

WETA Launches Membership Blitz

The Western-English Trade Association formally kicked off a bid to enlist every retailer and manufacturer in the equine business as members of the three-year-old organization.

At a board meeting held in conjunction with the Denver Market in early September, a brochure promoting the organization and its member benefits was unveiled. Hundreds of the handouts were distributed at various locations during the market.

The brochure outlines 10 reasons why companies should join the organization and touts the lowered dues structure for retailers. Through Jan. 31, 2006, retailers can join WETA for half of the original dues.

The membership effort, under the direction of membership committee chair Cindy Chance, owner of Carol's Western Wear, will continue in earnest through the January markets with a goal of 500 new members.

Anyone who would like a copy of the brochure or to learn more about the organization and its benefits to members can visit the WETA Web site at www.wetaonline.org.



In other business, the board heard plans for garnering national coverage of the Western sector of the industry through cooperative public relations efforts, spearheaded by Vanguard Communications. The plan includes sending products and information to key editors in the mainstream fashion magazine world in hopes of obtaining coverage.

WETA's All Industry Conference Committee also announced that it has chosen "Ride for the Brand" as its theme for the gathering, scheduled May 4-6, 2006, at the Hyatt Austin in Austin, Texas. Keynote speakers and activities are being planned, including a golf tournament and trail ride, as well as a variety of learning and networking sessions.

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