

Next Generation of CAD/Detailing Planned

aSa and Bentley announce development partnership.



A new rebar detailing product is on the horizon. At the aSa Software Forum 2007, Scott Leib announced plans to develop the next generation of rebar detailing software through a new partnership with

Bentley Systems, Inc. Together, the two companies will build upon the best of their technologies to create the industry's most comprehensive product.

"We are pleased to work with Bentley on this new product. The powerful graphics engine behind Bentley's products in combination with aSa's rebar industry expertise will be a big win for our respective customers," says Leib.

John Lynch, Bentley's vice president of

Portfolio Development, elaborated on Bentley's vision and explained that this new product is an essential component of their plans to provide total solutions – from design to detailing

"The powerful graphics engine behind Bentley's products in combination with aSa's rebar industry expertise will be a big win for our respective customers."

aSa President Scott Leib

to fabrication and beyond. Bentley Systems, Inc. provides software for the lifecycle of the world's infrastructure.

The company's comprehensive portfolio for the building, plant, civil, and geospatial verticals spans architecture, engineering, construction (AEC), and operations. Through the years, the suite of Bentley products has grown to include Bentley Rebar; KIWI Software, developers of ProSteel; RAM International, developers of RAM Structural and RAM Concrete; and Research Engineers International, developers of STAAD.

The new rebar detailing product will combine the strengths of Bentley-owned applications with aSa's own detailing tools. Similar to aSa's current CAD/Detailing software, it will also integrate with aSa's other rebar applications as part of The Complete Rebar Solution®.

Continued on page 3

aSa Software Forum Focuses on Training

Clients and friends gather in Pittsburgh to 'Gear Up' with aSa software.



aSa welcomed more than 170 attendees from over 85 client sites to Pittsburgh March 12-16

for five days of training, brainstorming, networking, and fun. "The forum is our best opportunity for aSa staff to connect with our clients face to face," says aSa President Scott Leib. The theme for the event was "Gear Up."

Unlike past forums in which full- or half-day "main sessions" were the focus of the meeting, this year's event featured a new format: 45- and 70-minute workshops geared toward intense training. More than

70 different training sessions were held throughout the week. The forum also included question and answer panels, product demos, and brainstorming meetings to gather feedback for future development.

Tim Berg, vice president, welcomed forum attendees officially at Tuesday morning's kickoff breakfast. Also at the breakfast, senior members of aSa's management team discussed new and planned innovations for aSa software

products. During lunch on Wednesday, speaker Bill Karlson talked about "How to Bring Infectious Passion Into the Workplace," illustrating his points with real-life stories from his own experience. Rob Johnson from Sage Software spoke about "Unlocking Your Personal

Continued on page 3

Departments

Letter from the President - 2

New Shop Technologies - 6

Welcome New Clients - 7

Customer Feature - 8

Forum '07 Award Winners

20-Year Fabricator Awards

Anasteel & Supply Company, LLC
Bellis Steel Company
Ocean Steel & Construction Ltd.
Rockford Fabricator
Simcote, Inc.
Thompson Materials

10-Year Estimator/Detailer Awards

Bar-Tec, Inc.
BYMAC
Concrete Reinforcing Steel, Inc.
Gary L. Tittle
H B Detailing
Hamilton Engineering
Jesse Madrigal
KBK Rebar Detailing Service
Michael Quevedo Associates
Motor State Rebar
Nighthawks, Inc.
Pyramid Steel, Inc.
Rebar Detailers & Estimators
Reinforcing Steel Resources
S.J. Kraft Co. Inc.
WRG Enterprises, Inc.

5-Year Forum Attendee Awards

Mark Agee
Whitacre Engineering Co.
Paul Bartle
CMC Construction Services
Donald H. Beck
Eagle Estimating
Robert D. Edwards Jr.
Rebar Detailers and Estimators
Louanna Ferrill
CMC South Carolina Steel
Gary Kennett
Concrete Industries, Inc.
Larry Patel
N.R.E. Associates, Inc.
Mike Reinhardt
Soundside Enterprises

Applied Systems Associates, Inc.
5270 Logan Ferry Road
Murrysville, Pennsylvania 15668
1.800.CALL.ASA • 724.733.8700
724.325.5553 Fax
www.asaHQ.com
www.asarebar.com
asa@asaHQ.com
Jason Butina, Editor
José Amayo & Jerry Born, Associate Editors

© Copyright 2007.

