

REINFORCER

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Like Family ...

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*.

ustomer and employee feedback is important to aSa's success. In 1971, our first "Users' Meeting" was held to gather customer input for design and development of our Bar List program. The 2007 Software Forum showcased innovative new products and included important feedback sessions.

More recently, we conducted our first formal customer satisfaction survey in August and September. We received constructive feedback about aSa products and service (some terrific comments and some that were not so flattering). All of this helps us to focus on what we do well and what we need to improve. (See Linda Scolieri's article on Page 5.)

One comment from our survey that consistently stood out was the family-like atmosphere at aSa. A large percentage of aSa's customers have relied on our products for more than 20 years, getting to know our staff, almost like family. These customer and aSa staff interactions - whether it's an on-site visit, a telephone conversation, a trade show, or the aSa Software Forum – help to cement the relationship that we have with so many of our customers.

The relationships and friendships among our own staff also contribute to our

family-like feel. I'm glad to know that as the company has grown, we have not lost this important aspect of aSa culture. I have personally worked with some of our staff for more than 20 years. One of those special people is Michele Albert, Director, Business Systems, who was recently honored for 25 years of service with aSa. (See Page 3 for more details.) Michele was my first boss when I started working at aSa as a FORTRAN programmer in our Commercial and Accounting software department, and I learned so much from her throughout the years.

We'll discuss other aspects of our survey in future issues of the *Reinforcer*. Until then, I hope to see you in Las Vegas for the World of Concrete. We'll be in booth N3011. As we start 2008, let me be among the first to wish you a healthy and prosperous new year. As always, thank you for your continued interest in aSa. We very much appreciate the opportunity to serve you and look forward to your additional feedback.

Best regards,

Scott

Scott D. Leib President

REINFORCER

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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 resolve your problem.

1.800.CALL.ASA

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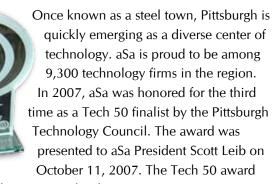
aSa News

Upcoming Webinars

Clients enrolled in our subscription plan can take advantage of free web-based training. For a list of upcoming webinars, visit www.asarebar.com. Click News > Events Calendar.

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 at www.asarebar. com/support, then click Webinar Sign-up.

aSa's Third Tech 50 Award



recognizes the top 50 technology companies in Western Pennsylvania based on criteria that includes revenue growth, employee retention, and community service.

aSa Recognizes Employee Service

aSa annually recognizes employees reaching milestones of service. On November 10, aSa President Scott Leib proudly presented several service awards.

- Elliot Greenman, Vice President, Industrial Controls 38 years*
- Michele Albert, Director, Business Systems 25 years
- Joe Keenan, CAD Applications Consultant 10 years
- Dave Moore, Software Engineer I 5 years
- Mark Gerard, Software Engineer I 5 years
 - * Earlier in the year, Elliot announced his retirement at the end of 2007. aSa presented Elliot with a special gift for his dedicated years of service. Elliot was a co-founder of aSa in 1969 with Jim Leib and Alan Colker.

Always Something New at aSaRebar.com

Ever wondered what we look like? Our online staff directory now includes photos of aSa employees. Log into Support, select Staff Directory, and click the camera icons. Visit www.asarebar.com often. We update it each week with upcoming events, industry news, and support information.

aSa in Dubai

Scott Leib and Tim Berg demonstrated aSa solutions at the largest construction industry trade show in the Arabian Gulf November 25-29. The Big 5 event, held in Dubai, U.A.E., encompassed more than 2,000 exhibitors and 40,000 attendees from all over the globe.

World of Concrete 2008

Las Vegas Convention Center

January 22-25, 2008

See aSa solutions in action.

Visit aSa booth N3011



aSa Software Forum

Week of March 12th, 2009

It's not too early to make plans ... join us for dynamic training sessions focused on the topics you need the most. Our software forum also offers an excellent opportunity to network and have fun with other rebar professionals. More details coming soon!

Need a Quick Answer?

aSa's KnowledgeBase is full of solutions that can help. If you're enrolled in our subscription plan, just click the KnowledgeBase link on our Support website.



Like the new look of the Reinforcer?

Drop us an e-mail: multimedia@asaHQ.com

Knowledge and experience are the backbone of aSa's CAD Consulting team.

