



As Described by Colt Cunningham...

Favorite daily barn tool: I probably use the Rice Root brush a lot more than

most kids my age!

Favorite breed: Lim-Flex

Favorite stock show: National Western Stock Show, I love the yards!

Favorite hobby when you're not showing: Rodeo, Hunting and Livestock

Judging

Favorite College/University: Oklahoma State University

Most embarrassing moment: I was at a show in Lawton, OK and my heifer got away from me and found a hole in the show ring and was running around outside of the ring.

Who are your role models?: Ken Holoway, Chase Cunningham and my Dad, Dan Cunningham.

What was the best part of your win at OYE this year?: Having my whole family there was very cool to me. The Cunningham's go way back in the industry and getting to have the entire family there watching me win was awesome.

What is your show day ritual? One year in Denver my brother Chance Cunningham and JW McCurry started playing the song Warrior by Patty Smith and ever since it has been a song I listen to on show day and it brings me good luck.

Proudest accomplishment: Last year at junior nationals I won with a bred and owned heifer and it was cool seeing her go from the pasture to the show ring.

Daily care tip: We are big on keeping our cattle fresh and to do that we say you have to let cattle be cattle. We usually turn our calves out to pasture after shows to keep them fresh.

Future goals: I want to go to a junior college for livestock judging and rodeo and then go on to Oklahoma State University to get a PDH in Ruminant Nutrition.

I would like to thank my family for everything they do to help me. I would also like to thank Ken Holoway and his family for all of their help and for breeding my heifer. JW McCurry, Wyatt and Jace Hancock, Clayton Weatherly, Dylan Enyart, Jared Bain and Lyndsey and Kali Blakely, thank you for all the help and awesome memories!

Colt has all the great makings of a young cattleman. His interest in cattle starts his grassroots in the pasture of his own bred and owned program.

Supreme Champion Purebred Breeding Heifer - 2016 Oklahoma Youth Expo

As Described by Leslie Rogers...

Favorite breed: Angus

Favorite stock show: National Western. The competition is always the best and

the atmosphere is unbeatable.

Favorite hobby when you're not showing: Boating

Favorite College/University: University of Kentucky - Wildcats

Most embarrassing moment: My last year in 4-H at state fair my heifer got spooked and got loose twice. It was the first time that any animal had gotten away from me so that was super embarrassing.

Who are your role models?: My two older brothers Zach and AJ. They taught me everything I know about the cattle industry and they are the two hardest working people I know.

What was the best part of your win this year?: Being able to share it with my family. We always do everything as a team and this year with this heifer it was definitely a team effort. It took us a while to get there so it was extra special.

What is your show day ritual? We are pretty superstitious so we use the same halter on the same heifer and always use the same show stick.

Proudest accomplishment: I think my proudest accomplishment is just gaining the knowledge over the past few years and being able to stand at a cattle show and love it. When I was growing up I didn't want anything to do with showing cattle, I just wanted to be a normal kid, I just didn't get the process. But now that I have grown up and gotten more knowledgeable about it I have grown to really enjoy showing cattle and I don't know what I would do without it!

Daily care tip: Keep the hide as moisturized as possible. To do that we use Sullivan's Ultra Sheen.

Future goals: My goal is to attend chiropractic school next spring and then specialize in livestock chiropractic. With my cattle, we want to continue to build our herd and get our name out there.

I would like to thank my family especially for always pushing me to stay at the top of my game and for helping me stay consistent. I would also like to thank my competition for helping me be a better showman.

Leslie showed one of the most dominate Angus heifers in recent history. Her accomplishments in the past 2–3 years have been big wins at many of the major shows. An elite competitor that can show stick one with the best of them.

Jan Mir-



PROFILES OF A CHAMPION



2016 NWSS - Open Show



PROFILES OF A CHAMPION Guyen Sistens

As Described by Ashtin and Nalaney Guyer...

Favorite show day products: Sullivan's Hocus Pocus

Favorite barn tool: Sullivan's Air Express III

Favorite breed: Ashtin: Crossbred and Chi/Maine Nalaney: Angus

Favorite stock show: National Western. Ashtin loves the atmosphere while

Nalaney likes meeting new people and taking in all the western sites.

