



## 2023 North American Intercollegiate Dairy Challenge & Academy

Thursday, March 30 – Saturday April 1, 2023

Saratoga Springs City Center in Saratoga Springs, New York

Hosted by the Northeast Regional Dairy Challenge Planning Committee

To Register: <https://2023NAIDCContestandAcademy.eventbrite.com>

January 12, 2023

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 21<sup>st</sup> Annual Dairy Challenge and the 10<sup>th</sup> Annual Dairy Challenge Academy. These events will be held in Saratoga Springs, New York March 30 – April 1, 2023, and hosted by the Northeast 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/](http://www.dairychallenge.org/contests/) or Eventbrite at <https://2023NAIDCContestandAcademy.eventbrite.com>

- **Deadline for entry: February 21, 2023.** 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, 2023**. This form will be available on the Dairy Challenge website after February 21 at [www.dairychallenge.org/contests/](http://www.dairychallenge.org/contests/).

### Resources for Student Preparation

A variety of training resources are posted on our website at [www.dairychallenge.org/student\\_resources/](http://www.dairychallenge.org/student_resources/). Coaches are also encouraged to review past contest materials posted at [www.dairychallenge.org/member-access/index.php](http://www.dairychallenge.org/member-access/index.php) using the login password “coach.”

### Coaches Webinar

A webinar to review plans for the 2023 Contest and Academy will be offered on **Wednesday, January 25 at 4 PM Eastern, 3 PM Central, 2 PM Mountain, 1 PM Pacific**. All coaches are invited to join, new coaches are especially encouraged to attend. The meeting will be recorded and posted to the National Contest & Academy page for later viewing.

Join Zoom Meeting

<https://us02web.zoom.us/j/8608448448?pwd=NjFrd2pJTmg2NW5HdjVvRUNUMVFBdz09>

Meeting ID: 860 844 8448

Passcode: 980248

### Travel Support Available for Schools

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

### Social Media Corps Accepting Applications

We are currently accepting applications for social media corps to support the national contest & Academy. 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

<https://www.dairychallenge.org/library/news/Dairy-Challenge-Social-Media-Application-22-23.pdf>

Applications are due February 11, 2023.

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:**

2023 NAIDC Travel Information

2023 National Dairy Challenge Contest & Academy Eligibility Requirements

2023 NAIDC Tips for Registration

2023 NAIDC Contest Travel Stipend Application



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### Travel Information

#### Hotel

The Student/Coach hotel is [The Saratoga Hilton](#) at 534 Broadway, Saratoga Springs, New York 12866 PH: (518) 584-4000. 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 submit housing reservations for you and your student participants**. Student rooms are paid for by the contest, coaches' rooms are the school's responsibility.

NAIDC will pay for Wednesday night student rooms for those schools needing it. Indicate need for Wednesday rooms in Saratoga Springs on your entry form. Schools should plan to depart either after the banquet on Saturday, April 1 or on Sunday, April 2.

#### Thursday Optional Pre-Contest Activities

New York state ranks 4th in the country for milk production, but you may not be aware it also has a rich horse racing industry. The oldest racetrack in the country is in Saratoga Springs, NY. The world-famous **Saratoga Racetrack and Belmont Park** hosts the Belmont Stakes, one of the needed wins to obtain the coveted Triple Crown title. We invite you to join us on Thursday morning to learn more about the state's racing industry that generates 3 billion dollars in economic impact and provides 19,000 jobs. Boxed lunches will be distributed at the end of the tour.

On Thursday afternoon we invite you to join us at King Ransom Dairy (about 20 minutes away). There students will hear from Jeff and Jan King regarding their 1,000 cow Registered Holstein Dairy and their decision to process their own production and start a retail farm market. During the remaining afternoon you will visit stations around the dairy to become more familiar with what a successful dairy operation must do in the northeast to prosper.

Later on Thursday we will return to the Saratoga Conference Center to enjoy some of King's Dairy ice cream and a discussion regarding dairy herd financials.

#### Key points:

- ✓ [Advance registration for each event and for lunch is required using the entry form.](#)
- ✓ Schools are responsible for their own transportation on Thursday. Those flying should book a rental car to get from the airport to Saratoga Springs and to the optional tours on Thursday.
- ✓ Both Thursday tour locations are close (under 10 miles) and may make airport shuttle and rideshare options with another school, or with Uber and Lyft worth investigating.

