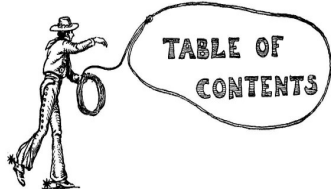


Midwest MicroSystems LLC

Fall 2008 Volume 3, Issue 1

The Corner Post



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Special Interest Articles:

- After updating your Cow Sense to V4.74 you will notice several new enhancements

Is Cow Sense Verified right for you?

As market signals change, we see growing opportunities for our customers to differentiate their cattle in the marketplace. Consumers, international as well as domestic, are requiring more standards and third-party verification of marketing claims.

Cow Sense Verified uses the Micro Beef PVP umbrella to offer Cow Sense users a simple and effective way to qualify cattle for these marketing opportunities.

You have already made the commitment to document required information in Cow

Sense, **market your management!!** Do not wait as market time approaches for your cattle! Participating in the Micro Beef PVP does require some pre-planning. Cow Sense staff will assist you in obtaining tags, registering your operation, requesting and arranging for your audit. **All these events must occur prior to shipping the cattle!**

For more information visit: www.cowsense.com and click on Cow Sense Verified.

To begin the process, Login to the Cow Sense Corral.

From the My Account menu chose the Cow Sense Verified button.

Don't Delay!

If you have questions, Call 800.584.0040 or e-mail sales@cowsense.com

"Some export markets have strict import requirements on U.S. beef shipments."

Cow COMM – Makes Data Collection Simple

Since its revolutionary inception in 1998, **Cow COMM™** has emerged as a proven tool for real-time management of your herd. Now this communications component of the **Cow Sense®** Suite provides both an **active** (Chute-side) as well as a **passive** (Post-processing) interface.

You may be aware of the use of Cow COMM chute-side for real-time interaction with the Cow Sense database and its' ability to communicate with several electronic devices such as: RFID readers', scale indicators, electronic tape measures', bar code readers', printers, etc. for data collection. In this chute-side use, there are also optional features for sorting.

New features in Cow COMM can also be very useful for user's through a Post-processing interaction to retrieve data collected in scale indicators or RFID readers and automatically update data in Cow Sense.

To find more information, check out the Cow Sense Information Center at: www.cowsense.com

From the gray navigation bar on the left choose Downloads > Documents > Product Information Sheets.

Call (800) 584-0040, or e-mail sales@midwestmicro.com if you have any questions.

Discover the Power of Cow COMM Pro

For over 10 years Cow COMM has served as a tremendous tool to users who wished to apply chute-side data collection and analysis. Over time we have recognized a need by some advanced users of the program for additional functionality and power in chute-side application.

We are pleased to now introduce **Cow COMM Pro**. As not all users will need these advanced features, we elected not to increase the cost of the base Cow COMM program. Therefore, we now offer two versions of Cow COMM: Standard and Pro.

These powerful features add capabilities for: recording, storing and exporting repetitive measurements over time (great for performance test situations);

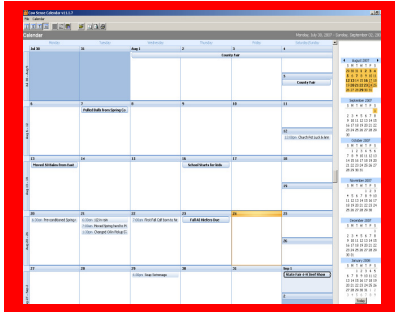
flexibility for choosing how you wish to calculate and display ADG; as well as the ability to print EIDs to a barcode label for use in sample collection (such as blood, tissue or fecal). The Cow COMM Pro program is \$495. If you currently have the standard Cow COMM program the **upgrade** is just \$200.

If you have any questions regarding Cow COMM Pro, please call 800-584-0040 or e-mail sales@cowsense.com.

Purchase Cow COMM or Cow COMM Pro online at: www.cowsense.com

From the gray navigation bar on the left, choose Cow Sense Store, Click Software then select Cow Sense Options.

Inside Power Tools



"This is a tremendous tool for users that are not currently using an electronic management calendar."

Power Tools is a companion program to Cow Sense. This program is a culmination of advanced utilities to provide specialized features to advanced users. We are pleased to announce the addition of 2 new features that have been added to the Power Tools package (Version 1.0.19 or higher).

Calendar Pro

Although Cow Sense Version 4.74 contains a basic calendar tool, the **Calendar Pro** in Power Tools provides more advanced features. It can be customized for daily, weekly or monthly view. You can also tailor the style, color and layout.

However the most valuable feature may be that you can update Calendar Pro from Cow Sense. This feature updates your Calendar with information such as: estimated calving dates; first calf – last calf birthdates; breeding; preg check; as well as herd health and treatment data.

A picture can say 1,000 words.

