

2024

Southwestern National Brown Swiss Show

19th Year!

Payne County Fairgrounds, Stillwater, OK



Main Events

- *Tuesday, Oct. 15, 2024*
All cattle in place by 4 pm
- *Thursday, October 17, 2024*
Heart of America Sale
- *Friday, October 18, 2024*
Southwestern National Heifer Show
Showmanship
- *Saturday, October 19, 2024*
Southwestern National Cow Show

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<u>Date/Time</u>	<u>Schedule of Events</u>
Monday	October 14 Sale cattle arrive Show animals over 900 miles away arrive
Tuesday 8:00am 4:00 pm 5:00 pm 7:30 pm	October 15 Arrival of Show Cattle Cut-off time for checking in all cattle Checking of Tattoos Complimentary dinner in Expo Hall
Wednesday 8:00 am 11:00 am 12:00 noon 12:00 noon 1:00 pm 6:00 pm 6:30 pm 7:30 pm	October 16 Complimentary Breakfast in Expo Hall Bring Chili entries to Expo Hall Cut off for substitutions and entry changes 14th Annual Chili Cook-off All exhibitors and guests invited to participate 1st Homemade Ice Cream Contest All exhibitors and guests invited to participate Sale Social–Recap of Sale Animals Complimentary Dinner in Expo Hall Exhibitors Meeting
Thursday 8:00 am 10:00 am 11:00 am 2:00 pm 4:00 pm 7:00 pm 8:00 pm	October 17 Complimentary Breakfast in Expo Hall Heart of America Sale begins in Coliseum Complimentary sack lunch in Sale Coliseum PLEASE bring donated items for FUN auction. Cut off for adding SALE animals to Show Junior's Silent Auction Begins Fun Auction in Expo Hall Complimentary Pizza in Expo Hall Junior's Silent Auction Ends
Friday 7:00 am 9:00 am 11:00 am 6:00 pm 10:00 pm	October 18 Complimentary "Come & Go" Breakfast in arena Southwestern National Brown Swiss Show Heifers, Junior Best Three, HOA Futurity Heart of America concession open Showmanship Begins shortly after the Heifer Show Banquet in Expo Hall Feed Store closes and all bills are to be settled
Saturday 7:00 am 8:00 am 11:00 am 5:00 pm	October 19 Complimentary "Come & Go" Breakfast in arena Southwestern National Brown Swiss Show Fall Yearling in Milk Class begins Premier Breeder and Exhibitor will be announced approximately an hour after the show ends. Cattle released after they are shown and feed bill is paid.
Sunday 12:00 noon	October 20 All cattle must be out of the barns



WELCOME

Welcome to the most unique national show you will attend anywhere! **It is the ONLY ALL BROWN SWISS SALE & SHOW in the nation!** The Oklahoma Brown Swiss Association is proud to host the Southwestern National Brown Swiss Show in conjunction with the Heart of America Expo and sale. This will be the nineteenth year to be held at the Payne County Expo Center in Stillwater, Oklahoma. **The competition and prizes keep growing, 129 head were exhibited in 2023!**

We ask for your cooperation as we strive to make this show the most enjoyable family function you can attend. All the meals are provided for the exhibitors, guests, sponsors, and crews. There are no passes to buy, no parking fees, and the first bedding for the cattle is provided free. This all happens only because of the generosity, hard work, commitment, time, effort, and money donated each year!

We want everyone to have fun and enjoy being here! We ask that you show respect for yourself and others. Refrain from any and all illegal actions, playing music extremely loud, profanity, fighting and drinking alcohol in excess. The Heart of America Expo and Southwestern National Brown Swiss Show Committee reserve the right to dismiss exhibitors, fitters and or any persons if these rules and or courtesies are not respected. Once anyone is dismissed, the committee will have to approve further attendance.

*The Heart of America Expo and Southwestern
National Brown Swiss Show Committee*

Heart of America Expo Association (HOAEA) Volunteer Executive Board and SWNBSS Committee Members

President: Heidi Roulet – Bartlesville, OK
email: heidi.roulet@gmail.com or 479-629-5126

Vice President and Sale Co-Manager:
Jones Smith - Collinsville, OK
email: raising5farm@gmail.com or 918- 520-1822

Secretary and Junior Coordinator:
Bridgette Smith - Collinsville, OK
email: raising5farm@gmail.com or 918- 520-2822

Treasurer: Trish Cobb - Perkins, OK
918-557-9916

Show Superintendent: Ann Bottoms - Delaware, OK
email: hoaexpo@yahoo.com or 918-331-7575

<p>Missy Husted–Head of Kitchen</p> <p>Regina Herrera- Assistant Head of Kitchen</p> <p>Andy Hamm-Sale Clerk</p> <p>Ashley Myers–Assistant Superintendent & Sale Clerk</p> <p>Annie Toews–Member</p> <p>Karla Grimm–Sale Clerk</p> <p>Nate Goldenberg–Member</p>	<p>Darlene Lair–Awards &</p> <p>Sandy Pope–Decorations</p> <p>Wes Hamm-Co-Sale Manager</p> <p>Carl Myers-Member</p> <p>Ben & Tena Cobb–Members</p> <p>Wilda Reedy–Donations</p> <p>Delaina Goforth– Website Coordinator</p>
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***ENTRIES MUST BE ENTERED
ONLINE IN THE SHOWMAN APP***

***Use your phone or computer to go to
Showman.app***

Look for the card below.



If you have not used Showman before, it will ask you to create an account before you can enter animals. If you already have an account, you may log in and start entering animals.

Payments can be rendered online too!

Short help videos are available.

