



Professor James Sullivan



PASSION FOR EXCELLENCE



STOCK SHOW UNIVERSITY

SPRING 2015 GRAD PROGRAMS

APRIL

MISSOURIApril 11th & 12th

TWO-DAY GRAD Program • Ozark Empire Fairgrounds, Springfield, MO

PROFESSORS ... Mark Sullivan, Matt Owen, Tyler McVay, Tyler Hahn, Garrett Lampe, Carter Ward & Callyn Hahn

IOWAApril 18th

ONE-DAY GRAD Program • Marcus Community Fair, Marcus, IA

PROFESSORS ... James Sullivan & Tracy Coffland

OHIOApril 18th

ONE-DAY GRAD Program • Drake County Fairgrounds, Greenville, OH

PROFESSORS ... Josh Elder, Tyler Winegardner, Tim Schaeffer & Callyn Hahn

OHIOApril 19th

ONE-DAY GRAD Program • Garwood Cattle Company, Columbiana, OH

PROFESSORS ... Josh Elder, Noah Skrinjar, Si Pirogowicz, Lacey Murray & Callyn Hahn

OHIOApril 25th

ONE-DAY GRAD Program • Diven Springs Farm, Hillsboro, OH

PROFESSORS ... Callyn Hahn, Wess Richey, Hank LeVan & Tad Francis

ARKANSASApril 25th & 26th

TWO-DAY GRAD Program • Sharp County Fairgrounds, Ash Flat, AR

PROFESSORS ... Jeff Sargent, Dan Sullivan, Cody Green, Eric Walker & Wes Horn

MAY

NEW MEXICOMay 2nd & 3rd

TWO-DAY GRAD Program • Eddy County Fairgrounds, Artesa, NM

PROFESSORS ... Jeff Sargent, Dan Sullivan, Mike Cone, Kolby Cone & Matt Copeland

MICHIGANMay 9th & 10th

TWO-DAY GRAD Program • Sanilac County Fairgrounds, Sandusky, MI

PROFESSORS ... John Sullivan, Josh Elder, Si Pirogowicz, Andrew Foster, Callyn Hahn, Lance Schoenbine & Kurtis Klingaman

LOUISIANAMay 9th & 10th

TWO-DAY GRAD Program • State Fair of Louisiana Fairgrounds, Shreveport, LA

PROFESSORS ... Jeff Sargent, Dan Sullivan & Rob Springer

WISCONSINMay 23rd & 24th

TWO-DAY GRAD Program • Waushara County Fairgrounds, Wautoma, WI

PROFESSORS ... John Sullivan, Dave Vansicle, Justin Wedig, Shea Geffert & Callyn Hahn

MINNESOTAMay 30th & 31st

TWO-DAY GRAD Program • Scott County Fairgrounds, Jordan, MN

PROFESSORS ... James Sullivan, Luke Doris, Wes Horn, Mark Purfeerst, Nick Zastrow, Cory Miller & Chris Ford

MAINEMay 30th & 31st

TWO-DAY GRAD Program • Fryeburg Fairgrounds, Fryeburg, ME

PROFESSORS ... Jeff Sargent, Tracy Coffland, Tad Francis, Si Pirogowicz, Callyn Hahn, Nathan Campbell & Tyler Babbs

JUNE

MONTANAJune 6th & 7th

TWO-DAY GRAD Program • Keyser Creek Arena, Columbus, MT

PROFESSORS ... Josh Elder, Kyle Colyer, Tracy Coffland, Chris Ford, Justin Click, Paul Hill & Callyn Hahn

TEXASJune 6th & 7th

TWO-DAY GRAD Program • Mallet Event Center, Levelland, TX

PROFESSORS ... Dan Sullivan, Michael Schertz & Stephen Custy



Master Professor
Jeff Sargent

IT STARTS HERE

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.

** 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 MISSOURI, IOWA, OHIO, MICHIGAN, WISCONSIN, MINNESOTA, MAINE, & MONTANA 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 ARKANSAS, NEW MEXICO, LOUISIANA & TEXAS 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

TWO DAY GRAD PROGRAM SCHEDULE ...

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
4 Consecutive Years.**



Dean of Stock Show U
Callyn Hahn

Master Professor
Josh Elder

ADVANCED SEGMENT

A 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.

ONE DAY GRAD PROGRAM SCHEDULE ...

