

Northeast Regional Virtual Dairy Challenge- 2020

Hosted by and with MANY thanks to:

The University of Maine-Orono

&

Dr. Dave Marcinkowski



Objective

Sponsor Interaction



Student Experience

- Northeast Virtual Dairy Challenge 2020-To provide an opportunity for students to acquire skills and interact with dairy industry professionals in a manner that helps students effectively prepare for their future careers in the dairy industry.

- Throughout the 2020 online event you will be seeing the whole farm as an overview.
- Next you will be divided into focus groups based on your interest or expertise.
- Later on you will gather back together to share ideas and interactions (see schedule of events for carefully planned details of this time together).
- You will be working towards producing a data driven assessment of the dairy and prioritized suggestions for changes based on partial budgets and management plans.

It is going to be different.

- On line 100%
- Schedule is different.
- A variety of educational material during the week prior to the evaluation of the farm data
- Presentation will be prepared in a different format
- This is not the National Contest.

1-This is not the National Contest.

**2-This is not a practice session for
your team.**

- This is an educational event with a lot of input from a large number of sponsors.
- These sponsors are the future employers of your students and they want to interact with your students.

Week of October 19-23

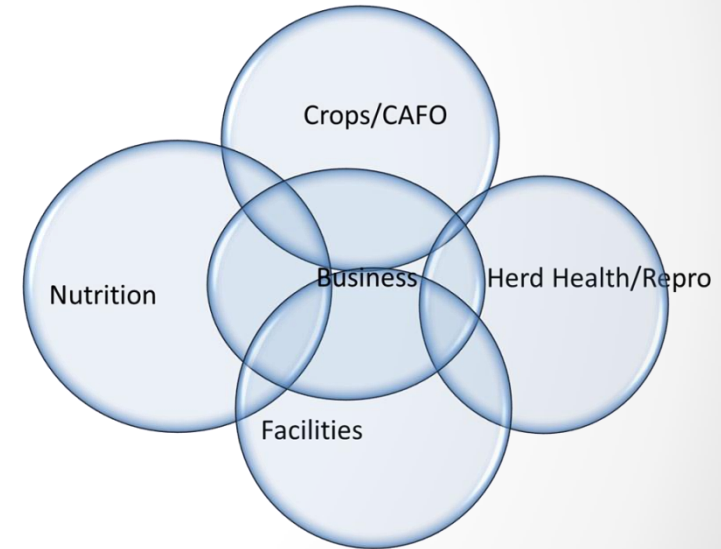
		Topic	Sponsor	Speaker
Monday	7:00 PM	IT Team computer set up	DairyOne, Vermont DHIA, DRMS	Brett Denny, John Gloss, Kas Ingawa
Monday	8:00 PM	IT team Dairy Records	DairyOne, Vermont DHIA, DRMS	Brett Denny, John Gloss, Kas Ingawa
Tuesday	7:00 PM			
Tuesday	8:00 PM			
Wednesday	7:00 PM			
Wednesday	8:00 PM			
Thursday	7:00 PM	Farm to Grocery Store-FARMS program and the dairy supply chain	Kroger	Mike Brown, Dairy Supply Chain Manager
Thursday	8:00 PM	Dairy Care	Merck	
Friday	7:00 PM			
Friday	8:00 PM			
any night		Lameness, hoof trim, facility concerns for hoof health	Zinpro	Neil Andrew
TBD		Financial considerations	AgChoice	Raechel Sattazahn's team
any night		Repro evaluation using records	Premier Select	Paul Colgan
a night		dairy records, 4 event cows	Alta Genetics	Alex ●

2020, offering a little more in a few areas

- ❖ Industry training, time has never allowed this before
- ❖ Career fair format offers a window into many companies through brief links at the end of the event
- ❖ Excellent opportunity to practice critical thinking and to put financial justification with ideas