Spotlight on CAD/Detailing Consulting

MicroStation V8 XM Edition Upgrade Training Options

- Two-day hands-on XM Upgrade Course at aSa headquarters: Comprehensive course at our facility. Optional third day XM Administrator training available.
- On-site training:
 Our consultants are
 available to bring the two day XM Upgrade course
 on-site to your facility.
 Schedule additional days
 for refresher training and
 custom setup based on
 your detailers' needs.
- Webinar Series:
 Four two-hour online sessions covering the basics of MicroStation
 V8 XM Edition. This is an abbreviated version of the course designed for those who cannot participate in the classroom training.

Contact us to enroll or to learn more. Detailers attending any of the training courses listed above receive a 100+ page guide to using XM with aSa CAD/Detailing and a color reference sheet of the many new aSa tool box icons.



ow more than ever, we're geared to provide the training and support our customers need," says Bob Diana. Bob was recently promoted to manager of aSa's CAD/Detailing Consulting Department. "So many detailers rely on our product that the company felt it was important to have a manager to work directly with the CAD consultants," he says. With more than 17 years experience as a detailer, CAD developer, and CAD consultant, Bob was the obvious choice to lead the team.

Additionally, the department has grown to meet customers' needs. Andy Sobehart started as a CAD consultant in 2006, and Jay Barton was added in 2007. Bob, Andy, and Jay, along with 10-year veteran Joe Keenan, provide training, support, and testing for all facets of CAD/Detailing. "We all have different strengths,

which gives us more versatility. We all come from Pittsburgh Technical Institute, which is a MicroStation-based school, so we have that common ground to give us balance," Bob notes. He says the group is excited about the transition to MicroStation V8 XM Edition. He explains, "the biggest benefit with upgrading to XM

is productivity. If you learn the new shortcut layout and where to find everything, you will be much more productive. XM also has better rendering capabilities, can reference PDFs directly, and works with files in the latest AutoCAD format." He adds, "We're providing training in-house, on-site, and remotely via the web."

Good Service is Creating a Positive and **Memorable Customer Experience!**

By Linda Scolieri, aSa Manager, Business Development



"Initiating and committing to this process can start your customer service incentive in the right direction! **

pegardless of the industry, service, or product we provide, all businesses have one thing in common, we all need satisfied customers in order to stay in business. aSa has adopted the RATER system to assess and improve customer service. You, too, can apply these principles to *your* customer service program.

Reliability

Your company makes the commitment to provide what you promise dependably and accurately.

Assurance

Your company conveys trust and confidence through the knowledge and courtesy of its employees.

Tangibles

Your company understands the value of the appearance of personnel, physical facilities, and equipment.

Empathy

Your company provides a degree of caring that adds individual attention to customer interactions.

Responsiveness

Your company commits to a willingness to help customers and provide prompt service.

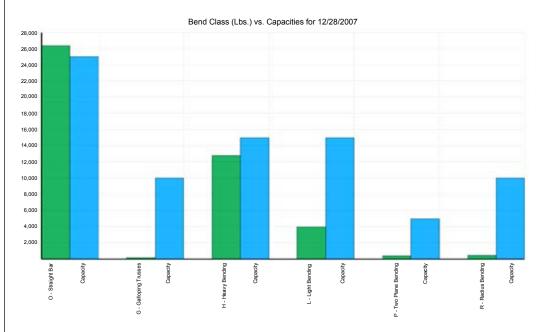
Linda Scolieri, Manager of Business Development, is leading aSa's own customer service efforts. While customer service has always been an important part of our company culture at aSa, Linda's leadership has helped us to focus our efforts company-wide. In her four-and-a-half years at aSa, she has been involved with many aspects of sales and customer development. "Because I had the opportunity to participate and plan World of Concrete trade shows and the aSa software forums, I have had the pleasure to meet many of aSa's customers. Internally, I have had the opportunity to work with all departments at aSa and understand their connection to our customers." She explains the goal of aSa's new inter-departmental Customer Service Committee: "We will be looking at our products, our processes, and our interactions to grow and strengthen our relationships with aSa's customers." Contact Linda at linda.scolieri@asaHQ.com.

Intelligent Innovations in '08

aSa continues to add time-saving tools to its rebar software suite.

► New Scheduling Bar Charts.

aSa Scheduling now includes colorcoded charts that give you a visual comparison of scheduled weight vs. capacity for each bend class. Also, new inquiries let you see weight totals for a selected day or date range.