All rights reserved. aSa is a registered trademark and service mark of Applied Systems Associates, Inc. All other names and company names are the property and/or trademarks of their respective owners.

Letter from the President

Thank You, Elliot

Several announcements were made at the aSa Software Forum 2007. First, aSa and Bentley revealed plans to collaborate on the development of a new rebar CAD/Detailing product (see page 1). This exciting multi-platform product will utilize a powerful graphics engine to further automate the detailing process. Even more details about the new product will be available soon.

In addition, another significant announcement was made – Elliot Greenman intends to retire from aSa as a full-time employee at the end of this year. Many of our customers know Elliot through his involvement with our Opto-Shear Console. This product, now in its fourth generation, was originally developed nearly 20 years ago. It has evolved into the industry-leading new and replacement controller for shearlines from all manufacturers, including CRS, KRB, OSCAM, RMS, Schnell, Stema/Pedax, and even some custom-built shearlines. Elliot's innovation and expertise have made the aSa console a huge success.

However, many may not know that Elliot co-founded aSa with my father, Jim Leib, (and also a third person, Alan Colker) in 1969. Elliot and Jim worked together at a consulting firm in Pittsburgh. They left that firm to start aSa in 1969. The company was later officially incorporated in 1970. Originally, Elliot was the technical guy and Jim was a programmer and the sales guy. Elliot developed a number of unique innovations, including an ahead-of-its-time database system and an emulator program that eliminated computer keypunch cards.

Elliot is known in our office and by our customers to have many unique hobbies and interests. Because of his incredible knowledge of history and trivia, I always joke that he would be one of my "lifelines" if I was ever on "Who Wants to be a Millionaire." Among other things, Elliot is:

- aSa Co-founder
- Vice President, Industrial Controls
- Model Train Collector
- Airplane Enthusiast
- Bridge Aficionado
- Photographer
- Inventor
- Mentor
- Friend
- Retiree

I have known Elliot since I was 3½ years old. For me, he is more like an uncle than a co-worker or colleague. I have learned so much from him in terms of programming and customer service. And, Elliot is truly one of the kindest and most thoughtful people I know. Maybe more than anything else, that has been his biggest influence on me, both personally and professionally.

Elliot plans to remain with aSa as a part-time consultant. Please join me in thanking him for all of his years of effort at aSa and in wishing him much happiness.

Best regards,



Scott D. Leib
President

Next Generation of CAD/Detailing Planned

Continued from page 1

Using the new detailing software, detailers will have the ability to easily see a real-world picture of installed reinforcement through powerful graphic associations, 3D modeling (when applicable), and 2D drawing generation. Additionally, the new package will allow concrete reinforcement to be a more integral component of Bentley's building information modeling (BIM) suite of applications, which support all phases of the project lifecycle. Another highlight of the new product will be its support of multiple CAD platforms, including both MicroStation and AutoCAD. For the first time, companies will be able to choose either CAD



aSa and Bentley Partnership. (left to right) John Lynch, Dave Grundler, and Scott Leib.

platform. MicroStation users can continue to use Bentley's products; while companies that already have an investment in AutoCAD will be able to take advantage of aSa detailing tools and unparalleled software integration.

aSa and Bentley will be involving their users to help with design criteria for the new detailing software. The new product will be made available to existing customers participating in the aSa Software Subscription Service plan and Bentley SELECT. aSa will continue to enhance its current CAD/Detailing product until the new product is ready. A time frame for the release of the new product is being planned. □

aSa Software Forum Focuses on Training

Continued from page 1

Potential" during lunch on Thursday.

Attendees spent Wednesday afternoon learning about shop equipment and concrete accessories at the Industry Expo. Exhibitors from 10 companies (including aSa) made this year's expo our largest ever.

At the dinner Wednesday evening, Scott presented special keepsake awards to companies celebrating milestones as aSa customers. He also presented awards to individuals for forum attendance. See Forum '07 Award Winners on page 2 (sidebar).

