2026 Midwest Regional Dairy Challenge

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Hosted by University of Wisconsin, Madison at KI Center in Green Bay, WI

Hyatt Regency Green Bay	November 18-20, 2026	KI Convention Center
333 Main Street		333 Main Street
Green Bay, Wisconsin 54301	*all events are in the KI Center unless otherwise noted*	Green Bay, Wisconsin 54301

Wednesday Nov 18, 2026

12:00 PM-10:00 PM	Dairy Challenge Central/IT set up	Meeting Room B3
4:00-5:30 PM	Check in at the Hotel	
2:30-5:30 PM	Registration	Meeting Room B3
2:30 PM	Social Media Corps Meeting	Meeting Room B3
3:00-3:55 PM	Educational Seminar Session 1 *(choose one)*	
	DairyComp/PCDart Training - *Greg Palas, Dairy Records Management Systems and Craig Walter, VAS*	Ballroom A1
	Financial Bootcamp - *Michelle Van Egeren and Antonia Sorenson, Greenstone Farm Credit*	Ballroom A2
4:00-4:45 PM	Mentor Meeting	Grand C
4:05-5:00 PM	Educational Seminar Session 2 *(choose one)*	
	DairyComp/PCDart Training - *Greg Palas, Dairy Records Management Systems and Craig Walter, VAS*	Ballroom A1
	Financial Bootcamp - *Michelle Van Egeren and Antonia Sorenson, Greenstone Farm Credit*	Ballroom A2
	Key Metrics for Evaluating a Lely AMS Dairy - *Frankie Rathbun, Lely*	Ballroom A3
	Key Metrics for Evaluating a GEA AMS Dairy - *Melissa Sprecher and Kendra Arnholt, GEA*	Ballroom A4
5:30-6:15 PM	Dinner- students should sit with their teams and mentors	Meeting Room B1/B2
6:15- 6:30 PM	Welcome and introductions	Meeting Room B1/B2
6:30 PM	Team Building activity	Meeting Room B1/B2
7:00 PM	Handout Data Packets	Meeting Room B1/B2
7:10 PM	Each Lely team to send 1 rep for Lely Horizon access	Meeting Room B1/B2
7:30 PM	Judges Meeting	Ballroom A4
7:30 -9:00 PM	Judge Work Room	Ballroom A4
7:30 PM	Refreshments	Meeting Room B1/B2
9:30 PM	Instructions and review Thursday schedule	Meeting Room B1/B2

Thursday Nov 19, 2026

6:00 AM-8:00 PM	Dairy Challenge Central/IT	Meeting Room B3
6:00 AM - 8:15 AM	Breakfast	Meeting Room B1/B2
6:30 AM	Farm visit overview and instructions for ALL students and judges	Meeting Room B1/B2
6:30 AM	Volunteers meeting	Ballroom A3
7:15 AM	Bus for Dairy A departs for dairy (45 min)	All buses depart from Adams Street Entrance
7:15 AM	Bus for Dairy B depart for dairy (45 min)	
7:55 AM	Buses for Dairy CD departs for dairy (22 min)	
	Judges should follow buses to dairies	
8:00 AM (A and B) 8:15 AM (CD)	Teams, Mentors and Judges on dairy - 15 min Dairy Managers welcome teams, provide overview and guidelines - 2:00 hours on-site assessment of dairy	
10:30 AM	Bus for Dairy A departs for KI Center	
10:30 AM	Bus for Dairy B departs for KI Center	
10:45 AM	Buses for Dairy CD departs for KI Center	
11:00 AM - 12:30 PM	Lunch	Meeting Room B1/B2
11:15 AM	Buses arrive at KI Center	
12:00 PM	Coaches arrive at KI Center	
11:30 AM	Volunteers meeting	Ballroom A3
12:15 PM - 1:15 PM	Group owner/manager interviews. All team members MUST be present. Judges also attend. Mentors and Coaches may attend but may not ask questions.	Dairy A: Ballroom A1
		Dairy B: Ballroom A2
		Dairy CD: Ballroom A3
1:15 PM - 1:25 PM	Judges' interviews with owner/managers.	Dairy A: Ballroom A1
		Dairy B: Ballroom A2
		Dairy CD: Ballroom A3
1:30 PM - 5:30 PM	Teams work on presentations	Meeting Room B1/B2
1:30 PM - 5:30 PM	Judges work on presentations	Ballroom A4
1:30 PM - 6:00 PM	IT available to assist with presentation prep	Meeting Room B1/B2
	Resource Room - industry reps encouraged to be available	Meeting Room B1/B2
2:00 PM - 4:00 PM	Afternoon break	Meeting Room B1/B2
4:00 PM - 5:00 PM	Coaches/sponsors meeting with committee	Executive Suite 219, Hyatt
6:00 PM	Turn in completed presentations	Meeting Room B1/B2
6:30 PM - 9:30 PM	Dinner, Stadium Tours and Tailgate Games with Sponsors at Lambeau Field, Home of the Green Bay Packers. - Welcome from UW Madison.	Enter LOT 6 off Ridge Road. Park near Fleet Farm Gate. Enter stadium through Potawatomi Sportsbook Gate. Proceed to level 8 Champions Club.

