



2022 North American Intercollegiate Dairy Challenge & Academy
Thursday, March 31 – Saturday April 2, 2022
KI Convention Center in Green Bay, Wisconsin
Hosted by University of Wisconsin-Madison, Fox Valley Technical College,
and the Midwest Regional Dairy Challenge Planning Committee

January 10, 2022

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 20th Annual Dairy Challenge and the 9th Annual Dairy Challenge Academy. These events will be held in Green Bay, Wisconsin March 31 – April 2, 2022, and hosted by the University of Wisconsin-Madison, Fox Valley Technical College, and the Midwest Regional Dairy Challenge Planning Committee.

The **North American Intercollegiate Dairy Challenge Contest (Dairy Challenge)** is a two and a half-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.

The **Dairy Challenge Academy** will run in conjunction with the National Contest. The Academy gives students an intensive training program using the educational component of the Dairy Challenge contest. Graduate students are eligible to participate as well, noting priority will be given to undergraduate students.

See attached Eligibility Form for more details on both the National Contest and Academy.

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.

Registration:

The Entry Form (single form for Contest and Academy) is online at www.dairychallenge.org/contests/ or Eventbrite at 2022nationalcontestandacademy.eventbrite.com.

- **Deadline for entry: February 21, 2022.** 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 housing information and student information form link will be sent upon receipt of your registration material and after February 21.
- **Entry Fee:** \$100 per student. Entry fees are nonrefundable after February 21.
- Each student is responsible for completing an online Student Information Form. Students must submit this form by **March 1, 2022**. This form will be available on the Dairy Challenge website after February 21 at www.dairychallenge.org/contests/.

Resources for student preparation have been posted on our website at www.dairychallenge.org/student_resources/. Coaches are also encouraged to review past contest materials posted at www.dairychallenge.org/member-access/index.php using the login password “coach.”

Travel Support Available for Schools:

New this year, schools must apply for the assistance. For more information, please see the attached form.

For Your Safety:

NAIDC has adopted the following COVID statement:

NAIDC is committed to providing a safe and healthy environment for all participants. NAIDC has developed the following COVID-19 plan, which includes policies and procedures to minimize the risk of transmission of COVID-19.

As the success of our event relies on teamwork, networking, and interaction, we are requesting all participants be fully vaccinated and boosted, or have a negative PCR test within 72-hours of arrival.

We will cooperate fully with our hotels and host facilities to follow their safety guidelines. We will closely monitor the CDC guidelines including mandates and policies in the areas where our events are being hosted and will be prepared to adjust our policy and/or our event if necessary.

We are implementing a series of changes to encourage safe meeting:

- Participants should bring masks for wearing indoors when safe distancing is not available. Masks will be available for those who don't have one.
- NAIDC will have an isolation room available should anyone develop symptoms during the trip.

Social Media Corps Accepting Applications:

We are currently accepting applications for social media corps. If you have a student with an interest in PR or communications who is not a contest or academy participant, please encourage them to apply. Go to

www.dairychallenge.org/library/news/DairyChallengeSocialMediaApplication21-22002.pdf

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,

Ted Halbach
Program Committee Chair

Molly Kelley
Executive Director

Attachments:

2022 National Dairy Challenge Contest & Academy Eligibility Requirements

2022 NAIDC Contest Travel Stipend Application

2022 NAIDC Travel Information

2022 NAIDC_Tips for Registration



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Travel Information

Hotel:

The Student/Coach hotel is the [Hyatt Regency Green Bay](#) at 333 Main Street, Green Bay, WI. Complete information on housing including reservations will be sent with your entry confirmation in February. This will also be posted on our national contest webpage. Please note, unlike regional events, **for this event it will be your responsibility to make housing arrangements for you and your student participants.**

Thursday Pre-Contest Tours:

A fast-paced, interactive program will help students learn about automation on dairy farms, provide understanding of public questions related to modern dairy farm practices, and allow first-hand views of two progressive Wisconsin dairy operations. This will be an excellent educational and networking day!

If your school will participate on Thursday, you must register in advance on the Entry Form so planners can set stations, coordinate logistics and order enough meals. Three locations are currently on the schedule and schools are responsible for their own transportation that day.

Thursday, March 31

- 9:30 a.m. - The group will be split between the Farm Wisconsin Discovery Center, near Manitowoc, and Majestic Crossing Dairy, near Sheboygan. NAIDC will assign which stop each school will make first, based on Wednesday overnight accommodations and size of groups. Watch for assignments and directions closer to the event.
 - At [Farm Wisconsin Discovery Center](#), students will engage in interactive discussion about consumer questions and how area dairy producers are answering those questions.
 - At [Majestic Crossing Dairy](#), home to about 1000 cows and 13 robots, students will see how automated milking systems (AMS) are managed through small group stations presented by the farm owners and AMS industry professionals.
- Lunch: Box lunches will be provided at end of the first stop, to be enjoyed on the 25-minute drive between locations.

