	<p>Dinner</p>	
<p>7:45-9:30pm</p>	<p>Karaoke</p>	
<p><u>Tuesday, November 19</u></p>		
<p>6:00 - 8:30am</p>	<p>Breakfast available</p>	<p>The Cook Hotel</p>
<p>6:30 AM</p>	<p>Judges meeting</p>	
<p>6:30am</p>	<p>Volunteer meeting</p>	
<p>7:15am</p>	<p>Sponsors set up displays</p>	
<p>6:30am -8:00am</p>	<p><u>First Session 1 team reports to Dairy Challenge Central for Prep</u> - Each team reports 45 min. prior to presentation at the Dairy Challenge Central.</p>	
<p>7:15am - 9:30am</p>	<p>Session 1 Teams - Presentations</p>	<p>7:15-8:00 1st team (both judges' panels) 8:00-8:45 teams 2 & 9 8:45-9:30 teams 3 & 10</p>
<p></p>	<p>Following presentations, all teams must report for pictures</p>	<p>To be announced</p>
<p></p>	<p>Team debriefing</p>	
<p></p>	<p>Time with sponsors</p>	

8:00am - 9:00 am	Session 2 Teams - Industry Innovations Panel	
8:15am-9:30am	Session 3 Teams - Load vans for LSU campus tour	
9:00am - 10:30am	<u>First Session 2 team reports to Dairy Challenge Central for Prep</u> - Each team reports 45 min. prior to presentation at the Dairy Challenge Central.	
9:30-9:45am	Morning Break	
9:45am - 12:00pm	Session 2 Teams presentations	9:45-10:30 teams 4 & 11 10:30-11:15 teams 5 & 12 11:15-12:00 teams 6 & 13
	Following presentations, all teams must report for pictures	To be announced
	Team debriefing	
	Time with sponsors	
10:00am - 11:00am	Session 1 & Session 3 Teams - Industry Innovations Panel	
11:15am -12:45pm	Lunch available	
12:00pm - 12:45pm	<u>First Session 3 team reports to Dairy Challenge Central for Prep</u> - Each team reports 45 min. prior to presentation at the Dairy Challenge Central.	
12:45pm - 2:15pm	Session 3 Teams presentations	12:45-1:30 teams 7 & 14 1:30-2:15 teams 8 & 15 - if needed
	Following presentations, all teams must report for pictures	To be announced
	Team debriefing	
	Time with sponsors	
1:00pm-2:15pm	Session 1 and Session 2 Teams - Load vans for LSU campus tour	
2:30-2:45 pm	Judges finalize scoring for awards and meet with host farm family	
2:45-3:00	Judges report back to students	
3:00-3:15pm	Awards	
3:15pm	Depart for home	