

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

Dear Sponsors,

This year the 2014 Southern Regional Dairy Challenge will be hosted by North Carolina State University in Salisbury NC on November 16 to 18. 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!*

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 woman 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 is 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 fill 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 Salisbury 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. Steve Washburn, swashbur@ncsu.edu or this year's Finance chairman Christie Underwood @ cmunderwood@landolakes.com. If you are interested in volunteering please contact this year's Volunteer Co-Chairmen Shannon Davidson sdavids@ncsu.edu or Stephanie Ward stephanie.ward@msstate.edu.

Sincerely,

Dave Whitlock Southern Dairy Challenge Committee Chair

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

9th Southern Regional Dairy Challenge
Hosted by North Carolina State University
Comfort Suites Salisbury & the historic Salisbury Railway Passenger Station, Salisbury, NC
Sunday, November 16 – Tuesday November 18, 2014

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 Salisbury) 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 Comfort Suites Salisbury and the historic Salisbury Railway Passenger Station. Guest rooms are available at the Comfort Suites. Rooms are \$79 per night. To make a reservation, call

Comfort Suites Salisbury
1040 East Innes Street
Salisbury, NC 28144
Phone: (704) 630-0065 Fax: (704) 797-8878
www.salisburycs.com

*The block of rooms is held under **Southern Regional Dairy Challenge**. Please call the hotel at **704-630-0065** requesting rooms in the block at the \$79 rate.*

REGISTRATION: Sponsor attendees should register at the Dairy Challenge Central Desk at the Comfort Suites upon arrival.

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.

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Please complete the following information and **return by November 1, 2014**

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 Comfort Suites Salisbury, (704) 630-0065. When making your reservation, identify yourself as a Sponsor for Southern Dairy Challenge - this is the name on the block. Rooms are \$79 per night.

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, 2014.**

**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**

2014 Southern Regional Dairy Challenge

rev 10-01-14

Hotel: Comfort Suites
Exit 76 off I-85
1040 E. Innes St., Salisbury, NC

Comfort Suites Hotel: (704) 630-0065

Salisbury-Rowan County Convention and Visitors
Bureau office: 704-638-3100

Meetings: Historic Train Depot
215 Depot St, Salisbury, NC

Dr. Steve Washburn office: 919-515-7726
Cell: 919-612-0542

Schedule of Events

Date and Times

Event

*Events are at Comfort Suites (**Hotel**) or at
the Historic Train Depot (**Depot**)
unless otherwise noted*

Sunday, November 16

2:00pm	Pre-Challenge Dairy Tour	Local dairy – details to be provided to teams
3:00pm (Eastern time)	Hotel Check-in	Lobby, Comfort Suites Hotel
4:00 -5:00pm	Contest Registration	Conference Room - Hotel
4:00 - 5:00pm	Computer Drop-off	Conference Room - Hotel
6:00pm	Dinner Welcome – Dr. Steve Washburn/Mr. Dave Whitlock	Train Depot (main area)
7:00pm	Team Building - Dave Winston	Train Depot (main area)
7:10 – 7:40pm	Key financial indicators- David Lee	Train Depot (main area)
7:40 – 8:10pm	What to look for on the farm- Isaac Hammock and Cameron Eaker	Train Depot (main area)
8:10 – 8:30pm	Data Distribution	Train Depot (main area)
8:30 - 10:00pm	Coaches meeting	Train Depot (end room A)
8:30pm	Judges meeting	Train Depot (end room B)
9:15pm	SRDC Committee meeting	Train Depot (end room A)
10:00 PM	Instructions/review of schedule for Monday	Train Depot (main area)

Monday, November 17

6:00 - 9:30am	Breakfast available- self serve Group Photo, Instructions and Schedule - <i>all students must be present!</i>	Comfort Suites Hotel
7:15am	Volunteer Meeting	To be determined
7:15am	Judges meeting	Lobby Comfort Suites Hotel
7:15am	Load buses & judges van	Conference Room - Hotel
7:45am	Buses & Judges van depart (travel 50 minutes) - <i>coaches ride buses with students</i>	parking lot, Comfort Suites Hotel
8:00am	Farm Visit	parking lot, Comfort Suites Hotel
9:00am - 11:00am		

12:00 PM	Busses & Vans return to Comfort Suites Hotel	
12:15 -1:00pm	Grab a lunch	Lobby Comfort Suites Hotel
1:00 - 6:00pm	Team Presentation Preparation	Comfort Suites Hotel, Individual Rooms
1:00 - 1:30pm	Ask an Expert panel members meeting	Conference Room - Hotel
1:00 - 4:30pm	Judges meet, review and prepare summary	Room(s) to be determined - Hotel
2:00 - 3:00pm	Team interviews with farm management	Conference Room - Hotel
3:00 - 3:30pm	Judges' interviews with farm management	Conference Room - Hotel
6:00 - 6:30pm	Collection of team presentations	Comfort Suites Hotel
6:00pm	Collection of Judges' final reports	Comfort Suites Hotel
7:00pm	Dinner	Uncle Buck's All American Pub and Grub at 127 S Main St., Salisbury
7:45-9:30pm	Karaoke/relaxation	Uncle Buck's All American Pub and Grub

Tuesday, November 18

6:00 - 9:30am	Breakfast available	Comfort Suites Hotel
7:45am	Judges meeting	Train Depot (end room A)
7:45am	Volunteer meeting	Train Depot (main area)
7:45am	Sponsors set up displays	Train Depot (main area)
7:45am - 9:45am	Session B Teams – Piedmont Research Station tour	vans depart from Comfort Suites Hotel
7:45am -10:00am	First Session A teams report directly to Prep Room- Each team reports 45 min. prior to presentation.	Train Depot (side rooms C and D)
8:30am - 11:30am	Session A Teams Presentations	Train Depot (end rooms A and B)
	Following presentations, all teams must report for pictures	To be announced
	Team debriefing	
	Time with sponsors	Train Depot (main area)
10:00am -11:00am	Session B Teams - Industry Innovations Panel	Train Depot (main area)
11:00am - 1:00pm	Lunch Available	Train Depot (main area)
11:30am-12:15pm	Judges Lunch Break	Train Depot (main area & respective presentation rooms A and B)
11:30am - 1:45pm	First Session B teams report directly to Prep Room- Each team reports 45 min. prior to presentation.	Train Depot (side rooms C and D)

7:30-11:00am	Hotel check out	<i>(all should figure time into their schedule to vacate their room by 11am- most will need to check out earlier than 11:00.</i>
12:15pm-3:15pm	Session B Teams Presentations Following presentations, all teams must report for pictures Team debriefing Time with sponsors	Train Depot (end rooms A and B) To be announced Train Depot (main area)
11:45am - 1:30pm	Session A Teams - Piedmont Research Station tour	vans depart from Train Depot
1:45pm -2:45pm	Session A Teams - Industry Innovations Panel	Train Depot (main area)
3:15pm-3:45pm	Judges finalize scoring for awards and meet with host farm family	Train Depot (end room A)
3:45-4:00pm	Judges report back to students	Train Depot (main area)
4:00-4:20pm	Recognitions & Awards	Train Depot (main area)
4:20pm	Depart for home	