aSa | The Complete Rebar Solution®

Summer 2011

REINFORCER

www.asarebar.com

The Rugged New aSa TouchTracker

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Embracing Innovation

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aSa Forum Recap

aSa Software Forum provides excellent training opportunities and entertainment. >P. 6

Columbus Took a Chance

As a child, I remember playing card games with my grandmother. Just before she was about to make a risky card move, she would say, "Well, Columbus took a chance" – as if somehow playing cards was in any way equivalent to Columbus sailing around the world! I thought this was a hilarious analogy, and I use it on occasion to get a laugh.

In business, we must all take chances. Whether it relates to purchasing a new product, expanding your business, or hiring a new employee, everyone takes a chance every now and then. Recently, aSa welcomed a new employee, Andrew Wakefield, who is similar to Columbus in that he traveled around the world (or at least from Brisbane, Australia to Pittsburgh). For more than 30 years, Andrew developed rebar software for one of Australia's largest mill/fabricators. Now, he is aSa's Director of Reinforcing Systems Design.

As aSa looked to design and develop our next generation software, I realized that our vision of the future closely aligned with Andrew's. We both decided to take a chance. aSa offered Andrew a new position. We felt confident that he had the skills necessary to advance our products to a new level. Andrew took a chance and moved his wife and son around the world to a new country and a new climate.

So far, so good. Andrew has spent much of his time learning more about aSa's existing line of rebar software products. He has also been involved in designing the next generation aSa Shear Console. Next, he will work on Field Placing and other new aSa apps. He and his family are also enjoying their new home away from home. They had a small taste of snow in March and then delighted in our spring, as brown trees became green and flowers popped up out of nowhere. We have also had fun exchanging slang terms and trying to figure out what the other is saying!

We are so happy to have Andrew as part of the aSa team and are looking forward to working with him as we create our next generation rebar software. If, by chance, you are in the area, stop by and say hello to Andrew or just call to welcome him. I'm sure he will give you the obligatory, "G'day mate."

Best regards,

Scott D. Leib
President/CEO

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Need Help?

Whether you have a quick question or one that is more involved, our sales and consulting teams are ready to assist you and help answer your questions.

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aSa News

Free Webinar Training

Clients enrolled in our subscription plan can take advantage of free web-based training.

The webinars are one-hour training classes **free** to clients enrolled in our software subscription plan. The sessions begin at 11 a.m. Eastern. To sign up, log into our Support website at www.asarebar.com/support, then click Webinar Sign-up.

To see a complete list of upcoming webinars, visit www.asarebar.com.

Click **About aSa > Events Calendar**

Upcoming Events

Concrete Show South America
August 31-September 2, 2011
São Paulo, Brazil

Big 5 Trade Show
November 21-24, 2011
Dubai, U.A.E.

World of Concrete
January 24-27, 2012
Las Vegas, Nevada

Mark Your Calendar: March 17-21, 2013

Join us in Pittsburgh for the next aSa Software Forum March 17-21, 2013. The event will feature dozens of new workshops to boost your productivity, plus the opportunity to network and share ideas with other rebar industry peers. We're already planning a new line-up of courses, a dinner, awards ceremony, and a fun evening of entertainment.

aSa Helping the Community

aSa donated leftover food from the meals at this year's software forum to the Greater Pittsburgh Community Food Bank. The organization's *Three Rivers Table* program collects quality food from restaraunts, stores, businesses, and other institutions that would otherwise be thrown away, and delivers it directly to soup kitchens and after school programs. Care is taken to meet all health and food safety standards.

aSa 'Anytime Training' Video Series

Have you missed a recent webinar that you didn't have time to attend? Fortunately, with aSa's new Anytime Training series, you can watch webinars at your convenience. As a member of aSa's Software Subscription Service, you have free access to our new video library. Check out the Training Videos page of our Support site today!

aSa's New Quality Assurance Manager

Andrew Johnson was recently promoted to Manager, Quality Assurance. Andrew has played an integral role in testing aSa software since he began as a QA Analyst in 2008. He now oversees the entire QA process: establishing software specifications, testing aSa products to ensure they meet requirements and function properly, and creating software installations.

