

NORTH AMERICAN INTERCOLLEGIATE  
**DAIRY CHALLENGE**  
TOMORROW'S DAIRY LEADERS

Good afternoon. For those of you planning to join us later this week, we are looking forward to seeing you in Visalia for the National Dairy Challenge! As you may recall, we will be hosting an event Friday evening (April 9, 2010) at Koetsier Ranch. You already know this will be a great opportunity for you to interact with some of the brightest and best students at major universities across the US and Canada who will be participating in the contest.

You may *not* know that this is also a great opportunity for you to bring a customer or two along to share with them the great things that are happening at Dairy Challenge. Guest tickets are only \$20 and include a fabulous meal and entertainment.

Proceeds from the ticket sales benefit the Dairy Challenge, helping to provide this educational opportunity to as many students as possible. Our mission is to *facilitate education, communication and an exchange of ideas among students, agribusiness, dairy producers and universities that enhances the development of the dairy industry and its leaders.*

To purchase additional tickets for this special event, please contact Michelle Ribeiro at (559) 804-9333, MRibeiro@heiskell.com or Molly Kelley at (217) 493-3441, naidcmjk@aol.com. You can pay at the event.

Thank you for your part in supporting this event!

For complete contest details, go to our web site at [http://www.dairychallenge.org/national\\_contest.php](http://www.dairychallenge.org/national_contest.php) and click on the "Contest Information for our Sponsors" link.

Sincerely,

Molly Kelley  
NAIDC

Attached: Driving Directions to Koetsier Ranch