

# MIDWEST REGIONAL DAIRY CHALLENGE

## RULES & REGULATIONS

### **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 SUPERINTENDENTS**

The Regional Contest Superintendent is the elected Chairman of the Regional Steering Committee. The Superintendent serves for a term of 2 years, the first year in conjunction with the outgoing Regional Chair and the second year in conjunction with the incoming Regional Chair. 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 Regional Steering Committee shall decide all questions that may arise in connection with interpretation of the rules.

### **ENTRIES**

**A School Entry Form must be completed online by November 20, 2020.** An entry fee of **\$25.00 per student** must accompany the entry form. If paying by check, the check should be made out to North American Intercollegiate Dairy Challenge 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.

Each school may register up to 6 students and up to 6 alternates. The contest will be capped at the first 120 students. Once entry forms have been processed, each school will receive a confirmation. Should additional schools register after the 120-student cap is reached, they will be placed on a waiting list. Alternate students will likewise be placed on a waiting list.

This year's virtual contest will form teams by school. Team size should be 3-6 students. Schools with more than 6 students can have two (2) teams. Schools with less than 3 participants may 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 February 2, 2021.** The link to the Student Information Form and resume upload will be available at [http://www.dairychallenge.org/mw\\_event.php](http://www.dairychallenge.org/mw_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.

An acknowledgment and final contest schedule will be sent to schools with accepted registrations by December 1. Entry fees will not be refunded unless the school is not allowed to participate because of size restrictions.

## **CONTEST WAIVERS**

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 to support and promote the contest. Each contestant will be required to sign a liability waiver and Honor Code. They may also sign a waiver for release of limited personal information. The signing of these forms will be included with the Student Information form.

## **ELIGIBILITY OF CONTESTANTS**

### **Regional Events**

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, one Dairy Challenge Academy, and one National Dairy Challenge contest.

## **TEAMS**

The teams shall consist of 3-6 members currently enrolled in an educational institution whose students are eligible for this contest. All team members will participate in all activities of the team. All teams at the 2021 Virtual Midwest Regional Contest will be made up of individuals from the same school. If needed to complete a team, schools can work with other schools to form combined teams. Schools are responsible for working with other schools to form combined teams.

## **JUDGING SYSTEM**

**Teams will upload a recording of their presentation on or before 5:00 PM EST Thursday, February 25.** A panel of four to five judges (Approved by the Steering Committee) will review and score uploaded presentations and develop questions for online Q&A session with each team scheduled for March 2, 2021. Following the Question and Answer Sessions, judges will determine scores. 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 scoring. The judging panel will provide oral feedback for each team after the conclusion of their Question and Answer Session. However final ratings are decided at the end of the contest.

**Dairy Challenge Scorecard**

TEAM # \_\_\_\_\_

Revised 12-8-15

<b>1. Material presented - 55 points</b>		<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Fair</b>	<b>Poor</b>
<b>Introduction</b> Clear overview of farm operation  Benchmarking with regional or national averages  Clear understanding of farm's goals	<b>5</b>	5	4	3	2	1
<b>Assessment</b>  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	<b>25</b>	21 - 25	16 - 20	11 - 15	6 - 10	1 - 5
<b>Recommendations</b>  Recommendations provided in appropriate order of importance  Recommendations are justified based on economic significance, farm's goals, and sustainability of the dairy industry	<b>25</b>	21 - 25	16 - 20	11 - 15	6 - 10	1 - 5
<b>2. Presentation and visual aids - 20 points</b>		<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Fair</b>	<b>Poor</b>
<b>Presence</b>  Enthusiastic, confident, professional, knowledgeable  Maintained eye contact, few distracting mannerisms  Spoke clearly with appropriate volume, speed, and	<b>15</b>	13 - 15	10 - 12	7 - 9	4 - 6	1 - 3
<b>Visual aids</b>  Legible, organized, appropriate use of pictures  Void of excessive wordage and distracting colors	<b>5</b>	5	4	3	2	1
<b>3. Preparation and organization - 10 points</b>		<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Fair</b>	<b>Poor</b>
 Presentation and engagement by all team members  Knowledge of farm practices by all team members  Stated concise assessments and recommendations with logical order	<b>10</b>	9 - 10	7 - 8	5 - 6	3 - 4	1 - 2
<b>4. Response to questions - 15 points</b>		<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Fair</b>	<b>Poor</b>
 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	<b>15</b>	13 - 15	10 - 12	7 - 9	4 - 6	1 - 3

## METHOD OF CONDUCT OF THE CONTEST

### GENERAL RULES

Contestants will be required to sign an honor code and abide by it. 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. **Contestants will be permitted to access the Internet** to obtain resources to aid in preparation of their presentations.

### 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 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.**

Available computer formats are Dairy Comp 305 and PCDART. The teams may use one or more of the data formats and great care is taken to see that the same data is available on each software platform and there is no advantage of one source over the other. In some cases, the data sets are not perfect because they are real data sets. Often in the real world you will run into imperfect or conflicting data sets. **The judges' panels receive the same data sets as the contestants** and have the same amount of time with the farm manager.

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. Samples of explanatory information can also be requested from Dairy Comp 305 and PCDART.

### STRUCTURE OF FARM VISITS

Photos and short videos will take the place of the in-person farm visit. These will be available on the regional web site.

### GROUP MANAGER INTERVIEWS

On February 18, all teams will participate in a virtual group interview with the farm owners/managers. ALL team members are requested to be present. Coaches can sit in on the meeting but not to ask questions. Teams will be allowed to ask questions of 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 visit. Teams will ask questions, one at a time by team number, continuing to rotate through the teams until the time is up.

A moderator will be present during each session to exclude questions that call for a conclusion on the part of the manager. An individual 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. Judges will also have an interview with the management team to determine final recommendations.

### **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 throughout the contest.

### **PRESENTATIONS**

Each team will be asked to provide a presentation that recommends improvements to the operation of the dairy and/or its finances. 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. Team number and farm name should be included in their presentation.

**For this virtual event, each team will upload a pre-recorded presentation by 5:00 PM EDT Thursday, February 25. Teams must also upload a handout version of your presentation, 6 slides per page saved as PDF.** Complete upload instructions including the upload link will be posted on the Midwest Regional web site. 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 25-minute session with judges. Teams will have up to 5 minutes to provide an overview of recommendations, followed by 10 minutes question and answer with a panel of judges, and 10 minutes of feedback where judges comment on the strengths and weaknesses of the presentation. Judges will have 5 minutes to privately deliberate on final scoring. Students will meet with a debriefer to review the contest. Each team will follow in numeric order at approximately 30-minute intervals.

All team members must speak during some part of the presentation and during the question session. Teams may briefly confer on a question or may choose not to confer during questions, as each team member should have a specialty area in questioning that they can be responsible for.

After all presentations are complete a final score will be given to each team. A summary of the judges' evaluation for each farm visit will also be presented. Teams will receive copies of these materials at the end of the contest.

### **Formal Complaint System**

In the event that any coach or team would like to make a formal complaint about the conduct of a 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**

Contestants will have the opportunity to network with fellow contestants and company representatives of the various sponsors. Each contestant will be required to submit a resume that will be shared with sponsors. The contestant summary will also be provided to all contestants, coaches, and sponsors to allow post contest contact and future networking. In addition, presentation and Q&A session recordings will be made available for viewing by students, coaches and sponsors.

**BENEFITS AND AWARDS**

Each participant will receive a Dairy Challenge Certificate of Participation. Team photos will be posted on social media outlets. A contest summary will available to all sponsors, published in local farm publications and in several prominent national agriculture publications.

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