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|-------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                             | <b>2027 Southern Regional Dairy Challenge</b>                                                                                                                                                                                         |                                                 |                                                                                                                                                                         |
|                                                             | <b>January 24-26, 2027</b>                                                                                                                                                                                                            |                                                 | 1021 Wilkinson Trace                                                                                                                                                    |
|                                                             | <b>Holiday Inn University Plaza - Bowling Green, KY</b>                                                                                                                                                                               |                                                 | Bowling Green, KY 42103                                                                                                                                                 |
|                                                             | Activities will be held at <b>Holiday Inn</b> unless noted otherwise                                                                                                                                                                  |                                                 | Phone: 678-335-6966                                                                                                                                                     |
|                                                             |                                                                                                                                                                                                                                       |                                                 | <a href="https://www.ihg.com/holidayinn/hotels/us/en/bowling-green/bwgtwt/hoteldetail">https://www.ihg.com/holidayinn/hotels/us/en/bowling-green/bwgtwt/hoteldetail</a> |
|                                                             | <b>Schedule of Events</b>                                                                                                                                                                                                             |                                                 |                                                                                                                                                                         |
| <b>Dates and Times</b><br>(all times are Eastern Time Zone) | <b>Event</b>                                                                                                                                                                                                                          |                                                 | ver 082626                                                                                                                                                              |
| <b>Sunday, January 24</b>                                   |                                                                                                                                                                                                                                       |                                                 |                                                                                                                                                                         |
| 2:00 PM - 4:00 PM                                           | Pre-Challenge dairy tour                                                                                                                                                                                                              | Little River Farm, 3229 Ellejoy Rd, Walland, TN |                                                                                                                                                                         |
| 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                       |                                                                                                                                                                         |
| 6:30 PM                                                     | Group activity/ice breaker                                                                                                                                                                                                            | Conv Ctr Meeting Room 1-2                       |                                                                                                                                                                         |
| 7:00 PM                                                     | Key financial indicators                                                                                                                                                                                                              | Conv Ctr Meeting Room 1-2                       |                                                                                                                                                                         |
| 7:30 PM                                                     | When the boots hit the ground                                                                                                                                                                                                         | Conv Ctr Meeting Room 1-2                       |                                                                                                                                                                         |
|                                                             | Data distribution                                                                                                                                                                                                                     | Conv Ctr Meeting Room 1-2                       |                                                                                                                                                                         |
|                                                             | Coaches meeting                                                                                                                                                                                                                       | Salon A                                         |                                                                                                                                                                         |
| 10:00 PM                                                    | Judges meeting                                                                                                                                                                                                                        | Hartland Salon                                  |                                                                                                                                                                         |
| 10:00 PM                                                    | Instructions and review Monday schedule                                                                                                                                                                                               | Conv Ctr Meeting Room 1-2                       |                                                                                                                                                                         |
| <b>Monday, January 25</b>                                   |                                                                                                                                                                                                                                       |                                                 |                                                                                                                                                                         |
| 6:00 AM                                                     | Breakfast available                                                                                                                                                                                                                   | Conv Ctr Meeting Room 1-2                       |                                                                                                                                                                         |
| 7:00 AM                                                     | Dairy Challenge Central                                                                                                                                                                                                               | Boardroom                                       |                                                                                                                                                                         |
| 7:00 AM                                                     | Farm Visit Volunteer Meeting                                                                                                                                                                                                          | Salon A                                         |                                                                                                                                                                         |
| 7:15 AM                                                     | Instructions – All students and coaches must be present                                                                                                                                                                               | Conv Ctr Meeting Room 1-2                       |                                                                                                                                                                         |
| 7:45 AM                                                     | Load school vans; depart for farm                                                                                                                                                                                                     | hotel lobby                                     |                                                                                                                                                                         |
| 8:15 AM - 11:00 AM                                          | Farm Visit                                                                                                                                                                                                                            |                                                 |                                                                                                                                                                         |
|                                                             | Arrive at dairy<br>- 15 min Dairy managers welcome teams, provide overview and guidelines<br>- 2 hours On-site assessment of contest dairy<br>- 20 min All teams gather with dairy managers for group interview with judges observing | Host Farm                                       |                                                                                                                                                                         |
| 10:45 AM                                                    | Question and answer session with farm owners                                                                                                                                                                                          |                                                 |                                                                                                                                                                         |
| 11:15 AM                                                    | Depart for hotel                                                                                                                                                                                                                      |                                                 |                                                                                                                                                                         |
| 12:00 PM                                                    | Arrive at hotel                                                                                                                                                                                                                       |                                                 |                                                                                                                                                                         |
| 12:00 PM - 1:00 PM                                          | Lunch                                                                                                                                                                                                                                 | Conv Ctr Meeting Room 1-2                       |                                                                                                                                                                         |
| 1:00 PM - 3:00 PM                                           | Coaches Luncheon                                                                                                                                                                                                                      | TBA                                             |                                                                                                                                                                         |
| 1:00 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                                                                                                                                                                                                 | <b>TBA</b>                                      |                                                                                                                                                                         |
| <b>Tuesday, January 26</b>                                  |                                                                                                                                                                                                                                       |                                                 |                                                                                                                                                                         |
| 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 - 1:45 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                                                                                           |                                       |
|                     |                                                                                                           |                                       |