

# The Year Ahead

**I T'S DIFFICULT TO KEEP FROM** casting our eyes forward as we consider the first month of the new year. What success does 2006 hold? What failure? What developments will impact the equine trade industry?

If 2005 wasn't your best year, you are probably placing a lot of faith in 2006 being better. If 2005 was a great year, you're probably hoping the success will continue through 2006.



Whatever your feeling as you read this, one thing is certain: 2006 will be a year filled with changes. Change is the only constant in our world. How we react to the changes determines our success.

A big change for us this year as the only monthly equine trade journal was the moving of the Stanley Atlantic City Market into February. In previous years, both what had been Stanley KOP and the Denver WESA Market were held in January.

Essentially, that means we have two large-market editions—January debuts in Denver and February debuts in Atlantic City. We've had to retool just a bit,

but I believe you will enjoy the results.

As has been customary for some time now, the January edition features a fashion shoot. This year, we decided to show how Western and English apparel and products fit into almost every aspect of life, from early morning chore-time to bedtime.

Nearly 100 companies graciously provided products for this shoot. It was a huge project that involved nearly everyone on the *Tack 'n Togs* staff, and even a few people who just happened to be walking by the studio when we were shooting.

This edition also contains our "101 Best New Products in the Equine Industry" feature. It took several months to pull this together, but the result is a terrific blend of products that will help retailers maintain the cutting edge in their stores.

It wasn't that many years ago when manufacturers complained that retailers didn't want to see anything new because it was simply easier to buy what they had before. The worm has turned. Today, our retail readers tell us that they can't get enough information about new products, particularly items their competitors don't have.

This past fall, after the last Stanley KOP Market, one vendor told me he had made a mistake in his approach. He didn't bring anything new to augment his lineup. "Everyone who came by the booth asked what I had that was new," he said. When he answered honestly, most kept right on going.

We may have to make it "201 Products" next year. ☑

Paul Wahl, Editor



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