- 8:00 a.m. Registration - Stock Show University Office
- 8:30 a.m. Have your calf washed, dried & laying down in the stalls (clean, clean calf please).
- 9:00 a.m. Introduction - Get to know your professor
- 9:30 a.m. Daily Hair Care
- 11:00 a.m. Showmanship Demo
Followed by a mock show; students working w/ Professor & calf
- 12:30 p.m. Lunch provided by Sullivan Supply
- 1:30 p.m. Fitting Demonstration
Followed by Student/Professor hands-on experience
- 4:30 p.m. Proper Breakdown
- 5:00 p.m. Awards & Conclusion
One-on-one discussion with the professors.
With Stock Show University clinics, we stay until the last question is asked!

Skill Building, Confidence, Excitement

We will provide you with the knowledge to succeed.

Stock Show University was started by John Sullivan nearly four 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/clip-ping, 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 non-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 25 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.

Strong Past. Powerful Future.

Iowa Stock Show University GRAD Program
May 2014



We work hard and play hard at Stock Show U ... World Championship Cupcake Eating Contest

Professor Matt Copeland



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Iowa Stock Show University GRAD Program
May 2014

A HANDS-ON EXPERIENCE



Professor
Dan Sullivan
Sullivan Supply
South Co-Owner





Koby Cone, 18

Portales, New Mexico

13 years of show cattle experience

PROFESSOR

Travis Schulte & Brian Martin

- **How did you hear about Stock Show University?** I first heard about SSU from Brian Martin when they had the first one at his place in Vega/Hereford. Also, I read and saw ads about it in show magazines and at shows.

- **Would you attend another SSU clinic?** Well, if I was younger, yes, I would. I have already been a professor at a SSU clinic in Guymon, OK, and I would love to be a professor again because I would love to teach others what I have learned.

- **What did you like about working with your professor?** I had already known who he was because I had met him at Brian's. He was very knowledgeable and was very good with a set of clippers. Travis was willing to do anything to help us learn and get better. He was fun to work with and was really good at putting things into perspective.

- **What was one thing that you learned from Brian?** I learned the importance of making everything look smooth and the importance of having a good sound set to a hind leg and how to clip that into one.

- **What did you like the best about the Stock Show U Program?** The hands-on experience that you get when you are there, and the way that it is all set up and organized to fit each individual student and the things with which they need the most help. Also, the group of people that SSU gets together for the clinics; they always have very qualified professors.

- **Do you have any words of encouragement for kids to attend a Stock Show U clinic?** After attending a SSU clinic, I wouldn't even hesitate to go again. It is such a great learning experience, and it actually gave me more confidence than anything else I have done. You would be crazy to give up such a great opportunity to learn from some of the best in the business. And, on top of that, it is free to attend!

- **What are your proudest accomplishments in the show ring?** In 2008 I exhibited the Gand Champion Steer at the New Mexico State Fair. In 2012, I was awarded the Master Showman award at the State Fair at 16 years old. I was the youngest to ever win this.

- **Professor Shout-out to Travis Schulte and Brian Martin ...** Thank you for spending time out of your busy lives to be professors at a SSU clinic. I truly learned a lot from you, and I appreciate all you have done for me and others.



Professor Cody Green

PJ Clair pumped about all his free stuff!!!



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





Madison Paden, 9

Salesville, Ohio

1 year of show cattle experience

PROFESSOR Nathan Campbell

- **How did you hear about Stock Show University?**
Nathan Campbell
- **Would you attend another SSU clinic?** Yes
- **What did you like about working with your professor?**
He is very knowledgeable and knows what to do, also he is very nice and good at teaching how to do everything.
- **What was one thing that you learned from Nathan?** I learned how to fit the legs better and he even let me clip the legs a little.
- **What did you like the best about the Stock Show U Program?** I liked getting to practice showmanship and being able to use my own steer Champ.
- **Do you have any words of encouragement for kids to attend a Stock Show U clinic?** I would encourage my friends to start showing cattle, because they will have lots of fun and gain a great work ethic.
- **What are your proudest accomplishments in the show ring?** Champion first year beginner showman at my county fair and Seventh Overall beginner showman in the Ohio Best Program for 2014
- **Professor Shout-out to Nathan Campbell ...** Nathan is the most awesome person I know, I couldn't show without him. Even when we are rushed he makes sure everything is perfect.



