

HUNTER

Now with
a splash-splash
of color.



RED



NAVY



GREEN



YELLOW

We decided to celebrate the 50th birthday of our famous green Hunter Original welly in a truly colorful way. The result is the same quality welly now available in Navy, Pink, Powder Blue, Aubergine, Yellow, Black and Red.

**FOR MORE INFORMATION CALL
MARK TRUEMAN ON 617 621 0051.**

Established sales reps required for selected states.
www.hunter-boots.com

C INDUSTRY IN FOCUS

English Trade Association In Planning Stages

*Organizers cite frustration, years of being
ignored as catalysts for the move.*

THE EQUINE TRADE industry will shortly have a second trade association and perhaps two more trade shows in the near future.

In the wake of a meeting held March 24 at the Westford Regency Inn in Westford, Ma., a committee has been formed to investigate organizing the American Equestrian Trade Association (AETA), which would be charged with organizing at least one large English trade show annually. The association and trade show are the brainchild of Tom MacGuinness, owner of Horseware Ireland.

"I have been extremely frustrated at the way we have been treated over the last 15 years by the different trade show organizers, and this latest debacle is just another in a long line of messy situations," MacGuinness said.

He was referring to the Stanley Expositions and Conferences move from Ft. Washington, Pa., to Atlantic City, N.J. In the meantime, long-time Stanley employee Kent Hopper left the company and began his own trade show company, which will produce markets in Indianapolis, Orlando and Baltimore.

"I feel that we are being used and abused by people who have another agenda and are not working in our interests or the interests of the trade," MacGuinness added.

Twenty-eight individuals, representing some of the largest English products companies in the United States, were on hand for the organizational meeting.

The group decided to form its own trade association, rather than work with the existing Western-English Trade Association.

Stephen Day of Dover Saddlery, Nina DePetris of JPC, Mike Dixon of Professional's Choice, Aidan Keogh of Tredstep Ireland, Clark Davis of Ridge Capital, John Moncada of Choice Brands, Roger Jackson of WeatherBeeta USA, Kerri Kent of Kerrits, Penny Hubbard of Charles Owen, Len Clement of Phoenix Tipperary, a representative from Rio Vista Products and MacGuinness agreed to join AETA and contribute or loan money for start-up.

Day, DePetris and Kent are slated to become board members of the Western-English Trade Association in May. Day was also a key participant in a project to launch a marketing group for the horse industry in 1996.

MacGuinness said he believed the two trade associations could work together in harmony for the benefit of the equine trade industry overall.

The AETA group also determined that having a trade show up and running by August would be difficult and agreed to lend its support to the Stanley Atlantic City show in August.

The group will also communicate with retailers to let them know about the plans for the new organization and invite them to join.

MacGuinness said he hoped the new organization would be structured similarly to the British Equestrian Trade Association, which holds a successful annual trade show in Birmingham, England.

The next major developments will most likely come this fall when the group is scheduled to meet again during the Atlantic City Market.

Industry In Focus continued on page 6