

heardabout

# Come and Get It

**T**HIS MONTH, I'm marking my third anniversary with "Tack 'n Togs." It has been the most enjoyable three years of my life.

Most of you know that I spent more than two decades as a newspaper editor prior to crossing over to the dark side, as my fellow journalists often call magazine work.

Newspaper editors grow a thick skin quickly. You need one to survive. Fortunately, the bulk of the "Tack 'n Togs" readers aren't the type of people who typically attack with impunity.

To everyone who has assisted in making the past three years an enjoyable experience, thank you, and let's work together to make our industry better in the years to come.

**ONE OF** the questions I'm asked most often as editor is this: "I used to get your magazine, but it just stopped coming."

Regularly, our circulation department sends out what we call a qualification request form. Its primary purpose is to ensure that retailers who are receiving "Tack 'n Togs" want to continue to receive it. The answers to the requalification questions also help us serve our readers better.

Since the publication is sent free to those who qualify, it is our commitment to our advertisers and ourselves that we will do everything possible to ensure that those who receive it are vitally interested in the content.

If you missed your requalification form, you may have been removed from our mailing list.

Next month, all of you will have an opportunity to vote to continue receiving this magazine. A demographic questionnaire will be included on the reader service card in the October issue. If you complete it and return it, you won't have to call me and say you no longer get "Tack 'n Togs."

The questionnaire asks a couple of short questions designed to confirm your personal information, including address, phone, E-mail address, etc.

Rest assured that this information is kept strictly for our use. Our lists are never sold to anyone. All information is held in strict confidence.

Watch for it, complete it and return it. If you know of other retailers in the industry who are not receiving "Tack 'n Togs," please forward us their contact information, and we'll send them the qualification forms.

**ANOTHER** announcement: Our Web site is up and running with regular updates. We've been working on this for a long time.

For those of you who just can't get enough of me, the site features a regular column on topics of interest to the equine industry. We also post breaking news of the industry and a variety of helpful materials designed to make you more successful.

You'll also find short-take reviews of recently published books, CDs, DVDs and other materials you may want to consider stocking on your shelves.

Point your browser to [www.tackntogs.com](http://www.tackntogs.com), and check it out. ☛

 Paul Wahl, Editor



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For subscription service, please call (800)441-1410 or E-mail [circhelp@tackntogs.com](mailto:circhelp@tackntogs.com).

## Reader Service

For information on products featured in this issue:

- 1) Visit our Web site at [www.tackntogs.com](http://www.tackntogs.com), or
- 2) Call (952)930-4390, or
- 3) Complete the Reader Service Actioncard found in this issue.

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