

Trade Association

tured would fund the effort.

A second major thrust will be developing a consumer Web site, including information on Western products and a retailer search.

"Visitors to the Web site who like what they see can use the search program to find a retailer near them who sells those products," Parker said.

Revenue to develop the Web site will come from a surcharge on the price manufacturers pay to participate in the public relations campaign.

Parker told the WETA board in Anchorage that she would like to see every retailer become a member of the organization so their information can be included in the database that would support the search program.

"Obviously, if someone goes to the search and doesn't find a retailer near them, the idea will have less impact," Parker said.

Other facets of the marketing initiative include efforts to create style cues by placing Western apparel and lifestyle products in movies, commercials and other media endeavors and a Western road show tour.

The show would feature models in Western dress who would attend various events around the United States, promoting the look and functionality of the products.

WETA Web Site Revamped

The organization's Web site (www.wetaonline.org) has been completely reorganized and updated, and a plan is in place to continue the process this coming fiscal year.

"What we've done so far is quite amazing, but like the old saying say, 'You ain't seen nothin' yet,'" said Paul Wahl, chairman of the WETA technology and education committee.

The site is easy to navigate, provides details on membership benefits and keeps members informed on news of the organization.

Industry in Focus continued on next page

Kim Auslen of Solutions Marketing presents the results of focus group research conducted by WETA.



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