

# PROFILES OF A CHAMPION

Junior National Edition



Good Will  
Solid Leadership  
Innovative Products



STOCK  
SHOW  
U

## As Described by Jordan Crall ...

### JORDAN'S FAVORITE BARN TOOL:

Sullivan's Roto Brush "By far the best invention to show cattle." - Jordan Crall



**SHOW DAY LEG GROOMING PROCESS:** Once the animal is in the chute we work the leg hair with Sullivan's Roto Brush. This helps stimulate the hair and remove any debris. We spend at least three to five minutes on each leg with the Roto Brush process before we apply any adhesive. Next, we apply a few light coats of Sullivan's Tail Adhesive. We would rather put a few light coats on at a time and let the adhesive dry before we put on the next coat. When we get the leg hair all set we build it up with Sullivan's Ultra White Touch-Up. Our final adhesive application is to spray on another coat of Sullivan's Tail Adhesive over the top of the White Touch-Up. To match Max Rosa's dark cherry red coat we then mix in light coats of Sullivan's Crimson Red and Sullivan's Brown Touch-Up. We add light coats of each until we receive the desired color.

**SHOW DAY LEG BREAK-DOWN:** EZ All It's Gone

**Heifer's Name:** CYT Max Rosa **Sire:** Solution **Dam:** Sonny

**Breeder:** Cyclone Trace Cattle Company & Darbyshire Family

**Purchased from:** Kendall Bremer **Clipper:** Jess Recknor

**Show Day Fitting Crew:** Jess Recknor, Wess Richey, Kendall Bremer, Jordan Crall & Jason Crall

**Feed Supplements:** Oxy-Explosion and Showbloom **Feed:** homemade ration with Kent Feed protein

**Favorite Comb:** Sullivan's Black Stimulator Comb

**Favorite Blow Dryer:** Sullivan's Air Express III Double Blower System

**SHOW DAY BODY HAIR PROCESS:** As we get the animal in the chute we thoroughly blow dry her/him. Next, we use Sullivan's Roto Brush over the entire animal's hair coat in the direction we want the hair to lay. Then we apply a couple light coats of Sullivan's Kleen Sheen and a heavy dosage of Sullivan's Final Bloom on the head and neck area. A light coat of Sullivan's Final Bloom on the body. All products are applied with the process of blow drying. I really prefer the shine of Final Bloom. Many of today's products are just too light and don't bring a deep shine to the body hair.

**DAILY HAIR CARE:** We soap the animal each and every morning with Sullivan's Clear Choice. We believe in doing this to stimulate hair growth, keeping the skin and hide clean. The proper shampoo will not strip the oils or damage the hair. We spend a lot of time using Sullivan's Roto Brush. We believe this tool is a great way to stimulate hair growth. We use Sullivan's Kleen Sheen daily. We condition the hair and use a mixture of Sullivan's Revive and Sullivan's Final Bloom to add some oils and help condition the hair, or if the animals hide starts get too dry. We usually use these products three to four times a week depending on the animal's skin condition.

**GRAND CHAMPION, 2010 National Junior Shorthorn Show**



## PROFILES OF A CHAMPION

**Location:** Albia, Iowa

**Champion Title:** Two-Time Supreme Champion Shorthorn, NAILE  
NWSS and National Junior Shorthorn Heifer Show Champion

**Favorite Hobby/Sport:** Only One - Showing Cattle

**Showman ...**

Jordan Crall



# As Described by P.D. Miller ...



**P.D.'s FAVORITE BARN TOOL:**  
Sullivan's Rice Root Brush

**SHOW DAY LEG GROOMING PROCESS:** Once we have the animal dry and the leg hair worked with a blower and roto brush, we gather our blunt and regular combs and supplies to start fitting. We pull-up the legs with Sullivan's Tail Adhesive. We then coat each leg with Sullivan's White Touch-Up; as many coats as we need to build a good leg. Next, we clip the leg to perfect the lines and start painting. When painting, we use Sullivan's Crimson Paint first, then follow with Sullivan's Jet Black and finally Black Finisher.

