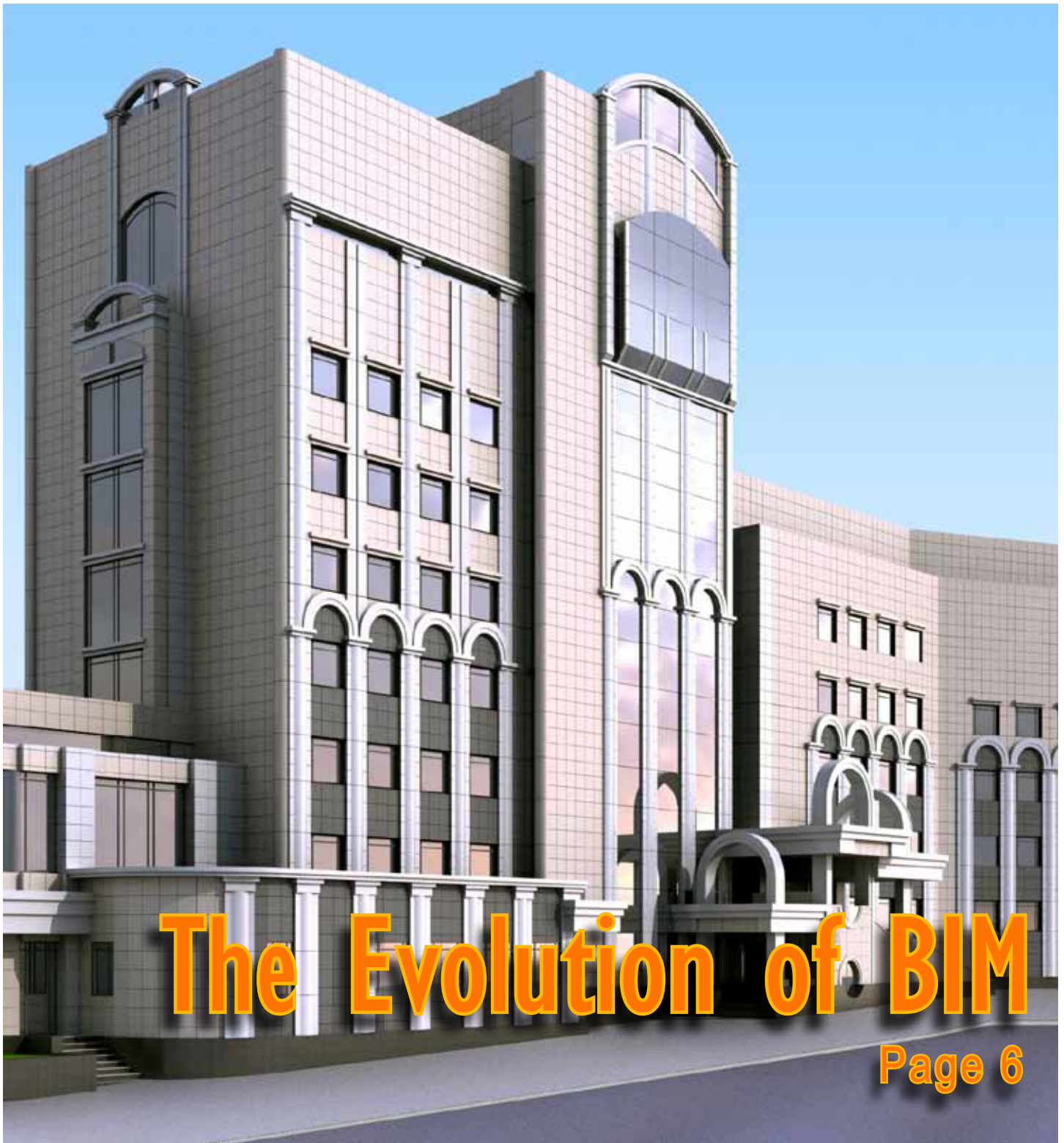


REINFORCER

www.asarebar.com



The Evolution of BIM

Page 6

aSa News
Free Webinar Training
Classes available in our
subscription price for 1 year

