2026

Southwestern National Brown Swiss Show

21st Year!

Payne County Fairgrounds, Stillwater, OK

Main Events

* *Tuesday, October 13, 2026*
  Sale cattle arrive
* *Wednesday, October 14, 2026*
  Chili & Soup cook-off & Homemade Ice Cream Contest
  Show cattle checked in by 1 pm
* *Thursday, October 15, 2026*
  Heart of America Sale
  Judging Contest
* *Friday, October 16, 2026*
  Southwestern National Heifer Show
  Showmanship
* *Saturday, October 17, 2026*
  Southwestern National Cow Show

2026 Southwestern National Brown Swiss Show

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2026 Southwestern National Brown Swiss Show

Date/Time	Schedule of Events
Monday	**October 12**
	Sale & Show animals may arrive
Tuesday	**October 13**
Noon	Arrival of Sale Cattle
Wednesday	**October 14**
8:00 am	Complimentary Breakfast in Community Building
11:00 am	Bring Chili & Soup entries to Community Building
12:00 noon	16th Annual Chili and Soup Cook-off
1:00 pm	3rd Annual 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 Community Building
7:30 pm	Exhibitors Meeting
Thursday	**October 15**
8:00 am	Complimentary Breakfast in Community Building
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.
3:00 pm	Dairy Cattle Judging Contest. **Registration begins at 2:30pm**
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 Community Building
	Complimentary Pizza in Community Building
8:00 pm	Junior's Silent Auction Ends
Friday	**October 16**
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 Community Building
10:00 pm	Feed Store **closes** and all bills are to be settled
Saturday	**October 17**
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 are released after they are shown and **feed bill is paid.**
5:00 pm	**MILK BARN WILL BE LOCKED!! If you stay past 5pm, bring your own milking equipment.**
Sunday	**October 18**
12:00 noon	All cattle must be out of the barns

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

2026 Southwestern National Brown Swiss Show

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 twenty first year of being held at the Payne County Expo Center in Stillwater, Oklahoma. **The competition and prizes keep growing; in 2025 154 head (115 heifers & 39 cows) shown by exhibitors from 8 states and Canada (77 animals were exhibited by Juniors)!**

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 all meals are complimentary for exhibitors, fitters and their families. 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

2026 Southwestern National Brown Swiss Show

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

President and Sale Co-Manager:

- **Jones Smith - Collinsville, OK**
- Email: raising5farm@gmail.com **or** 918– 520-1822

Vice President:

- **Heidi Roulet - Bartlesville, OK**
- Email: heidi.roulet@gmail.com **or** 479-629-5126

Secretary and Junior Coordinator:

- **Bridgette Smith – Collinsville, OK**
- Email: raising5farm@gmail.com **or** 918– 520-2822

Co -Treasurers:

- **Trish Cobb – Perkins, OK —** 918-557-9916
- **Andy Hamm - Walton, KS —** 316-249-3660

Show Superintendent:

- **Ashley Myers – Mt. Vernon, MO**
- Email: hoaexpo@yahoo.com
- 417-466-8090

Members

Missy Husted – Head of Kitchen

Regina Herrera – Assistant Head of Kitchen

Darlene Lair – Awards & Decorations

Sandy Pope – Decorations

Wilda Reedy – Donations

Delaina Goforth – Website Coordinator

Annie Toews – Member

Wes Hamm – Co-Sale Manager

Andy Hamm – Sale Clerk

Karla Grimm – Sale Clerk

Ann Bottoms - Member

Carl Myers - Member

Ben & Tena Cobb – Members

Nate Goldenberg – Member

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ENTRIES MUST BE ENTERED ONLINE IN THE SHOWMAN APP

Use your phone or computer to go to Showman.app

If you have not used Showman before, you will need to create an account before you can enter animals. Once you set up an account, you may log in and start entering animals. Payments can be rendered online.

Short help videos are available.

