

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

LEARN FROM THE BEST



Master Professor
Josh Elder

STOCK SHOW UNIVERSITY

FALL/WINTER 2015 GRAD PROGRAMS

OCTOBER

OKLAHOMAOctober 24th & 25th

TWO-DAY GRAD Program • Grady County Fairgrounds, Chickasha, OK

PROFESSORS ... Jeff Sargent, Joel Judge, Dan Sullivan, Valentine Del Rio,
Trey McKinnon and Kyle Duncan

NOVEMBER

ILLINOISNovember 7th & 8th

TWO-DAY GRAD Program • Shenandoah Riding Center, Galena, IL

PROFESSORS ... James Sullivan, Tracy Coffland, Garrett Lampe, Zach Gray,
Ryan & Cori Malone, Robbie & Chelsea Duis & Callyn Hahn

MISSISSIPPINovember 28th & 29th

TWO-DAY GRAD Program • Hinds Community College, Raymond MS

PROFESSORS ... Tracy Coffland, Ty Ladner, Tucker Wagner, Grant McDonald,
Callyn Hahn & Ethan Hodges

DECEMBER

NEBRASKADecember 12th & 13th

TWO-DAY GRAD Program • Northeast Community College, Norfolk, NE

PROFESSORS ... John Sullivan, Josh Elder, Tracy Coffland & Callyn Hahn

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 ILLINOIS, MISSISSIPPI & NEBRASKA 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 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.**



STOCK SHOW UNIVERSITY

FALL/WINTER 2015 TWO HOUR DEMOS

OCTOBER

AMERICAN ROYALOctober 29th

Fitting Clinic • 5:00 p.m. • Kansas City, MO

PROFESSOR ... Chuck McCullough

NOVEMBER

CANADIAN ROYAL WINTER FAIRNovember 7th

Fitting Clinic • 5:00 p.m. • Toronto, Canada

PROFESSOR ... Callyn Hahn

DECEMBER

HOOSIER BEEF CONGRESSDecember 4th

Fitting Clinic • 1:15 p.m. • Indianapolis, IN

PROFESSOR ... Dave Vansickle

BADGER KICK-OFFDecember 5th

Stock Show U Clinic • 9:30 a.m. • Madison, WI

PROFESSOR ... John Sullivan

NORTH STAR CLASSICDecember 5th

Fitting Clinic • 10:00 a.m. • Valley City, ND

PROFESSOR ... Jordan Holt

MICHIGAN WINTER CLASSICDecember 11th

Fitting Clinic • 10:00 a.m. • East Lansing, MI

PROFESSOR ... Mark Sullivan

ARIZONA NATIONALDecember 28th

Fitting Clinic • 5:00 p.m. • Phoenix, AZ

PROFESSOR ... Blaine Rodgers, Shane Geist & Callyn Hahn

Master Professor
Josh Elder



Professor
Bryce Tiffany



Master Professor
Jeff Sargent

Stock Show U Fitting Clinic



Dean of Stock Show U
Callyn Hahn talking about daily hair care.



Canada GRAD Program, 2015

Passionate Pursuit of Perfection

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/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 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.**



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.



Austin Berenda, 15

Earl Park, Indiana
9 years of show cattle experience

PROFESSOR

Nate Tice & John Sullivan
Indiana Grad Program, Rensselaer, IN

How did you hear about Stock Show University? An on-line advertisement

Would you attend another SSU clinic? Yes, there is always more to learn.

What did you like about working with your professor? Nate made it a lot of fun when I was working with him. He was really personable. And John was great helping me fine tune my clipping skills.

What was one thing that you learned from your professors? I gained from both of my professors the confidence to be a better clipper, as they allow you to visualize dimensions and what areas to take down to make other areas look more appealing. At this grad program a lot of well-known professors traveled from out of state and made us feel like we were important and made sure we gained as much information as we could.

What did you like the best about the Stock Show U Program? I really enjoyed the hands-on clipping segment. It is an area you can really change and improve your calf in a matter of hours.

Do you have any words of encouragement for kids to attend a Stock Show U clinic? You're not going to get a better clinic anywhere else, as it is a comforting event where it's all about you.

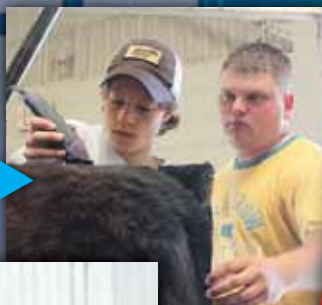
What are your proudest accomplishments in the show ring? Reserve Champion Steer Indiana State Fair

Professor Shout-out ... Thank you Nate and John for all that you taught me to advance my clipping skills and helping me understanding that "winners are not born, they are made," as it takes a lot of time and hard work to develop a calf as well as an individual into a champion.

