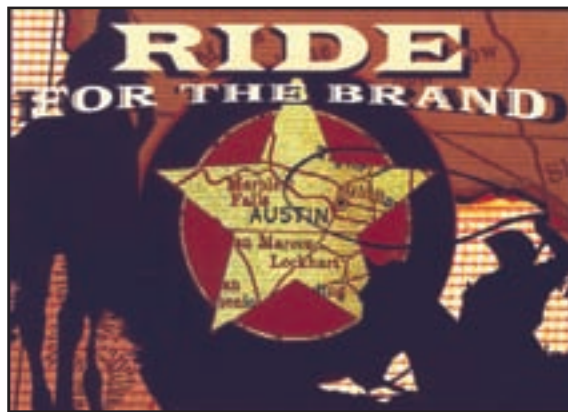


Post cards and flyers proclaim the theme for the 2006 version of the Western-English Trade Association All Industry Conference May 4-7 in Austin, Texas.



All Industry Conference Planning Under Way

Education, networking, and fun are on tap when the Western-English Trade Association's (WETA) All Industry Conference kicks off in May at the Hyatt Regency Hotel in Austin, Texas.

The fun includes a butt sketcher, scheduled to be on hand for the welcoming session Thursday, May 4 at 7 p.m. That event will also include a wine toss, mystery boxes and live entertainment.

The education will come during a number of seminars. Robyn Waters of RE Trend LLC will be the featured speaker on Friday, May 5, teaching those attending how to benefit from trends emerging in the industry.

On Saturday, a session on brand-building by Rob VanGorden of the Richards Group will commence at 8:30 a.m.

Two morning workshops and two afternoon workshops will also be held concurrently on Saturday. In the morning, a session on how your business can survive a natural disaster and a session on motivating employees will be held.

In the afternoon, the program features a presentation on marketing and another on benefitting from sponsorships and advertising.

The annual AIM Awards will be presented Saturday at 6:30 p.m. Other events include the WETA golf tournament, a trail ride and a day learning to ride and rope at National Roper Supply's arena in Decatur, Texas.

For more detailed information or to register for the conference, visit the WETA web site at www.wetaonline.com. You may also call the association at (303)295-2001.

Hotel reservations are due April 12, but those registering for the conference prior to April 1 will pay a lower registration fee.

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