



19th Annual Southern Regional Intercollegiate Dairy Challenge
November 17 - 19, 2024
Radford, Virginia
Hosted by Virginia Tech

To register your team, go to:

<https://www.eventbrite.com/e/2024-southern-regional-dairy-challenge-registration-1021303665757>

Registration Deadline: Thursday, October 10, 2024

September 18, 2024

Dear Dairy Challenge Coach:

On behalf of the Southern Regional Committee of the North American Intercollegiate Dairy Challenge, it is our pleasure to invite your school to participate in the 19th Annual Southern Regional Dairy Challenge. This year's event will be held at The Highlander Hotel Radford in Radford, Virginia November 17-19, and hosted by Virginia Tech. This year's program will run Sunday evening through Tuesday afternoon to minimize days away from campus.

This letter contains important information about participation in the Southern Regional Dairy Challenge. Please review it carefully.

Participation

Requirements for student participation include:

1. Being actively enrolled in an agricultural curriculum which includes classes related to dairy production,
2. Having satisfactorily completed at least one year of college, and
3. Having a genuine interest in a possible career associated in the dairy industry.
4. Teams will be mixed/aggregate, consisting of students from different schools.
5. Students are eligible to participate in 2 regionals, 2 academies, 1 national contest.

New this year:

Students who participated in 2 regionals at a 2-year school, then transferred to a 4-year school will still have eligibility to participate in another regional. This would allow these transfer students the opportunity to participate in a total of 3 regionals, 2 academies, 1 national contest.

- Schools may register up to 6 students. If you have additional students interested in participating, you may register them as alternates. Alternates will be added should we have fewer than 72 students. Please review [Southern Contest Rules, Eligibility of Contestants](#) on the contest web site as you select participating students.

- Completed entries will receive priority by registration date/time if contest size limits are reached before the deadline.
- Due to deadlines imposed by the facility for rooming lists and to ensure the contest flows smoothly, no changes may be made to students participating after October 25, 2024. Please note this date and plan accordingly.

Registration

Registration is online via Eventbrite. Registration fees should be paid using a credit card at the time of registration or select "pay with a check". **Team registration closes Thursday, October 10, 2024.**

- Online Registration: <https://www.eventbrite.com/e/2024-southern-regional-dairy-challenge-registration-1021303665757>
- Be prepared with your students' email addresses when you begin registration. Upon completion of the team registration, the system will send you a confirmation.
- **Entry Fee: \$50 per student** which includes all meals and 2 nights (Sun- Mon) lodging
 - If paying with a check, make checks payable to: North American Intercollegiate Dairy Challenge or NAIDC, 3310 Latham Drive, Madison, WI 53713. Note, schools paying with a check must send payment by the October 10 deadline to secure your registration.
- After your registration is confirmed, students will be instructed to complete a Student Information Form and upload a resume. The form and resume upload will be available on the Southern Dairy Challenge page on the NAIDC web site <http://www.dairychallenge.org/contests> and will be due October 25, 2024.

Housing

Room reservations will be made by Dairy Challenge upon receipt of the entry form. All participants will be staying at [The Highlander Hotel Radford](#), 600 Tyler Avenue, Radford, VA, 24141.

Rooms will be provided at no extra charge for each participating team:

- 1 room(s) for female participants
- 1 room(s) for male participants
- 1 room(s) for coach(es)

- Sleeping rooms will be assigned by school and may be shared with students from other schools as needed. Coaches will likely be paired with a coach (2 to a room).

In situations where extra rooms are required by universities (e.g. due to university rooming policies, accommodation of individual needs, etc.), the individual university will be responsible for covering the cost of rooms outside their allotment.

- Room reservations will be for the nights of Sunday, November 17 and Monday, November 18. Note our event will end by 3:30 PM EST.
- Room check-in begins at 3 PM on Sunday and contest registration will be from 5:30-6:00 PM at the hotel.

