

# NORTH AMERICAN INTERCOLLEGIATE Dairy Challenge

*Tomorrow's Dairy Leaders*

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 14th Annual North American Intercollegiate Dairy Challenge and Dairy Challenge Academy April 9-11, 2015 at the Holiday Inn Syracuse/Liverpool and Staybridge Suites Conference Complex in Syracuse, New York.** Host for this year's event is the Northeast Regional Dairy Challenge Committee.

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 coordinators Molly Scoville, 607/227-5554, molly.scoville@merck.com or Kelly Driver-Haynes, 315-439-9981, Kelly.Driver@genusplc.com To volunteer, submit the online Volunteer Registration Form at [http://www.dairychallenge.org/national\\_contest.php](http://www.dairychallenge.org/national_contest.php) by **Friday, March 20**.

For 2015, you'll find many opportunities to work directly with students, including:

- Dairy Challenge Academy: educational program open this year to as many as 200 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 Holiday Inn Syracuse/Liverpool. Please complete the online [Volunteer Registration Form](#) by **Friday, March 20** if you are planning to attend and/or send representatives to the event. Please ensure every individual from your organization that is planning to participate completes a registration.
- **HOTEL ACCOMMODATIONS:** There is a block of rooms available to NAIDC Sponsors and Volunteers at:  
  
Staybridge Suites Syracuse (Liverpool)  
439 Electronics Parkway  
Liverpool, New York 13088, USA  
Hotel Front Desk: 315/457-1900  
Reservation link: [National Dairy Challenge Booking Link](#)

Sponsor rooms are \$95 plus tax per night for Thursday, Friday and Saturday nights. The **block is being held until March 6, 2015** at which time they will be released for general sale. Please contact the hotel no later than March 6 to book a room in the block at the negotiated rate.

*Online reservations:* go online to the hotel's Dairy Challenge web page at [http://www.staybridge.com/redirect?path=hd&brandCode=sb&localeCode=en&regionCode=1&hotelCode=SYREE&\\_PMID=99801505&GPC=DAC](http://www.staybridge.com/redirect?path=hd&brandCode=sb&localeCode=en&regionCode=1&hotelCode=SYREE&_PMID=99801505&GPC=DAC)

*Phone reservations:* Call 315/457-1900 to make your reservations, identifying yourself as a Sponsor for Dairy Challenge – this is the name on the Sponsor block.

- **REGISTRATION:** Sponsor attendees should submit the [Volunteer Registration Form](#) by March 20; then check in at the NAIDC Office at the Holiday Inn Syracuse/Liverpool upon your arrival. 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 and ensure accurate meal counts, we are asking each volunteer sign up for meals on the [Volunteer Registration Form](#) and pay a \$5 donation for each meal per volunteer. You can pay for the meals online following the link on the Dairy Challenge website, or mail a check to **Dairy Challenge at 3310 Latham Drive, Madison, WI 53713**. 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 20 will be assigned a dinner table** with students who are interested in learning more about your industry. Registrations received after March 20 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 200 Dairy Challenge Academy students who will also be at Convention Center. The Career and Innovations Fair is planned for Saturday, April 11, 2015. 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 20 using the online [Volunteer Registration Form](#)**. *We cannot guarantee that a space will be available if you do not request it by the March 20 deadline.*

You may ship your booth/materials to the Holiday Inn Syracuse/Liverpool. Shipments should arrive 3 days before the event and should be addressed as follows:

Hold for <your name, your company>  
Exhibitor, North American Intercollegiate Dairy Challenge  
April 9-11, 2015  
Holiday Inn Syracuse/Liverpool  
441 Electronics Parkway  
Liverpool, NY 13088

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 Syracuse, NY April 9-11, 2015. Again, thank you for your kind support of this special event.

