



STOCK U SHOW



Josh Elder Master Professor

**EDUCATION
DEDICATION
INNOVATION**



James Sullivan
Professor & New Products Development



Hands-On Experience

All students, from beginner to advanced showmen, will be split-up into small groups with a professor.

All Stock Show U programs are complimentary provided by Sullivan Supply.

NOVEMBER

TexasNovember 15 & 16

GRAD Program

Cherry Creek Arena, Mont Belvieu, TX

PROFESSORS ... Dan Sullivan, Dwight Sexton & Michael Schertz

OklahomaNovember 22 & 23

GRAD Program

Pontoto County Agriplex, Ada, OK

PROFESSORS ... Dan Sullivan, Jeff Sargent, Charles Hill & Trey McKinnon

AlabamaNovember 29 & 30

GRAD Program

Cullman Co. Ag Center, Cullman, AL

PROFESSORS ... John Sullivan, Callyn Hahn, Tad Harper, Caleb Ballew, Brian Staley & Brian Crow

DECEMBER

IllinoisDecember 13 & 14

GRAD Program

Blackhawk East Campus, Kewanee, IL

PROFESSORS ... Josh Elder, James Sullivan, Dave Vansickle, Callyn Hahn, Jared Boyert, Mark Blake, Garrett Lampe & Cori Harrison



DAY 1 SCHEDULE

- 8:00 am Registration - *Stock Show University Office*
- 8:30 am Have your calf washed, dried and laying down in the stalls (clean, clean calf please).
- 9:00 am Introduction - Get to know your professor
- 9:30 am Proper Hair Care Management
Followed by Student/Professor hands-on experience
- 11:15 am Group Discussion - The science behind healthy, hydrated hair
- 12:00 pm Lunch provided by Sullivan Supply
- 1:00 pm Clipping Segment - Learn the current industry trends from the best
Followed by Student/Professor hands-on experience
Optional: If you are not interested in clipping you may participate in a beginner level leg workshop
- 4:30 pm Group Discussion - Managing fatigue, appetite and freshness on the show road
- 5:00 pm World Champion Cupcake Eating Contest
- 5:30 pm Dinner provided by Sullivan Supply
- One-to-one discussion with the professors ... at Stock Show University we stay until the last question is asked.

DAY 2 SCHEDULE

- 8:30 am Have your calf washed, dried and laying down in the stalls (clean, clean calf please).
- 9:00 am Fitting Segment
Followed by Student/Professor hands-on experience
- 12:00 pm Proper Show-Day Breakdown Segment
Followed by Student/Professor hands-on experience
- 12:30 pm Lunch provided by Sullivan Supply
- 1:30 pm Showmanship Segment
Followed by a mock show; students working w/ professor & calf
- 3:00 pm Awards & Conclusion
- One-to-one discussion with the professors ... at Stock Show University we stay until the last question is asked.



**Best Educational Clinic
Three Consecutive Years.**

** Bring your calf, chute, show box with products, clippers, fitting mats, blower, extension cords, generators or any other equipment or products you would need for a show and learn with hands-on experience!

** Pre-registration encouraged! To pre-register for these programs go to www.sullivansupply.com/ssu_clinic_schedule.html

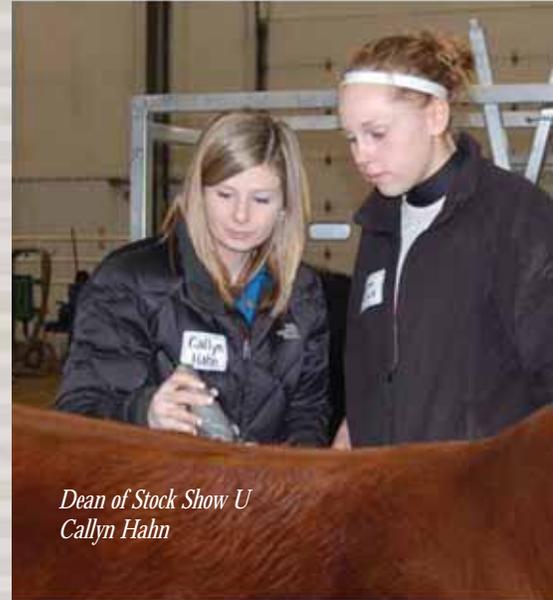
** GRAD Program directions, hotels, schedule of events, etc., can also be found on our website, www.sullivansupply.com

** For more information on the ILLINOIS & ALABAMA Stock Show University GRAD Program, contact Callyn Hahn with Sullivan Supply at 1.800.475.5902 or callyn@sullivansupply.com.

