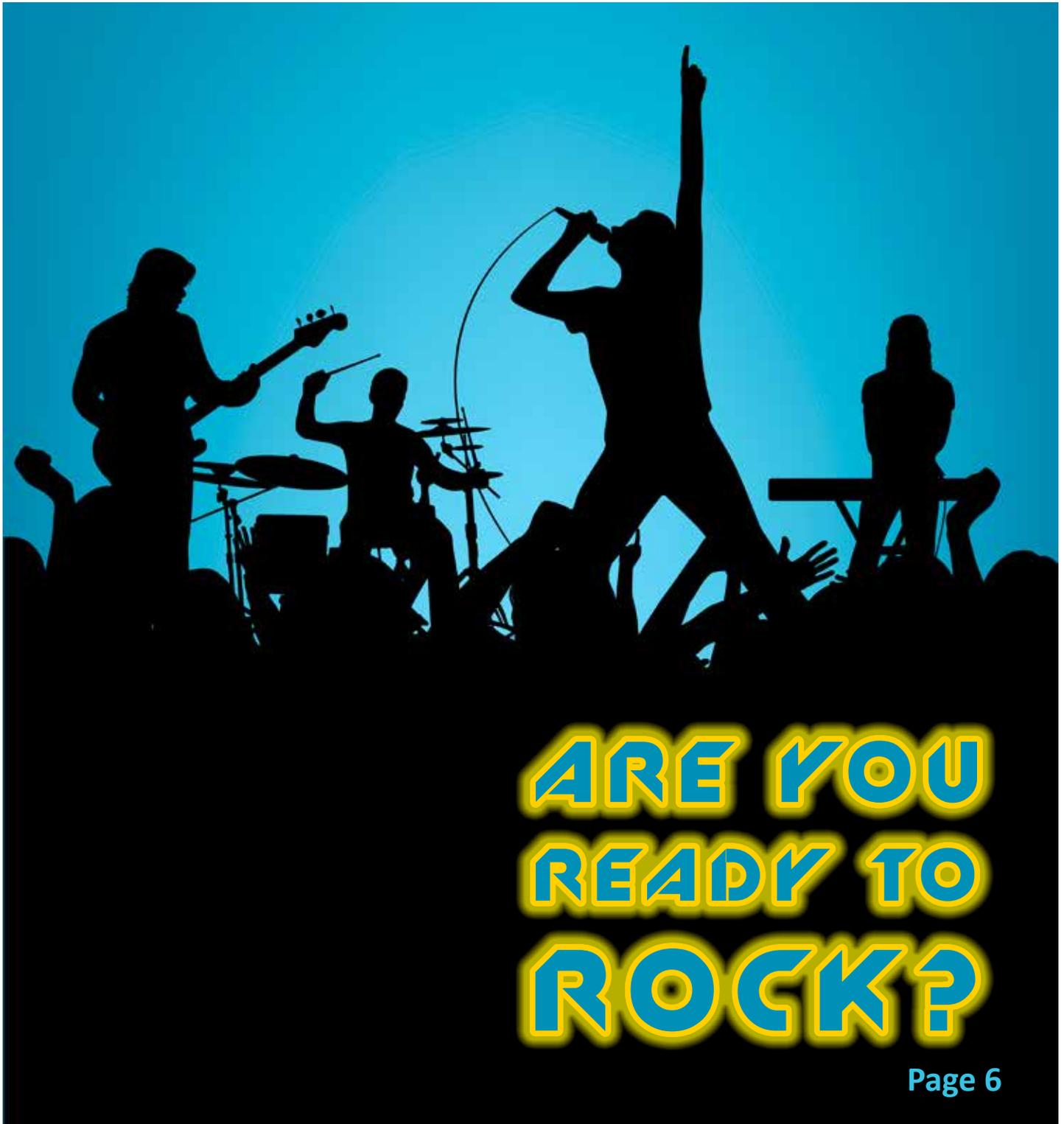# REINFORCER

www.asarebar.com

ARE YOU READY TO ROCK?

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Letter from the President

A Healthy New Year

Sometimes unplanned and unexpected things happen that have a dramatic impact on your life. A little more than a year ago, my wife, Cindy, was diagnosed with breast cancer. Many of you know Cindy through CRSI meetings and the aSa Software Forum. While health issues are generally personal and private matters, I want to share my thoughts with you because this experience has transformed us in so many ways.

