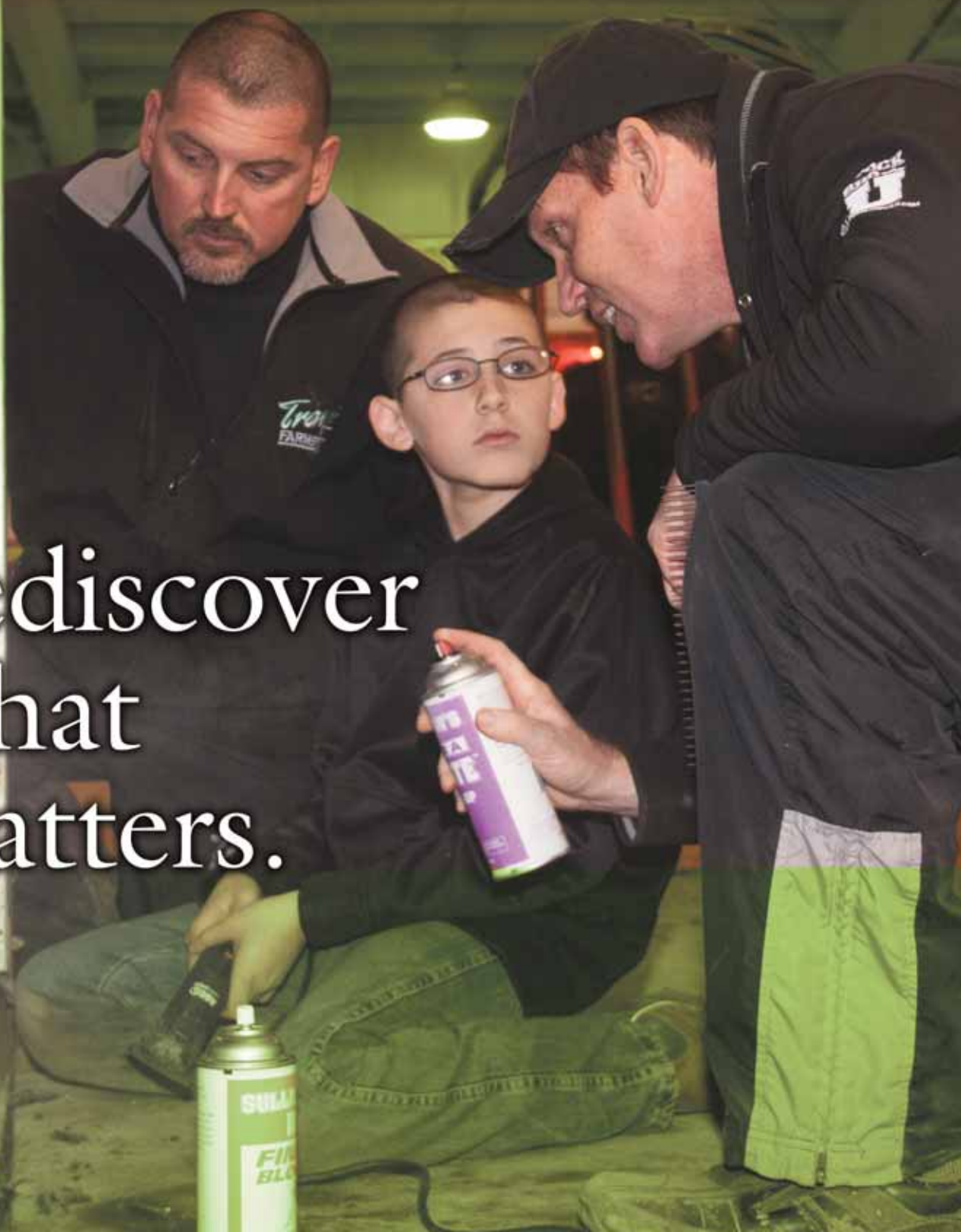




Rediscover
What
Matters.



Success takes shape here.