aSa News

Find out about upcoming events — see what's new at aSa. >P. 3

aSa Menu Train
aSa Menu Train

Get Up to Speed

aSa Menu for v7.2 contains many enhancements. See our new training video. >P. 4



Wi-Fi Barcode Scanners

Which barcode scanner is right for your shop? >P. 8



If you would like to ask a question, share an interesting rebar story, or just say 'Hello,' please send us an e-mail at reinforcer@asaHQ.com, and you just might see your topic in a future issue of the *Reinforcer*.

International Growth

Down the street or around the globe, aSa remains dedicated to superior products and services.

Hello. Hola. Olá. Bonjour.
Guten Tag. Cześć. السلام عليكم

At aSa these words are becoming more commonplace. As our international client base grows, we are learning new ways to greet and serve our customers.

Working globally has provided both opportunities and challenges for aSa. On the software side, we have added new features and functions to address the unique needs of our international customers. On the customer service side, we have worked to refine our processes to provide excellent support while minimizing potential issues with cultural and time zone differences. This has not been easy – but it has been fun!

For aSa staff, the growth in global sales has offered us the opportunity to travel beyond our own borders. We have enjoyed trying new foods, speaking multiple languages, and learning about different countries, religions, traditions, and histories. Most importantly, we have enjoyed developing new friendships with people throughout the world.

No matter the language, aSa is dedicated to providing the best software and service in our industry. We appreciate the trust that has been placed in us and are grateful for the opportunity to serve our customers. And for that, we say ...

Thank you. Gracias. Obrigado. Merci.
Danke. Dziękuję. شكرا

Best regards,

Scott D. Leib
President/CEO

EDITOR
Jerry Born

ASSOCIATE EDITOR
Jason Butina

AUTHORS
Jason Butina,
Scott Leib, and Jerry Born

LAYOUT & DESIGN
Jerry Born

To subscribe to the *Reinforcer*,
visit www.asarebar.com

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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.

1.800.CALL.ASA

Customer Service
customerservice@asaHQ.com

Reinforcing Applications Support
racsupport@asaHQ.com

CAD Support
cadsupport@asaHQ.com

Business Applications Support
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itsupport@asaHQ.com

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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. ET. To sign up, log into our Support website at www.asarebar.com/support, then click Webinar Sign-up.

For updates, visit www.asarebar.com. Click **About aSa > Events Calendar**

Upcoming Events

Big 5 International Building & Construction Show

November 22-25, 2010
Stand 1A34
Dubai, UAE

World of Concrete

January 18-21, 2011
Las Vegas, Nevada

aSa Software Forum

March 28-31, 2011
Pittsburgh, Pennsylvania

Annual aSa Customer Satisfaction Survey

In August, aSa clients will be receiving an invitation to participate in our 4th annual Customer Satisfaction Survey. The survey gives you an opportunity to voice your opinion about aSa software and the services that we provide.

We appreciate your feedback. Your input helps us improve aSa software and provide superior service.

aSa Brochures Now Available in Spanish and Portuguese

To better serve fabricators in Latin America and other regions, we have created Spanish and Portuguese versions of our product brochures. Visit www.asarebar.com > **Solutions > Rebar Software > aSa Rebar Brochures**, then click the link to open the Spanish or Portuguese brochures page.

Are You Ready for aSa v7.2?

The newest major release of aSa software has been installed at select customer sites for beta-testing and will soon be available for general distribution. When the new version is available for general release, supported clients will be notified by e-mail.

aSa Official Facebook Page Now Live



The way that people communicate is changing. In an effort to continue to be accessible to all of our customers, aSa has launched a Facebook page. Become a fan by visiting the new aSa page, www.facebook.com/aSaRebar, then click the *Like* button. Once you do, you will be kept up to date on aSa and rebar industry news, including exclusive contests and promotions, through Facebook.

