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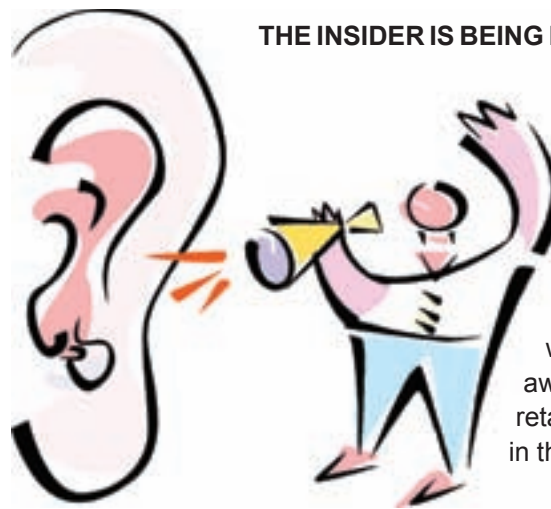
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## INDUSTRY INSIDER

*Editor's Note: This month, we kick off a new feature we believe will help personalize the equine trade industry. Many times we are presented with tidbits of information that don't rise to the level of a complete news story, but are interesting nonetheless. Now we've created a home for these items and it is our hope you will enjoy reading them and even contribute items of your own.*

— Paul Wahl, Editor



**THE INSIDER IS BEING FLOODED** with information

about the upcoming round of winter trade shows.

Seems like a number of companies are preparing major displays of might and strength at Denver, including EJ Footwear, which is planning to give away a truck to one lucky retailer (see story elsewhere in this edition).

**HATCO INC.** is also planning a much enlarged presence in Denver and the Insider hears it may even be on a different floor from their traditional location at the Merchandise Mart ... Another milestone for the company will be the fifth generation of Rosenthals working in the hat business. The Insider hears that Katie Rosenthal, daughter of John Rosenthal (formerly of *Tack 'n Togs*) and granddaughter of Gary Rosenthal will be part of the sales staff during the market. John and Gary both work for Hatco. Katie's great-grandfather and great-great-grandfather were also part of the hat industry ... Chip Alexander will be wearing a different hat—literally—at the Denver Market. He recently left Bailey Hat and is now on the sales management team at Hatco, the latest in CEO Paul LaVoie's moves to bring the company, and the Stetson and Resistol brands, back to their former glory ...

**EVERYTHING IS IN READINESS** for the debut of the Stanley Expositions and Conferences relocated market in Atlantic City. The Insider reckons Kent Hopper and Morey Stein, the head honchos at Stanley, received the message about the need for good food loud and clear. Seems like an equine industry trade show, like the U.S. Army, travels on its stomach. Anyone who attended the former KOP market will fondly recall the daily budget-busting assortment of UFOs (unidentified fried objects) doled out with a scowl. Plans for Atlantic City include a great deal of free food for retailers and selections galore for everyone else. Because this year's market had to be scheduled in February, gone will be the traditional Super Bowl Casino Nite. In its place will be a welcome banquet that the Insider