2013 Stock Show University Two-Day Complimentary GRAD PROGRAM

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

EVENT	FACILITY	2013 DATE	PROFESSOR
Four States GRAD Program	Fayetteville, AR Washington County Fairgrounds	April 6 & 7	Jeff Sargent, Dan Sullivan, Vince Elder, Wes Horn, Eric Walker, Cody Green, Trey McKinnon & Jeremy Clark
Wisconsin GRAD Program	Beaver Dam, WI Dodge County Fairgrounds	April 20 & 21	John Sullivan, Dave Guyer, Joseph O'Sullivan, Derek Vergin, Shae Geffert, Troy Polyock, Callyn Hahn, Ryan Goehring, Justin Weding & Mitchel Widig
Colorado GRAD Program	Castle Rock, CO Douglas Co. Fairgrounds	April 27 & 28	Luke Doris, James Sullivan, Shane Geist, Brad Linton, Bruce Bauman, Nate Tice, Britney Creamer, Joe Epperly & Callyn Hahn
Texas GRAD Program	Floresville, TX Wilson County Show Barn	April 27 & 28	Jeff Sargent, Dan Sullivan, Dave Allan, Dewight Sexton & Shane Meyer
Minnesota GRAD Program	Austin, MN Mower Co. Fairgrounds	May 4 & 5	Josh Elder, Nick Reimann, Jess Recknor, Jason May, Joseph O'Sullivan, Tom Waldron, Mark Purfeerst, David Bradford, Derek Vergin & Callyn Hahn
Michigan GRAD Program	Midland, MI Midland Co. Fairgrounds	May 11 & 12	John Sullivan, Jeff Sargent, Dave Vansickle, Troy Wilson, Andrew Foster, Dan DeMeyer, Kurtis Klingaman, Barry Nowatzke & Callyn Hahn
Georgia GRAD Program	Carrollton, GA Carroll County Ag Center	May 18 & 19	Josh Elder, Jerrod Arthur, Nick Sullivan, Matt Shirley, Todd & Holly Alford, Chandler Akins, Jacob Holmes Stewart Harbin & Callyn Hahn
Indiana GRAD Program	Tipton, IN Tipton Co. Fairground	May 18 & 19	Tim Schaeffer, Dave Vansickle, James Sullivan, Bruce & Amy Stertzbach, Jared Boyert, Wes Richey, Jason Farmer, Craig Meyer, Garrett Lampe, Jon Jordan and Jared Jarck
Ohio GRAD Program	Bucyrus, OH Crawford Co. Fairgrounds	May 25 & 26	John Sullivan, Tyler Winegardner, Troy Jones, Ben & Josh Streitmatter, Si Porogiwitz, Opi Campbell, Riley Laber, Noah Skrinjar, John Grauer & Callyn Hahn
Pennsylvania GRAD Program	Meyersdale, PA Somerset Co. Fairgrounds	June 1 & 2	Josh Elder, Bruce & Amy Stertzbach, Kyle Fleener, Lacey Murray, Matt Brown, Kelly Dietrick, Cody Filges & Callyn Hahn
Iowa GRAD Program	Indianola, IA Warren Co Fairgrounds	June 7 & 8	John Sullivan, Tracy Goretska, Joseph O'Sullivan, Mark Blake, Cole Greiman, Kendall Bremer, Jason Minnaert, Brett Bowman & Callyn Hahn

** 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 the the link provided - www.sullivansupply.com/ssu_clinic_schedule.html

** For more information about each individual Stock Show University program - directions, hotels, schedule of events, etc. -
can be found on our website, or contact Callyn Hahn with Sullivan Supply at 1.800.475.5902 or callyn@sullivansupply.com

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



"Before the clinic, when it came to clipping I didn't know where to start. Since I attended the Stock Show U clinic, I can now visualize where the lines need to be in a calf, so I know what areas I need to clip tighter and what areas need to have more hair. I liked the one-on-one time that we had with the professors. They didn't overwhelm you, instead, they pushed me and motivated me to learn how to be competitive in the show ring. It really boosted my confidence."

- **Brandon Jackson**

Brandon was named best fitter from the 14 - 21 age division at the 2013 Illinois Winter GRAD PROGRAM Clipping Clinic

dedication

hard work

creating

commitment

today

dreams

every

day

determination

"Stock Show University taught me different clipping and fitting styles that are being used today that I did not know about. I considered myself to be an alright clipper and fitter before I went to a clinic, but coming out of the clinic I learned more than I ever thought I would, and I would say that the clinic helped me a lot."

