



Dear NAIDC Sponsor:

The Board of Directors of the North American Intercollegiate Dairy Challenge would like to thank you for your generous donation to the Dairy Challenge and the new Dairy Challenge Academy. With the addition of the Academy, more students will have the opportunity to learn 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 13th Annual North American Intercollegiate Dairy Challenge and Dairy Challenge Academy April 3-5, 2014 at the Grand Wayne Convention Center in downtown Fort Wayne, Indiana.** Hosts for this year's event are Michigan State University, The Ohio State University and Purdue University.

We are building our list of volunteers to help with the event on Thursday, 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 event run smoothly. If you have questions about volunteering your company's time at the event, please communicate with volunteer coordinator Dr. Miriam Weber Nielsen at Michigan State University. To volunteer, submit the online Volunteer form at http://www.dairychallenge.org/national_contest.php by **Friday, March 14**.

For 2014, you'll find many opportunities to work directly with students, including:

- Dairy Challenge Academy: educational program open this year to 150 sophomores, juniors and seniors from 4-year dairy programs, as well as undergraduates from community colleges and technical schools.
- Career and Innovation Fair: Opportunity for sponsors to recruit *and* educate from their booths - explore job opportunities and share latest innovations with students who will either be your future employees or customers.
- **SCHEDULE:** Enclosed you will find a listing of the scheduled events for this year's event. Activities will be held in the Grand Wayne Convention Center and the attached Hilton Fort Wayne. Please submit the online [Volunteer form](#) by **Friday, March 14** if you are planning to attend and/or send representatives to the event.
- **HOTEL ACCOMMODATIONS:** There are a limited number of rooms available in the NAIDC block at:

[Courtyard Fort Wayne Downtown at Grand Wayne Convention Center](#)

1150 South Harrison Street
Fort Wayne, IN 46802, USA
1 260-490-3629

Reservation link: <http://cwp.marriott.com/fwadt/naidc>

Sponsor rooms are \$99 plus tax per night for Thursday, Friday and Saturday nights. The **block is being held until March 14, 2014** at which time they will be released for general sale. Please contact the hotel no later than March 14 to book a room in the block at the negotiated rate. There are also several other hotels in the immediate area.

Phone reservations: Call 260-490-3629 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 hotel's Dairy Challenge web page at <http://cwp.marriott.com/fwadt/naidc>

- **REGISTRATION:** Sponsor attendees should submit the [Volunteer form](#) by March 14; then check in at the NAIDC Office at the Grand Wayne Convention Center on Thursday, April 3 between 5:00 - 5:30 PM or Friday, April 4 between the hours of 6:00 a.m. - 6:00 p.m. You will be given your sponsor packets, directions, sponsor surveys and name badges.
- **MEALS:** Meals are a considerable portion of our 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 with Sponsors. **Platinum and Gold Sponsors who register by March 14 will be assigned a dinner table** with students who are interested in learning more about your industry. Registrations received after March 14 will be assigned a table based on remaining availability. This will be a fun and interactive event will allow you time to get to know the students as they wind down from a busy day on the host farms and from preparing their presentations. Platinum and Gold Sponsors can also register to attend Saturday's Award Dinner.

▪ **CAREER & INNOVATION FAIR:** We invite our Platinum and Gold Sponsors (\$2500 and above) to set up a display to not only meet/recruit students, but to also share with our students - your future employees and future customers - information on the latest innovations in your field. This event will be open not only to the anticipated 128 contest participants, but also the anticipated 150 Dairy Challenge Academy students who will also be at Convention Center. The Career and Innovations Fair is planned for Saturday, April 5, 2014. 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 outlets. However, you will need to provide your own electrical cords. Wireless internet will be available at no cost. **You must reserve your space by March 14 using the online [Volunteer form](#)**. *We cannot guarantee that a space will be available if you do not request it by the March 14 deadline.*

You may ship your booth/materials to the Grand Wayne Convention Center. Shipments should arrive 3-5 days before the event and should be addressed as follows:

Hold for <your name, your company>
Exhibitor, North American Intercollegiate Dairy Challenge
April 3-5, 2014
Grand Wayne Convention Center
120 W. Jefferson St.
Fort Wayne, Indiana 46807

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.