The evening's program also included talks by CRSI President Bob Risser and Sage Software Regional Sales Manager Walt Goodfield. A highlight of the evening was an announcement by John Lynch, vice president for Portfolio Development for Bentley Systems, that aSa and Bentley will collaborate to develop the next generation of rebar detailing software. (See Next Generation of CAD/Detailing Planned on page 1). Scott concluded the dinner

program by acknowledging Elliot Greenman's many contributions and years of service to aSa. Elliot, a vice president and one of the company's founders, has announced that he will retire in 2007.

Entertainment followed dinner, and the forum's "Gear Up" theme was hard to miss. Forum participants raced remote controlled stock cars on a giant 30-foot oval. Would-be pit crew members showed off their skills at a tire-changing contest, while the movie "Talladega Nights" played on a large screen.

Congratulations to Irene Sanchez from Dalco Industries, Denver, Colorado. All forum participants who completed our follow-up questionnaire were entered into a drawing for a free iPod Shuffle, and she was selected as the winner.

The forum is held every two years, and all clients enrolled in the aSa Software Subscription Service are invited to attend. Our next forum will be in 2009. Don't miss the forum photo album on pages 4 and 5. □

aSa CAD/Detailing

1982

aSa releases Interactive Detailing

Originally released to run on Digital Equipment Corporation (DEC) PDP systems.

1988

aSa opens Detailing Service Department

aSa opened a detailing department to assist with customer overflow work and detailing program development.

1990

aSa releases CAD/Detailing

A DOS-based program called DesQView runs aSa Interactive Detailing and MicroStation v2.1 simultaneously.

1995

Bentley releases MicroStation 95

Major tools introduced, including AccuDraw and SmartLine.

2001

Bentley releases MicroStation V8

Bentley's most significant release since the initial version of MicroStation; includes a variety of workflow enhancements.

2003

aSa partners with RAM International

Partnership formed to link engineering models with rebar estimating and detailing applications. RAM is acquired by Bentley Systems, Inc., in 2005.

2006

Bentley releases MicroStation XM

Variety of powerful new features and an intuitive new interface for increased productivity.

2007

aSa and Bentley announce collaboration of rebar technologies

aSa and Bentley announce plans to design the next generation rebar detailing and design application.

Forum Photo

A: The Banner Rebar crew, Denise Parker, Jeff Huff, and Sarah Gutierrez, took advantage of an aSa discount for registering three or more forum attendees from one location.

B: Guest speaker Rob Johnson of Sage Software speaks to attendees about learning to juggle the most important aspects of life.

C: Tim Berg (left) and Scott Leib (right) honor Simcote, Inc. (Adam Simmet), Ocean Steel and Construction (Greg Tims), Anasteel & Supply (Mario Esquivel), and Rockford Fabricators (Charlie Daivdson), for 20 years of patronage as fabricators.

D: Alan Grus of aSa and Don Nelson of CMC Georgia stop talking shop long enough to pose for the camera.

E: Heather Repass of John R Houck Company models the Dale Earnhardt jacket she won during Racing Night.

F: Mitch Leib of aSa and Betty Fyshe of McNish Steel take a moment to reminisce on their friendship, forged during past forums. The companies and families have had a relationship for 25 years.

G: Nancy Whitcanack of Stetson Building Products and Derek Calvin of Gerdau Ameristeel - Nashville take having fun very seriously during Racing Night entertainment. (The remote-controlled car racing was a hit.) Nancy told us, "it was a fabulous night. It gave me more time to mingle with all the new acquaintances that I made during the week."

H: Justin Swanson takes the lead during the Industry Expo and demonstrates one of aSa's newest features - shop scheduling on a large touch-screen monitor.



