



January 22, 2019

Dear Coaches,

On behalf of the North American Intercollegiate Dairy Challenge National Program Committee, it is our privilege to invite your university to participate in the 18<sup>th</sup> Annual Dairy Challenge and 7<sup>th</sup> Annual Dairy Challenge Academy to be held in Tifton, Ga, March 28-30, 2019 and hosted by the Southern 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.

The **Dairy Challenge Academy** will run in conjunction with the national contest. The Academy is an intensive program for students, incorporating the educational component of the Dairy Challenge contest without the competition. New this year is the addition of grad students to the Academy. See Academy Eligibility below for more details.

### **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 [2019 contest](#) page.

### **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. New this year is the addition of graduate students to the Academy.
- The program is offered to the first 150 students who register. There is no limit on the number of students each school may register.
- 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 undergraduate students participating for the first time.

### **Academy 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 or graduate degree or be enrolled in a dairy/animal science degree or certificate granting program and have completed one year or equivalent collegiate course work. Students, with or without a bachelor's degree, enrolled in graduate or professional studies programs also are 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 student 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**

*On average, Dairy Challenge spends 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. By registering they should understand they are expected to fully participate in events and be willing to network with sponsors. Thank you!*

## Registration

The Entry Form (single form for Contest and Academy) can be found [here](#). You may pay by credit card or check.

- **Deadline for entry: February 18, 2019.** 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 February 18.
- **Entry Fee:** \$100 per student. Entry fees are nonrefundable after February 18.
- Each student is responsible for completing an online Student Information Registration. Students must submit this information by **March 1, 2019**. Student registration will be available on the Dairy Challenge [website](#) after February 18 at. Contestant Liability Waivers, Contest Information Release Waivers, and the Contestant Honor Code will be signed on site at the event.

## Electronics Usage

- Students will be allowed to use the Internet during the contest preparation time and throughout the Academy. As such, in addition to the two computers each school is asked to bring (these do not need to be checked in with IT), students are encouraged 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 farm visit.

Resources for student preparation can be found on the Dairy Challenge website, [student resources tab](#). Coaches are also encouraged to review past contest materials [here](#). Use the login password “coach.”

## Travel Information

### Hotel

Two hotels will be used to house students and coaches. [Country Inn & Suites](#) at 310 South Virginia Ave, Tifton, Ga and [Comfort Inn & Suites](#) at 320 South Virginia Ave, Tifton, Ga. Complete information on housing, including reservations, will be sent with your entry confirmation. This will also be posted on the national contest [web page](#). **It is your responsibility to make housing arrangements for you and your student participants. Reservations should be made using the NAIDC housing form and only after you receive the registration confirmation letter 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. More details regarding housing will be included with your confirmation letter.

### Thursday Program

An educational program will be offered Thursday for early arriving schools. If your school is planning to arrive early for this additional educational opportunity, 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 morning farm tour will be held at American Dairy Co. 2923 Jackson Dairy Rd. Baconton, Ga, about one hour west of Tifton. This tour will include a series of learning stations and will give students an exposure to typical dairying in the southeastern US.
- A lunch stop is scheduled at Sunbelt Ag Expo Grounds, 290-G Harper Boulevard Moultrie, Ga.
- Thursday afternoon's farm tour will be at Jumping Gully Dairy, LLC, 940 Magnolia Church Rd, Pavo, Ga. This is a unique opportunity to expose your students to a New Zealand style grazing dairy. *Note, grazing dairies will not be used in the contest.*

- NAIDC will pay for Wednesday night student rooms for those schools needing it. Indicate need for a Wednesday night room in Tifton on your entry form.
- Those traveling from the west may choose to stay at a hotel closer to the tour dairy. NAIDC will also pay for Wednesday night student rooms at a rate comparable to the Tifton hotels (\$104 or less)

Schools *not* participating in Thursday's farm tour must arrive in Tifton no later than 5:45 p.m. on Thursday, March 28. Registration will be open 5:45 – 6:45 p.m. Dinner will be offered from 5:45 – 7:15. Data distribution and review of contest procedures will begin promptly at 7:30 p.m.

Schools should plan to depart either after the banquet on Saturday, March 30 or on Sunday, March 31.

### Transportation

Due to a lack of availability of motorcoaches in the southeast, we are asking coaches to drive their students to the dairies on Friday morning. Several 15 passenger rental vans will be available to move students where necessary. If you are traveling in a van or bus and would be willing to carry additional students on Friday, please indicate as such on the entry form. As in the past, schools are responsible for transportation to the farms on Thursday.

### Travel assistance

Stipend amounts are available to contest schools with airfare and most distance and/or expense 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. 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 Dairy Challenge, Tifton is centrally located among 3 major airports:

- Tallahassee (TLH) International Airport: 88 miles, 2 hours southwest of Tifton
- Jacksonville (JAX) International Airport: 126 miles, 2 hours 30 minutes southeast of Tifton
- Hartsfield-Jackson Atlanta International Airport (ATL): 171 miles, 2 hours 45 minutes north of Tifton

Because of the distance from airports to Tifton, we recommend booking a rental car 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 March 28, 29, and 30.
- If an individual student has dietary restrictions, it is important it 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.

### **Social Media Corps accepting applications**

We are currently accepting applications for social media corps. If you have a student with an interest in public relations or communications who is not a contest or academy participant, please encourage them to apply [here](#).

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,

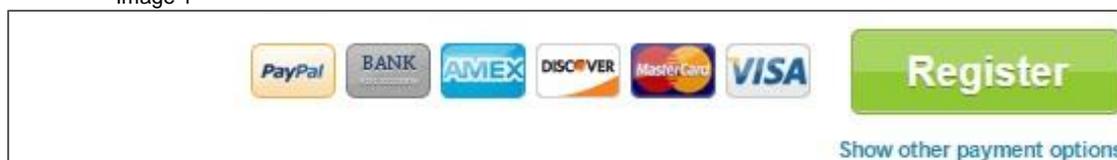
Cathy Myers  
Program Committee Chair

Molly Kelley  
Executive Director

Tips for using the online registration form at [http://www.dairychallenge.org/national\\_contest.php](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 **February 18, 2019** 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](mailto: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 the Contest (as a possible aggregate), please include their information when registering. We will contact you after February 18 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](mailto:amagnochi@wdexpo.com) 608-224-0400) or Molly Kelley ([mollyk@dairychallenge.org](mailto:mollyk@dairychallenge.org) 217-684-3007)