

The AAA Login Advantage

American Angus Association offers resources around the clock.

by **SHELIA STANNARD**

Users of Angus genetics can access information any time day or night by utilizing AAA Login, an online resource provided by the American Angus Association. The service also allows them to save time and avoid hassles associated with paper documents.

More than half of active Association members already use AAA Login, which is available to anyone with Internet access, including non-member buyers, also known as affiliates, who have Angus bulls or females transferred to their name. Affiliates are typically commercial cattle producers who use Angus genetics.

AAA Login is simple to use. Members or affiliates create their own profile by clicking on AAA Login in the upper left corner of the Angus home page, www.angus.org. A member or affiliate code is all that is needed to get started. Once a user creates his or her profile, a unique password will be generated for him or her and sent to the e-mail address provided. At that time the user can customize the account and add a private password that only he or she will know.

“Any member who already stores their papers electronically should transfer their papers electronically to their commercial buyers and inform them of AAA Login,” says Don Laughlin, Association director of member services. “Electronically transferred papers get

the work through and back to the customer more quickly, and AAA Login offers many services to the affiliate, non-members.”

If the affiliate's commercial cow herd, Angus, Angus-cross or other breed is enrolled in the Beef Record Service (BRS), AAA Login gives instant access to his or her cow production records.

Some of the services that affiliates can take advantage of include easy access to their registered herd's performance records, expected progeny difference (EPD) updates, the ability to clean up their herd inventory, transferring cattle to another buyer, and customizable \$Value Indexes. In addition, if the affiliate's commercial cow herd, Angus, Angus-cross or other breed is enrolled in the Beef Record Service (BRS), AAA Login gives instant access to his or her cow production records.

“The customizable reports available in AAA Login are a great tool for all producers. One of the best is the Custom Animal Report that is incredibly useful when looking at a pen of heifers and trying to select replacements,” Laughlin says.

AAA Login is just one of many useful tools available to nearly 33,000 active American Angus Association members and those commercial cattle

producers who use Angus genetics. For more about Association programs or the Angus breed, go to www.angus.org.

Editor's Note: Information provided by the American Angus Association.

