

NAIDC RULES & REGULATIONS for REGIONAL CONTESTS

(Southern Version Updated August 18, 2020)

NORTH AMERICAN INTERCOLLEGIATE DAIRY CHALLENGE NATIONAL BOARD OF DIRECTORS

The National Board of Directors is the official organization that sets the rules and regulations for the North American Intercollegiate Dairy Challenge Contests. All segments of the industry can have input by communicating with Board representatives. The Board of Directors can change the rules for future enhancements to the contest and develop regional or other events to enhance the educational experience. The Board of Directors Officers, Permanent Committee Chairs, Host Schools, Judges and Local Coordinators are selected by this group and follow the rules and regulations as defined by the Board of Directors. The North American Intercollegiate Dairy Challenge is a 501-C3 non-profit organization. The organization has a complete set of by-laws and rules for its structure, allowing it to perform its mission.

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.

REGIONAL CONTEST SUPERINTENDENT

The Regional Contest Superintendent is the elected Chairman of the Regional Steering Committee. The Superintendent shall see that all rules and regulations governing the contest are duly carried out and that the contest is conducted with fairness to all concerned. The Superintendent along with the NAIDC Executive Director and the Officers of the Regional Steering Committee shall decide all questions that may arise in connection with interpretation of the rules.

ENTRIES

Registration is to be completed online. This is the only method of registration. Online entries must be completed by September 8, 2020.

A registration fee of **\$25.00 per student** must accompany the entry. Fees may be paid by credit card at time of entry, or there is an option to pay by check. This check should be made out to North American Intercollegiate Dairy Challenge (NAIDC) and is due at time of registration. The North American Intercollegiate Dairy Challenge is a 501-C3 entity and therefore contributions are tax deductible as defined by tax law.

The number of students per school is limited to six (6) although a school can have two (2) teams or independently work with another school to form a combined team.

Important Reminder: Students will be responsible for completing a single online Student Information Form and upload a resume - coaches *do not* have to collect and submit student forms or resume. **Students must submit this form and upload resume by September 15, 2020.** The link to the Student Information Form and resume upload will be available at http://www.dairychallenge.org/so_event.php

Student information forms and resume must be submitted by the deadline. Students who miss the deadline without prior permission will be canceled from the event.

The signing of Contest Information Release Waiver, and the Contestant Honor Code will be included with the Student Information form. An acknowledgment and final contest schedule will be sent to schools with accepted registrations by September 21. Entry fees will not be refunded unless the school is not allowed to participate because of size restrictions.

CONTEST WAIVER

Teams and participating individuals, by virtue of voluntarily entering, will be authorizing North American Intercollegiate Dairy Challenge management the rights to use their photos, comments, and images in Presentation Slides to support and promote the contest. **Each contestant may be required to sign a liability waiver and Ethics Pledge. They may also sign a waiver for release of limited personal information.**

ELIGIBILITY OF CONTESTANTS

Each participant in these North American Intercollegiate Dairy Challenge events must be a student in a North American educational institution that offers classes that have emphasis in dairy production. Participants must be enrolled in a program of study to meet the requirements for a bachelor's degree or be enrolled in a dairy/animal degree or certificate granting program and have completed one year or equivalent of course work. Students, with or without a bachelor's degree, enrolled in graduate or professional studies programs are not eligible.

A student is ineligible to participate if he/she has (1) competed in the North American Intercollegiate Dairy Challenge National Contest, or (2) been an employee or paid consultant of any agricultural organization or service for which his/her duties included on-farm dairy consulting (excluding internships). A contestant may only participate/compete in two regional contests, two Dairy Challenge Academies, and one National Dairy Challenge contest. The final participant eligibility decision rests with NAIDC.

If the eligibility of any contestant is protested such protest must be made in writing and presented to the contest superintendent on the morning of the contest before the contest begins. The protest must be accompanied by a check for \$50. If the protest is sustained the \$50 will be returned. In case the protest is not sustained, the \$50 shall be forfeited.

TEAMS

The teams shall consist of up to six members currently enrolled in an educational institution whose students are eligible for this particular Regional Contest. All team members will participate in all activities of the team. All teams at the 2020 Virtual Southern Regional Contest will be by school except approved aggregate teams. The teams will be made up of individuals either from the same school or from approved combined schools (if needed to complete a team); schools are responsible

for working with other schools to form aggregate teams.

Each school is limited to six individuals per team.

