



AETA NEWS

Information and News from the American Equestrian Trade Association, Inc. August 2008

AETA's First International Trade Fair in Baltimore

Let the numbers speak for themselves!

- 548 buyers from 262 stores
- Buyers representing 34 of the 50 United States, 5 foreign countries and 4 Canadian Provinces
- 160 exhibitors representing 328 companies in 431 booths
- Nearly \$7,000 in AETA Bucks vouchers refunded to AETA member exhibitors so that they could offer discounts on purchases made by AETA member buyers
- Over 130 Golden Tickets for complementary room nights awarded to buyers

And, what cannot be quantified:

- Relationships developed and strengthened
- Eye-catching displays of the finest products
- Constructive conversations and suggestions for AETA's future
- The pleasure of exploring Baltimore's Inner Harbor
- Great food and conversation at the Market Party

AETA truly appreciates the support of all who participated in the Trade Fair. We are striving to make our shows the preeminent events for equestrian trade in the U.S. To that end, we invite you to send us your feedback. E-mail us at equestriantrade@verizon.net



AETA's Membership Continues to Grow

In July 2007, AETA officially formed as a 501c6, non profit, trade association. In August, just one year ago, we began accepting membership applications and dues.

As of August 12, AETA has 143 members, excellent growth for a one-year old association. Our membership consists of the following:

- 54 Retailers
- 63 Manufacturer/Distributors
- 14 Sales Agents
- 5 Industry Partners
- 6 Suppliers
- 1 Affiliate

Since all memberships are active for a full twelve months upon joining, we will send out our first set of membership renewals shortly. Each member will be sent an initial invoice six weeks prior to their renew date. They will receive

a reminder, if we do not receive their renewal, a few weeks later. Once the renew date passes, we'll send them a final notice, just in case the others were misplaced.

We hope that all will continue to support AETA as it works to unify the industry and develop benefits for its members.

PLEASE NOTE: *If you are not an AETA member, this is the last newsletter that will be delivered directly to you. Newsletters will be posted on our web site.*

SOON TO BE LAUNCHED
www.aeta.us
AETA'S NEW WEB SITE

In this issue...

- The Facts: Baltimore 2008
- Membership Growth
- Miss AETA Baltimore 2008
- Best Stand Award Winners
- "Going Green"
- AETA's Election
- Spotlight on Green Initiatives



Haute Cheval Crowned Miss AETA Baltimore 2008

Buyers did not need much encouragement to cast their votes for the most eye-catching and original showpiece in the AETA Mannequin Merchandiser Pageant ... but encouragement was offered. Each buyer who voted was entered for a chance to win a Platinum Ticket, good for 2 complementary nights in the host hotel during the January 31 - February 2, 2009 AETA International Trade Fair in Baltimore. Mike Akers of Olson's Tack, Bellevue, WA, won the drawing.

Exhibitors dressed mannequins, some traditionally in beautiful equestrian apparel and others in creative arrangements of their products. The winner, Susan Fox, President of Haute Cheval, combined the traditional with the festive flair of a boa and "tutu" of championship ribbons to highlight her Haute Cheval, Classique Polo Shirt. She was ecstatic upon learning she had won. Her creativity will be rewarded with the use of two complementary mannequins during the Winter 09 Trade Fair.

Best Stand Awards: A Real Horse Race

Buyers were asked to play a major role in honoring the best exhibits at the Trade Fair. To encourage participation, their ballots were entered for a chance to win a Platinum Ticket for the January 31 – February 2, 2009 AETA International Trade Fair in Baltimore, MD, good for two complimentary hotel rooms at the host hotel. Kristin Roberts of Clip-ity Clop Inc., Brecksville, OH, was the winning drawing entrant.

The winners of the Best Stand Awards were G.R.A.S.S. for Best Small Stand, Beval Saddlery for Best Medium Stand, and Perri's Leather for Best Large Stand.

Our "judges" were asked to consider the following criteria in making their choices:

1. Overall Appearance: Visual appeal, use of graphics, brand identification
2. Functionality: Practical layout, ease of moving in and

around, access to product & information, privacy of conversations

3. Creature Comforts: Adequate/comfortable seating, refreshments/snacks, location of booth, other amenities
4. Design: Overall construction, quality of materials, use of color, lighting

Size categories were determined by the number of booths: 3 or under for small exhibits, 4-7 for medium exhibits and 8 or more for large exhibits. The winning small and medium exhibitors, each were awarded one free exhibit space, and the winning large exhibitor was awarded two free exhibit spaces for the Winter 09 Trade Fair. In addition to complementary exhibit space, each received an engraved, pewter Paul Revere Bowl; a certificate mounted on a plaque; and a "Best in Show" ribbon.



Going Green

Thirty-one (31) companies were recognized for their "green initiatives" at the AETA International Trade Fair with "Going Green" pennants.