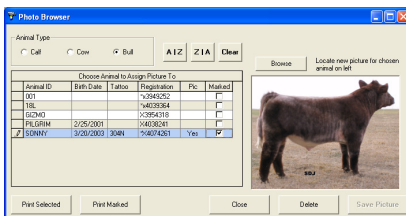
With Power Tools you can add pictures and print a 5-generation Performance Pedigree! What a great tool to enhance your marketing efforts! You can also add your company logo, brand or

both to the performance pedigree. This adds a professional touch to a Performance Pedigree for herd sires, donor dams, sale cattle, or just for reference to that animal's photo.

Purchase Power Tools from the Cow Sense Store online at: www.cowsense.com

From the gray navigation bar on the left, choose Cow Sense Store, Click Software then select Cow Sense Options.

Call (800) 584-0040, or e-mail sales@midwestmicro.com for additional information.



"add your company logo, brand or both to the performance pedigree."

Cow Sense Update 4.74



Calling all Cow Sense users! Have you updated to Version 4.74 yet? The Auto Update features available from the Help Menu (Cow Sense Main Menu > Help > Cow Sense Support > Update Cow Sense) provides a very simple and easy way to update your Cow Sense program. This feature does require that you have an active Internet connection to the computer on which Cow Sense is installed. And the best part. . . **it's FREE!**

No Internet Access. . . No problem! If you know of someone with Internet access (or your local Library) you can download the update and save it on a CD or memory stick.

If your computers' security

settings block the Auto Update features, Cow Sense updates are also in the Cow Sense Corral. Go to www.cowsensecorral.com, Log in and from the Cow Sense Support Menu choose the Downloads button and select the update you want. If you have never logged into the Corral simply click **'Send my login!'** button.

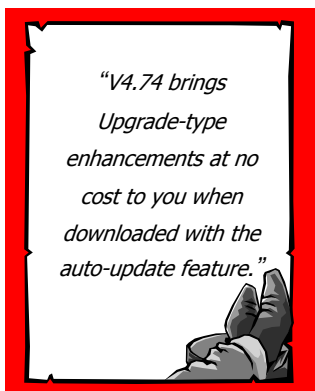
After updating your Cow Sense to V4.74 you will notice the following new enhancements:

- Greatly improved 'Match and Mark' using a new form instead of menu navigation.
- New 'Calendar' feature on the tool bar and Utilities

menu. (Calendar Pro added to Power Tools).

- New 'Cow Sense Verified' command on the Transfer Data menu for age and source verification.
- New 'Reference' document on the Help menu, replacing the 'SPA Guide.'
- New 'Cow Sense Corral' link on the Help menu.
- Bits 'n Spurs added for Calendar and Cow Sense Verified.

For a complete listing of revisions to Version 4, see PSB006 (Instructions to download are on page 3, "Product Support Made Easy.")



New Computer? What You Need To Know To Transfer Cow Sense.

Moving your Cow Sense license to a new computer is simple, with the License Transfer command on the Help menu (Cow Sense Main Menu > Help > License Transfer). You can send your removal confirmation to request new keys directly from Midwest MicroSystems using your Internet connection. If you do not have Internet, the License Transfer command prints the removal confirmation for you to e-mail, fax or mail in. We

will issue keys for your new computer when we receive the confirmation and new registration numbers. Restore your herd(s) and Sale Manager data (if applicable) on the new computer. Run your Cow Sense products and input the new activation keys.

For more detailed instruction please see PSB009. (Instructions for download are to the right "Product Support Made Easy".)

Product Support Made Easy

The Product Support Bulletins (PBS) contain information on topics that focus on more intricate operations of the programs or detail operation of a new feature in the programs that has been added since printing of the User's Guide. The Product Support Bulletins are posted at the Cow Sense Corral (Cow Sense Support Menu > Documentation > Cow Sense Product Support Bulletins), and are included in the Cow Sense Reference Kit. These documents are numbered and identified with a PSB prefix (Product Support Bulletin).

Cow Sense & Windows Vista™

Customers that have computers with Microsoft Windows Vista™ as their Operating System (OS) may wonder whether Cow Sense, (as well as many other programs) will operate properly. First and foremost Cow Sense **is compatible with the Vista 32 bit OS**, however **it is not compatible with the 64 bit OS** whether Vista or earlier versions of Windows.

In Vista, Microsoft added a layer of security called *User Account Control (UAC)*. The purpose of UAC is to prevent changes to computer settings unless an administrative user physically at the computer's keyboard is the one making the change.

Our current version of Cow Sense is one of many legacy programs that will not operate with UAC turned on in Windows Vista. Microsoft anticipated the effect that UAC would have on legacy programs, and provided a simple way of turning UAC on and off. **You must turn UAC off** before operating or activating Cow Sense on your Vista computer.

If you do not turn UAC **off** before activating Cow Sense, Vista will delete your activation key the next time you try to run Cow Sense. If UAC is **on** Cow Sense may freeze in certain operations like opening a herd file. If you wish, you may turn UAC back **on** when you are not using Cow Sense or other affected legacy programs. See PSB011 for a complete overview of this process. (See instructions for download above, "Product Support Made Easy".)

Want More



We appreciate the commitment you have made in Cow Sense software and want to make sure you get the greatest return on your investment. Accordingly we offer basic training classes in Cow Sense for those customers desiring additional assistance.