Sample Farm 2020 Northeast Regional		
Group 1	Group 2	Group 3
Facilitator 1	Facilitator 2	Facilitator 3
Herd Health/Repro Mentor 1 Mentor 2 Student 1 Student 2 Student 3 Student 4 Student 5 Student 6 Student 7 Student 8	Herd Health/Repro Mentor 11 Mentor 12 Student 41 Student 42 Student 43 Student 44 Student 45 Student 46 Student 47 Student 48	Herd Health/Repro Mentor 21 Mentor 22 Student 81 Student 82 Student 83 Student 84 Student 85 Student 86 Student 87 Student 88
CAFO/Crops Mentor 3 Mentor 4 Student 9 Student 10 Student 11 Student 12 Student 13 Student 14 Student 15 Student 16	CAFO/Crops Mentor 13 Mentor 14 Student 49 Student 50 Student 51 Student 52 Student 53 Student 54 Student 55 Student 56	CAFO/Crops Mentor 23 Mentor 24 Student 89 Student 90 Student 91 Student 92 Student 93 Student 94 Student 95 Student 96
Facilities Mentor 5 Mentor 6 Student 17 Student 18 Student 19 Student 20 Student 21 Student 22 Student 23 Student 24	Facilities Mentor 15 Mentor 16 Student 57 Student 58 Student 59 Student 60 Student 61 Student 62 Student 63 Student 64	Facilities Mentor 25 Mentor 26 Student 97 Student 98 Student 99 Student 100 Student 101 Student 102 Student 103 Student 104
Business Mentor 7 Mentor 8 Student 25 Student 26 Student 27 Student 28 Student 29 Student 30 Student 31 Student 32	Business Mentor 17 Mentor 18 Student 65 Student 66 Student 67 Student 68 Student 69 Student 70 Student 71 Student 72	Business Mentor 27 Mentor 28 Student 105 Student 106 Student 107 Student 108 Student 109 Student 110 Student 111 Student 112
Nutrition Mentor 9 Mentor 10 Student 33 Student 34 Student 35 Student 36 Student 37 Student 38 Student 39 Student 40	Nutrition Mentor 19 Mentor 20 Student 73 Student 74 Student 75 Student 76 Student 77 Student 78 Student 79 Student 80	Nutrition Mentor 29 Mentor 30 Student 113 Student 114 Student 115 Student 116 Student 117 Student 118 Student 119 Student 120

Overview at 30,000ft



Overall Organizers (wizards)

- The organizers will be overseeing the conduct of the remote Dairy Challenge at the “30,000 ft” level.
- Their primary role will be to interact with each group and all of the Facilitators and Mentors and work to keep everyone engaged and on track.
- The key to this event is to maintain the engagement of each student and do so with purpose and professionalism.
- The Overall Organizers will need to interact constantly with the Facilitators and the Mentors to make sure they are feeling good about the process and helping them with anything that might go wrong (but not be overbearing).



Facilitators (3 people)

- The Facilitators have to have a good understanding of the farm and be willing to jump into any group/discipline within their section and help guide mentors and students along the way.
- The Facilitator has to have the “10,000 ft view” of the entire process and be willing to jump back and forth through each group to ensure they are all making progress and on a similar path. When the Facilitator finds groups going the wrong direction or just not interacting and working well together, it is their job to jump in and help provide direction and context. If they are struggling to do that, bringing the entire group (all other discipline mentors and students) together to have another conversation about the farm, the observations and the solutions.
- The facilitator has to have a good sense of how the students and mentors are doing. They don't need to agree with their findings or suggestions, but they do need to make sure they are working together and understanding the evaluation process and developing a plan and presentation. All of this has to be done with the utmost level of confidentiality for all groups and the Facilitators are the overseers of this during the event.

Mentors (up to 30 people total, may be 1 or 2/discipline group)

- The Mentors will have the biggest role by being the direct interface to the event to the students. The Mentors are exactly that, they are the teachers, coaches and leaders of the 8 person group and their job is to help facilitate the evaluation in the discipline. That means helping the students stay focused and engaged in the evaluation process and providing context for the evaluation itself. Probing the students with questions, showing them how to evaluate some data or information, and encouraging them to figure out how to add the economic component to the decision to reinforce why it is important.
- It is also important that the mentors within the overall group know that they have to work together to conduct the evaluation and not work independently. The mentor for nutrition has to work with the mentor for business and finance to help make plans for calculating IOFC, ROA, ROI, etc. and that is the same for all groups. It is a team effort at the mentor level and that will be part of the challenge but also the opportunity for success if they can pull it off and help guide the students through the process.
- The mentors can call in help if needed from the Facilitators or Overall Organizers to help with any communication problems or contextual questions. They are not left to sort this all out on their own.

