

2023 Schedule of Events

Monday, October 16, 2023

- Sale cattle arrive
- Show animals arrive (over 900 miles away)

Tuesday, October 17, 2023

- 8:00 am Arrival of show cattle
- 4:00 pm Cut-off time for checking in all cattle
- 5:00 pm Checking of tattoos
- 7:30 pm Complimentary dinner in Expo Hall

Wednesday, October 18, 2023

- 8:00 am Complimentary breakfast in Expo Hall
- 11:00 am Bring chili entries to Expo Hall
- 12:00 noon 13th Annual Chili Cook-Off
- All exhibitors and guests invited to participate
- Cut-off for substitutions and entry changes
- 6:30 pm Complimentary dinner in Expo Hall
- 7:30 pm Exhibitor's meeting

Thursday, October 19, 2023

- 8:00 am Complimentary breakfast in Expo Hall
- 10:00 am Heart of America sale begins in coliseum
- 11:00 am Heart of America sack lunch
- 2:00 pm PLEASE bring donated items for FUN auction
- 3:30 pm Showmanship begins
- 4:00 pm Cut off for adding SALE animals to show
- Junior's silent auction begins
- 7:00 pm Fun auction in Expo Hall
- Complimentary pizza in Expo Hall
- 8:00 pm Junior's silent auction ends

Friday, October 20, 2023

- 7:00 am Complimentary "Come & Go" breakfast in arena
- 10:00 am Southwestern National Brown Swiss Show
- Heifers, Junior Best Three, HOA Futurity
- 11:00 am Heart of America concession open
- 6:00 pm Banquet in Expo Hall
- 10:00 pm Feed store closes and all bills are to be settled

Saturday, October 21, 2023

- 7:00 am Complimentary "Come and Go" breakfast in arena
- 8:00 am Southwestern National Brown Swiss Show
- Fall Yearling in Milk Class begins
- 11:00 am Premier Breeder and Exhibitor will be announced
- approximately an hour after the show ends
- 5:00 pm Cattle released after they are shown and feed bill is paid

Sunday, October 22, 2023

- 12:00 noon All cattle must be out of the barns