

features on Angus Mobile are the abilities to view the calendar of events, sale books and sale reports. The “animal search” function is also widely used. It will bring up the pedigree and EPDs for an individual animal and then allows for clicking and looking at the pedigrees of sires and dams of previous generations related to that animal.

Additionally, for AAA members AAA Login can be accessed with their password. This allows for viewing herd registration information, performance data, DNA testing results and more from a remote location. Another example of how remote access might be used would be to submit calving data via the app.

Presently, the Angus Mobile app has about 38,000 downloads since being launched in January 2012. New features continue to be added. To download the app or for more information, visit www.angus.org/mobile/mobileapps.aspx.

Lou Ann Adams, director of information systems for the American Angus Association, notes that the Association is continuously working to enhance their online software packages and the mobile app. She stresses that many of the improvements are based on breeder input, and encourages breeders with suggestions to contact the Association’s Customer Service Department at angus@angus.org.

More information about AAA Login, AIMS and Angus Mobile is available online at www.angus.org.

These presentations were part of a series of half-hour workshops hosted Nov. 5-6 in the Angus booth within the trade show at the 2016 Angus Convention. For comprehensive coverage of the Angus Convention, including speaker summaries, links to the full presentations, photos, videos and more, visit www.angus.media/news/Angus-Convention.



Editor’s Note: *Kindra Gordon is a freelance writer and cattlemaster from Whitewood, S.D.*

Posting with Angus Media

Angus Media’s Andy Blumer offered cattlemen tips for web design and hosting during the trade show at the 2016 Angus Convention.

Story & photo by Troy Smith, field editor

As an entity under the American Angus Association umbrella, Angus Media is a source of printed and digitally presented information about all things Angus.

Accordingly, Angus Media’s Internet presence is becoming the Angus enthusiast’s portal to relevant online resources, including upcoming industry events, cattle sale reports, advertising, plus content from Angus Media publications.

Andy Blumer, web team lead for Angus Media, conducted a workshop during the 2016 Angus Convention hosted in Indianapolis, Ind., to explain the website design and web-hosting services available to Angus breeders.

“We offer responsive web design, meaning we can make your site mobile-friendly — optimized for viewing on handheld devices, including tablets and smartphones,” said Blumer.

Explaining how a new web services client can get started, Blumer said a web design coordinator will help collect and organize photographs, company logos and information telling the “story” a client wants to tell about the operation. A client may also provide links to brochures, sale books and other information. The web design team then builds a concept site page, which is offered for client approval.



► Andy Blumer conducted a workshop during the 2016 Angus Convention to explain the website design and web-hosting services available to Angus breeders through Angus Media.

“Through your coordinator, you have an open line of communication with the design team to further develop and refine your site,” said Blumer, explaining that Angus Media also offers photography, video production and copywriting services to help enhance the client’s site presentation.

“Also, we can incorporate automatic

updates of American Angus Association performance data [expected progeny differences (EPDs) and dollar value indexes (\$Value)] to make sure visitors to your site can access the most current information on your cattle,” added Blumer. “Additionally, we can set up analytics of traffic to your site, sending you a monthly report of where traffic to your site originates.”

According to Blumer, the basic rate charged for web design is \$750 and includes up to five pages per website. Additional pages may be added at the rate of \$100 each. Additional add-on features come at extra cost. The charge for web hosting is \$310 per year for one domain name.

More information about Angus Media Web Services is available online at www.angus.media/Services/Web.

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Editor’s Note: *Troy Smith is a freelance writer and cattlemaster from Sargent, Neb.*