



19th Midwest Regional Dairy Challenge
The Grand Harbor Resort and Grand River Conference Center in Dubuque, Iowa
Wednesday, February 15 – Friday, February 17, 2023

To register: <https://2023MWRRegionalDairyChallengeVolunteerRegistration.eventbrite.com>

On behalf of the Midwest Regional committee of the North American Intercollegiate Dairy Challenge, it is our privilege to invite you to join us for the 19th Annual Midwest Regional Dairy Challenge. The event will be held February 15-17, 2023 and hosted this year by the Iowa State University and University of Wisconsin-Platteville at the Grand River Conference Center in Dubuque, Iowa. We thank you for your continued support of the Midwest Intercollegiate Dairy Challenge.

Sponsor Participation: We are building our list of volunteers to help with the event on Wednesday evening thru Friday afternoon. 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.

Sponsor Volunteer Registration: Please submit information for each volunteer from your company using this online form. Forms are due **Tuesday, January 24, 2023**, but will continue to be accepted on an as needed basis. To register, go to <https://2023MWRRegionalDairyChallengeVolunteerRegistration.eventbrite.com>

Sponsor link: If you haven't submitted your contribution to Dairy Challenge this year, you can conveniently donate here: <https://www.dairychallenge.org/sponsors/donate.php>

Schedule: A listing of the scheduled events for this year's contest will be posted on the Dairy Challenge contest page at <https://www.dairychallenge.org/contests/> under the Midwest Dairy Challenge button. Contest events will be held at the **Grand River Conference Center**, 500 Bell St, Dubuque, IA 52001. Go to <https://www.grandrivercenter.com/> for more information about the facility.

Hotel: A volunteer block has been reserved at the adjacent Grand Harbor Resort
Grand Harbor Resort
350 Bell Street
Dubuque, IA 52001
PH: 563/690-4000

Call 1-563-690-4000 to make a reservation in the "NAIDC (Dairy Challenge) Vendor block"
Room rate \$152.35/nite (rate includes tax, resort fees and breakfast)
Reservation deadline: January 25, 2023
See the MW Regional contest page for detailed travel information.

Meals: Meals will be provided for sponsor volunteers.

Sponsor Display: On Friday you are invited to set up a booth in our Innovation Fair at the Grand River Conference Center. Booths will be open between 8:30 am and 3:00 pm. Indicate your desire to reserve a booth using the online [registration form](#). There is no charge for booth. Electricity will be available, but you will need to supply your own electrical cords. All sponsors are encouraged to reserve a space to interact with students and University coaches and to view student presentations on Friday. Remember because of the number of teams, presentations will be going simultaneously. This is a terrific opportunity to visit with each participant at the event, particularly if your company is seeking interns or job recruits.

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 with the student teams to guide them through the farm analysis process. With enough volunteers, we hope to assign 2 mentors to each team. If you are interested in serving as a Mentor, indicate as such when registering. Please note:

- **Mentors must be available starting with the Mentor Meeting at 4:00 PM Wednesday until after lunch on Thursday. If you are able to stay through presentations on Friday, indicate your availability as such on the registration form.** Staying for the entire event (through presentations on Friday) allows for even more interaction with your team and provides cohesiveness for the team. Mentors will review data with students Wednesday evening, tour the dairy on Thursday morning, offer guidance while assembling their presentation on Thursday afternoon, oversee team prep on Friday, direct your team to their presentation room on Friday, be present during the presentation, and be their guide to debriefing.
- Mentors are asked to bring a camera or camera-capable phone to take pictures for their groups and be willing/able to download the pictures.
- **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.

Industry Panel: On Friday February 17 we will feature alumni/industry panels (one in the morning, one in the afternoon). These panels are your opportunity to share your career insights. Alumni of Dairy Challenge are especially encouraged to sign up to serve on these panels.

There are several other areas where assistance is needed including Manager Interviews on Thursday, February 16, and presentation room and debriefing volunteers on Friday, February 17. Please indicate your plans on the [volunteer registration form](#). We kindly ask each volunteer from your company register separately using the online volunteer registration site.

To register, go to: <https://2023MWRegionalDairyChallengeVolunteerRegistration.eventbrite.com>

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

If you have questions about volunteering your company's time at the event, please communicate with Volunteer Coordinator Jesse D. Wellman 651-380-5539 jesse.wellman@micro.net

VOLUNTEER INFORMATION

Many of you have volunteered the time and energy of colleagues and yourselves. Thank you! Areas where assistance is needed are: (if you have a volunteer duty preference please complete the information on the form and every opportunity will be made to assign you those responsibilities). Lastly, we will be in communication 3-4 weeks prior to the event to let you know the roles we have assigned and the time frame the role requires!

1. **Mentors:** We need volunteers on Wednesday Evening thru the farm visit on Thursday morning to Mentor the student groups and to work with them on the host farms. You will work with your group on Wednesday evening as they start to look through information and prepare for the farm tour. You will then escort this group of students while on the farm tour on Thursday morning. It is critical all volunteers who do want to sign up for this duty are available all of Wednesday evening thru lunch on Thursday. Based on comments we received from Mentors last year, we are hoping to keep at least one Mentor from each team with the students through the end of the event on Friday. If you can stay with your assigned team through 3:00 PM Friday, please indicate that on your registration form.
2. **Farm Volunteers:**
 - a. **Time:** Thursday Morning
 - b. **Overview of role:** Help get the students on buses and keep them moving on the host farms.
3. **Support Help:**
 - a. **Time:** Thursday Afternoon
 - b. **Overview of Role:** Assist teams in getting support from IT, questions answered, and to assist with farm manager meetings.
4. **Resource Room:**
 - a. **Time:** Thursday Afternoon
 - b. **Overview of Role:** Assist teams in providing answers to technical questions for their presentations.
5. **Room Monitors:**
 - a. **Time:** 6:00am to 2:00pm
 - b. **Overview:** Monitor Room for teams, 6-12 people needed
6. **Team Guides:**
 - a. **Overview of Role:** We need 3 volunteers to assist getting students to visit with sponsors and to the industry presentations.
7. **Debrief Team:**
 - a. **Overview of Role:** We need 6 individuals to visit with teams following their presentation for 10-minute debriefing sessions on their experience.

Please complete the form. Thank you in advance for your support of the Midwest Dairy Challenge.

Jesse D. Wellman
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