

Boots are particularly tricky since children tend to outgrow them quickly. Finding goods that are high quality and reasonable priced are also a key in her world.

What works for you may be entirely different, Black warns.

"I'm not sure it would work in another part of the world," she said. "It depends on what the trainers in your part of the world are doing."

She also spends a good deal of time educating her customers.

"Yesterday, I had a little girl of five just starting her lessons," she said. "Her mother didn't know anything. I asked the girl, 'Where are you taking your lessons?' Right away, I know what the big girls are wearing. She won't go home saying, 'My mommy dressed me funny!'"

Black focuses on her niche while staying up with other stores in her area.

"There's a fine line between recommending and telling someone what to do," Black said. "I appreciate, when I am out of my league, getting somebody else's opinion."

Black's last bit of advice is "stick with the traditional."

"You need a white shirt, tan pants and start with the traditional navy jacket," she said. "I try to stick with what I know is the USEF rules and guidelines. I am always really picky on the helmets. I don't carry non-approved helmets in my store. I want you to be safe. If you wore your seat belt to the barn, wear a helmet to ride."

She also said to make sure you bring your staff along when you cross over.

"The true cowboys on staff said, 'Don't leave us here to sell this English stuff.' I said, 'They can wait on themselves. You need to be there to point out this and this, and we need to get what we don't have that they need.' It's grown itself."

The English department of her store is a big part of her annual sales revenue.

"I try to stick with middle of the road, because we have no market for the high-end stuff," Black said. "No way would a GPA helmet sell here. I do carry a nice Troxel helmet—that's the price range (customers) want."

