

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

Dear Colleague:

We are inviting you to sponsor the 9th Annual Southern Regional Dairy Challenge, an event that helps top Southern collegiate dairy students to develop countless skills – dairy management, teamwork, communication and problem-solving. This year's Southern Regional contest will be hosted by North Carolina State University. Since its start in 2006, Southern Regional Dairy Challenge has involved 453 student participants. The contest allows dairy science students to apply theory and learning to a real-world dairy while working as part of a team.

Day one begins with each four-person student team receiving information on a real-life dairy, including production and farm management data. Following an operation evaluation, teams develop a comprehensive program including recommendations for nutrition, reproduction, milking procedures, animal health, housing and financial management. The first day concludes with an informal dinner with Southern Regional Dairy Challenge sponsors. This networking time is of great benefit to the students and sponsors.

Day two is a presentation day, where team members present recommendations to a panel of judges. Competition is stiff, and team members must field questions from the judges. Presentations are evaluated based on the analysis and recommendations. The event concludes with an awards program.

Year after year, Dairy Challenge benefits the students, the universities, dairy producers and agribusiness - the dairy industry as a whole - as it generates prospective employees who are more experienced and knowledgeable, and will be better prepared to serve the industry of the future. Sponsors interact with students and observe them in a unique setting that mimics a work environment. There are excellent recruiting opportunities of these elite groups of students. Sponsors are the key to maintaining this worthwhile program

Platinum and Gold level sponsors are provided with booth space at the recruitment trade show and may participate in reception events with students. Platinum sponsors are invited to provide judges for the competition and Foundation Platinum sponsors receive additional recognition. All sponsors are recognized, invited to view team presentations during the competition, and receive contact information for all participating students. Would you consider sponsoring the 9th Annual Southern Regional Dairy Challenge? Please use the attached form to contribute.

Sincerely,

*Christie Underwood*

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