



January 17, 2020

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 19th Annual Dairy Challenge and the 8th Annual Dairy Challenge Academy. These events will be held in Green Bay, Wisconsin March 26-28, 2020 and hosted by the Midwest 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 gives its students an intensive program using the educational component of the Dairy Challenge contest without the competition. Graduate students are eligible to participate as well, noting first priority will be given to undergraduate students. 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 complete an entry for the additional student 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 should 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 [National 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 and graduate students who have not competed in the national Dairy Challenge contest.
- The program is offered to the first 150 students who register. There is no limit on the number each school may register.
- Completed entries will receive priority by date, time of receipt, and previous regional or national participation. In the event 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 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 that 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) is online at

http://www.dairychallenge.org/national_contest.php. You may pay by credit card or check.

- **Deadline for entry: February 17, 2020.** 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 February 17.
- **Entry Fee:** \$100 per student. Entry fees are nonrefundable after February 17.
- Each student is responsible for completing an online Student Information Form. Students must submit this form by **February 28, 2020**. This form will be available on the Dairy Challenge web site after February 17 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 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 have been posted on our web site at

http://www.dairychallenge.org/student_resources/. Coaches are also encouraged to review past contest

materials posted at <http://www.dairychallenge.org/memberaccess.php> using the login password "coach."

Travel Information:

Hotel:

The Student/Coach hotel is the [Hyatt Regency Green Bay](#) at 333 Main Street, Green Bay, WI. Complete information on housing including reservations will be sent with your entry confirmation in February. This will also be posted on our national contest [web page](#). Please note, unlike regional events, **for this event it will be 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 in February.

Thursday Pre-Contest Tours:

A fast-paced, interactive program will help prepare students to use automation on dairy farms, provide understanding of public questions about modern farming, and allow first-hand views of two excellent Wisconsin dairy farms. This will be an excellent educational and networking day!

If your school will participate on Thursday, you must register in advance on the Entry Form so planners can set stations, coordinate logistics and order enough meals. As we will visit three locations on a swift schedule, we appreciate your clear communication of plans so we can coordinate a fantastic student experience. As in the past, schools are responsible for transportation on Thursday.

- Thursday morning (9:30 a.m.): The group will be split with half starting at the Farm Wisconsin Discovery Center near Manitowoc and half at Majestic Crossing Dairy near Sheboygan. NAIDC will assign which stop each school will make first, based on Wednesday overnight accommodations and size of groups. Watch for assignments and directions closer to the event.
 - At Farm Wisconsin Discovery Center, students will engage in interactive discussion about consumer questions and how area dairy producers are answering those questions.
 - At Majestic Crossing Dairy - home to about 1000 cows and 13 robots – students will see how robotic operations are managed through small group stations with the farm owners and consultant team.
- Lunch: Box lunches will be provided at end of the first stop, to be enjoyed on the 25-minute drive between locations.
- Early afternoon: Groups will swap, visiting the opposite location (Farm Wisconsin Discovery Center or Majestic Crossing Dairy).
- Mid-afternoon (2:15 p.m.): All groups will assemble at Wayside Dairy near Greenleaf for educational stations on transition cow management, reproduction, facilities and other aspects.

- Early dinner (4:15 p.m.): Hosted at Wayside Dairy
- Hotels:
 - NAIDC will pay for Wednesday night student rooms for those schools needing it. Indicate need for Wednesday rooms on your entry form.
 - Those traveling from the south or flying into Milwaukee or Chicago may prefer to stay at a hotel near Sheboygan, Wisc., closer to the tour stops on Thursday. NAIDC will reimburse for student rooms at a rate comparable to the Green Bay hotel (\$93 or less). Indicate your plans to stay elsewhere Wednesday night on your entry form.

Schools *not* participating in Thursday's program should make their own evening meal plans and arrive in Green Bay no later than 6:00 p.m. on Thursday, March 26.

Registration will be open 6:00-6:30 p.m. at the KI Convention Center (attached to Hyatt Regency). Contest teams should gather by 6:45 p.m. for contest overview and data distribution. The Academy begins at 7:15 p.m. Thursday.

Schools should plan to depart either after the banquet on Saturday, March 28 or on Sunday, March 29.

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.

Airports:

For those planning to fly to the Dairy Challenge, several airports are worth consideration and accessible to Green Bay:

- Chicago Midway International Airport (MDW): 222 miles, 3 hours 40 minutes south of Green Bay
- Chicago (ORD) O'Hare International Airport: 195 miles, 3 hours south of Green Bay
- Milwaukee's (MKE) General Mitchell International Airport: 126 miles, 2 hours south of Green Bay
- Appleton International Airport (ATW): 37 miles, 41 minutes southwest of Green Bay
- Green Bay Austin Straubel International Airport (GRB): 9 miles, 16 minutes west of Hyatt Green Bay (hotel shuttle available)

If you are planning to participate in Thursday's tour, we recommend booking a rental car at the airport.

Note: Those flying into Chicago or Milwaukee may consider staying in Sheboygan Wednesday evening to reduce travel times to the tours on Thursday. SEE ACCOMPANYING MAP.

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 26, 27, and

28.

- 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.

Social Media Corps accepting applications:

We are currently accepting applications for social media corps. If you have a student with an interest in PR or communications who is not a contest or academy participant, please encourage them to apply. Go to

<http://www.dairychallenge.org/library/news/DairyChallengeSocialMediaCorpsApplication2019-200.pdf>

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,

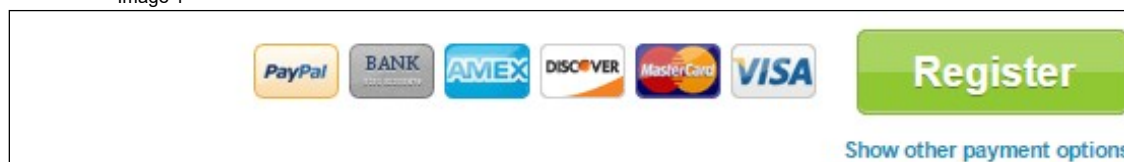
Cathy Myers
Program Committee Chair

Molly Kelley
Executive Director

Tips for using the online entry form at https://2020_national_dairy_challenge.eventbrite.com:

- 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 need a PayPal account to pay using this option.

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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 17, 2020** 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 the Contest (as a possible aggregate), please include their information when registering. We will contact you after February 17 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 at amagnochi@wdexpo.com 608-224-0400 or Molly Kelley at mollyk@dairychallenge.org 217-684-3007