RebarCalc App for Apple Devices

We are currently working on RebarCalc, our first mobile app for the iPhone, iPad, and iPod Touch. aSa RebarCalc will soon be available free from the iTunes store.

aSa Version 7.2

Version 7.2, the newest major release of aSa software, is now available. Subscribed clients can request the upgrade by completing the Distribution Request Form on our Support web page. An aSa consultant will contact you to schedule your upgrade.

VIEW THIS AND OTHER CLIENT SUCCESS STORIES
ON THE WEB @ www.asarebar.com/about

C&T Reinforcing Steel Embraces Innovation

aSa Computer Optimized Shearing helps Canadian fabricator improve efficiency in production planning, fabrication, and installation.

"We use the latest equipment and technology. That's one of the key factors that sets our company apart from the competition," says Sam Costa, owner and president of Toronto-based C&T Reinforcing Steel Co.

He points to the company's Calgary facility — which uses magnets to pull and count bars and conveyors to move steel through the shop — as an example of how advanced rebar equipment can improve productivity. Rebar software technology has also played a key role at C&T, where Sam and his staff have even developed their own custom applications to manage certain fabricating and placing information.

One of the most beneficial ways C&T has embraced innovation is by implementing aSa Computer Optimized Shearing and aSa Opto-Shear consoles in its Toronto and Calgary fabricating shops . "We are focused on reducing scrap and becoming more efficient," says Sam of the decision to go with aSa. One of the key advantages of aSa Computer Shearing, according to Sam, is the fact that it handles all the calculations. "It takes all the math off the operator and into the computer," he says.

He continues, "Scrap production has been cut by more than half since we started using (aSa) software, and we now have very good control of all remnants company-wide."

Sam also uses aSa Production-generated statistical data to accurately

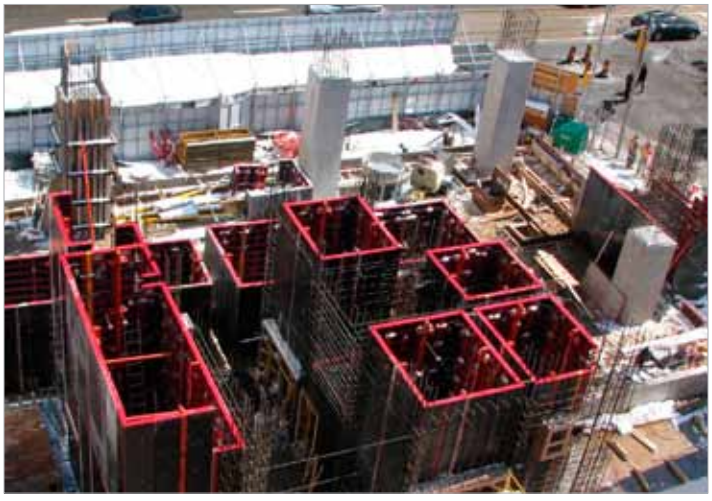
▲ ***SickKids Research Tower. C&T Steel is fabricating and installing reinforcing steel for the SickKids Research and Learning Tower. The structure is a "hub where researchers and learners can congregate and share ideas to transform the current state of child health care," according to the SickKids Research Institute.***

predict machine availability and plan efficiently. He explains, "We developed our own software program which interfaces with (aSa's) statistical data to tell us exactly when an order will be complete. In the past, we had to rely on our shop foreman to let us know when a load would be ready, but now we tell him when it should be ready. All of this means better control of our process and improved capacity utilization."

He continues, "But in the end, it's all about our customers. These ongoing innovations will make us even faster and more flexible when faced with changing site conditions and customer needs."