Mark Your Calendar: aSa Software Forum

Join us in Pittsburgh for the aSa Software Forum March 28-31, 2011. The event features dozens of workshops to boost your productivity, plus the opportunity to network and share ideas. We have a new line-up of courses, a dinner, awards ceremony, and a fun evening of entertainment planned as we celebrate Planet Rebar!

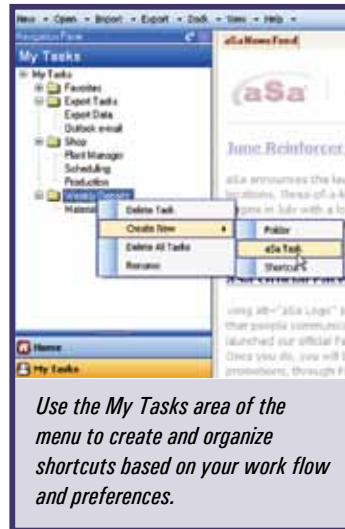
*Get Up to Speed
... FAST!*

We created an eight-minute training tour that teaches you all about the features of the new menu. To access the training program:

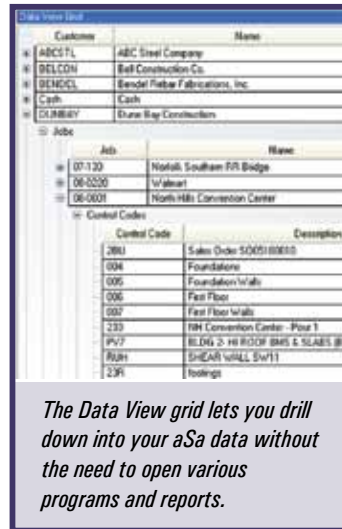
1. Upgrade to aSa v7.2, then open the new menu.
2. At the top of the menu, click **Help > aSa Menu Tour**.
3. Click the *Launch Full-Featured Menu Tour* button. The online tour includes training videos, interactive exercises, and an optional quiz to test your knowledge.
Note: If you don't have Internet access, use the link at the bottom of the launch screen to run a more basic version of the menu tour on your local hard drive.
4. Watch, listen, and learn. *It's that easy!*

Your Launchpad to Productivity

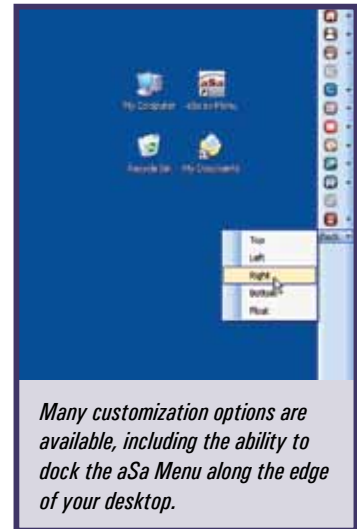
The new aSa Menu makes it easier than ever to open programs, access data, keep up to date with support information, and more.



Use the My Tasks area of the menu to create and organize shortcuts based on your work flow and preferences.



The Data View grid lets you drill down into your aSa data without the need to open various programs and reports.



Many customization options are available, including the ability to dock the aSa Menu along the edge of your desktop.

The first time you log into the new 7.2 version of aSa, you'll notice something very different. The main aSa system menu, which has been virtually unchanged since we released our Windows software nearly 10 years ago, has been completely redesigned.

If you like the simplicity of the old menu, you certainly won't be lost. You can still open a program's main application by simply double clicking on the module's button. Additionally, programs are grouped logically by Activities, Tools, Reports, and Inquiries, just as they always have.

Beyond the basic functionality, however, the new menu provides many new ways to customize the interface. For example, dock the menu along the edge

of your screen for easy, anytime access to your aSa modules. You can also move and auto-hide parts of the menu. Additionally, you can hide module buttons or sequence them any way you like.

New to the menu is the "My Tasks" area, which lets you create shortcuts to aSa applications — and even third-party programs — based on your preferences. Group and arrange shortcuts any way you like to match your personal work flow.

