

2025 Schedule of Events

Monday October 20
Sale and Show animals may arrive

All exhibitors and guests invited to participate in all meals and events!

Tuesday October 21
12:00 noon Arrival of Sale Cattle
7:30 pm Complimentary dinner in Expo Hall

Wednesday October 22
8:00 am Complimentary Breakfast in Expo Hall
11:00 am Bring Chili entries to Expo Hall
12:00 noon 15th Annual Chili Cook-off
1:00 pm 2nd Homemade Ice Cream Contest
1:00 pm All Show Cattle must be in place and checked in, then begin reading tattoos
6:00 pm Sale Social
6:30 pm Complimentary Dinner in Expo Hall
7:30 pm Exhibitors Meeting

Thursday October 23
8:00 am Complimentary Breakfast in Expo Hall
10:00 am Heart of America Sale begins in Coliseum
11:00 am Complimentary sack lunch in Sale Coliseum
2:00 pm PLEASE bring donated items for FUN auction
4:00 pm Cut off for substitutions and entry changes
 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 24
7:00 am Complimentary "Come & Go" Breakfast in arena
9:00 am Southwestern National Brown Swiss Show
 Heifers, Junior Best Three, HOA Futurity
11:00 am Complimentary sandwiches
 Showmanship Begins shortly after the Heifer Show
6:00 pm Banquet in Expo Hall
10:00 pm Feed Store **closes** and all bills are to be settled

Saturday October 25
7:00 am Complimentary "Come & 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
 Cattle released after they are shown and feed bill is paid
5:00 pm MILK BARN WILL BE LOCKED!! If you stay passed 5pm, bring your own milking
 equipment