

August Will Be Hot Market Month

AUGUST COULD PROVE to be a watershed month for equine industry trade shows. For the past six months, a steady stream of announcements has been forthcoming of new show dates and revised show dates and locations, representing the most flux in recent times for markets.

The most recent announcement was regarding a change in the ownership of the Atlanta Market. The Southeast International Western & English Market Association breathed its last in February at the Gwinnett Civic and Cultural Center. The vision for a market in Atlanta lives on in the heart of Roger Tully, a long-time Atlanta resident and multi-line sales rep for such companies as Niver Western Wear, Smoky Mountain Boots and White Horse Apparel, among others.

Tully announced in late June that he plans to pick up the reins and hold the Atlanta Market on the dates previously

scheduled, (Sept. 23-25,) but at a new location, the North Atlanta Trade Center in nearby Norcross. In the early going, such companies as Equibrand, Montana Silversmiths, Atwood Hats, Moss Brothers, Dakota Saddlery, Stetson and others had committed to attend.

The latest round of changes began last fall when Stanley Expositions officials announced the King of Prussia Market held in Ft. Washington, Pa., would be moved to Atlantic City, N.J. The move lighted the fuse for a year-long explosion of revisions.

A few weeks prior to the initial Atlantic City Market, long-time Stanley Expo official Kent Hopper left the company. Later he announced plans for markets in Indianapolis and Orlando, later adding Baltimore into the mix.

Hopper's plans to stage an Indianapolis Market has seriously impacted the fortunes of the Midwest Western

Wear & Equipment Association, which has sponsored a Market there for many years, most recently in the Grand Wayne Convention Center in Ft. Wayne, Ind. Although the market is still scheduled, organizers say they're unsure whether it will be held.

Meanwhile, the American Equestrian Trade Association (AETA) formed on the East Coast with an eye toward creating the industry's primary market for English and other products. The organization will hold a second planning meeting on Sunday evening at the Atlantic City Market in the Atlantic City Convention Center.

AETA is conducting a survey of retailers in cooperation with Tack 'n Togs Magazine to determine their preferences for a market—number of times a year, locations, etc. Following the completion of the survey, the organization's leaders are expected to make an announcement regarding a trade show.

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