The Data View grid lets you drill down and see customer, estimate, job, drawing, and control code information without ever leaving the menu. The menu also includes an automatic RSS feed, so you'll always know about upcoming webinars, new aSa software releases, and industry news. ☐

"We've redesigned our menu with features that match our customers' work flow."

— Drew Vivirito, Software Engineer II

More Than a Century of Rebar Experience

Six members of aSa's management team recently celebrated their 25th anniversary serving aSa customers.

Experience Matters

*"The only source
of knowledge is
experience."*

— Albert Einstein

*Back row: Mitch Leib,
Frank Zambotti, and
Tim Berg*

*Front row: Linda Barker,
Michele Albert, and
Cathy Friend*



In 2010, aSa is celebrating 40 years of business in the rebar industry! We are also celebrating more than 150 years of combined experience among six members of our management team that have been with aSa for 25 years or more. Michele Albert, Linda Barker, Tim Berg, Cathy Friend, Mitch Leib, and Frank Zambotti, arrived at aSa as fresh college graduates between 1982 and 1985.

Michele Albert, Director Business Systems, recently celebrated her 28-year anniversary with aSa. She began her career as a software developer in the Commercial (Business) Systems department. Currently, she manages a team of six software developers for the MAS 500 and Rebar Financials product line.

As Manager, Quality Assurance, **Linda Barker**, leads the company's efforts

to ensure that aSa provides dependable and reliable software products. For years, she was the go-to contact for help with the aSa DOS Commercial system. "I feel like I make a real difference in the quality of the software coming from aSa. I get to work with designers, developers, and help upper management with strategic goals for the company," says Linda.

In his early days at aSa, **Tim Berg**, Vice President,

Business Development, was instrumental in the development and training of Bar List and Production. Today, he directs the sales efforts at aSa for North America, Latin America, Europe, the Middle East, and Australia. Tim's outgoing personality and knowledge of the rebar industry are perfect qualities to make him aSa's primary contact for new and existing customers seeking rebar software solutions.

Continued on page 12 >

Advantages of Building Information Management

- Improved understanding and visualization
- Improved productivity due to easy information retrieval
- Easier coordination of construction documents
- Vital data embedded directly into the model
- Increased project delivery speed
- Better scheduling of resources
- Provides better cost estimation of resources and materials

The Evolution of Building Information Modeling in the Rebar Industry

The design and construction workflow is changing, and it's time to get onboard.



When the Egyptians built the Great Pyramid of Giza in 2,550 B.C., a wide range of resources and manpower were used to accomplish their goal. The Great Pyramid, one of the Seven Wonders of the Ancient World, and the only one still intact, was designed and constructed without access to a computer or structural analysis software. If the ancient Egyptians had Building Information Modeling (BIM) technology as we do in the 21st century, planning such massive construction projects would have been much easier and much more efficient.

BIM utilizes several computerized technologies to create a virtual structure long before the actual construction begins. To fully understand the value of BIM, emphasis needs to be placed on the "I" in the BIM acronym — *Information*. This information can be part of the model, or stored in a

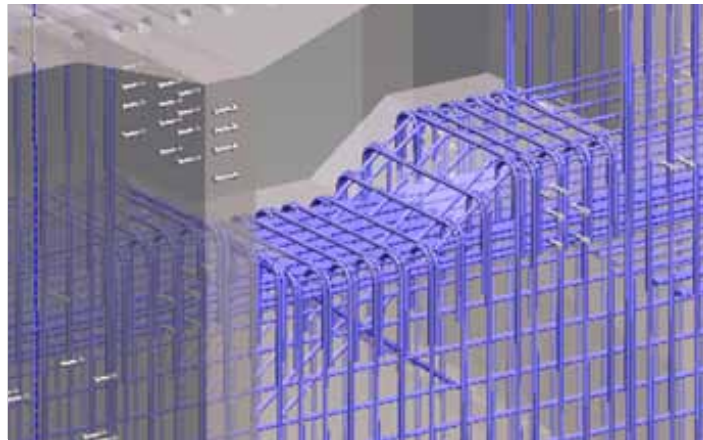
separate location that can be linked to your model. The National Building Information Model Standard Project Committee defines BIM as "a shared knowledge resource for information about a facility, forming a reliable basis for decisions during its life cycle, from conception to demolition."