Favorite hobby when you're not showing: Both girls are super dedicated to life in the show barn, but while not in the show barn they are involved in church activities, FFA events and Nalaney is in cheerleading. Both girls enjoy showing pigs. **Favorite College/University:**Lake Land College- the judging team and we know many people who have graduated there and thats where dad graduated from.

Who are your role models?: Our mom, dad and our entire family. Also we have modeled our show barn work ethic after the Clark Family from Ohio. We credit a lot of our success with our show pigs to Chad Day and his family.

What was the best part of your wins this year?: Ashtin said that getting to share it with friends and family really makes it worthwhile. Nalaney said that seeing all the hard work was really an awesome moment.

What is your show day ritual? We are very particular about our halters. Each calf has a specific show halter that they must show in. The Sullivan's Texturized Showman's Grip is awesome. Nalaney has a rope halter that all her past champions have worn at the big shows.

Proudest accomplishment: Our proudest accomplisment was winning both the Prospect Heifer and Prospect Steer Shows at the National Western last year.

Daily care tip: Get up and get it done, no one is going to do it for you, because they do not give those banners away.

Future goals: To keep showing livestock and plan to attend college and be on a livestock judging team and definitely staying in the livestock industry after that.

Thank you to our mom and dad, because without their continued love and support we would not be where we are today. Thanks to many many other friends along the way that the list is too long to start but their support is the best. Lastly we would like to thank God, as he is our cornerstone.

The Guyer girls have had a tremendous year with their cattle and pigs but it didn't happen by accident. No one is going to out work the Guyer family and Ashtin and Nalaney work just as hard as their parents.



Grand Champion Prospect Heifer -2016 National Western 9 Time Grand Champion Female

Grand Champion Prospect Steer -2016 National Western 10 Time Grand Champion Steer



Clark Show Cattle

Owners: Jeremy, Andrea, Chancee, Carlee and Chloee Clark.

Location: Muldrow, Oklahoma **Years in the Industry:** 16

Cow Herd: Our cow herd consists of approximately 60 head of

multiple breeds, including 10 donors.

Favorite Show Day Product:

Sullivan's Shock

"We used it first in Denver and liked what it did to the hair, giving it pop and shine without added weight."



PROFILES OF A FAMILY RAISING CHAMPIONS

Breeding Program: We breed for both spring and fall borns. Our primary focus is to produce elite show heifers in multiple breeds including Angus, Simm Influence, Chi, Maines, Maintainers, Char Compisties, with a small portion dedicated to producing steers. We utilize approximately 25 recips outside our herd managed by Andreas dad, Kerry King.

Biggest challenge: Since we are a small operation, our biggest obstacle is figuring out the most economical way to utilize recips.

Favorite daily barn tool: Jeremy: Sullivan's Red Fluffer; Chancee: Rice Root Brush; Carlee: Sullivan's Staggered Roto Brush; Chloee: Radio, Sullivan's Air Express **Favorite stock show:** Jeremy: Jr. Nationals and OYE; Chancee: Jr National; Carlee: OYE; Chloee: NWSS; Andrea: NAILE

Daily care tip: Can't have healthy hair without a healthy hide, and you can never brush too much!

Favorite hobby when you're not showing: Chancee: swimming, shopping; Carlee: playing basketball, going to Nanna's; Chloee: watching TV, making rope swings out of halters in the clipping room.

Favorite champion: Jeremy: Pretty Special, Reserve Maintainer, Open Show NWSS 2016; Andrea: Izzy, Reserve Bred and Owned Maintainer, Jr Nationals 2009; Chancee: Zoey, Reserve NWSS 2015, Jr Nationals 2015, Champion NWSS 2016; Carlee: Kesha, Champion Jr. Nationals, Kansas City, Louisville, NWSS Jr and Open

Future goals: Our future goals are to keep producing females and weigh heavier to the maternal side of our matings, we also hope to be able to utilize more recips. Chancee: Future showring goals are to one day win Supreme Heifer at Louisville and attend OSU after high school. Carlee: Future showring goals are to win Champion Maintainer at Jr Nationals and Supreme Heifer in Kansas City. Chloee: Future goals are to one day be tall enough to brush her heifers top, and to one day beat her sisters!

Our success to this point would not have been possible without the support from our families. We would also like to express our sincere appreciation to Jirl Buck and family, Matt Scasta, Ethan and Cole Moore, Sam Wallace, Riley Godwin, Robbey Shofner, Garrett Cloud, Spencer Miller, Daniel Lackie and Matt Loggains for everything they have done for us along the way.

