

NORTH AMERICAN INTERCOLLEGIATE Dairy Challenge

Tomorrow's Dairy Leaders

Dear NAIDC Sponsor:

The Board of Directors of the North American Intercollegiate Dairy Challenge would like to thank you for your generous support of the Dairy Challenge and the Dairy Challenge Academy. We'd like to invite you to join us for our 18th Annual Dairy Challenge and the 7th Annual Dairy Challenge Academy. These events will be held in Tifton, Georgia March 28-30, 2019 and hosted by the Southern Regional Dairy Challenge Committee.

We are building our list of volunteers to help with the event on Friday and Saturday. 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 event run smoothly. If you have questions about volunteering your company's time at the event, please communicate with volunteer coordinator Stephanie Hill Ward at shward@ncsu.edu. To volunteer, submit the online Volunteer Registration Form at http://www.dairychallenge.org/national_contest.php by **Monday, March 4**.

For 2019, you'll find many opportunities to work directly with students, including:

- Dairy Challenge Academy: educational program offered to as many as 150 sophomores, juniors and seniors from 4-year dairy programs, as well as undergraduates from community colleges and technical schools.
 - Career and Innovation Fair: Opportunity for sponsors to recruit *and* educate from their booths - explore job opportunities and share latest innovations with students who will either be your future employees or customers.
 - Friday night student/sponsor event
- **SCHEDULE:** Enclosed you will find a listing of the scheduled events for this year's event. Activities will be held in the University of Georgia Tifton Conference Center. Please complete the online [Volunteer Registration Form](#) by Monday, March 4 if you are planning to attend and/or send representatives to the event. Please ensure every individual from your organization that is planning to participate completes a registration.
 - **HOTEL ACCOMMODATIONS:** There is a block of rooms available to NAIDC Sponsors and Volunteers at:

Holiday Inn Express

I-75 (EXIT 62) & Highway 82

814 West Seventh Street Tifton, GA 31794

PH: (229) 382-3300

NAIDC rate is \$119 plus tax until March 4, 2019

<https://www.ihg.com/holidayinnexpress/hotels/us/en/tifton/tmaex/hoteldetail>

Sponsor rooms are \$119 plus tax per night for Thursday, Friday and Saturday nights. **The block is being held until March 4, 2019** at which time they will be released for general sale. Please contact the hotel no later than March 4 to book a room in the block at the negotiated rate.

Phone reservations: Call Holiday Inn Express at (229) 382-3300 to make your reservations, identifying yourself as a Sponsor for Dairy Challenge – this is the name on the Sponsor block.

- **REGISTRATION:** Sponsor attendees should submit the [Volunteer Registration Form](#) by March 4; then check in at the Dairy Challenge Central office at the UGA Tifton Conference Center upon your arrival. You will be given your sponsor packets and name badges.
- **MEALS:** Meals are a considerable portion of our expense each year. To allow us to use sponsor funds to support our student participants, we are asking each volunteer to contribute toward the cost of their meals

during the event. We are asking for a \$10 donation for each lunch (offered Fri and Sat) and \$20 for each dinner (offered Fri and Sat) you plan to attend. If you plan to arrive on Thursday to attend the optional pre-contest tour, both lunch and dinner will be offered. Total would be \$30 FOR EACH DAY you plan to attend. Note, breakfasts are on your own and provided by the hotel. You will have the opportunity to pay for your meals when you register using the [Volunteer Registration Form](#) We highly encourage our sponsors and volunteers to eat with the students - this allows interaction and improves the overall student/sponsor experience. We appreciate your help with this!

- **FRIDAY NIGHT STUDENT/SPONSOR DINNER:** Platinum and Gold Sponsors (donations of \$2,500 or more) are invited to our Friday night Student/Sponsor event. This will be a fun and interactive evening that will allow you time to get to know the students as they wind down from a busy day on the host farms and from preparing their presentations. Platinum and Gold Sponsors can also register to attend Saturday's Award Dinner.
- **CAREER & INNOVATION FAIR:** We invite our Platinum and Gold Sponsors (\$2500 and above) to set up a display to not only meet/recruit students, but to also share with our students - your future employees and future customers - information on the latest innovations in your field. This event will be open to the anticipated 275 contest and Academy students. The Career and Innovations Fair is planned for Saturday, March 30, 2019. Set up will be on Friday between 2:00 and 5:00 PM and again on Saturday morning between 6:30 and 8:30 AM; breakdown will be at 5:00 PM Saturday. You will be provided with a 6' covered table with access to electrical outlets. However, you will need to provide your own electrical cords. Wireless internet will be available at no cost. **You must reserve your space by March 4 using the online [Volunteer Registration Form](#).** *We cannot guarantee that a space will be available if you do not request it by the March 4 deadline.*