As construction projects are designed using the BIM concept, they begin with a three-dimensional model that includes every part that it takes to build the structure. Then, detailed information about those parts is added. This extra information is used to improve the efficiency of performing many manual

tasks, such as calculating weights, ordering, and shipping. When the design is approved, the 3D model is converted into 2D detail drawings with minimal effort.

According to the Concrete Reinforcing Steel Institute (CRSI), the greatest benefit of BIM is the seamless workflow from design and analysis through detailing, fabrication, and placing.

Designing 3D Models. As the old saying states, a picture is worth a thousand words. That has never been more true than when designing complex structures. Unlike previous design methods, BIM's use of 3D modeling enables the designer or architect to see problem areas. For example, having the ability to zoom into a tight area where several objects come together is



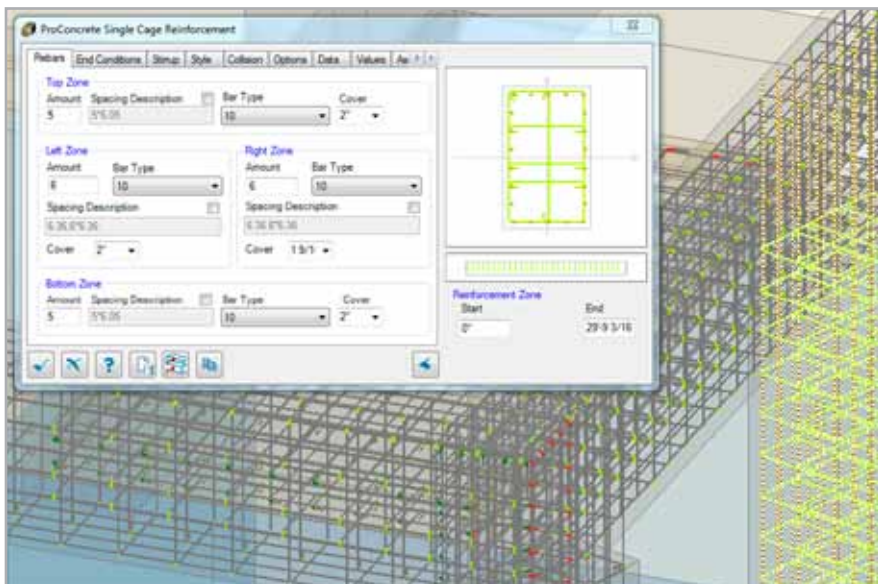
valuable for finding and addressing congestion issues. BIM also enables multiple detailing teams to generate three dimensional visual renderings. With little effort, you can generate a fly-through to simulate actually walking inside the finished structure.

Entering the Fourth Dimension. You may be asking, "What is the fourth dimension and why is it

so important?" Prior to the introduction of BIM technology, design was limited to two-dimensions, with the exception of some 3D CAD-generated renderings. Now, the fourth dimension gives your project that extra push from planning and design to project phasing and eventually construction. Combining the third and fourth dimensions creates a seamless flow between design and

construction that eliminates many problems before construction begins.

With BIM's fourth dimension, you can include product



▲ **See inside the concrete.** BIM enables you to visualize the reinforcement through the concrete and check for collisions before fabricating and shipping to reduce construction headaches at the jobsite.

◀ **Adding rebar.** With Bentley Systems ProConcrete, detailers can easily add reinforcement to the 3D-model for any project.

**Continued
 on page 12 >**

Wireless Barcode Scanners for Your Budget and Business Needs


aSa is now offering two units. Which scanner is best for your shop?



