



Dear Dairy Challenge Coach:

On behalf of the Midwest Regional Committee of the North American Intercollegiate Dairy Challenge, it is our pleasure to invite your school to participate in the 17th Annual Midwest Dairy Challenge. **This year's event will be held completely online** and hosted jointly by The Ohio State University, Michigan State University and Purdue University.

The Midwest committee has redesigned the program to maximize student learning, involve sponsors, take advantage of online opportunities, minimize "zoom fatigue", and support you, our coaches, in your teaching efforts.

The program will take place from the Midwest Regional Dairy Challenge web site. Rather than the traditional contest schedule conducted in 3 consecutive days, the 2021 Midwest Regional will begin with instructions and data distribution on Tuesday, February 16 and end with team presentations on Tuesday, March 2. Twice-a-week educational programming and team mentor meetings will be offered in between.

Coaches Webinar

We will be hosting a coaches' webinar on **Tuesday, November 10 at 12 PM Eastern, 11 AM Central** to share plans and get your input for this redesigned program. Connection instructions will be sent to you separately. The webinar will be recorded and posted to the MW web site if you are not able to join us.

Details and Deadlines

- Teams will be organized by school rather than aggregate. As the coach, you are responsible for assembling and coordinating the team from your school. You may form a team with another school if necessary.
- Registration is online. This is the only method of registration. Registration fees can be paid using a credit card at the time of registration, or there is an option to pay with a check. **Team registration closes Friday, November 20.**
- Coaches *do not* have to collect and submit student forms. Students will be responsible for completing a single form online - a Student Information form. Once you have received confirmation from us, on or about December 1, **students will have until Tuesday, February 2 to complete this form.** This form will be available on the Dairy Challenge web site at http://www.dairychallenge.org/mw_event.php

- Students must also submit a resume to complete their registration. Student information forms must be submitted, and resumes must be uploaded by the February 2 deadline. Students who miss the deadline without prior permission will be canceled from the event.
- The contest will be using one farm with 3-4 panels of judges.

Participation

- This event is open to all schools in the Midwest region and adjacent states.
- The contest will be capped at 120 students. Once the cap of 120 is reached, any additional schools who register will be placed on a waiting list. Students registered as alternates will be likewise placed on a waiting list. **With this expanded number per school, it is important that every student who registers is committed to participating.** Schools will be notified of their acceptance, on or about December 1.
- To ensure the contest flows smoothly, no changes may be made to students participating after February 2, 2021. Please note this date and plan accordingly.

Registration

- Each school may register up to 6 students and up to 6 alternates. Please review Contest Rules, Eligibility of Contestants as you select participating students. Teams should have a minimum of 3 and no more than 6 students. Additional teams from a school will be considered if the contest limits are not met. If you do not have enough students to form a team, you may combine with another school to form a team.
- Entry fee for each student is \$25 total due at time of entry.
- Registration for the contest is online. This is the *only* method of registration. Registration fees can be paid using a credit card at the time of registration, or you may pay by check. **Team registration closes Friday, November 20.** The registration link is available here: http://www.dairychallenge.org/mw_event.php Be prepared with your students' email addresses when you begin registration.
- Completed entries will receive priority by registration date/time if contest size limits are reached.
- Included in their registration, students will receive a commemorative t-shirt. They should request their shirt size on the Student Information Form. Coaches may purchase a shirt when registering. All shirt orders from a university will be shipped to coaches for distribution.
- Students will also receive a one-year subscription to the [Searchable Proceedings of Animal Conferences](#), which includes access to [Large Dairy Herd Management 3rd Ed.](#) Both resources will be valuable tools for this event and in their classwork.

Social Media Corps

In addition to contest participants, Dairy Challenge is looking for students who would be interested in serving on the Midwest Social Media Corps team. Please visit with students in your club and your ag

communications department about this opportunity. An application is available will be posted to the Midwest page in the coming days. More details will be coming soon!

We look forward to your participation in this exciting and innovative contest. Additional information, including the schedule and guidelines, as well as entry forms and student information forms, will also be available online at http://www.dairychallenge.org/mw_event.php

Sincerely,
Dave Calvert and Gail Carpenter
Chairpersons
Midwest Dairy Challenge Committee