There's a lot of "new" in aSa solutions this New Year ... new software modules, new features that you've requested, and new hardware technology for your shop.

Delivery Ticket. Perhaps the most obvious change is the new "truck" button on your aSa menu. This button launches a brand new module called Delivery Ticket. The Delivery Ticket program creates printed bills of lading to accompany your shipments of material.

We developed Delivery Ticket as an integrated shipping documentation system for customers that don't use our full Rebar Financials suite. The new module is similar to Rebar Financials' Bill of Lading application.

Add bar lists, rebar items, mesh, accessories — even driver directions and special instructions — to your delivery at the click of a button. Then, print a professional-quality document to accompany your shipment. Ready to learn more? Contact us or visit www.asarebar.com and click Solutions > aSa Rebar Software > Delivery Ticket.

Barcode Scanners. The newest generation of barcode scanners allow aSa Material Tracking and Bundle Inventory to give shop employees and supervisors easier access to the data they need. In conjunction with a recent release, we introduced two new scanner models: a touch-screen tracking unit, which can be mounted to equipment or to the shop floor, and a portable Wi-Fi scanner. Unlike older scanning units, the new models take advantage of

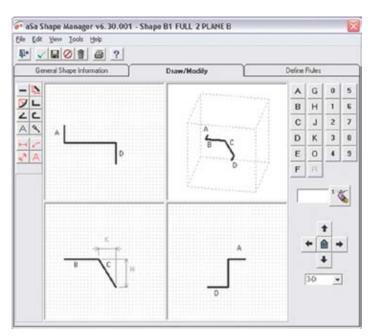
wireless Internet technology and contain their own built-in PC processors.

New Navigators. Navigator screens - selection lists that display when you click the flashlight or magnifier button - have been updated to make it easier than ever to find the entry you're looking for. You can now search your list for a name or word using a variety of gueries, such as "Begins With," "Ends With," or "Contains." You can also save your navigator schemes based on your preferences. For example, you can specify that a Job field navigator always displays entries in reverse chronological order or that a Control Code navigator lists entries sequenced by Job.

Updated Shape Manager.

Ever wanted to draw a custom two-plane shape in 3D? How about having the program automatically perform complex dimension calculations with custom shapes, just like it does for standard shapes? The newest version of aSa Shape Manager lets you do all this and much more. A new button lets you preview how the shape will look on your production tags. Behind





the scenes, calculations and validations have been completely rewritten to allow the entire aSa system to more easily accommodate non-ACI standard shapes.

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◀ Touch-screen Scanner

Technology. New scanners feature a colorful touch-screen interface. Without changing screens, you can see the current operation, scanning messages, heat information, and (for trailer loading operations) a list of items remaining to be loaded. Both the touch-screen tracking units and new portable Wi-Fi scanners take advantage of wireless Internet technology.

Create Shapes in 3D.

Enhancements to Shape Manager allow you to create two-plane shapes by drawing in top and side views. View a 3D isometric view of your shape, and even preview what shapes will look like on production tags right from the Shape Manager window.

Stadium Trivia

■ Just How Bia?

The stadium encases 104
million cubic feet with the roof
closed. The entire American
Airlines Center, where the Dallas
Mavericks play, could fit into
the stadium at field level.

■ What About Tailgating?

Approximately 30,000 parking spaces will be available at the stadium and in near-by lots.

■ How Will it Do That?

A series of 7.5 horsepower electric motors will open and close the bi-parting retractable roof panels in 12 minutes with a unique rack-and-pinion design.

Quarter-Mile in 40 Months

The arches of the new stadium span 1,290 feet, almost a quarter mile, and the entire project will be completed in 40 months (summer 2009).

■ Ski Slope Roof

The unique retractable roof of the new stadium boasts the steepest path of any in North America.

■ Just How Tall?

With the roof arching 320 feet above the playing field, the entire Statue of Liberty and its base could fit, upright, into the stadium with the roof closed.

America's Team, America's Landmark Stadium

Texas detailing manager talks about his company's role in reinforcing the NFL's largest football arena.



Ten-gallon hats. Giant steaks. Wide-open spaces. In Texas, they tend to like everything big. Nowhere, perhaps, is that more evident than with the new home of the Dallas Cowboys being built in Arlington, Texas.

