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## DOVER SADDLES UP IN NEW YORK

Remember that scene from the old "McCloud" television series where Dennis Weaver gallops through Manhattan on a horse? Some New Yorkers in Time Square recently might have thought the series was making a comeback, but with a more refined English riding approach. In late March,



representatives from Dover Saddlery, including president and CEO Stephen Day, were honored by the NASDAQ, the stock market on which the company's stock is traded. In addition to a press conference and a shot at the sounding the bell, Day and David O'Connor, president of the U.S. Equestrian Federation, went out front and saddled up for a photo op. Also on hand for the event were Jay Hickey, president of the American Horse Council, John Nicholson, executive director of Kentucky Horse Park, George Greenberg, chairman and CEO of HorseTV Channel and Stephan Hienzsch, executive director of the United States Dressage Federation. Georgina Bloomberg, daughter of New York Mayor Michael Bloomberg and an avid rider, and Lisa Wilcox, U.S. Olympic Bronze Medalist, were also on hand.

## STARTING A STAMPEDE

Speaking of the HorseTV Channel, if you're a retailer who wishes the network were available in your area, you can go to the company's Web site at [www.horsetv.com](http://www.horsetv.com) and learn more about how cable companies choose to pick up networks. Turns out, demand from viewers is a huge issue, so HorseTV offers a ton of advice about how to get 'er done. The programming, as the name suggests, is all about horses, including shows by such luminaries as John Lyons, Lynn Palm, GaWaNi Pony Boy and others. If you're in the equine trade industry and are of the opinion that there's not much good on television, this might be the answer.

## VINTAGE ANIMAL PHOTOS SOUGHT

If you've ever met the women behind Highland Creations Inc., you know that their sense of humor is only exceeded by their creativity. The Insider hears that their latest project is a vintage animal photo search among retailers. The images will be turned into a line of greeting cards, hats and T-shirts. Among the examples of vintage photos are: a two-year-old tot sitting on the back of a draft horse, seven children sitting on one horse, that sort of thing. Photo owners will receive a photo credit on the back of the card plus free copies and a \$100 credit for their store from Highland Creations. Photos dating from the 1960s and earlier are ideal. Visit the company's Web site, [www.highlandcreations.com](http://www.highlandcreations.com), for details.

## NATIONAL DAY OF THE COWBOY NEWS

The Insider heard recently from Bethany Braley, executive director of National Day of the Cowboy, that things are moving forward in anticipation of

*Industry Insider continued on page 28*