For questions contact:

Ann Bottoms at 918.331.7575 or

Ashley Myers at 417.466.8090 or

email hoaexpo@yahoo.com

CHANGES IN 2024

- ♦ **NEW HOMEMADE ICE CREAM CONTEST**
- ♦ **See page 31 for Bred & Owned definition**

IMPORTANT REMINDERS

- **PARKING**—ALL TRUCKS AND STOCK TRAILERS, MUST BE PARKED SOUTH OF THE BLACK-TOP, SOUTH OF CAMPER SPOTS.
- **CHECKS**—CHECKS NOT CASHED (Premium & Sale checks) IN 90 DAYS WILL BE CONSIDERED A DONATION!
- **HOA FUTURITY CLASS**—JUNIORS ONLY FOR HEIFERS BOUGHT IN THE 2024 HOA SALE.
- **STALLING**—SPACE MAY BE LIMITED. STALLING WILL BE ASSIGNED BY NUMBER OF ANIMALS ARRIVING ON SITE. WE RESERVE THE RIGHT TO CHANGE STALLING AS NEEDED.
- **SALE ANIMALS TB TEST**—CHECK WITH YOUR LOCAL VETERINARIAN.
- **ULTRA-SOUND**—ALL 1st PLACE COWS MUST GO IMMEDIATELY TO THE ULTRA-SOUND BOOTH FOLLOWING THE CLASS!
- **FEED** DELIVERED TO END OF THE AISLE ONLY.
- **DISPLAY SPACE** MAY BE LIMITED.
- **ARENA**—NO PARKING OR CHUTES.
- **SERVICE DOGS**—ONLY DOGS ON LEASH ARE ALLOWED IN THE DINING AREA.

Wednesday, October 16, 2024
14th Annual

Heart of America
Chili Cook-off @ noon.



PRE-ENTER by 5:00 pm
Tuesday, Oct. 15

BRING ALL ENTRIES & DONATIONS TO EXPO
HALL BY 11:00 AM and check in office for an
entry number!

Chili will be judged by popular vote of all tasters
›Exhibitors & guests—this is lunch!... tasting
bowls, plastic ware, crackers and fixin's will be
furnished.

Competition is **OPEN** to all, even **Past winners**
ARE eligible for prizes!!

1st Heart of America
HOMEMADE ICE
CREAM CONTEST @
1pm!



Competition is **OPEN** to all.

BRING ALL ICE CREAM ENTRIES TO EXPO HALL BY
12:30 and check in the office for an entry number.

›Exhibitors & guests—this is dessert!... tasting
bowls, plastic ware, and fixin's will be furnished.

ENTRY FORMS AVAILABLE ON-SITE
Winner announced at banquet Friday night!

VOLUNTEERS

Who helped during the 2023
Southwestern National Brown Swiss Show!

We sincerely appreciate YOU and hope we have not
left anyone off the list. If we did, please let
Ann Bottoms or Trish Cobb know.
A HUGE SPECIAL THANKS TO ALL!

Abe & Katrina Cobb	Sherry Chapman
Ben Cobb	Galen Conner
Nate Goldenberg	Dakota Herrera
David Jones	Crystal Pritchett
Rolan Stewart	McKenzie Stanford
Annie Toews	Clay Toews

REMEMBER: We are an all volunteer committee and strive to
uphold the PDCA and Show Rules according to HOA standards.

All complaints and concerns are to be brought to the office
and discussed with or submitted in writing to the Show Su-
perintendent. The superintendent will evaluate and address
each concern.



**PLEASE send this information via email to:
hoaexpo@yahoo.com**

VOLUNTEERS NEEDED & APPRECIATED!

As you may know, we rely on several
WONDERFUL volunteers each year to produce such a
great show! And many of you have asked how you
can help. Below, are a few of the areas where we
could use your help this year.

- ◆ Dishwashers—Tues.-Fri. AM, Noon & PM, Sat. AM
- ◆ Keeping ice in tubs for bottles of milk Tues.—Sat.
- ◆ Decorating for the banquet Friday evening
- ◆ Banquet Servers Friday evening
- ◆ Setting up Awards Thursday evening after fun auction
- ◆ Setting up Awards Friday evening after banquet
- ◆ Show ring pooper scoopers
- ◆ Saturday afternoon KITCHEN clean up!
- ◆ Anything else you want to help with?
- ◆ Packing and loading up the kitchen on Saturday
- ◆ Make Chili for lunch on Wednesday
- ◆ Volunteer Coordinator!

Please, circle item and send with your cattle entries.

How would you like to help? _____

Volunteer's Name & Phone #: _____

WE APPRECIATE YOU!

Don't know yet when you can help—no problem.
A poster will be in Expo Hall where you can sign up when
you arrive.

Show Animal Health Regulations:

Rule 1 - Must be accompanied by an official CVI (health certificate) issued within 30 days of arrival that shows complete description of livestock as to age, sex, breed and individual identification such as tattoo or ear tag, also must show the animals are free of external parasites, ringworm, warts and any infectious, contagious, or communicable disease. Cattle from out of state are required to have an official USDA Identification device as required by the Federal Animal Disease Traceability rule.

Rule 2 - All out of state sexually intact cattle originating from states that are not Brucellosis class free states, and are 18 months of age and older must be tested negative for brucellosis within 30 days of arrival at the show. Cattle originating from Certified Brucellosis Free Herds are exempt from the brucellosis test, provided the certified herd number and last test date is indicated on the CVI.

Rule 3 - No tuberculosis test is required for beef or dairy cattle from Oklahoma.

Out of state dairy breeds 6 months of age and older must originate from a TB Accredited Free Herd or must be TB test negative within 60 days of arrival at the show. The TB Accredited herd number must be indicated on the health certificate. Any sexually intact dairy animal 6 months of age or older CHANGING OWNERSHIP within the state of Oklahoma is required to have a negative TB test within 60 days before change of ownership.

If you have any questions or concerns you may call the Oklahoma Department of Agriculture, Food, and Forestry Animal Industry Services at **405.522.6141** for definite regulations.

Junior owned animals Health Requirements are the same as the Open Show.

Substitutions

Substitutions are allowed within or without a class for the same exhibitor named at no charge until entries close.

