Passion for Excellence
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.

STOCK SHOW UNIVERSITY
SPRING 2015 GRAD PROGRAMS

APRIL
MISSOURI ................................................April 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

IOWA ........................................................April 18th
ONE-DAY GRAD Program • Marcus Community Fair, Marcus, IA
PROFESSORS ... James Sullivan & Tracy Coffland

O H I O .....................................................April 18th
ONE-DAY GRAD Program • Drake County Fairgrounds, Greenville, OH
PROFESSORS ... Josh Elder, Tyler Winegardner, Tim Schaef er & Callyn Hahn

O H I O .....................................................April 19th
ONE-DAY GRAD Program • Garwood Cattle Company, Columbiana, OH
PROFESSORS ... Josh Elder, Noah Skrinjar, Si Pirogowicz, Lacey Murray & Callyn Hahn

O H I O .....................................................April 25th
ONE-DAY GRAD Program • Diven Springs Farm, Hillsboro, OH
PROFESSORS ... Callyn Hahn, Wes Richey, Hank LeVan & Tad Francis

ARKANSAS ............................................April 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 MEXICO ........................................May 2nd & 3rd
TWO-DAY GRAD Program • Eddy County Fairgrounds, Artesa, NM
PROFESSORS ... Jeff Sargent, Dan Sullivan, Mike Cone, Kolby Cone & Matt Copeland

MICHIGAN .............................................May 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

LOUISIANA .............................................May 9th & 10th
TWO-DAY GRAD Program • State Fair of Louisiana Fairgrounds, Shreveport, LA
PROFESSORS ... Jeff Sargent, Dan Sullivan & Rob Springer

WISCONSIN ..........................................May 23rd & 24th
TWO-DAY GRAD Program • Waushara County Fairgrounds, Wautoma, WI
PROFESSORS ... John Sullivan, Dave Vansickle, Justin Wedig, Shea Geffert & Callyn Hahn

MINNESOTA ..........................................May 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

MAINE ..................................................May 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
MONTANA ..............................................June 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

TEXAS .....................................................June 6th & 7th
TWO-DAY GRAD Program • Mallet Event Center, Levelland, TX
PROFESSORS ... Dan Sullivan, Michael Schertz & Stephen Custy

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am</td>
<td>Registration - Stock Show University Office</td>
</tr>
<tr>
<td>8:30 am</td>
<td>Have your calf washed, dried and laying down in the stalls (clean, clean calf please).</td>
</tr>
<tr>
<td>9:00 am</td>
<td>Introduction - Get to know your professor</td>
</tr>
<tr>
<td>9:30 am</td>
<td>Proper Hair Care Management Followed by Student/Professor hands-on experience</td>
</tr>
<tr>
<td>11:15 am</td>
<td>Group Discussion - The science behind healthy, hydrated hair</td>
</tr>
<tr>
<td>12:00 pm</td>
<td>Lunch provided by Sullivan Supply</td>
</tr>
<tr>
<td>1:00 pm</td>
<td>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</td>
</tr>
<tr>
<td>4:30 pm</td>
<td>Group Discussion - Managing fatigue, appetite and freshness on the show road</td>
</tr>
<tr>
<td>5:00 pm</td>
<td>World Champion Cupcake Eating Contest</td>
</tr>
<tr>
<td>5:30 pm</td>
<td>Dinner provided by Sullivan Supply</td>
</tr>
<tr>
<td></td>
<td>One-to-one discussion with the professors ... at Stock Show University we stay until the last question is asked.</td>
</tr>
</tbody>
</table>