JUDGING SYSTEM

Teams will upload a recording of their presentation on or before 11:59 PM Sunday, October 18.

A panel of four or five judges (approved by the Program Committee) will review and score all uploaded presentations and develop questions for online Q&A session with each team scheduled for Thursday, October 22. Following the Question and Answer Sessions, judges will determine the final rankings. If the number of teams entered indicates that additional panels of judges are necessary to expedite evaluation of presentations, they will be appointed as needed prior to the contest beginning. The judging panel shall consist of members who have dairy expertise in the fields of; dairy production, nutrition, reproduction, genetics, housing, finance, nutrient management, milking procedures and on farm consulting.

The judging panel will follow the Virtual Dairy Challenge scorecard to arrive at the final rankings. The judging panel will provide oral feedback for each team and coach after the conclusion of their Question and Answer Session. However final ratings are decided at the end of the contest.

Dairy Challenge Scorecard

TEAM # _____

1. Material presented - 55 points		Excellent	Good	Average	Fair	Poor
Introduction Clear overview of farm operation Benchmarking with regional or national averages Clear understanding of farm's goals	5	5	4	3	2	1
Assessment Identification of relevant opportunities within context of the farm's goals Appropriate order of importance of opportunities Opportunities identified were described in detail and justified based on data provided or information obtained during farm visit	25	21 - 25	16 - 20	11 - 15	6 - 10	1 - 5
Recommendations Recommendations provided in appropriate order of importance Recommendations are justified based on economic significance, farm's goals, and sustainability of the dairy industry Suggestions provided are realistic and practical	25	21 - 25	16 - 20	11 - 15	6 - 10	1 - 5
2. Presentation and visual aids - 20 points		Excellent	Good	Average	Fair	Poor
Presence Enthusiastic, confident, professional, knowledgeable Maintained eye contact with camera, few distracting mannerisms Spoke clearly with appropriate volume, speed, and grammar	15	13 - 15	10 - 12	7 - 9	4 - 6	1 - 3
Visual aids Legible, organized, appropriate use of pictures Void of excessive wordage and distracting colors	5	5	4	3	2	1
3. Preparation and organization - 10 points		Excellent	Good	Average	Fair	Poor
Presentation and engagement by all team members Knowledge of farm practices by all team members Stated concise assessments and recommendations with logical order Used 20 minute time limit wisely	10	9 - 10	7 - 8	5 - 6	3 - 4	1 - 2
4. Response to questions - 15 points		Excellent	Good	Average	Fair	Poor
Provided confident and concise answers to questions Provided an effective summary of relevant supporting information All team members involved in answering at least one question Teams members may have conferred briefly but no lengthy conferences	15	13 - 15	10 - 12	7 - 9	4 - 6	1 - 3

Total - 100 points**TEAM'S SCORE** _____

METHOD OF CONDUCT OF THE CONTEST

GENERAL RULES

Team members may NOT wear clothing with their School's name or logo when recording presentation. Contestants will be required to sign an ethics pledge and abide by it; **students will be allowed to use the Internet.**

Materials and Data

Teams will be provided with electronic data including necessary information to analyze an operating farm and their herd management practices. The data will be the real on-farm data or when not available from the farm will be simulated real farm data provided by contest management.

The data shall consist of farm goals, financial statistics, cost details or estimates, standard operating procedures, ration formulations for all feeding groups, feed inventories, housing dimensions and characteristics, manure or nutrient management, milking procedures and equipment specifications, reproductive data, ancestry identification if available, production records, and herd summaries with a history of production characteristics for the last 2-3 years. Some of the information will be provided as short videos and still photos of different sections of the farm operation, replacing the farm tour section of the contest. The data will be provided using standard industry formats and in selected file types. **The judges' panels receive identical data sets as the contestants.**

A sample data set or a video of previous top-ranking presentations can be provided on request prior to the contest for interested teams that have never participated. These materials should be used for training and coaching opportunities to prepare for the contest.

Group Manager Interviews

On October 6, 2020, all teams will participate in a virtual group interview of the farm manager or consultant to get necessary information about the data already provided. The judges' panel will also have an interview with the manager to determine their official recommendations. The judge's panel will ask the farm manager questions that pertain to their herd goals, their herd observations, and information in the herd data provided. Teams will be allowed to question the farm manager to get additional specific information about the facts in the data sets already provided, the herd manager's goals and other observations during their preliminary analysis of the data. Teams will have the opportunity to ask questions, one at a time by team number, continuing to rotate through the teams until the time is up. Moderators will be present during this session to exclude contestant questions that call for a conclusion on the part of the manager. A contestant will be asked to rephrase a question if it is deemed inappropriate. Later the moderator should inform them why it was inappropriate to ask the question in that way. The judges' panel will be allocated 30 minutes to ask questions of the manager immediately prior to the team interviews.