**SHOW DAY LEG BREAK-DOWN:** EZ All It's Gone

**Heifer's Name:** KB Sammie **Sire:** Monopoly **Dam:** Slick 50

**Breeder:** Kelly Burch **Purchased from:** Matt Lautner **Clipper:** Brad Linton and my dad, Paul Miller, Jr.

**Show Day Fitting Crew:** Myself, my dad Paul, my brother Skyler and Brad Linton

**Feed Supplements:** ShowTec Rumafill, Natural Stride and Show Champ Pellets

**Feed:** home mixed using Purina Grand 4 Tfier

## A FEW OF MY FAVORITE THINGS ...

**Comb:** Sullivan's Blunt Fluffer **Blow Dryer:** Sullivan's Air Express III Double Blower System

**Hobby/Sport:** Football, basketball and especially showing cattle!

**Show Animal:** Peppermint Twist from my 2006-2007 show year

**Stock Show:** NWSS **Music Group:** It depends on the day and my mood!! **TV Show:** Tosh O.

**SHOW DAY BODY HAIR PROCESS:** After returning from the wash rack, we thoroughly blow dry the animal. We apply a light coat of Sullivan's Kleen Sheen to the entire body; comb and blow this in. We spend our extra time getting the hair to pop and be sure it is totally dry. Before we go to the show ring, we finish up with a coat of Sullivan's Final Bloom.

**DAILY HAIR CARE:** Every morning we rinse the animal, but wash it with soap every few days or if they are especially dirty. Then we brush out the majority of water with a rice root brush while standing in front of a turbo fan. We work their hair with a blower and apply Sullivan's Kleen Sheen. When they are dry we apply Pink Oil as we comb the hair with a blunt tooth comb. We believe this stimulation increases hair growth.

**GRAND CHAMPION, 2010 National Junior Chianina Show**



## PROFILES OF A CHAMPION

Showman ...

*P.D. Miller*



**Location:** Torrington, WY

**Champion Title:** 2010 Chianina Junior National Grand Champion Female

# As Described by Jake Bloomberg ...

## JAKE'S FAVORITE BARN TOOL:

Sullivan's Massage Brush -  
"Works wonders with my  
Simmentals." - Jake Bloomberg



**SHOW DAY LEG GROOMING PROCESS:** We start on show day with Sullivan's Prime Time to break the hair up. Then we go over the leg with a light coat of Sullivan's Tail Adhesive to set the hair. We build the legs with Sullivan's Ultra White Touch-Up. After it dries, we then darken the leg with Sullivan's Brown Touch-Up. Next we put on a coat of Sullivan's Jet Black Touch-Up. Our final coat is with Sullivan's Black Finisher to match the natural shine of the animals body hair.

**SHOW DAY LEG BREAK-DOWN:** Hocus Pocus

**Heifer's Name:** KLS Diamond **Sire:** In Dew Time **Dam:** Obsession  
**Breeder:** Doug Spooner **Purchased from:** Jeff Paulsen **Clipper:** Jeff Paulsen & Jim Bloomberg  
**Show Day Fitting Crew:** Jeff Paulsen, Jim Bloomberg, Shannon Voegel, Troy Jones, Ryan Dunkleu & Kyle Wagner  
**Daily Care:** Jake and Jim Bloomberg (Not Mary) **Feed:** KENT Showfeeds

## A FEW OF MY FAVORITE THINGS ...

**Barn Product:** Sheen, Sheen and more Sheen **Comb:** Sullivan's Stimulator Comb with the wooden handle

**Hobby/Sport:** Showing livestock, basketball and football

**Show Animal:** Betty, my Hereford; and Beyond Belief, my Simmental heifer that won 17 shows.

**SHOW DAY BODY HAIR PROCESS:** Wash the heifer with Sullivan's Clear Choice Soap. Next, we blow her out almost dry, then we use a light coat of Sullivan's Kleen Sheen; then blow that in. Let her rest for a while. When it is time to get her up for the show we put a deep coat of Kleen Sheen and blow her completely dry. This will help break-up the hair for extra flair to the hair. Right before leaving the chute we use a light mist of Sullivan's Final Bloom to add that extra freshness to her look.

