

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

**13th Midwest Regional Dairy Challenge  
Hosted by University of Wisconsin-Madison  
The Madison Concourse Hotel in Madison, WI  
Wednesday, February 8 – Friday, February 10, 2017**

On behalf of the Midwest Regional committee of the North American Intercollegiate Dairy Challenge, it is our privilege to invite you to participate in the 13th Annual Midwest Regional Dairy Challenge. The event will be held February 8-10, 2017 and hosted by the University of Wisconsin-Madison in Madison, Wisconsin. We thank you for your continued support of the Midwest Intercollegiate Dairy Challenge.

**Sponsor Participation:** We are building our list of volunteer to help with the event on Wednesday evening thru Friday afternoon. Being involved and working directly with the students gives you a firsthand view of the students in action, plus a large volunteer pool helps the contest run smoothly.

**Schedule:** A listing of the scheduled events for this year's contest is posted on the Midwest Dairy Challenge web page at [http://www.dairychallenge.org/mw\\_event.php](http://www.dairychallenge.org/mw_event.php)

**Sponsor Volunteer Registration:** Please submit information for each volunteer from your company using this online form. **Forms are due Monday, January 30 2017**, but will continue to be accepted on an as needed basis.

**Hotel:** This year's event is being held at The Madison Concourse Hotel. Individuals are requested to call the Hotel directly at 1-800-356-8293 to make guest room reservations as part of **2017 Midwest Dairy Challenge**. The reservation cut-off date is midnight C.S.T. on **February 1, 2017**. Any individual reservations received after the cut-off date will be accepted on a space and rate available basis.

The Madison Concourse Hotel  
One West Dayton Street  
Madison, Wisconsin 53703  
PH: 800-356-8293  
FAX: 608-257-8454

**Meals:** Meals will be provided for sponsor volunteers.

**Sponsor Display:** On Friday you are invited to set up a booth in our Innovation Fair at the Concourse. Booths will be open between 8:30 am and 2:00 pm. Indicate your desire to reserve a booth using the online registration form. There is no charge for booth. Electricity will be available, but you will need to supply your own electrical cords. All sponsors are encouraged to interact with students and University coaches and view student presentations on Friday. Remember because of the number of teams, presentations will be going simultaneously.

**Mentors:** We are seeking a large number of volunteers to serve as Team Mentors. This is an important role as Mentors work side by side with the teams to guide them through the farm analysis process. With enough volunteers, we hope to assign 2 mentors to each team. If you are interested in serving as a Mentor, indicate as such when registering. Please note:

- **Mentors must be available starting with the Mentor Meeting at 4:00 PM Wednesday thru lunch on Thursday at a minimum.** If you are willing to stay beyond Thursday noon there are activities (Resource Room, Hall Monitors, Manager Interviews) where assistance is needed. Likewise, volunteers are needed on Friday to assist with the prep and presentation rooms.
- Mentors must have a camera or camera capable phone to take pictures for their groups and be willing/able to download the pictures.

We kindly ask each volunteer from your company register using this form. Forms are due back Monday, January 30, 2017, but will continue to be accepted on an as needed basis.

Go to: <https://2017mwdairychallenge-volunteerregistration.eventbrite.com>

On behalf of the steering committee, we thank you for your time, energy and commitment to the Dairy Challenge.

If you have questions about volunteering your company's time at the event, please communicate with Volunteer Coordinator, Tom Vander Heiden 952-378-0518, [tvanderheiden@phytoncorp.com](mailto:tvanderheiden@phytoncorp.com)

## **VOLUNTEER INFORMATION**

Many of you have volunteered the time and energy of colleagues and yourselves. Thank you! As we enter the final stages of planning, we are able to identify the areas where assistance is needed. Those areas are: (if you have a volunteer duty preference please complete the information on the form and every opportunity will be made to assign you those responsibilities)

