

# aSa Among Pittsburgh's Top 50 Tech Companies



The Pittsburgh Technology Council recognized aSa as one of Western Pennsylvania's top 50 technology companies at an October 19, 2006, awards ceremony.

The Tech 50 award recognizes "the region's highest achieving, most innovative technology firms," according to the Pittsburgh Technology Council. aSa was a top 10 finalist in the Information Technology category. Companies were judged on research and development, innovative technology, revenue growth, employee retention, and corporate citizenship.

aSa President Scott Leib accepted the award for our company. "We're excited to be part of the growing tech movement in Western Pennsylvania and extremely honored to be among Pittsburgh Technology Council's Tech 50 finalists," says Scott.

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# Going Gold: aSa Reaches Microsoft's Highest Certified Partner Level

In December 2006, aSa became a Microsoft Gold Certified Partner. The highest level of Microsoft's partner program, the Gold certification provides aSa with many benefits that help us provide better products and services to our customers.

"The Gold partner program gives us early access to product information, advanced training, and higher levels of support so that when our customers are ready to take advantage of the latest Microsoft

technology solutions, we already have the experience necessary to support them," says aSa IT Services Manager Victor Choltco.

Victor explains that to reach the Gold partner level, aSa had to demonstrate its commitment

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## Too Busy for the Forum?

The aSa Software Forum is March 12-16, 2007, at the Sheraton Station Square in Pittsburgh ... and I hope to see you here!

I often hear, "We are too busy to spend time away from work to attend the aSa Software Forum." When really, the forum is specifically geared to the rebar industry and is all about your business. Attendees have told us that this invaluable meeting is vitally important. Experience this year's forum for yourself. It's not too late to register at [www.asarebar.com/forum](http://www.asarebar.com/forum). We are offering quantity discounts for three or more attendees from a client location.

We listened to your feedback and created a new format to make this year's forum the best ever:

- ✓ More power: packed with more than 70 training sessions
- ✓ More fuel: group breakfasts, lunches, a special dinner, and an Industry Expo provide opportunities to interact with aSa staff and others in the rebar industry
- ✓ More motivation: two guest speakers will recharge you and your staff

The forum is a special event exclusively for aSa clients who have made an investment in the aSa Software Subscription Service (support). Take

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this opportunity to learn about the new products that can help make your business run even better. Participate in aSa training classes, planning sessions, and workshops to get the most out of your rebar software. Meet the aSa staff that is working to create the best rebar software in the industry. Network with other estimators, detailers, engineers, and fabricators to learn from their successes and strategies. Talk with rebar equipment and accessory suppliers at our Industry Expo.

**"We listened to your feedback and created a new format to make this year's forum the best ever."**

*aSa President Scott Leib*

Our first Users' Meeting was in 1971, and, today, the aSa Software Forum continues that same tradition. Outside of CRSI, it is the largest gathering of rebar professionals in the industry. For us, it is one of the most important face-to-face interactions we have with our clients. We discuss new ideas and gather important feedback about our products. I hope you take advantage of this exciting opportunity.

Invest your time and Gear Up with aSa software at this year's forum. We genuinely appreciate your continued interest in aSa products. I look forward to seeing you in Pittsburgh!

Best regards,



Scott D. Leib  
President

## aSa Purchase & Rental Options

Investing in aSa software is one of the most important — and ultimately profitable — decisions you can make for your business. aSa offers several solutions to help you get up and running with rebar software immediately.

The most cost-effective way to acquire aSa software is to purchase a license. When you purchase one or more aSa modules, you receive the current version of our software on CD. Most companies also take advantage of our optional Software Subscription Service. The subscription service entitles you to free upgrades, unlimited aSa software support, and other member-only benefits.

An alternative that reduces required up-front cash is rental licensing. This program allows you to become more productive with aSa software immediately while making affordable monthly payments. With the rental option, you agree to a 12-month commitment that includes your software and the aSa Software Subscription Service. During or after the first year, you have the option to purchase the software license in full — at a discount based on the rental money you have already paid — or continue with the monthly payments. The rental program applies to aSa software licensing only; it is not available for hardware or third-party software licenses or support.