A lot of families work together in raising and showing livestock. The Clark family works as a family unit in unison with everyone participating at every level. Hardwork and knowledge make them the ideal cattle family.

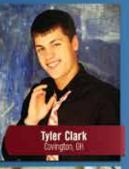


















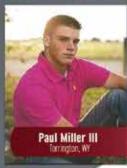


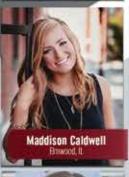










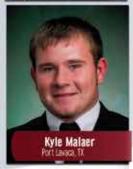














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SULLIVAN SUPPLY/ STOCK SHOW UNIVERSITY SCHOLARSHIP

The Most Distinguished Awards in the Junior Livestock Industry

Since the inception of the Distinguished \$20,000 Sullivan Supply/Stock Show University Youth Scholarship in 2008, we have gifted over \$140,000 to a group of young individuals with unmatched talent. This year we received 1336 applications from 44 states and Canada. It's been eye-opening and our great pleasure to see these kids grow within this great livestock industry. And it is because of them that it keeps getting better. We also want to take time to thank our scholarship selection committee of industry leaders (non-Sullivan Supply employees or family members) who spend many hours of volunteer time to help us with this mission. Congratulations to all 1336 applicants. Sincerely, John Sullivan, Founder Sullivan Supply, Stock Show University

1,336 applicants from 44 states & Canada ... 20, \$1,000 Scholarships

CONGRATULATIONS 2016 RECIPIENTS

Check www.sullivansupply.com for a listing of our Gold Star honorees.

2016 RECIPIENTS

LACEY SCHMITZ, *Oakes*, *ND*The fighter with passion that won't give up. Many obstacles yet triumphs. Gets up daily at 6 am to succeed at her passion. Multiple supreme championships all across North Dakota.

GIBSON PRIEST, *Cartersville, GA*President is Gibson's middle name.
Carries multiple leadership roles while maintaining competitive livestock and livestock judging.
This future ag educator is a national champion showman, tremendous cowman and 2015
AJSA Hersdman of the year.
Sponsored with, Twisted South

PAUL MILLER III, *Torrington*, *WY* Competitive spirit carries over to multiple successes. State and national champion cattle, football, livestock judging, team fitting and academics. Success in every arena. Sponsored with Don Bruner Sales.

JAKE NIKKEL, McPherson, KS
One of the best young fitters in
the country, building his own cow
herd. National champion cattle,
team fitting championships. A
competitive individual but win,
lose or draw, always a smile.
Sponsored with Valley Vet

KALY CONE, *Portales, NM*Kaly is a 3rd generation stock shower and 4th generation cattle producer who holds numerous offices in many organizations.
Her success in the ring is diverse, coming from heifers, steers, dairy cattle, sheep, goats and swine.

TYLER CLARK, Covington, OH
The Clark family exhibited steers
at the Ohio state fair 46 consecutive years. In 2015 Tyler wins
the crown. Successful in livestock
judging and perseverance is his
specialty. Sponsored with Ohio
Valley Show Supply, Highland,
White Show Supply and Provico

RACHEL BOOTH, *Miami*, *OK*Rachel serves as a director on the NALJA Board and a national level livestock evaluator. Many champions in the show ring with multiple breeds.

KAGNEY COLLINS, Flanagan, IL Livestock judging, showmanship, Queen duties, showbarn and high community involvement, all while showing national champions. And the Collins family does it all together. Sponsored with Champion Show Supply

MADDISON CALDWELL, *Elmwood, IL*From a powerhouse cattle family yet Madison blazes her own trail and exhibits national quality show pig champions. Academic excellence and active in leadership roles is her norm. Sponsored with Champion Show Supply

MACY PERRY, *Prather, CA*One of the best meats evaluator indviduals in the collegiate arena. Class valedictorian, NJAA board member and building national success with her bred and owned herd. Sponsored with Sullivan Supply West

KELSEY STIMPSON, *Melba*, *ID*NJHA board of directors, multiple team fitting championships, national champions...with the "born in the barn" statement describes Kelsey to a "T". Sponsored with Sullivan Supply West

MADDY UDELL, *Sioux City, IA*Polite, competitive and talented,
Maddy shows national champions
in multiple breeds and is an artist
with the camera as well. A future
junior youth coordinator.