The entire Berenda family is a classic example of how hard work really pays off! As a family they continue to enhance their daily care techniques and fitting practices that are critical to set any showman apart in the ring. From everyone here at Stock Show University we commend you on a great State Fair, best of luck for the future!

- John Sullivan, Founder of Stock Show University

Sam Dempsey



Nicholas Dempsey

Dempsey Family

Kevin, Wanda, Sam (14), Olivia (12) & Nicholas (8)
Inverness, Quebec, Canada
Over 9 years of show cattle experience

PROFESSOR

Tyler Babbs, Jeff Sargent & Justin Johnson
Massachusetts, Maine & Ontario GRAD Programs



Olivia Dempsey

How did you hear about Stock Show University? Word of mouth from friends

What did you like about working with your professors? *Sam:* I worked with all three professors and really enjoyed learning their different styles and techniques when it comes to fitting and clipping, it has allowed me to develop a better understanding of how to accomplish my goals. *Olivia:* I enjoyed learning from my professors on how to better use the products. *Nicholas:* I really enjoyed working with them one on one and fitting.

What is one thing you learned from your professors? *Sam:* I really enjoyed working with Jeff Sargent on showmanship. I have improved. *Olivia:* I learned from my professor how to properly shape a tail to balance my calf. *Nicholas:* I learned to comb more and spray less when fitting a leg.

What did you like the best about the Stock Show University Program? They all really enjoyed the hands on segments.

Do you have any words of encouragement for kids to attend a Stock Show University clinic? At a GRAD Program you will learn the tools needed to become a better all-around showman. No matter what your age or skill level, they can provide you the knowledge to be competitive.

What do you like to do in your spare time? They all participate in several activities including a high involvement in 4-H, showing cattle, Hockey, Swimming, figure skating, soccer, and are all speak fluent French.

What are your proudest accomplishments in the show ring? *Sam:* Champion Female at the Brome Fair; *Olivia:* Champion Heifer at the 2015 Canadian Shorthorn Junior Nationals; *Nicholas:* Champion Junior Showman at the 2015 Canadian Shorthorn Junior Nationals

Professor Shout-out: We would like to thank all of our professors for working with us on being better all-around showmen. In addition we would also like to personally thank Callyn Hahn for putting on such great family events.

The Dempsey family is great representation of why our cattle industry is so great. They continue to learn and grow through the Stock Show University programs, and are highly involved with their projects. All the while, they work hard as a family to accomplish their showing goals. From everyone here at Stock Show University we commend you on a great show season, best of luck for the future!

- Jeff Sargent, Master Professor

A HANDS-ON EXPERIENCE



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



Professor
Tracy Coffland



Dean of Stock Show U
Callyn Hahn



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



Professor
Garrett Lampe

What did you like about working with Josh? I liked being able to work one-on-one with him and receive on the spot critiques on what I was doing correct and what I needed to improve on. I learned a lot! The GRAD Program was my first experience fitting and I was able to take in a lot of information on leg techniques and final touch clipping.

What did you like the best about the Stock Show University Program? The hands-on fitting segment was definitely my favorite curriculum, but most importantly the professors were very personable and would go the extra mile to help me improve.

Do you have any words of encouragement for kids to attend a Stock Show U clinic? Yes! I highly encourage everyone to attend a grad program as you are working with the best in the business and the professors are great at answering questions with an abundance of knowledge.

What are your proudest accomplishments in the show ring? Recently, I received the honor of Champion MaineTainer Heifer, 5th Overall Heifer, and Champion Prospect Steer at the Keystone.

Professor Shout-out ... I would like to thank Josh Elder for guiding me on my fitting abilities. In addition, I would like to thank Lacey Murray for taking me under her wing and working with me every step and giving me the confidence to be able to make it to the back-drop!

Julia is a prime example of an individual that never gives up! She started at this GRAD Program with no knowledge on fitting or clipping and has continued practicing the techniques our professors provided her. She also stayed connected with her professors every step of the way to a successful weekend at Keystone. From everyone here at Stock Show University we commend you on a successful Keystone, best of luck for the future!