**The 2024 Heart of America Sale will be managed by the
Heart of America Association**

Contacts:

Jones Smith -Sale Co Mgr. 918.520.1822
Wes Hamm—Sale Co Mgr. 316.772.6557
Austin Knapp - 563.590.5754
Ed Wittorff – 417.543.1485
Galen Conner – 918.805.2110
Jim Hammerand – 563.451.2400
Trisha Cobb – 918.557.9916

HOA Sale commission will be as follows:

- ◆ 15% all sale animals will be stalled together.
- ◆ See Consignor letter for details.
- ◆ All sale animals will be pre-entered in the show.
A **New Owner Form** must be recorded by 4pm after sale.

Additional notes:

- ◆ All Sale animals must be **halter broke!** There will be an additional \$50 if animals are not broke to lead.
- ◆ Each sale animal must be accompanied with an individual health certificate within 30 days of the sale date (test details will be sent to consignees).
- ◆ Each sale animal must be accompanied with a signed registration transfer paper.
- ◆ Make checks, cashier's check or money orders payable to:
Heart of America Expo Association (HOAEA)
- ◆ Buyers are invited to attend the Pizza party and Fun Auction.
- ◆ Cow Buyer will assist with the sale!



Heart of America Expo Show Ring Policy and Code of Ethics

Heart of America Expo endorses the PDCA Code of Ethics and will give full cooperative support to the judges and the respective National Breed Associations to keep the show procedures within these guidelines. It is recognized there are certain practices in the proper care and management of dairy cattle that are necessary in the course of moving dairy cattle to and between shows that are advisable to keep them in a sound, healthy condition so they might be presented in the show ring in a natural, normal condition.

To detect any unethical procedures, show management will use technologies for testing animal body fluids or tissues and examination techniques, such as ultrasound. An exhibitor, by making an entry, is consenting to the collection of materials, e.g. milk, blood, hair etc., photographic or direct examination, at any time the animal is on the grounds. Furthermore, by making an entry, the owner and/or exhibitor, as well as any individual handling or fitting their animal, is agreeing to supply proper animal and personal identification when asked by ethics personnel or show management.

Extra label use of all drugs must be used under the direction of a licensed veterinarian. Evidence of the same shall be provided in writing if requested.

The following are examples of practices or procedures that are considered violations of the Policy and Code of Ethics, these include but are not limited to:

1. Misrepresenting the age, lineage/breed and/or milking status of the animal for the class in which it is entered.
2. Treating an animal, particularly the udder, without a verifiable veterinary need for that treatment, internally or externally, for the purpose of improving the appearance.
3. Using a device to artificially create or enhance the udder crease.
Note: Ice may be used on an animal if it is contained in a plastic bag.
4. Administering an injected or applied anesthetic to alter the carriage of the tail or other body parts.
5. Surgically or unethically inserting of any matter under the skin or into any body cavity to change the natural contour or appearance of the animal's body is prohibited and is a violation of the HOA Code of Ethics. Except that after 12 a.m. on show day, no administration of fluids by stomach tube or other device unless performed under the supervision of the Veterinarian on call for medical treatment.
6. Criticizing or interfering with the judge, show management or other exhibitors while in the show ring or other conduct detrimental to the breed or the show.
7. Challenging, threatening, criticizing or interfering with an ethics committee member or volunteer appointed by show management to monitor the animals on exhibit on the show grounds.
8. Failing to provide proper/accurate animal and/or personal identification when asked by ethics personnel or Show Management.

9. Adding real or artificial hair or hair like substances to any part of the animal, except for false switches.
10. Excessive manipulation of topline and/or tail head hair beyond 1 1/2 inches from the skin. Exhibitors have only one opportunity per show to check-in ringside.
11. Changing the natural color of the animal is prohibited. However, external applications of cosmetics that affect only appearance may be used, including by way of example color touch up of a maximum of 4" on either side of the topline, hoof polishes and false switches.
12. Mistreatment of an animal
13. Unsportsmanlike conduct on the part of showmen.
14. Improper filling practices, such as over filling and over bagging.

Unethical practices or procedures not listed above are subject to review by the Ethics Committee, Show Superintendent and Heart of America Show Management to determine whether any disciplinary action is necessary.

Other Brown Swiss Definitions and Special Rules

- A. As outlined in the PDCA Show Ring Code of Ethics, if a National Show judge should bring to the attention of Brown Swiss Association staff possible unethical practices related to Brown Swiss cattle exhibited at a National Show, Brown Swiss Association staff will consult with Show Management as to the proper steps to be taken.
- B. Any animal sold or exhibited as registered by the Brown Swiss Cattle Breeders Association can be blood/DNA typed at the discretion of the Executive Secretary. All expenses to be paid by Brown Swiss Cattle Breeders Association.
- C. Animals eligible to be shown at the National Brown Swiss show will have the following registration certificates. Standard Registration Certificate which is white with a green border is issued for Registered Brown Swiss Females and Certified Identity Enrolled Females (CIE). Brown Swiss Step II Identity Enrollment (IE) animals have a green registration paper with black border may also be shown. Animals with other colored papers cannot be shown.

Enforcement Procedures

1. An Ethics Committee which will include an Ethics Coordinator, an Ethics Veterinarian and assistants, appointed by Heart of America Expo management, will be on duty at Heart of America Expo.
2. The Ethics Committee will be responsible for monitoring violations of the Show Ring Code of Ethics by exhibitors and their representatives.
3. To the extent reasonably possible, the identity of the animal, the owner and/or other involved parties will be kept confidential.
4. Complaints of alleged violations may be presented to the Show Superintendent, Heart of America members and/or the ethics committee.
5. All complaints of alleged violations received by the above individuals will be presented to the Ethics Coordinator to determine investigative requirements.
6. All findings found by the Ethics Committee will be presented to the Ethics Coordinator.
7. The Ethics Committee will have the authority to inspect all animals to determine if violations of the Show Ring Code of Ethics have occurred. To help in this regard the Ethics Committee does have the authority to perform the following:
 - a. pull hair samples;
 - b. draw blood samples;
 - c. an ultrasound examination of the udder, prior to milkout;
 - d. a milkout of any individual cow or cows and/or
 - e. collect and test any of the animal's body fluids;
 - f. use any technology that may be useful in determining if a violation has occurred in any animal based on placement, random selection or suspect characteristics;
 - g. the ethics committee may, at any time, require the delivery to them of hypodermic syringe, needle, or other device, swabs, cloths, or other material, or sample or any medicine, preparation, or substance, whether in liquid or other form, in the possession or control of the exhibitor, fitter, agents or persons acting on behalf of the exhibitor for the purpose of laboratory analysis.
8. An individual who is not necessarily an owner or exhibitor but who commits a violation of the Code of Ethics, will be subject to the same ethics enforcement procedures and possible sanctions as the owner or exhibitors.
9. If a violation has occurred, the exhibitor will be notified and asked to refrain from such behavior. The Ethics Coordinator will inform the Show Superintendent, who can inform the judge of the violation. The judge can also determine if a violation has occurred in the show ring. The judge may consider the violation in the placing of the class. The violation will be reported to the Heart of America Show Management and a letter of reprimand will be issued to the exhibitor.