#### DAY 2 SCHEDULE

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

---

### 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 ...

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.</td>
<td>Registration - Stock Show University Office</td>
</tr>
<tr>
<td>8:30 a.m.</td>
<td>Have your calf washed, dried &amp; laying down in the stalls (clean, clean calf please).</td>
</tr>
<tr>
<td>9:00 a.m.</td>
<td>Introduction - Get to know your professor</td>
</tr>
<tr>
<td>9:30 a.m.</td>
<td>Daily Hair Care</td>
</tr>
<tr>
<td>11:00 a.m.</td>
<td>Showmanship Demo Followed by a mock show; students working w/ professor &amp; calf</td>
</tr>
<tr>
<td>12:30 p.m.</td>
<td>Lunch provided by Sullivan Supply</td>
</tr>
<tr>
<td>1:30 p.m.</td>
<td>Fitting Demonstration Followed by Student/Professor hands-on experience</td>
</tr>
<tr>
<td>4:30 p.m.</td>
<td>Proper Breakdown</td>
</tr>
<tr>
<td>5:00 p.m.</td>
<td>Awards &amp; Conclusion</td>
</tr>
<tr>
<td></td>
<td>One-on-one discussion with the professors. With Stock Show University clinics, we stay until the last question is asked!</td>
</tr>
</tbody>
</table>
We work hard and play hard at Stock Show University. Professor Dan Sullivan, Sullivan Supply South Co-Owner, at the World Championship Cupcake Eating Contest.

A HANDS-ON EXPERIENCE


Iowa Stock Show University GRAD Program
May 2014
John Sullivan, Founder of Sullivan Supply, Stock Show U & Sullivan Farms

- 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 at getting back to us and helping us improve. He was fun to work with and was very 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 ring? In 2008 I exhibited the Grand 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.
- 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.

Madison Paden, 9
Salesville, Ohio
1 year of show cattle experience

Kesler Collins, 8
Flanagan, Illinois
4 years of show cattle experience

PROFESSOR Nathan Campbell

PROFESSOR Carter Ward

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

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

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

...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.

1-800-558-9441  www.andis.com

Excel Clipper #63255
AGC2 Clipper #64575

ShowEdge™ Large Animal Clipper #78000

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

Excel Clipper #63255
AGC2 Clipper #64575

ShowEdge™ Large Animal Clipper #78000

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

ShowEdge™ Large Animal Clipper #78000

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

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

...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.

1-800-558-9441  www.andis.com

Excel Clipper #63255
AGC2 Clipper #64575

ShowEdge™ Large Animal Clipper #78000

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

ShowEdge™ Large Animal Clipper #78000

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

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

...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.

1-800-558-9441  www.andis.com

Excel Clipper #63255
AGC2 Clipper #64575

ShowEdge™ Large Animal Clipper #78000

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

ShowEdge™ Large Animal Clipper #78000

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

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

...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.

1-800-558-9441  www.andis.com

Excel Clipper #63255
AGC2 Clipper #64575

ShowEdge™ Large Animal Clipper #78000

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

ShowEdge™ Large Animal Clipper #78000

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

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

...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.

1-800-558-9441  www.andis.com

Excel Clipper #63255
AGC2 Clipper #64575

ShowEdge™ Large Animal Clipper #78000

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

ShowEdge™ Large Animal Clipper #78000

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

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

...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.

1-800-558-9441  www.andis.com

Excel Clipper #63255
AGC2 Clipper #64575

ShowEdge™ Large Animal Clipper #78000

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

ShowEdge™ Large Animal Clipper #78000

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

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

...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.

1-800-558-9441  www.andis.com

Excel Clipper #63255
AGC2 Clipper #64575

ShowEdge™ Large Animal Clipper #78000

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

ShowEdge™ Large Animal Clipper #78000

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

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

...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.

1-800-558-9441  www.andis.com

Excel Clipper #63255
AGC2 Clipper #64575

ShowEdge™ Large Animal Clipper #78000

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

ShowEdge™ Large Animal Clipper #78000

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

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

...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.

1-800-558-9441  www.andis.com

Excel Clipper #63255
AGC2 Clipper #64575

ShowEdge™ Large Animal Clipper #78000

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

ShowEdge™ Large Animal Clipper #78000

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

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

...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.

1-800-558-9441  www.andis.com

Excel Clipper #63255
AGC2 Clipper #64575

ShowEdge™ Large Animal Clipper #78000

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

ShowEdge™ Large Animal Clipper #78000

Thank You Andis for supporting Stock Show U & our youth.
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.
SULLIVAN SUPPLY, INC.
701 Iowa Ave.
Dunlap, Iowa 51529

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

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.


Designed by
Designs by ARS
www.designdbyars.com

Montezuma, Iowa
Permit No. 30

WE STAND FOR YOU

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

Designed by
Designs by ARS
www.designdbyars.com

First Class Pre-Sorted
Paid
Montezuma, Iowa
Permit No. 30