Student (up to 120 total)

- The students are to engage with each other, learn the process of integrated farm business evaluation, learn teamwork and learn how to communicate effectively with their group, mentors and farm owners.
- The students are expected to be engaged, professional and communicative.
- They will be responsible for maintaining confidentiality of the financial and other farm data they are presented and use the data to effectively evaluate the dairy farm business.
- It is important that the students also engage and make use of their mentors during this event, as they will be a valuable and essential resource for the evaluation.

Who are the Judges?

- Host Farm Profit Team
 - Owner(s)
 - Financial
 - Crops, CAFO
 - Nutrition/Feeding Management
 - Veterinarian

29-Oct	7:00 PM	Intros	by Group/by Discipline	Facilitators lead	Quick introduction to the entire process
				Mentors lead	Ensure all students introduce themselves Encourage engagement of all students
				Mentors lead	Be certain all information is loaded on student computers
				Mentors lead	Guide team through review of herd information
				act as a sounding board for ideas	Watch videos of the farm walk around
				Mentors lead	Group discussion with Business, Nutrition, Herd Health, Crops/CAFO, Facilities
	8:00 PM	Break			
	8:15 PM		Teams reconvene	Mentors lead	Break into discipline groups using Chat rooms on Zoom
	9:00 PM				Groups come back together for discussion
●	9:15 PM	Planning session	by Team and Discipline	Mentors lead	What data to explore to evaluate the farm? Make assignments to team members for tables, graphs, summaries from the data and questions. ●

30-Oct	8:00 AM		by Team and Discipline	Mentors lead	Groups come back together for short discussion about objectives and organize questions for the dairy producer
	8:30 AM		Dairy Producer Question period		Each team has 15 minutes to ask the producer their questions
	9:15 AM		Teams reconvene	Mentors lead	Within Team discussion
	9:45 AM			Mentors lead	Teams move into discipline groups
	10:00 AM	BREAK			
	10:30 AM				Discipline groups developing slides and partial budgets
	Noon	LUNCH			
	1:00 PM		Teams reconvene		Finalize budgets, slides and presentations and have each discipline decide who will present for their group. Each team should anticipate presenting for up to 10 minutes by group within team
				Grand Wizard leads	Dairy's Farm Profit Team are the judges. There are three presentations done by a group selected by the facilitator for each group.
	3:00 PM	Presentations delivered by Team A	Career Fair Team B and C	Mentors participate as needed	40 minute presentation with 15 minutes for Q& A
	4:00 PM	Presentation delivered by Team B	Career Fair Team A and C	Mentors participate as needed	40 minute presentation with 15 minutes for Q& A
	5:00 PM	Presentation delivered by Team C	Career Fair Team A and B	Mentors participate as needed	40 minute presentation with 15 minutes for Q& A
	6:00 PM	Summary	ALL	Grand Wizard leads	

How do students sign up?

- Fill out this form, return it to emerich@whminer.com and ~~send a check for \$15/student to:~~

Northeast Regional Dairy Challenge

c/o Wanda Emerich

Miner Institute

PO Box 90

Chazy, NY 12921 USA

*A few sponsors are covering the
REGISTRATION FEE!*

~~If you need to use a credit card, contact me and we
will take care of the details.~~

What do Sponsors receive?

- Resume from EACH student is required for participation
- Due October 9
- Send electronic resume to: emerich@whminer.com

Coming to you, delivered by a volunteer

Dairy Challenge Toolkit contains:

- Data on a memory stick

- Educational Materials from Sponsors

- Snacks from Sponsors

- Promotional things from Sponsors

- T-shirt(s)

- ADSA Membership & access to S-PAC

Still important

- Honor Code
- Confidentiality of farm data (this is somebody's business)
- Enthusiastic Participation
- Thank all of the Sponsors

- This might be the future (we don't know), questions, suggestions? Like the first event we had many unknowns most participating have never had the chance to work with others from a distance.