

Bringing you news, advice, and tools to improve your barn management experience



The Official Barn Management Software of U.S. Equestrian



### On the Blog

If 2020 could be a word, it would be "unprecedented." It was a difficult year in about every way imaginable. Life as we knew it got turned upside down, leaving so many worse off and leading us to wonder when (or if) normal life would ever return.

But with the turn of a new year comes newfound hope. Though 2021 may still be gloomy at first, promise lies ahead. If you're ready to move on but unsure how to approach a fresh start given the many uncertainties that surround us, here are some tips to guide you.

**1. Set resolutions wisely.** This applies to the start of every new year, but if you are one to set resolutions for self-improvement, it's important to set those resolutions up for success. Avoid sweeping statements that don't include parameters.

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#### INSIDE BARNMANAGER

### State Line Tack Industry Spotlight: Q&A with Nicole Lakin, Founder and CEO of BarnManager



## Equine App Creator

#### Q: What does the BarnManager app do?

A: BarnManager is a cloud-based platform for barn managers and owners to manage their horses, employees, clients, and businesses. We offer user-friendly web and mobile apps to improve record keeping, communication, and scheduling for barns of all sizes, disciplines, and functions.

#### Q: What is your favorite thing about your job?

A: I love how much I get to learn every day. Whether it is talking to a potential client about their barn and what they find challenging in their work, learning a new skill, or being introduced to other technology that is new and innovative in the equine industry, I am always learning something that is genuinely interesting to me.

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#### TIP OF THE MONTH



Did you know you can use ketchup to whiten your horse's tail? Just apply generously and let it soak for 10-20 minutes. Then rinse and repeat as needed.

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### Don't Forget to Save!



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*BarnManager is a cloud-based software solution that provides horse owners and managers with the ability 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.*