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Olympic Medalist and International Dressage Star Lisa Wilcox Speaks At Sho Clothes “Shop Talk”

Wellington, FL (October 15, 2009) – Olympian and international dressage rider Lisa Wilcox delighted the audience at the most recent “Shop Talk” at Sho Clothes dressage boutique in Wellington, where she shared the story of her life and encouraged the audience to “Build Throughness at Every Level.” Wilcox’s talk came from years of experience, which included spending over 10 years training and competing in Europe before returning to the United States in 2006.

As one of America's leading international competitors, Wilcox was a member of the Silver-Medal winning U.S. Dressage Team at the 2002 World Equestrian Games, where she also finished fifth individually. In 2003 she won an Individual Silver Medal at the Open European Championships and the next year was a member of America's Bronze-Medal winning Dressage Team at the 2004 Olympic Games.

Throughout the evening at Sho Clothes, Wilcox shared her journey from growing up breaking western horses in Colorado to working and competing in Germany. One Shop Talk attendee told us, “Her delivery was as animated as a Disney character and she told her story from the heart. It was very inspiring. I think a lot of us really got to know the real Lisa Wilcox tonight and she is delightful”. When Wilcox spoke about throughness at every level, she encouraged the audience to not force their horses to go beyond their ability. “Otherwise you will miss pieces along the way,” Wilcox said, adding that it is fine to progress slowly.

During her dressage career, Wilcox trained with some of the best dressage trainers in the world including Herbert Rehbein and Ernst

Hoyos. While in Europe, she earned success with numerous horses including her two well-known partners Rohdiamant and her Olympic mount Relevant. Wilcox is now based out of Tuny Page's Stillpoint Farm in Wellington, a luxury which she shares with several top dressage professionals. "I came to Florida because it is a hub for dressage in America," Wilcox said, adding with a laugh that she also wanted to be warm.

Michele Hundt, who co-owns Sho Clothes with Betsy Rebar Sell, was pleased with the "Shop Talk" turnout and Wilcox's talk. "It was really an insider's glimpse of Lisa Wilcox's journey," she said. "We think of Lisa as one of sport's super stars, which she is, but she is also humble, fun and very committed to her sport and the dressage community around us."

"Shop Talk" is sponsored in part by the Gold Coast Dressage Association (GCDA) and is held the second Tuesday of each month at Sho Clothes, 3220 Fairlane Farms Road in Wellington. Specializing in dressage apparel, Sho Clothes has become the "go to" dressage store for riders from around the world and their mobile boutique is a fixture on the Florida Dressage circuit.

For more information on Sho Clothes or "Shop Talk," visit their website at www.shoclothes.com or call them at 561-319-2121.



Photo: Olympian and international dressage rider Lisa Wilcox (right) delighted the audience at a recent "Shop Talk" at Sho Clothes dressage boutique in Wellington by sharing stories from her life. Wilcox is joined by Sho Clothes' Krystalann Shingler.