



**16th Annual Southern Regional Dairy Challenge
November 14-16, 2021
Hosted by Tarleton State University and Texas A&M**

On behalf of the Southern Regional Committee of the North American Intercollegiate Dairy Challenge, it is our privilege to invite you to participate in the 16th Annual Southern Regional Dairy Challenge. This year's event will be a return to meeting in person and will be hosted by Tarleton State University and Texas A&M in Granbury, Texas (about 90 minutes southwest of Dallas Fort Worth International Airport). We will be meeting at the [Lake Granbury Conference Center](#).

CONTEST OVERVIEW: Students will arrive in Texas on Sunday afternoon November 14 for a pre-event farm tour at Tarleton State University's [Southwest Regional Dairy Center](#) in Stephenville. Teams will return to the Granbury Conference Center on Sunday evening for dinner and team building, after which students will meet their team mentors and receive information about the host farm. Orientation meetings for team mentors and judges will be held Sunday evening.

The next day (Monday, November 15) participants will travel to the host farm to examine facilities and animals. That afternoon, team members will interview herd managers and develop a farm analysis identifying areas of strength and opportunity. Student teams prepare a PowerPoint presentation to include appropriate recommendations for nutrition, reproduction, milking procedures, animal health, housing, and financial management while considering the specific goals of the farm. A mixer with sponsors will be offered Monday evening.

The second full day (Tuesday, November 16) is set for presentations with each team making recommendations to and fielding questions from a panel of industry judges. Presentations are evaluated based on the farm analysis and recommendations. Students will attend educational workshops and meet with sponsors when not presenting.

SPONSOR PARTICIPATION: We are building our list of volunteers to help with the event Sunday evening through Tuesday afternoon. 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 career panelist or timekeeper in a presentation room. You can indicate

your interest on the [Sponsor Volunteer Registration Form](#) posted on the Southern Regional tab at <https://www.dairychallenge.org/contests/>

SCHEDULE: A listing of the scheduled events for this year's contest will be posted on the Southern Regional tab at <https://www.dairychallenge.org/contests/>

SPONSOR VOLUNTEER REGISTRATION: Please submit information for each volunteer from your company using the online [Sponsor Volunteer Registration form](#) posted on the Southern Regional tab at <https://www.dairychallenge.org/contests/> Forms are due Friday, October 29, 2021.

HOTEL: For your convenience, a block of Dairy Challenge volunteer rooms has been reserved at the Comfort Suites Granbury. Use the booking link below to reserve a room in the Dairy Challenge block at nightly rates starting at \$87.00 including breakfast. Reservation deadline is Friday, October 29, 2021. After this date the hotel will accept reservations on a space and rate available basis.

[Comfort Suites Granbury](#)

903 Harbor Lakes Drive, Granbury, TX

PH: 817/579-5559

Group name: Dairy Challenge

Arrival date: 11/14/2021

Departure date: 11/16/2021

Room type and rate:

Single King bed \$87+tax/room/night

Two Double queen beds \$93+tax/room/night

Last date of booking: 10/29/2021

Booking link: <https://www.choicehotels.com/reservations/groups/SC92K5>

MEALS: Meals during the event will be provided to sponsor volunteers. To help us manage our budget and provide accurate counts, please indicate your meal plans when you register.

SPONSOR DISPLAYS: On Tuesday morning, you are invited to set up a table-top display in our Career & Innovation Fair. Displays will be open between 8:30 AM and 2:30 PM CST. Indicate your desire to reserve a table using the [online registration form](#). There is no charge for tables. You will be provided with a six-foot table (if needed). Electricity will be available, but you will need to supply your own electrical cords. All sponsors are encouraged to interact with students and university coaches, and view student presentations on Tuesday. Note, because of the number of teams, presentations will be going on simultaneously. This is a great recruiting and networking opportunity to meet with the anticipated 80 students from top university programs across the southeast.

HOW TO PARTICIPATE:

- Register: using the online Sponsor Volunteer Registration form posted at <https://2021southern.dairychallenge.volunteer.eventbrite.com> There you can

indicate your interest in serving as a volunteer, have a table in our career fair, and more. Forms are due **Friday, October 29, 2021**.

- Book your hotel: [Comfort Suites Granbury](#)
903 Harbor Lakes Drive, Granbury, TX
PH: 817/579-5559
Group name: Dairy Challenge
Booking link: <https://www.choicehotels.com/reservations/groups/SC92K5>
Reservation deadline: **Friday, October 29, 2021**

If you have questions about volunteering your company's time at the event, please communicate with volunteer coordinator Stephanie Ward, (919) 602-1100, shward@ncsu.edu