

# REINFORCER

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**aSa CUSTOMER FEATURE**

## Dual Tunnels Help Miami's Traffic Woes

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## Letter from the President



## Personal Reflection

This year, I celebrate my 25th anniversary at aSa. It's hard to believe that 25 years has passed. Looking back, so many things have changed since I started working at aSa:

aSa	1987 (Then)	2012 (Now)
Platform	Digital PDP11-73	PCs
Operating System	RSX11M+	Windows 7
Internet	Limited	Yes
Emoticons	Limited	:-)
Barcoding	For rebar?	Yes
Wireless Scanners	In my shop?	Yes
Smartphones	Huh?	Yes
GPS	What?	Yes
Bluetooth	Blue who?	Yes
Tablets	Stone?	Yes
PC Hard Drives	40 MB	1+ TB
aSa Staff	15	60
aSa Office	Rent	Own
aSa Locations	1	3

aSa Staff - 1987 and 2012	Years @ aSa
Beth Burik, Receptionist	32
Michele Albert, Director, Bus. Sys.Dev.	30
Frank Zambotti, Director, Sys.Integration	28
Mitchell Leib, VP, Operations	27
Cathy Friend, VP, Software Development	27
Tim Berg, VP,Business Development	27
Scott Leib, President/CEO	25

Personal	1987 (Then)	2012 (Now)
Married	No	Yes
Children	0	2
Hair	Yes	Some
Gray Hair	No	Yes
Weight	Don't ask	Don't ask

All joking aside, I am grateful for my time at aSa. Working with our staff and customers has turned work into pleasure. I am so appreciative of the special relationships I have formed over the years. It has been and continues to be my honor to serve you. I am looking forward to the next 25 years, as we move aSa forward with ProConcrete and a new generation of aSa products. Years from now, we will look back and ask, "How did we ever live without this?"

Best regards,

Scott D. Leib  
President/CEO

## REINFORCER

Volume 19, Number 2

### EDITOR

Jerry Born

### ASSOCIATE EDITOR

Jason Butina

### AUTHORS

Jason Butina, Scott Leib,  
and Jerry Born

### LAYOUT & DESIGN

Jerry Born

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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**

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### Reinforcing Applications Support

[racsupport@asaHQ.com](mailto:racsupport@asaHQ.com)

### CAD Support

[cadsupport@asaHQ.com](mailto:cadsupport@asaHQ.com)

### Business Applications Support

[bacsupport@asaHQ.com](mailto:bacsupport@asaHQ.com)

### IT Support

[itsupport@asaHQ.com](mailto:itsupport@asaHQ.com)

### Sales

[websales@asaHQ.com](mailto:websales@asaHQ.com)

## Contact aSa

Applied Systems Associates, Inc.  
5270 Logan Ferry Road  
Murrysville, Pennsylvania 15668  
Web: [www.asarebar.com](http://www.asarebar.com)

Toll Free: 1.800.CALL.ASA

Phone: 1.724.733.8700

Fax: 1.724.325.5553

aSa Australia: +61.429.227.891

aSa India: +91.9870284190



## Free Webinar Training

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

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

To see a complete list of upcoming webinars, visit [www.asarebar.com](http://www.asarebar.com).

Click **About aSa > Events Calendar**

## Upcoming Events

### World of Concrete

February 5–8, 2013  
Las Vegas, Nevada

### aSa Software Forum

March 17–21, 2013  
Pittsburgh, Pennsylvania

## aSa Goes Green with Paperless Billing

aSa customers now have the opportunity to receive PDF invoices via e-mail. Because it eliminates paper, envelopes, and resources required for delivery, electronic billing provides a great environmental benefit over traditional mail. If you haven't already signed up, all you need to do is fill out the quick online form at [www.asarebar.com/apcontact](http://www.asarebar.com/apcontact).

