



2025 National Brown Swiss Convention Schedule

June 24-27th, 2025

Lebanon Valley Exposition Center & Fairgrounds, 80 Rocherty Rd, Lebanon PA

Monday June 23rd

8AM Sale Animal Arrival – Lebanon Valley Exposition Center & Fairgrounds
Noon Barns Open for Show Cattle Arrival

Tuesday June 24th

8AM – 4PM National Board Meeting
Noon Junior Interviews & Poster Board Entries Due
5PM – 8PM Welcome Reception at Mt. Hope Winery & Brewery (bus schedule provided at registration and will travel between Fairfield Inn & Mt. Hope)
5PM – 8PM Youth Welcome Mixer at the Fairgrounds and Pizza Party (shuttle available between fairgrounds and Fairfield Inn) * Various Junior Dairy Challenges/Activities starting at registration through Thursday

Wednesday June 25th

7:30 – 3:30 Tour Day (3 Options) *buses departing Fairfield Inn at 7:30AM
1. Moos & Brews: Northkill Creek Farm, Wind Mill Farm & Yuengling Brewery
2. Historic Gettysburg Tour: Museum, Film, Cyclorama and Battlefield Tour
3. Junior Tour: Hershey's Chocolate World & Indian Echo Caverns
4:30 – 6:00 Sale Cattle Viewing & Happy Hour
6:00 – 9:00 PA Dutch Dinner / Youth Awards / Fun Auction

Thursday June 26th

8:00 – 9:00 Adult Awards (followed by Annual Meeting), Center Hall
9:00 – 11:00 Annual Meeting, Center Hall
9:00 – 10:30 Junior Dairy Game Day, Fairgrounds Pavillion
11:00 DEADLINE: Show Cattle Arrival & Check In
Noon 2025 National Brown Swiss Sale, Brightbill Arena
7:00 – 9:00 Brews & BBQ Picnic and Corn Hole Contest, Fairgrounds Pavilion

Friday June 27th

Mid-Atlantic Brown Swiss Invitational NATIONAL Show

"2025 National Show one time designation" ** Professional photographer will be on site

*Entries and information available in Showman App when it goes live on or around May 25th (see MD Brown Swiss website for additional information)

8:00 Showmanship – Brightbill Arena (depending on entry numbers, possible 7:30AM start)
10:00 Heifer Classes
1:30 Cow Classes & Champion, Exhibitor & Breeder Awards, etc.

CONTACT INFO:

Co-Chair: Laura Heilingner: 717-383-3061, heilingerswiss@yahoo.com

Co-Chair: Cindy Warner: 301-639-6887, bscow@comcast.net

Finance & Invitational Show: Emily Heffner: 240-344-6399, eheffner@lswg.cpa

Sale: Dennis Daubert: 570-640-8954, windmill01@comcast.net

Fun Auction: Kathy Whitman: 301-704-8158, gottawannafarm@gmail.com