No matter which option you choose for implementing aSa software, you can expect your investment to return quickly in the form of higher productivity and improved operations.

# aSa Demos New Technology at WOC 2007

*World of Concrete 2007 sets attendance record.*



*aSa WOC staff. (Back, from left) Frank Zambotti, Gene McCleary, Linda Scolieri, Jim Leib, Justin Swanson, David Grundler, Michele Albert, Jack Lucot, Scott Leib, and Jeff Cochrane. (Front) Tim Berg and Steven Selig.*

aSa staff demonstrated our fully integrated suite of rebar software at World of Concrete January 23-26 in Las Vegas. Highlights included:

- Shop scheduling on a 42-inch LCD touch-screen monitor.
- A tablet PC with Material Tracking.
- Hands-on demos of the aSa Opto-Shear Console.
- Barcode scanning solutions.
- aSa's full suite of rebar software solutions.

aSa booth visitors were able to experience firsthand how easy shop



*Improved efficiency. Using the new LCD touch-screen display with aSa Scheduling makes it easy to see the big picture.*

scheduling can be using a 42-inch LCD touch-screen monitor. With 756 square inches of display area, the touch-screen can replace your whiteboard as a planning tool. Simply use your finger as a mouse to drag and drop orders on the calendar interface to create fabrication and delivery schedules.

aSa is currently evaluating the monitors for use with other aSa software.

This year, we also demonstrated aSa Material Tracking on a portable wireless tablet PC. This mobile



*Information on the fly. A tablet PC lets you see and update data from the shop floor.*

technology allows you to carry the PC as far as your wireless network will transmit a signal. You could, for example, inquire on the fabrication or shipping status of a bundle directly from the shop floor.

The 2007 exhibition was the largest in WOC's 33-year history. More than 90,000 people attended the show.



*Automate your shearline. aSa's Jack Lucot demonstrates the aSa Opto-Shear Console.*

All those who visited aSa's booth were entered into a drawing to win a Garmin portable GPS unit. Congratulations to our winner, Larry Van Horn, vice president of Operations, Barnesco, Inc.

If you would like more information on aSa solutions, please contact our sales team at: [sales@asaHQ.com](mailto:sales@asaHQ.com) or call 1.800.CALL.ASA. ☐

## Tech 50 Award: aSa Among Top 10 in IT Category

**Continued from page 1**

A repeat winner, aSa was previously recognized by the Pittsburgh Technology Council as a Tech 50 finalist in 2001. The Pittsburgh Technology Council is among the largest regional technology trade associations in the United States. ☐



*Accepting the Tech 50 Award. Scott Leib with Steven Selig, Michele Albert, and Linda Scolieri.*

## Behind the scenes

# How aSa equipment interfaces work

- With input from you, aSa consultants customize Environment Tables to the layout and practices of your shop.
- Bend class rules, based on your material workflow, determine what types of items will be fabricated on each of your shearlines and benders. For example, one bend class may be used for straight sheared items, another for table-bent items, and another for a coil machine.
- Equipment interface files are installed and activated for each machine that you want to automate.
- As orders are processed, Bar List and Production software assign each item to a bend class based on your bend class rules and Environment Table settings.
- Based on the bend class, the appropriate machine's barcode automatically prints on each tag. You can even print two barcodes on production tags, giving you the flexibility to select the machine to use for fabrication on the fly.
- Point the scanner and pull the trigger for fast, error-free fabrication!

## Did you know ...

A linear barcode rarely holds more than a 12-digit number.



A single 2D barcode may contain thousands of alphanumeric characters.



# Point, Shoot, Fabricate

*aSa machine interfaces use barcode technology to automate shearlines and benders.*

Not so long ago, “automated” benders and shearlines required the operator to manually enter bar details at a console. But today, shop employees can input information into nearly any piece of equipment simply by scanning aSa barcoded tags.