For questions contact:

Ashley Myers at 417.466.8090 or email hoaexpo@yahoo.com

Entry Fee: $35.00 per head by Sept.21,

Late fee: $50.00 Sept. 21-Oct. 3

Extra late fee: $75 Oct. 4th thru Oct. 14, 2026.

Note: The ENTRY FEE is per animal—no fees for group classes

NEW…… Entry for EXTRA STALLS, you will find this item in the questions section. Just fill in the number of extra stalls you would like, and it will add it to your total. Please do not enter extra animals to get more space. You will still get your tack space and sitting area but if you need additional space beyond the number of animals entered then we ask that you purchase extra stalls.

2026 Southwestern National Brown Swiss Show

2026 IMPORTANT REMINDERS

· ***PARKING—****ALL TRUCKS AND STOCK TRAILERS, MUST BE PARKED SOUTH OF THE BLACKTOP, 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 2026 HOA SALE.*

· ***STALLING—NEW EXTRA STALL ENTRY, PLEASE USE THIS INSTEAD OF ENTERING EXTRA ANIMALS. (PLEASE SEE PAGE BEFORE).*** *STALLING WILL BE ASSIGNED BY NUMBER OF ANIMALS ARRIVING. WE RESERVE THE RIGHT TO CHANGE STALLING AS NEEDED. SPACE MAY BE LIMITED.*

· ***SALE ANIMALS TB TEST—****MUST HAVE AN INDIVIDUAL CVI AND NEGATIVE TB TEST. REFER TO CONSIGNOR'S LETTER.*

· ***SALE ANIMAL CARE—THE NEW OWNER IS RESPONSIBLE FOR THE CARE OF THE ANIMALS IMMEDIATLEY AFTER SALE, INCLUDING MILKING****.*

· ***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.* *(Possible sleep area) North end*

· ***SERVICE DOGS****—ONLY DOGS ON LEASH ARE ALLOWED IN THE DINING AREA.*

· ***UPDATED PCDA and Show Ring Ethics—pages 11-14***

2026 Southwestern National Brown Swiss Show

2026 CHANGES

WE DO NOT HAVE ACCESS TO EXPO HALL THIS YEAR. WE WILL BE HAVING MEALS AND MEETINGS IN THE COMMUNITY BUILDING. THE OFFICE WILL BE IN THERE ALSO.

NEW TEST REQUIRED BY THE NATIONAL OFFICE FOR ALL NATIONAL SHOWS:

- **To ensure the integrity and fairness of competition at National Brown Swiss Shows, the following milk testing procedures shall apply to Senior Champion, Res Senior Champion, Honorable Mention Senior Champion; Intermediate Champion; Res. Intermediate Champion, and Honorable Mention Intermediate Champion.**

- **Sample Collection:**
  - **The official milk sample shall be collected immediately following the designated championship class or as directed by show management.**
  - **The milk sample must be collected by the leadsperson or the registered owner of the animal.**
  - **The leadsperson is responsible for getting their animal and testing cards to the testing site.**

- **Supervision:**
  - **All milk sample collections must be conducted under the direct supervision of show management or their designated representative. We have an ethic committee in place, and it includes the show committee management and the board members.**
  - **Show management will verify that proper sample collection procedures are followed and maintain chain of custody of the sample.**
  - **No family member is allowed to be involved in the supervision of the samples being taken.**

- **Compliance:**
  - **Failure to comply with these milk testing requirements, refusal to provide a sample, or interference with the testing process may result in disciplinary action, including disqualification, forfeiture of awards, or other actions deemed appropriate by National Brown Swiss Shows management.**

2026 Southwestern National Brown Swiss Show

Wednesday, October 14, 2026



16th Annual Heart of America Chili & Soup Cook-off @ noon.

PRE-ENTER by 5:00 pm Tuesday, Oct. 13

B*RING ALL ENTRIES & DONATIONS TO the Community Building BY 11:00 AM and check in office for an*

entry number!

Chili & soups 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!!**

3rd Heart of America HOMEMADE ICE CREAM CONTEST 1pm!