The newest aSa-supplied scanner, the Motorola MT 2090, provides a smaller, lighter, and less expensive alternative to the MC 9090 wireless scanner. The larger MC 9090 unit features a built-in touch-screen, full PC capabilities, and more robust aSa software applications.

Wireless scanners like the MT 2090 and MC 9090 are ideal for scanning tags in stock storage bins, trailer loading bays, and other areas where mobility is critical. Both scanners use Wi-Fi technology to communicate with your database in real time. This database connectivity allows you to perform queries based on tag scans. It also helps to prevent missed fabrication steps and trailer loading errors.

Like the aSa TouchTracker (our console-based scanning/tracking solution), all aSa-supplied wireless scanners read linear and 2D barcodes, including the new Data Matrix format. All aSa scanners work with Material Tracking, Load Tracking, and Bundle Inventory to help you:

- record each step of fabrication
- validate trailer loading
- easily manage heat/mill cert information 
- track on-hand stock material

Which product is right for your shop?

View our comparison chart online. Visit asarebar.com/support and log in. Click **Documentation Downloads**, then **Scanner Comparison Chart**.

▲ **Wireless Motorola scanners.** The larger MC 9090 (left) includes a touch-screen with more robust software handling capability; the new MT 2090 (right) is a smaller, lighter, and less expensive option.

‘aSa Has the Whole Package’ Says Saskatchewan’s Rebar Leader

aSa integration helps Canadian fabricator run its business and serve its customers.



In 2008, Ardell Steel found itself in a less than ideal situation. The company had been using a rebar software system for about four years, but the system was not meeting their needs. “We were disheartened ... We couldn’t get the rebar (components) and financials to talk,” says Craig Matt, who runs the day-to-day operations at Ardell. After doing some research, the company decided to replace their existing system with aSa.

“At first, people were like, ‘We’re changing again?’ but it has worked out great,” says Craig. Arnie Matt, Craig’s father and founder of the company, was instrumental in the decision to go with aSa. Craig says the key factor was integration between rebar operations modules and contract accounting functionality. “aSa has the whole package,” he notes.

According to Craig, aSa’s consulting team, and particularly Colleen Pesi, was very helpful in implementing aSa software at Ardell. He says, “They handled all the questions, all the ‘what ifs.’ It went very well.”

Dedicated to customer service. Craig talks with pride about his company’s customer service.

He points out that Ardell has its own fleet of trucks and an installation team that places most of the steel they fabricate. “When we say a shipment will be there at a certain time, it will be there,” says Craig.

With facilities in Regina and Saskatoon, Ardell Steel provides reinforcement

continued on page 12 >

Ardel Steel Facts

Ardel calls itself “Saskatchewan’s rebar leader” with good reason.

Some Ardell firsts:

- First automated shearline in Saskatchewan
- First automatic bender in Saskatchewan
- Only indoor fabricating shop in Saskatchewan

▲ **Challenging Reinforcing Project.** One of Ardell’s more interesting projects was providing rebar for the Saskatchewan Indian Federated College, a First Nations university. Why so challenging? Most bars had to be arced with one leg bent downward. First Nations cultures believe evil spirits dwell in corners: there isn’t a straight wall in the facility!

Need a Support Login?

The Support area of our website contains numerous downloads and resources that are available only to clients that participate 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

Running Diagnostics on Opto-Shear Consoles

Simple diagnostic tests can quickly identify problems with your shearline or console.

The two most common diagnostic functions—reading input optos and testing the touch screen to determine if the problem is in the shearline or in the console are described below. Do not attempt any other diagnostics without first contacting aSa.

To access the diagnostics screen:

1. With the Console Menu displayed, press the letter E on the keyboard. A DOS prompt displays.
2. Type diag, then press Enter.

Reading Input Optos

Use this diagnostic test when you have problems with front panel controls.

To perform a “Read” diagnostic:

1. Type **I** to initialize, then press Enter.
2. Type **C** to clear, then press Enter.
3. Type **R** to read, then press Enter.
4. Test the problem control:
 - Press the **Stock Ready** button
 - Press the **Continue** button
 - Press each **Shear** button
 - Move the **Gauge** joystick left or right
 - Press the **Emergency Stop** button

If the computer is communicating with the opto, the opto number displays in the Results box.