**“The barcodes work so well. I don’t see how it could be any easier.”**

*Bob Gates, Operations Manager  
Contractors Materials Company,  
Cincinnati, Ohio*

When you purchase an aSa machine interface, barcodes specific to your shop’s equipment are automatically printed on bundle tags by aSa Production software. (See the sidebar story for details.) Scanner-enabled machinery reads the fabricating instructions in the barcode and produces the material with no additional input required by the operator.

Bob Gates, Operations Manager at Contractors Materials Company, Cincinnati, explains the two major benefits of using aSa machine interfaces. “It makes input easier, and it eliminates input errors,” he says. Another advantage to aSa machine interfaces, notes Bob, is the fact that new employees can be productive much sooner because they don’t need to be immediately trained on multiple machines’ consoles.

Contractors Materials Company implemented its first aSa machine interface in 1999. The

company currently uses aSa equipment interfaces to automate two MEP coil machines, a KRB Straight-cut, and an aSa Opto-Shear Console. Two new machines — a KRB Durabend and a KRB ServoForm — that Contractors Materials plans to install soon are also barcode-enabled. “We definitely want machines with the ability to scan,” says Bob, noting that tag scanning is a factor in his equipment purchasing decisions.

Currently, aSa barcoded tags can be used to automate machinery by EVG, KRB, MEP, RMS, Schnell, and Stema/Pedax, as well as the aSa Opto-Shear Console. In all, aSa produces machine instructions for more than 30 pieces of fabricating equipment.

“The barcodes work so well, I don’t know how it could be any easier,” Bob concludes. □



*Barcode scanners. Using a barcode scanner with the aSa Opto-Shear console produces fast and accurate input (above). aSa interfaces with nearly any shearline or coil machine in use today (below).*



# Gear Up at aSa's Software Forum in Pittsburgh

*Over 70 specialized training sessions, motivational speakers, and plenty of fun highlight this year's forum.*

Every two years, aSa invites all client companies enrolled in the aSa Software Subscription Plan to the aSa Software Forum, one of North America's largest gatherings of rebar industry personnel. We use this time to review our software, exchange ideas and concepts, and plan for future development. This year's forum is March 12-16, 2007. Based on your feedback, we've designed this year's event with an emphasis on training.

With less than a month before the forum, our staff has been working hard to develop more than 70 focused training, Q&A, and What's Next sessions that will kick your operation into overdrive with information, great ideas, and inspiration.

Register to attend the forum at [www.asarebar.com/forum](http://www.asarebar.com/forum) and use the Invitation Code: **ASAFORUM**, or call aSa at 1.800.CALL.ASA. 



For 2007, get more of what you liked about our past forums plus a few new surprises. Here's what you can expect:

**More power.** With a concentration on training, the '07 forum includes more than 70 sessions designed to make you an expert with aSa tools.

**More fuel.** Spend a week with others who share common goals and challenges. Hospitality nights, meals, and entertainment provide plenty of opportunities to catch up with old friends and make new ones. Attend the Industry Expo featuring presentations by rebar equipment manufacturers and accessory suppliers.

**More motivation.** Go back to the office recharged. New for '07, we've added motivational speakers to the forum lineup. Nationally known speaker Dr. Dale Henry will present, "If You Want NO SHOES and NO SHIRT, Then Give NO SERVICE!" Rob Johnson from Sage Software will speak about "Unlocking Your Personal Potential."