Travel

Airport Information for Radford, VA

- [Roanoke Blacksburg Airport](#) – 42 miles. The hotel is located about 45 minutes from the airport. Contact the hotel if you would like assistance with arranging transportation.
- Piedmont Triad International Airport in Greensboro, NC – 132 miles
- Charlotte-Douglas International Airport – 160 miles

You should plan to arrive no later than 5:00 PM on Thursday afternoon. Thursday night activities begin at 6:00 PM with dinner, contest welcome, group activity and data distribution.

Meals

Meals will be provided for one coach and officially registered team members:

November 17 (Sunday): Dinner

November 18 (Monday): Breakfast, lunch, and dinner

November 19 (Tuesday): Breakfast and lunch

Additional meals for extra people will have to be paid for at the time of registration. Should you need a special diet, please include this information with the contest entry form. Students will be asked this on their Student Information Form.

Contest Schedule

You can view the latest contest schedule on the Southern tab of Dairy Challenge website at <http://www.dairychallenge.org/contests>

Coach Training Resources

Several resources are available to coaches preparing students for the contest.

- Resources for student preparation: <https://www.dairychallenge.org/student-resources/>
- Coaches Resources site: The secure Coaches Resources site (accessible from the student resources page link above) includes past contest materials. Each past contest link contains a contact information folder that includes contact information for industry volunteers who are willing to help with training. This folder also includes contact information for other Southern Regional coaches. We encourage coaches to talk with neighboring schools to do joint training. The password for this site is “coach”

Additional Details

- An optional pre-challenge tour will be offered at a nearby dairy Sunday afternoon 2:00 PM Eastern Time. Schools interested in participating may wish to travel directly to the farm, then check in to rooms at The Highlander after the tour. Tour details will be included in future communications.
- We will be using one farm with 2 panels of judges.
- Participants should plan to use their own computers for the contest. In addition, each school should plan to bring at least 2 computers for use in presentation and prep rooms, etc. Note, **Mac's do not work with the dairy software, so schools may need to make arrangements for students who have Macs.**
 - Please review computer requirements on the Southern Contest page.
- Dairy software (PCDART and Dairy Comp) will be available for downloading from the [Southern website](#). Students should download the software to their computers BEFORE coming to Virginia.
 - Support is available if needed.
- All contest materials will be posted to a secure website only accessible to registered participants. This year, students will have early access to some contest data the week of the contest; the remaining data will be released once onsite in Radford Sunday evening.
 - Coaches, please ensure all contest data is removed from your students' computers after the contest ends.
- Students will be responsible for completing an individual informational form online. The Student Information form includes Contestant Liability Waiver, Contest Information Release Waiver, and the Contestant Honor Code.
 - Students will have from around October 13 to October 25 to complete this information.

- This form will be available on the Southern tab of Dairy Challenge website at <http://www.dairychallenge.org/contests> and sent to registered students.
- Students should also prepare a resume for upload by October 25. The upload link will be available on the Southern tab of Dairy Challenge web site at <http://www.dairychallenge.org/contests>
 - Resumes will be distributed to sponsors for the Southern Region for recruiting purposes. Students should bring copies to distribute to sponsors on Tuesday.
- **Student information forms must be submitted, and resumes must be uploaded by the October 25 deadline. Students who miss the deadline without prior permission risk being canceled from the event.**

Social Media Corps

In addition to contest participants, Dairy Challenge is looking for students who would be interested in serving on the Southern Social Media Corps team. Please visit with students in your club and ag communications department about this unique hands-on opportunity to work with communications professionals to promote the event. An application is posted to the Southern page.

2024 Southern Regional Dairy Challenge Shirt

Show your support for Dairy Challenge by purchasing a shirt. Coaches can order and pay using the registration form. Students can order and pay using their Student Information Forms. Orders will be shipped to the event and can be picked up during registration.

Communications will follow once registration closes in mid-October with additional information, and in mid-November with last-minute details. We look forward to your participation.

Sincerely,

Jeff Elliott
Southern Regional Dairy Challenge
Steering Committee Chair