

SPEAKING OF RESISTOL, and all the other brands that are part of Hatco, if you didn't have a chance to go through their museum and demonstration area on the ground floor, you missed a golden opportunity. The display was a stellar presentation of the history of Western apparel from boots to hats. Several people commented to *The Insider* about the need for added security outside of the display. Once you stepped inside and realized how valuable the display was, you knew why. The Hatco showroom was also well done and a center of market activity. Rocky Brands also presented a showroom the likes of which hasn't been seen in a while at the Denver Market.

SPEAKING OF ROCKY BRANDS, the company's truck giveaway at a gala celebration on Friday night provided a huge opportunity for retailers to get together and enjoy some music, drinks and food. The highlight of the evening was the awarding of a Ford truck, complete with a load of the company's products. It was noted from the get-go that the lucky recipient had to be present, yet Rocky officials had to draw five times before they found a winner. Somewhere out there are four very disappointed retailers. Congrats to Braydan Shaw of Burns Saddlery in Salina, Utah, for being present and winning the truck and boots.

THE FOLKS WHO print business cards for our industry must be doing well, given all of the changes in personnel that *The Insider* came across at the Denver Market. Rick Swan's departure from *Western Horseman* and *Equestrian Retailer* was a shock. Rick's the kind of competitor you pray for in the publishing business. He was tough as nails, but it was always friendly competition and he never took himself too seriously. Another competitor and friend, Jennifer Dennison, will be leaving the editor slot at *Equestrian Retailer* shortly to take on other duties within the company. She is also a true professional. Perhaps the most shocking announcement was the departure of Kent Hopper from the Stanley Expo. Kent has been a fixture at Stanley Markets for years. His face and unique wardrobe will be missed. Kent promises to keep *The Insider* posted on his future plans.

THE WESTERN & ENGLISH Sales Association honored three industry legends with Top Hand Awards during the Market. Among them were Doug Lammler of Lammler's Western Wear, Marti Spitzer of Nu Way Western Wear and John Milano, founder of Milano Hat Co. Doug also wins *The Insider*'s "Equine Industry All-Around Nice Guy Award." Doug is always upbeat, positive and enthusiastic about retailing, and is probably the most genuine person in the industry. John Milano has been around a very long time and has had a profound impact on the industry. Nu Way is also a legendary retailer in our industry. Congrats to everyone involved in this recognition program.

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

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