2027 Southern Regional Dairy Challenge

January 24-26, 2027

Crowne Plaza Bowling Green, KY

1021 Wilkinson Trace
Bowling Green, KY 42103
Phone: 678-335-6966
https://www.ihg.com/crowneplaza/hotels/us/en/bowling-green/bwgwt/hoteldetail

Activities will be held at Crowne Plaza or attached Convention Center unless noted otherwise

Schedule of Events

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Dates and Times *(all times are Eastern Time Zone)*	Event	
Sunday, January 24		
2:00 PM - 4:00 PM	Pre-Challenge dairy tour	WKU SmartHolstein Lab. 4660 Nashville Road, Bowling Green, KY 42010
3:00 PM	Hotel check-in	
4:00 PM - 10:15 PM	Dairy Challenge Central & IT	Boardroom
4:30 PM - 5:30 PM	Mentors/Volunteer meeting	Salon A
5:00 PM - 5:30 PM	Contest registration: Dairy Challenge Central	Boardroom
5:30 PM	Dinner & Welcome - sit by team	Conv Ctr Meeting Room 1-2
6:15 PM	Group activity/ice breaker	Conv Ctr Meeting Room 1-2
6:45 PM	Key financial indicators	Conv Ctr Meeting Room 1-2
7:05 AM	When the boots hit the ground	Conv Ctr Meeting Room 1-2
7:25 PM	Data distribution	Conv Ctr Meeting Room 1-2
	Coaches meeting	Salon A
7:30 PM - 10:00:00 PM	Judges meeting & data review	Hartland Salon
10:00 PM	Instructions and review Monday schedule	Conv Ctr Meeting Room 1-2
Monday, January 25		
6:00 AM	Breakfast available	Conv Ctr Meeting Room 1-2
6:00 AM	Dairy Challenge Central	Boardroom
6:30 AM	Farm Visit Volunteer Meeting	Salon A
6:45 AM	Instructions – All students and coaches must be present	Conv Ctr Meeting Room 1-2
7:15 AM	Load school vans; depart for farm	hotel lobby
7:15-11:15	Farm Visit	
8:00 AM	Arrive at dairy - 15 min Dairy managers welcome teams, provide overview and guidelines - 2 hours On-site assessment of contest dairy	Host Farm
10:30 AM	Depart for hotel	
11:15 AM	Arrive at hotel	
11:30 AM -12:30 PM	Lunch	Conv Ctr Meeting Room 1-2
12:30 PM - 2:30 PM	Coaches Luncheon	TBA
12:30 PM	Volunteer Meeting	Salon A
1:00 PM - 6:00 PM	Judge presentation prep	Hartland Salon
1:00 PM - 6:00 PM	Team Presentation Prep & Resource Room	Conv Ctr Meeting Room 1-2
1:00 PM	Interviews with farm management - all team members should be present	Conv Ctr Meeting Room 1-2
2:00 PM	Judges' interviews with farm management	Hartland Salon
6:00 PM	Collection of team presentations and financials	Boardroom
7:00 PM - 9:30 PM	Student/Sponsor Dinner and Networking	**TBA**
Tuesday, January 26		
6:00 AM	Breakfast available	Conv Ctr Meeting Room 1-2
	Hotel check-out by 11:00 AM	
6:00 AM	Dairy Challenge Central	Boardroom
	coffee & snacks available	Conv Ctr Meeting Room 1-2 prefunction
6:30 AM	Team 1 prep room	Suite TBA
	Team 7 prep room	Suite TBA

7:00 AM		Volunteer meeting (meet with prep room volunteers Mon night)	Salon A
7:00 AM		Judges meeting	Salon C
7:30 AM		Team 1 presentation	Salon A
		Team 7 presentation	Salon C
		Team 2 prep room	Suite TBA
		Team 8 prep room	Suite TBA
8:00 AM		Sponsors set up displays	Conv Ctr Meeting Room 1-2 Prefunction
8:30 AM		Team 2 presentation	Salon A
		Team 8 presentation	Salon C
		Team 3 prep room	Suite TBA
		Team 9 prep room	Suite TBA
8:30 AM - 10:30 AM		Educational programming for afternoon presenting teams 5, 6, 11, 12: TBA and Alumni/Career Panel	Salon B
8:30 AM - 11:45 AM		Debriefing for morning presenters	TBA
8:30 AM - 3:00 PM		Sponsor Displays	Conv Ctr Meeting Room 1-2 Prefunction
9:30 AM		Team 3 presentation	Salon A
		Team 9 presentation	Salon C
		Team 4 prep room	Suite TBA
		Team 10 prep room	Suite TBA
10:30 AM		Team 4 presentation	Salon A
		Team 10 presentation	Salon C
11:00 AM - 1:00 PM		Lunch available	Conv Ctr Meeting Room 1-2
11:30 AM - 12:15 PM		Lunch break for judges	Conv Ctr Meeting Room 1-2
11:30 AM		Team 5 prep room	Suite TBA
		Team 11 prep room	Suite TBA
12:30 PM		Team 5 presentation	Salon A
		Team 11 presentation	Salon C
		Team 6 prep room	Suite TBA
		Team 12 prep room	Suite TBA
12:30 PM - 2:30 PM		Educational programming for morning presenting teams 1, 2, 3, 4, 7, 8, 9, 10: TBA and Alumni/Career Panel	Salon B
12:45 PM - 2:45 PM		Debriefing	TBA
1:30 PM		Team 6 presentation	Salon A
		Team 12 presentation	Salon C
2:30 PM		Judges finalize scoring for awards and meet with host farm	Salon C
3:00 PM		Judges' presentation to students	Conv Ctr Meeting Room 1-2
3:30 PM		Recognition and awards	Conv Ctr Meeting Room 1-2
4:00 PM		Depart for home	