

2017 Midwest Regional Dairy Challenge		
	The Madison Concourse Hotel <i>ver 011717</i>	One West Dayton Street Madison, Wisconsin 53703
	Contest Schedule February 8-10, 2017	PH: 800-356-8293
Wednesday, February 8, 2017		
12:00 PM-10:00 PM 3:00 PM	Dairy Challenge Central/IT Check in at the Concourse	638/634 hotel lobby
2:30-5:00 PM	Registration - Laptops turned in to IT	638/634
3:00-4:00 PM	Early Bird Seminar	
	Mining the Herd Summary for Data- AgSource Education and Marketing Support Specialists	University Room
4:00-5:00 PM	Seminars - <i>select one</i>	
	Dairy Financials and Benchmarks- Bruce Jones, UW Madison	Capital Ballroom A
	Dairy Housing and Cow Comfort- Dairyland Initiative, Nigel Cook, UW Madison	University Room
4:00-5:00 PM	Mentor Meeting	Conference Room I
5:00 - 6:00 PM	Dinner- students should sit with their teams and mentors	Madison Ballroom
6:15- 6:45 PM	Teambuilding Activity- Tower of Leadership	Wisconsin Ballroom
6:45-7:30 PM	PCDart and Dairy Comp training	Madison Ballroom
	More indepth, where to find data in PCDart, Using Guide in DC305 about 20 minutes for each - VAS and DRMS	
7:35 PM	Judges work	Conference Rooms I, II, and III
7:50 PM	Handout Data Packets	Madison Ballroom
9:00 PM	Refreshments	Madison Ballroom
10:00 PM	Turn in data computers	Madison Ballroom
Thursday, February 9, 2017		
6:00 AM-10:00 PM	Dairy Challenge Central/IT	638/634
6:00 AM - 7:30 AM	Breakfast	Madison Ballroom
7:00 AM	Judges Meeting	Conference Room I
7:00 AM	Volunteers meeting	Conference Room IV
7:00 AM	Coaches Meeting- With Ted to coordinate farm stops	hotel front lobby
7:15 AM	Students and Judges load bus 1	
7:30 AM	Bus Departs for Farm 1 (30 minutes)	
7:15 AM	Students and Judges load bus 2	
7:30 AM	Bus Departs for Farm 2 (30 minutes)	
7:15 AM	Students and Judges load bus 3	
7:30 AM	Bus Departs for Farm 3 (30 minutes)	
8:00 AM	Bus arrives at Farm 1	
8:00 AM	Bus arrives at Farm 2	
8:00 AM	Bus arrives at Farm 3	
10:30 AM	Bus departs Farm 1 for Hotel	
10:30 AM	Bus departs Farm 2 for Hotel	
10:30 AM	Bus departs Farm 3 for Hotel	
11:00 AM	Busses arrive at Madison Concourse	
11:30 AM - 12:30 PM	Lunch	Madison Ballroom
11:30 AM - 12:30 PM	Data computer & workroom assignments distributed during lunch	634
12:30 PM - 1:30 PM	Group owner/manager interviews at hotel. All team members MUST be present. Judges also attend.	Farm 1: Conference Room I Farm 2: Conf Room II Farm 3: Conference Room III
1:30 PM - 5:30 PM	Work on presentations in sleeping rooms	Hotel rooms
1:30 PM - 5:30 PM	Judges work on presentations	Farm 1: Conference Room I Farm 2: Conf Room II Farm 3: Conference Room III
2:00 PM - 4:00 PM	Resource Room	629
4:00 PM - 5:00 PM	Coaches/sponsors meeting with committee	627

5:30-6:05 PM	Hand in completed presentations - IT Room (hotel)	634
6:45-8:00 PM	Coaches pick up university computers - IT Room (hotel)	634
7:00 PM - 10:00 PM	Dinner with Sponsors	Madison Ballroom
	Dinner and Etiquette Training: Refining Professional Presence, Suzanne Richardson, Etiquette Essentials, LLC	
	Characteristics We Look For in Interviews, Kent Phalen, Land O Lakes Purina Feed	
	New Hire Compensation and Career Development, Devin Albrecht, Select Sires; Laura Kieser, AgStar Finance; and Matt Gabler, Cargill	
	Alumni Mingle	Madison Ballroom
9:30-11:00 PM	Industry, coach hospitality	627
Friday, February 10, 2017		
6:00 AM-3:30 PM	Dairy Challenge Central/IT	638/634
5:45 AM - 7:45 AM	Breakfast	Madison Ballroom
6:00 AM	Judges meeting	Conf Room I
6:00 AM	Set up prep and presentation rooms	
6:15 AM	First AM teams report directly to their assigned Prep Room	
	Prep Room Farm 1	627
	Prep Room Farm 2	629
	Prep Room Farm 3	634
6:30 AM	Volunteers meeting	Conference Room IV
7:00 AM - 10:45 AM	AM Team presentations followed by the Innovation Fair	
	Farm 1	Conference Room I
	Farm 2	Conference Room II
	Farm 3	Conference Room III
7:30 AM - 10:30 AM	Donuts and Coffee	Wisconsin Ballroom
7:45 AM - 11:00 AM	Debriefing	Wisconsin Ballroom
8:30 AM - 10:00 AM	Dairy Industry Environmental Sustainability Efforts- Steve Richter, Director of Conservation Programs in Wisconsin, The Nature Conservancy; Josh Luth, Milk Procurement & Sustainability Manager, Foremost Farms USA Jeff Endres, Endres Berryridge Fams + chairman, Yahara Pride Farms Maria Woldt, Director of Industry Relations, Dairy Business Association John Holevoet, Director of Government Affairs, Dairy Business Association	Senate Room AB
8:30 AM - 2:00 PM	Innovation Fair	Wisconsin Ballroom
10:45 AM	First PM teams report directly to their assigned Prep Room	
	Prep Room Farm 1	627
	Prep Room Farm 2	629
	Prep Room Farm 3	634
10:45 AM - 12:45 PM	Lunch	Madison Ballroom
10:45 AM - 11:30 AM	Lunch for Judges	Madison Ballroom
11:00 AM	Hotel check out	
11:30 AM - 1:45 PM	PM Presentations	
	Farm 1	Conference Room I
	Farm 2	Conference Room II
	Farm 3	Conference Room III
12:00 PM - 1:30 PM	Dairy Industry Environmental Sustainability Efforts- Steve Richter, Director of Conservation Programs in Wisconsin, The Nature Conservancy; Josh Luth, Milk Procurement & Sustainability Manager, Foremost Farms USA Jeff Endres, Endres Berryridge Fams + chairman, Yahara Pride Farms Maria Woldt, Director of Industry Relations, Dairy Business Association John Holevoet, Director of Government Affairs, Dairy Business Association	Senate Room AB
12:15 PM - 2:00 PM	Debriefing	Wisconsin Ballroom
2:15 PM	Judges Presentations	Madison Ballroom
2:50 PM	Announce Awards	
3:00 PM	Depart for home	