

WETA UPDATE: Rebirth Under Way at Equine Trade Industry's Oldest Trade Association

WETA Recruiting at WESA Denver

If you're planning to be part of the Western-English Sales Association's Market in Denver this January, you're likely to be asked to join the Western-English Trade Association. WETA volunteers, under the leadership of membership committee chair Cindy Chance, are planning a variety of ways to entice new members into the fold.

The WETA board room will become recruitment central with sufficient space and resources to allow retailers and vendors to take a brief break from the market, enjoy some refreshments and hear a membership appeal.

WETA Web Site Moving Forward

A number of new features and improvements to previous features have been added to the WETA web site at www.wetaonline.com.

"The goal for the site is to become the place that the equine trade industry can come for news, updates, inspiration and a little bit of fun," said WETA Member Services Coordinator Paul Wahl.

Watch the web site for additional features, including profiles of WETA members, in the next couple of weeks.

Discounts Approved for Conference

A number of special approaches will be used to boost attendance during the 2008 WETA Leadership Forum at the Turf Valley Resort in Ellicott, Md. June 12-14. The committee recently approved special rates, including a \$199 registration fee for first-timers. Pricing options are also available for those choosing to attend only part of the conference.

Several speakers for the event have been signed, including Friday morning speaker Diana LaSalle. She and her company provide training, education and inspiration to organizations on the journey to becoming experience-based. She will build on her session at last year's conference and bring a program

custom-designed for WETA members.

The return of the popular industry roundtable discussions will be on the schedule for Saturday. Speakers from the Friday and Saturday sessions will act as facilitators for these forums.

"It will be an opportunity to recap ideas generated during the two days, plus share ideas and ask questions," said committee co-chair Jan Ford. "People will be free to move from table to table throughout the 75-minute program."

AIM Awards Deadline Near

The All Industry Marketing (AIM) Awards program is designed to recognize the best marketing and publishing creativity in the equine trade industry. The national awards ceremony will be held in conjunction with The All Industry Conference. The deadline for en-

tries is Feb. 18, 2008. A new Early Bird deadline has been added with a reward to those who send in entries before Jan. 15: submit five entries, get the sixth free. For more information, visit www.wetaonline.com or call (303)295-2001.

English-Western Task Force Formed

WETA is forming a task force of retailers, manufacturers and others to develop ways the English and Western sectors can work more closely together. Committee members will be assigned to various research tasks among their peers. A final report on the findings is planned for early next spring.

"This topic has caused a lot of misunderstanding over the years. It's time to bring the issues out in the open," said WETA President Gary Mandelbaum.

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