## aSa Announces Retirement Schedule for Legacy Software Versions

In order to focus our efforts on *new* research and development, older versions of our products will be “retired” based on the following schedule:

Current supported versions as of June 1, 2012 are:

Versions 12.1, 7.25\*, and 7.2 IR2\*

\*Retirement Schedule:

- 7.2 IR2 - September 30, 2012
- 7.25 - December 31, 2012

**Note:** All software releases prior to v7.2 IR2 are officially retired.

Our consultants will continue to provide phone and e-mail support for all products, including retired versions. However, we will not make any code changes — including patches, upgrades, or enhancements — for versions that have been retired. If you require a “fix” to a particular product, and your version has been retired, you must upgrade to the newest version.

Remember, if you are enrolled in our Software Subscription Service, there is no charge to install new versions of aSa.

## MicroStation V8i SELECT Series 3 Now Available

Bentley recently released MicroStation V8i SELECT Series 3. The upgrade includes many enhancements that will benefit aSa CAD users. Contact our CAD team for more information.



## Why You Should



## us on Facebook



## Top reasons to “like” the aSaRebar Facebook page

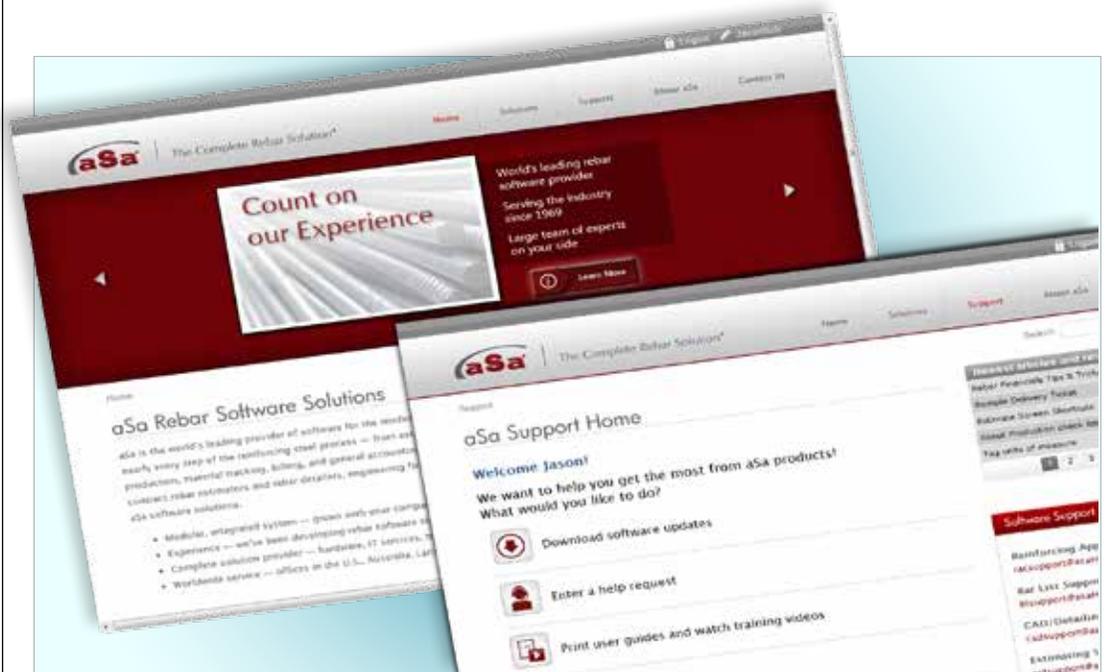
1. Communicate with aSa and your peers in the rebar industry.
2. Get up-to-date information on what's happening at aSa.
3. It's easy to do! Just scan the QR code below or browse to the link. Then, click the “Like” button on our page.



[www.facebook.com/asarebar](http://www.facebook.com/asarebar)

## Coming Soon: The New [asarebar.com](http://www.asarebar.com)

We redesigned our company website to be more attractive, interactive, and helpful.



**W**hen we built the new site, we did more than give the old one a facelift. We focused much of our attention on making the Support section a truly valuable source of answers and ideas for aSa software users.

The first thing you notice when you visit the new [asarebar.com](http://www.asarebar.com) is the bright, clean interface. Informational pages for each module are “branded” with icons that match those on the aSa Menu. Large colorful buttons highlight action items, such as viewing documents, launching videos, and sharing pages via social network sites.