Testing the Touch Screen

Use this diagnostic test to verify that the touch screen is working properly.

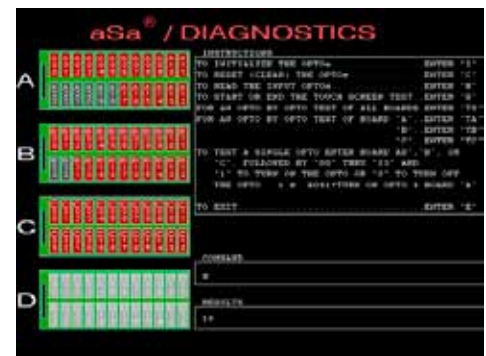
To perform a touch screen test:

1. Type **S**, then press **Enter**.

Your entry displays in the Command box.

2. Touch the screen anywhere.

If the touch screen is communicating with the PC, the X and Y coordinates associated with each touch displays in the Results box.



Q&A with aSa's Consultants

How do I save a file attached to an e-mail? When you receive an e-mail with an attached file, you simply double click the attachment icon. You are then prompted to open the file, or save it to your computer or network. It is just as easy to attach a file to an e-mail. First, locate the file, then click and drag it onto your open e-mail.

Is it possible for an aSa consultant to connect to my computer to help resolve a support issue I am having? Yes, aSa often uses Microsoft Live Meeting to connect with client computers when they call in for more involved support issues. With Live Meeting, our consultants can install software, demonstrate a process, and conduct meetings in *real time*

over any distance.

aSa v7.2 Earns Microsoft's 'Compatible with Windows 7' Status

aSa's newest release meets Microsoft technical requirements for Windows 7 compatibility.




While countless software packages are designed to run in the Windows environment, only a fraction are permitted to display Microsoft's official "Compatible with Windows® 7" logo. aSa v7.2 has been tested to meet all of the technical requirements for compatibility with the Windows 7 operating system.

In order for aSa v7.2 to earn the "compatibility" status, aSa Director of Information Technology Victor Choltco installed aSa software on a Windows 7 64-bit PC, ran a series of diagnostics using special Microsoft-supplied testing software, and submitted the results for approval. Vic credits aSa's programmers and QA staff for carefully following Microsoft's best practice guidelines when developing the software and installation package for v7.2.

Note: Windows 7 is not *required* for aSa v7.2. aSa client software runs on Windows XP Pro; Windows Vista Business or Enterprise; and Windows 7 Professional or Enterprise. Contact us for a complete list of hardware, operating system, and database engine requirements for aSa v7.2.

According to Microsoft, "Compatible with Windows® 7" software:

- is tested for compatibility and reliability on Windows 7.
- passed Microsoft designed tests to minimize the possibility of crashes, hangs, and reboots.
- represents a commitment that the product will continue to work over the life of Windows 7.
- ensures compatibility with Windows 7, both 32-bit and 64-bit editions. 

WELCOME FABRICATORS and SUPPLIERS

Australia

Mesh & Bar Pty. Ltd.
Coolum Beach, QLD
Glendenning, NSW
Laverton North, VIC
Newcastle, NSW

Northern Building Supplies
Salisbury South, SA

Safari Building Products
Canning Vale, WA

North America

C.K. Rebar, LLC
Toledo, OH

Drake-Williams Steel, Inc.
Aurora, CO

**Fricke Management
& Contracting, Inc.**
Murphysboro, IL

Ivy Steel & Wire
Sacramento, CA

Missouri Basin Materials, LLC
Bismarck, ND

Lower Mainland Steel
Surrey, BC Canada
Calgary, AB Canada

Salit Steel
Chatham, ON Canada

Latin America

Metales Panamericanos
Panama City, Republic of Panama

Rhino Rebar, LTD
Grand Cayman, Cayman Islands

Middle East

Absal Steel
Riyadh, Kingdom of Saudi Arabia

Blue Steel Factory
Doha, Qatar

**Technical Factory for Steel
Works**
Jeddah, Kingdom of Saudi Arabia

Europe

ASTP-UK
London, England

WELCOME CONTRACT ESTIMATORS and DETAILERS

Alisa Hardison
Alisa Hardison
Hollywood, FL 33020
Estimating & CAD/Detailing License