Competition is OPEN to all.

BRING ALL ICE CREAM ENTRIES TO Community building BY 12:00 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 2025 Southwestern National Brown Swiss Show!

We sincerely appreciate YOU and hope we have not left anyone off the list. If we did, please let Ashley Myers or Trish Cobb know.

A HUGE SPECIAL THANKS TO ALL!

Abe & Katrina Cobb	Rolan Stewart	Neptune Family
Annie Toews	Crystal Pritchett	Austin Reedy
Ben Cobb	Nate Goldenburg	McKenzie Stanford
Dakota Herrera	Carl Myers	Clay Toews
Sherry Chapman	Galen Connor	David Jones

Remember we are an all-volunteer committee and strive to uphold the PDCA and show rules according to the HOA standards.

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

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PLEASE send this information via email to: amyers8483@gmail.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—Wed.-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 items 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 Community Building where you can sign up when you arrive.

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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.

From All States except Michigan:

Less than 5 months of age: CVI + Individual ID by official USDA ear tag + No test requirements.

6 months of age and older: Animals traveling to events with NO CHANGE in ownership do NOT require TB testing but DO require CVI + Individual ID by official USDA ear tag.

SALE Animal Health Regulations:

Less than 5 months of age: CVI + Individual ID by official USDA ear tag.

6 months of age and older: CVI + Individual ID by official USDA ear tag + Negative TB test within 60 days prior to Oct. 22, 2026.

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.

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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.

The Purebred Dairy Cattle Association Show Ring Code of Ethics Adopted February 2025

The showing of registered dairy cattle stimulates and sustains interest in the breeding of registered dairy cattle. It is also an important part of the promotion, merchandising and breeding program of many breeders. For these reasons, the Purebred Dairy Cattle Association (PDCA) believes that it is in the best interest of all breeders of registered dairy cattle to maintain a reputation of integrity in dairy cattle shows and to present a wholesome and progressive image of dairy cattle in the show ring.

PDCA endorses this Show Ring Code of Ethics for all dairy breed shows and pledges its full cooperative support for its enforcement to show management, show judges, and the national breed associations.

The application of this Code of Ethics provides for absolute responsibility for an animal's condition by an owner, exhibitor, fitter or participant whether or not he or she was actually instrumental in or had actual knowledge of the treatment of the animal in contravention of this Code of Ethics. Dairy cattle exhibitors shall, at all times, deport themselves with honesty and good sportsmanship.

It is recognized that 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 state so they might be presented in the show ring in a natural, normal condition. At all times, exhibition livestock shall be treated in a humane manner and in accordance with dairy quality assurance practices so as to protect the health, safety and welfare of the livestock and the consuming public. No person shall present for exhibition or exhibit an animal which he or she knows, or has reason to suspect, is affected with or has been exposed to a dangerously contagious or infectious disease, or illegal or non approved use of drugs, medication and/or prohibited substance, or residue.

The position of the Purebred Dairy Cattle Association is that all animals presented for exhibition shall be in their natural conformation and structure, free of any alteration or modification by injection or internal or external administration of any substance or by any involvement in unethical fitting.

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Grooming and Preparation

Dairy cattle exhibitions are conducted under standards for evaluating conformation established by the PDCA Unified Score Card (2025), with specific breed characteristics taken into consideration by the show judge. In this connection, animals will be groomed and prepared for the judge's evaluation in order to display the animal's natural contour, conformation, performance and mobility. Specifically:

1. Changing the natural color of the animal is prohibited (effective 6/1/2015). However, external applications of cosmetics that affect only appearance may be used, including by way of example hoof polishes and false switches.

2. The maximum allowable length of naturally growing hair anywhere on the topline is not to exceed 1 ½ inches. Exhibitors will be required to comply with this rule before the animal is allowed to enter the ring. 3

3. Addition of foreign objects, including but not limited to hair or hair substitutes, cloth or fiber, to change the natural contour or appearance of the animal's body is prohibited.

