



2023 YEAR
IN REVIEW



Why the name change? For those of you who have been with me since the beginning you know what a journey it has been! My hoof care philosophy has evolved over the years and I felt that a new business name would better reflect my approach to hoof care, specifically rehabbing hooves barefoot rather than shod. *Wildrose Barefoot Trimming* replaces my original farrier business of Horse & Sole Hoof Care. Wildrose represents my heritage as a Canadian growing up in the province of Alberta, Canada, fondly known as Wild Rose Country.

In the beginning of 2023 I took an 8-week course covering the science of animal behavior with Dr. Susan Friedman. The course, *Living & Learning with Animals: The Fundamental Principles and Procedures of Teaching and Learning*, emphasized the need for humane and effective animal training, covering the least intrusive and minimally aversive (LIMA) training principles.

In June I accepted the position of Communications Chair for Progressive Hoof Care Practitioners (PHCP). The position requires planning of the social and marketing calendar for the organization and making graphics, which committee members upload to Facebook and Instagram. If you are on social media and want to see my creative side check out and “like” the pages!

My friend and I traveled to Quebec in October for an Advanced Anatomy Clinic. It was an excellent refresher course with colleagues. One of the best parts of the trip was consuming copious amounts of Tim Horton’s coffee 😊.

At the end of 2023 I completed a Certification in Web Design course through UVM. I love animals, being outdoors, and physical labor. And though it seems like the complete opposite interest, I also enjoy creating online content. Right now I’m learning to code HTML and CSS with an online program, Free Code Camp.

Many of you have asked about rate increases for 2024. While many hoof care providers in the industry have raised prices due to increased supply costs, my aim is to keep rates the same. Costs have gone up for everyone, making covering basic needs tricky let alone prioritizing hoof care. To maintain healthy hooves, it is important that you keep your horses on a tight trim cycle. If keeping trim costs the same makes that possible for you, I am able to absorb increase in supply costs.

I look forward to another exciting year with you and your horses! Thank you for your trust, commitment to your horses, and friendship. I am so grateful for each and every one of you.

With Gratitude,


DEANNA STOPPLER

Wildrosebarefoottrimming.com