The Evolution of BIM

< *continued from page 7*

specifications, project phasing details, scheduling data, and so much more into your design model. Prior to BIM, this information could still be managed, but sharing and coordinating it was much more difficult.

A Changing Mindset. As BIM takes its foothold in the industry, decisions regarding staffing will adapt as well. Currently, architects and engineers design a project, then rely on the detail drafting department to create 2D detail drawings. With BIM, everyone involved with the design of the model will have a hand in understanding the entire project and how every piece fits together.

On the other hand, many architects currently bypass using CAD and other technologies. With BIM, they will soon be forced into the digital world as BIM gains ground in the industry.

An Evolving Process. According to the National Institute of Building Sciences, BIM is the future and is on its way to becoming an industry standard technology for most major construction

projects. However, BIM is currently an evolving process in an industry that is typically slow to adopt new changes. It will take time to develop standards and to get everyone on board.

aSa in the BIM World. aSa is preparing for the leap into the BIM workflow for rebar detailing. At the 2007 aSa Software Forum, Scott Leib announced a collaboration project with Bentley Systems to develop the next generation aSa CAD/Detailing tool. Since then, aSa and Bentley staff have been working together to release a product that is capable of bringing their respective customers closer to the world of BIM than ever before.

Currently, teams from both companies are building advanced rebar functionality into Bentley ProStructures — which includes ProSteel for structural steel modeling and ProConcrete for concrete and rebar modeling. aSa is also developing an add-on to integrate Bentley's 3D modeling package with aSa's existing CAD/Detailing and rebar modules. □

Century of Rebar Experience

< *continued from page 5*

Originally hired as a software programmer for the Interactive Detailing system, **Cathy Friend**, Vice President, Software Development, currently leads the entire aSa software development process. During her tenure, Cathy has managed the Reinforcing Systems and CAD/Detailing departments.

As the original software developer for DOS Estimating, Vice President, Operations and co-owner of aSa, **Mitch Leib** was also instrumental in the *Up and Running* training programs for Bar List and Estimating, and the conversion of aSa Bar List to the Windows platform. Today, Mitch leads the Administration and Multimedia teams, in addition to overseeing all operations while managing human resources and accounting functions at aSa.

Frank Zambotti, Director, Systems Integration, began his career with aSa in 1984, as a software developer. Since then, he has managed the IT department, ensuring that every computer that aSa built and delivered to customers was "perfect." Frank's dedication to detail continues today as he now works closely with all departments to ensure complete system integration, seamless software implementations, and that sales and marketing efforts are coordinated.

As aSa celebrates 40 years in business, we would like to thank our loyal customers for making our industry-leading software and services successful. We also congratulate Michele, Linda, Tim, Cathy, Mitch, and Frank for their dedication to aSa and our clients. □

aSa: The Whole Package

< *continued from page 9*

for projects throughout Saskatchewan. In addition to fabricating rebar, Ardel also supplies several products for residential construction, including steel beams, custom designed teleposts, and channel iron bracing.

Ardel was founded in 1980, when Arnie purchased an existing small fabricating firm. For several years, the company served the residential market, purchasing rebar from local service centers. Eventually, Ardel grew large enough

to buy directly from the mills and broke into the industrial and commercial market. The business grew steadily over the years. In 1996, Craig joined Ardel and added new products and services. The company recently restructured from a corporation to a partnership in order to make future growth easier. Craig, whose title was Vice President before the restructuring, is now President of CLM Enterprises Ltd., a partner of Ardel Steel. □

