

ARE *You* READY FOR A CHALLENGE?

Yes! We want to support NAIDC in 2017-2018.

- _____ Platinum Sponsor (\$5,000+)
- _____ Gold Sponsor (\$2,500-\$4,999)
- _____ Silver Sponsor (\$1,000-\$2,499)
- _____ Bronze Sponsor (\$500-\$999)
- _____ Friend of NAIDC (\$1-\$499)

Please designate this donation for:

\$ _____ Northeast Regional Dairy Challenge
October 26-28, 2017 in Auburn, NY

\$ _____ Southern Regional Dairy Challenge
November 12-14, 2017 in Live Oak, FL

\$ _____ Midwest Regional Dairy Challenge
February 7-9, 2018 in Madison, WI

\$ _____ Western Regional Dairy Challenge
March 1-3, 2018 in Twin Falls, ID

\$ _____ National Dairy Challenge & Academy
April 12-14, 2018 in Visalia, CA

Signature _____

Date _____

Name _____

Title _____

Company/Affiliation _____

Address _____

City _____

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Return to:

NAIDC, 3310 Latham Drive, Madison, WI 53713

Fax: 608.224.0300 naidc@wdexpo.com

Dairy producers and alumni: Support Dairy Challenge through a convenient on-line donation at http://www.dairychallenge.org/sponsor_donation.php

SPONSOR BENEFITS

Platinum Sponsor (\$5,000 and above)*

- Unlimited Job/Internship Postings on NAIDC's web site
- Opportunity to provide contest officials
- Sponsor recognition in national advertising
- Sponsor link from NAIDC web page
- Primary booth space for recruitment trade shows at contests
- Participation in student recruitment mixers
- Recognition at national and regional contests
- Student contact information
- Invite to view participant presentations

*Exclusive benefits for sponsors at \$10,000+

Gold Sponsor (\$2,500 - \$4,999)

- Two free Job/Internship Postings on NAIDC's web site
- Booth space for recruitment trade shows at contests
- Participation in student recruitment mixers
- Recognition at national and regional contests
- Student contact information
- Invite to view participant presentations

Silver Sponsor (\$1,000-\$2,499)

- One free Job/Internship Posting on NAIDC's web site
- Recognition at national and regional events
- Student contact information
- Invite to view participant presentations

Bronze Sponsor (\$500-\$999)

- Recognition at event sponsored
- Invite to view participant presentations

Friend of NAIDC (\$1-\$499)

- Recognition at event sponsored

Join the growing list of NAIDC sponsors at www.dairychallenge.org/sponsors.php

WDE Management Inc. manages all NAIDC funds. NAIDC is a 501(c)3 nonprofit organization. All contributions are tax-deductible to the full extent of the law.

NORTH AMERICAN INTERCOLLEGIATE
Dairy Challenge
Tomorrow's Dairy Leaders

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www.facebook.com/DairyChallenge



@DairyChallenge

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ARE *You* READY FOR A CHALLENGE?



One event brings together the best and brightest college students, diligently preparing for a career in dairy.

Dairy Challenge is an interactive competition of teams from North American dairy science programs. For 16 years, Dairy Challenge has connected students and universities with producers and industry professionals in a forum that's educational and fun.

Northeast
Auburn, NY

October 26-28, 2017
Cornell University, host

Southern
Live Oak, FL

November 12-14, 2017
University of Florida, host

Midwest

Madison, WI University of Wisconsin-Madison, host

Western
Twin Falls, ID

March 1-3, 2018
University of Idaho, host

National Contest & Academy
Visalia, CA

April 12-14, 2018

NORTH AMERICAN INTERCOLLEGIATE
Dairy Challenge
Tomorrow's Dairy Leaders

INDUSTRY-WIDE MISSION

Develop tomorrow's dairy leaders and enhance progress of the dairy industry, by providing education, communication and networking among students, producers, and agribusiness and university personnel.

DAIRY CHALLENGE: BY THE NUMBERS

Over 550 students gain from Dairy Challenge each year, through four regional events, one national contest and the Dairy Challenge Academy.

55 total colleges participating last year

39 schools represented at 2016 national

250 students at 2016 national

120 students at 2016 Northeast regional

10 schools at 2016 Southern

18 schools at 2017 Midwest

49 students competing at 2017 Western

120 businesses donate each year

135+ host dairies have gained management input

ACADEMY STARTED IN 2013

Since 2013, Dairy Challenge now impacts even more students through **Dairy Challenge Academy** – open to sophomores, juniors and seniors in four-year dairy programs, along with students from community colleges and technical schools.

Academy Objectives:

- Offer dairy education and networking to more students. In 2017, nearly 240 dairy students are expected at the national event – about 145 for the traditional contest and 95 in the Academy.
- Further engage university and industry professionals in teaching contemporary dairy issues.

The Academy runs in conjunction with the national Dairy Challenge contest. Contest and Academy participants start together on Thursday of the event. That evening, the groups part: contest participants begin the competition while Academy students continue team educational work. Academy students spend the next two days working with



Academy Advisors to experience first-hand how to evaluate and consult on a dairy farm.

Sponsors can have valuable hands-on involvement as Academy Advisors. These are experts from the dairy industry who guide students in evaluating dairy profitability and identifying solutions for problems. Academy participants will gain through interactive seminars, group discussions and two farm visits.

The Academy creates an ideal learning environment, combining agribusiness, Academy Advisors, dairy farms and college students.

At Dairy Challenge, students work as a team to apply theory and learning to a real-world dairy.



To start, each team of four students receives data from an actual dairy, including production, herd management and financial records.



Teams visit the dairy to analyze all aspects of the operation. Then, students develop comprehensive recommendations to maximize herd profit through nutrition, reproduction, milking procedures, animal health, facilities and cow comfort.



Finally, teams present recommendations to a panel of judges – dairy producers, veterinarians and other industry experts. Competition is stiff, and winning teams are announced at a closing banquet.