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September 17, 2018

RE: NAIDC 13th Annual Southern Regional Dairy Challenge

November 11-13, 2018 in Knoxville, Tennessee

Dear Dairy Challenge Coach:

Based on your previously expressed interest and on behalf of the Southern Regional Committee of the North American Intercollegiate Dairy Challenge, it is our pleasure to invite your school to participate in the 13th Annual Southern Regional Dairy Challenge. The event will be held at Holiday Inn Knoxville West at Cedar Bluff in Knoxville, Tennessee November 11-13. This year’s event will be hosted by University of Tennessee.

This letter contains important information about participation in the Southern Regional Dairy Challenge. Please review it carefully.

* Registration is online. This is the only method of registration. Registration fees can be paid using a credit card at the time of registration, or there is an option to pay with a check. **Team registration closes Friday, October 12.**
* Coaches *do not* have to collect and submit student forms. Students will be responsible for completing a single form online - a Student Informationform. Once you have received confirmation from us, on or about October 19, **students will have until November 1 to complete this form.** This form will be available on the Dairy Challenge web site at http://www.dairychallenge.org/so\_event.php
* Student information forms must be submitted by the November 1 deadline. Students who miss the deadline without prior permission will be canceled from the event.
* The signing of the Contestant Liability Waiver, Contest Information Release Waiver, and the Contestant Honor Code will be handled on site at the event.
* Students will be allowed to use the internet during the Southern Regional contest.
* We will be using one farm with 2 panels of judges.
* A pre-challenge tour will be offered Sunday afternoon starting at 2:00 PM. Schools interested in participating may wish to travel directly to the tour farm, then check in to the Holiday Inn by 4:30 pm

**Participation**

* This event is open to all schools in the Southern region and adjacent states.
* Priority will be given to schools whose faculty advisors have expressed interest in participating. Completed entries will receive priority by registration date/time if contest size limits are reached.
* Schools may bring up to 6 participants. Up to 2 additional students (alternates) may be identified should we have fewer than 80 students. Please review Contest Rules, Eligibility of Contestants as you select participating students.
* Due to deadlines imposed by the hotel for rooming lists and to ensure the contest flows smoothly, no changes may be made to students participating after October 19, 2018.Please note this date and plan accordingly.

**Registration**

Registration forms and entry fees are due by **Friday, October 12, 2018.**

* Online Registration: https://2018southerndairychallenge.[eventbrite](https://2018southerndairychallenge.eventbrite.com).com
	+ Be prepared with your students’ email addresses when you begin registration
	+ Upon completion of the team registration, the system will send you a confirmation and an email to each of the registered students with a link to the student information form.
* Student Information Form will be posted on or about October 19. This form should be completed by each student after team registration is confirmed. The form is due November 1. The link will be posted on the southern page at: <http://www.dairychallenge.org/so_event.php>
* Entry Fee: NEW THIS YEAR: **$50 per student \*** which includes meals and 2 nights (Sun-Tues) lodging
	+ If paying with a check, make checks payable to: North American Intercollegiate Dairy Challenge or NAIDC

**\*** *On average, it costs the Southern Region approximately $315 per student attending the southern contest. Our ability to cover these costs depends greatly on support of our southern dairy industry, which has experienced difficult times. This increase will help close the gap between regional expenses and income. The committee suggests schools pay the first $25, asking each student to contribute the remaining $25 toward their fee. The committee felt students who have paid even a small amount have demonstrated ownership in their participation and the program. However, the amount paid by the student vs the school is left to you, the coaches, to decide.*

**Housing**

Room reservations will be made by Dairy Challenge upon receipt of the entry form. All participants will be staying at [Holiday Inn Knoxville West at Cedar Bluff](https://www.ihg.com/holidayinn/hotels/us/en/knoxville/tyscb/hoteldetail?cm_mmc=GoogleMaps-_-HI-_-US-_-TYSCB), 9134 Executive Park Drive, Knoxville, TN 37923 Phone: 865-693-1011

Rooms will be provided at no extra charge for each participating team:

1 room(s) for female participants

1 room(s) for male participants

1 room(s) for coach(es)

*Please note, to keep costs down and to facilitate interactions, participants may be placed in rooms with participants (same gender) from other schools. Coaches may also be similarly paired.*

* Room reservations will be for the nights of Sunday, November 11 and Monday November 12. If your school is not able to complete your trip home on Tuesday November 13, funds will be available to defray the cost of your rooms on Tuesday night. Please indicate your need for Tuesday night hotel funds by checking "Tuesday" by "Room Nights Needed" on the online registration form.
* Hotel check-in begins at 3 p.m. and registration will be from 4-5 p.m.
* You should plan to arrive no later than 4:30 p.m. on Sunday afternoon. Sunday night activities begin at 6:00 pm with dinner, contest welcome, group activity and data distribution.

**Travel**

If you consider flying to the Southern Dairy Challenge, your best option is McGhee Tyson Airport in Knoxville, TN, 18 miles from the hotel.

Ride share options: Contact us if you would like help connecting with other universities who might have room in their van.

Funds for travel assistance are usually not provided but can be considered if a hardship exists and sufficient funds are available. The Regional Steering Committee will decide how funds are distributed. Please indicate your need for Tuesday night hotel room funds on the entry form.

**Meals**

Meals will be provided for one coach and officially registered team members:

November 11 (Sunday): Dinner

November 12 (Monday): Breakfast, lunch, and dinner

November 13 (Tuesday): Breakfast and lunch

Additional meals for extra people will have to be paid for at the time of registration. Should you need a special diet, please include this information with the contest entry form. Students will be asked this on their Student Information Form.

Communications will follow after registration closes with additional information, and in early November with last minute details. We look forward to your participation in this exciting and innovative contest.

Sincerely,

Steve Washburn Dave Winston

Southern Regional Dairy Challenge Southern Regional Dairy Challenge

Schools Contact Steering Committee Chair