## aSa Software Forum Event Highlights

March 12 -16, 2007

### Kick-off Breakfast

aSa President Scott Leib and members of our staff will welcome attendees to the forum, provide an overview of what to expect during the week, and highlight some of aSa's newest enhancements. *Tuesday, March 13.*

### Motivational Luncheons

Join well-known author and educator Dr. Dale Henry as our special guest speaker. During the lunch break, he will present, "If You Want NO SHOES and NO SHIRT, Then Give NO SERVICE!" *Wednesday, March 14.*

Get motivated as Rob Johnson, Senior Director of Partner Promotions from Sage Software, Inc. presents "Unlocking Your Personal Potential" while you enjoy your meal. *Thursday, March 15.*

### Industry Expo

Learn about the latest innovations in shop equipment and concrete accessories. *Wednesday, March 14.*

### Awards Dinner

All forum participants are invited to join aSa staff for a reception and dinner. Following dinner, awards will be presented to clients in several special categories, including those passing milestones as aSa customers and as forum attendees. *Wednesday, March 14.*

### Race Night Entertainment

Racing-themed entertainment follows Wednesday's dinner with your chance at the checkered flag! Race stock cars on a giant oval track. Place bets on your favorite car and driver to win aSa-supplied prizes.

### Register today

[www.asarebar.com/forum](http://www.asarebar.com/forum)  
Invitation code **ASAFORUM**

# KING OF BEES

*aSa Employee Fun Feature*

**F**rank Zambotti, aSa director of Systems Integration, started beekeeping several years ago as a hobby. "It was just something that I was interested in doing," he said. He now has four active hives with an estimated 250,000 honeybees, and every one has a name (just kidding). But seriously, every one has a role. From the guards that warn the colony of danger, to the busy field bees that collect nectar all day, to the workers that care for the brood and queen, to the lazy drones (male bees) whose only activity in the hive is to fertilize the queen — every bee has a purpose. The Zambotti bees produce 80-100 pounds of surplus honey per hive every year. Spring and fall are the highest pollen times of the year. Spring honey is usually made from tree and spring flower nectar and pollen, while aster and goldenrod provide a delicious fall honey crop that can actually help allergy sufferers build immunity to goldenrod.



**The Zambotti beehives.**



**The Queen bee.**

Before approaching the beehives, Frank outfits himself in tight-fitting white overalls, gloves and a head veil. "The last thing I want is for a bee to innocently crawl into an opening

in my clothing and get squeezed as I move around," says

Frank, explaining, "A bee stings when it feels pressure." Also, when working with bees, you need to bring along a smoker. The smoker is a can with a bellows attached. Inside the smoker, Frank burns burlap and squeezes the bellows to fill

the air around himself and the beehives with smoke. The burning burlap smoke is used to disguise the alert pheromones that guard bees use to fill the air announcing a possible danger to the hive and their queen. Frank keeps four hives in a tree-covered, secluded area of his back yard. Here, field bees zip in and out of the hives. They are bringing pollen and nectar into the hive, then leaving again to gather more and repeat the process all day, every day. On average, one honeybee produces only about one teaspoon of honey before overworking itself to death.

A beehive consists of one or two brood boxes that are filled with 10 frames where the queen bee lives to



**Frank Zambotti — The King of Bees.**

As director of Systems Integration, Frank works with clients to configure appropriate hardware/software solutions and coordinates complete system implementation.

## ature: Frank Zambotti's hobby keeps him busy as a bee.

lay eggs in the comb all day. Her workers, the female bees, are constantly in motion, caring for the hive and serving as the queen's retinue. A retinue is the group of workers that follow the queen around and care for her every need. The queen excluder, a plastic screen with openings that are too small for the queen to squeeze through (worker bees can easily get through), is placed between the top brood box and



the supers. A super is similar to a brood box except it is not as tall and has frames with a comb used primarily for collecting the surplus honey for harvesting. When first assembled, the excluder is

not in place. This allows the queen to make her way up to the super frames and begin laying eggs in cells of the comb. After a few eggs are laid, the workers begin the job of protecting and feeding the queen's larvae. The queen is then moved back to the brood boxes where she continues to lay eggs. The queen excluder is

then added so she cannot get back to the supers and fill the combs with more eggs. The supers are where Frank or any



Nurse bees caring for the larvae.

beekeeper wants honey, not baby bees. When the bees fill a comb cell with honey, they cap it with a thin layer of

beeswax to seal in the honey. Finally, on top of the super is a cover to enclose the hive and protect it from the weather and other threats.

