

WETA Offers Retailer Training Program

The Western-English Trade Association (WETA) is working in cooperation with retail guru Tom Shay to develop a training program for employees and managers of equine products stores.

Shay is a well-known speaker on retail topics and owner of Profits-Plus. Under the agreement, Shay will produce a series of presentations on a variety of topics for participants to listen to at their convenience. Later, a 20-question, multiple-choice assessment is offered online, with a certificate awarded to those who complete the program satisfactorily.

Among the topics to be included will be sessions on mastering sales techniques, reading customers and cross-selling skills.

The program will be available exclusively through WETA and should be ready to kick off in time for the winter market season. The organization is soliciting sponsors for the program. A campaign to use the training program as an incentive for retailers to join WETA is also being planned.

"The program is being created uniquely for the equestrian trade, the only one of its kind I know of," said Shay, pointing out that most other training programs are generic in nature. For information, call (303)295-2001 or email weta@netway.net.



Tom Shay

National Day of the Cowboy to Get Boost

National Day of the Cowboy should be bigger and better than ever, according to the event's creator, American Cowboy Magazine.

The publication recently changed ownership. Active Interest Media is planning to put "skin and bones on the skeleton" to make the event more effective.

"We are going to get behind this event big-time," said Bill Garrels, publisher. "We hope to be able to provide much more in the way of resources for retailers and others who want to be part of the activities."

The commemoration of all things Western will mark its third year in 2007. A number of retailers held events around the celebration last year, but

many of them said their events would have been more successful with more support.

Garrels and the staff from American Cowboy will present two information sessions on the magazine's plans during the Western-English Sales Association's International Western and English Apparel and Equipment

Market in Denver in January.

The magazine also intends to expand the Web site for the event to include more support and information. The site, www.cowboyday.com, contains a list of events that were held last year as well as a spot to add events planned for 2007.

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