Last fall, our daughter, Elena, was adjusting to college life as a freshman and our son, Joshua, was entering high school. Everything was going as planned, and then everything changed. Cindy received her cancer diagnosis. After lengthy chemo therapy, surgery, and radiation treatments, I am grateful to report that Cindy is now doing very well.

I think it is difficult to imagine how a single event can have such an impact. First, the physical and emotional trauma cannot be understated. As Cindy endured each phase of her treatments, her resolve grew stronger even as she became weaker. During that challenging time, our family, community, and aSa friends from around the world lifted us up. Meals, flowers, e-mails, thoughts, and prayers flowed to us. This helped Cindy and our family immeasurably. I cannot even begin to thank everyone for this outpouring of concern. And, I cannot quantify the positive effect this had on us at a time when we really needed support. Knowing that so many people cared and were reaching out to us, made us all feel better.

Thanks to research, breast cancer is more treatable than ever. So, keep on walking, running, and cycling to raise awareness and money for this important cause. Now, for us, every day of life is more special. A walk in the park, a bike ride, a sunrise over the ocean – all are appreciated for their greatness and not taken for granted.

As always, we are grateful for the opportunity to serve your business needs. This year, I would also like to say thank you for your friendship, hope, and encouragement. May all of us have a happy and healthy 2013.

Best regards,

Scott D. Leib
President/CEO

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

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customerservice@asaHQ.com

Reinforcing Applications Support
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Business Applications Support
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aSa News

Free Videos and User Guides Online

Clients enrolled in our subscription plan can take advantage of free videos and user guides on our website.

We have plenty of helpful videos to help you to get the most out of aSa software, as well as PDF user guides for all of our modules.

To see a complete list of videos and user guides, log into our Support site and click *Print user guides and watch training videos* or search our *KnowledgeBase*.

Upcoming Events

World of Concrete

February 5–8, 2013
Las Vegas, Nevada

aSa Software Forum

March 18–20, 2013
Pittsburgh, Pennsylvania

aSa Goes Green with Software Forum Handouts

In an effort to become a greener company and reduce paper consumption, all of our handout materials for the 2013 Software Forum will be available to download using your laptop or mobile device.

We're Listening to You

Our goal is to always improve your experience with aSa. Obvious improvements include an updated software interface, new software modules, or the use of touch-screen technology with our products. More transparent enhancements include our improved call-routing system to answer your questions more efficiently or a redesigned database architecture for increased speed. Many of these improvements were sparked by listening to you ... our customers.

In November 2012, we conducted our annual Customer Satisfaction Survey. We gathered some great input and are currently analyzing the data to see how we can improve your experience. Thank you to all those who participated.

> "*Good product, good people, good service!*"
>
> — *Joey Beeman, Magnolia Steel*
> *from the 2012 Customer Satisfaction Survey*

Check Out the New aSa YouTube Channel

We recently launched the aSa YouTube channel, and we currently have several videos available to help you learn about aSa modules. Our videos include: Bar List, Estimating, CAD/Detailing, Load Tracking, and an overview video that summarizes all the aSa modules. We will be adding additional videos in the coming months.

Current Version

Version 12.2, the newest major release of aSa software, is now available. Clients enrolled in the aSa Software Subscription plan 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.

New aSa Innovations to Debut in Vegas

Visit aSa at World of Concrete—Booth N2720.

Use CRSI's unique code A25 when registering and SAVE BIG:

Free Exhibits-Only registration*

$10 off 3-hour and/or 90-minute seminars

$20 off the Master Certificate Super Pass options 1 & 2

*Restrictions may apply

WORLD OF CONCRETE®
WORLD OF MASONRY | TECHNOLOGY FOR CONSTRUCTION

Want to see some exciting next generation products from aSa? Then you'll want to visit aSa booth N2720 at World of Concrete - February 5-8 in Las Vegas, Nevada. We will showcase our entire line of aSa software, hardware, and shop automation solutions, plus some exciting new innovations that we're planning.

