



17th Annual Midwest Regional Dairy Challenge

February 16 – March 2, 2022 held virtually

Hosted by Michigan State University, The Ohio State University & Purdue University

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

The Midwest committee has redesigned the program to maximize student learning, take advantage of online opportunities, minimize “zoom fatigue”, and to allow sponsors maximum networking time with students.

VIRTUAL CONTEST OVERVIEW: 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 on Tuesdays and Thursdays and team mentor meetings will be offered in between.

Teams (by university rather than aggregate) will be given the farm data and will be tasked with developing a farm evaluation with the guidance of their university coach and volunteer mentor. They will record their presentation for upload by February 25. Judges will be given time to view and score the presentations and develop a list of questions for the team. Teams will meet with judges online on Presentation Q&A day, Tuesday, March 2, for a presentation question and answer session.

SPONSOR PARTICIPATION: We are building our list of volunteers to help with the virtual educational and mentoring events as well as presentation Q&A day activities. 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 contest run smoothly. Volunteer opportunities range from serving as a team mentor or judge to serving as a presenter or timekeeper in a presentation room. You can indicate your interest on the volunteer registration form at https://2021midwestdairychallenge_volunteerregistration.eventbrite.com

SCHEDULE: A listing of the scheduled events for this year's contest is posted on the Midwest Dairy Challenge web page at http://www.dairychallenge.org/mw_event.php

SPONSOR VOLUNTEER REGISTRATION: Please submit information for each volunteer from your company using the online Sponsor Volunteer Registration form posted at https://2021midwestdairychallenge_volunteerregistration.eventbrite.com Forms are due Tuesday, February 2, 2021.

Sponsor Displays: You are invited to set up a virtual booth in our online Career & Innovation Fair. Participating sponsors should submit a logo and links to videos and information about your company and career opportunities. The online booths will be added the MW web site and viewable to all MW regional registrants.

Then on Tuesday, February 16, you are invited to meet students online in a "reverse" career fair. Sponsors will move from Zoom room to room in brief 10-minute intervals with the opportunity to visit directly with small groups of students. We suggest starting with an engaging activity, presentation, etc. lasting between 3-5 minutes, using the remaining time for Q&A.

Sponsors are also encouraged to arrange meetings individually with students at their convenience. All participating sponsors will receive contact information and resumes from the 100+ participating students in early February. Indicate your desire to have an online booth and participate in the career fair using this online [registration form](#). We appreciate the recruiting challenges COVID has presented for those trying to hire and those trying to be hired. We hope you agree that this is a terrific recruiting and networking opportunity allowing your reps to visit with each participant at the event, particularly if your company is seeking interns or job recruits.

To reserve a virtual booth, indicate such on the sponsor volunteer registration form.

Mentors: We are seeking a large number of volunteers to serve as Team Mentors. This is an important role as Mentors work side by side (in person or online) with the student teams to guide them through the farm analysis process. We hope to assign 1-2 mentors to each team.

Please note:

- **Mentors must be available for the Mentor Training on Monday February 15 from 4-5 PM EST (3-4 CST), as well as Tuesday, February 16 from 4:00 – 6:00 PM EST (3:00 – 5:00 CST). Mentors must also commit to meeting with your assigned team at least 1 more time that same week, and 2 times the following week.** Suggested times for your Mentor meetings are included on the schedule. However, you may work with your assigned team's coach to determine the best day and time for these meetings. Mentors will review data with students Tuesday afternoon (February 16), then meet at least 3 more times to help guide students while assembling their presentation.
- **Mentors 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.**

Qualities of a Good Mentor

- ✓ Relevant Expertise or Knowledge
- ✓ Enthusiasm for Sharing That Expertise
- ✓ A Respectful Attitude
- ✓ Eagerness to Invest in Others
- ✓ Ability to Give Honest & Direct Feedback
- ✓ Reflective Listening & Empathy
- ✓ Willingness to be a Sponsor

If you are interested in serving as a Mentor, indicate as such when registering.

There are also other areas where assistance is needed including Manager Interviews on Thursday, February 18, and presentation room and debriefing volunteers on Tuesday, March 2. Please indicate your plans on the [volunteer registration form](#).

HOW TO PARTICIPATE:

- Register: using the online Sponsor Volunteer Registration form posted at http://www.dairychallenge.org/mw_event.php There you can indicate your interest in serving as a volunteer, have a table in our career fair, and more. Forms are due **Tuesday, February 2, 2021.**

If you have questions about volunteering your company's time at the event, please communicate with volunteer coordinator Michael Goeldi, (919) 602-1100, Michael.Goeldi@agriking.com