



STOCK SHOW U

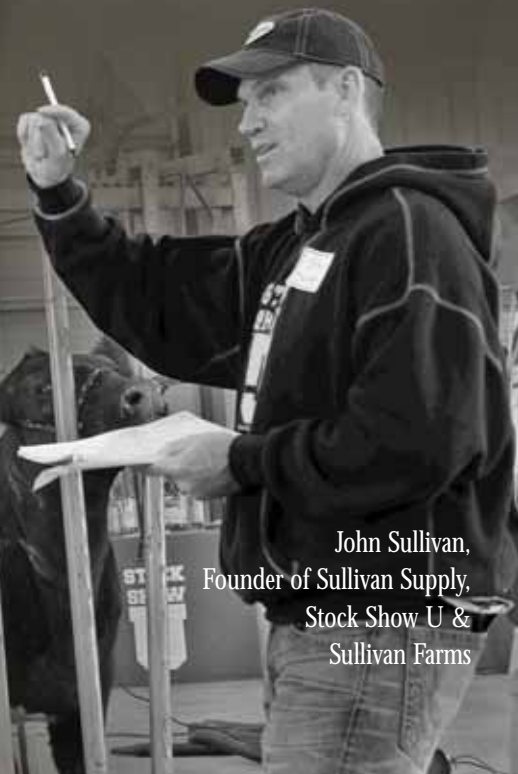
BECOME YOUR BEST.

Professor Tip, John Sullivan

It's important to start working on your project 100 to 120 days before your targeted show date. This is when you should be working hair every day if possible. It takes about three to four months to bring in a new, fresh hair coat at the optimum level. The tools for this, along with more information is on page 7.

Remember, cattle hair is different from human hair. We want to condition hair and keep it hydrated, but without the weight of human conditioners. Human hair is designed to lay down. We want cattle hair to stand up and out.

The only product that does this without the extra weight on the hair is Sullivan's Vita Hair™ products. Sullivan's Kleen Sheen, Revive, and Vita Hair Volumizer are the key products and they are infused with the Vita Hair™ package.



John Sullivan,
Founder of Sullivan Supply,
Stock Show U &
Sullivan Farms

MARCH

CaliforniaMarch 29 & 30
GRAD Program

Porterville Fair County Fairgrounds, Porterville, CA

PROFESSORS ... Shane Geist, Kyle Colyer, Blaine Rodgers, Amanda Schnoor, Lee Harrison, Garrett Blanchard, Justin Click, Callyn Hahn, Luke Bolin & Sydney Schnoor

APRIL

MissouriApril 5 & 6
GRAD Program

Missouri State Fairgrounds, Sedalia, MO

PROFESSORS ... John Sullivan, Jeremy Clark, Mark Sullivan, Tyler Mcvey, Cory Woods, Cody Smith, Callyn Hahn & Luke Bolin

OklahomaApril 5 & 6
GRAD Program

Express Ranches, Yukon, OK

PROFESSORS ... Jeff Sargent, Dan Sullivan, Donnie Robertson, Dan Kelly, Miles Shout & Charles Hill

Indiana/MichiganApril 12 & 13
GRAD Program

Berrien County Fairgrounds, Berrien Springs, MI

PROFESSORS ... Josh Elder, Dave Guyer, Barry Nowatzke, Dave Vansickle, Michael Stoltz, Wess Richey, Andrew Foster, Dan DeMeyer, Callyn Hahn & Mark Blake

OhioApril 26
Hands On, One Day Clinic - from 9:00 am to 5:00 pm.

Guernsey County Clinic, Old Washington, OH

Just booked, more information coming to our website - www.sullivanssupply.com

ArkansasApril 26 & 27
GRAD Program

Four State Fairground, Texarkana, AR

PROFESSORS ... Dan Sullivan, Michael Schertz, Jeremy Clark & Wes Horn

MAY

IowaMay 3 & 4
GRAD Program

Central Iowa Fairgrounds, Marshalltown, IA

PROFESSORS ... John Sullivan, Josh Elder, James Sullivan, Kendall Bremer, Ty Webster, Tracy Coffland, Deb Vorthmann, Callyn Hahn & Mark Blake

TexasMay 3 & 4
GRAD Program

Hill County Fairgrounds, Hillsboro, TX

PROFESSORS ... Jeff Sargent, Dan Sullivan, Trey McKinnon, Michael Schertz, Jacob Tusa, Brock Wallace, Jay Creamer & Jeff Jackson

FloridaMay 10 & 11
GRAD Program

KVLS Arena, Kissimmee, FL

PROFESSORS ... John Sullivan, Russell Harwell, Callyn Hahn, Dallas Locke, Michaela Aycock & Luke Bolin

Texas TechMay 17 & 18
GRAD Program

Texas Tech University, Lubbock, TX

PROFESSORS ... Dan Sullivan, Jeff Sargent, Ryan Rathman, Tony Jeffs, Trey McKinnon & Nick Fitzsimmons

