

Lammle has seen his share of changes over two decades in the equine trade industry.

“The industry really has come out of the Dark Ages,” Lammle said. “Western wear today is fashion, easily and proudly worn for any occasion.”

The look of the stores has changed along with the fashions.

“Western stores of today are modern, bright, well-displayed and attract non-Western consumers,” Lammle said.

Footwear fashion and design has also made strides.

“They now put on a boot and it’s a wow ... these are really comfortable and they look great,” Lammle said.

Among the biggest struggles for Lammle is sourcing goods. The quest to remain competitive while offering consumers what they want is never-ending.

If the company buys from manufacturers in the United States, they face the weak Canadian dollar, duties and

“Everything we buy, we have to analyze whether we can be competitive and still maintain profitable margins,” Lammle said.

freight costs. If they buy goods in the United States that were made overseas, they pay double duty, which usually prices a product out of the market.

“It’s just a constant battle on every item we buy,” Lammle said.

Lammle is a familiar face at all of the major industry trade shows and markets in Canada and the United States, continuing his quest for new and innovative products.

Lammle sees the future of the Western products industry as bright.

“I think the key element is the massive support we are receiving from our suppliers,” Lammle said. “They are un-

derstanding our need to go forward by constantly bringing new merchandise and ideas to our industry.

“We have to continue to think and go out of the box, but remain focused. Keep it simple. Keep it Western. Stay in our market and be good at it.”

Best of the Best continued >

Taking Honors

1999—Doug Lammle was a recipient of the Fraser Milner Casgrain Pinnacle Award to honor individuals in the Calgary business community.

2004—The Canadian Recording Industry Association recognized Lammle’s for its growth in CD sales, after only having them on the shelf for a year.

2005—The Western and English Sales Association (Denver Market) names Doug Lammle “Top Hand” for his commitment to the industry.

2005—Lammle’s was selected one of the top 50 best-managed companies in Alberta.

> Doug Lammle is president of Lammle’s Western Wear and Tack. The Canadian retailer has spent 23 years building his business.

