

National Dairy Challenge Contest & Academy

Lansing Center
333 E Michigan Ave
Lansing, MI 48933

March 31-April 2, 2027

Doubletree Lansing
111 N Grand Ave
Lansing, MI 48933

Lansing Center & Doubletree Lansing
Lansing, Michigan 48933

Events are at the Doubletree and Lansing Center unless otherwise noted

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Wednesday, March 31

4:45 PM - 5:15 PM	Registration (Contest Coaches, Judges, Sponsors/Volunteers)	Lansing Center (LC) Coatroom
5:30 PM	Dinner	Doubletree Capital Ballroom
6:15 PM	Academy Advisor orientation	LC Banquet Rooms 5-8
7:00 - 9:30 PM	Contest software followed by distribution of contest materials. <i>All teams (contest students) should be present.</i>	Doubletree Capital Ballroom
7:30 PM	Judges' orientation	Doubletree Michigan Rooms II & III
7:30 PM	Gathering for new coaches	Doubletree Regency 1
7:15 - 9:45 PM	Academy Session 1: Software overview followed by distribution of Academy materials	LC Banquet Rooms 5-8 Doubletree Regency 1
7:30 PM	Volunteer meeting for Monday morning farm visit volunteers	-or- Join Zoom Meeting https://us02web.zoom.us/j/8608448448?pwd=NjFrd2pJTmg2NW5HdjVvRUNUMVFBdz09&omn=86579731866 Meeting ID: 860 844 8448 Passcode: 980248

Thursday, April 1

6:00 AM - 8:00 AM	Breakfast buffet	Doubletree Capital Ballroom
6:00 AM - 8:00 AM	Sponsor and media check-in at Dairy Challenge Central	
6:00 AM	Volunteer meeting (instructions for farm visits)	Doubletree Regency 1
6:00 AM	Farm visit overview and instructions for students and judges	Doubletree Capital Ballroom
6:20 AM - 12:00 PM	Contest Farm Visit	
6:45 AM	Farm visit overview and instructions for Academy students and mentors	Doubletree Capital Ballroom
6:55 AM - 12:00 PM	Academy Session 2: Farm Visit	
7:45 AM	Coaches meet, depart for dairies (All buses return by 12:00 PM)	Doubletree lobby
11:30 AM - 1:30 PM	Lunch buffet	Doubletree Capital Ballroom
11:30 AM	Lunch: Coaches and Staff	Doubletree Capital Ballroom
12:00 PM - 12:45 PM	Contest Lunch - <i>Teams pick up lunches and workroom assignments upon return from dairy</i>	Doubletree Capital Ballroom
12:00 PM	Academy students and Advisors return with time to freshen up before lunch	
12:30 PM - 1:30 PM	Academy Lunch	Doubletree Capital Ballroom
12:15 PM - 1:00 PM	Judges have lunch with dairy managers	Doubletree Michigan Rooms II & III
12:45 PM - 5:45 PM	Teams plan and develop presentations in assigned work rooms	Doubletree: assigned hotel workrooms
1:00 PM - 1:15 PM	Judges meeting, instructions for the afternoon	Doubletree Michigan Rooms II & III
1:15 PM - 6:00 PM	Judges plan and develop presentations in assigned work room	Doubletree Michigan Rooms II & III
1:00 PM - 1:15 PM	Volunteer meeting, instructions for interviews	Doubletree Regency 1
1:30 PM - 6:00 PM	Academy Session 3: Analyzing a Dairy (BREAKOUTS IN 2 SEPARATE ROOMS)	LC Banquet Rooms 5-8
	Interviews with Dairy Managers	
	Academy E:	LC Banquet Rooms 5&7
	Academy F:	LC Banquet Rooms 6&8
1:10 PM - 3:50 PM	Individual team interviews with dairy managers with judges observing (17 minutes/team, scheduled at 20-min intervals)	Dairy A & B: Doubletree State Room 1 Dairy C & D: Doubletree State Room 2
3:00 PM - 5:30 PM	Coaches Meeting and Reception	TBA
5:45 PM - 6:15 PM	Teams turn in final presentations. <i>Each team should send only 2 representatives for turn in</i>	Doubletree State Room 1
6:00 PM	Judges turn in their assessment and contest data	Doubletree State Room 1
7:00 PM - 10:00 PM	Thursday Night Student Sponsor Dinner	TBA

Friday, April 2		
6:00 AM - 9:00 AM	Breakfast buffet	Doubletree Capital Ballroom
6:30 AM - 7:00 AM	Judges meeting	LC Meeting Room 101
6:30 AM	Volunteer meeting	LC Meeting Room 103
7:00 AM - 10:00 AM	Teams to report to holding room 15 minutes prior to scheduled presentation time.	LC Meeting Room 205
7:15 AM - 11:15 AM	Morning team presentations (60-minute intervals)* <i>* once teams have presented, they should meet with sponsors in the Career & Innovation Fair</i>	Dairy A: LC Meeting Room 101 Dairy B: LC Meeting Room 102 Dairy C: LC Meeting Room 103 Dairy D: LC Meeting Room 104
7:30 AM - 8:30 AM	Sponsor set-up for Career & Innovation Fair	LC Concourse
7:30 AM-12:30 PM	Academy Session 4: Farm Analysis Presentations	
8:30 AM - 12:00 PM	Career & Innovation Fair	LC Concourse or Riverstreet Pub
8:45 AM - 11:15 AM	Corporate Technology Presentations <i>* All afternoon presenting Contest Teams are required to attend all these sessions - attendance will be taken.</i>	
8:15 AM - 11:30 AM	Morning team debriefing	LC Meeting Room 204
10:00 AM - 2:00 PM	Contest Team photos	LC Concourse
11:00 AM-1:30 PM	Lunch buffet	LC Banquet Rooms 1-4
11:15 AM - 11:45 AM	Judge Lunch	LC Banquet Rooms 1-4
11:30 AM	Volunteer meeting	LC Meeting Room 103
12:00 PM - 4:00 PM	Afternoon team presentations (60-minute intervals)* <i>* once teams have presented, they should meet with sponsors in the Career & Innovation Fair</i>	Dairy A: Meeting Room 101 Dairy B: Meeting Room 102 Dairy C: Meeting Room 103 Dairy D: Meeting Room 104
1:00 PM - 4:15 PM	Career & Innovation Fair	LC Concourse or Riverstreet Pub
1:30 PM - 4:15 PM	Academy Session 5: Corporate Technology Presentations and Career & Innovation Fair	Prefunction, Meeting Room 201-202, Meeting Room 203
1:30 PM - 3:45 PM	Corporate Technology Presentations <i>* All morning presenting Contest Teams and all Academy Students are required to attend all these sessions - attendance will be taken.</i>	
3:45 PM - 4:15 PM	Career & Innovation Fair - Academy	LC Concourse
1:00 PM - 4:15 PM	Afternoon teams debriefing	Meeting Room 204
4:00 PM – 5:00 PM	Judges complete and turn in assessments and rankings, finalize presentation	LC Coat Room
4:45 PM - 5:30 PM	Dismantle sponsor booths	
5:00 PM – 5:30 PM	Judges present their findings to participants	Dairy AB: Meeting Room 101-102 Dairy CD: Meeting Room 103-104
5:30 PM	Presentation equipment returned to IT	Coat Room
6:15 PM - 8:30 PM	Awards Banquet	Doubletree Capital Ballroom
9:00 PM - 11:00 PM	Entertainment	LC Banquet Rooms 1-6