MassachusettsMay 24 & 25
GRAD Program

Eastern States Exposition Mallary Complex, West Springfield, MA

PROFESSORS ... Josh Elder, Kyle Fleener, Luke Bolin, Billy Work, Tyler Babbs & Callyn Hahn

New MexicoMay 31 & June 1
GRAD Program

Roosevelt County Fairgrounds, Porales, NM

PROFESSORS ... Jeff Sargent, Dan Sullivan, Matt Copeland & Michael Schertz

KentuckyMay 31 & June 1
GRAD Program

Western Kentucky State University Ag Expo, Bowling Green, KY

PROFESSORS ... Josh Elder, Dave Vansickle, Chan Phillips, Doug Hinderliter, Joe Beckett, Keith Phillips, Callyn Hahn, Luke Bolin, Michael Stoltz & Katy Satree



GOING THE EXTRA MILE.

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.

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 the link provided - 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 CALIFORNIA, MISSOURI, INDIANA/MICHIGAN, OHIO, IOWA, FLORIDA, MASSACHUSETTS & KENTUCKY 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 OKLAHOMA, ARKANSAS, TEXAS TECH & NEW MEXICO 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



Master
Professor
Josh Elder

NEW ADVANCED SEGMENT

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.



Professor
Shane Geist



Professor
Dave Vansickle



Professor
Dave Guyer



Professor Dan Sullivan
Sullivan Supply South Co-Owner

Virginia Stock Show University GRAD Program
December 2013



- **Your Professor:**
Luke Doris

- **How did you hear about our Stock Show U clinics?** Callyn Hahn, Dean of Stock Show U, handed me a flyer to let me know it was going on in Madill. I had also experienced a Stock Show U clinic at Maine/Chi Junior Nationals.

Ladd Landgraf

Best Fitter Award (14-21)
Madill, Oklahoma Clinic
Seven years of show cattle experience.



- **What did you like about working with your professor?** He was experienced. He didn't try to change my style, but taught me the proper techniques and gave me pointers on what to do and what not to do.

- **What did you like best about the Stock Show University Grad Program?** The "hands-on" experience is the best part. I learn better by actually doing and Stock Show U gives you the opportunity to do this with step-by-step guidance from the professors.

- **Words of encouragement to attend a Stock Show U clinic?** You will learn a lot from the best in the industry and their talent and advice are second to none. This is an excellent way to improve your fitting skills.

- **Talk about making connections with the professors.** Meeting and working with the professors is an experience you won't forget. The small group sessions make it more personal. If you have the chance to attend a Stock Show University clinic, do it! Don't think twice just register and get ready for an awesome time!

Professor Tip Luke Doris



10 Steps of preparation for clipping your calf -

1. Before starting to clip your calves, make sure they are broke well and can stand in a chute calmly.
2. Next step is to make sure you have washed your calf properly. This means washed from the poll to hoof.
3. Before you bring your calf into the wash rack you want to blow out all of the debris in the hair.
4. Next, rinse the body really good. This includes the face, hooves, belly, flank and brisket; all parts of the body.
5. Now use Sullivan's Vita Hair Volumizer Foaming Shampoo in a soap foamer and apply it all over the body. Make sure to use a massage brush to scrub the soap deep into the hide.
6. Rinse the soap out of your animal. Then repeat step five; soap them again. We always soap twice before we clip the calves. This ensures that all dirt has been removed so clipping is easier. Now that their hair is clean and popping, there will be no lines put in the final clip job.
7. Do not put any conditioners or oils in the hair before clipping.
8. Next, blow dry your calf, make sure all the hair is popping. Once you feel the hair is dry, blow on the calf for another 30 to 45 minutes. Make sure they are bone dry.
9. When your calf is good and dry, bring them into the chute. Here you want to make sure there is someone designated to assist in keeping the calf calm. This may include scratching with a show stick or scratching the tail.
10. After clipping the calf you want to make sure to replenish the hair with plenty of oils. In the summer time, use Sullivan's Final Bloom. In the winter time, use a 3/4 Sullivan Kleen Sheen and 1/4 Rag Oil mix. Make sure to coat the entire body.



Professor
Mark Blake

Callyn Hahn,
Dean of Stock
Show University



Master Professor
Jeff Sargent



The famous
Stock Show U
comb stories.



World Championship Cupcake Eating Contest

- **As a parent, what did you like about the clinic?** The personal interest the professors took into each one of the kids. They got to know each participant. As they will see each other later down the road.
- **Have you seen a change in your boys since the clinic?** The boys are more attentive to detail and making sure everything is done correctly.
- **What did the boys like best about the clinic?** Hands-on portion and the fun activities.
- **Have they been practicing the techniques at home?** Yes! As a family, we have been implementing all of the techniques we have learned and we have sure seen a difference!
- **What words of advice would you give to someone who is interested in attending a Grad Program?** It is critical that anyone who has an interest in showing cattle as a family to learn the skills from the professionals. They do this every day. Receive this help on your projects no matter what skill level you may be - county or national.
- **Being an educator yourself, how do you feel our professors did in terms of instructing?** The Sullivan crew put on a very educational program that provided an individual to each student, but maintained such a family atmosphere. The Grad Program allows families of varying degrees of experience an opportunity to improve. You will gain a lot knowledge from just participating. Plus you will have fun at the same time.