When a super frame is ready for harvesting the honey, the beeswax cappings are removed to open the cells, and a device called a honey extractor spins the frame to fling the honey out against the sidewall where it drains into a



Removing the queen excluder screen.

collection jar. When completely full, one super can hold approximately 20 pounds of honey. The Zambottis sell their honey locally and also to aSa employees. ☐

mentations. He has been with the company for 22 years. Call Frank today to discuss how aSa products and services can improve your productivity.



# A & B Supply of Central Florida Builds on a Solid Foundation with the aSa Complete Rebar Solution

*“To succeed, you will soon learn, as I did, the importance of a solid foundation.”*

*- Alan Greenspan, (Retired) Chairman, Federal Reserve*

Aaron Adams, co-founder of A & B Supply of Central Florida, learned long ago the importance of building on a solid foundation. In the world of construction, this means combining the strength of concrete with the flexibility of rebar. In the world of business, it is more difficult to define. Aaron, who co-owns A & B with his brother, Anthony, conducted a thorough search for the right software solution. After testing several different products, he decided that aSa's Complete Rebar Solution™ would provide A & B with the most secure foundation upon which to build their business. aSa's position as an industry leader and a growing company were two of Aaron's deciding factors, “(aSa is) the biggest presence and is the leader in the industry. You're a growing company, like ours, so you know where we're coming from,” he says.

Since A & B implemented aSa systems, the company has increased fabrication by more than 30 percent. This has enabled A & B to take on more diverse projects, such as the Eastern Orbiter Processing Facility at NASA's John F. Kennedy Space Center. This facility will be the processing facility for a new Ares spaceship, which will replace the current Atlantis, Discovery, and Endeavor space shuttles in 2010. “It's an interesting project,” says Aaron, “because the blast panels, alone, require 500 tons of all weldable rebar.” While A & B does not have the capacity of larger fabricators, Aaron says, “Our small size lets us react fast and provide excellent customer service.” He adds, “Because our systems are all integrated, it allows us to accommodate our customers well.”

The fabricating company began with several temporary software solutions in place. Through this experience, Aaron

quickly came to appreciate the concept of a single solution provider and began his search for a turn-key system. In talking to aSa's Frank Zambotti, director of Systems Integration, and others in the rebar industry, Aaron learned that aSa provides a rebar and financial software solution that uses a single set of databases. He points out, “Any time you buy software, you want to see what you're buying.” To see aSa software in action, Aaron participated in an online demonstration with Kim Ley, aSa's manager of Business Systems, and visited aSa at the World of Concrete.



*Taking off. A & B has grown significantly, allowing the company to handle projects like a new facility for NASA that will process Ares spaceships.*

Satisfied that aSa e<sup>x</sup> with Rebar Financials was the best solution for his business, Aaron decided to implement aSa software throughout the company. With hardware, rebar software, financial software, training, and support all supplied by aSa, there would be only one place to call for any need. According to Aaron, “I spoke to some of your references. Most of them only used some of the Rebar Financials products, not all. I realize the value of having everything integrated. You do not have to call two different companies

when you do need help with something. I don't know why you would do it any other way.”

Having a single database set to store data is critical to the accuracy, consistency, and speed at which aSa e<sup>x</sup> handles information. According to Aaron, “(The) whole picture – CAD to Bar List, to financials – it's all integrated. Everything flows to everybody correctly.” This enables the entire A & B team to work as a cohesive unit. Data is stored and used in a consistent manner between modules and departments, so communication is easier, notes Aaron.

Aaron points out that with all of their hardware and software provided by aSa, support is always one phone call away. “I am glad you sell Dell computers,” says Aaron. He shares his experience with a recent hard drive failure on a server configured with a RAID array, “(Dell-certified technicians) were out here the next day and took it apart and replaced the

part. I don't think he even had to turn it off; there was no down time. Since we are a smaller fabricator and do not have the resources of the big guys, we cannot afford to have any downtime.” aSa exclusively sells Dell computers. All aSa-supplied Dell PCs come with standard three-year, next business day support contracts in order to provide customers with the best in both software and hardware solutions.

