



**18th Annual Southern Regional Dairy Challenge Contest
November 16-18, 2023
Rock Eagle 4-H Center in Eatonton, Georgia
Hosted by the University of Georgia**

To register your team, go to: <https://2023SouthernDairyChallenge.eventbrite.com>
Registration Deadline: Tuesday, October 10, 2023

September 21, 2023

Dear Dairy Challenge Coach:

On behalf of the Southern Regional Committee of the North American Intercollegiate Dairy Challenge, it is our pleasure to invite your school to participate in the 18th Annual Southern Regional Dairy Challenge. This year's event will be held at the Rock Eagle 4-H Center in Eatonton, Georgia (80 miles east of Atlanta) November 16-18, and hosted by University of Georgia. This year's program will again run Thursday evening through Saturday afternoon to minimize days away from campus.

This letter contains important information about participation in the Southern Regional Dairy Challenge. Please review it carefully.

Coach's Webinar *New!*

We will be hosting a webinar for Southern Regional Dairy Challenge coaches tomorrow, Friday, September 22 at 12 PM Eastern, 11 AM Central to help you prepare for your participation in the contest. Meeting access information is below.

Southern Dairy Challenge Coaches Webinar

Friday, September 22 at 12:00 PM EDT, 11:00 AM CDT

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

Meeting ID: 860 844 8448 | Passcode: 980248

Participation

- This event is open to all schools in the Southern region and adjacent states.
- Teams will be mixed/aggregate.
- Sleeping rooms will be assigned by school and may be shared with students from other schools as needed. Coaches will be paired with a coach (2 to a room).

- Priority will be given to schools whose faculty advisors have expressed interest in participating. Completed entries will receive priority by registration date/time if contest size limits are reached.
- Schools may register up to 6 students. If you have additional students interested in participating, you may register them as alternates. Alternates will be added should we have fewer than 70 students. Please review [Southern Contest Rules, Eligibility of Contestants](#) on the contest web site as you select participating students.
- Due to deadlines imposed by the facility for rooming lists and to ensure the contest flows smoothly, no changes may be made to students participating after October 25, 2023. Please note this date and plan accordingly.

Registration

Registration is online via Eventbrite. Registration fees should be paid using a credit card at the time of registration or select "pay with a check". **Team registration closes Tuesday, October 10, 2023.**

- Online Registration: <https://2023SouthernDairyChallenge.eventbrite.com>
- Be prepared with your students' email addresses when you begin registration. Upon completion of the team registration, the system will send you a confirmation.
- **Entry Fee: \$50 per student** which includes meals and 2 nights (Thu-Sat) lodging
 - If paying with a check, make checks payable to: North American Intercollegiate Dairy Challenge or NAIDC
 - 3310 Latham Drive, Madison, WI 53713
- After your registration is confirmed, students will be instructed to complete a Student Information Form and upload a resume. The form and resume upload will be available on the Southern Dairy Challenge page on the NAIDC web site <http://www.dairychallenge.org/contests> and will be due October 25, 2023.

Housing

Room reservations will be made by Dairy Challenge upon receipt of the entry form. All participants will be staying at the [Rock Eagle 4-H Center](#), 350 Rock Eagle Road, Eatonton, GA 31024, PH: 706-484-2899.

Rooms will be provided at no extra charge for each participating team:

- 1 room(s) for female participants
- 1 room(s) for male participants
- 1 room(s) for coach(es)

- Room reservations will be for the nights of Thursday, November 16 and Friday, November 17. Note our event will end by 4:00 PM EST.
- Room check-in begins at 3 PM on Thursday and contest registration will be from 5:30-6:00 PM at Rock Eagle 4-H Center.

Travel

If you are flying to the Southern Dairy Challenge, your best option is Atlanta's Hartsfield-Jackson Atlanta International Airport. The 4-H Center is located 85 miles east of the airport. You should plan to arrive no later than 5:00 PM on Thursday afternoon. Thursday night activities begin at 6:00 PM with dinner, contest welcome, group activity and data distribution.

Meals

Meals will be provided for one coach and officially registered team members:

- November 16 (Thursday): Dinner
- November 17 (Friday): Breakfast, lunch, and dinner
- November 18 (Saturday): Breakfast and lunch

Additional meals for extra people will have to be paid for at the time of registration. Should you need a special diet, please include this information with the contest entry form. Students will be asked this on their Student Information Form.

Additional Details

- An optional pre-challenge tour will be offered at nearby dairy Thursday afternoon 2:00 PM Eastern Time. Schools interested in participating may wish to travel directly to the farm, then check in to rooms at Rock Eagle 4-H Center after the tour. Tour details will be included in future communications. Contest registration is available from 5:30 – 6:00 PM at the hotel's conference center.
- We will be using one farm with 2 panels of judges.
- Participants should plan to use their own computers for the contest. In addition, each school should plan to bring at least 2 computers for use in presentation and prep rooms, etc. Note, Mac's do not work with the dairy software, so schools may need to make arrangements for students who have Macs.
 - Please review computer requirements, which will be added to the Southern page soon.
- Dairy software (PCDART and Dairy Comp) will be available for downloading from the [Southern website](#). Students should download the software to their computers BEFORE coming to Georgia.
 - Support is available if needed.
- All contest materials will be posted to a secure website only accessible to registered participants. This year, students will have early access to some contest data the week of the contest; the remaining data will be released once onsite in Eatonton Thursday evening.
 - Coaches, please ensure all contest data is removed from your students' computers after the contest ends.
- Students will be responsible for completing an individual informational form online. The Student Information form includes Contestant Liability Waiver, Contest Information Release Waiver, and the Contestant Honor Code.
 - Students will have from around October 13 to October 25 to complete this information.
 - This form will be available on the Southern tab of Dairy Challenge website at <http://www.dairychallenge.org/contests>
- Students should also prepare a resume for upload by October 25. The upload link will be available on the Southern tab of Dairy Challenge web site at <http://www.dairychallenge.org/contests>
 - Resumes will be distributed to sponsors for the Southern Region for recruiting purposes. Students should bring copies to distribute to sponsors on Saturday.
- **Student information forms must be submitted, and resumes must be uploaded by the October 25 deadline. Students who miss the deadline without prior permission risk being canceled from the event.**

Social Media Corps

In addition to contest participants, Dairy Challenge is looking for students who would be interested in serving on the Southern Social Media Corps team. Please visit with students in your club and ag communications department about this

unique hands-on opportunity to work with communications professionals to promote the event. An application is posted to the Southern page.

2023 Southern Regional Dairy Challenge Shirt

Show your support for Dairy Challenge by purchasing a shirt. Coaches can order and pay using the registration form. Students can order and pay using their Student Information Forms. Orders will be shipped to the event and can be picked up during registration.

Communications will follow once registration closes in mid-October with additional information, and in mid-November with last-minute details. We look forward to your participation.

Sincerely,

Liz Eckelkamp
Southern Regional Dairy Challenge
Steering Committee Chair