

Rocky Brands Kicks Into High Gear

It's believed to be a first in the history of the Denver International Western/English Apparel and Equipment Market and is expected to launch a year of massive promotion.

Rocky Brands will award one lucky

retailer a Ford truck loaded with boots, sponsor a huge booth and throw a massive party, to boot.

The events mark the culmination of the company's purchase of EJ Footwear, including Durango Boot, a year

ago. Over the past 12 months, all of the company has been placed under the Rocky Brands umbrella.

Previously each boot brand—Rocky, Durango and Georgia Boot—had its own space at the market. This year, to show its commitment to the Western market, all of them will be housed in one space with an additional showroom dedicated to hospitality.

Retailers can stop by the company's showroom on Thursday and Friday to register for the truck and to pick up tickets for the gala party at Grizzly Rose near the Denver Merchandise Mart Friday evening, Jan. 13. Registration will also be available at the door.

During the party, a drawing will be held naming the lucky truck winner, along with winners of boots and other



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Dover Unveils Expansion Plan

Three weeks after selling 7.5 million shares of stock and going public, Dover Saddlery announced it had selected the first site for what it hopes will eventually total 50 new equine retail stores across the United States.

The company has executed an option agreement relating to a store site in Loudoun County, in northern Virginia. The county includes the Leesburg area, with a population of 247,300 in a 517 square-mile area.

Loudoun County was first in the nation in job growth in 2004 and topped the U.S. Census Bureau's list