Sincerely,

Molly Scoville,  
607/227-5554  
molly.scoville@merck.com

Kelly Driver-Haynes  
315-439-9981  
Kelly.Driver@genusplc.com

**To sign up as a volunteer, book hotel, pay for meals, go to**  
**[http://www.dairychallenge.org/national\\_contest.php](http://www.dairychallenge.org/national_contest.php)**

# National Dairy Challenge Contest & Academy

April 9-11, 2015  
 Schedule as of February 2, 2015  
 (see [www.dairychallenge.org](http://www.dairychallenge.org) for latest schedule)

**Holiday Inn**  
**Syracuse/Liverpool**  
 441 Electronics Parkway  
 Liverpool, NY 13088

## Tuesday, Apr 7

ver 020215

Board and Staff arrive

## Wednesday, Apr 8

Set up Dairy Challenge Central (DCC) office

Onondaga G

Set up IT office

Onondaga H

Coaches, teams, board, staff arrive in Syracuse

4:00-7:00 PM Computer check-in for early arriving teams

Onondaga H

1:00-5:00 PM NAIDC Board of Directors meeting

1/2 Onondaga E

6:30 PM NAIDC Board of Directors dinner, meet in Holiday Inn Lobby at 6:15

off site

## Thursday, Apr 9

5:30 am - 11 pm Dairy Challenge Central office

Onondaga G

7:00-5:00 PM Computer check-in

Onondaga H

*Each team should check in laptops and USB drive by 5 PM. Must provide user names and passwords for each computer.*

7:00 AM - 7:30 AM Registration

Ballroom Foyer

7:00 AM Volunteer meeting

Ballroom East

8:00 AM Depart hotel in school vans for Tour Farm

9:20 AM-12:00 PM Farm Tour & Lunch

Offsite - Spring Hope Farm  
(lunch at farm)

12:00 PM School vans depart for Hotel

2:00 PM - 4:30 PM Seminar - Speaker and Panel

3/4 Convention Center A

4:30-5:00 PM Registration (Contest Coaches, Judges, Sponsors/Volunteers)

Ballroom Foyer

4:30 PM-6:30 PM Dinner - Taste of New York

location TBA

7:00 PM [Academy Advisor orientation](#)

[1/2 Onondaga E](#)

8:00 PM Distribution of computers and contest materials. *All teams (contest students) should be present.*

3/4 Convention Center A

8:00 PM Judges' orientation

Convention Center D

[8:00 PM Academy Session 1: Distribution of case study materials](#)

[2/3 Cotillion 3](#)

10:00 PM Data computers checked back in

3/4 Convention Center A

**Friday, Apr 10**

6:00–7:00 AM	Sponsor and media check-in at DCC	Onondaga G
6:00–7:00 AM	Team Breakfast buffet	1/2 Convention Center A
6:30–6:45 AM	Contest overview and instructions for contestants and judges	1/2 Convention Center A
6:30 AM	Volunteer meeting (instructions for farm visits)	Ballroom East
6:45–7:00 AM	Judges meeting	Ballroom Center
7:00 AM-7:45 AM	Academy Breakfast buffet	1/2 Convention Center A
7:10 AM	Teams begin loading buses for contest dairy visits.  <i>Judge panels follow buses travelling in a group in their own vehicle.</i>	Hotel Lobby entry
7:20 AM	Bus 1 leaves for contest dairy 1	Hotel Lobby entry
7:30 AM	Bus 2 leaves for contest dairy 2	Hotel Lobby entry
7:40 AM	Bus 3 leaves for contest dairy 3	Hotel Lobby entry
7:45 AM	Bus 4 leaves for contest dairy 4	Hotel Lobby entry
8:15–8:30 AM	Teams and judges arrive at dairies	Offsite: Contest dairies
8:30 AM–10:30 AM	Coaches meet with Board of Directors	Ballroom East
8:45 AM	Dairy managers welcome teams, provide overview and guidelines	Offsite: Contest dairies
9:00–11:00 AM	On-site assessment of contest dairies	Offsite: Contest dairies
8:00 AM - 12:00 PM	Academy Session 2: Farm Visit	Offsite: Contest dairies
11:00–11:15 AM	All teams gather with dairy managers for group interview with judges observing	Offsite: Contest dairies
11:30 AM	Teams and judges depart dairies; boxed lunches served on busses	Offsite: Travel
11:30 AM–5:00 PM	Coaches and media eat lunch and visit contest dairies  <i>Coaches will visit their contest dairy for 2 hours and then another dairy for 1 hour.</i>	Offsite: Contest dairies
12:00-1:00 PM	Academy: Luncheon	1/2 Convention Center A
12:30 PM	Teams arrive at Hotel	
12:30 PM	Teams pick up data computers and work room assignments	Board Room
12:30–1:00 PM	Judges have lunch with dairy managers	Ballroom Center
12:45–5:45 PM	Teams plan and develop presentations in assigned work rooms	
1:30-5:00 PM	Academy Session 3: Analyzing a Dairy (BREAKOUTS IN 4 SEPARATE ROOMS)	Cotillion 1H  Cotillion 2H  Cotillion 3

