



National VIRTUAL Dairy Challenge Contest & Academy
April 14-16, 2021
Hosted by the National Dairy Challenge Board

March 1, 2021

Dear Coaches,

On behalf of the National Program Committee of the North American Intercollegiate Dairy Challenge, it is our privilege to invite your university to participate in the 19th Annual Dairy Challenge and the 8th Annual Dairy Challenge Academy planned for Wednesday April 14 through Friday, April 16. This year's events will be held entirely online using Zoom and the National Dairy Challenge web site. The National Dairy Challenge Board has redesigned the national program to maximize student learning, promote interaction with our industry sponsors, take advantage of online opportunities, and support you, our coaches, in your teaching efforts.

The **North American Intercollegiate Dairy Challenge Contest** offers a two-day competition that enables four-person teams to evaluate a well-managed dairy farm business and then recommend management enhancements to a panel of judges comprised of industry and academic professionals. We believe this to be the premier dairy event in the country for undergraduate students and work hard on behalf of the students to support the program.

The **Dairy Challenge Academy** will run in conjunction with the national contest. The Academy gives its students an intensive program using the educational component of the Dairy Challenge contest without the competition. Academy students also benefit from high interaction with industry professionals. Graduate students are eligible to participate as well, noting first-priority will be given to undergraduate students. See Academy Eligibility below for more details.

Contest Participation:

We have made a few changes to the traditional structure to accommodate our virtual format.

- We are limiting the contest to the first 30 teams to register. Teams are limited to 4

students who have not previously participated in the National Contest. Completed entries will receive priority by date, time of receipt, and previous participation in the regional and national programs.

- If the 30-team limit is not met, aggregate teams will be formed.
 - If a university does not have enough students to create a team but would like to merge with another school to form a full team of 4 students, the coach should complete an entry for those interested and indicate the school they plan to partner with (we suggest combined teams be in the same time zone).
 - If a university does not have enough students to create a team, the coach should complete an entry for those interested in being placed on an aggregate team.
 - If a university has a team and is interested in having a fifth student participate on an aggregate team, the coach should complete an entry for the additional student as instructed.

In the event the contest fills to 30 teams and combined teams and aggregate students are not placed, these students may request to transfer their registration to the Academy by indicating so on their aggregate registration. *Because of the uncertainty of their participation status, the entry fee is noted as "FREE". Payment should be made once participation is confirmed.*

Contest Eligibility:

- Each contestant in the North American Intercollegiate Dairy Challenge National Contest must be a student in a North American educational institution that offers a bachelor's degree in agriculture with classes that have emphasis in dairy production.
- A contestant must be enrolled in a program of study to meet the requirements for a bachelor's degree.
- They must have completed not less than one year of course work or equivalent by that institution's graduation rules. Students, with or without a bachelor's degree, enrolled in graduate or professional studies programs are not eligible.
- A student is ineligible to be a contestant 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).

The complete rules of the competition including eligibility are available on the [National Contest](#) page.

Academy Participation:

- The Academy is open to sophomores, juniors, and seniors from 4-year dairy programs, as well as undergraduates from community colleges and technical

schools and graduate students who have not competed in the national Dairy Challenge contest.

- The program is offered to the first 100 students who register. There is no limit on the number each school may register.
- Completed entries will receive priority by date, time of receipt, and previous regional or national participation. In the event the Academy size limits are reached, preference will be given to undergraduate students participating for the first time.

Academy Eligibility:

- A Dairy Challenge Academy participant must be a student in a North American educational institution offering classes with an emphasis in dairy production.
- Participants must be enrolled in a program of study to meet the requirements for a bachelor's or graduate degree or be enrolled in a dairy/animal degree or certificate granting program and have completed one year or equivalent collegiate course work. Students, with or without a bachelor's degree, enrolled in graduate or professional studies programs also are eligible.
- A student is ineligible to participate if he/she has competed in the North American Intercollegiate Dairy Challenge National Contest or has 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 student may only participate/compete in a total of two (2) regional contests, two (2) Dairy Challenge Academies and one (1) National Dairy Challenge Contest.