**DAILY HAIR CARE:** The Sullivan's Kleen Sheen and Sullivan's Clear Choice Soap are what help keep my heifers hair in champion shape. The massage brush and Stimulator comb really work the hair extremely well. Sullivan products are what I have always used and they have always delivered.

**GRAND CHAMPION, 2010 National Junior Simmental Show**  
American Junior Simmental Association  
National Classic XXX  
Des Moines, IA  
2010



## PROFILES OF A CHAMPION

**Location:** Berwick, IL

**Champion Title:** 2010 AJSA National Classic Champion  
Simmental Heifer

Showman ...

*Jake Bloomberg*



**GRAND CHAMPION Polled Hereford,**  
2010 National Junior Hereford Show



**GRAND CHAMPION MaineTainer,**  
2010 National Junior Maine-Anjou Show



**GRAND CHAMPION MAINE,**  
2010 National Junior Maine-Anjou Show



## As Described by Bailey Buck ...



**BAILEY'S FAVORITE BARN TOOL:**  
Sullivan's Air Express III Double Blower System  
and Sullivan's Rice Root Brush depending  
on the time of the year.

**Polled Hereford Heifer's Name:** NJW 78P 63N Lady Sport  
**Sire:** Tundra **Dam:** NJW BW Lady Sport DEW 78P **Breeder:** Ned & Jan Ward  
**Maine-Anjou Heifer's Name:** BK Ruby 8053  
**Sire:** Limited Edition **Dam:** BK Libby 132 **Breeder:** Buck Cattle Co. & 3R Cattle Co.  
**MaineTainer Heifer's Name:** EUC Wonder Woman  
**Sire:** BK Navajo 42N **Dam:** Angus **Breeder:** Euchee Creek Cattle Co.  
**Clipper:** Matt Scasta & Ray Unwin

**Show Day Fitting Crew:** Matt Scasta, Ray Unwin, Ethan Moore,  
Sierra Gray, Joe Devine, Cole Moore, Davey Young, & Matt Walsh  
**Feed Supplements:** VitaFerm SureChamp Pellets **Feed:** Martindale Pro-Show Feed

### A FEW OF MY FAVORITE THINGS ...

**Hobby/Sport:** Show cattle, basketball and hanging with out my friends

**Favorite of my 2010 Heifers:** My Hereford, Lady Sport

**All-Time Favorite Show Animal:** My MaineTainer heifer 'Lola'. She was  
Grand Champion MaineTainer Female at the 2004 National Junior Maine-Anjou Show  
and also Grand Champion MaineTainer in the Maine-Anjou Junior Show at Denver in 2005.

**Stock Show:** Maine-Junior Nationals because I get to spend one week  
with so many people I do not get to see very often.

**Future Career Goals:** I plan to receive an undergraduate degree from OSU  
in biochemistry and be involved in genetic research for agriculture and medicine.  
I also hope to attend medical school in the future as well.

**SHOW DAY PRODUCTS:** Our crew uses Sullivan's Prime Time Adhesive, Sullivan's Tail  
Adhesive, Sullivan's Black Finisher, Sullivan's Jet Black, Sullivan's Final Bloom and Sullivan's Styling  
Mousse.

**DAILY HAIR CARE:** We rinse daily and wash them two to three times a week with Sullivan's Clear  
Choice and Sullivan's Bright Lights for the Hereford. We also use the Sullivan's Rice Root Brush and  
Sullivan's Roto Brush along with Sullivan's Russ' Rag Oil and Sullivan's Final Bloom. The Russ' Rag  
Oil is a fantastic product for replenishing the natural oils in the skin. I strongly recommend it.

## PROFILES OF A CHAMPION

Showman ...

*Bailey  
Buck*



Accomplished a trifecta in 2010. We believe this  
has never been achieved - winning three  
Junior National Champion titles in one year.

