

NORTH AMERICAN INTERCOLLEGIATE
DAIRY CHALLENGE
TOMORROW'S DAIRY LEADERS

March 16, 2010

Dear Colleague:

We invite you to attend and report from the exciting North American Intercollegiate Dairy Challenge, April 8-10, 2010 in Visalia, California.

Dairy Challenge was created in 2002 as a management contest analyzing all phases of a specific dairy business. It strives to incorporate a higher-learning atmosphere with practical application to help prepare students for careers in the dairy industry.

This year, 30 teams from the United States and Canada have stepped up to the challenge of applying their textbook knowledge to the ultimate test: analyzing dairy businesses. The contest format starts with a walk-through at the dairies, followed by interviews with the owners and then concentrated analysis of farm-specific data. Student teams use this information to develop management recommendations, and then present these to an expert panel of dairy industry judges.

SCHEDULE: The schedule of events is enclosed. In addition to viewing team presentations, judging and contest results, you are invited to join team coaches and sponsors for a tour of the contest dairies on Friday afternoon. The tour will depart the hotel at 11:30 a.m. and return at approximately 5:00 p.m. Please indicate your interest on the attached form.

Please send your R.S.V.P. to NAIDC Executive Director Molly Kelley at naidc@wdexpo.com or return the form **by March 26, 2010** if you are planning to attend and/or send a representative to any event listed on the schedule.

HOTEL ACCOMMODATIONS: There are rooms available in the NAIDC block at the Marriott Visalia, 300 South Court Street, Visalia, CA 93291, Tel: 1-559-636-1111. Rooms are \$119 a night for Friday and Saturday night. When you call to make your reservation, identify yourself as being with Dairy Challenge. This is the name on the block. To make your reservations online, go to:

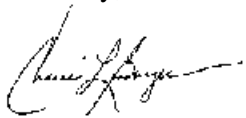
<http://www.marriott.com/hotels/travel/vismc?groupCode=ndbdba&app=resvlink&fromDate=4/8/10&toDate=4/11/10>

There are also several other hotels in the immediate area.

MEDIA REGISTRATION: Please register at the NAIDC Office (Executive Board Room, Visalia Convention Center) on Friday, April 9 between the hours of 7:30 a.m. and 7:00 p.m. You will be given your media packets, directions, and name badges, and can pay for meal events at that time. Members of NAIDC's Public Relations Committee will be on hand to assist you throughout the contest.

For more information about the Dairy Challenge, please visit www.dairychallenge.org. We look forward to meeting you in Visalia.

Sincerely,



Public Relations Committee Chair

Enclosures (3): RSVP Form, Schedule of Events

9th Annual North American Intercollegiate Dairy Challenge
Hosted by the California Polytechnic State University and the University of California Fresno
Marriott Visalia & Visalia Convention Center in Visalia, California
April 8-10, 2010

Please complete the following information and return by March 26, 2010.

_____ I plan to attend the North American Intercollegiate Dairy Challenge Contest.

_____ I plan to send the following additional representatives to the contest:

Make hotel reservations directly with the **Marriott Visalia**, 300 South Court Street, Visalia, CA 93291, Tel: 1/559-636-1111. Identify yourself as a being with **Dairy Challenge**. To make your reservations online, go to:

<http://www.marriott.com/hotels/travel/vismc?groupCode=ndbndba&app=resvlink&fromDate=4/8/10&toDate=4/11/10>

Friday, April 9: Dairy Tour and Evening

_____ I plan to attend the contest farm tour Friday 11:30 – 5:00 p.m. Box lunch compliments of NAIDC.

_____ Number attending

_____ I plan to attend the dinner and evening activities at Koetsier Ranch. Transportation provided. Event ticket is \$35.00 per person.

_____ Number attending

Saturday, April 10: Presentation and Results

_____ I plan to attend all NAIDC events and meals. Saturday events meal ticket is \$65.00 per person.

_____ Number attending

_____ I plan to attend ONLY the evening social and Awards Banquet at 7:30 p.m. Banquet ticket is \$35.00 per person.

_____ Number attending

Signature _____ Date _____

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Return by MARCH 26 to: Molly Kelley, NAIDC Executive Director
308 Emerald Lane, Philo, IL 61864
Phone: 217/684-3007 Fax: 217/684-2161
Email naidc@wdexpo.com or naidcmjk@aol.com

2010 North American Intercollegiate Dairy Challenge

Functions at the Marriott Visalia and Visalia Convention Center
300 South Court Street, Visalia, CA 93291 PH 559-636-1111

Friday, April 9, 2010

7:30 a.m. - 7:00 p.m.

Registration for Sponsors and Media Representatives

11:00 - 1:15 p.m.

Boxed lunches distributed at hotel

11:30 p.m. - 5:00 p.m.

Tour of host dairies for coaches, sponsors and media representatives (transportation provided)

6:00 - 10:00 p.m.

Evening at Koetsier Ranch (transportation provided)

Saturday, April 10, 2010

6:15 a.m. - 8:00 a.m.

Breakfast buffet

8:30 a.m. - 4:00 p.m.

Career Fair: sponsor networking with team members after presentations

7:45 a.m. - 11:45 a.m.

Morning Team presentations (60-min intervals)

20 minutes - team presentation Dairy 1

10 minutes - judges' questions Dairy 2

15 minutes - judges deliberate Dairy 3

10 minutes - judges' feedback Dairy 4

Immediately after presentation teams are debriefed and photographed with coach

11:00 a.m. - 1:00 p.m.

Lunch buffet

12:30 p.m. - 4:30 p.m.

Afternoon Team presentations (60-min intervals)

20 minutes - team presentation Dairy 1

10 minutes - judges' questions Dairy 2

15 minutes - judges deliberate Dairy 3

10 minutes - judges' feedback Dairy 4

Immediately after presentation teams are debriefed and photographed with coach

6:00 p.m.

Contestant social with sponsors, contest organizers and media representatives

6:30 p.m.

Judges' Forum: Presentation of panel findings to participants

7:30 p.m.

NAIDC Awards Banquet

www.dairychallenge.org