Kesler Collins, 8

Flanagan, Illinois
4 years of show cattle experience

PROFESSOR
Carter Ward

- **How did you hear about the Stock Show University?** I heard about Stock Show U from an advertisement in *The Show Circuit* magazine.
- **Would you attend another SSU clinic?** Yes Definitely!
- **What did you like about working with your professor, Carter Ward?** He was very nice and he never left my side, while we were clipping.
- **What was one thing that you learned from him?** He taught me the different angles you need to clip in your calf, and which blades to use while clipping.
- **What did you like the best about the Stock Show U Program?** I liked the fitting the best. And that the clinic allowed us to take our time. I also learned that we need to be patient and use a metal comb while fitting.
- **Do you have any words of encouragement for kids to attend a Stock Show U clinic?** This was a fun and awesome experience to become a fitter. It really helped me build my confidence, and making the connection with all the professors was well worth it!
- **What do you like to do in your spare time?** I like to show cattle and play basketball.
- **What are your proudest accomplishments in the show ring?** Champion Fitting Team Member at the 2015 Illinois Beef Expo; Fifth Overall in showmanship at the Junior Nationals, and getting to know other people and bonding with the family.
- **Professor Shout-out to Carter Ward ...** Thank you Carter. You are so awesome. You stuck by my side and were very patient. It was cool!

BECOME YOUR BEST

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

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SHOW FEED

THE POWER TO PERFORM

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VITA HAIR

Sullivan's Hair Nourishing Vitamin Package

VITA HAIR™ is an advanced nutrient package that infuses the hair with proven hair vitamins for ...

- Faster Hair Growth
- Thicker Hair
- Increased Shine
- More Body & Volume
- Healthier Skin
- Improved Nutrient Absorption

How do the VITA HAIR™ Nourishing Vitamins work?

Biotin vitamin is the first vitamin thought of when considering HAIR GROWTH. The major benefit of Biotin is its ability to strengthen both the hair follicle and the hair shaft, where the hair is produced, which prevents hair breakage and dryness. This is a scientifically proven crucial step in the natural hair growing process. One of the chief things that slows hair growth is damaged hair. Biotin enriched hair has increased elasticity of the cortex which prevents breakage. This enables healthy, FASTER HAIR GROWTH. Biotin also thickens the actual hair cuticle providing a fuller appearance.

Pro-Vitamin B-5 is considered the king of all HAIR CARE vitamins. Pro-Vitamin B-5 stimulates healthy scalp circulation which leads to improved hair health. It coats the hair and seals its surface, lubricating the hair shaft making the hair shine. It possesses superior long term moisturizing properties because of its unique ability to penetrate and nourish the hair shaft.

Vitamin E is an antioxidant that stimulates circulation to the skin and supports capillary growth. The skin needs to have proper circulation in order to keep the hair follicles alive and thriving. When there are more capillaries, the circulation improves leading to increased nutrient absorption into the hair follicles, which speeds hair growth.



It's SPRING TIME!!

**Start working hard now
for healthy summer hair.**

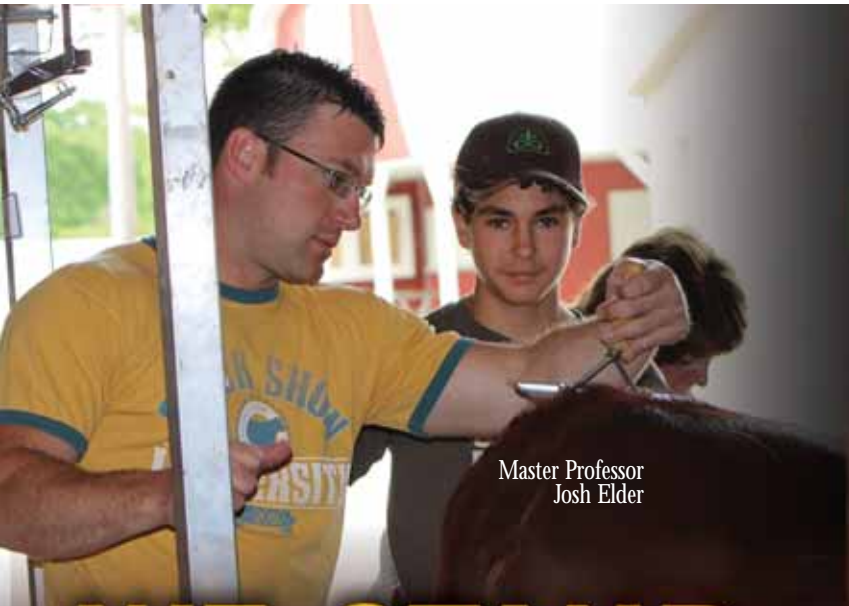
Sullivan's Kleen Sheen hydrates hair naturally with a blend of non-drying, non-petroleum fortified with VitaHair.

Sullivan's Revive Lite Skin & Hair Conditioner is a packed with nourishing, bio-based, plant leaf and seed oils along with olive oil, lanolin and volumes of vitamin E.

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Permit No. 30



Master Professor
Josh Elder

**WE STAND
FOR YOU**



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schedule at
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to attend a Stock Show U
near you.



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Stock Show University
\$20,000 Youth
Scholarship Program.



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