- Early afternoon: Groups will swap, visiting the opposite location.
- Mid-afternoon (2:15 p.m.): All groups will assemble at [Wayside Dairy](#) near Greenleaf for educational stations on transition cow management, reproduction, facilities and other aspects.
- Early dinner (4:15 p.m.): Hosted at Wayside Dairy
- Hotels:
 - NAIDC will pay for Wednesday night student rooms for those schools needing it. Indicate need for Wednesday rooms in Green Bay on your entry form.
 - Those traveling from the south or flying into Milwaukee or Chicago may prefer to stay at a hotel near Sheboygan, Wisc., closer to the tour stops on Thursday. NAIDC will reimburse for student rooms at a rate comparable to the Green Bay hotel (\$95 or less). Indicate your plans to stay elsewhere Wednesday night on your entry form.

Schools *not* participating in Thursday's program should make their own evening meal plans and arrive in Green Bay no later than 6:00 p.m. on Thursday, March 31.

Onsite registration will be open 6:00 - 6:30 p.m. at the KI Convention Center (attached to Hyatt Regency). Contest teams should gather by 6:45 p.m. for contest overview and data distribution. The Academy begins at 7:15 p.m. Thursday.

Schools should plan to depart either after the banquet on Saturday, April 2 or on Sunday, April 3.

Airports:

For those planning to fly to the Dairy Challenge, several airports are worth consideration and accessible to Green Bay:

- Chicago Midway International Airport (MDW): 222 miles, 3 hours 40 minutes south of Green Bay
- Chicago (ORD) O'Hare International Airport: 195 miles, 3 hours south of Green Bay
- Milwaukee's (MKE) General Mitchell International Airport: 126 miles, 2 hours south of Green Bay
- Appleton International Airport (ATW): 37 miles, 41 minutes southwest of Green Bay
- Green Bay Austin Straubel International Airport (GRB): 9 miles, 16 minutes west of Hyatt Green Bay (hotel shuttle available)

If you are planning to participate in Thursday's tour, we recommend booking a rental car at the airport.

Note: Those flying into Chicago or Milwaukee may consider staying in Sheboygan Wednesday evening to reduce travel times to the tours on Thursday. **See map below.**

Travel Support Available for Schools:

A pool of sponsor funds has been set aside to support National Contest travel costs for schools in need. **New this year: schools must apply for the assistance.** The stipend amount awarded to each school will depend on the number of applications approved. Application requirements: Schools must have a team competing in the national contest and must travel (drive or fly) at least 800 miles to be considered for the stipend.

Deadline to submit this form: February 1, 2022. Schools receiving travel assistance will be notified prior to the February 21 registration deadline to assist with travel plans. Interested schools should complete the form (attached to email), also available on the [2022 National Contest](#) webpage.

Meals:

- Breakfast, lunch and dinner will be provided for one Contest coach and/or one Academy coach, each Academy participant and Contest team member on the days of March 31, April 1, and April 2.
- If an individual student has dietary restriction, it is important that be documented at time of entry so catering staff can be alerted.
- Teams bringing more than one Contest coach and/or more than one Academy coach are asked to pay the full price for the additional meals (\$170) when completing the entry form.

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,

Ted Halbach
Program Committee Chair

Molly Kelley
Executive Director





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National Dairy Challenge Contest & Academy Eligibility Requirements

Contest Participation:

- It is preferred that the contest be limited to the first 32 teams who register, but up to 36 teams can be accepted. 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 32-team limit is not met, aggregate teams will be formed.
 - 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 32 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 150 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:

On average, Dairy Challenge spends approximately \$700 per student attending the national contest and academy. With a \$100 per student registration fee, it is clear the important role our sponsors play in making this capstone opportunity available to 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!



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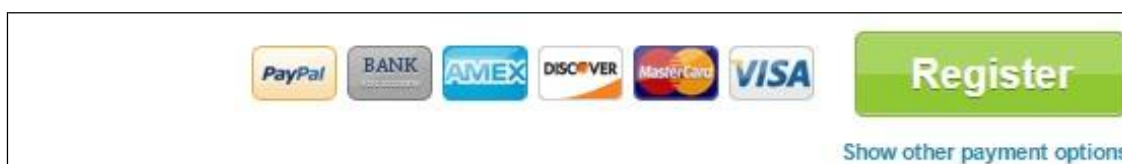
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Tips for Registration

Eventbrite Registration Link - https://2022national_contest_and_academy.eventbrite.com

- All entries for both the National Contest and Academy should be submitted using the Eventbrite registration form
- 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.



- 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 **February 22, 2022** payable to:

North American Intercollegiate Dairy Challenge 3310
Latham Drive, Madison, WI 53713
Attn: Cassi Miller
Phone: (608) 224-0400
Email: cmiller@wdexpo.com

- For schools participating in both the National Contest and the Academy who are sending 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 February 22 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



Travel Stipend Application Form

A pool of sponsor funds has been set aside to support national contest travel costs for schools in need. The stipend amount will depend on the number of applications approved. Schools must have a team competing in the national contest **and** must be traveling (driving or flying) at least 800 miles to be considered for the stipend. Deadline to submit this form: February 1, 2022. To help schools with their planning, recipients will be notified prior to the February 21, 2022 registration entry deadline.

___ Yes, my school will be entering a team in the national contest.

Miles traveling: _____

School: _____

Coach name: _____

Coach email: _____

Applicants should return this form to Cassi Miller, cmiller@wdexpo.com

by February 1, 2022.