10. If a serious violation occurs, if an animal is shown and that violation is determined before the animal is shown, the Ethics Committee along with the Show Superintendent will determine if a violation would occur if the animal was shown. The exhibitor will then be informed that the showing of that animal will result in a violation of the Show Ring Code of Ethics. If the exhibitor decides to not show that animal, no violation will have occurred.
11. Following the judging of the milking cow classes, the Ethics Committee will ultrasound the udders, prior to milkout, of the first place animals and random others with a maximum of ten head per class.
12. Following the judging of the milking cow classes, milk samples will be taken from a minimum of three cows in the open show - the Grand Champion, the Reserve Grand Champion and Honorable Mention - and one cow in the junior show - the Grand Champion - with the option of randomly testing more at the Ethics Committees' request.
13. Following the judging of the classes and the evaluation of the hair samples/measurements, ultrasound readings and upon the receipt of the milk sample analysis or other lab reports, and report of eye witnesses or Ethics Committee will submit a report to the Show Superintendent of any violations have occurred. This reporting will happen approximately two weeks after the end of the show.
14. The Show Superintendent will then immediately notify the accused individuals that a violation of the Show Ring Code of Ethics has occurred and all of the supporting evidence will be shared confidentially with the exhibitor. Approximately two weeks later, an ethics hearing will be scheduled.
15. The Ethics Committee will then present the evidence while maintaining individual confidentiality at a hearing of the Executive Board. The individual and fitter/s will be invited to defend or explain the allegations and/or have representation at the meeting. The Ethics committee consists of five people, they will serve as the jury to determine if violations have occurred and suggest what punishments are appropriate for this offense. The guilty verdict must be by a 2/3 majority of the committee.
16. The Show Superintendent will then immediately inform guilty individual/s of the actions of the Ethics hearing. The guilty individual will then have ten days to appeal the verdict allowing for error correcting only and not a re-hearing to the Executive Board. After ten days the Executive Board and Ethics Committee will determine the final verdict. The final verdict will be reported to the individual.
17. If found guilty of a violation of the Show Ring Code of Ethics, the individual, the exhibitor, the representative and/or the animal will be barred from participating in Heart of America Expo for a minimum of one year and up to three years. The identity of the animal (s), exhibitors and/or representatives that are barred will be kept confidential.

18. An animal found in violation of the Show Ring Code of Ethics will not receive any premiums from Heart of America Expo.
19. If the individual, the exhibitor, their representatives including fitter/s and/or the animal is guilty of repeating a violation, they could be barred from participating at Heart of America Expo for life.
20. Barring an individual, an exhibitor, their representatives including but not limited to fitter/s will result in animals owned fully or in partnership by that individual, farm and/or affiliated entity not being allowed to enter or exhibit. That individual, the exhibitor, their representatives including but not limited to fitter/s will also be ineligible to be present in the show ring, and/or serve any other official capacity for the length of the sentenced term.
 - a. Any individual barred for an ethics violation at any point of time regardless of sentence must be approved by Heart of America Expo Executive Board to be nominated to represent Heart of America Expo on the Board or Committee or as an official judge.
21. If a serious violation has occurred, the Ethics Committee will report this to the Dairy Show Superintendent who will report the violation to the judge for their action in the placing of the class. In addition, if the judge finds a serious violation, they should also utilize this in their placing of the class.
22. In addition, the Ethics Committee will report the serious violation to the Show Superintendent, who, will determine if a violation has occurred. Violations deemed serious will be issued a letter of severe reprimand, while those deemed are subject to jury enforcement procedures.
23. If a violation has occurred, the exhibitor will be notified and asked to refrain from such behavior. The Ethics Committee will inform the Show Superintendent, who can inform the judge of the violation or the judge can also determine if a violation has occurred in the show ring and use these findings in their placing of the class. The violation will be reported to the Show Superintendent and a letter of reprimand will be issued to the exhibitor.
24. The Official Judge or Ethics Committee can also order a milkout for the entire show or for individual classes or animals. When a milkout is ordered for the entire show all group classes must be milked out. After the animals have been milked out, they will be shown again and the judge may alter the placing accordingly.
25. Any serious violations uncovered during or after the milkout will follow the same procedure as described above.
26. Show management reserves the right to dismiss an individual, an exhibitor, their representatives including but not limited to fitter/s for just cause.
27. **Exhibitors MUST show in white pants or they will not be allowed in the Show Ring. Exhibitors must also wear show harnesses., exhibitors numbers will be provided. No caps or hats allowed in the arena.**

Photographers



Caitlin Moyer will take pictures throughout the show and post them on her website and Facebook for purchase.

cmoyerphotography.com

CHAMPIONS



2023 JUNIOR DIVISION CHAMPIONS



JUNIORS SERVE



SHOWMANSHIP



2023 Southwestern National Brown Swiss Show Grand and Reserve Grand Champions



2023 Southwestern National Brown Swiss Open Show Champions

Natalie Roe, National Youth Ambassador. **Honorable Mention:** Chapmans Dynamite Dakota, Owner/Leader: Brett Chapman. **Reserve Champion:** RDT Daredevil Lola, Owners: Red Dirt Genetics and Katy Boehm, Leaders Abe & Katrina Cobb. **Grand Champion:** SS Debs 929, Leader: Allyn Paulson, Owner: Austin Knapp, **Judge:** Gerrit DeBruin

Dear Brown Swiss Friends,

We depend on the generosity of many each year. We would greatly appreciate your donation in any amount. As a sponsor, you will receive recognition in the Cattle Log (ringside program) and Banquet Program. A representative from your group is encouraged to present the award. Please have the person presenting the award notify the awards coordinator and be present in the ring immediately following the class for the presentation and the pictures.