Photo Album



C



D



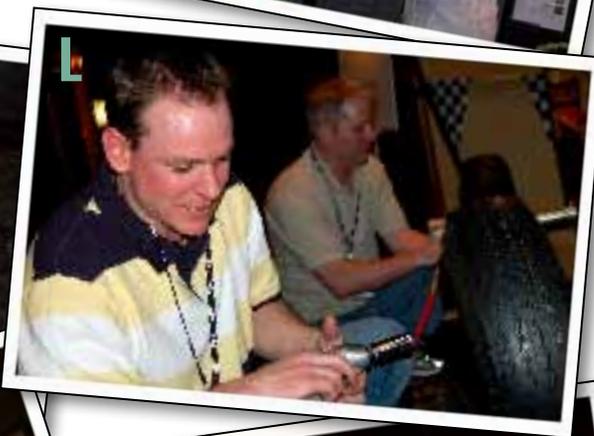
G



H



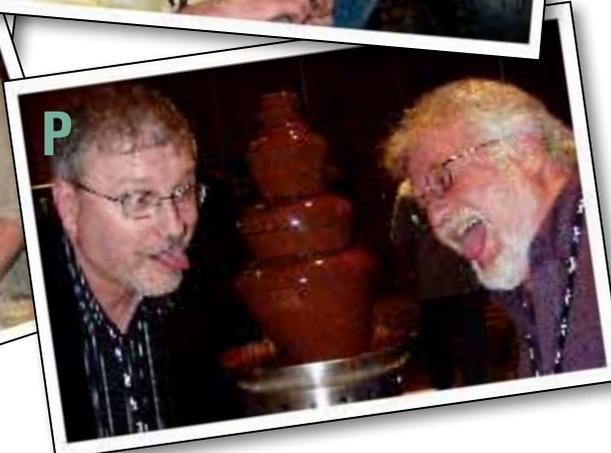
K



L



O



P

I: Kevin Mercer and Ryan Brunning of Salit Steel and Francisco Gomez of United Construction Products share some rebar war stories during a hospitality suite. Francisco said, "[I had] a very good and successful forum. I really appreciated the hospitality nights since I was the only one sent from my company. I now have three new friends from different corners of the country." Ryan told us this about the forum, "I had a great time and will be talking about this for some time."

J: Bob Diana leads one of more than 70 sessions in the new training-focused forum schedule.

K: Photo Finish! You make the call: was it the 24 or the 9 car?

L: Stephane Belanger and Greg Tims of Ocean Steel battle for bragging rights at the tire-changing competition during Racing Night.

M: The Sheraton Station Square was geared up for the Software Forum, combining a historic and convenient location with excellent service.

N: Vying for the checkered flag. More than 20 races gave everyone a chance to take a turn at the aSa 500.

O: Let's make it interesting. Scott Guttenfelder of Construction Materials, and Nancy Whitcanack and Kenny Spearman of R & R Rebar look for winners among the many tickets earned during Racing Night.

P: Although plenty of good food was available during the Racing Night entertainment, Wallace McNish of McNish Steel and Lee Disbury of Coral Steel dove right into the chocolate fondue fountain.



Commonly asked questions answered by aSa's IT staff

Many aSa screens use a tabbed format. Can I move between tabs without using the mouse?

Yes. In nearly any aSa application with tabs, press Page Down to move to the next tab or Page Up to move to the previous tab.

I'm worried about viruses and hackers causing problems with my computer. What measures do you recommend for Internet security?

Install a router. For any connection other than dial-up (cable, DSL, etc.), a router is recommended because it acts as a physical firewall between the Internet and your PC. If your PC is connected directly to the Internet without a router in place, then it may be openly accessible to hackers or hacking software.

Use anti-virus software. Anti-virus software, such as Norton Anti-Virus, detects and quarantines virus programs before they cause harm to your computer. Virus files can be anywhere, including a network drive or diskette, so an anti-virus solution is important, even if you don't access the Internet. Important: Download new anti-virus software updates as often as possible. New viruses are constantly being developed; your anti-virus software needs to be kept up-to-date in order to detect the latest new viruses.

Use anti-spyware software. Spyware — often-hidden programs designed to let advertisers know what websites you are visiting — can significantly impact the performance of your PC. Anti-spyware software removes these programs, helping to protect your privacy and prevent system slowdowns.

Install Windows updates. Updates to Windows will correct "vulnerabilities" — security weaknesses in the operating system that are targeted by viruses and hackers. Caution: Before installing a Windows update, check with aSa to be sure that it is compatible with MAS 500 and aSa software.

For assistance, please contact aSa's IT Department.

New Technology for Your Fab Shop

Touch-screen monitors and next-generation barcode scanners allow aSa to create more robust equipment automation, material tracking, and inventory solutions.