Many Cow Sense users have attended on-site training seminars, but we have not been able to reach all of you. With Cow Sense College Online, using Internet technology, your computer and a phone line, we are able to bring our powerful training right into your home or office.

The Cow Sense Basic Training course introduces the key functions and features of Cow Sense. Basic Training is offered in 4 one-hour classes designed to help you master basic Cow Sense functions. The

information necessary for you to prepare for the training will be e-mailed to you. These classes are offered on a "first come – first served" basis and are open to a maximum of six participants per session.

Cost for the four sessions is \$150. You receive four hours of convenient, comprehensive training with our staff (a \$240 value). That is a savings of \$90!

We offer advanced training sessions as well as classes for Cow COMM, Pocket Cow Sense, Power Tools and the Premium Interface Component (PIC).

Follow this link to the Cow Sense Store for more detail: www.cowsense.com

From the gray navigation bar on the left, choose Cow Sense Store, click Service then select Support.

Click on the specific session for which you would like more information.

The Cow Sense Store will direct you through the process of purchasing the class. You can also call 800-584-0040 to purchase any of the training sessions.

Industry Partners

Nearly a year ago we introduced a new Industry Partners program. Although we've had a links page in the past, we're excited to give you the ability to save a logo and brief description of your operation and offerings at our new Industry Partners page: www.cowsense.com Click on "Welcome Industry Partners".

If you are not taking advantage of this **FREE** opportunity, we encourage you to join the program! This is a great opportunity to take advantage of our strong Internet presence and respected brand name. Please have a look, and then click "Join Industry Partners" to input your ranch or company information.

Again, there is no cost! All we ask in return is a simple link at our web site using one of the images at the input page. As always, we welcome comments on the concept and the functionality of the site. Simply e-mail info@midwestmicro.com or call (800) 584-0040.

If you don't have a web site, drop us a line and let us know. We're looking at other ways we can benefit customers who don't have a web presence.

Same Dog. Better Tricks.

And Now... MORE Tricks at GREAT Savings!

The **ernie**™ 800 with Cow Sense allows easy interface with the Cow Sense herd management software allowing you to build custom data fields to track valuable information relevant to your operation. *You won't find an easier way to collect your data and get it into your herd management software!*

The Gallagher G-stick, the latest innovation in stick readers, communicates with **ernie**™ weigh scales and other data capture devices.

Contact Todd Mach, Ext. 177
Use Promo Code: **ernieG**



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www.gallagherusa.com

Special
Pkg. Price
\$1,999.99



WHAT A TEAM! Get both at this special price until March 1, 2009.

Going Mobile with Cow Sense.



Ever wished you had access to your Cow Sense records while out in the pasture, field or calving lot? Tired of re-entering data, out dated records, last minute data entry to print critical reports, or losing valuable information before it even gets entered? If you haven't looked at Pocket Cow Sense, it may be your answer. Pocket Cow Sense is designed for installation on a Pocket PC (handheld computer) or even a Smart Phone with Windows Mobile Operating System. Your Cow Sense records go where you go!

Not only does Pocket Cow Sense provide access to summary information from Cow Sense, but

also the ability to record breeding, preg check, calving, weaning, yearling, herd health and a host of other events. Pocket Cow Sense also interfaces with electronic scale heads and EID readers. You can then synchronize data collected in the field with Cow Sense on your computer to update your herd data.

Find out more about this popular tool at the Cow Sense Information Center at: www.cowsense.com. From the gray navigation bar on the left choose Downloads > Documents > Product Information Sheets. Please call (800) 584-0040, or e-mail sales@midwestmicro.com if you have any questions.

Purchase Pocket Cow Sense online at: www.cowsense.com. From the gray navigation bar on the left, choose Cow Sense Store, click "Software" then select "Cow Sense Options".



The Cow Sense Corral contains a wealth of information, publications and 24/7 access to your account, technical support, and much more. **Access to the Corral is FREE and SECURE!**

Visit the Corral today at www.cowsensecorral.com Simply click "Send Me My Login". Your initial User Name and Password will be e-mailed back and you'll be ready to roll!

... Your One-stop Cow Sense Resource Center!

At the Corral you will find:

My Account - view and update your contact information. **Make sure your e-mail address is current!** This will ensure you continue to receive important notices and the electronic version of this newsletter.

My Support - view your past support questions and the support team's answers.

My EID Tags - identification tags ordered through Cow Sense will be available for download.

Cow Sense Knowledge Base - search the entire database of all support issues and solutions.

My DNA Work - review test results on your cattle.

Cow Sense Online - benchmark your cattle's performance to other cattle managed with Cow Sense.

Cow Sense Forum - post questions, find answers, or chat with other Cow Sense users.

Cow Sense Reviews - read what other customers are saying about Cow Sense

products.

Updates/Downloads - retrieve current software and updates.

Documentation - download current user guides, sample reports, product info, and more.

The Corner Post - review past issues of this customer newsletter.

Premises ID Allocator - direct link to information regarding U.S. Premises Registration.

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