

hears will be a swanky affair. The Insider (and others) is also wondering whether Kent will unveil a new color of Western suit in honor of the new location or recycle one of his tried-and-true suits ...

WHO'S BEEN filling The Insider's mailbox with those flashy new slick full-color advertising circulars? It's Rick Wills and his gang from Rick's Heritage Saddlery, an East Coast-based retailer of some size and scope. Rick's has been using the new format for several months now and each edition seems to get stronger. Hopefully, the advertising is bringing throngs of new people to the recently expanded operation ...

A FAMILIAR FACE to many in the industry will be on hand in May for the Western-English Trade Association's All Industry Conference in Austin. Zane Lewis has been enlisted to perform at the opening night bash. Zane was the man in charge at another equine trade publication for several years, prior to his departure to pursue dreams of becoming a country music star. The Insider hears from a variety of sources he's well on his way and enjoying every minute of it ... Speaking of Zane, the Insider hasn't heard from his former employer and alter-ego Rodney Hand in some time. You'll most likely remember Rodney as the producer of the International Western and English Lifestyles Show in Las Vegas a while back. Last word was that the show, like the proverbial boll weevil, was "lookin' for a home." ...

ANOTHER NAME out of the past found its way into the Insider's E-mail bin recently: Jack Glasure. He's perhaps best known as the brains behind the Wrangler marketing and promotion juggernaut for many years, and then later for his work with Roper Apparel and Footwear. Jack's still in the media business, but is working in a different sector at the moment ...

THE FOLKS at Double H Boot were grinning from ear to ear after the competition season for the Professional Bull Riders (PBR) ended in October, the Insider is told. Two of the riders Double H sponsors won top honors and a bucket full of money. Justin McBride, who campaigned hard all season, finished at the top of the heap among bull riders, earning a cool million dollars in the process. Guilherme Marchi, one of the boys from Brazil, captured honors as the PBR Finals Champion in Las Vegas. Double H logos were everywhere at the awards ceremony ...

BONNIE RAITT is apparently the latest of the rich and famous to rate Rockmount Ranch Wear highly. The Insider hears from sources in Denver that Rockmount honcho Steve Weil and his wife, Wendy, had the opportunity to meet the music great following a sold-out concert, which celebrated her 56th birthday. Raitt's bass guitarist James "Hutch" Hutchinson, also a fan of the vintage Western wear Rockmount produces, was the catalyst for the introduction and the VIP seats Weil scored for the concert ...

If you have something you'd like The Insider to hear about, please call (952)930-4363 or E-mail your information to the editor at pwahl@tackntogs.com and he'll pass the details along. 📧

FOR OVER
50 YEARS...
A BREED APART IN
QUALITY AND VALUE

NEW
TRAIL
SADDLE
BY
AMI-CELL

BITS &
SPURS BY METAL LAB

PALM PAL
BY
AMI-CELL

HARDWARE

LEADS BY AMI-CELL
WITH MATCHING HALTERS

WINTEC PBR
COOPER'S
DISTRIBUTED BY PARTRADE
FOR MORE INFORMATION CONTACT
YOUR LOCAL DEALER OR VISIT
US ONLINE AT WWW.PARTRADE.NET