RYLEE BARBER, *Channing, TX*Rylee has shown what it means to be a great leader in both her community as well as the show ring. She currently serves as the president of her FFA chapter. Rylee has exhibited multiple national champions and is one of the best showman in the business.

TANNER HOWEY, Rowlett, TX
Tanner has been very successful
in and out of the ring. He has a
passion for Angus and Simmental
cattle and has dedicated many
hours to the junior board. Tanner
has won many purple banners, but
finds more pride in his customer's
success.

MADYSON ARTHUR, *Chickasha*, *OK*Madyson has worked hard in every area of agricultural education including the classroom, livestock exhibition, and a number of career development events. She leaves a legacy in the show ring as well as the classroom of selflessness and a desire to do better.

MORGAN THOMAS, *Raymondville*, *TX* She is a born leader, currently holding offices at chapter and district levels of FFA and is also a 4-H ambassador. She has a gracious attitude whether in a win or a defeat. National level cattle, national level showman.

TAYLOR MATHENY, *May's Lick, KY* The NJHA Queen with the work ethic of a cowhand. Throw in Taylor's volunteer work and you have a superstar. Committed to her family beef operation and educating the youth.

MADISON BUTLER, Vincennes, IN
National Junior Angus Show
junior chairman, Miss American
Angus, 4.0 GPA, national level
livestock evaluator, grand champion barrow, National Barrow show.
Success is earned. Sponsored with
Sinnamon Show Supply

BROOKLYN PETTIGREW, Columbia City ,IN The swine or beef sector, success in each field. A nationally accomplished livestock evaluator. It takes tremendous dedication to be high individual overall in Louisville. Sponsored with Sinnamon Show Supply

KYLE MALAER, *Port Lavaca*, *TX*Kyle is a top competitor in the show ring at major livestock shows. Currently serving as an ambassador in the Calhoun County TX 4-H, he is also a committed member of his livestock judging team.

Sullivan's

Vita Hair Volumizer™ Foaming Shampoo

This wildly popular shampoo is a Game Changer. If you have not compared it to your favorite livestock shampoo, you need too!

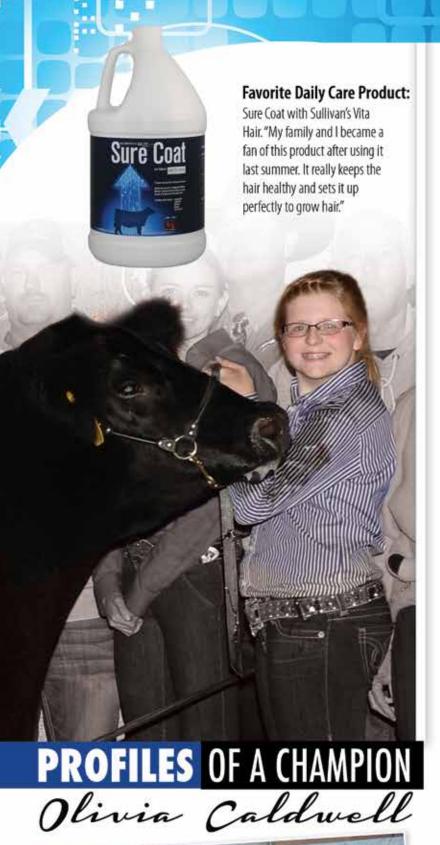
Look for FREE samples at Junior Nationals at the wash rack and in your exhibitor giveaway bags!

Compliments of:



Sample the BEST!





As Described by Olivia Caldwell...

Favorite daily barn tool: The Sullivan's Staggered Roto Brush makes working hair so much easier and the Sullivan's Smart Scrub brush really helps to separate the hair from the skin.

Favorite breed: Crossbred

Favorite stock show: National Western Stock Show. I love meeting all the new people and the green carpet during the grand drive is a goal for everyone.

Favorite hobby when you're not showing: I really love playing basketball.

Favorite College/University: Oklahoma State University

Most embarrassing moment: When I was 7 or 8, I was at Maine and Chi Jr. Nationals in showmanship and instead of going head to tail, I went head to head. Needless to say that was the last time I did that.

