HORSES AND TECHNOLOGY: HOW EQUESTRIANS CAN BENEFIT FROM THE WEB

By Nicole Lakin, BarnManager Founder and CEO - Horses and Technology...they seem like two entirely disparate things. But in the age of social media, smart phones, and constant access to wifi, the horse industry would be remiss to ignore technology and the benefits it can offer.

As the creator of BarnManager.com, I believe that technology can be a huge help to equestrians. I've found it to be a great way to stay organized, stay connected, and stay ahead of the curve in terms of taking care of my horses and running a business. *So, how can you contribute and benefit from the information age?* Here are a few simple ways that integrating technology into your horse life can help you be your best, no matter what your goals or resources may be.

Management and Care

Believe it or not, there are many tools out there to help you better manage your horse life. *Do you feel like you have too many things to keep track of and you can't keep it all straight?* Try Google Calendar or iCal. You can maintain more than one calendar in a simple way, link it to your mobile device, and set reminders to keep anything from slipping through the cracks.

Read the full article as it originally appeared on EquestrianCoach.com!

BARNMANAGER GOES 'FREE FOR 501(C)3!'

All equine rescues and equine therapy organizations with 501(c)(3) charity status are now eligible to receive a **FREE BarnManager** subscription - and BarnManager is teeming up with The Peeps Foundation to spread the word! Learn more on the BarnManager blog here!

NOELLE FLOYD STYLE: NICOLE LAKIN TURNS CHALLENGES INTO OPPORTUNITIES

"Life comes at you in unexpected ways. But how you choose to view them—either as debilitating setbacks or as new possibilities—can make all the difference. Amateur and equestrian entrepreneur Nicole Lakin, for one, is firmly in the latter camp."

Read more about Lakin and how and why BarnManager got its start thanks to Noelle Floyd Style!
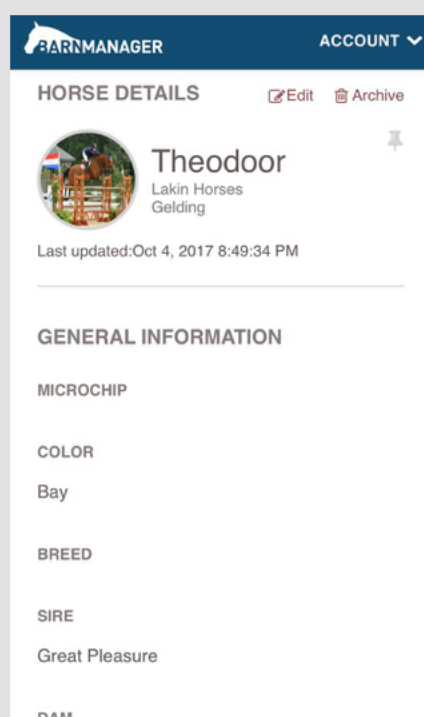

JOIN BARNMANAGER AT WIHS BARN NIGHT!

BarnManager is excited to be a part of this year's Barn Night at the Washington International Horse Show (WIHS) - and you can be a part of it too! In support of Barn Night, to be held Thursday, Oct. 26, at the Capital One Arena, BarnManager is sponsoring this year's video contest, with **the winner receiving a clinic with Olympian and World Cup dressage medalist Laura Graves!** The deadline to enter is Oct. 16, and all details can be found here!

GETTING TO KNOW BARNMANAGER

Recording Horse Data

Throughout the BarnManager monthly e-newsletters, we'll walk you through key features and components of the app: starting this month with the basics!

One of the first steps when beginning to use BarnManager can be importing information on each of the horses pertinent to you. BarnManager makes it easy to store registration and passport numbers, information on breeding, insurance, horse descriptions, coggins, and much more all in one place! Once your horses are added to BarnManager, it's easy to begin delving into other features of the application!

BarnManager is a cloud-based software solution that provides horse owners and managers with the tools they need to streamline and simplify their daily management responsibilities. The program offers digitized record keeping for the many facets of horse care and has developed intuitive and simple business tools to make small business management accessible and easy.

Stay Connected With BarnManager!

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