



**16th Western Regional VIRTUAL Dairy Challenge
Wednesday, March 3 - Friday, March 5, 2021**

On behalf of the Western Regional Committee of the North American Intercollegiate Dairy Challenge, it is our pleasure to invite your company to participate in the 16th Annual Western Regional Dairy Challenge to be held virtually March 3-5, 2021. We thank you for your continued support of the Western Intercollegiate Dairy Challenge.

The program will take place from the Western Regional Dairy Challenge web site. This regional contest will follow the traditional contest schedule conducted in 3 consecutive days beginning with instructions and data distribution on Wednesday, March 3 and ending with team presentations on Friday, March 5.

Sponsor Participation: We are building our list of volunteers to help with the virtual educational events, mentoring students, and Presentation Day activities. Being involved and working directly with the students gives you a firsthand 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.

Sponsor Volunteer Registration: Please submit information for each volunteer from your company using this online form. **Forms are due Monday, February 15, 2021.**

Schedule: A listing of the scheduled events for this year's contest will be posted on the Western Dairy Challenge web page at https://www.dairychallenge.org/ws_event.php. All events will be conducted virtually from the Western Regional web site.

Sponsor Displays: You are invited to set up a virtual booth as part of our online Career & Innovation Fair. Participating sponsors should submit a logo and links to your virtual booth, which may include videos and information about your company and career opportunities. The online booths will be viewable from the [Western web site](#).

Then on Friday, March 5, you are invited to meet students online for a virtual career fair. Sponsors will move from Zoom room to room with the opportunity to visit directly with small groups of students. We encourage you to plan an engaging activity, presentation, etc. for up to 10

school teams each lasting between 3-5 minutes, leaving time for you to interact with students in each room.

Sponsors are also encouraged to arrange meetings individually with students at their convenience. All participating sponsors will receive contact information and resumes from participating students in late February.

Indicate your desire to reserve a booth using this online [registration form](#). We appreciate the recruiting challenges COVID has presented for those trying to hire and those trying to be hired. This is a terrific recruiting and networking opportunity to visit with each participant at the event, particularly if your company is seeking interns or job recruits. You can reserve your virtual booth using this 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.

IMPORTANT:

- Mentors must be available for duration of the Western Regional event. Activities begin on Wednesday evening March 3 with the Mentor Training and Team Prep from 6-10 PM PST and continue all day Thursday March 4 from 8:00 AM – 5:15 PM PST working with students to prepare their presentations. On Friday March 5 students will prep and present their presentations between 7:00 AM and 11:40 AM PST. Friday afternoon activities include the Career Fair and Awards program. Mentors must commit to being available to meet with your assigned team either in person or online all three days.
- 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.

There are also other areas where assistance is needed including Manager Interviews on Thursday, March 4 and presentation room and debriefing volunteers on Friday, March 5. Please indicate your plans on the volunteer registration form.

If you have questions about volunteering your company's time at the event, please communicate with Volunteer Coordinator Jen Gisler, Jennifer_Gisler@cargill.com, PH (559) 469-7219.

On behalf of the steering committee, we thank you for your time, energy and commitment to the Dairy Challenge.