You may ship your booth/materials to the University of Georgia Tifton Conference Center. Shipments should arrive no sooner than 3 days* before the event and should be addressed as follows:

Hold for <your name, your company>
Exhibitor, North American Intercollegiate Dairy Challenge
March 28-30, 2019
University of Georgia Tifton Conference Center
15 RDC Drive
Tifton, GA 31793

**Storage Fees: Item(s) sent more than 72 hours prior (3 business days) to the event will incur the following fees: \$10.00 per day, per box, \$100.00 per day, per pallet. Handling Fees apply to all items, pre-event and post event. Any box(s) over 50 lbs. will incur a \$15.00 per box fee. Item(s) received that require a forklift for unloading/loading/moving, fee is 100.00 per item/pallet. Item (s) received that require a pallet jack for unloading/loading/moving, fee is 50.00 per item/pallet. Storage and Handling Fees will apply to items left more than 24 hours after event for pickup. Please contact Kim Rutland at the University of Georgia Tifton Conference Center directly at [229-386-3412](tel:229-386-3412) to arrange for storage or special handling.*

All sponsors are encouraged to interact with university coaches and view the teams' presentations on Saturday, but remember because of the number of teams, there will be several presentations going on simultaneously.

We look forward to meeting you and/or your representatives in Tifton, GA March 28-30, 2019. Again, thank you for your kind support of this special event.

Sincerely,

Stephanie Hill Ward
shward@ncsu.edu
Volunteer Coordinator

For complete contest information including registration link, latest schedule and travel information, go to http://www.dairychallenge.org/national_contest.php

(see schedule below)

National Dairy Challenge Contest & Academy March 28-30, 2019

University of Georgia Tifton Campus Conference Center
15 RDC Drive
Tifton, GA 31794
all events are held at the Tifton Campus Conference Ctr unless otherwise noted
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Thursday, March 28, 2019

8:00 AM	Depart hotel in school vans for morning tour farm	American DairyCo. 2923 Jackson Dairy Rd. Baconton, GA
9:00 AM	Arrive at farm and Group Photo	
9:15 AM–11:15 AM	Farm Tour	
11:30	Depart for Lunch at Sunbelt Ag Expo Grounds	Sunbelt Ag Expo Grounds 290-G Harper Boulevard Moultrie, GA 31788-2157
12:15 PM	Lunch at Sunbelt Ag Expo Grounds	
1:15 PM	Depart for Afternoon Tour Farm	
1:35 PM	Arrive at Afternoon Tour Farm	
1:45 PM - 3:45 PM	Afternoon Farm Tour	Jumping Gully Dairy, LLC 940 Magnolia Church Rd Pavo, GA, 31778
4:45 PM	School vans return to Hotels	
5:45 PM - 6:45 PM	Registration (Contest Coaches, Judges, Sponsors/Volunteers)	Room 14
5:45 PM - 7:15 PM	Dinner	Ballroom A & D
6:30 PM	Academy Advisor orientation	Ballroom B & C
7:30 PM - 10:00 PM	Software & finance overview followed by distribution of computers and contest materials. <i>All teams (contest students) should be present.</i>	Ballroom A & D
7:30 - 10:00 PM	Academy Session 1: Software & finance overview followed by distribution of Academy materials	Ballroom 17 B&C
8:00 PM	Judges' orientation	Room 19 A & B

Friday, March 29, 2019

6:00 AM – 7:00 AM	Sponsor and media check-in at DCC	Room 14
6:00 AM	Breakfast Buffet	Ballroom A & D
6:30 AM	Farm visit overview and instructions for students and judges	Ballroom A & D
6:30 AM	Volunteer meeting (instructions for farm visits)	Room 19 C

