



Bill Bales, publisher of American Cowboy and originator of the idea to create a National Day of the Cowboy, presided over a brainstorming session at the Denver Market. Dennis Arey, a Justin Boot rep, is on the right.

Ideas Abound to Mark 'Day of the Cowboy'

If you're a Western retailer who has a busy summer filled with rodeos and horse shows, make room for another event on your calendar. On July 23, the National Day of the Cowboy will be celebrated across the United States.

Ways to celebrate the day were the primary topic of a meeting of leaders of the Western industry at the Denver Market in January, hosted by Bill and Sandy Bales, publishers of American Cowboy Magazine. Represented among those gathered were retailers, manufacturers, media, sales reps, and others.

Supporters of the idea believe every community should find a way to mark the day, which was declared by a Congressional resolution on May 12, 2005.

Two communities—San Angelo and Bandera, in Texas—have already announced they will be marking the event.

Several ideas were floated from the meeting, including placing an emphasis on cowboy values and what they've meant in the history of the United States.

Retailers should be prepared to offer special promotions, along with events and activities centering around they Western stores. Specific suggestions will be provided in a future edition.

Several retailers at the meeting in January said they already had ideas for their celebration and were moving forward.

For more information and to purchase posters to mark the event, visit <http://cowboyday.cowboy.com>. The site also provides a forum for collecting ideas for the celebration, along with a calendar function, which lets communities, retailers and others record their events.

An effort is also under way to make National Day of the Cowboy an annual event, similar to other holidays.



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Hopper Resigns Position With Stanley Expos

This month's Stanley Atlantic City Market will go off without a familiar face.

Kent Hopper, president and CEO of Stanley Expositions and conferences in El Paso, Texas, has resigned the position he had held since June 1, 2000.

Hopper's resignation was effective Jan. 13. Interviewed at the Denver Market, Hopper said he was not ready to disclose his plans, but did say he "wasn't going to disappear."

Morey Stein, chairman of the board of the company and son of its founder, Stanley Stein, said he was surprised by Hopper's action.

"I didn't want him to resign," Stein said. "We had a great thing going in continuing what my dad had started."

Stein said Hopper was like one of the family and added he was upset by the resignation.

A native of El Paso, Hopper has more than 35 of years experience in marketing. He had also worked in sales for several of the leading Western companies in the industry.

Hopper's resignation comes on the heels of the moving and renaming of the predominantly English market on the East Coast, formerly known as KOP, for its original home in King of Prussia, Pa. This year's version will be held at the Atlantic City Convention Center Feb. 11-13.

Stein said everything is in place for the market and he expects a large turnout.

The Stanley organization recently staved off a challenge from organizers of another market at the Fort Washington Expo Center. Organizers of that effort have said they have not completely abandoned the idea of a second market.



Kent Hopper