Note to Coaches:

Our sponsors play a considerable role in funding this capstone opportunity for your students. As you select students from your school, we kindly ask you to consider the investment our sponsors are making on their behalf. Please ensure your students understand the privilege and exposure that is being extended to them. By registering they should understand that they are expected to fully participate in events and be willing to network with sponsors. Thank you!

Registration:

The Entry Form (single form for Contest and Academy) is online at http://www.dairychallenge.org/national_contest.php. You may pay by credit card or check.

- **Deadline for entry: March 15, 2021**. Completed entries will receive priority by date, time of receipt, and previous participation in the regional and national programs. A confirmation letter with more details including the student information form link will be

sent upon receipt of your registration material and after March 15.

- **Entry Fee** for this virtual event is reduced to \$50 per student. Entry fees are nonrefundable after March 15.
- Each student is responsible for completing an online Student Information Form. Students must submit this form by **April 1, 2021**. This form will be available on the Dairy Challenge web site after March 15 at http://www.dairychallenge.org/national_contest.php. Contestant Liability Waivers, Contest Information Release Waivers, and the Contestant Honor Code will be signed as part of each entry form.
- New this year: Students must also submit a resume to complete their registration. The link to upload resumes will be available on the National web site. If a student has already uploaded a resume from their regional participation, they will have the option to instruct us to use the previously submitted resume for national participation.
- The official schedule of events for the three days of the contest is available online at www.dairychallenge.org. Contest rules will also be available at the NAIDC website.

Resources for student preparation have been posted on our web site at http://www.dairychallenge.org/student_resources/. Coaches are also encouraged to review past contest materials posted at <http://www.dairychallenge.org/memberaccess.php> using the login password "coach."

If you have any questions about the event, please don't hesitate to contact us. We look forward to your participation in this exciting and innovative contest.

Sincerely,

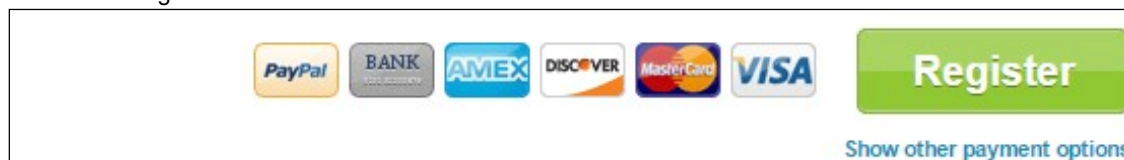
Cathy Myers
Program Committee Chair

Tips for using the online entry form at https://2021_national_dairy_challenge.eventbrite.com

- One form is being used for both Contest and Academy entries. All entries should be submitted using this form.
- If you plan to pay by credit card: Once you have entered the number of Registration Types (Contest Coach, Contest Student, Academy Coach, etc.), click on the green

REGISTER button (see Image 1 below). Upon completion of your registration information, you will be automatically redirected to another page with requests for additional information and to our Paypal site where you can enter your credit card information. You do not need a PayPal account to pay using this option.

Image 1



- If you plan to pay by check: Once you have entered the number of Registration Types (Contest Coach, Contest Student, Academy Coach, etc.), click on the “show other payment options” below the green REGISTER button. You will then be given the option to PAY OFFLINE by check. Please send your check by **March 15, 2021** payable to:
North American Intercollegiate Dairy
Challenge 3310 Latham Drive, Madison,
WI 53713
Attn: Cassi Miller
PH: 608/224-0400
FX: 608/224-0300
Email: cmiller@wdexpo.com
- For schools participating in both the Contest and the Academy with one coach, please enter that coach’s information under **both** Contest and Academy (there is a “copy” option for your convenience). TIP: utilize the "COPY DATA FROM" drop down option on the entry form to expedite your data entry for each coach/participant.
- If you have **additional** students beyond the initial allotment who are interested in the Contest (as a possible aggregate), please include their information when registering. We will contact you after March 15 if space is available to add additional students. You will notice that no payment is required now for these students - the registration for additional students is listed as “Free.” Payment arrangements will be made once their participation is confirmed.
- If contest space doesn’t allow for aggregate students, please consider if that student would be interested in participating in the Academy.
- If you have any questions, please contact Cassi Miller at cmiller@wdexpo.com 608-224-0400 or Molly Kelley at mollyk@dairychallenge.org 217-684-3007