During the initial implementation, aSa Applications Consultant Justin Swanson

**“I realize the value of having everything integrated. You do not have to call two different companies when you do need help with something. I don’t know why you would do it any other way.”**

*Aaron Adams, Co-owner  
A & B Supply of Central Florida  
Apopka, Florida*

performed the installation of a complete computer network, including two servers, CAD stations, and Zebra thermal tag printers. He trained personnel on reinforcing software modules. Brad Grace, a consultant in aSa’s Business Applications Group, trained employees on the Rebar Financials system. While aSa offers flexible training options, including training CDs and remote webinars, Aaron found that the most effective means of training many people at once was having aSa trainers visit his office in person. He explains, “There’s nothing like having the guy in the office – I’m glad we did it the way we did.”

After A & B employees had a chance to use aSa software for a while and become very familiar with the tools, Brad returned for specialized training. He explains the difference he often finds in users’ attitudes during the initial training and follow-up training. “During the initial training, they are just interested in learning how to get the software to complete specific tasks. During the follow-up training, they are interested in how they can get the most out of the system,” says Brad. The difference follow-up training makes is dramatic, and it helped Aaron and his employees build their fabricating business. According to Aaron, “I wanted, as a new fabricator, to lay a good foundation. I think I accomplished what I was trying to do.” □

## aSa New Feature Highlights

*Available now: easier imports, automated bid proposals, and enhanced miscellaneous item tag functionality.*

Each new release of aSa software contains a wealth of new enhancements. The following are a few highlights from our last two service packs.

**New Import Browser.** Importing information into your aSa database is now easier and more flexible than ever. A new preview window lets you view and select exactly what data you would like to import. For example, a file to be imported contains multiple customers, jobs, items, and control codes. Click Browse Import File(s) to view the file’s contents in an easy tree-view format. Next, use check boxes to select or de-select the data that you want to import. You can even change data — rename jobs, assign new control codes, and more — before you perform the import. The newly enhanced Import was released in Service Pack 5, November 2006.

**Job Proposal Wizard.** Until recently, you could use aSa Rebar Financials’ Job Pricing application to easily develop bid values for your potential contracts, but then you needed to copy those numbers into your bid letter for submittal to the contractor. Beginning with the release of Service Pack 4, July 2006, job proposal letters and job acknowledgement documents are generated automatically by aSa software ... without changing your company’s default letter format. Simply create a template in Microsoft Excel, then use aSa’s handy wizard to select your customer and pricing scheme. A new Excel document is automatically generated with data from your aSa database — such as customer name and address, project description, and bid value — filled in for you.

**New Miscellaneous Item Tag Functionality.** Using aSa Production (SP4 and newer), you can generate bundle tags not only for your rebar items, but for mesh and other concrete accessories as well. aSa Material Tracking and Bundle Inventory modules support miscellaneous item tag functionality beginning with SP5. This means, for example, that you can scan tags to verify that rolls of mesh were loaded onto the correct trailer for shipment with the right order.

**MicroStation XM Compatibility.** Beginning with the Service Pack 5 release, aSa CAD/Detailing integrates with MicroStation V8 XM Edition, the newest version of Bentley Systems’ flagship CAD application. SP5 may be installed for use with V8 2004 as the standard install or with V8 XM for beta-testing. In 2007, XM will become the new standard for CAD/Detailing.

**Coming in ‘07.** Later in the year, aSa releases will include a completely new Shape Manager application. Similar in look and feel to the current Shape Manager screen, the new tool allows you to design shapes in 3D, create smarter rules for dimension calculations, and much more. Also on the horizon is compatibility with new mobile hand scanners. The new scanners use Pocket PC technology and feature better hardware components than the current scanners. They also support web service-based scanning, which will allow truck drivers and placers to record status information in your aSa database live from the field.

**Free to Subscribed Clients.** aSa software updates are free to clients enrolled in the aSa Software Subscription Service.

