



HEARD ABOUT



By Paul Wahl, Editor

## It's Springtime!

**W**ithout a doubt, spring has to be the best season for riders, retailers and anyone else involved with horses or products for horses and riders. It's a time of renewal, of regeneration and refreshment when winter's icy fingers are peeled from our psyches. As soon as those first warm days break, activity begins in earnest. Horses are shedding out. Show riders are clipping and grooming. Retailers are checking their stock to prepare for the rush.

Here in the northern part of the United States, spring is an especially good time of the year. Even if you ride in an indoor arena all winter long, there's nothing like getting back out in the fresh air.

Spring riding reminds you why you took up the sport in the first place. A horse with spare energy stored over a period of months sharpens your riding ability quickly. Extra pounds people pack on around their midsection begin to shrink as the activity level increases.

Spring is also time for the much-fabled spring cleaning. If your retail floor as been looking a bit shabby, this would be a great time to clean, paint, repair and generally spruce up.

Think spring. What can you do to make springtime just a bit brighter for your customers?

One of the big pushes for Western headwear in our industry over the past decade has been its ability to keep sun off the wearer's face, ears and neck. Sun exposure can be harmful to humans, and as it turns out, to horses, as well.

This month assistant editor Barb Kastens delved into the world of protecting horses from the sun and came up with several interesting angles. Retailers, read carefully. This information can make you sound like an equine sun protection pro with your customers.

But most of all, enjoy the fine weather and opportunities that spring offers.

I have a friend who's an eternal pessimist. His take on spring is this: "It just means winter is one season closer." He can be a real downer.

I prefer to prolong spring in my mind at least until the last drops of cool rain vanish and snow piles mixed with liberal amounts of dirt finally breathe their last breath.

Revel in the promise of springtime and better things ahead. They're out there. It may not seem like it at the moment, but there is hope. ☘

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