**For more information on the TEXAS & OKLAHOMA Stock Show University GRAD Program, contact Dan Sullivan at 1.800.588.7096 or dsullivan@hillsboro.net.

Watch videos on Stock Show University at www.sullivansupply.com

NEW ADVANCED SEGMENT



*Dean of Stock Show U
Callyn Hahn*

A NEW feature for Stock Show University is the advanced student segment for individuals that have tremendous amounts of experience, or have already attended a Stock Show U GRAD Program and wish to return. This group will work independently from the rest of the camp and focus on an all-around show ring experience. Not only will this advanced segment cover clipping and fitting but it will also include the detailed topics listed below.

- The science behind healthy, hydrated hair quality.
- Proper nutrition and supplements: Do you wonder what each supplement can do for you? A detailed discussion on how each particular supplement can impact your calf.
- Managing fatigue, appetite and freshness on the show road.
- Peaking your hair quality at targeted show date.
- Maximum neck sweating potential achieved.
- Stimulating hair follicles with proper equipment and tools.

STRONG PAST. POWERFUL FUTURE.

We will provide you with the knowledge to succeed.

Stock Show University was started by John Sullivan nearly three years ago. Stock Show University provides services and educational programs that cater specifically to youth, helping them develop skills to compete with their show cattle projects. We are a program designed to encourage and reward success with individual achievements and goals. At Stock Show U our motto is *"We stay until the last question is asked."*

Stock Show University is COMPLIMENTARY. All ages and skill levels are welcome from beginner to advanced. We host clinics at shows and homes across the United States, including beef expos, major shows, and junior nationals; all FREE of charge! Clinics range from convenient two-hour clinics to comprehensive, in-depth two-day clinics called GRAD Programs. The best and most talented 'professors' in the business will focus on all areas needed to achieve the championship look - show day fitting/clipping, animal selection, showmanship, feeding, daily hair and animal care to name a few.

GRAD Programs are perhaps our strongest commitment to our youth. These are TWO-DAY CLINICS where a successful partnership will be developed between a student and a professor. This program is a great confidence builder and allows the students to gain hands-on experience and actively seek answers to any question they may have.

Even though these two-day camps can be large in numbers, a meaningful, one-to-one relationship will be built between a student and professor. Participants will be placed in groups of 8 to 12 students to one professor and divided by the individuals in each level of experience. Here is where the students will learn hands-on skills in show day fitting, daily hair care, showmanship and clipping. Stock Show U professors are the best in the business. The impact from these skilled professors on each student will be contagious.

Stock Show University is a not-for-profit company that the Sullivan family has committed over \$200,000 to yearly; their pledge to supporting the next generation of America's youth.

Sullivan Supply represents over 24 years of sincere dedication and commitment to the livestock industry. We believe a successful partnership between education and commitment are fundamental in supporting America's Youth.

Florida Stock
Show University
GRAD Program

May 2014



PROFESSOR TIP
**JOHN
SULLIVAN**

Founder of Sullivan Supply,
Stock Show U & Sullivan Farms

I encourage every junior to get involved with a breed association, this will open the door for you to participate at the National Junior Heifer Shows.

Which are unique week long shows designed for character building, opportunities in scholarships and internships, networking, and a good family vacation, not only that; but they offer a wide range of skill building contests such as...

- Fitting Contest
- Team Sales
- Quiz Bowl
- Beef Cook-off
- And many more opportunities to advance yourself socially as well as in leadership
- Showmanship Contest
- Speech Contest
- Graphic Design & Photography

So challenge yourself and join a junior breed association today ... the possibilities are endless!



