

2024 Schedule of Events

Monday	October 14 Sale cattle arrive Show animals over 900 miles away arrive
Tuesday	October 15 8:00 am Arrival of Show Cattle 4:00 pm Cut-off time for checking in all cattle 5:00 pm Checking of Tattoos 7:30 pm Complimentary dinner in Expo Hall
Wednesday	October 16 8:00 am Complimentary Breakfast in Expo Hall 11:00 am Bring Chili entries to Expo Hall 12:00 noon Cut off for substitutions and entry changes 14th Annual Chili Cook-off All exhibitors and guests invited to participate 1:00 pm 1st Homemade Ice Cream Contest All exhibitors and guests invited to participate 6:00 pm Sale Social—Recap of Sale Animals 6:30 pm Complimentary Dinner in Expo Hall 7:30 pm Exhibitors Meeting
Thursday	October 17 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 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 18 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 Heart of America concession open 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 19 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 5:00 pm Cattle released after they are shown and feed bill is paid
Sunday	October 20 12:00 noon All cattle must be out of the barns