In addition to estimating, detailing, and fabricating reinforcing steel, C&T also provides rebar installation services. Sam points out that aSa Production software benefits this aspect of his business as well. "We are starting to use aSa master bundles and the Master Bundle Detail List to help installers find the bars they need quicker," he says. C&T Reinforcing Steel Co. was founded in 1965 by Sam Costa Sr. For more than 20 years, Sam (Jr.) has overseen all aspects of the day-to-day operations. He is passionate about innovation and continuous improvement. The company will soon open a new shop in northern Alberta. "We're constantly looking at our capabilities and ways to improve quality and response time for our customers. The aSa consoles and Production software are included in these plans," says Sam.

At the jobsite. *C&T Reinforcing Steel has been serving customers since 1965. The Toronto-based company uses aSa Computer Shearing to plan fabrication, reduce scrap, and improve productivity.*



Big Project. *When completed in 2013, the SickKids Research and Learning Tower will be a 750,000 square-foot facility with 21 stories, and three levels of underground parking. The project is designed to achieve LEED® Gold Certification for sustainable design.*

> ***"Scrap production has been cut by more than half since we started using (aSa) software, and we now have very good control of all remnants company-wide."***
>
> *Sam Costa*
> *C&T Reinforcing Steel Co.*

Our Monaco on the Mon event gave guests an opportunity to win tickets for a chance to take home some nice prizes.

aSa's own Dominick Ciccone, Matt Ferris, members Tony Acker & Rocky Leventry pr Hospitality Night. aSa's Jason

Gernot Jeromin, Bentley Systems, discussing ProConcrete during Wednesday's Industry Expo.

PLA REE

We want to thank everyone who attended the 2011 Soft positive comments on the sessions, our consultants,

We look forward to seeing you again at the

Scott Leib, Rabee El Mohammadi, Mario Esquevel, Wallace McNish & Steven Selig proudly display their home flags.

Greg Bentley (Bentley Systems) and Scott Leib.

"Thank you to all for a well planne experience. You talented, professi of employees that together and also

and Victor Cholfco with other Pyro Gel band
ovided excellent entertainment on Monday's
Butina also performed a solo set.

Forum guests enjoyed a variety of international food stations at the Awards Dinner on Wednesday evening.

NET BAR

ware Forum March 28-31in Pittsburgh. We received many
the entertainment, the meals, and the Industry Expo.

next software forum — March 17–21, 2013!

Phil Burkhalter and Mark Wendle (Upstate Rebar) and Mark Ryan (Springs Steel) enjoyed the Hospitality Nights.

of the aSa team
d out learning
have such a
onal group
work so well
like to have fun."

Brenda Schuler, Barker Steel

Andy Jacewicz, Barker Steel, was the grand prize winner at the Monaco on the Mon night. He went home with a Sony Blu-ray player.

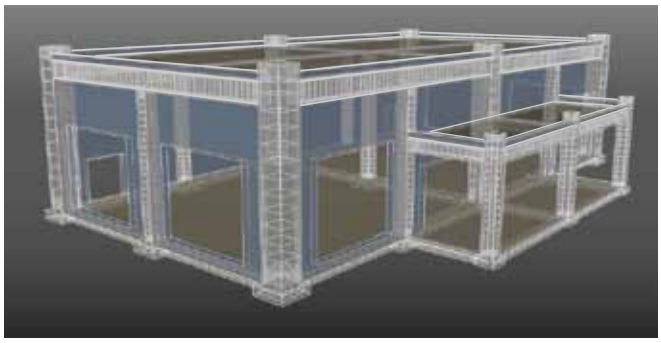
Michele Albert & Jeff Cochrane (aSa) attended the Monaco on the Mon event dressed as James Bond and Solitaire.

LEARN MORE ABOUT PROCONCRETE
ON THE WEB @ www.asarebar.com/solutions/rebar/proconcrete.aspx

> *"We don't think it is possible for you to work harder … a better idea for all of us would be to work smarter, together."*
>
> — Greg Bentley

Bentley Systems Introduces ProStructures at *Be Together* User Conference

Advanced 3D modeling application enables engineers, architects, and detailers to reduce design time and help eliminate errors.



