

## ARE *You* READY FOR A CHALLENGE?

*Yes!* We want to support NAIDC in 2018-2019.

- \_\_\_\_\_ 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
- \$ \_\_\_\_\_ Southern Regional Dairy Challenge
- \$ \_\_\_\_\_ Midwest Regional Dairy Challenge
- \$ \_\_\_\_\_ Western Regional Dairy Challenge
- \$ \_\_\_\_\_ National Dairy Challenge & Academy

Signature \_\_\_\_\_

Date \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Company/Affiliation \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**Return to:**  
NAIDC, 3310 Latham Drive, Madison, WI 53713

Fax: 608.224.0300 [naidc@wdexpo.com](mailto:naidc@wdexpo.com)

**Dairy producers and alumni:** Support Dairy Challenge through a convenient on-line donation at [http://www.dairychallenge.org/sponsor\\_donation.php](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](http://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*

### Contacts

**Molly J. Kelley**, Executive Director  
[mollyk@dairychallenge.org](mailto:mollyk@dairychallenge.org) 217.684.3007

**WDE Management Inc.**, Secretary-Treasurer  
[naidc@wdexpo.com](mailto:naidc@wdexpo.com) 608.224.0400

 [www.facebook.com/DairyChallenge](http://www.facebook.com/DairyChallenge)  [@DairyChallenge](https://twitter.com/DairyChallenge)

Design courtesy of Cooperative Resources International X-14666-17

## 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 17 years, Dairy Challenge has connected students and universities with producers and industry professionals in a forum that's educational and fun.

<b>Northeast</b> Fairlee, VT	November 8-10, 2018 University of Vermont, host
<b>Southern</b> Knoxville, TN	November 11-13, 2018 University of Tennessee, host
<b>Midwest</b> Freeport, IL	February 13-15, 2019 University of Illinois, host
<b>Western</b> Ogden, UT	February 21-23, 2019 University of Utah, host
<b>National Contest &amp; Academy</b>	Tifton, GA Southern Region, host March 28-30, 2019

**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.

**58** total colleges participating last year

**38** schools represented at 2018 national

**235** students at 2018 national

**119** students at 2017 Northeast regional

**16** schools at 2017 Southern

**19** schools at 2018 Midwest

**50** students competing at 2018 Western

**120** businesses donate each year

**150+** 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. Each year we anticipate nearly 250 dairy students at the national event – about 144 participate in the contest and about 100 participate 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 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.