Who are your role models?: My dad is definitely one of my biggest role models along with the rest of my family including my mom, brother and sister.

What was the best part of your win at the American Royal this year?:

My entire family was there including both sets of grandparents and my aunt and cousin. It was so cool to have family there to share the moment with.

Proudest accomplishment: Last year when my steer was an undefeated champion. That was something that I am very proud of.

Daily care tip: The biggest tip I could give someone is to really focus on getting them clean and dry. That is the key to being successsful.

Future goals: I would really like to be a livestock judge. I know I am not yet great at public speaking, but I really want to foucs on building my skills so I can move forward with a judging career.

I want to thank my family and all of the guys that help us at the barn. I would also like to thank Brandon Jones, he has worked with us somewhere around 10 years and I know that I wouldn't be the person I am without him.

The Caldwell family has been a tremendously knowledgeable steer family for many years. Olivia is a chip off the block. She truly loves showing steers and is the type of kid that will live in the barn.

Mu Mira---

Grand Champion Steer -2015 American Royal

As Described by Macey Goretska...

Favorite hair care product: Sullivan's Russ' Rag Oil and Sullivan's Kleen Sheen. We use it on a daily basis to get the right amount of shine and healthy hide.

Favorite breed/sire: We are a big fan of Fu Man Chu. My last three steers have been out of him and we have had great luck.

Favorite stock show: It is definitely Denver! It's always our family vacation and I love getting to spend time with my friends when we go out there.

Favorite hobby when you're not showing: I am really active in sports and FFA at my school

Favorite College/University: Iowa State University

Most embarrassing moment: A few years ago at the Cyclone Classic in Ames I was following my dad into the barn and carrying a bucket of water on a super cold morning. I tripped over a board and somehow I ended up dumping the bucket of water all over me and scraping my nose on the ground.

Who are your role models?: My dad is definitely my biggest role model. In high school the biggest thing he ever won was county fair and he has came such a long way since then. My dad and I work together on everything and share the success.

What was the best part of your win this year: I really enjoyed meeting all the new people in Denver this year and the Brown Palace was such a cool experience.

What is your show day ritual? My dad and I ususally jam out to loud music on the way to the show on show day!

Proudest accomplishment: Finally winning Denver this year was my proudest accomplishment. It was my 7th year to go and it seemed like every year we were falling short. This year I worked the hardest I have and it paid off. We purchased my steer before the 2015 NWSS and we knew we had a good one then and it was cool to see it pay off.

Daily care tip: When you are working in a cooler room and it is super hot outside I usually bathe them twice. I do the normal bath and then an ice bath. After that I blow them out just enough so they aren't dripping and then I use a Fluffer Comb and Rice Root brush together to brush their hair up and forward.

Future goals: I want to stay involved with the cattle industry and eventually bring kids of my own into it. This industry has taught me a lot of life lessons like hardwork and responsibilities, and I would want to teach my kids that.

In showing cattle there are a lot of ups and downs, you win some and lose some. On a tough day it is important to be happy for the people that win. It is such a teamwork deal. It is also important to never forget the people that help you get where you are. This year it was super emotional winning the Nick Reimann award because I bought my first couple of steers from him.

The first time I got to spend time with Macey was at Stock Show U clipping clinic. She was geniunily interested in absorbing all the knowledge she could. It has been impressive watching her grow up to be a national level showman and fitter.

Grand Champion Steer

2016 National Western Stock Show





For Clipping and Show Day... This is the BEST product we have ever used!

Shock The shock of the shock of

- Gives long-lasting body to lifeless hair
- Legit hair pop and shine without the oil residue

Legit hair pop and shine without the oil residue. This is the best show day hair product we have ever used. Shock that lifeless, flat show day hair back to life with Sullivan's Shock. This mixture of all natural ingredients creates a show day hair pop like no other. Not only does it penetrate deep, forcing the hair to stand at attention, but it also gives a deeper, fuller look to the hair while also adding a shine without any oil residue that weighs the hair down. You can also use Sullivan's Shock before clipping to make the hair rise for an easier, smoother clip. Sullivan's Shock is a ready- to-use product, no dilution needed.