Bentley Systems, Inc., recently held its annual user conference in Philadelphia. The conference provides Bentley users the opportunity to attend training workshops, test drive Bentley and third-party software, and network with industry peers. This year, CEO, Greg Bentley unveiled ProStructures, the company's application for the BIM market.

During his keynote, Greg Bentley introduced ProStructures and the value it provides engineers and architects by designing through 3D modeling. ProStructures contains two sub-modules: ProSteel and ProConcrete. aSa and Bentley are working jointly to develop the soon-to-be released ProConrete, a modeling tool specifically for concrete and rebar.

"We don't think it is possible for you to work harder … a better idea for all of us would be to work smarter, together," Mr. Bentley told those attending his keynote address.

ProConcrete was also featured in several other presentations throughout the conference and was demonstrated at the hands-on Live Zone area on the exhibit floor. Several sessions showed how ProConcrete models integrate seamlessly with downstream aSa operations for takeoff, fabrication,material tracking, and jobsite delivery.

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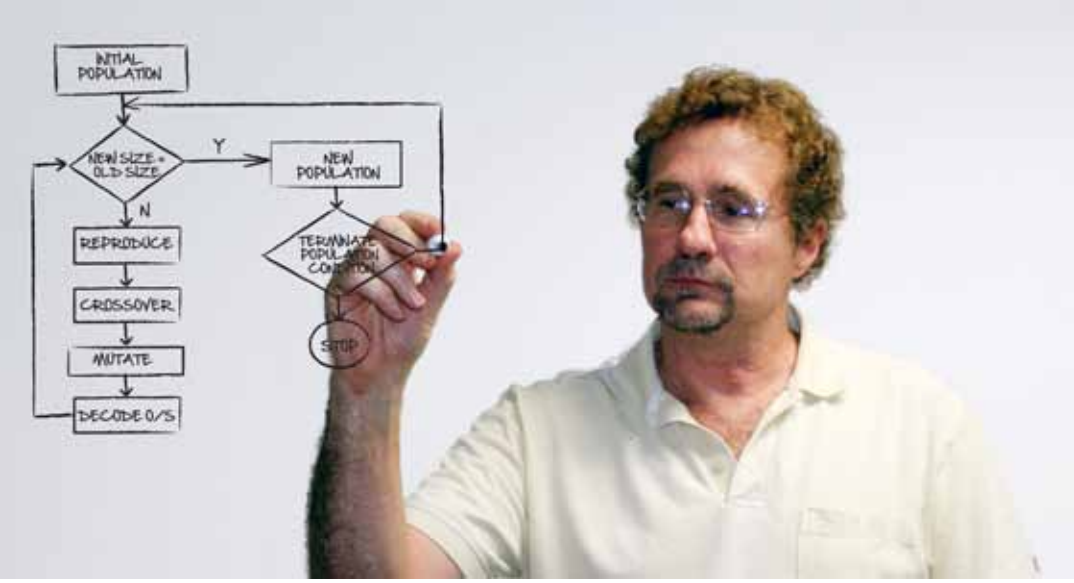
EXPERT'S CHOICE
MIP
most innovative products
AT WORLD OF CONCRETE

Earlier this year, ProConcrete won the Expert's Choice — Most Innovative Product award in the Business Tools and Software category at World of Concrete in Las Vegas.

Designing the Next Generation of aSa Software

Andrew Wakefield joins aSa with 30 years of experience developing rebar software.



> *"I have a range of ideas gleaned from fairly wide experience in the industry that I am looking forward to sharing as we develop the next generation of aSa Reinforcing Systems."*
>
> — Andrew Wakefield

The first edition of aSa software in 1969 ran on a massive mainframe computer. The years that followed brought DOS, then Windows versions of aSa applications. What will the next generation look like? We're not exactly sure yet, but we do know that Andrew Wakefield will be integral in the process.

