



October 2009

Dear Valued Clients and Friends,

I am proud to tell you that the most frequently heard comment regarding last year's Old West Show in Denver is that it was the "most beautiful" show of its kind. This is primarily a result of *your* efforts – the dealers – in bringing the best of your offerings to our 20th anniversary event. I continue to receive calls and emails from people who insist that, based solely on what they've heard, they simply cannot miss this year's event. And of course those who did attend are equally enthusiastic and excited.

We all know that the economy has played a role in our collective business interests. That said, my biggest concern for our industry is not the economy (it will recover), but rather the loss of our collecting base. We need new, enthusiastic, young collectors and consumers in our industry. This is where being in an urban setting such as Denver—with its myriad lodging, dining and entertainment choices, as well as its strong feelings of Western heritage—can give us an edge. I hate to be morose, but we can no longer deny that a good number of our ranks are no longer with us. I encourage you all to work toward expanding our market; and I am open to any suggestions you may have along those lines.

Enclosed is your 2010 application for our 21st annual Show. Please fill this out and return with your deposit to secure your spot. Many dealers that were set up in Expo II and Expo III have shown interest in larger spaces for this coming year, so I encourage you to act quickly, and to please call or email with any questions you may have. Also, your deposits (or full payments) help us in our early marketing and advertising efforts. Please also review the enclosed show rules and regulations along with your application.

The basic setup, layout and timing of the show will remain the same as last year, with some minor tweaking where necessary and appropriate. For those of you interested in Expo I showrooms, we will be employing additional signage and strategies for ensuring that all show attendees are aware of the great dealers and merchandise in those showrooms. We will be adding several new hotel options this year, some closer to the Mart and some a better deal. The Marriott hotels will remain the host hotels along with the Comfort Inn at the Mart.

Our wonderfully talented Show Manager, Deb Broussard is back with us this year to manage you, me and the rest of the show. Both Deb and I are always available to answer questions or listen to your concerns. Please do not hesitate to call or email either one of us. We are looking forward to working with you all in the coming months.

Best regards,
Brian Lebel