4. Externally sealing the teat end with a preparation that does not harm the animal's skin is permissible.

5. Natural teat placement will be given preference over artificially positioned teats.

6. The practice of over bagging the udder, or allowing excessive fill of milk in the mammary system, is strongly discouraged due to the harmful impact on animal comfort and health. Any signs of this could result in competition disqualification.

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 genomic tested 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.

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Violations: False, Deceptive or Unacceptable Practices

These practices are violations of the Code of Ethics and will be reported to show management and may be reported to the respective national breed associations:

1. Misrepresenting the age, milking status and/or lactation number of the animal for the class in which it is shown.

2. Treating the animal, particularly the udder, internally or externally:

a. with an irritant or counterirritant,

b. using a device to artificially create or enhance the udder crease,

c. using other substances as detected by testing that causes changes in the udder to artificially improve the conformation.

d. no substance that is not approved by FDA or prescribed by veterinarian may be administered to the mammary system including the teat canal.

3. Surgical or unethical insertion of any matter under the skin or into body cavities, performed to change the natural contour or appearance of the animal's body (e.g., administration of fluid via a stomach tube or other similar apparatus to fill the rumen), though not to preclude practices required or involved in normal management.

4. 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.

5. Challenging, threatening or interfering with an ethics committee appointed by show management to monitor the animals on exhibit on the show grounds.

Exhibitor Responsibility

The act of entering an animal in a livestock show is the giving of consent by the owner, exhibitor, fitter and/or absolutely responsible person (hereinafter referred to as "Exhibitor") for show management to obtain any specimens of urine, saliva, blood, milk, or other substances from the animal to be used in testing. Materials may also be collected by ultrasound and photographic methods and by direct examination of animal.

The act of entering an animal is the giving of consent by the owner, exhibitor, fitter and/or absolutely responsible person (the "Exhibitor") to have disciplinary action for violation of this Show Ring Code of Ethics taken by show management, the state in which the show occurs, and/or the national dairy breed association without recourse.

Show Ethics Committee

Each show should have an Ethics Committee. The make-up of this committee should include official breed representatives, representative(s) of show management (e.g., dairy cattle show superintendent, General Manager), the official show veterinarian, and Extension representative.

The Ethics Committee will be responsible for monitoring violations of the Show Ring Code of Ethics. The Ethics Committee will investigate the report of any violation and determine the accuracy of the allegation. The Ethics Committee will have the authority to inspect animals and related material to determine if violations have occurred.

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Violations: Reporting and Investigation

Complaints of alleged violations can be reported to the breed superintendent, the show superintendent, show management, and/or the Ethics Committee.

Before An Animal is Shown

If the Ethics Committee suspects that a violation of the Show Ring Code of Ethics will occur if the animal is shown, and that violation is reasonably well established before the animal is shown, the Ethics Committee will submit a report to show management. Show management will discuss the violation with the Exhibitor:

1. If, at the Exhibitor's discretion, the animal in question is not shown, no violation will have occurred.

2. If the Exhibitor wishes to challenge that a violation occurred, he/she/they will have opportunity to appeal to the Ethics Committee. If its decision is not changed, the Exhibitor will be denied opportunity to exhibit the animal in question.

During and After An Animal is Shown

All animals are subject to examination during judging. The judge and Ethics Committee are instructed to examine the top five (5) animals in each class closely for violations of the Show Ring Code of Ethics. When a violation may have occurred, a milk out may be called for. This call may be by breed association rule, or by request of an authorized representative of the national breed association, the judge, the Ethics Committee, or show management.

If an animal is exhibited and a violation of the Show Ring Code of Ethics is subsequently suspected, investigated, and determined to have occurred, the violation will be reported to the Ethics Committee and show management for action. The Exhibitor will be notified of the violation and the supporting evidence and invited to defend or explain the allegations. Violations are subject to the disciplinary provisions of show management, the state in which the show occurs, and the national dairy breed association. Sanctions may include anyone, or combination of the following:

· forfeiture or return of awards, prizes, premiums or proceeds;

· written letter of reprimand to the owner, exhibitor, fitter and/or absolutely responsible person (the "Exhibitor");

· disqualification of the exhibition livestock from an exhibition;

· disqualification of the Exhibitor from the show;

· publication of offense.