Andrew started with aSa in March. To join the development team at aSa headquarters in Pittsburgh, he moved half-way around the world from Brisbane, Australia, with his wife, Louisa, and son, Alex. Andrew explains his decision to take a position at aSa, saying, "I have interacted with the people who are aSa on and off for over 17 years. The quality and consistency of that experience made it 'almost easy' to leave a job of 32 years."

Andrew comes to the company with decades of experience designing and developing rebar software. He is the primary architect of an advanced rebar processing system used by one of the largest rebar fabricators in Australia. The system Andrew helped design began with applications for entering orders, planning production, and cutting steel. Eventually, automated shop processes — including advanced material-to-machine assignments, graphic drag-and-drop load building, and the potential for a paperless rebar shop — were built into the system.

"I have a range of ideas gleaned from fairly wide experience in the industry that I am looking forward to sharing as we develop the next generation of aSa Reinforcing Systems," says Andrew.

▲ *Andrew Wakefield recently joined aSa as Director of Reinforcing Systems Design. Andrew's path to the world of rebar started when he responded to a job opening posted at the local employment office for a computer operator. Small programming tasks led to larger projects, which eventually led to Andrew being the primary architect of an advanced rebar software package that has been in use for well over a decade. He brings years of industry experience and a wealth of new ideas to his software designer role at aSa.*

Need a Support Login?

The Support area of our website contains numerous downloads and resources that are available only to clients enrolled in the aSa Software Subscription Plan. If you are a supported client, you will need a username and password to log into the site.

To register, browse to: www.asarebar.com/support, then click the Register button.

DO IT YOURSELF

Enhancing Your CAD/Detailing Experience

A recent post-interim release for aSa v7.2 IR2 gives you the ability to easily customize your CAD experience through a new User Preferences screen. The screen contains two tabs—General and Right Click Menu. To access the aSa User Preferences, click **aSa Tools > Settings > User Preferences**.

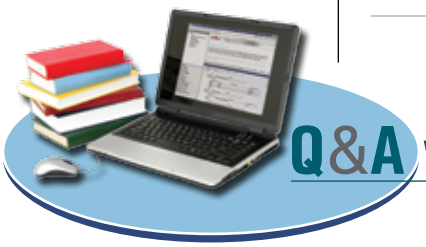
The **General tab** includes new options for aSa Startup Apps and Tools, plus many of the features that were previously on the Toggles dialog. When you check the Startup Apps or Tools, the selected screens automatically open each time you open a drawing. For example, to always open the Bend Table Viewer, just check that option in the aSa Startup Tools area.

The **Right Click Menu tab** gives you the ability to add options for various CAD tools to a menu while you are using that tool. For example, if you are using Bar Input, only the selected Bar Input options will display on the right click menu.

aSa User Preferences - General tab.

aSa User Preferences - Right Click Menu tab.

Right click menu.



Q&A with aSa's Consultants

How can I calculate the quantity of bars by selecting a distance on my drawing?

To calculate bar quantities by selecting points on your drawing:

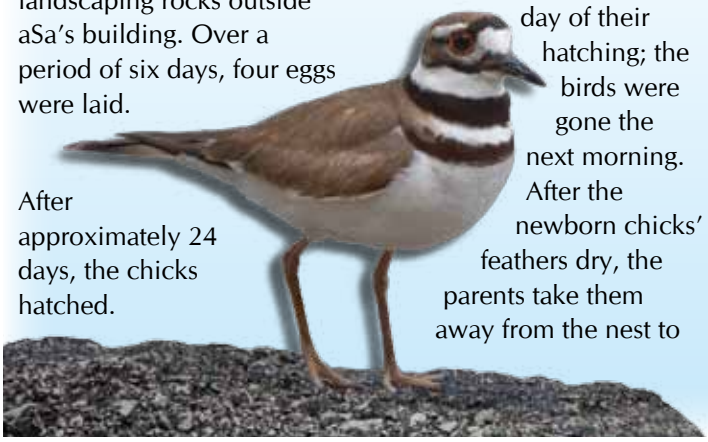
1. Open **aSa Bar Input**.
2. Place your cursor in the **QTY** field without keying in a value.
3. Press **Enter**.
   The Span Spacing Calculator displays.
4. Select two points on your drawing to enter the span distance.
5. Enter the spacing distance in the **Spacing** field.
   The Spcg Tol (Spacing Tolerance) determines whether the quantity is rounded up or down.
6. Click **OK** to enter the quantity and a spacing remark.