- ✓ Thursday events are optional and available for schools who are able to arrive early.

North American Intercollegiate Dairy Challenge & Academy  
March 30-April 1, 2023

Schedule:

- 10:00 a.m. – 12:00 p.m. The group will be split between National Museum of Racing and Hall of Fame (hyper-link <https://www.racingmuseum.org/>) and Humphrey S. Finney Pavilion the site of the well known Fasig-Tipton Horse Sales <https://www.saratoga.com/things-to-do/fasig-tipton/>)
1. At the National Museum of Racing and Hall of Fame you'll learn more about New York's deep roots in Horse racing and its impact on the state.
  2. At the pavilion you'll learn more about the three annual sales that are held Fasig-Tipton company started in 1898, which is now owned by a firm in Dubai and better understand the thoroughbred horse industry.
- 12:15 p.m. Boxed lunches to be distributed at the end of the morning tour
- 1:00 p.m. – 3:15 p.m. Tour of King's Dairy home of King Ransom Farms Holsteins. (20 minutes away) Starting at 1:00 pm the group will hear from Jeff and Jan King regarding their 1,000 cow Registered Holstein Dairy and their decision to process their own production and start a retail farm market. During the remaining afternoon you will visit stations around the dairy to become more familiar with what a successful dairy operation must do in the NE to prosper.
- 4:00 p.m. We will return to the Saratoga Conference Center for King's Dairy Ice Cream and a discussion regarding dairy herd financials.

Remember New York and the NE are more than people or places you might have heard of! We are looking forward to hosting you and know it will open some eyes to agriculture in the NE.

Schools *not* participating in Thursday's program should arrive in Saratoga Springs no later than 5:00 p.m. on Thursday, March 30.

Onsite registration will be open 4:45 - 5:15 p.m. at the Saratoga Springs Conference Center (attached to the Saratoga Hilton). Dinner will be served at 5:30 PM, immediately followed by contest overview and data distribution for contest and Academy participants.

### Airports

For those planning to fly to the Dairy Challenge, we recommend flying into Albany International Airport (ALB), which is about 25 miles.

### Travel Support Available for Schools

A pool of sponsor funds has been set aside to support National Contest travel costs for schools in need. Again this year: schools must apply for 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, 2023.** 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 [2023 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 30, March 31, and April 1.
- Those with dietary restrictions should note such when completing their entry form 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.



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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

In December, the NAIDC Board approved a revision to the contest eligibility requirements allowing December graduates who are graduate students at the time of the contest to participate, provided they are still a student at that university:

- 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 during the academic year of the contest.
- A contestant must be enrolled in coursework at that institution at the time of the contest.
- They must have completed not less than one year of course work or equivalent by that institution's graduation rules.
- 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 \$600 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 the opportunity they are being given, and are expected to fully participate in events and be willing to network with sponsors. Thank you!*





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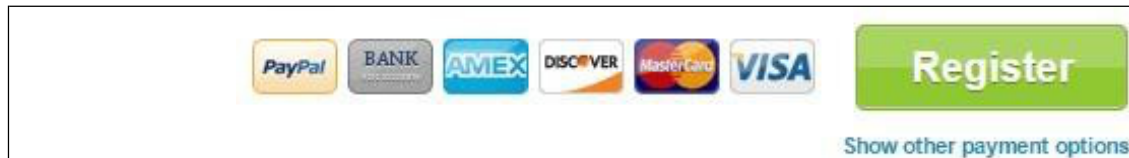
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### Tips for Registration

Eventbrite Registration Link - <https://2023NAIDCCContestandAcademy.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, 2023** payable to:

North American Intercollegiate Dairy Challenge

3310 Latham Drive, Madison, WI 53713

Attn: Cassi Miller

Phone: (608) 224-0400

Email: [cmiller@wdexpo.com](mailto: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](mailto:cmiller@wdexpo.com) (608) 224-0400 or Molly Kelley at [mollyk@dairychallenge.org](mailto:mollyk@dairychallenge.org) (217) 684-3007



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### 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, 2023.** To help schools with their planning, recipients will be notified prior to the February 21, 2023 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](mailto:cmiller@wdexpo.com)

by February 1, 2023.