- **Trevor Moore**

Trevor achieved his goal of winning the Grand Champion Steer at the Iowa State Fair, but more importantly he clipped his steer himself. Trevor gained confidence from the new skills he learned from the 2011 Winter Clipping Clinic in Muscatine Iowa.



passion



"Travelling 600 miles to attend the Stock Show U Grad Program was definitely worthwhile. I spent two days with the most skilled cattle fitters in the nation and everything I learned has helped me immensely. Whether I was learning about daily hair care or preparing for a show,

confidence

I enjoyed every minute of it. Stock Show U has helped me become more confident in my fitting abilities and expanded my knowledge about the show world. The grad program has taught me everything I know and I made some great friends along the way. I can't wait to come back next year!"

- **Mackenzie Klipstein**

Mackenzie traveled from Wyoming to attend the 2012 Iowa GRAD PROGRAM, where she received the most determined award.

"From the very beginning we were impressed by the professionalism from the Sullivan Supply staff and their ability to attract the diverse and talented group of professors involved in the program. I commend the Stock Show University program on their commitment to get every student involved in their grad program. Finally, I respect the willingness of this program to involve our student body and to allow them to help make a difference.

We were amazed to see the improvement and progress that was made through the weekend with the students. One that stood out was seven-year-old Carter Hoge. When he went home from the clinic he cleaned out the wash rack and said "Dad when are we going to get some calves?" and he talked about this for weeks how much he enjoyed the clinic.

Simply put, we were taken away by the commitment of this program."

- **Dan Hoge, Black Hawk College**

Livestock Judging Team Coach & Industry Legend





Hard Work, Learning,

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 skill 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 amateur. 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 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 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 partnerships between education and commitment are fundamental in supporting America's Youth.



Best of The Barns,
Best Educational Clinic Winner
two years in-a-row!

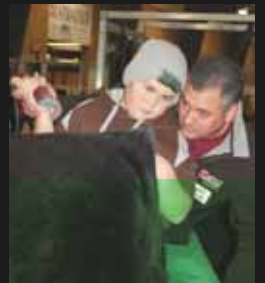
**Stock Show Family Owned &
Operated Since 1989.**



*The Famous Stock Show U
Comb Stories*



and Fun!



*World Championship Stock Show U
Cupcake Eating Contest*





We are humbled by your continued support.

THANK YOU

Best Educational Clinic ...



Best Show Supplier ...



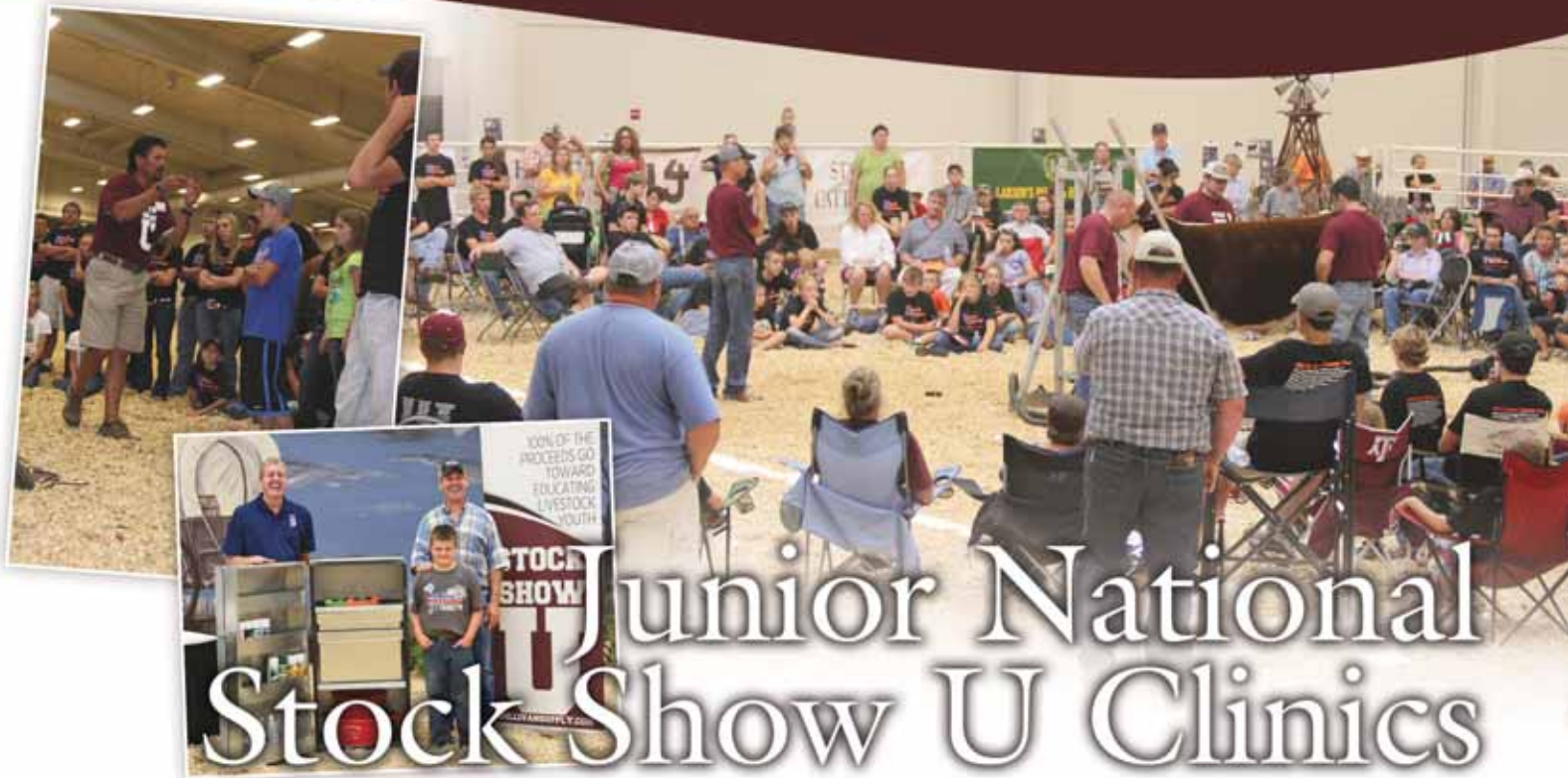
Best New Innovative Product ...