# aSa Microsoft Gold Certified Partner

*Trained employees and technical competencies key factors in certification.*

Continued from page 1

to developing solutions that utilize Microsoft technologies such as SQL Server, the Microsoft Office suite, and Windows operating systems. "In addition to having a minimum number of Microsoft-certified employees and selling a minimum number of product



licenses, we had to document our expertise with customer

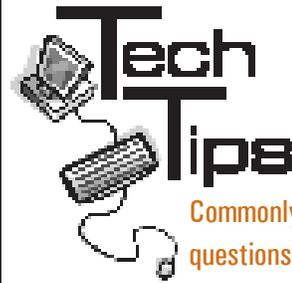
references in several key competency areas," says Victor. Specifically, aSa qualified in Microsoft's Network Infrastructure Solutions and Information Worker Solutions competency categories.

aSa has been a Microsoft Certified Partner since 1997. Certified Partner is the second level of Microsoft's three-tier program; Certified Gold Partner is the highest.

Five members of aSa's staff currently have Microsoft certifications: José Amayo, MCP; Victor Choltco, MCP, MCSA, MCSE, MCDBA; Michael Rathburn, MCP; Justin Swanson, MCP; and Drew Vivirito, MCP, MCAD, MCSD.

#### Key to Microsoft Certifications

- MCP – Microsoft Certified Professional
- MCSA – Microsoft Certified Systems Administrator
- MCSE – Microsoft Certified Systems Engineer
- MCDBA – Microsoft Certified Database Administrator
- MCAD – Microsoft Certified Applications Developer
- MCSD – Microsoft Certified Solutions Developer



Commonly asked questions answered by aSa's IT staff

**How can I find out the current version of aSa software that I am running?**

You can locate the aSa version by clicking **Help > About** from the 10-button menu. The splash screen displays your server and client versions, as well as the service pack that you have installed.

**I am receiving a message that my client version is greater than the expected version when I try to open my aSa software. What does this mean?**

Starting with v6.3 SP5, interim releases (IRs), which are cumulative and easier to manage, have replaced "patches." You are required to install both server and client interim release (IR) versions. If the client version is newer than the server version, you will receive an error citing that the client version is greater (newer) than the expected (server) version. To eliminate the message, simply install the corresponding server IR. Note: The same message displays if your client and server service packs are not at the same level.

**How do I find out about upcoming webinars from aSa?**

There are several ways for subscribed clients to see our webinar schedule:

As a subscribed member, you have access to the Support area of our website, [www.asarebar.com/support](http://www.asarebar.com/support). After logging into the Support area, click the Webinar Sign-up link to select and register for a webinar.

Subscribed clients also receive the *Reinforcer Express*, a monthly e-mail newsletter that provides newsworthy events and timely information regarding aSa and the rebar industry. Upcoming webinars are included in every issue of the *Express*.

The Events page of our website also includes upcoming webinars, holiday hours, and other company activities. Visit [www.asarebar.com](http://www.asarebar.com) and click **About aSa > Events Calendar**.

## Time for a PC Upgrade?

*aSa provides new Dell PCs with Intel's powerful Core 2 Duo processor.*

### Highlights of aSa's White Paper

#### Opening aSa CAD/Detailing e<sup>x</sup>

	Time (sec.)	% Increase	Times faster
Core 2 Duo	2.51	310.4%	4.1
Pentium III	10.3		

#### Recalculating a 3500-Line Estimate

	Time (sec.)	% Increase	Times faster
Core 2 Duo	6.59	237.6%	3.4
Pentium III	22.25		

#### Creating a Material Report

	Time (sec.)	% Increase	Times faster
Core 2 Duo	11.86	96.4%	2.0
Pentium III	23.29		

View the complete report at [www.asarebar.com](http://www.asarebar.com), click Solutions > Computer Hardware and Accessories.

Intel® Corporation recently released the Core™ 2 Duo, their fastest computer processor. This technology enables you to multitask like never before with a 40 percent increase in performance, while using 40 percent less power to run more efficiently.

