

**ALL INDUSTRY CONFERENCE**

For registration information, visit the WETA Leadership Forum Web site at www.theleadershipforum.com or E-mail for details to info@waema.org. You may also call the WETA office at (303) 295-2001.

Trail rides at Keystone Resort offer unique vistas of the Rocky Mountains and are one of a number of opportunities for adventure during the All Industry Conference June 3-5.

All Industry Conference:**Colorado Rockies Beckon**

KEYSTONE, Colo.—Three days of activities, learning and planning are in store for those who attend the Western-English Trade Association Leadership Forum All Industry Conference June 3-5 at the Keystone Resort Conference Center.

In addition to some of the top speakers in the nation, the event will feature a variety of opportunities for relaxation and recreation.

The event kicks off Thursday morning with a meeting of the WETA board of directors. A golf outing is also planned, as well as other activities, with a campfire barbecue scheduled later in the evening.

Author and speaker Robert Stevenson and peak performance and wellness specialist Diana McNab-Mahan will be featured during sessions planned for Friday.

Stevenson's motivational approach



to business will equip those attending with the tools to achieve greater success. McNab-Mahan will help participants develop a mind/body personality profile and create an optimal living

plan to help alleviate stress and bring balance to their lives.

Robert Wendover, managing director of The Center for Generational Studies, will present two sessions on Saturday called "Managing the New Work Force" and "From Standing in Line to Clicking Online: The Psychographics of the Emerging customer."

A roundtable discussion on best practices in the industry is also planned for Saturday.

The conference will conclude with the Sixth Annual AIM Awards Gala, which recognizes the Western and English Industry's best marketing, advertising, public relations and publishing efforts.

World Champion Cowboy Larry Mahan will be joined by the newly crowned Miss Rodeo American 2004 to host the event.

**Robert Stevenson****Diana McNab-Mahan****Robert Wendover****Larry Mahan**