6:45 AM – 7:00 AM	Judges meeting	Room 19 A & B
7:00 AM - 12:15 PM	Contest Farm Visit	
7:30 AM - 12:30 PM	Academy Session 2: Farm Visit	
8:30 AM–10:30 AM	Coaches meet with Board of Directors	Room 19 C
11:15 AM	Coaches, Staff and Media Luncheon	Ballroom A & D
11:45 AM - 12:15 PM	Contest students pick up boxed lunches and workroom assignments upon return to hotel	Student hotels
12:00 PM - 5:00 PM	Coaches visit their team's contest or Academy dairies	
12:00 - 1:00 PM	Academy Luncheon	Ballroom A & D
12:15 PM – 1:00 PM	Judges have lunch with dairy managers	Room 19 A & B
12:30 PM - 5:45 PM	Teams plan and develop presentations in assigned work rooms	
1:00 PM – 1:15 PM	Judges meeting, instructions for the afternoon	Room 19 A & B
1:00 PM – 1:15 PM	Volunteer meeting, instructions for interviews	Room 19 C
1:15 PM - 5:45 PM	Judges plan and develop presentations	Room 19 A & B
1:30 PM - 6:00 PM	Academy Session 3: Analyzing a Dairy (BREAKOUTS IN 2 SEPARATE ROOMS)	
1:30 PM	Managers, PM volunteers and Judges depart for student hotels for manager interviews	
2:00 PM – 4:00 PM	Individual team interviews with dairy managers with judges observing (12 minutes/team)	Dairy A: assigned room at student hotel Dairy B: assigned room at student hotel Dairy C: assigned room at student hotel Dairy D: assigned room at student hotel
2:00 PM – 5:00 PM	Sponsor booth set-up	Foyer
5:30 PM – 6:30 PM	Coach and Industry Social	Foyer
5:45 PM - 6:15 PM	Teams turn in final presentations and return computers & financials by 6:15 PM	
6:00 PM	Judges turn in their assessment and contest data	Room 14
6:30 PM - 9:30 PM	Dinner and evening activity	Georgia Museum of Agriculture & Historic Village 1392 Whiddon Mill Rd Tifton, GA 31793
Saturday, March 30, 2019		
	Breakfast on your own	NAIDC hotels
6:30 AM - 7:00 AM	Judges meeting	Room 19A
6:30 AM	Volunteer meeting	Room 19C

6:30 AM - 8:30 AM	Sponsor set-up for Career & Innovation Fair	
7:00 AM - 10:00 AM	Teams to report to holding room 15 minutes prior to scheduled presentation time.	Room 10
7:15 AM - 11:15 AM	Morning team presentations (60-minute intervals)	Dairy A: Room 1 Dairy B: Room 2/3 Dairy C: Room 4/5 Dairy D: Room 6/7
8:00 AM-12:00 PM	Academy Session 4: Farm Analysis Presentations	
8:00 AM - 12:00 PM	AM Corporate Technology Presentations and Career & Innovation Fair	
8:15 AM - 11:30 AM	Debriefing	All dairies: Room 19A
10:00 AM - 2:00 PM	Contest Team and Academy Group photos	
11:00 AM-1:00 PM	Lunch buffet	Ballroom 17AD
11:30 AM	Volunteer meeting	Room 19C
11:45 AM - 3:45 PM	Teams to report to holding room 15 minutes prior to scheduled presentation time.	Room 10
12:00 PM - 5:00 PM	Afternoon team presentations (60-minute intervals)	Dairy A: Room 1 Dairy B: Room 2/3 Dairy C: Room 4/5 Dairy D: Room 6/7
1:00 PM - 5:00 PM	Academy Session 5: Corporate Technology Presentations and Career & Innovation Fair	
1:00 PM - 5:00 PM	PM Corporate Technology Presentations and Career & Innovation Fair	
1:00 PM - 5:15 PM	Afternoon teams debriefing	All Dairies: Room 19A
5:00 PM – 6:00 PM	Judges complete and turn in assessments and rankings, finalize presentation	Room 14
6:15 PM – 6:45 PM	Judges present their findings to participants	Dairy A: Room 1 Dairy B: Room 2/3 Dairy C: Room 4/5 Dairy D: Room 6/7
6:45 PM	NAIDC social with sponsors	Ballroom Foyer
7:30 PM	NAIDC Awards Banquet	Ballroom A & D

Visit the NAIDC web site http://www.dairychallenge.org/national_contest.php for the latest event schedule and information