

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
Complimentary breakfast in Expo Hall
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
5:00 pm Sale cattle review – wine and cheese party
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