If your company is enrolled in our Software Subscription Service and you are currently

registered, you will have to re-register on the new site. Simply click Register in the upper right of the screen and fill out the online form. You’ll receive an e-mail from us when your account is activated. Once you are activated, log in to view Support pages, which are hidden from the general public.

In the Support section of the site, you’ll find many new resources and improvements, including an

RSS-enabled KnowledgeBase with more than 150 topics; a library with dozens of user guides and training videos; and a discussion board where you can share answers and solutions with other aSa software users.

Be sure to visit often — each week, the site will have new articles, FAQ topics, training resources, and other helpful information — and don’t forget to share the site with your friends and industry peers! 

▲ **New website on the way.**  
We are currently testing the new site and expect to “go live” by August 2012.

## Spotlight on Information Technology

The experts who keep aSa's own internal network running smoothly can be *your* IT partners, too.



**T**hanks to recent upgrades by our IT Services team, aSa's network is faster and more efficient than ever. The same team can help you improve performance, safeguard your data, and get the most from your investment in computing hardware.

In 2012, aSa implemented major upgrades to the company's network. Victor Choltco, Director of IT Services, led the effort to install new network switches, tape backup library, virtual server cluster, and storage area network (SAN).

Vic notes that the technology aSa implemented in-house can serve as a model for aSa customers upgrading their own networks. He explains that

in the past, a "server" was typically a physical computer with enough resources to serve a network's data sharing and storage needs. With server virtualization, a single physical computer can host multiple virtual machines. "For example, an aSa customer could have a file server, database server, and two or more Terminal Servers all on one computer," explains Vic. This provides a substantial savings in energy consumption, warranty

costs, and maintenance," says Vic.

"aSa IT Services provides complete turn-key solutions. We help customers assess their needs, and we work with them to determine the best and most cost-effective hardware to purchase. Then, we install and configure all the components — including pre-loading aSa software before shipping the hardware to the customer site. We often go on-site to set everything up, too," Vic continues. ☐

### Technology glossary

#### Virtual Server

A server that hosts multiple virtual machines. The virtual machines share the host computer's hardware.

#### Storage Area Network (SAN)

A dedicated high speed network of storage devices that can be accessed by multiple computers.

#### Gigabit Switch

A switch is a device that filters and forwards packets of information between resources on a network. Gigabit refers to the rate of information transfer: 1,000,000,000 bits per second.

#### Terminal Server

A "server" that allows users on various computers to run client software remotely. For example, aSa Rebar Financials is often run via Terminal Server so that it does not have to be installed and maintained on dozens of individual PCs.

▲ **The backbone of aSa's network.** Victor Choltco, Director of IT Services and Michael Rathburn, Sr. Technical Specialist, manage aSa's rack-mount servers, network switches, and data backup system. aSa's network, which was upgraded in 2012, serves the computing needs of the company's 60 employees.

## Small Fabricator Thinks Big

Klein Reinforcing builds a comprehensive rebar solution by adding aSa modules over time.



“We operate lean and mean,” says Mark Kulzer, owner and president of Klein Reinforcing Services, Inc., a small fabricator in Spencerport, New York, near Rochester. To illustrate the fact, Mark points out that he is a jack of all trades, doing the work of office manager, salesman, estimator, and shop supervisor. Klein Reinforcing serves the upstate New York area, primarily from I-81 west.

Mark says service and experience are two keys to his company’s success. “The job you service today, is what gets you the job tomorrow,”

he says. “Because we’re small, we’re very flexible. We can produce orders quicker than some of the larger companies,” Mark adds.

He explains how he came to own Klein Reinforcing. Mark worked as a detailer for a rebar company in the 1970s. When that company went out of business in 1980, his former supervisor suggested to the Klein family that they open a rebar shop and hire Mark to run it. “Basically, we started a rebar company from scratch,” says Mark, who later purchased the rebar

“The job you service today,  
is what gets you the job tomorrow.”

— Mark Kulzer, President, Klein Reinforcing

▲ **Treatment plant project.** Klein Reinforcing Services, Inc., is in the final phase of providing reinforcing for its largest project ever, the Webster Water Treatment Plant, which required more than 4,500 tons of rebar over three phases. The facility, located in a suburb of Rochester, is scheduled to be operational in April 2013.

division from the Kleins in 1991.