Upon the release of the Core 2 Duo, aSa ran benchmark tests to compare the processing speeds of the Core 2 Duo against an older Pentium-based computer, both running aSa e<sup>x</sup> software. The results were very impressive: open aSa screens up to four times faster and generate aSa reports more than three times faster than on PCs that are only a few years old. Intel Core 2 Duo processors are now standard equipment in Dell PCs purchased through aSa. Our experienced IT professionals handle the setup and configuration, so you can plug in and be productive right away. Call today for information. ☐

# W E L C O M E

## NEW CLIENTS

### Fabricators & Suppliers

**APS Supply Company**  
Beverly, NJ

**B&R Rebar**  
Richmond, VA

**Cape Fear Steel Corporation**  
Wilmington, NC

**Cascade Cement**  
Caledonia, MI

**Cast-Crete Corp.**  
Haines City, FL

**Concrete Reinforcements, Inc.**  
Surprise, AZ

**Creekside Industries**  
Rexburg, ID

**CV Steel Fab of PR, Inc.**  
Penuelas, PR

**Daniel Steel Industries**  
Sunnyvale, TX

**DMC Reinforcing Steel Products LTD**  
Van Caron, ON  
Canada

**DRO Reinforcing, Inc.**  
Lakeside, CA

**Gerdau Ameristeel St. Louis**  
O'Fallon, MO

**Johnston Industries, Inc.**  
Marion, TX

**Maschmeyer Concrete Company**  
Lake Park, FL

**Northland Concrete & Masonry  
Company, LLC**  
Burnsville, MN

**RCS Construction, LLC**  
Hillside, NJ

**Utility Concrete Products**  
Morris, IL

### Contract Estimators & Detailers

**AA-3 Corporation**  
Middleburg, FL

**Roni Lynn Cook**  
Napa, CA

**Draw the Line Rebar Detailing**  
Show Low, AZ

**Gresser Concrete**  
Eagan, MN

**Gerardo Huerta**  
Vallejo, CA

**Lines & Dots Detailing**  
Marietta, GA

**Lyn-Phill Construction, LLC**  
Washington, DC 20012

**Bill Radau**  
Geneva, FL

**Re-Steel Graphics**  
Oconomowoc, WI

**Sierra Reinforcing**  
Las Vegas, NV

**Jason Zellmer**  
Menomonie, WI

# IT/Application Consultants Making a Difference

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*aSa IT/Application consultants wear many hats to ensure customer satisfaction.*

aSa's IT/Applications consultants have a slash in their title for a reason. They not only set up computers and networks to keep your office running smoothly, they provide implementation, training, and support to help you get the most from your aSa solutions. Victor Choltco, Manager, IT Services describes his current staff as "the best group of consultants that we've ever had." Justin Swanson, Devin Wagner, and J.C. Rodriguez are the most recent additions to the team, joining aSa in 2005.



Justin is a graduate of Clarion University with a bachelor's degree in Information Systems and has become MCP, A+ and Network + certified since graduating. He is currently pursuing Microsoft's MCSA certification. His strong technical knowledge, four years of IT experience, and mentoring-style personality help make his customer service a rewarding experience for everyone involved. *Extra effort:* Justin participated in roughly 26 on-site software implementations in 2006 alone.



Devin graduated from Saint Vincent College with a bachelor's degree in Computing and Information Services. His varied background includes experience in IT, customer service, and software training. *Extra effort:* During an implementation at Whitacre Engineering in Ohio, he was also able to provide a little extra help in their shop. "After the aSa installation, I spent additional time to help them improve the transmission signal for their barcode scanners," Devin recalls.



J.C. has over six years of training experience to accompany his bachelor's degree in Communication Studies from California University of Pennsylvania. *Extra effort:* On a recent trip, he helped Causeway Lumber Company in Florida with their migration from aSa DOS to the aSa e<sup>X</sup>. J.C. not only provided a smooth conversion, but also had the opportunity to discuss new workflows that are unique to running aSa's e<sup>X</sup> software.

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