The Board of Directors looks forward to meeting you and/or your representatives in Fort Wayne, Indiana April 3-5, 2014. 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

Miriam Weber Nielsen
2013 Volunteer Coordinator
msw@msu.edu
(517) 432-5443

To sign up as a volunteer, go to http://www.dairychallenge.org/national_contest.php

Apr 3-5, 2014	2014 Dairy Challenge National Contest & Academy Schedule at a Glance	Grand Wayne Convention Center 120 Jefferson Blvd. Fort Wayne, IN
	<i>click here for complete detailed schedule</i>	<i>Dairy Challenge Central in Jefferson B</i>
Thursday, Apr 3		
9:00 AM–12:00 PM	Welcome and Industry Forum	Convention Hall A
	Grab n Go lunch	
1:30-3:30 PM	Farm Tour	Bridgewater Dairy in Montpelier, Ohio
7:00 PM	Academy Advisor orientation	Calhoun Ballroom AB - 2nd floor GWCC
8:00 PM	Academy Session 1: Distribute case study materials	Calhoun Ballroom AB - 2nd floor GWCC
8:00 PM	Distribute contest computers and materials	Convention Hall A
8:00 PM	Judges' orientation	Gallery Room - 2nd floor GWCC
Friday, Apr 4		
6:00–8:30 AM	Breakfast buffet	Convention Hall A
6:30 AM	Volunteer meeting	Jefferson A
7:10 AM-12:30 PM	Teams travel to contest dairies	Load at Hilton Lobby entry
8:45–11:30 AM	On-site assessment of contest dairies	Contest dairies
8:30 AM - 12:00 PM	Academy Group A travels to Academy Dairy	Load at Hilton Lobby entry
9:40 -11:00 AM	Academy Group A: On-site assessment of Academy farm	
9:00 AM-12:00 PM	Academy Group B: Analyzing a Dairy session	Calhoun A
11:30 AM–5:00 PM	Coaches and media eat lunch and visit contest dairies	Contest dairies
12:00-1:00 PM	Academy Luncheon	Convention Hall A
12:45–5:45 PM	Teams develop presentations in assigned work rooms	Hilton
1:30-4:30 PM	Academy Group A: Analyzing a Dairy session	Calhoun A
1:30-5:00 PM	Academy Group B travels to Academy dairy	Load at Hilton Lobby entry
2:40 - 4:00 PM	Academy Group B: On-site assessment of Academy farm	
2:00–5:00 PM	Sponsor set-up for Career & Innovation Fair	Jefferson and Harrison Foyers
6:00–7:00 PM	Industry Social	Convention Hall A
7:00–10:00 PM	Dinner with Sponsors and program	Convention Hall A
Saturday, Apr 5		
6:15–9:00 AM	Breakfast buffet	Convention Hall A
6:30–8:30 AM	Sponsor set-up for Career & Innovation Fair	Jefferson and Harrison Foyers

7:00 AM	Volunteer meeting	Jefferson A
7:45–11:45 AM	Contest presentations (60-minute intervals)	Harrison Meeting Rooms A-D
8:00 AM-12:00 PM	<i>Academy Group B: Farm Analysis Presentations</i>	Calhoun A
8:00 AM-12:00 PM	Career & Innovation Fair	Jefferson and Harrison Foyers
8:00 AM-12:00 PM	Corporate Technology presentations	Jefferson A, Jefferson C, Harrison E
11:00 AM–1:00 PM	Lunch buffet	Convention Hall A
12:30–4:30 PM	Contest presentations (60-minute intervals)	Harrison Meeting Rooms A-D
1:00-5:00 PM	<i>Academy Group A: Farm Analysis Presentations</i>	Calhoun A
1:00–5:00 PM	Career & Innovation Fair	Jefferson and Harrison Foyers
1:00–5:00 PM	Corporate Technology presentations	Jefferson A, Jefferson C, Harrison E
5:00–6:00 PM	Dismantle sponsor booths	Jefferson and Harrison Foyers
6:15–6:30 PM	Judges present findings to participants	Harrison Meeting Rooms A-D
6:30 PM	Industry Social	Harrison Foyer
7:30 PM	NAIDC Awards Banquet	Convention Hall A