We would also encourage you to print "Heart of America Expo, Southwestern National Brown Swiss Sponsor" on your ads in the Bulletin, at the show and elsewhere.

Please know that your support of the Southwestern National Brown Swiss Show and the dairy industry is very much appreciated. We look forward to seeing you at the Show!

The Heart of America Expo Association

DONATIONS APPRECIATED!

1. ADD SPONSOR INFORMATION on the
SHOWMAN app at
[Heart Of America Expo Southwestern
National Brown Swiss Show | Showman](#) ,

Or

2. SEND the information below to:
TRISHA COBB, HOAEA Treasurer
340487 E 750 Rd
Perkins, OK 74059

For Questions, Call Trisha at 918.557.9916

SWNBSS—2024 DONATION INFORMATION

Donation amount: \$ _____

If you want to sponsor a specific class, please list below

Donor name: _____

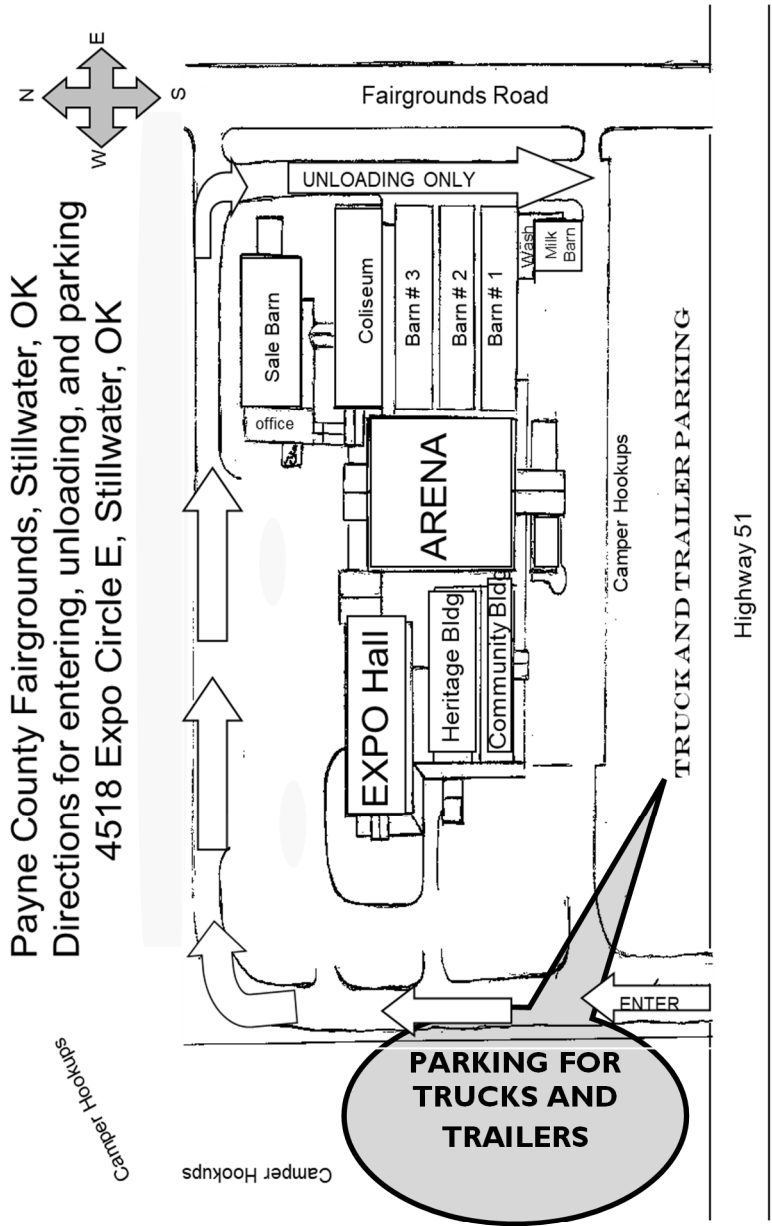
Donor address:

Donor phone: _____

Email: _____

PARKING—FOR 2024!!

***ALL TRUCKS AND STOCK TRAILERS, MUST BE
PARKED SOUTH OF THE BLACKTOP,***



ACCOMMODATIONS

Fairfield Inn and Suites* 405-372-6300
418 E Hall of Fame Ave, Stillwater (\$125 + tax /night)

Wyndham Garden Inn* 405-377-7010
600 E McElroy Rd, Stillwater (\$139 + tax/night)

- ♦ ask for rooms blocked for **Heart of America Expo**,
reserve by **October 1st.**

A "SLEEP ROOM" will be available on the fairgrounds starting
Monday, Oct. 14th, tents are allowed.

Limited shower facilities are available on the fairgrounds

CAMPER HOOK-UPS Fairgrounds \$20.00/day.

No reservations accepted, first come first served.