Professor Mark Blake



Professor
Dewight Sexton



KATHY LEHMAN

Best Fitter Award (14-21)
Bucyrus, Ohio Grad Program
Three years of show cattle experience

PROFESSOR
Si Pirogowicz



- **How did you hear about the Stock Show U clinics?** I heard about the Stock Show U Grad Program through a pamphlet sent in the mail.
- **What did you like about working with your professor?** I liked learning one on one with my professor, as it helped me to learn faster as well as learn the proper techniques.
- **What did you like best about the Stock Show University Grad Program?** I liked the hands on part the best, especially during the clipping because if I wasn't quite sure what to do in a specific area my professor was there to guide me in the right direction.
- **Would you attend another Stock Show U Grad Program?** Yes I would attend another grad program in the future because of how much I learned. Since I attended the grad program I can now successfully fit a front and back leg. If I would have not went to the grad program I would not know what I know now about fitting, caring for, and showing animals. I am really glad I attended the grad program because I would not have learned how to do something I really enjoy which is fitting.
- **Do you feel the Stock Show University Grad Program helped you achieve success?** Yes the Stock Show University Grad Program helped me achieve success because I can know successfully fit an animal which I would not be able to do if I would not have attended the grad program. Also, at the grad program I learned how to better work and care for my animals which in return helps me to achieve success.
- **Words of advice to attend a Stock Show U clinic?** If you have not attended a Stock Show U clinic I would highly encourage it because you learn a lot and also have a lot of fun.
- **2014 Show Ring Success ...** Reserve Grand Champion Supreme Heifer at 2014 Ohio State Fair and many time breed champions throughout the year.



Professor Trey McKinnon



Master Professor Jeff Sargent



Professor Dan Sullivan
Sullivan Supply
South Co-Owner



John Sullivan, Founder of Sullivan Supply, Stock Show U & Sullivan Farms and a student sharing a story during the famous Stock Show U "Comb Stories."



Professor Dave Vansickle



World Championship Cupcake Eating Contest



HANDS-ON

STOCK SHOW UNIVERSITY

TESTIMONIALS

- **How did you hear about the Stock Show U clinics?** Ads around show barns and online
- **What did you like about working with your professor?** They were there to help me! It didn't matter what the question was they'd always find a way to answer and help.
- **What did you like best about the Stock Show University Grad Program?** If my professor was helping another kid I could go to a different one and ask for advice or help.
- **Words of encouragement to attend a Stock Show U Clinic?** No matter how much you think you know, you will learn something new.
- **Talk about making connections with your professor ...** Me and my professor kind of already knew each other, but didn't talk much at shows, now at every show he comes up and still offers advice and help.
- **2014 Show Ring Success ...** Grand Champion Simmental at the Georgia National Livestock Show and many time champion showman including Over-All Showman at Simmental Breeders Sweepstakes Junior Show.



CHRIS HART

Best Clipper (14 - 21)
Carrollton, GA Grad Program
10 years of show cattle experience

PROFESSOR
Josh Elder & Matt Shirley



PROFESSOR TIP
JEFF SARGENT
Master Professor

VITAHAIR™ is the difference in the long term effects with its hair vitamins, a first in our industry, and the research backs it up!

As the advanced nutrient pack infuses the hair with vitamins for, faster hair growth thicker hair, increased shine, more body and volume, healthier skin, and improved nutrient absorption.

- Hair Volumizer - A plant based Shampoo neutral pH makes Sullivan's Vita Hair Volumizer™ a gentle and nourishing product to the hide and hair as it gently cleans deep, down to the roots of each hair follicle. Fortified with Sullivan's VITA HAIR™ a nourishing vitamin package to boost hair and skin health without added weight to hair giving it more volume.
- Kleen Sheen with VITA HAIR™ (#1 Daily Hair Care Product) - A daily hair care formula for show cattle that is naturally healthy for the hair. It is a fantastic conditioning sheen for producing healthy looking, well managed hair with an ultra-shine.
 - Non petroleum
 - Non-drying elements
 - No harmful minerals or toxins
 - No irritation -non dry out
- Revive with VITA HAIR™ - Sullivan's REVIVE™ is a revolutionary product to promote healthy and beautiful hair coats. Revive restores natural oil and nutrients to the skin and hair to bring life and vigor to dull, dry hair.
 - Plant based with natural seed oils
 - Made with high grade Lanolin
 - Penetrates the scalp and hide for higher absorption
 - No waxy build-up



PROFESSOR TIP
CALLYN HAHN
Dean of Stock Show U

Advancing knowledge and transforming lives or a step in the right direction!