**Location:** Madill, Oklahoma

**Champion Title:** 2010 National Junior Hereford Show Champion Polled Hereford Heifer  
2010 National Junior Maine-Anjou Show Grand Champion Maine Heifer  
2010 National Junior Maine-Anjou Show Grand Champion MaineTainer Heifer

# Sullivan's **SMART**™ Comb



The Smart Comb™ is just that ... a **NEW** multi-tasking, yet lightest weight comb on the market, with interchangeable blades that securely snap in and out of a plastic handle that allows you to pick the blade of choice. Comes as a complete unit with Sullivan's Stimulator, Fluffer and Skip Tooth blades in one package. Or you can purchase separately as a handle and your choice of a blade.

Smart ... light weight ... and economical. Made in the USA!!



[www.sullivansupply.com](http://www.sullivansupply.com)

Stop by the trailer and check out these other **NEW** products ...

- the **NEW** Titan™ Showbox
- the **NEW** Better Bucket™
- 3 **NEW** Show Halters
- 8 **NEW** Rope Halter Colors
- 2 **NEW** Feed Pan Colors



## Tired of lazy, sleepy acting cattle?

A **NEW** caffeine and ginseng instant energy product now available in a paste form for stubborn, lethargic and dead headed cattle that act too tame and have no mo-jo. A product to put a little perk in their metabolism; much like your morning coffee or energy drink does for you. Natural ingredients, drug-free.



# Sullivan's the Hair Wizard™ comb

A **NEW** cattle fitting tool that will obtain hair perfection. The Hair Wizard's™ wire teeth separates every last hair strand. It actually reaches under the hair, down to the hide and pulls up that hair you didn't even know existed. This is not possible with any other comb. The Hair Wizard™ is very beneficial in the loin to tailhead and top area, the flank and belly line, and the back fins of legs. It works incredible on thin to medium body hair that needs more base. The Hair Wizard™ comes in 6" and 9" combs.



***Sullivan's - the innovative leader.***

Combining the superior science of VitaFerm, with the knowledge of show cattle wants and needs from Sullivan Supply, we are proud to introduce ...

## **Vita Ferm and Sullivan Supply's New Health and Nutrition Line**

Two trusted sources in the livestock world unite to develop a superior health and nutrition line to help show cattle stay healthy and on feed while on the road or at home.

Introducing three new products ...

### ***Appetite Igniter™*** -

- ***A NEW prebiotic product in a paste form***
- ***A NEW prebiotic in a powder form***
- ***A NEW prebiotic turbo in a drench form.***

Featuring quick appetite response and improved digestibility with the Amaferm advantage.

Coming soon, an exciting, advanced form of electrolytes. **Muscle Pump™**, an electrolyte and blood flow stimulator used show day that increases muscle and top mass. Drug-free.

**Full-N-Fresh™**, an electrolyte show day product that increases fill and body, yet does it lightly. Keeping your animal free moving, athletic and feeling comfortable.



*VitaFerm and Sullivan Supply are two companies that see great potential in our livestock youth. We both strongly believe in giving back to junior programs.*



Stock Show University apparel and pro-sport shop is up and running!! Check out the apparel & clinic schedule at [www.sullivansupply.com](http://www.sullivansupply.com) or visit us at a National Junior Heifer Show nearest you. Check our website weekly for new apparel arrivals.

Stock Show U is a 100% non-profit company created to educate Agriculture youth. We have FREE educational clinics open to all stock show youth and adults, compliments of Sullivan Supply. We will be hosting clinics at beef expos, major shows, and junior nationals as well as local shows and at home events throughout the United States.

**For more information contact  
Bobbi Hartwig at Sullivan Supply, 1.800.475.5902  
or [bobbi@sullivansupply.com](mailto:bobbi@sullivansupply.com)**

# Welcome to the JUNGLE

*Sullivan's Safari line  
of show sticks!*

Eight new, stylish colors  
straight from the jungle -

Leopard,  
Green Zebra (green/black)  
Pink Zebra (pink/black)  
Zebra (black/white)  
Bengal Tiger (orange/black)

*Coming soon...* Giraffe Pattern  
& 2 Twist Patterns  
(blue/orange & black/teal)



## Regripping Service

Stop by the Sullivan's Show Supply trailer and pick from over 200 grips - various colors, shapes, textures and sizes. We can regrip your old show stick or add your choice of grip to a new show stick. More color, more comfort, more options and the quality you prefer.

