



February 2, 2018

Dear Coaches,

On behalf of the National Program Committee of the North American Intercollegiate Dairy Challenge, it is our privilege to invite your university to participate in the 17th Annual Dairy Challenge and the 6th Annual Dairy Challenge Academy. These events will be held in Visalia, California April 12 - 14, 2018 and hosted by the Western Regional Dairy Challenge Committee.

The **North American Intercollegiate Dairy Challenge Contest** offers a two-day competition that enables four-person teams to evaluate a well-managed dairy farm business and then recommend management enhancements to a panel of judges comprised of industry and academic professionals. We believe this to be the premier dairy event in the country for undergraduate students and work hard on behalf of the students to support the program.

Coaches are encouraged to visit: <http://www.dairychallenge.org/memberaccess.php> using the login password "coach" for additional resources such as presentations from past contests.

The **Dairy Challenge Academy** will run in conjunction with the national contest. The Academy gives its students an intensive program using the educational component of the Dairy Challenge contest without the competition.

Contest Participation:

- It is preferred that the contest be limited to the first 32 teams who register, but up to 36 teams will be accepted. Teams are limited to 4 students who have not previously participated in the National Contest. Completed entries will receive priority by date, time of receipt, and previous participation in the regional and national programs.
- If the 32 team limit is not met, aggregate teams will be formed.
 - If a university does not have enough students to create a team, the coach should complete an entry for those interested in being placed on an aggregate team.
 - If a university has a team and is interested in having a fifth student participate on an aggregate team, the coach should include the student's information on the entry form as instructed.

In the event the contest fills to 32 teams and aggregate students are not placed, these students may request to transfer their registration to the Academy by indicating so on their aggregate registration. *Because of the uncertainty of their participation status, the entry fee is noted as "FREE". Payment can be made once participation is confirmed.*

Contest Eligibility:

- Each contestant in the North American Intercollegiate Dairy Challenge National Contest must be a student in a North American educational institution that offers a bachelor's degree in agriculture with classes that have emphasis in dairy production.
- A contestant must be enrolled in a program of study to meet the requirements for a bachelor's degree.
- They must have completed not less than one year of course work or equivalent by that institution's graduation rules. Students, with or without a bachelor's degree, enrolled in graduate or professional studies programs are not eligible.

- A student is ineligible to be a contestant if he/she has (1) competed in the North American Intercollegiate Dairy Challenge National Contest, or (2) been an employee or paid consultant of any agricultural organization or service for which his/her duties included on-farm dairy consulting (excluding internships).

The complete rules of the competition including eligibility are available on the [2018 contest](#) page.

To help students prepare for the contest, review materials from past events are available on the [NAIDC website](#). On the Member login page, enter the password: **coach**

Academy Participation:

- The Academy is open to sophomores, juniors, and seniors from 4-year dairy programs, as well as undergraduates from community colleges and technical schools.
- The program is offered to the first 150 students who register. Schools may register up to eight students per school. Additional alternates may be identified in the event fewer than 150 students register. http://www.dairychallenge.org/pdfs/2018_National/NAIDCContestRules.pdf
- Completed entries will receive priority by date, time of receipt, and previous regional or national participation. In the event that the Academy size limits are reached, preference will be given to students participating for the first time.

Eligibility:

- A Dairy Challenge Academy participant must be a student in a North American educational institution offering classes with an emphasis in dairy production.
- Participants must be enrolled in a program of study to meet the requirements for a bachelor's degree or be enrolled in a dairy/animal degree or certificate granting program and have completed one year or equivalent of course work. Students enrolled in graduate or professional studies programs (with or without a bachelor's degree) are not eligible.
- A student is ineligible to participate if he/she has competed in the North American Intercollegiate Dairy Challenge National Contest, or has been an employee or paid consultant of any agricultural organization or service for which his/her duties included on-farm dairy consulting (excluding internships).
- A contestant may only participate/compete in a total of two (2) regional contests, two (2) Dairy Challenge Academies and one (1) National Dairy Challenge Contest.

Note to Coaches:

Last year Dairy Challenge spent approximately \$700 per student attending the national contest and academy. With a \$100 per student registration fee, it is clear the important role our sponsors play in making this capstone opportunity available to students. As you select students from your school, we kindly ask you to consider the investment our sponsors are making on their behalf. Please ensure your students understand the privilege and exposure that is being extended to them. Thank you!

Registration:

The Entry Form (single form for Contest and Academy) is online at http://www.dairychallenge.org/national_contest.php. You may pay by credit card or check.

- **Deadline for entry: March 5, 2018.** Completed entries will receive priority by date, time of receipt, and previous participation in the regional and national programs. A confirmation letter

with more details including housing information and student information form link will be sent upon receipt of your registration material and after March 5.

- **Entry Fee:** \$100 per student. Entry fees are nonrefundable after March 5.
- Each student is responsible for completing an online Student Information Form. Students must submit this form by **March 16**. This form will be available on the Dairy Challenge web site after March 5 at http://www.dairychallenge.org/national_contest.php. Contestant Liability Waivers, Contest Information Release Waivers, and the Contestant Honor Code will be signed on site at the event.
- Students will be allowed to use the Internet during the contest preparation time and throughout the Academy. As such, in addition to the 2 computers each school is asked to bring (these will not need to be checked in with IT), students are allowed to bring their own computers for their personal use. **Please read the Computer Requirements document posted on the web site before you travel to the contest.** Use of cell phones or similar devices with recording mechanisms will not be allowed during the contest.

