



**20<sup>th</sup> Annual Southern Regional Intercollegiate Dairy Challenge**  
**November 16 - 18, 2025**  
**Knoxville, Tennessee**  
**Hosted by University of Tennessee and Middle Tennessee State University**

To register your team, go to:  
<https://2025SouthernRegionalDairyChallenge.eventbrite.com>  
**Registration Deadline: Friday, October 10, 2025**

September 15, 2025

Dear Southern and Midwest Dairy Challenge Coaches:

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 20<sup>th</sup> Annual Southern Regional Dairy Challenge. This year's event will be held at The Holiday Inn West Knoxville Cedar Bluff in Knoxville, Tennessee November 16-18, and hosted by University of Tennessee and Middle Tennessee State University. The program will run Sunday evening through Tuesday afternoon to minimize days away from campus.

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

**Participation**

Requirements for student participation include:

1. Being actively enrolled in an agricultural curriculum which includes classes related to dairy production.
2. Having satisfactorily completed at least one year of college.
3. Having a genuine interest in a possible career associated in the dairy industry.
4. Students are eligible to participate in 2 regionals, 2 academies, 1 national contest.

*New this year:*

*Students who participated in 2 regionals at a 2-year school, then transferred to a 4-year school will still have eligibility to participate in another regional. This would allow these transfer students the opportunity to participate in a total of 3 regionals, 2 academies, 1 national contest.*

Teams will be mixed/aggregate, consisting of students from different schools.

Schools may register up to 5 students. If you have additional students interested in participating, you may register them as alternates. This year's contest will accommodate up to 72 student participants with the option to expand to 84 if needed. Alternates will be added should we have fewer than 72 students. Please review [Southern Contest Rules](#), [Eligibility of Contestants](#) on the contest web site as you select participating students.

## 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 Friday, October 10, 2025.**

- Online Registration: <https://2025SouthernRegionalDairyChallenge.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 all meals and 2 nights (Sun- Mon) lodging
  - If paying with a check, make checks payable to: North American Intercollegiate Dairy Challenge or NAIDC, 3310 Latham Drive, Madison, WI 53713. Note, schools paying with a check must send payment by the October 10 deadline to secure your registration.
- Completed entries will receive priority by registration date/time if contest size limits are reached before the deadline.
- 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 24, 2025. Please note this date and plan accordingly.
- 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 <https://www.dairychallenge.org/contests/southern/> and will be due October 24, 2025.

## Housing

Room reservations will be made by Dairy Challenge upon receipt of the entry form. All participants will be staying at [Holiday Inn West Knoxville Cedar Bluff, 9134 Executive Park Dr, Knoxville, TN 37923](#)

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)

- Sleeping rooms will be assigned by school and may be shared with students from other schools as needed. Coaches will likely be paired with a coach (2 to a room).

*In situations where extra rooms are required by universities (e.g. due to university rooming policies, accommodation of individual needs, etc.), the individual university will be responsible for covering the cost of rooms outside their allotment.*

- Room reservations will be for the nights of Sunday, November 16 and Monday, November 17. Note our event will end no later than 4:30 PM EST depending on number of teams.
- Room check-in begins at 3 PM on Sunday and contest registration will be from 5:00-5:30 PM at the hotel.

## Travel

Airport Information for Knoxville, TN

- McGhee Tyson Airport (TYS) - 15 miles. The hotel is located about 20 minutes from the airport. The hotel does not provide shuttle service.

**Meals**

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

November 16 (Sunday): Dinner

November 17 (Monday): Breakfast, lunch, and dinner

November 18 (Tuesday): Breakfast and lunch

Additional meals can be paid for when registering. Should you have any dietary needs, please include this information with the contest registration form. You do not need to collect this information for your students; students will be asked this on their Student Information Form.

**Contest Schedule**

You can view the latest contest schedule on the Southern tab of Dairy Challenge website at <https://www.dairychallenge.org/contests/southern/>

**Coach's Webinar**

We will be hosting a webinar for coaches attending the Southern Regional contest on Friday, September 26 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 26 at 12:00 PM EDT, 11:00 AM CDT**

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

Meeting ID: 860 844 8448 | Passcode: 980248

**Coach Training Resources**

Several resources are available to coaches preparing students for the contest.

- Resources for student preparation: <https://www.dairychallenge.org/student-resources/>
- Coaches Resources site: The secure Coaches Resources site (accessible from the student resources page link above) includes past contest materials. Each past contest link contains a contact information folder that includes contact information for industry volunteers who are willing to help with training. This folder also includes contact information for other Southern Regional coaches. We encourage coaches to talk with neighboring schools to do joint training. **The password for this site is "coach"**
- Dairy software training is available to schools. Contact Craig Walter [craig.walter@vas.com](mailto:craig.walter@vas.com) for Dairy Comp or Greg Palas [gepalas@iastate.edu](mailto:gepalas@iastate.edu) for Dart.

**Additional Details**

- An optional pre-challenge tour with learning stations will be offered at Little River Farm, 3229 Ellejoy Rd, Walland, TN on Sunday afternoon 2:00 PM – 4:00 PM Eastern Time. Schools interested in participating may wish to travel directly to the farm, then check into rooms at Holiday Inn after the tour. Tour details will be included in future communications.
- 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 on the Southern Contest page.
- Dairy software (DART and Dairy Comp) will be available for download from the [Southern website](#). Students should download the software to their computers BEFORE coming to the contest.

- Support is available if needed.
- All contest materials will be posted to a secure website only accessible to registered participants. Students will have early access to some contest data the week of the contest; the remaining data will be released once onsite Sunday 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 October 15 to October 24 to complete this information.
  - This form will be available on the Southern tab of Dairy Challenge website at <https://www.dairychallenge.org/contests/southern/> and sent to registered students.
  - Students should also prepare a resume for upload by October 24. The upload link will be available on the Southern tab of Dairy Challenge web site at <https://www.dairychallenge.org/contests/southern/> This year, resumes will be distributed to sponsors for the Southern and Midwest Region for recruiting purposes. Students should bring copies to distribute to sponsors on Tuesday.
- **Student information forms must be submitted, and resumes must be uploaded by the October 24 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.

#### **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. If you have any questions in the meantime, don't hesitate to contact us. We look forward to your participation.

Sincerely,

Jeff Elliott  
Southern Regional Dairy Challenge  
Steering Committee Chair