Kelly Bruns & Family

Sons: Blake, 11; Matt, 9 & Kason, 7

Attended the South Dakota Grad Program



HANDS-ON



- **How did you hear about our Stock Show University clinics?** Professor Kyle Fleener had told me about the clinic, as I buy lambs from him. He said it would be an awesome opportunity for me.
- **Professor:** Wess Richey
- **What did you like about working with your professor?** Wess was very encouraging, and at the same time honest. If I wasn't doing something right, he wouldn't sugar-coat it, he got to the point and taught me the proper techniques for today's industry.

McCall Griffith

Attended Virginia Grad Program
11 years of show cattle experience

- **What did you like best about the Stock Show University Grad Program?** The hands-on portion was definitely worth the trip. Watching someone clip and actually having the opportunity to do it are two completely different things, it was awesome to have this experience!

- **Words of encouragement to attend a Stock Show U clinic?** Beginners to experts, you will never know it all. The things that you learn at a Grad Program are daily tips as well as show tips. And once you have perfected them, that's what makes you a champion. The Grad Program is a guide of everything you need to know about showing cattle packed into a two-day learning program. I personally thought it was a great experience and I would recommend it to anyone who is interested in being competitive in the show ring. I'd like to thank Sullivan Supply and Stock Show University for this amazing opportunity to work one on one with the best in the industry!

- **Your Professor:** Troy Smith
- **How did you hear about the Stock Show University Program?** We saw the flyer on Facebook.
- **What did you like about working with you professor?**
Troy was a lot of fun and informative. He helped guide us while still letting us do all the work!
- **What was your favorite part of the clinic?** Our favorite part of the clinic was the clipping. You get to do it yourself. The instructor helps build your confidence.
- **What did you like about the clinic?** It was well organized and offered a lot of information on all aspects of showing.
- **Words of advice for individuals to attend?** It's a great opportunity to learn new things about showing and fitting both. Stock Show U combines all aspects of showing in and out of the ring. We would love to attend another Stock Show U in the future. We had a blast and would encourage anyone who has a chance to attend a clinic if they can.



Grady & Ethan Dickerson

Attended Kansas Grad Program
Grady has been showing since 2005
Ethan has been showing since 2007

It's **SPRING** TIME!!

Start working hard now for healthy hair this summer.

5 Tips from Sullivan Supply Founder,
John Sullivan & Master Professor Josh Elder.



1

SULLIVAN'S KLEEN SHEEN

Hydrates hair naturally with a blend of non-drying, non-petroleum fortified with VitaHair.



2

SULLIVAN'S
REVIVE
SKIN & HAIR CONDITIONER
Nourishing, bio-based, plant leaf and seed oils along with olive oil, lanolin and volumes of vitamin E.



3

SULLIVAN'S VITA HAIR VOLUMIZER

Treat your cattle hair like your own hair. Gently nourish the hide and hair deep down to the roots. The first livestock shampoo made to scientifically produce hair volume.

5

SULLIVAN'S DUALY HAIR SHEDDING COMB

Five inch wide head. 25% larger and dual sided for thick and thin hair.



4

SULLIVAN'S THE SMART SENSATION

Multiple rows stimulate and massage the hide to create blood flow and hair growth.



Patent Pending Application
No. 29/449,400



Watch for complete coverage on all breeds and junior livestock shows at

www.sullivansupply.com

- Daily industry news & updates.
- In-depth reports from up-coming events, as well as livestock shows in your area!
- Take advantage of the complimentary advertising service to promote your event, sale, show, sire, etc. Email or text your information to Luke Bolin at thepulse@sullivansupply.com or 870.754.1160

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Dunlap, Iowa 51529

**FIRST CLASS
PRE-SORTED**

PAID

Montezuma, Iowa
Permit No. 30



STOCK SHOW UNIVERSITY

JUNIOR NATIONALS

NATIONAL JR HEIFER SHOWS

Junior Nationals is a special family week for stock show kids. The Sullivan family continue to be big believers and supporters of Junior Nationals. These educational events create life-long friends and sportsmanship in a family environment. This year, Stock Show University will evolve with new clinics containing various subjects and current trends, along with new professor voices and curriculum choices for you to learn. Sullivan's will also include a complimentary gift bag for each exhibitor with a commemorative Junior National item and a few innovative show supplies for you to put to use. We look forward to seeing you there.



Voted Best of The Barns Best Educational Clinic
Three Years Running!!!



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