## Cajun Bling

The original Cajun Bling show stick and pig show whip. High quality, professional craftsmanship enhanced with crystal jewels. You can also custom order your logo, your brand, initials, etc. Great gift ideas.





# SULLIVAN SUPPLY'S Youth Scholarship Program

Thinking of you with the Future in Mind!

## 25, \$1,000 Scholarships

1,014 applicants from 43 states!

The future of livestock production is in good hands. The distinguished Sullivan Supply Youth Scholarship program has energized our confidence in the quality of young people ready to take the reins as leaders in their field. Congratulations to all 1,014 of you from 43 states that had the determination to apply. A special thank you to the scholarship selection committee of industry leaders (non-Sullivan Supply employees or family members) who volunteered three days of their time for this project. After 21 years of living and loving the industry, we are more excited than ever to see what the future will bring with our youth at the helm.

**John and Dede Sullivan**  
*Sullivan Supply, Inc.*

**Dan Sullivan**  
*Sullivan Supply South, Inc.*

And our entire staff and dealers



**Courtney Jass** - Garner, IA

"Lead, don't follow" is the motto Courtney lives by. She was Iowa Jr. Beef Breeds President, two-years; Iowa Jr. Simmental President, three-years; and State Champion FFA livestock judging team.



**Brady Jensen** - Courtland, KS

Two-time class President; 4-H and FFA President; State Champion 4-H Livestock Judging Team and High Individual.  
*Sponsored with Valley Vet*



**Hannah Winegardner** - Lima, OH

Her success in the show ring is known by all, but her assistance with teaching children classes at her church defines her caring spirit.  
*Sponsored with Highland Enterprises, Provico, Ohio Valley and White Show Supply*



**Lisa Reid** - Brighton, CO

Showtimes magazine co-owner; CO State Fair Champion Steers; and a 4-time all-state judging team member. Lisa received the distinguished honor of Sullivan's "Best Presented Application."  
*Sponsored with Bauman Family Show Supply*



**Ashley Judge** - San Luis Obispo, CA

A natural born a leader. She is the current President of the CA Jr. Shorthorn and Angus Assoc. Ashley is also a two-year high individual in the CA FFA livestock judging contest.



**Ty Bayer** - Ringle, WI

True stockman with the skills to clip, fit, calve and raise his own livestock. Denver Champion Angus and Red Angus females and Supreme Showman, Wisconsin State Fair.  
*Sponsored with Kegley Show Supply*



**Cassie Hoblyn** - York, NE

An outstanding role model for the junior livestock industry. Exhibitor of National Junior Heifer Show Champions - yet, win, lose or draw, her sportsmanships sets her apart.



**Ashley Skeels** - Boerne, TX

Spends her time mentoring youth for numerous show cattle clinics. Three-time Jr. National Champion Showman and heifer champions at Louisville, Denver and San Antonio.



**Taylor Shackelford** - Gunter, TX

From the moment Taylor was old enough, he made his own choices with his livestock. His independent thinking molded a successful and diversified young stockman resulting in Championships at the majors.



**Carly Wesner** - Chalmers, IN

Simmental blood runs through her veins. Four-time national champion high-school judging team; High-Individual, American Royal and National Barrow Show judging contests.  
*Sponsored with Sinnamon Show Supply*



**Paige Wallace** - Stotts City, MO

2011 Miss American Angus, yet not afraid to get her hands dirty. Involved in every facet of her purebred cattle operation. Has successfully raised national champion caliber livestock.  
*Sponsored with Mid-Missouri Feed*



**Morgan Meisenheimer** - Mount Airy, MD

Morgan set an all-time scoring record in beef cattle oral reasons and total points on her way to capturing the high individual honors at the NAILE. Raised multiple champions at the MD State Fair.

*Sponsored with Scottsdale Supply*



**Britney Creamer** - Montrose, CO

2011 National Jr. Angus Assoc. President and '10 National Jr. Angus Show Champion Showman. Leaders aren't born - it's through their perseverance and efforts. They will themselves to succeed.