Sullivan's Stretch Cadillac Mew

- 9ft Adjustable Chute
- More Space for Fitting and Added Features



Everyone asked for a larger chute with more room to fit, but would also easily fit in your trailer; well your wish is our command. Sullivan's Cadillac Stretch Chute is the most unique chute to date. With a telescoping aluminum foundation, the Stretch can expand from a 6.5ft compact storage mode to an impressive 9ft show day mode, making it both the smallest and largest grooming chute on the market. Designed with the showman in mind. In storage mode, the Cadillac Stretch will fit practically anywhere in your trailer and in show day mode the Stretch will give you extra length to hold your largest animal. Allowing you to have space behind to work around. Each extension has a built-in stopper to keep pieces secure. Also included on this chute is a ridged area on the headpiece that prevents the halter from sliding down the bars when tied. The Cadillac Stretch comes complete with a two piece padded floor.

Sullivan Supply and SURE COAT

two leaders in research and development for livestock hair health, introduce...

Sure Coat

New

wtih Sullivan's



- Promotes hair growth in a flake free formula.
- Natural oils geared for feeding hair follicles.
 Nutrient molecules in the product are small enough to be absorbed by the hair shaft.
- The Natural Oils include: Coconut Oil Lanolin
 - Joioba Oil Tea Tree Oil
 - Olive Oil

Sure Coat™ by Sure Coat Solutions, LLC, with Sullivan's Vita Hair. Sure Coat™ promotes hair growth in a flake free formula that utilizes natural oils geared for feeding hair follicles. The nutrient molecules in this product are small enough to be absorbed by the hair shaft, promoting quick hair growth.

Sure Coat™ by Sure Coat Solutions, LLC, is a concentrated blend of natural essential oils designed to promote hair growth and healthy skin on a cellular level. Coconut Oil, Jojoba Oil, Olive Oil, Lanolin, Tea Tree Oil and many other natural oils work together to promote the natual shine and luster of skin and hair.





New

Devour It

 The Ultimate Appetite Enchancer • Garlic & Cinnamon Extract with B12

Getting your animal to the condition you want can be a stressful situation when they are sluggish eaters or simply won't eat. With Sullivan's Devour It, let worrying about consumption be a thing of the past. Devour It is specifically formulated to enhance appetite and get your animal on track, it also contains Vitamin B12 resulting in boosted energy levels to combat fatigue and sluggishness during times of stress.

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2016 Junior National Stock Show U Clinics

Jr. National	Date	Location	Time	Curriculum
Red Angus	June 21st	Springfield, IL	10:00 am	Hands-on Showmanship
Maine-Anjou	June 22nd	Grand Island, NE	12:00 pm	3 to pick from Hands-on Shomanship, Fitting Demo, Healthy Hydrated Hair Q&A
Chianina	June 22nd	Grand Island, NE	12:00 pm	3 to pick from
Miniature Hereford	June 22nd	Ames, IA	2:00 pm	Hands-on Showmanship, Fitting Demo, Healthy Hydrated Hair Q&A Fitting Demo
Lowline	June 24th	Stillwater, OK	1:00 pm	2 to pick from Fitting Demo, Healthy Hydrated Hair Q&A
Charolais	June 28th	Springfield, MO	11:00 am	2 to pick from
Shorthorn	July 4th	St. Paul, MN	5:00 pm	Fitting Demo with Q&A, Hands-On Showmanship 3 to pick from Fitting Demo with Q&A, Hands-On Showmanship
Angus	July 5th	Grand Island, NE	2:00 pm	3 to pick fromHands-on Leg Workshop, Showmanship Demo, Healthy Hydrated Hair
Gelbvieh	July 5th	Stillwater, OK	8:00 am	Hands-on Leg Workshop
Salers	July 5th	Grinnell, IA	2:00 pm	Fitting Demo
Limousin	July 9th	Lexington, KY	1:30 pm	2 to pick from
Hereford	July 11th	Madison, WI	2:00 pm	Fitting Demo, Hands-on Showmanship 3 to pick from Hands-on Showmanship, Fitting Demo, Healthy Hydrated Hair Q&A
Simmental	July 12th	Des Moines, IA	6:30 pm	3 to pick from Hands-on Showmanship, Fitting Demo, Healthy Hydrated Hair Q&A

We Stand For You.



Check out our schedule at www.sullivansupply.com to attend a complimentary Stock Show U clinic near you.



The distinguished Sullivan Supply/ Stock Show University \$20,000 Youth Scholarship Program.



provided by www.sullivansupply.com