Travel Information:

Hotel:

The student/coach hotel is the Marriott, 300 South Court Street, Visalia, CA 93291, Phone: 559/636-1111, Website: <http://www.marriott.com/hotels/travel/vismc-visalia-marriott-at-the-convention-center/> Complete information on housing including reservations will be sent with your entry confirmation. This will also be posted on our national contest [web page](#). **It is your responsibility to make housing arrangements for you and your student participants. However, reservations should be made only after you receive a confirmation of your registration from Dairy Challenge.** Each school will be given an allocation for number of student rooms that will be paid for by the contest. Schools are responsible for the cost of the coaches' rooms.

Thursday program: An educational program will be offered Thursday morning at the hotel for early arriving schools. Thursday afternoon schools are invited to a farm tour with dinner. If your school is planning to arrive early for these additional educational and networking opportunities, please indicate as such on the Entry Form - you must register in advance to be assured participation and meals for you and your students.

- The Thursday farm tour will be held at Maddox Dairy in Riverdale, CA, about one hour northwest of Visalia. Go to <https://www.maddoxdairy.com/new2017/> to see a video about their operation.
- NAIDC will pay for Wednesday night student rooms for those schools needing it.
- Schools are responsible for their own transportation to the farm on Thursday.

Schools *not* participating in Thursday's farm tour should arrive in Visalia **no later than 6:00 p.m. on Thursday, April 12**. Registration will be open 6:00 – 6:30 PM. Data distribution and review of contest procedures will begin promptly at 7:00 p.m.

Schools should plan to depart either after the banquet on Saturday, April 14 or on Sunday, April 15.

Travel assistance: Stipend amounts are available to contest schools that need travel support, and are based on distance to the contest site. Travel assistance is not offered to Academy participants. This year, contest teams that are flying may receive up to \$600 of travel reimbursement for the entire team. Teams that are driving and need travel support may receive up to \$600 of travel reimbursement (round trip) at \$0.50 per mile for the entire team. Any funds remaining in our travel budget after these allocations are made will be divided among the Contest teams that traveled the farthest and have the

greatest expenses.

For those planning to fly to the Dairy Challenge, the nearest airport is Fresno Yosemite International Airport. For a list of airlines and rental car agencies that serve that airport, go to: <http://www.flyfresno.com/> The drive from the airport to the Marriott hotel should take about 45 minutes. You are advised to rent a vehicle at the airport.

Meals:

- Breakfast, lunch and dinner will be provided for one Contest coach and/or one Academy coach, each Academy participant and Contest team member on the days of April 12, 13 and 14.
- If an individual student has dietary restriction, it is important that be documented at time of entry so catering staff can be alerted.
- Teams bringing more than one Contest coach and/or more than one Academy coach are asked to pay the full price for the additional meals (\$170) when completing the entry form.

If you have any questions about the event, please don't hesitate to contact us. We look forward to your participation in this exciting and innovative contest.

Sincerely,

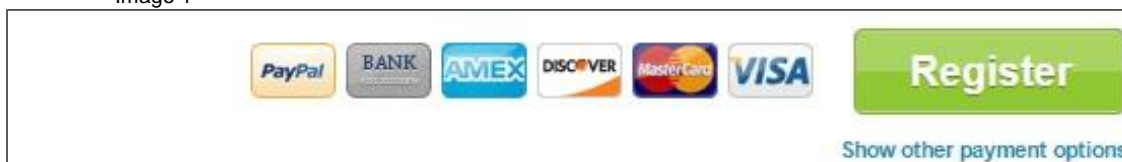
Wanda Emerich
Program Committee Chair

Molly Kelley
Executive Director

Tips for using the online registration form at http://www.dairychallenge.org/national_contest.php:

- One form is being used for both Contest and Academy entries. All entries should be submitted using this form.
- If you plan to pay by credit card: Once you have entered the number of Registration Types (Contest Coach, Contest Student, Academy Coach, etc.), click on the green REGISTER button (see Image 1 below). Upon completion of your registration information, you will be automatically redirected to another page with requests for additional information and to our Paypal site where you can enter your credit card information. You do not have to have a PayPal account in order to pay using this option.

Image 1



- If you plan to pay by check: Once you have entered the number of Registration Types (Contest Coach, Contest Student, Academy Coach, etc.), click on the "show other payment options" below the green REGISTER button. You will then be given the option to PAY OFFLINE by check. Please send your check by **March 5, 2018** payable to:

North American Intercollegiate Dairy Challenge
3310 Latham Drive, Madison, WI 53713
Attn: Ann Marie Magnochi
PH: 608/224-0400 FX: 608/224-0300 Email: amagnochi@wdexpo.com

- For schools participating in both the Contest and the Academy who are sending one coach, please enter that coach's information under **both** Contest and Academy (there is a "copy" option for your convenience). TIP: utilize the "COPY DATA FROM" drop down option on the entry form to expedite your data entry for each coach/participant.
- If you have **additional** students beyond the initial allotment who are interested in either the Contest (as a possible aggregate) or the Academy, please include their information when registering. We will contact you after March 5 if space is available to add additional students. You will notice that no payment is required now for these students - the registration for additional students is listed as "Free." Payment arrangements will be made once their participation is confirmed.
- If contest space doesn't allow for aggregate students, please consider if that student would be interested in participating in the Academy.
- If you have any questions, please contact Ann Marie Magnochi (amagnochi@wdexpo.com 608-224-0400) or Molly Kelley (mollyk@dairychallenge.org 217-684-3007)