Another factor in the company's success is aSa software. Klein uses nearly every module that aSa has developed. Mark explains, "As a small company, I know we've never been in a situation where we could afford to go out and immediately buy all the aSa software modules that we have now. But if you never start, you'll never get there. I feel that (over the years) we're building up our system. We're taking it to a higher level."

Like most rebar companies that rely on aSa, Klein started with the core modules of Estimating, Bar List, and Production. The company added Rebar Financials in 2000. "The main benefit of Rebar Financials is it's seamless," Mark says, adding "It eliminates clerical errors. From detailing to invoicing to steel going out the door, there are no gaps. (The system ensures that) nothing can be overlooked."

Klein added Scheduling, Shearing, and Load Tracking in 2009. Mark explains that before his company used aSa Computer Shearing,

the shearman had full responsibility for all the cutting, and he would do the math on the fly. "Since we implemented aSa Shearing, we have had a dramatic decrease in the remnants we produce," says Mark.

This year, the company added Bundle Inventory and Material Tracking. "With aSa, we're 100 percent accurate in tracking heat information. Even when we pull a remnant from the pile (to fabricate from), we know its heat information," says Mark, noting that many Western New York projects are now LEED certified, which requires accurate heat tracking.

Mark points out that employees, particularly in the shop, were a little resistant to changes at first. "But you can't argue with the results.

The remnant pile is much smaller, and we are sure there won't

be a truck leaving while a bundle (that should have been loaded) remains in the pocket," he notes.

Mark talks about the long-term relationship he has had with aSa. "What sold me on aSa many years ago was the people ... Jim (Leib) and Glenn (Joyce) at the time. Now you've got a good team with the Leibs, Tim Berg, and others. Software companies come and go, but when you invest all this money in something, you want to know they'll be there in 5 years, 10 years, to support what you've got," concludes Mark. □



**“With aSa (Bundle Inventory and Material Tracking), we’re 100 percent accurate in tracking heat information.”**

— Mark Kulzer  
President

◀ **The aSa Shearing advantage.** Mark Kulzer of Klein Reinforcing says aSa Shearing was a big help on the recent treatment plant project, noting, “We had a lot of number 8, 9, and 10 bar, and you don’t want a lot of that ending up as remnants and scrap.”

“Without aSa Material Tracking, we would need one to two employees just to manage heat info alone for the project. It would be difficult to keep up with FDOT requirements.”

— Carlos Lopez  
General Manager

▲ **Port of Miami Tunnel.** As the 42' diameter tunnel boring machine advances to remove the soil, the pre-cast concrete liner (ring) is installed in segments to form the actual finished wall of the tunnel. After the liners are placed, grout is pumped into the space between the soil and the liner to fill any voids. Each ring of the liner consists of eight segments. Each concrete segment weighs approximately 13 tons.

## Dual Tunnels Will Alleviate Miami Congestion

The ability to efficiently assemble rebar cages for pre-cast concrete segments helps Florida-based Steel Works Rebar Fabricators land a major 22,000 ton project.



The Port of Miami has long been a shipping hub for trade, commerce, and the cruise ship industry. The port connects Miami, Florida, with the rest of the world. The Florida Department of Transportation (FDOT) and the city of Miami are currently constructing a secondary access route to the port on Dodge Island.

Existing roadways to the port route large trucks and tourist traffic through downtown Miami. The excess traffic has become a safety concern for businesses and pedestrians. To complete the project, aSa customer Steel Works Rebar Fabricators, LLC is working with French contractor Bouygues Civil Works Florida to cut and place 22,000 tons of reinforcing steel that includes roughly 12,000 tons of assembled rebar cages. The rebar cages

are placed into a concrete mold to form a segment. Eight segments lock in place to form a ring. 12,160 segments are used to create 1,520 rings for the 42 foot diameter by 4,250 foot long dual tunnels that will join Watson and Dodge islands approximately 120 feet beneath the floor of the main shipping channel in Biscayne Bay.

