



**21st Midwest Regional Dairy Challenge  
Wednesday, February 12 – Friday, February 14, 2025  
SDSU University Student Union in Brookings, South Dakota  
Hosted by South Dakota State University**

To register: <https://2025MWDairyChallengeVolunteerRegistration.eventbrite.com>  
Register by Wednesday January 22, 2025

On behalf of the Midwest Regional committee of the North American Intercollegiate Dairy Challenge, it is our privilege to invite you to join us for the 21st Annual Midwest Regional Dairy Challenge. The event will be held February 12-14, 2025 and hosted this year by South Dakota State University in Brookings, South Dakota. We thank you for your continued support of the Midwest Intercollegiate Dairy Challenge.

**SPONSOR PARTICIPATION:** We are building our list of volunteers to help with the event on Wednesday evening through Friday afternoon. Being involved and working directly with the students is a great recruiting opportunity, giving you a firsthand view of the students in action. Plus, a large volunteer pool helps the contest run smoothly. Volunteer opportunities range from serving as a team mentor or judge to serving as a career panelist or timekeeper in a presentation room. You can indicate your interest on this volunteer registration form. **Please forward a copy of this email to others who may be interested in supporting the Dairy Challenge.**

**SPONSOR VOLUNTEER REGISTRATION:** Please submit information for each volunteer from your company using this online form. Forms are due **Wednesday, January 22, 2025**, but will continue to be accepted on an as needed basis. To register, go to <https://2025MWDairyChallengeVolunteerRegistration.eventbrite.com>

**SCHEDULE:** A listing of the scheduled events for this year's contest will be posted on the Dairy Challenge contest page at <https://www.dairychallenge.org/contests/> under the Midwest Dairy Challenge button. Contest events will be held at the [SDSU Student Union](#) at 1421 Student Union Lane, Brookings, SD 57007.

HOTEL: A volunteer block has been reserved at the nearby Holiday Inn Express and Suites, 3020 Lefevre Drive Brookings, South Dakota 57006. The hotel is less than 2 miles from the Student Union.

**Holiday Inn Express and Suites - SOLD OUT**

3020 Lefevre Drive

Brookings, South Dakota 57006

Reservations 1-605-692-9060

Booking link: [Midwest Dairy Challenge](#)

Group name: Midwest Dairy Challenge

Arrival date: Wednesday, February 12, 2025

Departure date: Friday, February 14, 2025

Standard rooms: \$110 plus tax per night includes hot breakfast

Last date of booking: **Tuesday January 14, 2025.**

Other hotels in Brookings include:

[Country Inn & Suites 3000 Lefevre Drive, Brookings, SD, 57006, US. \(605\) 692-3500](#)

[Comfort Suites University 929 25th Avenue, Brookings, SD, 57006, US. \(605\) 937-5867](#)

MEAL TICKETS: We encourage our sponsors to join us for meals Wednesday, Thursday and Friday as they are a great opportunity to interact with students and other volunteers. Meal tickets are available for purchase with your registration at \$20 for each meal function you plan to attend.

SPONSOR CAREER AND INNOVATION FAIR: On Friday you are invited to set up a booth in our Career and Innovation Fair at the University Student Union. Booths will be open between 8:30 am and 3:00 pm. Indicate your desire to reserve a booth using the online registration form. There is no charge for the space. Electricity will be available, but you will need to supply your own electrical cords. All sponsors are encouraged to reserve a space to interact with students and University coaches and to view student presentations on Friday. This is a terrific opportunity to visit with each participant at the event, particularly if your company is seeking interns or job recruits now and in the future.

MENTORS: We are seeking a large number of volunteers to serve as Team Mentors. This is an important role as Mentors work side by side with the student teams to guide them through the farm analysis process. With enough volunteers, we hope to assign 1 mentor to each team and have a pool of Roaming Mentors.

Please note:

- Team Mentors must be available starting with the Mentor Meeting at 4:00 PM Wednesday until your team presents on Friday. Staying for the entire event (through presentations on Friday) allows for more interaction with your team and provides cohesiveness for the team.

Mentors will review data with students Wednesday evening, tour the dairy on Thursday morning, offer guidance while assembling their presentation on Thursday afternoon, oversee team prep on Friday, direct your team to their presentation room on Friday, be present during the presentation, and be their guide to debriefing.

- If you are interested in serving as a Mentor but not able to commit to the entire event, we suggest signing up as a Roaming Mentor or other volunteer role.
- Mentors are asked to bring a camera or camera-capable phone to take pictures for their groups and be willing/able to download the pictures.
- Mentors should be committed to the event and willing to work with students in a positive and supportive manner, encouraging participation and guiding them in their dairy assessment.
- Qualities of a Good Mentor
  - Relevant Expertise or Knowledge
  - Enthusiasm for Sharing That Expertise
  - A Respectful Attitude
  - Eagerness to Invest in Others
  - Ability to Give Honest & Direct Feedback
  - Reflective Listening & Empathy
  - Willingness to be a Sponsor

If you are interested in serving as a Mentor, indicate as such when registering.

THURSDAY NIGHT STUDENT/SPONSOR MIXER: Plan to join us Thursday night for the student sponsor mixer. This is a great recruiting opportunity to get to know the students in a fun, relaxed, informal setting.

INDUSTRY PANEL: On Friday February 14 we will feature alumni/industry panels (one in the morning, one in the afternoon). These panels are highly interactive and an opportunity to share your career insights. Alumni of Dairy Challenge are especially encouraged to sign up to serve on these panels.

There are several other areas where assistance is needed including Manager Interviews on Thursday, February 13, and presentation room and debriefing volunteers on Friday, February 14. Please indicate your plans on the volunteer registration form. We kindly ask each volunteer from your company register separately using the online volunteer registration site.

**To register, go to: <https://2025MWDairyChallengeVolunteerRegistration.eventbrite.com>**

DAIRY CHALLENGE SHIRT: Show your support for Dairy Challenge by ordering a Dairy Challenge shirt using this registration form. Orders will be shipped to the event and can be picked up during registration.

If you have questions about volunteering your company's time at the event, please communicate with a Volunteer Coordinators, Jesse Wellman 651-380-5539, [jesse.wellman@selko.com](mailto:jesse.wellman@selko.com)