

Reno Market Growth Continues

RENO, Nev.—The West Coast Western Wear & Equipment Association sold out its 251 exhibit booths at the Reno Market Sept. 26-28, with a total of 1,198 retailers and buyers in attendance.

“The Market continues to grow and add new exhibiting manufacturers, including numerous English lines,” said spokesman Stephen Hamilton. “Educational programming continues to be a big hit with retailers, and the market maintains a friendly, true Western/English lifestyle atmosphere.”

Featured speaker Roz Parry of Roz Parry Public Relations conducted a two-part breakfast seminar, “101 Wonderful Ways to Promote Your Business,” on Monday and Tuesday mornings. Mon-

The 2004 Tony Felice \$1,500 Scholarship winner was Hailey C. Smith from Burley, Idaho. Smith is a part-time employee at Horse Pro Shop in Rupert, Idaho. She is attending Albertson College, a private liberal arts school.

Roughstock Trading took first place

in the market’s booth awards competition, Tim Thibert was second and Wyo-Cowgirl third. The market also offered a complimentary Internet café, which was both appreciated and well used by market goers.

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A steady flow of buyer traffic was evident in the exhibit hall at the Reno Hilton all three days of the market.

day’s session focused on sharing promotional ideas. By the end of the Tuesday session, each person in attendance had written a press release and learned how and where to distribute it.

Weaver Leather and Tony Lama Boots hosted the Market Party on Monday evening. Party-goers were treated to hors d’oeuvres, live music and a cash bar, as well as the traditional Reno mega-affle. Mike Garcia from M&F Western received a retiring director’s award for his work on the board from 1999 to 2004 and also served as Master of Ceremonies at the party.

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