1. **Mentors:** We need volunteers on Wednesday Evening thru the farm visit on Thursday morning to Mentor the student groups and to work with them on the host farms. You will work with your group on Wednesday evening as they start to look through information and prepare for the farm tour. You will then escort this group of students while on the farm tour on Thursday morning. It is critical all volunteers who do want to sign up for this duty are available all of Wednesday evening thru lunch on Thursday.
2. **Farm Volunteers:** We need people on Thursday morning to help get the students on buses and keep them moving on the host farms.
3. **Support Help:** Individuals are needed for Thursday afternoon to assist teams in getting support from IT, questions answered, and to assist with farm manager meetings.
4. **Resource Room:** Individuals are needed for Thursday afternoon to assist teams in providing answers to technical questions for their presentations.
5. **Room Monitors:** We need 12 room monitors for Friday's presentations. These 12 volunteers are needed to share the coverage of the three presentation rooms. Shifts from 7 to 10:45 am, and 11:30 am to 1:45 pm.
6. **Team Guides:** We need 6 volunteers to assist getting students to presentations, pictures, debriefing and to visit with sponsors. Shifts from 6:50 to 10:45 am, and 11:20 am to 1:45 pm.
7. **Prep Room:** We need 6 volunteers to assist teams with answering questions and monitoring the team during prep time. Shifts run from 6:15 to 10:00 am and 10:45 am to 1:00 pm.
8. **Debrief Team:** We need 6 individuals to visit with teams following their presentation for 10 minute debriefing sessions on their experience. Shifts from 7:45 to 11:00 am, and 12:15 am to 2 pm.

Please complete the form. Thank you in advance for your support of the Midwest Dairy Challenge.

Tom Vander Heiden  
tvanderheiden@phytoncorp.com  
Cell: 952-378-0518

# 2017 Midwest Regional Dairy Challenge

The Concourse

## Contest Schedule

February 8-10, 2017

*as of 11/11/16*

### Wednesday, February 8, 2017

12:00pm-10:00pm	Dairy Challenge Central/IT	638/634
2:00pm	Check in at the Concourse	hotel lobby
2:30pm	Registration - Laptops turned in to IT	Registration area, 2nd floor
3:00-4:00pm	Early Bird Seminar	
	Mining the Herd Summary for Data- AgSource Education and Marketing Support Specialists	Senate A
4:00-5:00pm	Seminars	
	Dairy Financials and Benchmarks- Bruce Jones	Senate A
	Dairy Housing and Cow Comfort- Dairyland Initiative, Nigel Cook	Senate B
4:00-5:00pm	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- Alumni Two Truths One Lie	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
7:50pm	Handout Data Packets	Madison Ballroom
9:00pm	Refreshments	Madison Ballroom
10:00pm	Turn in data computers	Madison Ballroom

### Thursday, February 9, 2017

6:00am-10:00pm	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 V
7:00 AM	Coaches Meeting- With Ted to coordinate farm stops	
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	
	Bus departs Farm 3 for Hotel	
11:00 AM	Busses arrive at Madison Concourse	
11:30 AM - 12:30 PM	Lunch	Madison Ballroom

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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
5:30-6:05pm	Hand in completed presentations - IT Room (hotel)	634
6:45-8:00pm	Coaches pick up university computers - IT Room (hotel)	634
7:00 PM - 10:00 PM	Dinner with Sponsors Etiquette Training during Dinner Kent Phalen- Purina, discussion on hiring, interviewing etc intermingled during dinner Ted Halbach/Student- Starting salaries of Ag Industry positions Alumni Mingle	Madison Ballroom
9:30-11 pm	industry, coach hospitality	627
<b>Friday, February 10, 2017</b>		
6:00am-3:30pm	Dairy Challenge Central/IT	638/634
5:30 AM - 8:00 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 V
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	Taking the Lead in Environmental Stewardship- Maria McGinnis- DBA, Jeff Endres of Berry Ridge Farm and Yahara Pride, Clean Lakes Alliance, Dane County Engineer or Legislator	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
11:30 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	Taking the Lead in Environmental Stewardship- Maria McGinnis- DBA, Jeff Endres of Berry Ridge Farm and Yahara Pride, Clean Lakes Alliance, Dane County Engineer or Legislator	Senate Room AB
12:15 PM - 2:00 PM	Debriefing	Wisconsin Ballroom
2:15 PM	Judges Presentations	Madison Ballroom
3:00 PM	Announce Awards	
3:30 PM	Depart for home	