

## FALL MARKET COVERAGE

# Indy Market on the Move

The fall version of the Indy Market was the next to the last to be held at the Cumberland Place/Whitehorse Christian Center in West Lafayette, Ind. Beginning with the Fall 2005 market, the Midwest Western Wear & Equipment Association's event will be held at The Grand Wayne Convention Center in Ft. Wayne, Ind.

The new facility is under renovation and is expected to be completed in June 2005. It is attached to a four-star Hilton, which has also been newly remodeled.

"This new location will offer exhibitors and retailers easy highway access, a local airport and wonderful restaurant selections in a delightfully charming, historically renovated downtown," said Trish Woods, market coordinator.



Deanna Butterfield took Best Booth honors at the Indy Market held Sept. 25-27. She represents Abilene Boots, Panhandle Slim and Wrangler Hats. Honorable mention went to Reinsman Equestrian Products and Montana Silversmiths.



Bruce Champion was elected salesman of the year at the Indy Market in September. Retail stores across the Midwest nominated reps for the honor, and ballots were cast by retailers at the market. Others nominated included Deanna Butterfield, Ed Ceres, Ed Levitt and Suzanne Van Peursm.

# Atlanta Market Weathers the Storm

Despite the threat of Hurricane Jean, more than 75 unregistered retail stores from across the Southeast appeared at the doors when the Atlanta International Western & English Trade Show was held Sept. 25-27 at the Gwinnet County Civic Center in Duluth, Ga.

Overall participation in the show was up 10 percent from last September's market, a spokesman said.

Speaker and author Linda Talley presented the market's "Learning Lunches." Her topics included "10 Top Characteristics of Relationship Building" and "Marketing is Not a Department! It's Your Business!"

Retailers learned marketing strategies as well as how to create more sales and profits by building relationships with customers. The seminars were sponsored by Wrangler.

Saturday morning's "Hands on University" featured Benny Rogers from Hatco teaching how to fit straw hats. Dudley Rogers of Tony Lama taught a session on boot fitting.

Future Atlanta Market dates are Feb. 12-14 and Sept. 24-26. The February date reflects a change from previously published information. ☐

For more news of the equine retail industry, see our Industry News section beginning on page 33.