



19th Annual Dairy Challenge Contest & Academy
Wednesday, April 14 - Friday, April 16, 2021
Presented Virtually

Dear NAIDC Sponsor:

The Board of Directors of the North American Intercollegiate Dairy Challenge invites your company to participate in our 19th Annual Dairy Challenge and the 8th Annual Dairy Challenge Academy. This year's events will be held entirely online April 14-16, 2021 and will be hosted by the NAIDC Board of Directors.

We are building our list of volunteers to help with the event, Wednesday, Thursday, and Friday. Being involved and working directly with the students gives you a first-hand view of the students in action, plus a large volunteer pool helps the event run smoothly. If you have questions about volunteering your company's time at the event, please communicate with volunteer coordinator Trevor DeVries (tdevries@uoguelph.ca) To volunteer, submit the online Volunteer Registration Form at http://www.dairychallenge.org/national_contest.php by **April 1**.

For 2021, you'll find many opportunities to work directly with students, including:

- Dairy Challenge Academy: educational program offered to as many as 150 sophomores, juniors and seniors from 4-year dairy programs, as well as undergraduates from community colleges and technical schools. We need as many as 40 professionals from varied backgrounds to serve as Academy Advisors by sharing their knowledge of dairying and guiding groups of students through a dairy analysis. The virtual format allows you to join from anywhere, all we ask is for your commitment of time and willingness to share your knowledge of the industry with the students.
 - IMPORTANT: For the success of our students, to participate Academy Advisors must be available for the duration of the entire event starting Wednesday evening April 14 with Advisor Training, overview of herd information, and team building, running throughout the day on Thursday April 15 from 8 AM to 4 PM CST, then through noon on Friday, April 16. You are invited (not required) to join us Friday afternoon 5:15 – 6:45 for the judge farm presentation and our awards program.
 - Advisors should be committed to the event and willing to work with students in a positive and supportive manner, encouraging participation and guiding them in their dairy assessment.
- Contest volunteers: help monitoring interview on Thursday, April 15 and presentation rooms and debriefing on Friday, April 16.

Please indicate your plans and areas of interest on the volunteer registration form.

- SCHEDULE: On our web site you will find a listing of the scheduled events for this year's event. The program will run completely online via Zoom. All event materials will be posted on the National Contest & Academy web sites.

Please complete the online [Volunteer Registration Form](#) by Thursday, April 1 if you are planning to participate. Please ensure every individual from your organization that is planning to participate completes a registration.

- Career and Innovation Hub: We invite our Platinum and Gold Sponsors (\$2500 and above) to create a virtual booth in our Career and Innovation Hub. This is a unique opportunity to connect with nearly 300 students from dairy and animal science programs across US and Canada. Use this space to meet and recruit students and colleagues, share insights with our participants - your future employees and future customers, and promote innovations in your field. The virtual booths will be viewable from our event web site. You can reserve your company's space when registering using the online Volunteer Registration Form at http://www.dairychallenge.org/national_contest.php by April 1. Participating companies should also upload the following booth related items here <https://www.dropbox.com/request/GUOvIBs5mFMpXxqkjScQ>:
 - Company logo
 - Brief company description (100 words or less) including contact information for students interested in learning more about your company and career/internship opportunities
 - The link to your virtual booth

Suggested ways to enhance your booth:

- Make it as visual as possible, featuring pictures, logos, videos, etc.
- Make it interactive by including a button where attendees can message or live chat with your company reps
- Make it educational by adding links to company videos, podcasts, webinar recordings, career opportunities, product videos, and more
- Make it fun by adding a contest or prize drawing

The Career and Innovation Hub will be open from our virtual contest web site starting on Wednesday, April 14 through Friday, April 16. Participants will be encouraged to visit anytime.

- Career Fair is back! In addition to the virtual booth offering, sponsor reps can also participate in the online Career Fair on Friday, April 16. We will have 2 Zoom sessions, one in the morning from 10:00 AM -12:00 PM CDT, and one in the afternoon from 1:00 PM – 3:00 PM CDT. Companies may register for one or both sessions, and may assign the same or different reps to both. If you participated in our regional virtual career fairs this year, you will find this format to be a little different. Instead of moving your reps in and out of several rooms where you met with groups of students, this will be a less formal setting where you will be assigned to a breakout, and students will come in and out on their own. We will offer students the opportunity to join in 15 min blocks (ex. 10:00-10:15, 10:15-10:30, etc.) Students will be encouraged to visit with companies when they aren't presenting. Reserve your zoom breakout using the online Volunteer Registration Form at http://www.dairychallenge.org/national_contest.php by April 1.

Sponsors at the \$2500 level and above will receive resumes and contact information for all participating contest and academy students. We anticipate as many as 300 student participants representing as many as 50 2- and 4-year dairy science university programs across North America. Sponsors are also encouraged to arrange meetings individually with students at their convenience. Review the resumes in advance, then join us online to see potential interns or employees in action as they work as a team to analyze a dairy.

Several universities have indicated that because of COVID, many of their students are still seeking jobs and internships. This is a terrific opportunity for you to fill those remaining spots for this summer, and to increase your network of top recruits for the future.

- SPONSORSHIP: If you'd like more information about NAIDC sponsorship, go to <http://www.dairychallenge.org/sponsors.php> or contact Molly Kelley at mollyk@dairychallenge.org

We look forward to meeting you and/or your representatives online for this year's Virtual Contest & Academy April 14-16, 2021. Again, thank you for your kind support of this special event.

Sincerely,

Trevor DeVries

tdevries@uoguelph.ca

Volunteer Coordinator

For complete contest information including registration link, latest schedule and contest details, go to http://www.dairychallenge.org/national_contest.php