405-377-1275



VISIT **STILLWATER.ORG**

STILLWATER CONVENTION AND VISITORS BUREAU

405-743-3697 TEL * 800-991-6717 * 405-372-0765 FAX

409 S. MAIN * STILLWATER, OK 74074 *

Heart of America Expo

Southwestern National Brown Swiss Junior Division Rules

1. **Eligibility:** Junior must be 8-21 years of age by January 1 of the current year.
2. **Membership:** A Junior must be a National Brown Swiss Junior member by August 1 of current show season.
3. **Ownership:** For an animal to be exhibited as Junior owned, in all classes, the recorded ownership must show in the sole ownership of the exhibitor or partnership comprised of Brown Swiss Association Junior Members. (Adult-Junior partnerships and family farm partnerships are not acceptable). All transfers and recorded ownerships must be dated by August 1st of the current show year for all classes. If joint ownership, one of the owners must be declared the exhibitor during check-in. Awards will be presented as one unit, to all owners equally. Animals that are leased through the National Brown Swiss Association Lease Program by June 1 of the current year are also eligible to be shown as juniors. The leased animal's recorded owner will receive open show awards.
4. The junior who owns or leases the animal is to show her. If the owner cannot attend the show, another National Brown Swiss Association Junior Member may show the animal. Also, in a class where a junior member owns more than one animal, the owner must show one animal, another National Brown Swiss Association Junior Member may show the second animal.
5. If for some reason the junior is having trouble showing the animal, another junior may assist but the junior owner must continue to accompany the animal.
6. Junior and open owned animals will be shown together, after the class is lined up, the juniors will be asked to take a step forward to be recognized.
7. **Entry:** All entries must be made online. A National Brown Swiss representative will check junior eligibility.

Awards:

1. First place junior in each class will receive a special award. First, second, and third place ribbons will be given in each of the classes.
2. A special rosette will be given to Junior Champion & Reserve, Senior Champion and Reserve, Grand Champion and Reserve.
3. Juniors also receive production awards based on the highest 305d, ECM record. Production records must be sent to and received by the National Brown Swiss office two weeks prior to show day. These awards are provided for a junior - owned animal in each of the following classes. Senior Two Year Old, Junior & Senior Three Year Old, Four Year Old, Five-Year Old, Aged and Component Merit Cows.
4. Shirts will be provided to each junior before the show and must be worn by the junior during the show

JUNIOR EXHIBITOR'S SHOWMANSHIP

Entries Close at 12:00 noon Thursday, October 17, 2024

Showmanship will be **Friday, October 18** following the heifer show in the order below.

Judge: Abbi Goldenberg

- **Pee Wee** - under 8 years old as of January 1, 2024
- **Jr Div.** - 8, 9, 10 , 11 and 12 years old as of January 1, 2024
- **Intermediate Div.** - 13, 14 and 15 years old as of January 1, 2024
- **Sr Div.** - 16 years old and not yet 22 years old as of January 1, 2024

**General Contest Rules:**

1. Participants must meet the age requirements listed above and have verification of age available.
2. Contestants must provide their own animals. Contestants need not own the animal they show. Animals shown must already be on the grounds and entered in the show or sale.
3. Milking females do not need to be 'bagged' for competition.
4. The judge may ask questions about the breed, showing, fitting and the general dairy industry.
5. Decisions of the judge and contest chairperson are final.
6. Parents are to adhere to the Show Ring Code of Ethics and to practice good sportsmanship at all times.

**SHOW ATTIRE: ALL EXHIBITORS WILL BE
REQUIRED TO WEAR
WHITE PANTS AND SHOW HARNESES**

Southwestern National Brown Swiss Show**Stillwater, Oklahoma****October 15-19, 2024****Entries must be entered online on or before:** September 20, 2024**Cattle Arrive:** Tuesday, October 15, 8:00am to 4:00pm
(cattle from 900 miles plus may arrive Monday, October 14)**Entry Fee:** \$35.00 per head by Sept. 20,
Late fee of \$50.00 Sept. 21-Oct. 11
and extra late fee of \$75 Oct. 12 thru Oct. 15, 2024.
NO additions or substitutions after Oct. 17th.**Note: The ENTRY FEE** is per animal, there is no fee for group classes.**Judging Friday, October 18** Heifers start at 9:00 am.**Judging Saturday, October 19:** Yearlings in Milk start at 8:00 am**Judge:** Darin HillClass Number and Description:

1. **Summer Heifer Calf** - Born June 1, 2024 and over 4 months of age
2. **Spring Heifer Calf** - Born March 1, 2024–May 31, 2024
3. **Winter Heifer Calf** - Born December 1, 2023 – February 28, 2024
4. **Fall Heifer Calf** - Born September 1 – November 30, 2023
5. **Summer Yearling Heifer** - Born June 1 – August 31, 2023
6. **Spring Yearling Heifer** - Born March 1 – May 31, 2023
7. **Winter Yearling Heifer** (not in milk) - Born Dec. 1, 2022 – February 28, 2023
8. **Fall Yearling Heifer** (not in milk) - Born September 1 – November 30, 2022
9. **Junior Champion Female of the Junior Show** \$100
10. **Reserve Junior Champion Female of the Junior Show** \$50
11. **Junior Champion Female** \$200
12. **Reserve Junior Champion Female** \$100
13. **Junior Best Three Females** - Group to consist of three animals under two years of age, none of which have freshened. Each exhibitor is limited to one entry. All three animals must have been bred by exhibitor and at least one owned by exhibitor.
14. **HOA FUTURITY Heifer** - \$250 See page 31 for description.
15. **Premier Breeder** of the Heifer Show
16. **Premier Exhibitor** of the Heifer Show

Best Udder Awards: Ribbons will be awarded to the designated first and second place best uddered cows in each milking class.

17. **Yearling in Milk**—(Must have freshened) Born September 1, 2022 or later
18. **Summer Junior Two-Year-Old Cow**—Born June 1 – August 31, 2022
19. **Junior Two-Year-Old Cow** - Born March 1 – May 31, 2022
20. **Senior Two-Year-Old Cow** - Born September 1, 2021 – February 28, 2022
21. **Junior Three-Year-Old Cow** - Born March 1 – August 31, 2021
22. **Senior Three-Year-Old Cow** - Born September 1, 2019–February 28, 2021
23. **Intermediate Champion Female of the Junior Show** \$150
24. **Reserve Intermediate Champion Female of the Junior Show** \$75
25. **Intermediate Champion Female** \$250
26. **Reserve Intermediate Champion Female** \$125
27. **Four-Year-Old Cow** - Born September 1, 2019 – August 31, 2020
28. **Five-Year-Old Cow** - Born September 1, 2018 – August 31, 2019
29. **Aged Cow, Six-Years Old and Over** - Born before September 1, 2018
30. **Component Merit Cow** - Lifetime production of at least 8500 pounds of combined fat and protein, be shown in milking form and be in her third or higher lactation. Record must be met by July 1 of current show year. No more than two entries in this class can be used for Premier Breeder or Premier Exhibitor points.

