

Its Benefits

By Tom Shay

- **Networking.** Sharing thoughts and ideas with WETA colleagues can help members learn to operate more efficiently, find ways to reduce costs and see how small dealers can bring the techniques of the larger companies to play in their businesses. The benefits of networking within the organization were best expressed by one WETA member who said, "These are the best consultants I can find, and they're free!"

- **Marketing Initiative.** This industry-wide effort, led by WETA, aims to help bring new customers into stores, expand the market for equine goods and increase the demand for products provided by Western and English manufacturers.

- **Benefits programs.** Handling bank card verifications and passing along group rates for items such as freight are just two of the many areas that your business can save money through WETA. The association even offers a service that audits incoming freight bills to confirm that members are paying the lowest possible rates.

- **Web site.** Two signs of a quality Web site are the frequency with which it is updated and the value of the information it contains. Given that criteria, WETAonline.com gets high marks. The site has recently been revamped and features a user-friendly design and advanced functionality. Members can create links to their own Web site, post job openings and share ideas in an online forum.

- **Association newsletter.** One of the cornerstones of the equestrian industry is businesses that offer cutting-edge products and services for their customers. The WETA Watch newsletter provides members with the latest information about what is happening within WETA and in the industry.

- **Being known by the company you keep.** Manufacturers want to know what type of retail operation will be representing their products and services. Your membership and partici-

pation in WETA speaks volumes.

- **A sense of obligation.** This organization has been around in one form or another for a long time. Countless people have given of their time and talents to assist the manufacturers and dealers of their own generation and the generations to come. The opportunity to complete an obligation to these founding fathers is being fulfilled by today's active members.

Industry In Focus continued on next page

Tom Shay is a fourth-generation retailer, author, columnist and speaker. Visit his Web site at

www.profitsplus.org



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HOW THE TSC OPEN BUYING DAYS PROCESS WORKS: Do not contact the corporate office or anyone in it. Do not send samples ahead of time. You may bring samples to the meeting. Any samples sent earlier, however, will be destroyed. Limit attendance to two attendees. If a manufacturer's representative is attending, someone must accompany them from the company they are representing. To learn more about TSC, visit one of our 550+ stores or find us online at www.myTSCstore.com.

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