

Town of Bel Air Economic Development e-newsletter: March 2014  
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## **Razorback Horse Tack bucks the online shopping trend**



**Vicki Ryan opened a Main Street equine specialty shop to give her online customers a more real-life shopping experience.**

Vicki Ryan, owner of Razorback Horse Tack, has a perfectly successful online business. However, she sensed that her customers needed more.

“When you are shopping online, you can’t touch, feel or sit on an item,” says Vicki. “If you get it and something is wrong, you have to worry about getting it back.”

Now, horse owners and hobbyists in the Harford, Cecil and Baltimore County areas can inhale the earthy smell of fresh leather and stroke the intricate carvings on a western saddle at Vicki’s new 2400-square-foot location at 411 N. Main Street.

Vicki, a lifetime Harford County resident, packs her second floor store with both English and Western riding accouterments: saddles, blankets, bridles, boots and bits as well as clothing and consignments.

You could say that Vicki has all of the qualifications in the equine industry: “My Dad put me on a pony when I was three,” she recalls. “When I was six, we were buying horses, bringing them home, breaking them and reselling.” She currently owns five horses as well as her canine store companion, Cory.

While she plans to continue her online presence, Vicki thinks she stumbled upon the perfect location for retail. “I am across from The Mill, where people who have

horses go to get their feed. There is plenty of free parking in the rear. I am right on Bel Air's Main Street, the best location I could have ever found."