

# INDUSTRY in Focus

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## Markets Announce Program Schedules

The party hats and noisemakers used for welcoming the new year are barely put away before the first of two major equine industry market blitzes kicks off.

From January through March, venues large and small are packed with manufacturers and retailers.

The industry's two largest trade shows—WESA-Denver and Stanley KOP—provide a full complement of events and activities.

The Denver Market runs Jan. 16-20 and features a variety of events and activities designed to showcase products and provide information and motivation.

A massive Western fashion show kicks off the market Friday evening at 6 p.m. in the plaza center. WESA also presents its Top Hand Awards during the evening.

Honored this year will be Don King, owner of King's Saddlery in Sheridan, Wyo., and founder of King Ropes; Robert Murphy, independent sales rep and past president of Mountain States Men's and Western Apparel Club, and the National High School Rodeo As-

sociation.

WESA will also offer four learning sessions during the market. Trent Johnson of Greeley Hat Works will present a program on Western hats at 8:30 a.m. Friday; Motivational speaker Danny Cox will speak on Saturday at 8:30 a.m.; retail consultant Lynne Schwabe will speak Sunday at 9:30 a.m. on methods to use in rewarding employees, and Monday's speaker at 8:30 a.m. will be motivational speaker Ed Rigsbee.

Celebrity autograph sessions are also planned throughout the market with rodeo legends Sharon Camarillo and Dee Pickett, along with country music standouts Joni Harms and Brooks Atwood. Skidboot and David Hartwig, a cowboy and his dog, are also slated to appear.

Master horse trainer Ray Hunt will present two programs on horsemanship Saturday and Sunday at 10 a.m. and 3 p.m., respectively. Saddle-fitting demonstrations and a presentation by Martha and R.E. Josie will round out the list of live events.

KOP organizers plan to welcome

more than 1,900 exhibiting companies and 1,800 badged exhibitors, along with about 1,000 exhibit booths and displays when the doors open at the Ft. Washington Expo Center Jan. 31.

The market will host a special cocktail reception Jan. 30 and Jan. 31 at 6:30 p.m. in the Marriot West's Regatta Lounge. A wine and cheese party will be held Saturday at 5:30 p.m.

A long-standing tradition at the KOP Market—the Super Bowl/Casino Night—will be held at 6:30 p.m. on Sunday night, featuring a sit-down dinner buffet with Las Vegas-style gambling, two big-screen televisions and a retailer auction.

A complete complimentary hot breakfast buffet is offered each morning at 7:45 a.m.

Tom Shay will present two retailer seminars, one at 11:30 a.m. Saturday and another at 7:30 a.m. Monday. Live horse demonstrations in the Hippodrome round out KOP activities.

A wide variety of learning opportunities will be offered when the Atlanta Market opens its doors Feb. 7 at the Gwinnett Civic Center.

A "hands-on-university" will be held at 8 a.m. both Saturday and Sunday, featuring presentations on such topics as boot construction, leather care products, saddle fitting, hat care and shaping and animal health care.

Debbie Allen, speaker and author, will present two learning lunches during the market. On Saturday at noon, her topic will be "Highly Effective Marketing Strategies for Under \$500," and on Sunday, she will speak on "Double Your Sales Using Physiological Triggers."

Market-goers will also have the opportunity to attend a Gwinnett Gladiators semi-pro hockey game Friday night and a Mardi Gras ball Saturday night. The market closes Monday, Feb. 9, at 6 p.m.

—Paul Wahl

## Future of Western Industry Topic of Session

**A town-hall-style meeting on the future of the Western industry will be conducted by the Western-English Trade Association Marketing Committee Thursday, Jan. 15, at 5:15 p.m. prior to the opening of the WESA-Denver market.**

**Anyone who sells to the Western industry is welcome to attend. The event will be held in Forum Meeting Room 1 of the Denver Merchandise Mart.**

**The one-hour session will begin with a brief presentation and will end with questions, answers and input from those attending.**

**Prior to the session, the WETA board of directors plans to meet at 3:30 p.m., and the organization's AIM Committee will gather on Friday at 9 a.m.**

**WETA's remaining committees and subcommittees are also expected to convene during the run of the market.**