Technology moves so fast that it's hard to keep up — especially for busy rebar fabricators. Fortunately, aSa's staff is dedicated to finding new technologies, researching and testing them, and then developing our software to take advantage of them. For example, plasma touch-screen technology is now reliable and affordable enough to integrate with our Scheduling and Bundle Inventory software. Meanwhile, barcode scanning hardware has not only gone wireless, it has become a lot smarter. The new scanners are actually full-fledged hand-held computers, running Windows operating systems. By bringing you the ability to take advantage of reliable new technology, while keeping legacy functionality, we continue to provide the best rebar solutions available.

Replace your whiteboard. You know how easy it is to manage your delivery and fabrication schedules using aSa Scheduling, but how do you keep your shop in the loop? Using a massive 42-inch screen with 756 square inches of display area enables you to easily manage your schedule and keep your shop informed at the same time. Using

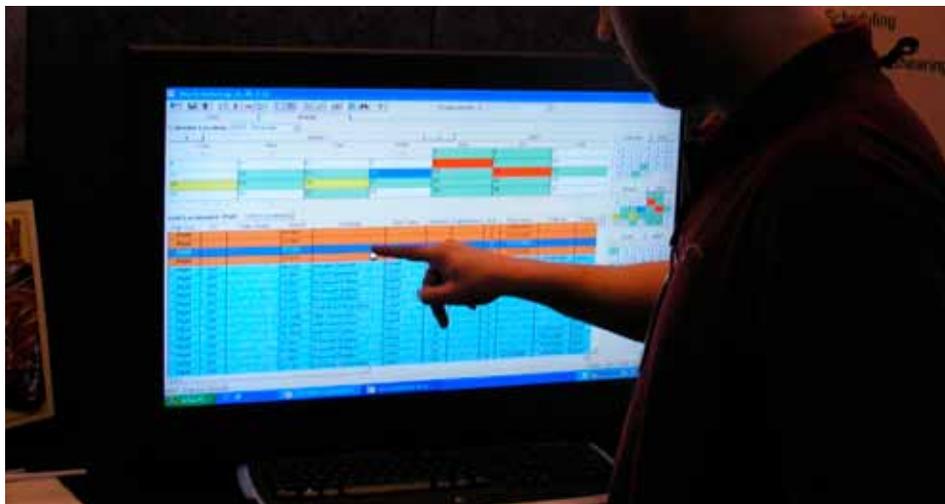
touch-screen technology, simply drag and drop orders on the calendar with your finger to manage your schedule.

First demonstrated at this year's World of Concrete and then, again, at the aSa Software Forum, these plasma touch-screen monitors are currently for sale and will soon be installed at the first aSa customer location. Contact us to learn more about this exciting new product.

New barcode scanners. From automating equipment to tracking bundles through fabrication and delivery, barcode scanning has made a big impact on the way many rebar fabricators operate. And, it's only getting better ... the next generation of scanning devices opens up a whole new realm of possibilities.

One important change is the fact that new wireless and tethered scanners do more than simply scan barcodes. Most scanners being used in fab shops today scan and transfer data — either to an aSa database for tracking purposes or to a piece of equipment for automating fabrication. New units, though, are

Continued on next page



Replace your whiteboard. Large-format plasma touch screens are now available from aSa. These monitors allow you to use your finger as a mouse. For example, in aSa Scheduling, simply drag and drop to plan fabrication and delivery.

New Shop Technology

Continued from page 6

self-contained mobile computers. This means they have their own operating systems and processing functionality — like a PC in your hand. This allows aSa developers to create more intelligent processes and more useful inquiries.

Currently, separate scans are required for automating a piece of equipment and for tracking a stage of fabrication. However, new technology provides the possibility of a single scan to perform both operations. Furthermore, new levels of flexibility become possible. For example, machine-specific instructions could be retrieved from the database on the fly, or printed as a 2D barcode on the tag. This way, shop employees could switch machines at any time

to address workflow issues without sacrificing automation.

Another difference is the fact that new scanners use wireless Internet technology to share data. Wi-Fi is more scalable and a better platform for new development than the current model, which uses a dedicated “port listener” PC. Wi-Fi could also potentially allow wireless scanners to record data from the job site in real-time.

aSa is currently in the first phase of implementing new scanners for use with our software. In this phase, our current Material Tracking and Bundle Inventory functionality is being implemented with the new wireless scanners. Future phases will introduce new tethered scanners and will include new features and functionality. □



Next-generation barcode scanners. New scanners contain built-in mobile computers, which allow aSa to develop smarter tools for your fab shop. Our new wireless scanner, pictured above, is more durable than previous models and uses Wi-Fi technology for sharing data.