In addition to our core product line, aSa will be featuring a preview of its next generation CAD/Detailing products—ProConcrete and ProRebar. ProConcrete, is a powerful new 3D modeling tool for concrete and rebar. It is the *only* rebar modeling package designed to work with *both* AutoCAD and MicroStation.

aSa ProRebar™ is the new aSa add-on to compliment ProConcrete. It enables you to take off directly

from your model to the aSa database. Once taken off, bar information is available to the entire suite of aSa modules.

The new aSa Opto-Shear Console will also be on display. One of aSa's goals in redesigning its industry-standard Opto-Shear is to bring it onto the Microsoft Windows platform. It also enables you to run stand-alone or connected to your aSa database. The new console has a clean, modern
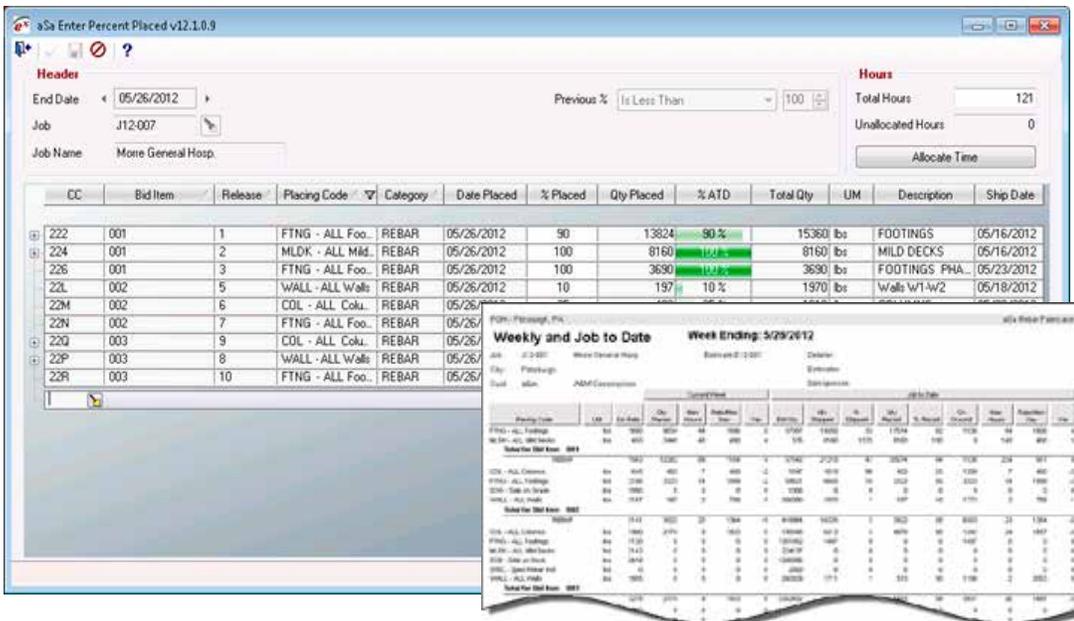
look and feel, with an easier-to-read touch-screen, plus many other features.

With our new dashboard-style app you can display snapshots of real-time data that is most important to your business. The "dashboard" can be integrated into your aSa menu or accessed through a web browser on a PC or mobile device.

Stop by Booth N2720 for hands-on demos of our Complete Rebar Solution®.

Introducing aSa Field Placing

Track installation progress and placing labor with new aSa software module.

The newest addition to aSa's software suite goes beyond the walls of the fab shop. Field Placing helps you to easily manage all of your rebar placing information, from the initial estimate to the last bar installed at the jobsite.

The system is designed around the concept of "placing codes." A placing code is simply a way to identify takeoff items based on placing characteristics. Slabs, foundations, beams, and columns are common examples. Material totals from aSa Estimating automatically load into Field Placing's Set Up Placing Rates screen, where you estimate the labor required for each placing code.

When steel is shipped to the project site, the job supervisor uses a specially formatted worksheet to record percent placed and hours worked each week. aSa Percent Placed and Allocate Time screens let you easily enter the week's hours into the system and associate those work hours with the appropriate placing codes. Future development plans include a mobile app for recording placing details at the jobsite.

