

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

Northeast Regional Dairy Challenge

Auburn, New York

Thursday October 26 – Saturday October 28, 2017

On behalf of the Northeast Regional Committee of the North American Intercollegiate Dairy Challenge, it is our privilege to invite you to participate in the 2017 Northeast Regional Dairy Challenge.

SPONSOR PARTICIPATION: We are building our list of volunteers to help with the event. 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. To register, click [here](#).

SCHEDULE: A listing of the scheduled events for this year's contest is posted on the Northeast Dairy Challenge web page at http://www.dairychallenge.org/ne_event.php

HOTEL: The hotel for this year's event is Holiday Inn, 75 North Street, Auburn, NY 12801. A block of rooms has been reserved for Wednesday, Thursday, and Friday nights. Please call the hotel by October 20 at PH: (315) 253-4531 to request a room.

SPONSOR DISPLAYS: You are invited to set up a display on Friday and Saturday. Set up will take place Friday morning, October 27. There is no charge for tables. All sponsors are encouraged to interact with students and university coaches, and view student presentations on Friday and Saturday. To reserve a table, contact Barry Putnam (Barry.Putnam@farmcrediteast.com).

DAIRY CHALLENGE PRODUCER NIGHT EVENT: This is a new opportunity for you to interact with both your future *and* current customers. On Friday, October 27 we will open our event to dairy producers – your *current* customers – by bringing in Dan Simmons, a professional recruiter, to coach us on ways to attract talent to our companies and farms. Dan will meet with producers and sponsors beginning at 5:00 PM and you will have an opportunity to put his suggestions to work when joined by the 120 students who are participating in the NE Dairy Challenge and are looking for jobs in the dairy industry. Tickets are \$100 each and include the training session, dinner, and networking event with students. The ticket price will help us cover the cost of the speaker and meal. To get the most from this event, consider sponsoring a producer. For details about the Dairy Challenge Producer Night, go to

http://www.dairychallenge.org/pdfs/2017_Northeast/Dairy_Challenge_producer_night_invite_2017.pdf

If you have questions about this year's event, please communicate with Barry Putnam at Barry.Putnam@farmcrediteast.com. Thank you!