



HEARD ABOUT



By Paul Wahl, Editor

The Face of Change

It has to be difficult to be a futurist or a science fiction writer these days. Almost everything that has ever been imagined has come to pass, with the possible exception of the flying cars on “The Jetsons” cartoon.

Remember the scenes from the old “Batman” television show in which Batman and Robin would feed information into a computer and out would come a strip of paper with the answer to the query on it?

Today, we call it Google.

Do you recall, whenever Jim and Spock were beamed somewhere on the old “Star Trek” series, they always had communicators on their wrists?

You can buy those at most electronics stores today.

Remember “The Six Million Dollar Man?” Today, Steve Austin’s cybernetics are commonplace in medical circles.

The march of technology has marked the equine trade industry, as well.


Some of you reading this would once have scoffed at the news that one day 30 percent of retailing would be done online—an invention largely unheard of a decade ago.

Most observers are convinced that we’ve only seen the tip of the iceberg where technology is concerned. In this issue, we bring you an update on what’s out there that retailers might find helpful, along with just a couple of things to make your head spin!

This month’s technology feature follows closely with what we established in last month’s edition, regarding attracting young customers to your doorstep. As Baby Boomers age out of the consumer ranks, a strange new breed of customer awaits. These shoppers are nothing like their parents or grandparents.

They live in a world filled with technology. They expect stores in which they shop to have the latest technology.

Both features were designed and written to help retailers deal with change. Change is one of the few certainties in our society today. If you don’t have the capacity to embrace change, your chances of survival are diminished.

It might be shocking to know that a teen with pink hair and a ring through his nose is likely to be your next sales associate. If you’re wrinkling your nose and guffawing at this moment, you definitely need to read both of these features carefully! 

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