



Holstein • Red & White • Jersey • Ayrshire
Brown Swiss • Guernsey • Milking Shorthorn

April 8, 2025

To: Wisconsin Dairy Showcase exhibitors

From: Wisconsin Holstein Association office

We look forward to seeing you at the Alliant Energy Center in Madison, Wis., for the 2025 Wisconsin Dairy Showcase, April 23-27. The grounds will be open at **7 a.m. on Wednesday, April 23** for cattle and set-up. Cattle and the showing are located in New Holland Pavilion 2.

Please note: If any cattle or tack are off trailers on the grounds before 7 a.m. on Wednesday, the exhibitor will incur a penalty if additional costs are incurred from Alliant Energy Center.

Upon arrival at the grounds please see Krista Luedtke, Angela Brown or WHA staff for questions in regards to bed down. Stalling will be assigned due to the large number of entries we received. Those with questions can reach Krista Luedtke at 920-779-0332 or Angela Davis-Brown at 608-574-7756.

In order to facilitate stalling, we'd appreciate if **ONE** contact person from each string lets the WHA office know the following:

1. The number of animals and exhibitors included in your string (exhibitor names, breeds & number of heifers and cows)
2. Who is stalling WITH you and if anyone needs to be stalled NEAR you
3. If you have any animals in your string that are not coming to the show
3. Contact information for one person for your string

Please contact Laura Wackershauser at 800-223-4269 ext 1 or email lauraw@wisholsteins.com with this stalling information by **Tuesday, April 15**. The stalling map will be shared on Facebook and by email as soon as it is ready. Show staff will do our best to meet stalling requests, but will not make any guarantees.

Absolutely no vehicles or trailers allowed in Pavilion 2. Once unloaded, all vehicles and trailers must be moved away from the barns and out of any fire lanes. Trailers should be parked on the north two-thirds of the parking lot north of Pavilion 2 (see attached map).

Schedule of Events

Wednesday, April 23

7 am Grounds open for bed down/set-up & cattle arrival

Thursday, April 24

10 am-3 pm Cattle check-in for all breeds; ALL animals must be on the grounds & checked in by 3 pm

7 pm Exhibitor meeting for all breeds

Friday, April 25

9 am WI FFA CDE Dairy Judging Contest - show ring

3 pm Midwest National Spring Red & White Cow Show • Judge: Matt Sloan

Midwest Spring Guernsey Show • Judge: Tyler Chupp

Saturday, April 26

8:00 am Midwest National Spring Red & White Heifer Show • Judge: Matt Sloan

Midwest Spring Brown Swiss Show • Judge: Tyler Chupp

1:00 pm Midwest National Spring Jersey Show • Judge: Matt Sloan

Midwest Spring Ayrshire Show • Judge: Kaleb Kruse

7 pm Badger Dairy Club Showmanship Contest (open to all junior exhibitors)

Sunday, April 27

8:00 am Midwest National Spring Holstein Show • Judge: Pat Lundy, Associate: Austen Schmidt

10:30 am Midwest Spring Milking Shorthorn Show • Judge: Kaleb Kruse

Arrival and Check in Information

- All entries must have a registration paper at the show to exhibit in your breed show. An electronic PDF of your paper will be accepted if sent directly from the breed association.
- All lactating animals will need negative H5N1 results. Out-of-state cattle will also need required CVI/health



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papers. **Please have a copy of all health papers to turn in to show staff.** Requirements can be found here: <https://datcp.wi.gov/Documents2/Fair%20Rules%202025Final.pdf>

- Cattle identified by Holstein USA must have two official eartags in the animal's ears for entry to be accepted and allowed in showing. These can be a button, floppy or 840 tag. Registration papers with images are accepted. Jerseys must have two tags or one tattoo.
- For additional information on breed ancestry and junior ownership requirements, please see the additional breed-specific rules for all shows posted on the WHA website (WI Dairy Showcase Rules & Entry Form) or refer to your breed association show rules.
- Check in will start on Thursday at 10 am and will run until 3 pm. All animals need to be in place by 3 pm on Thursday, April 24.
- Please have your registration papers ready at the time of check-in. Tables for check-in will be located near the show ring. You will receive your back tag for the show at this time and have your animal's identification verified.
- Production records (DHI sheets) or pedigrees are needed at check-in to verify production class entries.
- No switching classes after check-in time of your respective breed show.
- Substitutions may be made within the same class and one out-of-class substitution per exhibitor is allowed within the same breed if ownership is identical.
- Transfers will be accepted at time of check-in by the breed representative or show staff and submitted to breed associations.
- Entries are final upon closure of check-in.
- Alternate leadsperson forms are available on the show website and at check-in. Forms must be turned in by 5 pm the day before the breed show and are subject to approval by show staff.
- The Exhibitors' meeting will take place at 7 p.m. on Thursday, April 24.

