

ARE *You* READY FOR A CHALLENGE?

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- _____ Silver Sponsor (\$1,000-\$2,499)
- _____ Bronze Sponsor (\$500-\$999)
- _____ Friend of NAIDC (\$1-\$499)

Please designate this donation for:

\$ _____ Northeast Regional Dairy Challenge
October 27-29, 2011 in Watertown, NY

\$ _____ Southern Regional Dairy Challenge
November 17-19, 2011 in Live Oak, FL

\$ _____ Midwest Regional Dairy Challenge
January 31-February 2, 2012 in St. Joseph, MO

\$ _____ Western Regional Dairy Challenge
March 1-3, 2012 in Visalia, CA

\$ _____ 2012 National Dairy Challenge
March 29-31, 2012 in Roanoke, VA

Please forward invoice in:

_____ December 2011 _____ January 2012

Signature _____

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Return to:

NAIDC, 3310 Latham Drive, Madison, WI 53713

Fax: 608.224.0300 naidc@wdexpo.com

Dairy producers and alumni: Support Dairy Challenge through a convenient on-line donation at www.dairychallenge.org/alumni_challenge.php

SPONSOR BENEFITS

Platinum Sponsor (\$5,000 and above)*

- Unlimited Job/Internship Postings on NAIDC's web site
- Opportunity to provide contest officials
- Sponsor recognition in national advertising
- Sponsor link from NAIDC web page
- Primary booth space for recruitment trade shows at contests
- Participation in student recruitment mixers
- Recognition at national and regional contests
- Student contact information
- Invite to view participant presentations

*Exclusive benefits for sponsors at \$10,000+

Gold Sponsor (\$2,500 - \$4,999)

- Two free Job/Internship Postings on NAIDC's web site
- Booth space for recruitment trade shows at contests
- Participation in student recruitment mixers
- Recognition at national and regional contests
- Student contact information
- Invite to view participant presentations

Silver Sponsor (\$1,000-\$2,499)

- One free Job/Internship Posting on NAIDC's web site
- Recognition at national and regional events
- Student contact information
- Invite to view participant presentations

Bronze Sponsor (\$500-\$999)

- Recognition at event sponsored
- Invite to view participant presentations

Friend of NAIDC (\$1-\$499)

- Recognition at event sponsored

Join the growing list of NAIDC sponsors at
www.dairychallenge.org/sponsors.php

WDE Management Inc. manages all NAIDC funds. NAIDC is a 501(c)3 nonprofit organization. All contributions are tax-deductible to the full extent of the law.

NORTH AMERICAN INTERCOLLEGIATE
DairyChallenge
Tomorrow's Dairy Leaders

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@DairyChallenge

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ARE *You* READY FOR A CHALLENGE?



One event brings together the best and brightest college students, diligently preparing for a career in dairy.

Dairy Challenge is an interactive competition of teams from North American dairy science programs. For over 10 years, Dairy Challenge has connected students and universities with producers and industry professionals in a forum that's educational and fun.

Northeast October 27-29, 2011
Watertown, NY Morrisville State College, host

Southern November 17-19, 2011
Live Oak, FL University of Florida, host

Midwest January 31-February 2, 2012
St. Joseph, MO Kansas State University, host

Western March 1-3, 2012
Visalia, CA

National March 29-31, 2012
Roanoke, VA Virginia Tech & North Carolina State University, hosts

NORTH AMERICAN INTERCOLLEGIATE
DairyChallenge
Tomorrow's Dairy Leaders

INDUSTRY-WIDE MISSION

To facilitate education, communication and an exchange of ideas among students, agribusiness, dairy producers and universities that enhances the development of the dairy industry and its leaders.

DAIRY CHALLENGE: BY THE NUMBERS

Over 400 students gain from Dairy Challenge each year, through four regional contests and one national event.

- 52** total colleges participating last year
- 30** universities represented at 2011 national
- 127** students at 2011 national
- 114** students at 2010 Northeast regional
- 15** schools at 2010 Southern
- 16** schools at 2011 Midwest
- 56** students competing at 2011 Western
- 135** businesses donate each year
- 100** host dairies have gained management input



To start, each team of four students receives data from an actual dairy, including production, herd management and financial records.

At Dairy Challenge, students work as a team to apply theory and learning to a real-world dairy.



Teams visit the dairy to analyze all aspects of the operation. Then, students develop comprehensive recommendations to maximize herd profit through nutrition, reproduction, milking procedures, animal health, facilities and cow comfort.



Finally, teams present recommendations to a panel of judges – dairy producers, veterinarians and other industry experts. Competition is stiff, and winning teams are announced at a closing banquet.

LIFELONG IMPACTS

Since its start in 2002, over 3000 collegiates have participated in Dairy Challenge. Here's how a few describe the impact.



“One of my most rewarding college experiences was Dairy Challenge. The program brought everything I learned in the classroom about analyzing dairy farms to real world situations, which in my mind is its most important aspect. It also taught me many analytical and communication skills that will be beneficial as I go forward in my career.”

Corey Kayhart, Farm Credit East, 2011 Cornell team

“Dairy Challenge provided ‘real world’ experience with dairy consulting. It allowed me to determine consulting was a great career fit and allowed me to share my skills with a company that would become my future employer. There is no better way to learn about the dairy industry than to experience it firsthand through farm visits and interaction with professionals at Dairy Challenge.”

Nicole Colgren, Cargill Animal Nutrition, 2009 Michigan State team



“Dairy Challenge was an excellent opportunity to prepare myself to be successful. Many of the skills I learned through Dairy Challenge, such as trouble shooting, problem solving, and working with producers and industry professionals, I use everyday. The most beneficial aspect of Dairy Challenge was networking with industry professionals as I still rely on them for help and advice.”

Adam Koppes, Genex Cooperative, Inc., 2009 Iowa State team

“Besides being the best training for students of what they will face in the future, the Dairy Challenge contest brings together the whole dairy industry for a great common goal. The knowledge, excitement, enthusiasm and teamwork displayed by the students make me feel good about the future of the dairy industry and the outstanding leaders it'll have.”

Dr. Ray Nebel, Select Sires Inc., national contest judge

“We went early, stayed all day and listened to every presentation and critique. The real learning point for us was when we got into a routine. We don't always look as closely at our protocol as we should. Though we had a good cell count, a few changes the students recommended for our milk parlor procedures helped us boost milk quality even higher.”

Butch Dias, Delta View Farms, Visalia, Calif., 2010 national contest host farm