Because Field Placing is integrated with the rest of aSa's Complete Rebar Solution, you can easily get big picture information, such as which placing codes have been estimated, detailed, shipped, and installed. The module contains a variety of helpful reports, highlighted by the Weekly and Job to Date Listing, which shows percent placed information for the current week and for the entire project on the same page.

Learn more about
aSa Field Placing

▲ *The Enter Percent Placed screen shows percent and quantity placed to date. Based on the current week's activity, you add installation hours to the project and allocate them to the appropriate placing codes for accurate, up-to-date tracking. The Weekly and Job to Date report gives you a comprehensive picture of the installation in progress.*

ROCK 'N REBAR

aSa Software Forum 2013

> *Thank you to all of the aSa team for a well planned out learning experience. You have such a talented, professional group of employees that work so well together and also like to have fun.*
>
> *Brenda Schuler*
> *Barker Steel*

Are you ready to rock?

The theme for aSa Software Forum 2013 is Rock'n Rebar. This means that in addition to hours of valuable training and great networking opportunities, we've got some really fun activities planned around the world of music. The forum is March 18-20, 2013, at the Sheraton Station Square in Pittsburgh.

About the forum. Every two years, aSa invites all client companies enrolled in the aSa Subscription Plan to the aSa Software Forum. We use this time to review our software, provide training, exchange ideas, and plan for future development. The event features more than 40 training sessions to help you become more productive with aSa products. (This is a great bargain compared to regular training rates!) Your participation will help you to get the most out of your system, both now and into the future.

New in 2013. At this year's forum, we're taking skills training to a higher level. We'll still have dozens of classroom-style sessions, plus, we're adding several "workshops" to the mix. In these sessions, computers loaded with aSa software will be set up at round tables, giving you and a group of your peers the chance to practice the skills you learn together. Workshops include Estimating, Production, and ProConcrete/ProRebar.

Another new element we're introducing this year is the Technology Open House. We'll have scanners, TouchTrackers, tag printers,

have in-depth training featuring the MicroStation version of ProConcrete. Additionally, you'll learn about ProRebar™, the aSa add-on for drawing takeoff and integration with downstream operations modules.

Another initiative you'll get to preview at the forum is aSa Insight, a new training model that lets you take courses on the web, test your knowledge with online quizzing, and practice your skills with follow-along tutorials.

Reinforcing sessions will include demonstrations of Scheduling and Production enhancements, such as drag-and-drop trailer scheduling and bend class assignment. We'll also show off prototypes of our "next generation" solutions, including the new aSa Shear Controller. We'll ask for your ideas to help guide future development of aSa products.

Networking opportunities. Breakfasts, lunches, and hospitality nights — all included in your forum registration — provide plenty of chances for you to make friends and share ideas with your industry peers. Tuesday afternoon, plan to attend the Industry Expo, where rebar equipment manufacturers and contract estimators and detailers will share information about their solutions and services.

Rockin' entertainment. This year, we're cranking up the volume with rock 'n roll-

data backup solutions, and more on display throughout the forum. Stop by at your convenience. Representatives from our IT and Reinforcing teams will be on-hand to demonstrate aSa solutions and answer your questions one-on-one.

Innovative and exciting. At the last forum, we previewed an early development version of ProConcrete, the 3D modeling tool developed by aSa and Bentley Systems. At that time, ProConcrete worked exclusively with AutoCAD. In 2013, we'll

themed activities. We've got a big room and some musical fun planned for Monday night's hospitality. On Tuesday evening, we'll head over to the Hard Rock Café (only steps from the Sheraton) for a great dinner surrounded by cool artifacts from rock'n roll history. Guests will go on a scavenger hunt to locate specific items within the venue's incredible collection of memorabilia. The acoustic rock band Pyro Gel — featuring aSa's own Dominick Ciccone, Victor Choltco, and Matt Ferris — will perform live on the Hard Rock stage. Wear your favorite concert T-shirt Tuesday evening!

Visit asarebar.com/forum to get all the details and to register online. We hope to see you in the 'burgh!

Why You Should Attend the aSa Software Forum

- **See our newest innovations.**
  Next generation shear console, drag and drop trailer scheduling, and ProConcrete.

- **Great bargain on skills training.**
  Your registration includes dozens of productivity-boosting workshops.

