

INDUSTRY in Focus

NEWS & TRENDS | NEWS & TRENDS | NEWS & TRENDS | NEWS & TRENDS

BETA Takes Top Booth Honors at KOP

FORT WASHINGTON, PA.—Equine industry companies old and new were represented in the aftermath of the booth judging at the Stanley KOP Market for January 2004.

Newcomer This Generation Presents took first in the single Western booth category, followed by veteran Old Mac and another almost newcomer Cowgirls Don't Cry.

Long-time marketgoers Rio Vista Products, Bar F Products and Healthy HairCare Products swept first, second and third, respectively, in the double Western booth competition.

WeaverLeather, Fabri-Tech and Circle Y of Yoakum captured the



David O'Connor, Olympic gold medalist and president of the U.S. Equestrian Federation Inc., appeared at the Stanley KOP Market, where he gave two brief presentations on the state of the industry and signed autographs.

Kerrits Equestrian Activewear brought the first-ever two-story booth to the Stanley KOP Market this January. The Oregon-based company used the top floor for additional display space. Visitors were also treated to a unique view of the show floor.



The British Equestrian Trade Association took the highest booth honors in the English category at the Stanley KOP Market in January. A number of the association's members participated in providing a presence for the organization in the United States.

top three places in multi Western booth competition, and Ariat International Inc., Big Horn/BT Crump and Reinsman Equestrian Products took top honors in the grand Western booth running.

The British Equestrian Trade Association captured top honors in the grand English booth competition, followed by Kerrits Equestrian Activewear and WeatherBeta USA. This was BETA's first-ever booth at KOP.

Newcomer Goode Rider of Sonoma, Calif., took first in the multi English booth category, followed by Dansko and Horshware Products Ltd.

First-timer Black Country Saddles placed first in the double English booth category, followed by Barbour Inc. and Lucky Braids by Ruthann.

Another first-timer, Willie Bakery, took first in the single English booth judging, followed by Liverymark and Equilite Inc.

