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Subject: **AHP Newsgroup: WETA membership hits all-time high**
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For immediate release

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WETA membership hits all-time high

**Market turmoil drives industry to unify
under 44-year-old association.**

Richmond VA– The Western-English Trade Association ended the IEBA Richmond show with an eight percent increase in members including Signature Leather, The Happy Horse, Weatherbeeta USA, Rio Vista Products, Horseshoe Gift Packaging, Prairie Song Designs and YRI Custom Designs joining as new or returning members. The two-day membership drive was the most successful in our association history.

“The now-infamous turmoil within the English market scene has caused many to

strongly consider or act upon membership in WETA,” said Cindy Chance, a long-standing and highly active WETA retailer member.

If you’ve never heard of WETA, you’re in good company. Despite a 44-year history, despite having launched Horselife, a promising “Got Milk?” style marketing initiative to bring newcomers into horses, and despite having been present at all the major markets for decades to ask people to join, WETA is still the best-kept secret in the horse industry.

Beyond Horselife, an admittedly visionary program designed to increase new-rider starts in three markets , WETA has also launched a second marketing initiative Get Yourself West, designed to promote western fashions in mainstream media. Plus, each year WETA puts on the All-Industry Conference and Leadership Forum, a truly powerful education and top-level networking event, and hands out the industry’s premium marketing and publishing honor, the AIM Awards. All of this in addition to significant retailer education programs for management and sales, plus freight discounts, health and other insurance programs, and banking services to aid retailers and manufacturers. One thing WETA does not do is run a trade show... Denver Market is put on by WESA, which is the sales reps association.

“The 20-some benefits of WETA did not come overnight,” explained Chipps. “They’ve been developed over our 44-year history with the ideas, advice, and work of our committed members. Focusing on changing times, there is always room for more services, and for improvements. We encourage all companies and individuals in the horse industry to join WETA, and we invite you to offer your ideas for new and improved services.”

For more information on joining WETA, please visit wetaonline.com or call executive director Glenda Chipps at 303-295-2001.

About the Western-English Trade Association

Since 1963, the Western-English Trade Association has united our industry for growth, bringing together not just manufacturers, retailers and sales reps, but also

breed and sport associations, publications, trade shows, advertising agencies, and other companies working in the equine and western lifestyle industries. Benefits include health and other insurance discounts, continuing-education tracks for both retail management and customer service, plus shipping discounts and other trade-association advantages, and extraordinary networking and co-operative business opportunities. In addition to member benefits, WETA offers five signature programs:

Horselife, the marketing initiative to grow all facets of the equine industry through inviting newcomers.

Get Yourself West, the marketing initiative to grow the western lifestyle industry.

The annual Leadership Forum is the association's much-anticipated annual retreat with powerful speakers who inspire and educate, next year it will be held in Baltimore, Maryland.

Online continuing-education program for member retailers by noted retailing expert Tom Shay.

The All-Industry Marketing Awards <AIM Awards>, which recognize the best advertising, marketing, public relations and publishing efforts in the equine and western lifestyle industries.

For more information or to join WETA, please visit www.wetaonline.com or call 303-295-2001.

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