

Live From Saint Joe

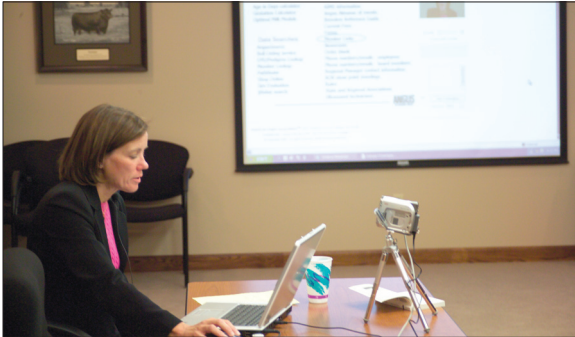
Angus webcasts serve as latest educational tool.

by **Abby White**



► **Above:** Jim Shirley, Association director of commercial programs and vice president of industry relations, prepares for the first Angus webcast.

► **Below:** Lou Ann Adams, Association director of information systems, gave a presentation about online tools for Angus members. Each webcast is broadcast from the George Grant Conference Room at the Association offices in Saint Joseph, Mo.



Coming to you live from the George Grant Conference Room, Angus webcasts are the latest way to learn more about Association programs and services. Each month, an American Angus Association staff member discusses a topic of relevance to producers.

Lou Ann Adams, Association director of information systems, hosted the first webcast Sept. 12. She discussed online tools available to members, including AAA Login. “You can look up records on any cow you’ve ever owned,” Adams said.

Viewers are encouraged to ask questions via the chat box during the live webcast. Once a question is received, the speaker has the opportunity to answer during the presentation.

One viewer asked, “How much data is coming in electronically to the Association?”

Adams answered, “We have upward of 50% of our registrations coming in electronically, either through AAA Login, Excel or using the

AIMS (Angus Information Management Software) program. That’s been our focus, trying to fine-tune that and get our data in.”

Adams continued working through the online tools.

“Any red links on an entry screen will pop up definitions of what that is,” Adams explained, adding

that AAA Login is designed to be very user-friendly.

Adams demonstrated how members could use AAA Login to register and transfer animals or to submit performance data. “Once you enter data, everything goes into your cart,” she explained. The cart essentially holds all the entries until you are ready to submit them as a group with your electronic payment. “We don’t get that data until you do cart checkout,” she added.

At the peak, 72 people were logged on to the first webcast.

The second webcast was presented by Sally Northcutt, director of genetic research for the Association. She discussed Angus Herd Improvement Records (AHIRSM) basics, including submitting data for National Cattle Evaluation (NCE) and the cutoff deadlines.

The third webcast featured AngusSource[®] as Ty Groshans, assistant director of commercial programs, discussed how Angus bull buyers can benefit from this marketing program.

The next webcast is scheduled for Dec. 12. Sally Northcutt will discuss what data to measure at yearling time, including information on ultrasound.

Each webcast includes Association news and announcements and lasts approximately one hour, including time for questions. Webcasts are recorded and archived on the Angus Education Center at www.angus.org/AngusEducation.html.

