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Trade Shows With a Foreign Flavor

BETA International, SPOGA offer unprecedented opportunities to experience, learn, shop.

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Hot Topic

- Industry In Focus
New and improved
WETA Web site.

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Driving Up Profits

The growing sport of driving offers retailers the chance to expand product lines, increase profit lines.

Retailer Profile: Mitchell Feed & Ranch Supply

Use the changing seasons to get shoppers thinking about cold weather accessories.

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Year In Review

A recap of memorable events that helped shape the equine industry in 2005.

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On the Cover

Koelnmesse at the Messeplatz, site of SPOGA in Cologne, Germany



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 The Miller Publishing Company
1873-2005

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