Bring registration papers to the arena of animals in group classes.

31. **Best Three Females** - Group to consist of any three females, at least one must have freshened, the other two any age, all bred by exhibitor and at least one owned by exhibitor. Each exhibitor is limited to one entry.
32. **Produce of Dam** - Group to consist of two animals of any age and the produce of one cow which must be named. Animals need not both be owned by one exhibitor.
33. **Daughter-Dam** - Group to consist of two animals of any age and the Dam and Daughter must be named. Animals need not both be owned by one exhibitor.

The following classes are NOT entry classes

34. **Total Performance Winner** (Entry Not Required—see Special Awards)
 35. **International Type and Production Award** (see Special Awards)
- JUNIOR DIVISION GRAND PARADE**
36. **Senior Champion Female of the Junior Show** \$200
 37. **Reserve Senior Champion Female of the Junior Show** \$100
 38. **Grand Champion Female of the Junior Show** \$250
 39. **Reserve Grand Champion Female of the Junior Show** \$125
 40. **Best Bred & Owned Female of the Junior Show**—\$50 Winner will be determined by overall placing.

OPEN DIVISION GRAND PARADE

41. **Senior Champion Female** \$300
42. **Reserve Senior Champion Female** \$150
43. **Grand Champion Female** \$500
44. **Reserve Grand Champion Female** \$250
45. **Best Bred & Owned Female - Marvin L. Kruse Award** - \$100 Winner will be determined by overall placing.
46. **Premier Breeder** - An award to be made to the breeder of not more than six animals accumulating the most points in the open individual classes including animals bred by one exhibitor but exhibited by others. In classes with ten or fewer animals, no more than two head per breeder will be counted toward premier points. See definition on page 25.
47. **Premier Exhibitor** - An award to the exhibitor accumulating the most points on not more than six animals owned and exhibited by an exhibitor in the open individual classes. In classes with ten or fewer animals, no more than two head per exhibitor will be counted toward premier points. See definition on page 25.
48. **State Herd of the Junior Show Requirements:** The State Junior Herd shall consist of five females, two (2) of which must be under two years of age and never freshened, with four (4) different owners. No herd to include more than three (3) animals owned by members of the same family. The State Herd is not a lead-out class and will be judged on a point system.

Zone 1 - \$50 Oklahoma Only

Zone 2 - \$100 Border States - Arkansas, Colorado, Kansas, Missouri, New Mexico and Texas

Zone 3 - \$150 Arizona, Alabama, Florida, Georgia, Illinois, Indiana, Iowa, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Nebraska, North Dakota, Ohio, South Dakota, Tennessee, Utah, Wisconsin, and Wyoming.

Zone 4 - \$200 All other states and countries. If all of this appropriation for participating state herds on a zone basis as shown above is not used, the amount will be proportionately increased as much as 100% of the stated amount, and like-wise, if more than the total money provided for this class is required to pay the amount shown in each zone, the amount will be decreased on an overall percentage basis.
49. **State Herd Requirements:** The State Herd shall consist of six animals from one state as follows: two females, two years old or over; two females, under two years of age (not in milk); two other animals, any age. The six animals in the State Herd must be owned by at least three exhibitors from one state with no exhibitor furnishing more than three animals. All animals in which a breeder owns a partnership interest will be counted in the three animals allowed by one exhibitor. All animals from a herd or farm, regardless of ownership, shall be counted in the three head allowed by one exhibitor. Any partnership or syndicate animals must be shown in the herd of the state in which they are usually housed. This is not a lead out class.

**Zone 1** - \$100 Oklahoma Only

Zone 2 - \$200 Border States - Arkansas, Colorado, Kansas, Missouri, New Mexico and Texas

Zone 3 - \$300 Arizona, Alabama, Florida, Georgia, Illinois, Indiana, Iowa, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Nebraska, North Dakota, Ohio, South Dakota, Tennessee, Utah, Wisconsin, and Wyoming.

Zone 4 - \$400 All other states and countries. If all of this appropriation for participating state herds on a zone basis as shown above is not used, the amount will be proportionately increased as much as 100% of the stated amount, and like-wise, if more than the total money provided for this class is required to pay the amount shown in each zone, the amount will be decreased on an overall percentage basis.

Total Performance Winner (Entry not required)

This class will recognize a cow on her Total Performance - milk production and show ring placing. Her score will be determined by:

- 1) Placing in her respective class;
- 2) Her highest 305-day, 2x Energy Corrected Milk (ECM) record and;
- 3) The total pounds of ECM produced per day over 24 months of age up through July 1, 2023 (Up-to-date production through July 1, as reported on the monthly DHI report, should be supplied to the exhibitor two weeks prior to show day.)

The requirements a cow must meet to qualify for the Total Performance class are as follows:

- 1) Born before September 1, 2018;
- 2) Completed three lactations by July 1, 2024;
- 3) Possess at least one official DHI record in 305 days, 2x of at least 20,000 pounds of milk or 800 pounds of butterfat or 700 pounds of protein;
- 4) Place in the top 50% of her respective class (top five if less than 10 in class) and;
- 5) Diagnosed pregnant if last calving or embryo collection is more than 12 months prior to the show date.

Official lifetime production records on all qualifying cows must be sent to and received by the National Brown Swiss office at least two weeks prior to show day so that records can be verified and productions scores calculated. Records received after that will be accepted only with \$50.00 late fee. The DHI sheet showing credits up through July 1 will be accepted to update lifetime records. It is the owner's responsibility to supply these records, including the July test sheet.

The Total Performance Award is presented at each National Show to the exhibitor whose cow has the highest score based on the above criteria. The winner at each show receives a shawl. The overall winner is named the National Total Performance Winner and receives a trophy at the following Brown Swiss Annual Meeting.