Steel Works is owned and managed by the Lopez

family. With more than 35 years of experience in the rebar industry, Gustavo Lopez is president and CEO. In 2007, with son Carlos, and daughters Carolina and Juanita, Gustavo established Steel Works in the Miami area. The company supplies reinforcing to southeastern Florida, from West Palm Beach and south to Key West. Before opening Steel Works, the Lopez family owned Sidoc, a steel mill in Colombia.



◀ **Assembling segment cages.** Steel Works crews assemble approximately 32 cages daily in a 5mm rotating jig. The bars are cut, bent, and tied into place. After leaving the Steel Works shop, they are placed into molds that form the segments of the tunnel liner.

▼ **Assembled in the shop.** It rains nearly every summer day in south Florida. The ability to assemble segments inside the Steel Works' shop saves contractors many hours of on-site placing due to frustrating rain delays.

With approximately 32 employees, Steel Works runs its business with most of aSa's suite of products. Recently, Steel Works implemented aSa Bundle Inventory and Material Tracking. Material Tracking's ability to track mill certs and heat information for every bar is one of the primary reasons why Steel Works chose aSa's industry-leading rebar solutions. To meet the 150 year guarantee required by FDOT, Steel Works needs to report heat info daily for every segment they produce for the tunnel.

"We are cutting enough steel for 48 segments daily, for a total of 43 tons of steel every day," says Carlos Lopez, General Manager and co-owner. He continues, "Without aSa Material



Tracking, we would need one to two employees just to manage heat info alone for the project. It would be difficult to keep up with FDOT requirements."

Each segment is assembled using #4, #6, and #7 bars, and the requirements have changed several times since the original design. The ability to adjust its

shearing schedule on the fly is critical for Steel Works. Optimizing shearing and limiting the amount of waste is also crucial, especially with frequent design modifications. "(With aSa Production) we have reduced our scrap from 5% to 3.5%; that keeps us competitive in today's cost conscious market," says Carlos. □

“(With aSa Production) we have reduced our scrap from 5% to 3.5%; that keeps us competitive in today's cost conscious market.”

— Carlos Lopez  
General Manager

## 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.

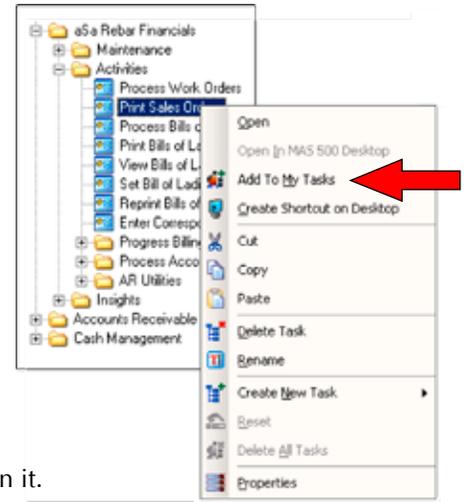
To register, log into our Support webpage, then click the Register button.

## DO IT YOURSELF

# Personalize Rebar Financials

The standard MAS 500 menu can be a bit daunting with its folders and subfolders, and it can be time-consuming to be continually opening folders to find the task you need. Fortunately, you have the option of creating a personalized menu of your own that lists only the tasks you use. This is the “My Tasks” menu, and it is very easy to set up.

1. The MAS 500 menu on the left side of the business desktop should have two tabs—at either the top or bottom of the menu—Tasks and My Tasks. If you don't see both tabs, click **View** on the menu bar at the top of the screen and select **Show Tasks Explorer Bar** and **My Tasks Explorer Bar**.
2. Open the appropriate folders/subfolders until you find a task that you use on a regular basis. For instance, Process Sales Orders is found in the aSa Rebar Financials > Activities folder.
3. When you find the task you want, right click on it. Select **Add to My Tasks** from the pop-up menu.



Now, when you click the My Tasks tab, you will see Process Sales Orders listed there.

**Extra tip:** You can rename any task. Simply right click on the task and select **Rename** from the pop-up menu. Enter a custom name for the task.



