

Turf Valley Resort To Host WETA

The Turf Valley Resort in Ellicott City, Md., will host the Western-English Trade Association's annual All Industry Conference Thursday, June 12 through Sunday, June 14. The resort rests on a 1,000-acre property between Washington, D.C. and Baltimore, and is accessible from either airport. Amenities include a European Spa, championship golf courses, indoor and outdoor pools, tennis courts and a fitness center. Registration runs 11 a.m. to 4:30 p.m. Thursday and is followed by a Welcome Reception at 5:30 p.m. featuring a Maryland seafood festival, entertainment by Templeton Thompson and the annual fundraising fun and games.

The theme for this year's Conference is "Out of the Gate," borrowing from the area's Pimlico Race Track where the historic Preakness Stakes takes place in May of each year. The theme suggests the importance of planning, preparation, execution and a winning attitude. WETA's Leadership Forum, the anchor for the Conference, speaks to that theme beginning Friday morning with keynote speaker Diana LaSalle from 8:30 to 11:30 a.m. LaSalle will present "The Pursuit of a Priceless Consumer Experience," helping attendees understand what their customers value and turning that insight into action.

A buffet lunch will be provided from 12-1:30 p.m., where a screening of "Bodacious Boots" will be presented. This all-new movie captures the enduring appeal of cowboy boots through interviews with boot makers, collectors and aficionados, giving viewers a broad look at the art, history and culture of the Western cowboy boot.

Friday afternoon offers the annual WETA Golf Tourney at one of the Resort's championship courses, and the always-relaxing trail ride. A visit to the spa, sightseeing or shopping



The Turf Valley Resort in Ellicott City, Md., where members of WETA will meet for the organization's All Industry Conference.

are other options for this free afternoon.

Saturday's Leadership Forum lineup begins with noted researcher and teen marketing expert Michael Wood from 8:30 to 9:30 a.m., presenting "Babied Boom and Beyond: How to connect with today's teens and twenty-somethings." Woods will show how youth marketing can be successful through awareness of prominent themes that permeate this

demographic's mindset and behaviors.

Michael Donovan, Ph.D., Practica Group, Chicago, Ill. will present "Protecting Our Borders: The power of protecting the boundary between pets and people" from 9:45 to 11:15 a.m. Donovan will show how, in a country where many claim a kinship with their pets, pet-people relationships are pushing marketing and product development in new directions.

From 1:15 to 2:45 p.m. Patricia Sutherland, Ph.D., Practica Group, Chicago, Ill. will present "Beginning With the End? Going home with consumers as the starting point for retail design." Sutherland will show how examining the things that consumers use to organize their lives helps create retail environments that resonate with customers.

All of the featured speakers will be facilitating a wrap-up round table, "Down the Back Stretch," from 3:00 to 4:30 p.m.

The annual AIM Awards Banquet will take place Saturday evening from 6:30 to 10 p.m. with a cash bar, dinner and awards presentation to this year's AIM Award winners, recognizing the equine trade industry's best marketing, advertising, public relations and publishing efforts.

Complete details are available at www.WETAonline.com, or by calling executive director Glenda Chipps at (303)295-2001.



Diana LaSalle



Michael Wood



Michael Donovan



Patricia Sutherland