		1/2 Onondaga E
1:00–1:15 PM	Judges meeting, instructions for the afternoon	Ballroom Center
1:00–1:15 PM	Volunteer meeting, instructions for interviews	Ballroom East
2:00–4:00 PM	Individual team interviews with dairy managers with judges observing (12 minutes/team)	Dairy A: Boardroom 1 Dairy B: Boardroom 2 Dairy C: Boardroom 3 Dairy D: Boardroom 4
2:00–5:00 PM	Snacks available	Convention Center Foyer
2:00–5:00 PM	Sponsor booth set-up	Convention Center Foyer
6:00 PM	Judges turn in their assessment and contest data	Onondaga G
6:00–6:35 PM	Teams turn in final presentations and return computers	Board Room
5:30–6:30 PM	Academy students: Industry Social and Heavy Hor Dourves <i>(students pick up their Wonderworks admission wristbands)</i>	Convention Center
6:30-7:30 PM	Contest teams: Industry Social and Heavy Hor Dourves <i>(students pick up their Wonderworks admission wristbands)</i>	Convention Center
6:45 PM	Academy Students board buses for Wonderworks - show wristband to board bus	
7:00 -10:45 PM	Academy Students at Wonderworks	Wonderworks at Destiny Mall, 9090 Destiny USA Drive, Syracuse
7:30 PM	Contest Students Board buses for Wonderworks - show wristband to board bus	
7:45 - 10:45	Contest Students at Wonderworks	Wonderworks at Destiny Mall, 9090 Destiny USA Drive, Syracuse
<b>Saturday, Apr 11</b>		
6:15–9:00 AM	Breakfast buffet	Convention Center
6:30–8:30 AM	Sponsor set-up for Career & Innovation Fair	Convention Center
6:45 AM	First morning presentation teams arrive at assigned prep rooms. <i>Computers will be preloaded with their presentations. Teams prep for 1 hour. Teams must turn in financial materials at the start of prep time.</i>	Dairy A: Boardroom 1 Dairy B: Boardroom 2 Dairy C: Boardroom 3 Dairy D: Parlor 139
7:00–7:35 AM	Judges meeting	Boardroom 4
7:00 AM	Volunteer meeting	Cotillion 3
7:45–11:45 AM	Morning team presentations (60-minutes intervals)	Dairy A: Boardroom 4 Dairy B: Ballroom East Dairy C: Ballroom Center Dairy D: Ballroom West

8:00 AM-12:00 PM	<i>Academy Session 5: Farm Analysis Presentations</i>	Debriefing room for all dairies: Staybridge Suites Conference Room Cotillion 1H  Cotillion 2H
8:00-12:00 PM	Career & Innovation Fair	Convention Center
8:00-12:00 PM	Corporate Technology Presentations	
11:00 AM–1:00 PM	Lunch buffet	Convention Center
11:30 AM	First afternoon presentation teams arrive at assigned prep rooms	Dairy A: Boardroom 1  Dairy B: Boardroom 2  Dairy C: Boardroom 3  Dairy D: Parlor 139
12:05 PM	Volunteer meeting	Cotillion 3
12:30–4:30 PM	Afternoon team presentations (60-minutes intervals)	Dairy A: Boardroom 4  Dairy B: Ballroom East  Dairy C: Ballroom Center  Dairy D: Ballroom West
1:00–5:00 PM	Career & Innovation Fair for contest & <a href="#">Academy students</a>  Corporate Technology Presentations for contest & <a href="#">Academy students</a>	Debriefing room for all dairies: SBS Conference Room Convention Center
5:00–6:00 PM	Dismantle sponsor booths	Convention Center
4:30–6:00 PM	Judges complete and turn in assessments and rankings, finalize presentation	Onondaga G
4:30–6:00 PM	Collection of surveys from coaches, sponsors and judges	Onondaga G
4:30–6:00 PM	Coaches pick up university computers	Board Room
6:15–6:30 PM	Judges present their findings to participants	Dairy A: Cotillin 1H  Dairy B: Ballroom East  Dairy C: Ballroom Center  Dairy D: Ballroom West
6:30 PM	Presentation equipment returned to Dairy Challenge Central	Onondaga G
6:30 PM	Contestant social with sponsors	Foyer
7:30 PM	NAIDC Awards Banquet	Convention Center