*Sponsored with Bauman Family Show Supply*



**Cody Burke** - Genoa, NE

Perhaps the most talented cattle fitter/clipper for his age in America, yet still maintained a 4.0 GPA. Cody's family exhibited Champion Steer at 2010 NAILE & Ak-Sar-Ben.



**Jacob Boyert** - Seville, OH

Three sport captain in high-school. Yet Jake's proudest moment was this year in Denver where he exhibited the Reserve Champion Shorthorn Heifer - and did it as a family.

*Sponsored with Highland Enterprises, Proviso, Ohio Valley and White Show Supply*



**Jamie Bloomberg** - Berwick, IL

Independent ... forward thinking ... creating her own splash best describes Jamie. A true entrepreneur that developed, created and promoted her own jewelry and accessory business.



**Mollie Lastovica** - College Station, TX

Reigning President of the Texas State 4-H Council and high-individual at the Texas State 4-H livestock judging contest and Houston Livestock Show contest.



**Lindsay Upperman** - Chambersburg, PA

At the ripe old age of 18, Lindsay is named fund raising chair for the 2011 National Jr. Angus Show. Pennsylvania Jr. Angus Assoc. President and Queen. Stepping up is her middle name.

*Sponsored with Scottsdale Supply*



**Paige Allen** - St. Charles, MN

Multi-state and national FFA award winner. Her genuine joy for helping others is infectious. Her ongoing responsibility as coordinator of Minnesota's largest junior jackpot event is proof of her commitment.



**Mallorie Renee Phelps** - Grandview, TX

Coached 4-H meats judging team; exhibited the 2011 NWSS National Champion Polled Hereford Heifer; and was named second high-individual at the 2011 NWSS meats judging contest.



**Bailey Buck** - Madill, OK

Bailey was raised by the concept - we show cattle to raise our kids - and now has excelled in all aspects of life as a result. She has exhibited champions at every major in the country. Her future plans are attain a bio-chemistry/molecular biology degree.

*Sponsored with The Winning Edge, Brad Cox*



**Rachel Glascock** - Pilot Point, TX

Rachel is a Texas State FFA Officer who working diligently to improve and expand her own Simmental herd. Competitive cattle, FFA and American agriculture is Rachel's heartbeat.



**Laine Martin** - Curryville, MO

Multiple state fair champions, yet modest at winning. Her high character and work ethic is the model for the junior livestock industry.

*Sponsored with Mid-Missouri Feed*



**Tamar Ellen Adcock** - Assumption, IL

Two historic cattle families unite (parents Jim Adcock and Jan Unger). Tamar blazes her own trail with national champion Herefords while maintaining a 4.0 GPA and class valedictorian.



**Troy Shaw** - Ogden, IA

4-H, family and outstanding sportsmanship are Troy's goals. His many championships are the bonus. Good things happen to good people ... for a reason.

**Check out [www.sullivansupply.com](http://www.sullivansupply.com) to see the list of the gold star and silver star award winners.**



*22 years ago we  
started a show supply company in a garage  
- NOT TO MAKE A LIVING,  
TO MAKE A LIFE.*



In the winter when every day rinsing is not possible, we believe that Sullivan's Russ' Rag Oil is one of your best, yet underrated products. We mix 1/4 Rag Oil & 3/4 Double Dip for what we call a deep conditioning three-day process. We apply this mix with a fogger and then comb in over the entire body. To be left in two to three days to absorb into the skin. In the summer we spray it on at night and rinse the next morning. This is one of our all-time favorite products.

*- Bruce and Amy Sterzbach*

**Stock show  
family owned and  
operated since 1989.**



When fitting a leg there is one product line that stands out. Sullivan's Primetime and Tail Adhesive. They dry completely and leave the hair crisp so it clips off with ease. Sullivan adhesives perform in all types of weather - winter, spring summer or fall. These products will not wilt or fall down in the humidity. We proceed with the Sullivan's Ultra White Touchup as a leg builder and use Black Finisher as our final cover-up. Their level of performance and real hair-like appearance is unmatched. And Sullivan touch-ups will not melt your adhesive.

*- Todd Caldwell, Caldwell Show Cattle*

**SULLIVAN SUPPLY, INC.**

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