Friday Nov 20, 2026		
6:00 AM - 3:30 PM	Dairy Challenge Central/IT	Meeting Room B3
6:00 AM - 8:00 AM	Breakfast	Meeting Room B1/B2
6:00 AM	NAIDC to set up prep and presentation rooms	
6:45 AM	Volunteers meeting	Ballroom A3
7:00 AM	Judges meeting	Ballroom A4
6:30 AM - 9:30 AM	AM Teams report directly to their assigned Prep Room (60 minute intervals)	
	Dairy: A B C D	Dairy A Teams 1-3: Hyatt Room 5A
6:30 AM	Teams: 1 6 11 16	Dairy B Teams 6-8: Hyatt Room 5B
7:30 AM	Teams: 2 7 12 17	Dairy C Teams 11-13: Hyatt Room 6A
8:30 AM	Teams: 3 8 13 18	Dairy D Teams 16-18: Hyatt Room 6B
7:30 AM - 10:30 AM	AM Team Presentations	
	Dairy: A B C D	Dairy A Teams 1-3: Ballroom A1
7:30 AM	Teams: 1 6 11 16	Dairy B Teams 6-8: Ballroom A2
8:30 AM	Teams: 2 7 12 17	Dairy C Teams 11-13: Ballroom A3
9:30 AM	Teams: 3 8 13 18	Dairy D Teams 16-18: Ballroom A4
7:30 AM - 10:00 AM	Coffee Break	South Lobby
7:30 AM - 8:30 AM	Career Fair set up	South Lobby
8:30 AM - 11:00 AM	Debriefing - all teams report for debriefing immediately following presentation	reserved tables in Meeting Room B1
8:30 AM - 2:00 PM	Career & Innovation Fair	South Lobby
8:30 AM - 10:30 AM	Coffee Break	Hyatt Auditorium Lobby
9:00 AM - 10:00 AM	Educational session - all PM teams to attend - Alumni Panel. Moderator: Peggy Coffeen	Hyatt Auditorium
10:30 AM - 11:20 AM	Lunch for Judges	Meeting Room B1/B2
11:00 AM - 1:00 PM	Lunch	Meeting Room B1/B2
10:30 AM - 12:30 PM	PM Teams report directly to their assigned Prep Room (60 minute intervals)	
	Dairy: A B C D	
10:30 AM	Teams: 4 9 14 19	Dairy A Teams 4-5: Hyatt Room 5A
11:30 AM	Teams: 5 10 15 20	Dairy B Teams 9-10: Hyatt Room 5B
		Dairy C Teams 14-15: Hyatt Room 6A
		Dairy D Teams 19-20: Hyatt Room 6B
11:00 AM	Hotel check out	
11:30 AM - 1:30 PM	PM Team Presentations	
	Dairy: A B C D	Dairy A Teams 4-5: Ballroom A1
11:30 AM	Teams: 4 9 14 19	Dairy B Teams 9-10: Ballroom A2
12:30 PM	Teams: 5 10 15 20	Dairy C Teams 14-15: Ballroom A3
		Dairy C Teams 19-20: Ballroom A4
12:00 PM - 2:00 PM	Debriefing - all teams report for debriefing immediately following presentation	reserved tables in Meeting Room B1
12:30 PM - 1:00 PM	Coffee Break	Hyatt Auditorium Lobby
12:30 PM - 2:15 PM	Coffee Break	South Lobby
1:00 PM - 2:00 PM	Educational session - all AM teams to attend - Alumni Panel. Moderator: Peggy Coffeen	Hyatt Auditorium
1:30 PM - 2:10 PM	Judges finalize scoring for awards	
2:15 PM	Judges Presentations	Dairy A: Ballroom A1
		Dairy B: Ballroom A2
		Dairy CD: Ballroom A3/A4
2:45 PM	Announce Awards	Ballroom A3/A4
2:55 PM	Depart for home	