- **Provide feedback.**
  Help design aSa tools that will make you more efficient than ever.

- **Network and have fun.**
  Hospitality nights, live acoustic rock concert, and a special dinner at the Hard Rock Café are all included.

> "*This was my first time at an aSa Software Forum and it was immensely informative.*
>
> *To learn about the product from some of your brightest consultants and staff was incomparable. Being able to put faces with names of people I have spoken with over the phone or through e-mail was also great.*
>
> *I also got to meet people who are also in the field I am in. Overall, I had a wonderful week. Thank you for that opportunity.*"
>
> *Scott Mark*
> *APS Supply*

Three Generations of Rebar Fabrication

Family-owned McNish Steel continues to make an impact in western Canada's reinforcing steel market.

Canadian fabricator, McNish Steel Ltd and aSa recently celebrated their 30th anniversary of working together. Both family-owned businesses have found that customer loyalty and longevity come as a result of excellent customer service.

▲ *McNish Steel Founders.*
Bill McNish (left) and son Wallace established McNish Steel in 1978. Wallace credits hard work and technology with the business's growth and success over the years.

McNish Steel, now in its third generation as a family-owned business, uses nearly every module in aSa's software suite.

When Bill McNish, one of the founders of McNish Steel Ltd, was growing up in Dumfries, Scotland, the business climate was a little different than it is today. It was a time when working hard was the best way to get your projects done on time. While hard work is still very important, working smarter and using technology to its maximum potential has been the proven combination for McNish Steel's successful history.

In 1958, Bill moved his family from Scotland to join a friend in Alberta, Canada, to work in construction and on drilling rigs. Twenty years later, McNish Steel was started by Bill and his son, Wallace.

In those early days, Wallace pushed for the company to use more technology to increase productivity. While Bill didn't always agree with his son's ideas, he often accepted them

and the decision to use technology paid off. It soon became obvious that eliminating scrap through optimimized rebar shearing was essential for McNish to be competitive. While researching optimized shearing solutions, the Concrete Reinforcing Steel Institute (CRSI) referred the McNish's to aSa. In 1982, McNish purchased aSa software and the relationship between McNish Steel and aSa began.

Today, Wallace manages their Calgary office, where he specializes in estimating and detailing, His sister Betty has taken over managing the original Edmonton office and fabrication shop.

Betty's children, Marion and Jamie Fyshe, are now the third generation to join the business, and they've also gained experience with aSa software. "It has been a real advantage having Marion and Jamie on board because they have dug into aSa and have found ways to get more out of the software. That's inspiring to see," says Betty. Both Marion and Jamie spent several summers working in the shop, where they familiarized themselves with the McNish business

environment and daily operations.

After graduating from McGill University, Marion was hired full-time as Production Coordinator. She manages shop production, deliveries, and trailer load scanning. aSa's barcoding solutions have proven valuable to McNish's success. Wallace implemented optmized shearing in the 1980s, but Marion has fine-tuned the process at McNish. While she uses most of the aSa modules, Marion's focus is Scheduling and Production. Marion says, "The great thing about aSa is that all the modules are connected, and we can get data about our business in a variety of formats. To remain

competitive, you can never have enough data about your shop."

During his summers, Jamie gained experience running all of McNish's shop machinery. Jamie, Shop and Safety Coordinator, controls all incoming steel and remnants, and manages the safety initiative for the company. "Knowing the history of how our grandfather started and ran a successful rebar business, there is a sense of pride being a third generation McNish, and that's what motivates me," says Jamie.

Perhaps Wallace sums it up best, "What separates McNish from its competition is easy—technology, excellent customer service, and being a tight-knit three-generation, family-owned business."

◄ *Long-term relationship.*
The McNish and Leib families recently celebrated 30 years as business partners as well as a great friendship.

Shown at the 2011 aSa Software Forum are (left to right), Mitch Leib, Jim Leib, Josh Leib, Scott Leib, Elena Leib, Cindy Leib, Betty McNish, Wallace McNish, Marion Fyshe, and Jamie Fyshe.

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 Service. If you are a supported client, you will need a username and password to log into the site.

To register, log into our Support webpage, then click the Register button.

