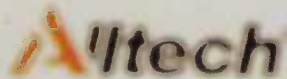


# WE

WESTERN & ENGLISH TODAY

November/December 2009



World Equestrian

## 2010: THE YEAR *of the* HORSE IN AMERICA

*Plus:*



LEXINGTON'S BUCKLE UP! • COLOR OF MONEY • HYDE BAGS  
HOLIDAY HANDBAGS • WHAT A HORSE WANTS FOR CHRISTMAS

retailer's and consumer's needs in mind. Iron Horse will launch in January 2010, giving retailers the needed edge and inside advantage to help jumpstart the national recovery.

Iron Horse has geared up to deliver the hottest fabrications in jeans, knitwear and belt accessories, reflecting what today's consumer wants and needs. Fabrics, designs and details are based on years of experience working with the demanding mainstream market and Western sector.

Wentura, president of The Iron Horse Jean Company, brings not only his expertise but also a fresh management team of seasoned professionals, a dynamic sales force and proven designers. With a sharp focus on the U.S. markets need for Western fashion alternatives, he will also be developing retail opportunities outside the Western segment.

"We'll be ready for deliveries starting the first of next year," said Wentura. "Our company will meet consumer demand, and fashion needs. Service is our major priority; we'll fill and ship complete all

orders in a timely manner." In addition, we are excited about being the first jean manufacturer ever to offer and promote a one-year warranty on workmanship on every pair of jeans we sell. Should any seam, button or zipper fail, we'll repair or replace the jean, no questions asked. Bank on that."

"You'll love our vintage finishes, 12- and 13-ounce fabrics, and customized details," said Wentura. "Plus, our overseas team is in place to guarantee quality production, inspect every pair of jeans, and maintain open channels of communication at the core where the product is made."

(858) 798-1382; [ironhorsejeans.com](http://ironhorsejeans.com)

### JUSTIN BOOTS RECOGNIZES TOP HANDS

Justin Boot Company held its annual sales meeting at the Cliffs Resort in Mineral Wells, Texas. The following awards were given out to recognize the outstanding efforts of the sales force over the past year: Salesman of the Year, Kevin Kelley; Key



From left: Brandon Barker, Justin Boots sales manager; Jamie Morgan, Justin Brands vice president of sales and marketing; Kevin Kelley, Justin Boots salesman of the year; Randy Watson, Justin Brands president and CEO; and Louis Russo, Justin Boots brand manager.

Account Rep of the Year, Don Graham; Top Gun Award for Western Boots, Lynn Laske; Top Gun Award for Workboots, Mark Van Peursem; No Fear Award for Most New Accounts, Ken Nixon; Top Hand Award for Western Boots, Jeff Harris; Top Hand Award for Workboots, Scott Turner; and Marketing Utilization Award, Loren Braucht.

(866) 240-8853; [justinboots.com](http://justinboots.com)

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## FarmVet

### WEG HOPEFUL ACQUIRES SPONSOR

FarmVet recently announced their sponsorship of para dressage rider Erin Alberda, in her quest for the gold in the 2010 Alltech FEI World Equestrian Games.

Alberda, a 2001 graduate of Sweetbriar College, is the victim of an adult-onset neurological disorder and has been riding as a Grade 3 Para Equestrian since 2006. Para athletes are separated into five grades based on their level of disability. Her goals encompass the 2010 Alltech FEI WEG, in which Para Dressage events are included in the first time in World Equestrian Games history, as well as the 2012 Paralympic Games in London.

To date, Alberda's greatest accomplishments include winning triple gold

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