W E L C O M E

NEW **aSa** CLIENTS

Fabricators, Contractors & Suppliers

Acier AGF - Alberta Rebar, Inc.

Calgary, AB
Canada

Acier AGF - Armabec Inc.

Longueuil, QC
Canada

Acier AGF - ATR

Trois-Rivieres, QC
Canada

Acier AGF - ECAN

Quebec City, QC
Canada

C & T Reinforcing Steel Co.

Calgary, AB
Canada

CFS Steel Corporation

Bronx, NY

J.P. Cullen & Sons, Inc.

Verona, WI

K D Construction of Florida

Pompano Beach, FL

SRC - Malaga Pty. Ltd.

Malaga, WA
Australia

The ROE Group - Norfolk

Great Ellingham, NR
United Kingdom

The ROE Group - Coventry

Coventry
United Kingdom

Trinity Rebar

Winfield, WV

Vicmesh Pty. Ltd.

Dandenong, VIC
Australia

Virginia Contractors Supply

Manassas Park, VA

Contract Estimators & Detailers

D & E Rebar Services

Estero, FL
Estimating License

Joe's Detailing Service

Paragould, AR
Bar List License

Laredo Drafting Services

Laredo, TX
CAD/Detailing License

Julio Rodriguez

Kyle, TX
CAD/Detailing License

Tom Sellers

Luling, LA
Estimating License

Fort Worth Fabricator Looks to the Future with aSa

Company's plan for growth includes aSa software solutions.

When Joy Thompson started Rebar Service & Supply Co. in 1982, the entire operation consisted of one shearline, one bender, a folding table, two folding chairs, and a telephone. Today, the company provides rebar for some of North Texas's biggest projects.

Currently, Rebar Service & Supply, located in Fort Worth, is 12 months into a six-year project for Dallas Area Rapid Transit (DART). The company is fabricating steel for the system's rails, bridges, and track supports. Vice President Larry Campbell expects to ship more than 35,000 tons for the job by the time it is complete.

Larry, who has been with Rebar Service & Supply since 1985, oversees the Engineering and Production departments. He explains that "the quality of our detailing and our customer service" are the two key points that set Rebar Service & Supply apart from its competitors. Larry explains that he recently used aSa CAD/Detailing to detail reinforcement for the Lake Waco Dam Project, which was both challenging and unique. "It is a very unusual dam with some very unusual bars," he notes.

While transit projects, large dams, waste-water treatment plants, schools, condos, and office buildings are the norm for Rebar Service & Supply today, the early years were challenging — especially for a woman-owned rebar fabricating business.

Joy explains, "Sometimes, a contractor would call to order steel and ask to talk to a man. I'd say 'I'm all you've got,' and they'd hang up the phone. I had to prove that I did know something about the business ... that I could do the job. But I proved myself — some of my



"A very unusual dam with some very unusual bars." That's how Rebar Service & Supply Vice President Larry Campbell, who detailed the job using aSa software, describes the Lake Waco Dam Project. The Fort Worth fabricator worked with contractor Archer Western on the project.

customers today are the same ones I started out with in 1982."

Rebar Service & Supply is a family business. Joy is owner and president. Joy's husband Johnnie joined the company two years after she founded it. Johnnie is vice president and treasurer, and Barry, their son, is a vice president overseeing the fabricator's highway work.

As the company grew over the years, its leaders saw the need to automate processes using rebar software. They installed one solution, but, according to Joy, felt that system was "not keeping up" implementing new features and enhancements. In late 2005, Rebar Service & Supply installed and began using aSa software. Joy explains the reason for the switch. "aSa is continuing to make strides in the business, continuing to develop new products," she says. Larry adds, "aSa prepares us for the future growth of our company."

Larry says he is looking forward to using many of the enhancements he saw at this year's aSa Software Forum, concluding, "I'm looking forward to the future with aSa." □

Applied Systems Associates, Inc.
5270 Logan Ferry Road
Murrysville, PA 15668