## Q&A with aSa's Consultants

**What exactly is fabricated mesh?** Fabricated mesh refers to mesh sheets that are cut and bent to meet customer or jobsite requirements. Unlike “normal” mesh items, which are billed per sheet or per roll, fabricated mesh often includes markups for cutting and bending the material. Additionally, you can generate special tags for fabricated mesh items.

**I know that Load Tracking validates that material is being loaded onto the correct trailer, but how does the system know which trailer is the correct one?** Trailer assignments can be handled one of two ways. Scenario 1: You use aSa Scheduling's Load Building screen to assign a control code to a particular trailer. Scenario 2: If no trailer is assigned in Scheduling, when you scan the first tag for a control code to validate loading, the scanner prompts you to assign the control code to the active trailer.

## aSa's New Face Down Under

Ben Mead brings a wealth of experience to aSa Australia.



**Ben Mead, aSa Australia**  
[ben.mead@asaHQ.com](mailto:ben.mead@asaHQ.com)  
+61.429.227.891

aSa's new representative in Australasia didn't have time to ease into the position. His first week on the job, Ben Mead helped a customer in New Zealand with a large implementation.

That's not to say he wasn't prepared. Ben gained significant experience using aSa software when he served as Operations Manager at the rebar company, BRISREO in Brisbane, Australia. Additionally, he helped implement aSa and train users at AUSREO, BRISREO's parent company. He has also worked for OneSteel, the largest rebar mill/fabricator in Australia.

Ben provides aSa product sales, as well as implementation, training, and support services to the reinforcing steel industry in Australia, New Zealand, and the surrounding region.

In addition, Ben's company, BeCaZZ Workplace Solutions Pty Ltd, provides specialized training services for safety and operations in the manufacturing industry.

"I am excited by this opportunity to be working with aSa. I look forward to helping improve business where possible for rebar companies in my part of the world," says Ben.

Ben is married to Cathy Boorman. Together they have two children, Zachary and Zali, and enjoy the Australian bayside lifestyle of Northern Brisbane in Brighton, Queensland.

So what happened to Steven Selig, who served as Director of aSa Australia? The plan was for Steven to return to Pittsburgh in July 2012. Instead, Steven accepted a position with Apple at their headquarters in Cupertino, California. We are very appreciative of all the work Steven did for aSa during his three years in Pittsburgh and four years in Australia. We wish him well in his new endeavor!

Steven and Ben have been working together to ensure a smooth transition at aSa Australia. Please join us in welcoming Ben to aSa. ☐

### WELCOME FABRICATORS and SUPPLIERS

#### Middle East

**Al Rashed Steel Products Mfg.**  
Al-Khobar SAUDI ARABIA

#### New Zealand

**Steel & Tube Reinforcing**  
Auckland  
Christchurch  
Dunedin  
Hamilton  
Nelson  
Palmerston North  
Wellington

#### North America

**Alamillo Rebar, Inc**  
Union City, CA

**ARMAFAB**  
Rouyn-Noranda, QC CANADA

**Contractors Steel Supply**  
North Haven, CT

**HarMac Rebar & Steel Corp.**  
Sayreville, NJ

**Illini Concrete Company of Illinois**  
Tremont, IL

**Low Country Steel**  
Winston-Salem, NC

**Salit Steel**  
Etobicoke, ON CANADA

### WELCOME CONTRACT ESTIMATORS and DETAILERS

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**Pinelands Detailing Service, Inc.**  
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March 17-21, 2013

**aSa** Software Forum 2013

The aSa Software Forum is a special event, held every two years, in which we invite all aSa software users to Pittsburgh to share ideas, network with others in the rebar industry, and become more productive with aSa solutions.

- See the next generation of rebar detailing: aSa and Bentley ProConcrete Building Information Modeling (BIM)
- Get a bargain on skills training: your registration includes dozens of productivity-boosting workshops
- Give us your feedback: help design new aSa tools that will make you more efficient than ever
- Learn about shop equipment, rebar accessories, and contract services at the Industry Expo
- Network and have fun at hospitality nights and a special dinner for all attendees
- Enjoy great food and entertainment

**ROCK 'N REBAR**  
aSa Software Forum 2013



*EARLY REGISTRATION OPENS NOVEMBER 2012*