



# Login Lowdown

► by Kasey Miller, associate editor

## Get started with AAA Login

Many of you are seasoned veterans to the AAA Login program and know the many benefits it offers producers; however, if, like me, you're new to the program, here is a quick overview. Don't worry about getting bored as a veteran, because I'll highlight the newest features of the ever-evolving program to keep you up-to-date. With as fast as new features are developed, there will be plenty to keep us on our toes.

### General overview

AAA Login is a free data entry and management service provided to members by the American Angus Association. The optional service is available for use 24/7.

If you're new to AAA Login, don't worry. It's easy to sign up. Just go to [www.angusonline.org/Logon.aspx](http://www.angusonline.org/Logon.aspx) and click "Sign Me Up!" Once you enter your information, you're set, and can add a customizable password.

Commercial breeders can create an

account, too, as long as they have a customer code with the Association.

The AAA Login website is user-friendly, and there is a new "Basic Steps to use AAA Login" tab on the main screen (see Figs. 1a and 1b). You can also access this from the "Help" tab at the top. This screen explains how to view specific information and how to submit data. Lou Ann Adams and Chris Stallo, director and assistant director, respectively, of Information Systems for the American Angus Association, say this screen

is the compilation of answers to the questions they most frequently receive.

This site offers many benefits and increased convenience. It allows you to register an animal or submit Angus Herd Improvement Records (AHIR®), check on the status of transactions, simplify paying membership and Association accounts and more — whenever it is most convenient for you. This allows you to handle your Association business after hours if needed. There are a multitude of benefits from features that can be tailored to your program, so take a look around the website to see all of your options.

"Any paperwork that can be done in-house can be done on AAA Login," Adams says.

If information is sent (uploaded to a "cart") and the cart is checked out before 3:30 p.m., the information is processed in-house that day. Please remember that one day is required for registrations. Use of the website has grown, and now 250 carts are checked out daily.

For those who don't have a great Internet connection, AAA Login provides downloadable Excel files so you can enter information while you are offline and submit the completed file by email after hours.

AAA Login has been in existence since 2001, and member use of the service has grown exponentially. As of September 2011, almost 75% of Association registrations are done electronically. Of these, 24,895 are submitted through AAA Login. There were 21 features to the website at creation. Now there are close to 80 features, and new ones are being added all the time.

"It evolves," Stallo says. "Additional features generate from questions and comments from breeders."

### Customer Manager

In light of the upcoming sale season, Customer Manager seemed fitting to highlight in this debut column. Customer Manager allows breeders to keep contact information from customers and to see which animals those customers purchased in the past five, 10 or all years.

To access this feature, click on the Interactive tab. Currently, Customer Manager

Fig. 1a: AAA Login menu

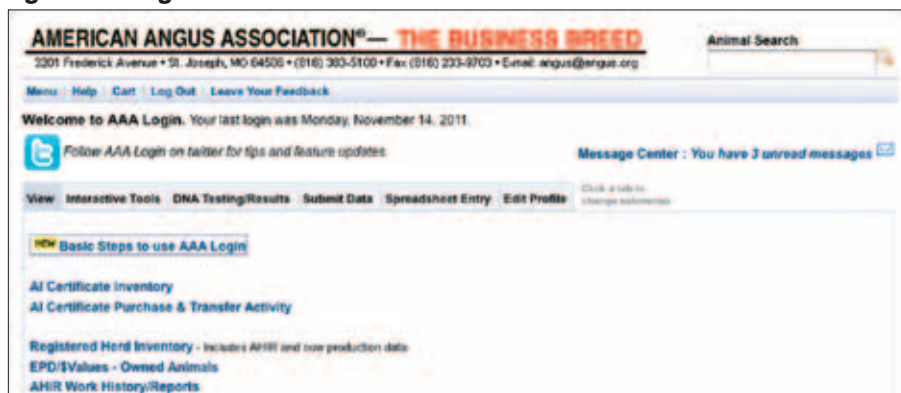
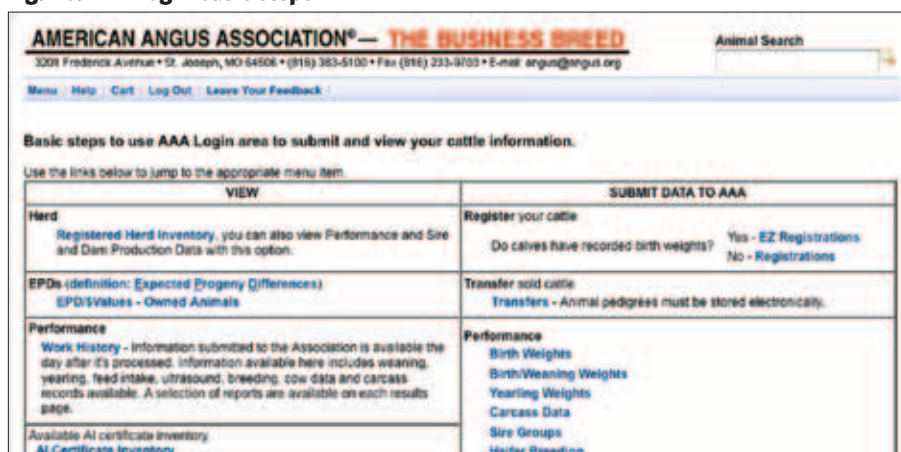


Fig. 1b: AAA Login basic steps



is the fourth item on the list (see Fig. 2). In the “Customer Manager” tab, a producer can type in any buyer’s information or use the “Import Buyers” tab to list customers who have bought an animal and had the registration paper transferred into their name.