· Disqualification may include any or all shows and classes and may be for any number of years.

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.

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· The Official Judge or Ethics Committee can also order a milk out for the entire show or for individual classes or animals. When a milk out 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.

· Any serious violations uncovered during or after the milk out will follow the same procedure as described above.

· Show management reserves the right to dismiss an individual, an exhibitor, their representatives including but not limited to fitter/s for just cause.

· **Exhibitors MUST show in <u>white pants</u> 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.**

<u>Photographers</u>



2026 Southwestern National Brown Swiss Show

The 2026 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

Ed Wittorff — 417.543.1485

Jim Hammerand — 563.451.2400

Trisha Cobb — 918.557.9916

Jeff Grimm – 417-466-1719

Ben Cobb - Member

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 responsible for the care (stalling, feeding, milking) of animals immediately after purchased.**

¨ Buyers and Consignors are invited to attend the Pizza party and Fun Auction.

Cow Buyer will assist with the sale

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The 50th Heart of America Sale Oct. 23rd, 2025

28 head average $3,516.07

Highest selling heifers!



High Selling Heifer at the 2025 Heart of America Sale
(l-r) Jim Hammerand, Louis Oliveira, Brett Chapman, Rollan Stewart, Jones Smith Co-Sale Manager Wes Hamm Co-Sales Manager, Lot # 10 Cali 100 Ray Finley-ETV $6100, leadsman Kyler Williams, Garen Oliveira, Auctioneer Clay Toews, Clay Tews Auctioneer, Norm Magnussen Executive Secretary.

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High Selling Cow at the 2025 Heart of America Sale
(l-r) Jim Hammerand, Tena Cobb, xxxxxxx, Rollan Stewart, Wes Hamm Co-Sales Manager, Lot # 41 Double W Sega Nugget $6200, Auctioneer Clay Toews, Emma Bieker, buyer, Norm Magnussen Executive Secretary. Jones Smith Co-Sale Manager

Cattle were presented by Junior Brown Swiss members.

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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

2026 Southwestern National Brown Swiss Show

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 Co-Treasurer

340487 E 750 Rd

Perkins, OK 74059

For Questions, Call Trisha at 918.557.9916

SWNBSS—2026 DONATION INFORMATION

Donation amount: $_____

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

_____

Donor name: _____

Donor address:

_____

_____

_____

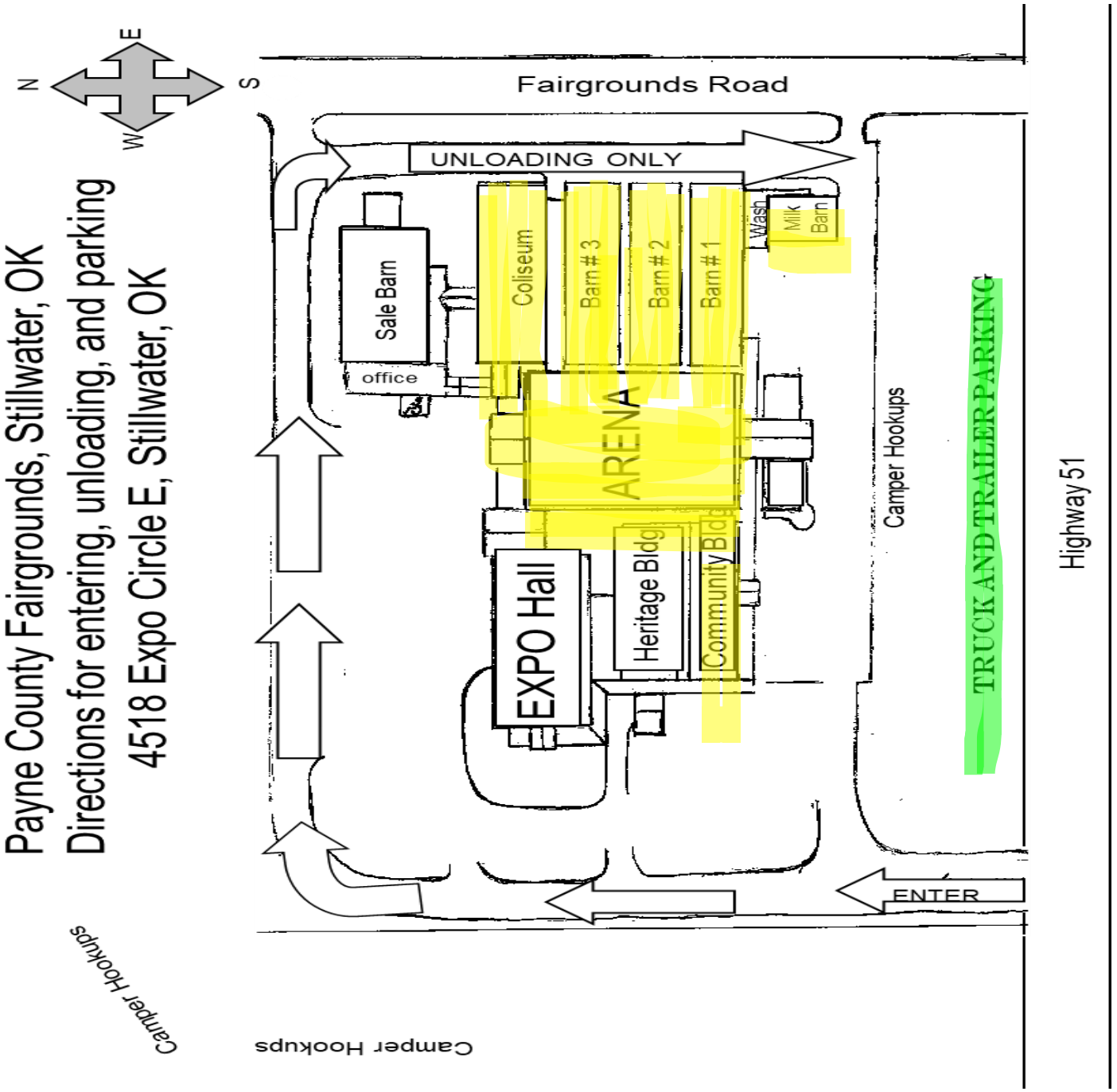
Donor phone: _____

Email: _____

2026 Southwestern National Brown Swiss Show

PARKING—FOR 2026!!

ALL TRUCKS AND STOCK TRAILERS MUST BE PARKED SOUTH OF THE BLACKTOP, SOUTH OF CAMPER SPOTS, SEE MAP BELOW.



The buildings highlighted yellow are the only ones we have access to this year. Green is the trailer parking.

2026 Southwestern National Brown Swiss Show

ACCOMMODATIONS

Hotels in the area are no longer guaranteeing a block rate for small groups. We apologize for any inconvenience.

A **"SLEEP ROOM"** will be available on the fairgrounds starting, Monday, Oct. 12th, tents are allowed in the arena.

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

PLEASE PAY BEFORE YOU LEAVE—CAMPER SPOTS ARE NOT FREE!!

THERE IS A DROP BOX AVAILABLE AT THE SOUTHWEST CORNER OF THE OFFICE!

VISITSTILLWATER.ORG

Stillwater Convention and Visitors Bureau

405-743-3697 tel. * 800-991-6717 * 405-372-0765 fax

409 S. Main * Stillwater, OK 74074 *

VisitStillwaterOK.org

2026 Southwestern National Brown Swiss Show

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 juniors 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.

2026 Southwestern National Brown Swiss Show

JUNIOR EXHIBITOR'S SHOWMANSHIP

Entries Close at 6 pm Thursday, October 15, 2026 please sign up online.