- Callyn Hahn, Dean of Stock Show University



Julie Darr, 18
Somerset, Pennsylvania
6 years of show cattle experience

PROFESSOR
Master Professor Josh Elder
Pennsylvania GRAD Program, Meyersdale, PA

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THE POWER TO PERFORM

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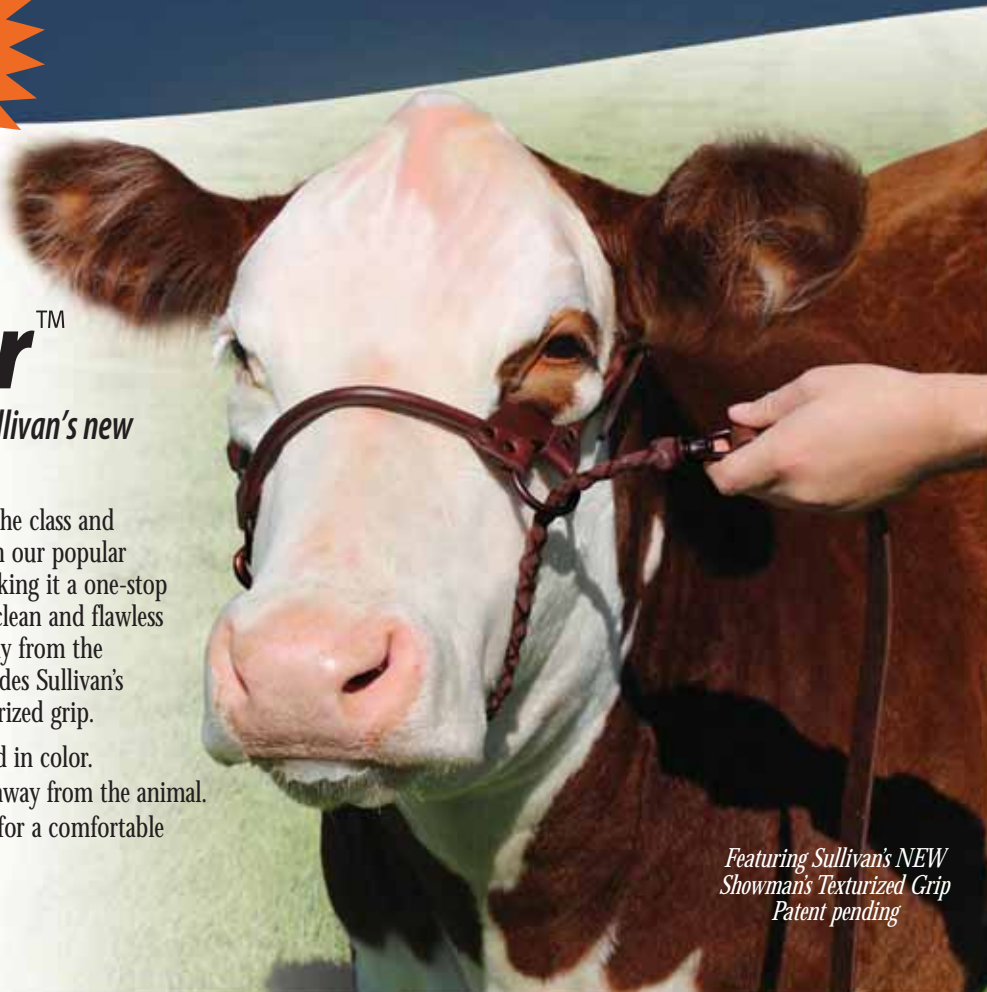
NEW

Sullivan's
**1st-Class
Show Halter**TM

Elegant and flawless eye appeal with Sullivan's new patented Texturized Showmans Grip.

The NEW 1st-Class Show Halter combines the class and sleekness of matching leather and hardware with our popular NEW Sullivan's Showman's Texturized Grip making it a one-stop shop when choosing a halter. This halter looks clean and flawless in the show ring without drawing attention away from the animal. The antique brown leather option includes Sullivan's all brown hardware, with Sullivan's brown texturized grip.

- The leather, hardware and grip all correspond in color.
- A sleek and elegant look without distracting away from the animal.
- NEW Sullivan's Showman's Texturized Grip for a comfortable non-slip grip. Patent pending
- Available in Antique Brown and Black.



*Featuring Sullivan's NEW
Showman's Texturized Grip
Patent pending*

Sullivan's
TIGER TOOTHTM
Comb

**For Today's Thicker, Longer Hair ...
We have met your demand.**

Introducing Sullivan's Tiger ToothTM comb, with its added **1/2 inch longer teeth**, the Tiger Tooth comb is the answer for longer haired cattle. By adding extra length to the teeth we have eliminated the hair from touching the comb bar, allowing even the longest hair to stand on end. With our patent pending Teflon coating, this comb will glide through even the longest hair making for leg perfection. Available in Teflon Fluffer, Teflon Double Stuff, and Sullivan's Skip Tooth Combs.



Patent Pending

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