

Equinomics 101: Cash and Financial Management System Targets Equine Industry with their new Audible version for Smartphones and CDs

HOUSTON, Texas, March 5, 2012 (SEND2PRESS NEWSWIRE) – Rockwood Enterprises, Inc., a six-year-old Houston-based marketing and publishing company, announced today the launch of an audio book version of “Equinomics 101” – a management and record keeping system designed to teach horse owners and horse-related businesses how to efficiently manage their finances.

According to the American Horse Council, there are approximately 9.2 million horses in the U.S. used for racing, showing, competition, sport, breeding, recreation and work.

Richard B. Dicks, CPA, equine businessman and author, developed Equinomics 101 to provide a down-to-earth, practical cash and financial management system for horse lovers and small to mid-sized horse-related business owners. Written in an instructional, how-to format, Equinomics 101 reveals what records matter to accountants and the IRS.



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The book and software have been very popular in the commercial market place and last year Equinomics 101 was converted into an accredited college course that is now being taught in many leading colleges and universities. Because of today's busy schedules, most people don't have ample spare time to read.

By popular request, Equinomics 101 has now been converted into an audio book version for smartphones and CDs and is being released today. The audible book contains 15 chapters of conceptual subject matter that is great for listening to and 5 technical chapters that contain forms and graphs that can be easily accessed through the Equinomics 101 website.

Read by Terry Rose, the 6-CD audio book is informative and easy to listen to and quite enjoyable. The listener will come away with many valuable ideas

that can immediately be used in their equine operation.

“Most horse owners practice ‘pitchfork accounting,’” Dicks explained. “They throw everything in a box and hand it over to their CPA. Equinomics 101 is designed to help customers change these destructive financial patterns.” The audio book is designed for horse owners but the information and concepts are also useful for anyone with cattle, alpacas, goats, and other livestock.

According to Dicks, the key to avoiding financial loss is to run the horse operation like a business. Equinomics 101 instructs horse owners on how to minimize hobby-loss.

“Like a good saddle, it’s a tool that no horseman should be without,” Dicks said.

In 2005, the American Horse Council conducted a study that dispelled the misperception that the horse industry is an activity reserved for the wealthy. The horse industry is, in fact, a diverse activity with stakeholders including recreational and show horse riders, and moderate-income track, show and stable employees and volunteers.

Approximately 34 percent of horse owners have a household income of less than \$50,000; 28 percent exceed \$100,000. 46 percent of horse owners have an income between \$25,000 and \$75,000.

Equinomics 101 can also be used as a simple record and bookkeeping system, a check register system, or an easy-to-use contact management system. In addition, it also addresses barter and like-kind exchange, equine tax issues, depreciation, and investment analysis.

For more information, visit: <http://www.equinomics101.com> .

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