D O I T Y O U R S E L F

Match the Scale of Imported Elements to Your MicroStation Drawing

The "3 Point Scale" tool enables you to quickly and accurately scale elements copied from an AutoCAD drawing or other third party file to match the scale of your current MicroStation drawing.

1. Place a fence around the area that you want to scale.
2. Click **Scale** on the main toolbar.
3. On the Tool Settings dialog for the Scale command:
   a. Set the Method to **3 Points**.
   b. Check **Proportional** so the drawing will scale in both the X and Y axes.
   c. Check **Use Fence**.
4. Select the points to scale by:
   a. Point 1 – Starting point.
   b. Point 2 – Reference to known dimension.
   c. Point 3 – Use AccuDraw to enter the new distance from the starting point (Point 1).

Example:
1. Place the *first point* at the origin of the element.
2. Place the *second point* at the current end point of the element.
3. Enter the new distance in the AccuDraw Length field.
4. Press **Enter** (*third point*) to set the new distance from the origin (point 1).

Q&A with aSa's Consultants

Need Answers?
The new and improved KnowledgeBase in the Support area of our website contains FAQs, videos, and printable guides.

Log into the Support website, and click *Search our KnowledgeBase*.

I am a contract estimator, and I want to send my completed estimate to my fabricator customer. What file(s) do I send? You'll want to talk to your customer for a definite answer, but here is some information that might help.

■ If the customer uses aSa Estimating **and** they want the ability to modify the estimate you create, you will need to export the estimate: Select Activities > Export Estimate. This creates an Estimate Data File (EDF), which you can e-mail to your customer. The fabricator can then import this file into their database and make changes like any other in-house estimate.

■ If the customer does not use aSa Estimating **or** they do not need to modify the estimate you create, you can generate a PDF version of the Estimate Report and send it to them. Simply create the report as you normally would. Then, in the report viewer, click Export to PDF.

Automating Bundle Inventory

Cascade Steel prints CRSI standard 2D barcodes on its stock bundle tags.

The first step in any heat tracking system is recording receipts when bundles arrive from the mill. By including specially formatted 2D barcodes on its mill tags, Cascade Steel makes the receipt process quick and simple for fabricators using aSa Bundle Inventory. Developed by the Concrete Reinforcing Steel Institute (CRSI), the 2D standard is a consistent format for embedding material and heat data from each stock bundle into a barcode. When fabricators receive material, they can load this information into the aSa database by simply scanning the tag.

Fabricators receiving stock from mills that don't use the standardized barcode format must manually enter receipt information into the system, print separate bundle inventory tags, and apply them to each stock bundle. By including the 2D codes on their own mill tags, Cascade eliminates the time required for data entry and re-tagging.

About Cascade Steel. For over 40 years, Cascade Steel Rolling Mills has been providing the Western U.S. and Canada with high quality steel products produced from recycled scrap metal at its state-of-the-art electric arc furnace steel mill.

If your supplier does not include the CRSI standard 2D barcode on its stock tags, tell your mill representative that this is a value-added service that is important to your company.