The Fascinating Killdeer in Western Pennsylvania

Migratory birds make aSa's landscaping rocks their home for a month.

We had the privilege of watching a pair of Killdeer birds as they set up house among the landscaping rocks outside aSa's building. Over a period of six days, four eggs were laid.

After approximately 24 days, the chicks hatched.



They were walking around by the end of the day.

Fortunately, we were able to photograph the chicks on the day of their hatching; the birds were gone the next morning. After the newborn chicks' feathers dry, the parents take them away from the nest to forage for food, and they don't return to the nest.

We have high hopes all are doing well and we look forward to their return next year.

Killdeer eggs were well camouflaged among the landscaping rocks.

The killdeer chicks explored their new surroundings within hours of hatching.

WELCOME FABRICATORS and SUPPLIERS

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Wetherill, NSW

Mesh & Bar Pty Ltd - Wollengong
Redbank, QLD

Rebar PreFab Pty. Ltd
Derrimut, VIC

Middle East

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Koura – Tripoli, LEBANON

Seven Seas Steel Industries, LLC
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ABC Coating Company of Minnesota
Minneapolis, MN

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St. Paul, MN

Builders Supply Company, Inc.
Shreveport, LA

C & T Reinforcing Steel, Co.
Ft. Saskatchewan, AB CANADA

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Navasota, TX
Perth Amboy, NJ

Great Plains Rebar, LLC
Oklahoma City, OK

Huber Construction
Yakima, WA

Mansteel Rebar Ltd.
Richmond Hill, ON CANADA

Simmons Steel Corporation
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South Texas Steel Service Co., LLC
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ON THE WEB @ www.asarebar.com/solutions/rebar/material_tracking.aspx

Introducing the New aSa TouchTracker

Ruggedized tablet PC, industrial hard drive, and flexible mounting options are among the benefits of aSa's new tracking unit.

As technology moves forward, our IT team continues to research and test new hardware to improve aSa solutions. Following extensive R&D, we're excited to introduce the newest version of the aSa TouchTracker.

The new tracker features a ruggedized tablet PC with a 10.4" color touch screen. The industrial hard drive contains no moving parts, and it is extremely resistant to shock, vibration, and extreme temperatures. Unlike our previous unit, which relied on a gasketed box for protection, the new unit is self-contained, allowing for more flexible mounting options. For example, you can connect the TouchTracker to an adjustable arm, which allows you to easily position and tilt the unit based on operator needs.

About aSa tracking solutions. aSa TouchTrackers are used by **aSa Material Tracking** and **Bundle Inventory** modules. Each unit connects to a wired or wireless scanner and allows you to track the stages of fabrication. The built-in PC and easy-to-read display provide the operator with real-time data, including heat information, for each scanned item. TouchTrackers are typically used for stationary operations, such as shearing and bending, while Wi-Fi scanners (see sidebar, left) are used where mobility is critical, such as loading trailers and scanning stock inventory.

For more information:
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New Wi-Fi Scanner

aSa is now offering a new wireless scanning option for Material Tracking, Load Tracking, and Bundle Inventory. The Motorola MC75A has all the key features of our larger scanner, the MC9090, but is more compact and less expensive.

Like our other recommended Wi-Fi units, the MC75A is ruggedized for use in rebar shop conditions, and it allows you to track fabrication, trailer loading, inventory relief, and book-to-physical counts. The scanner features a touch-screen, full keyboard, and Windows Mobile operating system. The MC75A is priced between the MC9090 unit and the MT2090 unit. For a comparison of the three units we offer, go to www.asarebar.com/whitepaper/wifi.pdf.