Showmanship will be on Friday, October 16th following the heifer show in the order below.

Judge: Paula Bauer

· Pee Wee - under 8 years old as of January 1, 2026

· Sr Div.– 16 years old and not yet 22 years old as of January 1, 2026

· Intermediate Div. – 12, 13, 14 and 15 years old as of January 1, 2026

· Jr Div. – 8, 9, 10, and 11 years old as of January 1, 2026



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 always practice good sportsmanship.

7. The show committee has the ability to adjust the age divisions accordingly to make the groups more manageable.

SHOW ATTIRE: ALL EXHIBITORS WILL BE REQUIRED TO WEAR WHITE PANTS.

2026 Southwestern National Brown Swiss Show

Southwestern National Brown Swiss Show Stillwater, Oklahoma October 14-17, 2026

Entries must be entered online on or before: September 21, 2026

Cattle Check-in: Wednesday, October 14th, by 1:00pm

(Cattle may arrive Monday & Tuesday, October 12-13th)

Entry Fee: $35.00 per head by Sept. 21st

Late Fee: $50.00 Sept. 22-Oct. 3rd

Extra late Fee: $75 Oct. 4th thru Oct. 15, 2026.

NO additions or substitutions after 4pm Oct. 15th.

Note: The ENTRY FEE is per animal, there is no fee for group classes.

Judging Friday, October 16: Heifers start at 9:00 am.

Judging Saturday, October 17: Yearlings in Milk start at 8:00 am

Judge: Tammy Voegeli

Class Number and Description:

1. **Summer Heifer Calf** – Born after June 1, 2026

2. **Spring Heifer Calf** – Born March 1, 2026—May 31, 2026

3. **Winter Heifer Calf** – Born December 1, 2025 — February 28, 2026

4. **Fall Heifer Calf** – Born September 1 — November 30, 2025

5. **Summer Yearling Heifer** – Born June 1 — August 31, 2025

6. **Spring Yearling Heifer** – Born March 1 — May 31, 2025

7. **Winter Yearling Heifer** (not in milk) – Born Dec. 1, 2024 — February 28, 2025

8. **Fall Yearling Heifer** (not in milk) – Born September 1 — November 30, 2024

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

2026 Southwestern National Brown Swiss 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, 2024, or later

18. **Summer Junior Two-Year-Old Cow**—Born June 1 — August 31, 2024

19. **Spring Junior Two-Year-Old Cow** – Born March 1 — May 31, 2024

20. **Senior Two-Year-Old Cow** – Born September 1, 2023 — February 28, 2024

21. **Junior Three-Year-Old Cow** – Born March 1 — August 31, 2023

22. **Senior Three-Year-Old Cow** – Born September 1, 2022—February 28, 2023

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, 2021 — August 31, 2022

28. **Five-Year-Old Cow** – Born September 1, 2020 — August 31, 2021

29. **Aged Cow, Six-Years Old and Over** – Born before September 1, 2020

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

2026 Southwestern National Brown Swiss Show

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 likewise, 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.

2026 Southwestern National Brown Swiss Show

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 likewise, 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, 2026 (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, 2020;

2) Completed three lactations by July 1, 2026;

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 HARNESSES WHILE EXHIBITING ANIMALS

2026 Southwestern National Brown Swiss Show

OPEN DIVISION AWARDS

1st place animals will receive a hand-crafted award.

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

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 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.

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:

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

2026 Southwestern National Brown Swiss Show

2026 HOA Futurity Heifer Class for NATIONAL JUNIOR BROWN SWISS MEMBERS ONLY

A heifer must be born before June 1, 2026, and purchased at the 2026 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 and 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 quality 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 animal's 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 animal's 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.

2026 Southwestern National Brown Swiss Show

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

Straw, Shavings, Beet Pulp ($tbd).

Local feed stores:

Stillwater Milling - 405-372-2766

Ahrberg Milling - 918-225-0267