ALL EXHIBITORS WILL BE REQUIRED TO WEAR WHITE PANTS AND SHOW HARNESES WHILE EXHIBITING ANIMALS.

OPEN DIVISION AWARDS

1st place animals will receive a hand crafted award and an embroidered blanket.

Daily Herdsman Award - Will be judged by an anonymous committee.

Travel money will be awarded, however the amount depends on additional donations received between now and show time.

Waldo Enns Memorial Trophy - This award is presented annually at the Heart of America Expo to the showman who most nearly exemplifies the ability, character, friendliness, stewardship and sportsmanship practiced by Waldo Enns.

International Type and Production Award

International Type and Production Award will be awarded to the cow with the greatest ECM in the milking classes, not to include dry cow classes, and the winning cow must place fifth or above if 20 cows or fewer are shown, or in the top 20% of the class if more than 20 cows are shown. Exhibitors are responsible for furnishing verification of record at time entry is checked in by the Cattle Superintendent. This award will be presented in designated National Shows and is sponsored by Nasco, Fort Atkinson, WI.

Vid Vye Memorial Trophy - A serving tray (replica of the one kept in the National Office) presented to the owner of the Grand Champion Female at each National Brown Swiss Show.

Fred S. Idtse Recognition Trophy - The State Herd winner at each National Show will be recognized by having its name placed on a plaque located at the National Office.

Ira Inman Trophy - Awarded annually to the Premier Breeder at each National Brown Swiss Show. A replica of the original trophy, which is kept at the National Office, is given to each winner.

Southwestern Breeder's Cup - This award is presented annually at the Heart of America Expo to the Grand Champion Female in honor of the Southwestern Foundation Breeders and sponsored by Sandy Creek Farm.

OPEN DIVISION AWARDS

There is no limit on the number exhibited, but the Premier Breeder and Premier Exhibitor awards will be figured on the top six animals accumulating the most points as outlined below:

<u>Placing</u>	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	8 th	9 th	10 th	-> 20th
<u>Senior Females,</u>											
<u>Except Dry Cows</u>	40	38	36	34	32	30	28	26	24	22	-> 2
<u>Junior Females</u>	20	19	18	17	16	15	14	13	12	11	-> 1

**2024 HOA Futurity Heifer Class for NATIONAL JUNIOR BROWN SWISS MEMBERS ONLY**

A heifer must be born before June 1, 2024 and purchased at the 2024 HOA Sale by a NATIONAL JUNIOR BROWN SWISS MEMBER. The heifer must also be shown in the appropriate age class to be eligible to participate in this class.

OWNERSHIP: To be eligible for competition, whether single or in groups, animals must be entered exactly as ownership appears on the registration certificate. The registration certificate showing the most recent date of activity will be considered official. Sale animal ownership will be that of the consignor. Registration certificates showing ownership must be available. Animals owned in partnership may be shown in the name of the partnership only, except for "Family Unit" as defined above, under EXHIBITOR DEFINED. For example, if Exhibitor A and Exhibitor B own an animal in partnership and each owns animals individually, three (3) separate exhibitors exist.

EXHIBITOR & FAMILY DEFINED: The exhibitor must be the owner. In case a herd is registered or bred in the names of different members of a family, residing on one farm or breeding establishment, and where the herd is one unit, all entries may be considered as a single exhibitor for all group classes. However, members of one family, where cattle are not housed as one unit, will not be considered as a single exhibitor.

BREEDER AND OWNER DEFINED: To qualify for Bred & Owned Awards, all the original owners must be listed as the current owners.

How to Properly Tattoo show cattle

Tattoos are the most permanent form of identification if done properly. Please follow the following guidelines.

1. **Clean** the inside of the animals ear with rubbing alcohol.
2. Prepare the tattoo pliers and **test** on a sheet of paper to ensure the needles are in correctly.
3. **Generously rub tattoo ink in the middle section of the ear between the two middle ribs.** Roll-on is easier, however paste ink seems to make a more legible tattoo and doesn't fade as quickly.
4. Secure the animals head, position the tattoo pliers in the center of the ear, avoiding the ribs. Squeeze the pliers down **very firmly** on the ear, then lift straight out.
5. **Rub in more tattoo ink** a couple more times, some use a toothbrush to add ink. Do not clean the ear for a few weeks.

All information printed in this catalog is subject to correction or change. Heart of America Expo reserves the right to amend any errors found that may not conform to the PDCA or the American Brown Swiss Cattle Breeders rules and guidelines.

2023 DONORS—WE APPRECIATE YOU!

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(\$1000-\$4999)

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2023 DONORS—WE APPRECIATE YOU!**Silver Donors (\$100-\$749)**

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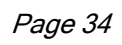
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A huge THANK
 YOU to thank all
 those who donated
 items and
 those who bought
 items at the FUN
 AUCTION!

We apologize if
 we have omitted
 anyone,
 if so PLEASE let us
 know!



Visit us at www.hoaexpo.org

Notes:

[illegible]



Notes:

[illegible]

Heart of America Expo Board & Committee



(L-R) Darlene Lair, Jones Smith, Karla Grimm, Sandy Pope, Tena Cobb, Bridgette Smith, Heidi Roulet, Ann Bottoms, Trisha Cobb, Wes Hamm, Andy Hamm and Ashley Myers

Payne County Fairgrounds

4518 Expo Cr E Stillwater, OK 74075

HOA FEED STORE on the fairgrounds

OPEN HOURS: 6am-12 noon and 2pm—6pm

**Alfalfa Hay, Prairie Hay, Straw, Shavings,
Dairy Feed, Beet Pulp (\$tbd).**

local feed stores:

Stillwater Milling 405-372-2766 or

Ahrberg Milling 918-225-0267

Heart of America Expo

SW Nat'l Brown Swiss Show

Ann Bottoms

13350 NS 411 RD

Delaware, OK 74027

To:

ENTRIES due on Showman by SEPTEMBER 20, 2024