Grounds Information

- There will be skid steers available to move large bales of straw or hay if needed. The skid steers will be operated by show personnel only.
- There will be some space in the barn for tack and tents, however please be mindful of the space you are assigned.
- **Tents are now able to have a top per Alliant Energy Center policy. See the info from Alliant Energy Center on page 3 of this letter for additional information.**
- In the rows of stalls, there will be a brown 4' x 6' gate on each side of the pillars. Under ABSOLUTELY NO CIRCUMSTANCE are these two gates to be removed. These gates are in place to provide stability to the overall row of stalls and keep animals away from water and electric. Additional gates will be available for you to install based on your display. **Those who remove these gates around the pillars will be asked to leave the show and/or face possible fines or future show probation.**
- Milkhouse facilities are available in Pavilion 2 and will be open starting Wednesday afternoon. If you are planning to milk your cows in the show pack, you will need to bring your own milk pails. Full pails can be dumped in the large barrels on the ends of the barn. **Please be mindful of keeping all garbage and contaminants out of the milk - we have a calf raiser that is picking up the milk from our shows and we'd like to keep the milk as clean as possible for them.**
- Trash cans are available in the barns and outside the barns. Sharps containers will also be available. Wheelbarrows are not trash cans. **All foreign articles MUST be kept out of the bedding and manure holding areas. You are responsible for your area of the barn and charges may be incurred for not disposing of trash or picking up after yourself. Violators will be fined and not allowed to exhibit in future years.** Please be respectful of show and grounds staff and take care of your own trash - show staff does not want to be handling everyone's trash. The company that handles the manure utilizes it for landscaping and charges us for any time spent picking garbage out of the manure. Rising manure removal costs may result in higher entry fees for future shows.
- NO PAINTING OF HOOVES ALLOWED ON CONCRETE IN THE BARN. Violators will be fined and not allowed to exhibit in future years.

Show Information

- Ultrasound will be done for first, second and third place open and first and second juniors in each milking

class in each breed. You must bring your registration papers or back tag number to the ultrasound area for verification of animal ID. Class winners will be allowed to finish their breed championship round before reporting. Additional entries outside of the top three may be asked to report to ultrasound. A slip will be given in class to all that need to report.

- Topline hair MAY NOT exceed 1½ inches in length or animals will be returned to the pack. All entries will be physically inspected for fake hair at ringside.
- An ethics committee will be floating the grounds to monitor for any violations of our show rules, especially udder tampering or tubing animals other than for medical reasons. Any violations will be reported to show staff.

Additional Information

- Joel with Prairie View Feeds will be supplying the show with straw, shavings and beet pulp. These items will be available for purchase as pre-order ONLY. Please contact Joel for orders and current prices.

- Straw - Beet pulp - Shavings - Lime - other items available upon request

Pre-orders must be placed with Joel by noon on Thursday, April 17. Please call 608-513-1316. All payment needs to be settled with Joel by noon on Saturday, April 26.

- Exhibitors are encouraged to cooperate with requests for use of cattle for the FFA Dairy Judging Contest.
- For the safety of cattle and exhibitors, we ask that children not play football, etc. in the barn while shows are in progress and cattle are moving to and from the show ring. This includes Friday while the judging contest is going on.
- **PARKING:** There is also an Alpaca Show and volleyball tournament the same weekend of our show. AEC has requested we follow the attached parking plan for efficiency (see page 4). **So all exhibitors are aware, Alliant Energy will be charging for parking on Friday afternoon and all day Saturday and Sunday at \$8/vehicle.** Parking passes may be pre-purchased at <https://eventpass.justpark.com/aec-parking/listings/events>. Please use the Olin Avenue entrance when you can for quicker entry and to avoid congestion at the main entrance.
- **Exhibitors are expected to follow any directives or requests from Executive Show Committee members or WHA Staff. Those who do not adhere to these directives will be subject to fines or show probation.**
- **CAMPING:** Camping is available on the grounds for \$35 per night. Alliant Energy Center is requesting camping reservations be done ahead of the show to guarantee a spot on Willow Island. The reservation form can be found on the shows info page - <https://wisholsteinevents.com/wisconsin-dairy-shows-information/>



Updated May 2022

Alliant Energy Center of Dane County Indoor Tent Policy

Pop-up tents, tents, and similar canopy roofed structures are allowed indoors at Alliant Energy Center in the following areas: Exhibition Halls A-D, Exhibition Hall Lobby, Pavilion 1 Show Floor, Pavilion 2 Show Floor, and the Arena Building Show Floor. Tents outside of these areas require approval from Alliant Energy Center. All pop-up tents, tents, and similar canopy structures must meet the following criteria:

1. If in a building that has fire sprinkler protection, tents exceeding 300 square feet shall use perforated or porous materials that will not obstruct fire sprinkler protection or be protected by automatic extinguishing systems.
2. If in a building that does not have fire sprinkler protection, tents exceeding 300 square feet shall be protected by automatic extinguishing systems.
3. If in a building that does not have fire sprinkler protection, each tent shall have a 2A-10B:C portable fire extinguisher. The fire extinguisher must be clearly visible and readily accessible.
4. Tents shall be spaced at least 10 feet apart from other tents.
5. Tents must be flame retardant.
6. Tents cannot obstruct Emergency Exit Signage.
7. All tents combined cannot exceed 10% of the total floor area within a room.

Holstein – Alpaca Weekend

Olin Entrance

Holstein Trailer
Parking

Alpaca
Trailer
Parking

Holstein Vehicle Parking

Alpaca Vehicle
Parking

Entrances: Both the Olin and Main entrance will be used for the duration of the show. Parking will be 8\$ on Show days.

Parking: Trailer parking for each show will be in the north 2/3 of the North Parking Lot. Each show will have the area immediately north the building for parking.

Overflow Parking: The South Parking Lot will be used as overflow parking.

Parking attendants/Signage: AEC will provide signage and parking attendants to help direct traffic.

Camping: Camping will only be available on Willow Island and is first come first serve basis.

Main Entrance

Overflow
Trailer
Parking

Overflow
Vehicle
Parking