Time Management

One of the objectives of the contest is to mirror what happens to consultants in the real world of on-farm consulting. Therefore, strict time allocations are followed, which are similar to what consultants would be given by a real farm manager. Time management and prioritization of questions are very important.

Time management is very important in your preparation; managing time is highly important in recording your presentations as well.

PRESENTATIONS

Each team will upload a pre-recorded presentation by 11:59 PM Sunday, October 18. A panel of four or five judges will evaluate the recommendations for improvements to the operation of the dairy and/or its finances.

Each team will be assigned a 10-minute Question and Answer Session with a Panel of Judges; followed by a 10-minute feedback. Judges will have 5 minutes to deliberate on final scoring. Students will then go to the Virtual Debriefing Room and meet with sponsors. Presentation order of the possible teams will be by random draw. Each team will follow in order at approximately 30-minute intervals.

The presentations should be designed as if the team was making a presentation to the farm owner or manager. It is not necessary to describe the farm to the person who owns the farm as an introduction. Begin discussing benchmarks or important outcomes of your evaluation as soon as possible.

EACH TEAM CAN USE ACTUAL STUDENT NAMES and should provide a team photo in their presentation slides. Only team numbers, **not school names** should be included in their presentation. Every team must use farm names provided and **must not use any real names of farms, or last names of managers or owners.**

During the 10-minute Answer & Question Session with the judges' panel, **all team members must speak during some part of the session.** Teams are allowed to confer briefly; but a long conference will be penalized, and teams choosing not to confer will not be penalized for this choice.

Every team will be required to use PowerPoint and encouraged to use a laser pointer to aid with their presentation. All coach(es) will be allowed to view each team's presentation. A part of the room will also be open to sponsors for viewing the presentations. All spectators will be prohibited from entering or leaving a room until the entire presentation is complete.

After every team's session, the judges' panel will privately rate each team against the scorecard. During the 10-minute feedback session, each team and their coach(es) will be invited back to listen to the judges' comment on the strengths and weaknesses of the presentation. Coaches are asked to take notes of these comments. After all presentations are complete a final rating will be given to each team. A summary of the judges' evaluation for each farm visit will also be provided at the end of the contest. Question and Answer sessions will be recorded and available to teams shortly following the end of the contest.

Filing a Complaint

In the event that any coach or team would like to make a formal complaint about the conduct of a Virtual Dairy Challenge Contest, the following actions must be taken. The complaining party must send a complete written explanation of the issues surrounding the complaint to the NAIDC Executive Director. The Executive Director will discretely investigate all aspects of the alleged complaint to determine the legitimacy of the complaint. If the complaint is found valid by the Executive Director, they must bring the complaint to the NAIDC Executive Committee for further action. The Executive Committee can alleviate the concerns of the complaining party and/or take further steps to correct any actionable problems identified during this process to avoid future problems.

Student Networking with Students and Sponsors and Social Activities

Each contestant will be required to upload a resume and fill out a student information form providing biographical data to allow ample networking opportunities. Each contestant will have the opportunity to network with fellow contestants and company representatives of the various sponsors. The contestant summary will be provided to all contestants, coaches, and sponsors to allow post contest contact and future networking. Student resumes will be provided to sponsors. In addition, representatives of each sponsor will have the opportunity to view the presentations of the teams to watch the students in action. This should provide an excellent opportunity for each contestant and sponsor to maximize his or her ability to network for the future.

Benefits and Awards

There will be rankings given to each team. Each participant will receive Dairy Challenge Certificate. Members of the 1st and 2nd Place teams from each host farm division will be announced as the winners. Contest results will be available to all sponsors, published in local farm publications and in several prominent national agriculture publications. The top teams in each division will be featured on the Dairy Challenge website www.dairychallenge.org.

*Please acknowledge all the Platinum, Gold, Silver and Bronze sponsors and Emerald and Diamond Dairies for their generous support of this great event.
A sponsor contact list is provided at the contest to aid your response.*