

Wednesday, September 20th

10:00 a.m. Barns Open for Early Arrivals

10:00 a.m. Entry Office Open

Thursday, September 21st

10:00 a.m. All Open Show Cattle must be in place

5:00 p.m. - 7:00 p.m. Trade Show Open - WPP

11:00 a.m.-4:00 p.m. Open and Jr Show Check-In – LLDD

5:30 p.m. - 7:00 p.m. Exhibitor Reception - WPP

5:00 p.m. Tie Outs Open

5:30 p.m. – 7:00 p.m. -Exhibitor Reception – while enjoying your meal in the Wisconsin Products Pavilion listen to:

- Value of Wisconsin Cattleman's Association Membership– **WCA board members**

Friday, September 22nd

8:00 a.m. Angus Show Ring 1

1:00 p.m. Shorthorn Show Ring 1

8:00 a.m. Hereford Show Ring 2

1:00 p.m. Simmental Show Ring 2

9:00 a.m. - 7:00 p.m. Trade Show Open - WPP

3:00 p.m. Belted Galloway Show Ring 1

11:00 a.m. Murray Grey Show Ring 2

4:30 p.m. Red Angus Show Ring 2

12:00 p.m. Wagyu Show Ring 1

5:00 p.m. Tie Outs Open

12:00 p.m. Highland Show Ring 2

5:30 p.m. Piedmontese Show Ring 2

12:00 p.m. All Sale Cattle must be in place

Junior Showmanship – 6:30 p.m. – Coliseum

Noon – **Chili Lunch** – while enjoying your lunch in the Wisconsin Products Pavilion listen to:

- **Responsive Cattle- How Multimin 90 Can Improve Health, Vaccine Response and Reproductive Efficiency** - Dr. Bob Gentry DVM. Please see a Multimin Team Member for your free lunch ticket. Ticket Required.

Saturday, September 23rd

8:00 a.m. Mini Hereford Show Ring 1

10:30 a.m. All Other Reg. Cattle / AOB ** Ring 2

8:00 a.m. Maine-Anjou Show Ring 2

11:00 a.m. Galloway Show Ring 1

8:00 a.m. - Noon YS Contest – WPP

11:00 a.m. All Junior Show Cattle must be in place

9:00 a.m. - Noon Junior Show Cattle Check-in – LLDD

12:00 p.m. American British White Park Show Ring 1

9:00 a.m. - 7:00 p.m. Trade Show Open – WPP

1:00 p.m. Silent Auction Closes- pick up items

9:00 a.m. Lowline Show Ring 1

1:30 p.m. Sale Cattle on Display Ring 2

9:00 a.m. Chianina Show Ring 2

5:00 p.m. Sullivan Supply/Stock Show University Clinic

10:00 a.m. Pinzgauer Show Ring 1

5:00 p.m. Tie Outs Open

10:00 a.m. Commercial Show Ring 2

6:00 p.m. Early Release Option

World Beef Expo Multi-Breed & Club Calf Showcase Sale

1:30 p.m. – Viewing of animals

2:30 p.m. - 2017 WBE Multi-Breed & Club Calf Showcase sale Managed by Larry Martin Cattle Sales

All Sale activities will take place in the Coliseum.

Sale is broadcasted live by:



Supreme Champion Drive - 7:00 p.m. – Coliseum

Notice: YS awards, Showmanship awards & Founders Scholarship will be announced during Supreme Drive

Sunday, September 24th

8:00 a.m. Junior Heifers Ring 1

9:00 a.m. - 2:00 p.m. Trade Show Open WPP

8:00 a.m. Junior Prospect Steer Show Ring 2

4:00 p.m. Release

Followed by Junior Market Steer Show Ring 2

6:00 p.m. All Cattle out of Barns

Followed by Junior Heifer Show Ring 2

At the conclusion of the junior heifer show all Grand & Reserve breed heifers will be judged for top 5 heifers in the junior show.

YS = Youth Sweepstakes WPP = Wisconsin Products Pavilion LLDD = Lower Level Double Decker

** All other Reg. cattle with shows not listed will show in their own breed division first then the champions will compete for AOB Champion for supreme drive.