Growing up; many of us never had the opportunities that Stock Show University has to offer, which is exactly why this program truly is unique.

Time and time again, we have noticed a difference with all of our students within six months from a clinic, if they did apply the knowledge that we provided them. Just take a look at our testimonials and see how much growth Kathy and Chris have had over the past year. This goes to show Stock Show University isn't just another clinic, our curriculum provides something that is priceless in the cattle industry, and that is skill and confidence building. We provide the opportunity for individuals to work one-on-one with the best in the industry. Our mission with Stock Show University is to provide a high quality education, build connecting in this industry, and give all our students the competitive edge,

As showing is our passion, and we are on the pursuit of perfection!

Thank You Andis for supporting Stock Show U & our youth.

When you're looking for that competitive edge...



ShowEdge™
Large Animal Clipper
#78000

Excel
Clipper
#63255

AGC2
Clipper
#64575

...only the best grooming tools will do.

Whether you're learning the finer points of livestock grooming or are a seasoned pro looking for that advantage in the ring, consider what the experience of Andis can do for you. Sharing experience is a 90-year Andis promise. And we'd like to share it with you.

andis
every style. every groom. every cut.

1.800.558.9441 www.andis.com



©2014 Andis Company, Sturtevant, WI, USA 2014-794

NEW Available
December 1st

**Thicker, Fuller ...
Like NO OTHER ...**

Sullivan's

POWDER'FUL

Powder Spray

Hair Thickening Power.

The first HAIR BUILDING Powder Spray specifically designed for livestock hair. POWDER'FUL creates added depth and dimension to each hair follicle during the hair building process, without the appearance of becoming too heavy, globby, or unnatural. Great for legs, bellies, flanks, top-lines and tail heads. As an added benefit, after applying over adhesives, the drying powder agents contained in POWDER'FUL allow the hair to be clipped easily, better than any previously known product.

The only product on the market that can give you a fuller and bigger look without adding on layers of and layers of paint and adhesive, which leaves the hair wet, heavy, and unnatural. POWDER'FUL leaves the hair looking fuller without being able to tell there is anything there. The two color options, white and black, make it easy to build legs without having to use an excess of paint to cover it up.



Thank You Purina for supporting Stock Show U & our youth.



THE POWER TO PERFORM™



SEARCH Stock Show News or Sullivan Supply
to find The Pulse app.

The Pulse App makes life a little easier to stay informed on the livestock industry wherever you may be. FEATURES INCLUDE ... the latest in industry news (sales and shows), instant push notifications of champions from major shows and events across the country, and an easier way to submit your photos for the news feed!

SULLIVAN SUPPLY, INC.

701 Iowa Ave.
Dunlap, Iowa 51529

**FIRST CLASS
PRE-SORTED
PAID**
Montezuma, Iowa
Permit No. 30



**STOCK SHOW UNIVERSITY
THE STORY**

We Stand For You.



Check out our schedule at www.sullivansupply.com to attend a Stock Show U near you.



The distinguished Sullivan Supply/ Stock Show University \$20,000 Youth Scholarship Program.



Your source for immediate livestock news at www.sullivansupply.com.

**Good Will.
Solid Leadership.
Innovative Products.**

SULLIVAN SUPPLY, INC.
Order Line: 1-800-475-5902 • Dunlap, Iowa • sales@sullivansupply.com
SULLIVAN SUPPLY SOUTH
Order Line: 1-800-588-7096 • Hillsboro, Texas • sullivan@hillsboro.net
SULLIVAN SUPPLY WEST
Order Line: 1-888-914-5972 • Lodi, California • lee@sullivansupply.com



www.sullivansupply.com