To participate, email a brief description of your company's green practices and products to the AETA office. If you are an exhibitor, not only will we present you with a pennant at the Winter 09 Trade Fair: we will publish your efforts on our new web site and possibly feature you in this newsletter (see page 4).

BEST STAND AWARD WINNERS



BEST SMALL STAND: G.R.A.S.S.



BEST MEDIUM STAND: BEVAL SADDLERY



BEST LARGE STAND: PERRI'S LEATHER

AETA Fields Strong Slate of Candidates for the 2009 Board

AETA members were recently mailed ballots for the 2009 Board of Directors. The nominees are current members, nominated by current members, and most important of all, have a desire to serve AETA and improve our industry.

Eligible voters (one vote for each manufacturer/distributor and retailer member company and for each sales agent member) may submit their ballot by fax to 781/245-6487 or by mail to AETA, 591 North Avenue, Ste. 3-2, Wakefield, MA 01880-1617.

Completed and signed ballots must be received by the AETA office no later than 5 p.m., Friday, September 5th, 2008.

Candidates for Director

(MANUFACTURER/DISTRIBUTOR OR RETAILER)

Mike Akers, Olson Mills Tack Shop, Bellevue, WA

Tony Coppola, The Tackeria, Inc., Wellington, FL

Chris Duggan, Equestrian Collections, Manassas, VA

June Evers, Horse Hollow Press, Goshen, NY

Lori Kelly, Waldhausen, Hillsborough, NJ

Ed James, SSG Riding Gloves, No. Boston, NY

Terry Mercer, MD's Choice, Louisville, TN

Raj Mohan, Harmohn Kraft, Inc., Gaithersburg, MD

John Nunn, Bit of Britain, Oxford, PA

Izzy Strauss, Intec Corporation, Cliffwood Beach, NJ

continued on the next page

CANDIDATES CONTINUED

Marvin Wilker, Wilker's Custom Horse Products, Franklin, TN

Rick Wills, Rick's Saddle Shop, Englishtown, NJ

Candidates for Director

(SALES AGENT)

Tammy Prince, Newberry, FL

Diana Soto, Oceanside, CA

Candidates for Officers

PRESIDENT

Frances Bowers, Saddlers Row, Palatine, IL

PRESIDENT-ELECT

Don Warren, Cabin Branch Tack Shop, So. Pines, NC

VICE PRESIDENT

Kerri Kent, Kerrits Equestrian Apparel, Hood River, OR

TREASURER

Cathy Sacher, Essex Classics, Fleetwood, PA

Remember: *Your completed and signed ballot must be received by the AETA office no later than 5 p.m., Friday, September 5th, 2008.*

SPOTLIGHT ON GREEN INITIATIVES

CHARLES OWEN

Charles Owen factory in Great Britain uses a high level of insulation, roof lights to reduce lighting, high efficiency lighting units, de-stratification fans to reduce heating, and premixed spray taps to reduce water usage. We also recycle paper & cardboard. Our offices face north to eliminate the need for air conditioning. Our building won a National Civic Trust award for contributions to the environment.

We recently have appointed a waste manager who has organized recycling of aluminum cans and plastic bottles from our canteen, plastic film wrappers from fabric, and organized for waste textile scraps to be used as craft supplies in nearby schools. We are planning to install rainwater harvesting for process water and reduce our demand from the water company. In our Lincolnton warehouse, we shut down our computers

overnight and have installed a plastic curtain to reduce the area cooled & heated. We are fortunate that most of our power is supplied from the hydroelectric plant installed on the Savannah River.

*contributed by Roy Burek
Lincolnton, GA USA*



FITS / FUN IN THE SADDLE, INC.

We work hard to have as little impact on our physical environment as possible. One of the ways we do this is by making the vast majority of our breeches in the USA. The Environmental Protection Agency of America safeguards the environment in this country by imposing the most stringent manufacturing requirements in the world. Fabrics made in United States' mills cause much less pollution than fabrics made overseas. All of FITS fabrics and leather are made with the most environmentally sound methods available.

Additionally, all FITS factories are monitored to be sure they are in compliance for energy efficient practices. We also use only recycled paper for our hangtags and catalogs, and at the same time we recycle all of our paper office by products. Currently we have a paperless invoicing system where we send out all of our invoices via email unless our customers request otherwise. We are expanding our paperless communication all the time and look to be a completely paperless office in the near future.

*contributed by Sheryl Rudolph
Portland, OR USA*



AETA INTERNATIONAL TRADE FAIR

SATURDAY, JANUARY 31 - MONDAY, FEBRUARY 2, 2009
BALTIMORE CONVENTION CENTER, BALTIMORE, MD

FOR EXHIBITOR AND BUYER INFORMATION, VISIT

WWW.HOPPEREXPOS.COM