

NORTH AMERICAN INTERCOLLEGIATE Dairy Challenge™ *Tomorrow's Dairy Leaders*

January 30, 2012

Dear Coaches,

On behalf of the National Program Committee of the North American Intercollegiate Dairy Challenge, it is our privilege to invite your university to participate in the 11th Annual NAIDC. The event will be held in Roanoke, Virginia on March 29 – March 31, 2012 hosted by Virginia Tech and North Carolina State University.

The North American Intercollegiate Dairy Challenge offers a two-day competition that enables four-person teams to evaluate a well-managed dairy farm business and then recommend management enhancements to a panel of judges comprised of industry and academic professionals. We believe this to be the premier dairy event in the country for undergraduate students and work hard on behalf of the students to support the program.

Participation

- This event is limited to the first 32 teams who register and teams are limited to 4 students that have not previously participated in the National Contest. Completed entries will receive priority by date, time of receipt and previous participation in the contest.
- If we do not meet the 32 team maximum, aggregate teams will be formed. If you do not have enough students to create a team, please complete an entry form for those interested in being placed on an aggregate team. If you have a team, and are interested in possibly having a fifth student participate on an aggregate team, please include their information on the entry form as instructed.
- The rules of the competition are available online at www.dairychallenge.org
- For those of you who have or are planning to participate in a regional contest, you will be familiar with the contest materials on cd rather than printed in a binder. If your team is not participating in a regional event, you may obtain a copy of the cd from a regional event to familiarize themselves with the content and layout.

Registration

Please complete the entry form by February 15, 2012.

- Return to: North American Intercollegiate Dairy Challenge
3310 Latham Drive, Madison, WI. 53713
Attn: Laura Herschleb, PH: 608/224-0400, FX: 608/224-0300,
EMail: lherschleb@wdexpo.com

- Entry Fee: \$50.00
- Make your check out to the North American Intercollegiate Dairy Challenge.

Travel Information:

- Hotel reservations will be made for your team after the entry form is completed and returned to the North American Intercollegiate Dairy Challenge, 3310 Latham Drive, Madison, WI 53713.
- The student/coach hotel is the Hotel Roanoke & Conference Center, 110 Shenandoah Avenue, Roanoke, VA 24016. Phone: (540) 985-5900. Website: <http://www.hotelroanoke.com/>.
- Up to three hotel rooms (2 student, 1 coach) will be reserved for each participating team for the evenings of March 29, 30 and 31. Rooms for the students will be paid for by the contest.
 - Following the coaches meeting in Visalia, we agreed that **coaches' rooms will be the responsibility of the team, as will any additional charges**. Rooms at the Hotel Roanoke are **\$103** plus tax single occupancy. When checking in, we kindly ask that you confirm the rooms that will be for your students (paid for by NAIDC), and the room that will be for you as the coach (paid for by the individual). Please indicate on your form if you plan to have a roommate (including a coach from another school) so we can book accordingly.
- The committee is suggesting your team arrive at the hotel no later than 6pm on Thursday evening, March 29. Contest registration will be Thursday evening from 7:00-8:00 PM. Teams should plan to be present for the 8:00 PM Thursday evening distribution of data and review of contest procedures. Teams should plan to depart on Sunday, April 1.
- Pre-Contest Farm Tours will be offered again this year on Thursday before the contest begins. If your team is participating in these, you may wish to arrive in Roanoke on Wednesday night. Note: Teams can join the tour at several points during the day if you prefer to travel on Thursday. Please indicate on the attached Entry Form your plans for participating in each part. You must register in advance for lunch on Thursday.

Teams arriving on Wednesday night are responsible for making their own hotel reservations. A block of rooms has been set aside at the Hotel Roanoke. You may reserve rooms for your team by calling them directly at (540) 985-5900. Charges for this additional night are the responsibility of the team. Rooms are \$103 per night. Likewise, teams are responsible for their own transportation to the farms on Thursday. We encourage car pooling on Thursday to minimize the number of vehicles traveling to each farm.

- Travel assistance amounts are based on distance to the contest site. This year, teams that are flying may receive up to \$600 of travel reimbursement for the entire team. Teams that are driving may receive up to \$600 of travel reimbursement (round trip) at \$0.50 per mile for the entire team.

- For those planning to fly to the Dairy Challenge, the nearest airport is Roanoke Regional Airport. For a list of airlines and rental car agencies that serve that airport, go to: <http://www.roanokeairport.com/>.

The Hotel Roanoke offers a complimentary shuttle to and from the airport. However, you should plan to book a rental car/van to get from the hotel to the Pre-Contest Tour farms on Thursday.

Meals

- Breakfast, lunch and dinner will be provided for one coach and up to four team members on the days of March 30 - 31. Should you have a member needing a special diet, please include this information on the contest entry form so we can alert the catering staff. Also, teams that bring more than one coach will need to pay the full price for the additional meals (\$130) in advance of the contest or at registration. If an additional sleeping room is required, it is up to the university to make and pay for that reservation.

Please complete the attached entry form and return it to NAIDC by **February 15, 2012** with a check payable to North American Intercollegiate Dairy Challenge. Completed entries will receive priority by date and time of receipt and previous participation in the contest if contest size limits are reached. A confirmation letter with more contest details will be sent upon receipt of your registration material.

Special Note: Please advise your students not to wear clothing with a university's name or logo during the contest.

A final letter will follow after February 15th with additional details and student forms to be completed and returned before the Dairy Challenge. We look forward to your participation in this exciting and innovative contest.

Sincerely,

Coleen Jones
Program Committee Chair

Enclosures:

- Entry Form
- Contest Schedule
- Updated Scorecard
- Travel Information