

COMPANIES IN THE NEWS

EVERS TAKES TO THE AIRWAVES

Most people in the equine industry know June Evers as the owner of Horse Hollow Press and for her unique and

fashionable apparel modeled at trade show appearances.

Local horse people are invited guests weekly on the show.



June Evers of Horse Hollow Press prepares for her 7 a.m. radio show, "Horse Talk."

She has also been an author and is an active rider, but now she's adding radio talk show host to her resumé.

Evers and two cohorts host "Horse Talk" on WTbQ-AM in Orange County, N.Y., every Saturday at 7 a.m. It can also be heard online at www.wtbq.com.

Evers said the show and the E-newsletter developed around it are excellent ways for equine retailers to promote their businesses. She also encourages others to get into radio as a way to promote the equine industry.

"I just love doing radio, and there is so much to talk about," said Evers, who has owned Horse Hollow for the past 14 years.

"A radio show is pretty easy to get," she said. "Many local stations are desperately looking for things to fill air time. Create a proposal, and start your own show."

Hunt for Deere Manager Ends

Wayne Wilson has been promoted to general manager of John Deere Boots & Shoes, a division of Georgia Boot. In his new position, Wilson will be involved in all aspects of leadership for the John Deere product, including hiring and managing the sales force, inventory control and assisting with product development.

Wilson has spent 12 years of his 20-year career in the footwear industry at Georgia Boot in Franklin, Tenn.

The John Deere line is manufactured and marketed by EJ Footwear under an exclusive licensing agreement. EJ also manufactures Georgia Boot and Durango Boots, among other shoe lines.



PARALYMPIC HONORS

Lee Pearson, three-time gold medal winner in equestrian competition in the Paralympics held in Athens in August, receives congratulations and is presented with a contribution to the Lee Pearson Grooms Fund from James Hitchen, representing one of Pearson's sponsors, Barnsby Saddlery of the United Kingdom. The company provided tack and ancillary equipment Pearson requires to ride, along with a cash contribution.

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