Both tabs are customizable (see Fig. 3); you can add the buyer’s contact information, leave yourself comments and add directions to the buyer’s place for future interaction. You can also export either list into Excel for more personalized sorting or to make labels for mailings.

If you click on “Edit” next to a buyer’s name, it will allow you see an “Animals Purchased” link in dark blue. This allows you to see which animals that particular buyer has bought. If you click on that animal’s registry number, it gives you its pedigree and expected progeny differences (EPDs). The comments section on the buyer information even lets you add how much you made on the animal.

It may take some time to add in customer information now, but it will save you much more when sale time comes.

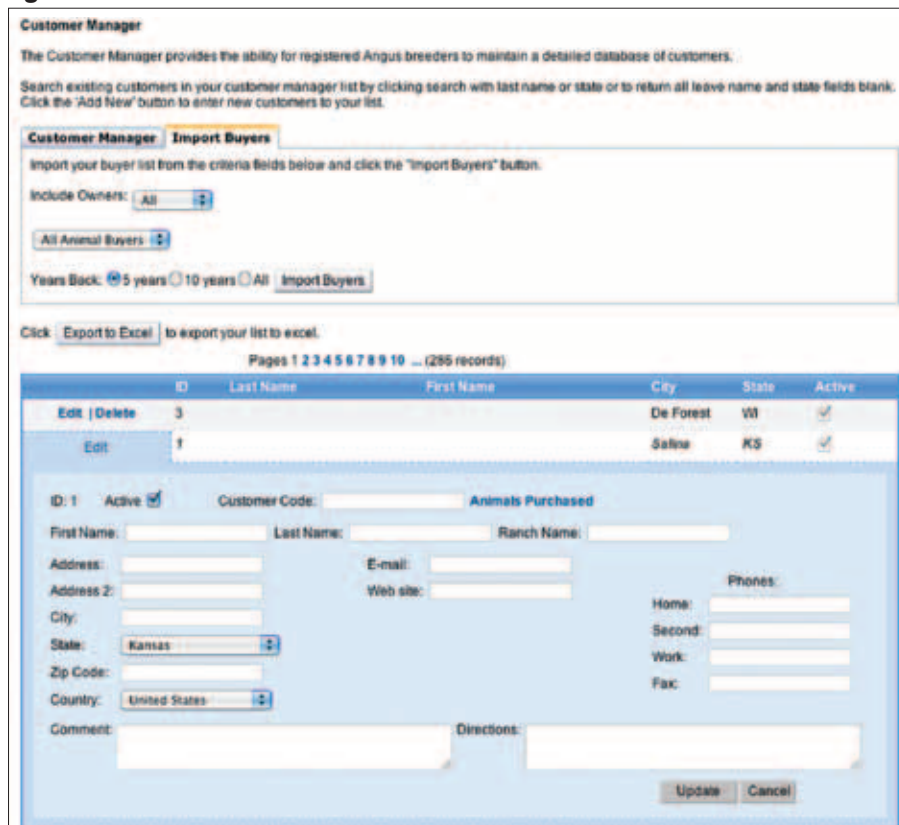
Who doesn’t want to be more efficient and organized? AAA Login helps you do that. For more information about new features between issues, follow @AAALogin on Twitter.



**Fig. 2: Locating Customer Manager**



**Fig. 3: Customizable features**



## Newest features

This “Login lowdown” column will highlight some of the newest features of AAA Login to inform you they exist and to explain how to use them. Future installments will go more in-depth with these features:

- ▶ **Animal Set** — a way to group animal records together, for instance, those in a sale;
- ▶ **Electronic Calving Book** — allows breeders to send in birth weights and order parentage and defect tests;
- ▶ **Sire Groups** — useful for commercial animals, allows breeders to report out of a set of bulls if actual sire is unknown because multiple bulls were in the pasture;
- ▶ **DNA Testing/Results** — new features are added continually,

this tab allows breeders to order tests for defects and parentage, and to create genomic profiles in-house at Angus Genetics Inc. (AGI);

- ▶ **Data Sheets** — allows for five different styles of printable data reports, depending on how the breeder wants the information displayed;
- ▶ **Custom Animal Report** — offers a smorgasbord of sortable traits that allows the breeder to select every trait they want to view about that animal; and
- ▶ **Customer Manager** — allows the breeder to keep contact information from customers and lets them see which animals customers bought within the past five to 10 years, and also lets breeders import buyers’ information.