WELCOME FABRICATORS and SUPPLIERS

Acier AGF - Newfoundland
Longueuil, QC CANADA

Guaranteed Supply Company
Greensboro, NC

GC Steel & Accessories, LLC
LaFeria, TX

Geer Fabrication Services
Gillette, WY

HarMacRebar & Steel Corp.
Fryeburg, ME

Nufab Rebar LLC
Pell City, AL

Puget Sound Steel
Kent, WA

RC Structures, Inc.
Syosset, NY

Sherman Dixie
Nashville, TN

WELCOME CONTRACT ESTIMATORS and DETAILERS

Forrest Bolebruch
Cape Coral, FL
CAD/Detailing License

Derrick Kruger
Ramona, CA
CAD/Detailing License

Mitchell Simon
Jacksonville, FL
Estimating License

William G. Sebastian, Jr.
Williamstown, NJ
Estimating License

Crites Reinforcing Detailing Svcs.
Poplar Bluff, MO
CAD/Detailing License

John Strafach & Sons, Inc.
Westerly, RI
Estimating License

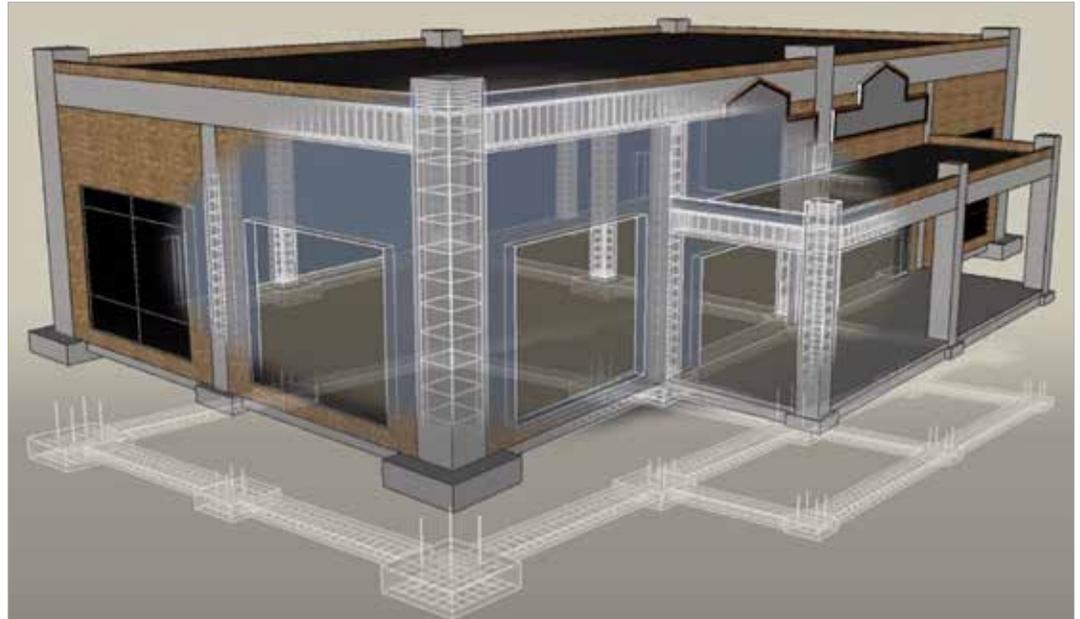**Terry M. Plowman**
Locust Grove, GA
Estimating License

*Download the
aSa Contract Rebar
Estimator/Detailer
Directory*

Now Available: ProConcrete & ProRebar™

3D design tools developed by aSa and Bentley open the world of building information modeling (BIM) to rebar detailers.

▶ *3D BIM Modeling.* *View modeled concrete and rebar from any angle or distance to find and correct congestion problems or design flaws before they become issues at the jobsite. From a single 3D model, ProConcrete automatically generates 2D placing drawings and schedules based on customizable options you set.*

For a limited time, there are no license fees for aSa CAD/Detailing (with MicroStation) users to install and begin using the MicroStation version of ProConcrete with ProRebar. Qualified users must commit to formal training, as well as a two-year enrollment in the aSa Software Subscription Service and Bentley Select for the products.

To learn more, contact websales@asaHQ.com or call 1.800.CALL.ASA.

A fter several years of development, we're excited to announce the first official release of ProConcrete and ProRebar™.

ProConcrete is a 3D modeling package for developing concrete and rebar in a structure. ProRebar™ is a special add-on to ProConcrete for creating material takeoffs and integrating your model with downstream aSa applications.

Several key features set ProConcrete apart from other concrete modeling packages. For example, it is the only concrete modeling tool designed to work with both MicroStation and AutoCAD.

Additionally, when you model a bent bar, the system automatically understands and identifies the shape based on your building code and pre-defined shapes. If the shape doesn't exist, easy-to-use tools allow you to define nearly any custom shape you need. With the ProRebar™ add-on installed, ProConcrete is the only concrete modeling tool with a database-level connection to aSa operation modules.

If you currently use aSa CAD/Detailing, there are no new license fees to install and begin using ProConcrete and ProRebar™ with MicroStation. See the sidebar for details. To get you started, a web-based "Introduction to ProConcrete" course will be available. In-depth instructor-led training is currently being scheduled. Workshops are also scheduled for the aSa Software Forum, March 18-20. For more info, contact websales@asaHQ.com. ☐

See ProConcrete and ProRebar™ in action at World of Concrete and the aSa Software Forum!