



**NAIDC 18<sup>th</sup> Annual Southern Regional Dairy Challenge Contest**

**November 16-18, 2023**

**Hosted by the University of Georgia at Rock Eagle 4-H Center in Eatonton, Georgia**

To register: [https://2023SouthernDairyChallenge\\_volunteer.eventbrite.com](https://2023SouthernDairyChallenge_volunteer.eventbrite.com)

Registration deadline: Friday, November 3, 2023

On behalf of the Southern Regional Committee of the North American Intercollegiate Dairy Challenge, it is our privilege to invite you to participate in the 18th Annual Southern Regional Dairy Challenge. This year's event will be hosted by University of Georgia at the Rock Eagle 4-H Center in Eatonton, Georgia. All events will be onsite at the 4-H Center.

**SPONSOR PARTICIPATION:**

We are building our list of volunteers to help with the event Thursday evening through Saturday afternoon. Being involved and working directly with the students gives you a first-hand 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 career panelist or timekeeper in a presentation room. You can indicate your interest on the [Sponsor Volunteer Registration Form](#) posted on the Southern Regional tab at <https://www.dairychallenge.org/contests/>

**CONTEST OVERVIEW:**

Students will arrive in Georgia on Thursday afternoon November 16 for a pre-event farm tour at WDairy near Madison, Georgia where students will participate in a series of volunteer led learning stations. Teams will return to the 4-H Center on Thursday evening for dinner and team building, after which students will meet their team mentors and receive information about the host farm. Orientation meetings for team mentors, volunteers and judges will be held Thursday evening.

The next day (Friday, November 17) participants will travel to the host farm to examine facilities and animals. That afternoon, team members will interview herd managers and develop a farm analysis identifying areas of strength and opportunity. Student teams prepare a PowerPoint presentation to include appropriate recommendations for nutrition, reproduction, milking procedures, animal health, housing, and financial management while considering the specific goals of the farm. A fun evening with sponsors and students will be offered Friday night at the 4-H Center.

The final day (Saturday, November 18) is set for presentations with each team making recommendations to and fielding questions from a panel of industry judges. Presentations are evaluated based on the farm analysis and recommendations. Students will attend educational workshops and meet with sponsors when not presenting.

#### SCHEDULE:

A listing of the scheduled events for this year's contest will be posted on the Southern Regional tab at <https://www.dairychallenge.org/contests/>

#### SPONSOR VOLUNTEER REGISTRATION:

Please submit information for each volunteer from your company using the online [Sponsor Volunteer Registration form](#) posted on the Southern Regional tab at <https://www.dairychallenge.org/contests/> Forms are due Friday, November 3, 2023.

#### HOTEL:

We are recommending volunteers stay in nearby Madison, Georgia. There are several hotels for you to choose from, all within 10 miles of the 4-H Center, including [Holiday Inn Express](#), [Hampton Inn](#), and others.

\* Note to invited contest judges: hotel reservations will be made for you at the Rock Eagle 4-H Center.

#### MEALS:

Meals during the event will be provided to sponsor volunteers. To help us manage our budget and provide accurate counts, please indicate your meal plans when you register.

#### 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 6:45 PM Thursday until 3:00 PM Saturday.** Staying for the entire event (through presentations on Saturday) allows for even more interaction with your team and provides cohesiveness for the team. Mentors will review data with students Thursday evening, tour the dairy on Friday morning, offer guidance while assembling their presentation on Friday afternoon, oversee team prep on Saturday, direct your team to their presentation room on Saturday, 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. Melanie Herman will be organizing mentors. If you have any questions about mentoring, please contact Melanie at (321) 624-9118, [mherman@premierselect.com](mailto:mherman@premierselect.com).

#### PRECONTEST TOUR LEARNING STATIONS:

On Thursday, November 16 we are offering a pre-contest tour from 2-4 PM at W Dairy near Madison, Georgia for early arriving schools. We will have learning stations set up throughout the dairy and are inviting volunteers to assist us by leading these stations.

#### INDUSTRY PANEL:

On Saturday November 18 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:

- Friday November 17: farm guides in the morning, manager interviews in the afternoon
- Saturday November 18: presentation room and debriefing volunteers both morning and afternoon.

Please indicate your plans on the [volunteer registration form](#).

#### SPONSOR DISPLAYS:

On Saturday morning, you are invited to set up a table-top display in our Career & Innovation Fair. Displays will be open between 9:00 AM and 2:30 PM EST. Indicate your desire to reserve a table using the [Sponsor Volunteer Registration form](#). There is no charge for tables. You will be provided with a six-foot table (if needed). Electricity will be available, but you will need to supply your own electrical cords. All sponsors are encouraged to interact with students and university coaches, and view student presentations on Saturday. Note, because of the number of teams, presentations will be going on simultaneously. This is a great recruiting and networking opportunity to meet with the anticipated 70+ students from top university programs across the southeast.

#### FRIDAY NIGHT STUDENT SPONSOR MIXER:

Plan to join us Friday night at the 4-H Center for the student sponsor mixer. This is a great recruiting opportunity to get to know the students in a fun, relaxed, informal setting.

#### DAIRY CHALLENGE GEAR:

Show your support for Dairy Challenge by ordering a Dairy Challenge t-shirt when you register. Orders will be shipped to the event and can be picked up during registration. Orders will close November 1, 2023.

#### HOW TO PARTICIPATE:

- Register: using the online Sponsor Volunteer Registration form posted at [https://2023southerndairychallenge\\_volunteer.eventbrite.com/](https://2023southerndairychallenge_volunteer.eventbrite.com/). There you can indicate your interest in serving as a volunteer, have a table in our career fair, order a shirt, sign up for meals and more. Forms are due **Friday, November 3, 2023**.
- Book your hotel: We are recommending volunteers stay in nearby Madison, Georgia. There are several hotels for you to choose from, all within 10 miles of the 4-H Center, including [Holiday Inn Express](#), [Hampton Inn](#), and others.

If you have questions about volunteering your company's time at the event, please communicate with volunteer coordinator Stephanie Ward, (919) 602-1100, [shward@ncsu.edu](mailto:shward@ncsu.edu).