



November 22nd, 2016

Dear Coaches:

The 95th Annual Collegiate Dairy Products Evaluation Contest is scheduled for **Wednesday, April 12th, 2017**. We look forward to your participation in this year's event, which will be hosted by the Wisconsin Cheese Maker's Association in Madison, Wisconsin during the Cheese Conference being held at the Alliant Energy Center.

A number of documents are attached to this email.

- ❖ 2017 Contest Rules
- ❖ Event Schedule
- ❖ Contest Entry and Contestant Credentials Form link
- ❖ Coach / Judge Preference Form link
- ❖ Joe Larson Merit Award Information

The Finance Committee has again worked diligently to raise funds for the contest, and is pleased to make travel stipends for teams available again in 2017. Guidance for the disbursement of these travel funds will be provided shortly, and will be similar to previous years.

Please plan to arrive in time to attend the coaches meeting on Tuesday evening prior to the contest. Coaches and officials will meet beginning at 6 pm. Remember, it is critical that team coaches be at this meeting.

Below are lodging arrangements in Madison for the contest. Please mention the 'Collegiate Contest' to receive negotiated room rates and blocks at the following hotels. I would encourage you to make your reservations as soon as you can.

Super 8 Madison
1602 West Beltline Highway, Madison
<http://www.super8madison.com/>
\$69.00 | Cutoff date: 3/10/2017
608-258-8882

Sleep Inn
4802 Tradewinds Parkway, Madison
<http://www.sleepinnmadison.com/>
\$99.00 | Cutoff date: 3/22/2017
608-221-8100

AmericInn
101 W. Broadway, Madison
\$79.00 | Cutoff date: 3/10/2017
608-222-8601

The contest and awards presentation will be held in the center of the action this year. We will be located in M6-8 for the contest on the show floor, with the awards ceremony being held in Hall A. WCMA is excited to host the Collegiate Contest, and they want to let everyone know that all participants are welcome to join in all of the on-floor functions and receptions. WCMA will provide **free registration for coaches and students**. You can find more information about the show at their site: <http://cheeseconference.org> .

Finally, I have attached the form to nominate students for the **Joe Larson Merit Award**. Please consider nominating your outstanding students to recognize outstanding undergraduate contestants. Nominate students who best uphold the ideals of the Contest: leadership, professionalism, maturity, and an understanding of the value of sensory work to the dairy industry. Remember, these students may or may not be your most skilled product judges! Nominations and essays are due by March 22nd. Joe Larson made a very generous contribution to the contest and two deserving students will be given the award. Now we need you, coaches, to nominate your students – please don't forget!

If you have questions or concerns about any aspect of your participation in this year's Collegiate Dairy Products Evaluation Contest, please don't hesitate to contact me at (507) 272-6474 or tori.boomgaarden@kemps.com.

I look forward to seeing you soon in Madison!

Tori Boomgaarden

Tori Boomgaarden
Contest Coordinator
Collegiate Dairy Products Evaluation Contest