Cattle Friend of the Year ...

John Sullivan





Stock Show U Clinics

The National Junior Heifer Show Stock Show U clinics will be two-hour educational events. At some clinics with large participation, professors will be running two subjects simultaneously. Make sure you get on your junior breed association Facebook page the week of May 15th to “Pick Your Curriculum” by voting for what you would like to cover at your Stock Show U clinic. Subjects include showmanship, show-day fitting, clipping, daily hair care, or judging.

2013 Junior National

- Maine-Anjou & Chianina Junior Nationals
- Red Angus Junior Nationals
- Shorthorn Junior Nationals
- Gelbvieh Junior Nationals
- Limousin Junior Nationals
- Angus Junior Nationals
- Simmental Junior Nationals
- Charolais Junior Nationals
- Hereford Junior Nationals

Date of Clinic

- Monday, June 17th at 4:00 p.m.
- TBA - June 20th - 23rd
- Wednesday, June 26th at 5:30 p.m.
- Tuesday, July 2nd at 8:00 a.m.
- Wednesday, July 3rd at 3:00 p.m.
- Sunday, July 7th at 2:00 p.m.
- Tuesday, July 9th at 4:30 p.m.
- Tuesday, July 16th at 2:00 p.m.
- Wednesday, July 17th at 2:00 p.m.

Stock Show UP Your Truck

The Sullivan Family recognizes that Junior Nationals is a summer vacation for many families.

We are proud of this traditional livestock vacation. This year, at every National Junior Heifer Show, Sullivan Supply/Stock Show University will be handing out a welcoming gift.

Each vehicle entering their Junior National to unload livestock and/or equipment will receive a complimentary package of Sullivan Supply/Stock Show University items to deck out your truck. The gift will also include a commemorative National Junior Heifer Show Smart Comb as well as a few new grooming goodies from Sullivan Supply!!!

SULLIVAN SUPPLY, INC.

701 Iowa Ave.
Dunlap, Iowa 51529

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

Catalog
designed
by

designs by
arn
www.designsbyarn.com



**Proud Supporters
of America's Youth**

Sullivan Supply is also a strong supporter of the National Junior Heifer Show programs, sponsoring team fitting and showmanship contests at nearly all Junior Nationals.



Over the last three years, Sullivan Supply has given over \$75,000 in scholarship to active, passionate members of America's agricultural youth. Applications deadlines for the annual distinguished Sullivan Supply/Stock Show University Scholarship ...

Applications Due April 15, 2013
Winners Announced May 1, 2013

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

Stock Show Family Owned and Operated Since 1989.