Whether you are a fan of the Cowboys or not, no football fan can deny the excitement of watching football on Thanksgiving Day, in awe of the stadium with a huge hole in the roof. The Cowboy's new stadium takes the current Texas Stadium concept to the next level, incorporating a massive retractable roof, two 35-feet deep by 17-feet wide boxed arch trusses, and the two tallest moveable glass walls in the world.

The concrete in the stadium requires more than 20,000 tons of rebar, most of which is being supplied by the Commercial Metals Company's (CMC) North Texas locations.

"We have shipped 18,000 tons," says Tom Terry, CMC North Texas Detailing Manager, "We will ship another 2,000 tons before the job is completed." He adds, "What made this job different was that we had to

use five detailers to detail the job. It wasn't so much the size of the job, but the time frame. They needed it done very quickly." Tom explains that it was essential to keep all of the detailers on the same page, and sharing information was crucial on such a large project. CMC uses a wide-area network (WAN) to store information for multiple locations in a single server cluster that provides instantaneous data transfers. CMC locations use

aSa software to automate all phases of rebar fabrication, from estimating, to detailing, to production and computer shearing. They also use aSa Rebar Financials to manage their rebar contracts.

Although CMC handled 98% of the job, by Tom's estimation, two other fabricators also pitched in - Arrowhead Rebar and Gerdau Ameristeel. Tom explains that the general contractor, Manhattan Construction, coordinated the schedules and resources of the different companies well. He also praised the contractor for staying true to the original design of the HKS, Inc. architects.

Tom says the project was interesting from a detailer's perspective for a couple reasons. "The amount of structural steel needed almost matches the amount of reinforcing steel. It will need about 16,000-17,000 tons of structural steel," he says. Another factor is the number of specialty items required, including, "lots of grade 75. Lots of couplers." Nevertheless, after 28 years in the industry, Tom says he





Quick Facts

- Encompasses 2.3 million total square feet.
- World's largest column-free room.
- Largest domed roof structure in the world (660,800 square feet.)
- Longest single-span roof structure in the world.
- The clear glass retractable doors at each end zone will measure 120 feet high by 180 feet wide. They are the largest moveable glass walls in the world.
- The Cowboys new stadium is designed to seat 80,000 fans. It can easily expand to accommodate up to 100,000 for special events, such as the Super Bowl, which Dallas hosts in 2011.

■ Arch Milestone.

The first of two historic arches that will support the two roof panels was completed in October 2007. Each arch spans 1,290 feet — more than twice as long as the Gateway Arch in St. Louis.

◀ One Big Pour.

More than 20,000 tons of rebar was required for the new Cowboys stadium. The project required almost as much structural steel - approximately 17,000 tons.

Here We Go, Steelers

As Pittsburgh Steelers fans, we're looking forward to the day when we beat the Cowboys in their impressive new home.

- The Editors



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 to begin the registration process. DO IT YOURSELF

Attaching a PDF File in MicroStation V8 XM

MicroStation V8 XM Edition contains many new time-saving features. One new feature enables detailers to attach PDF files to their active drawing as a reference image. In earlier releases, PDF functionality was limited to plotting a drawing to the PDF format. Although PDF images can be attached, they cannot be manipulated within MicroStation. However, several third-party products allow you to create and edit PDF files. Call our CAD Consulting staff for more information.



To attach a PDF file to a drawing:

- 1. Open Raster Manager (File > Raster Manager).
- 2. Click the Attach button.
- 3. Navigate to the folder where the PDF file is located.
- 4. Select the file that you want to attach to your drawing.
- 5. Enter a **Logical Name** and **Description** for the image.
- 6. Click **Open** to attach the PDF file to your drawing.

To relocate (move) a PDF file on the drawing:

- 1. Select the PDF from the Raster Manager screen.
- 2. Click the Move button.
- 3. Click the PDF image on your drawing.
- 4. Place a data point where you want to move the image.



Q&A with aSa's IT Staff

My computer is several years old. What does aSa recommend when considering a hardware

upgrade? The main features you'll want to consider are processor, memory, monitor, and video card. The new Intel Core 2 Duo processors provide increased processing speed up to four times faster than Pentium systems. When it comes to system memory (RAM), the more the better. aSa recommends a minimum of 2 GB of RAM to adequately handle the needs of aSa software. New wide-screen flat-panel monitor technology can increase productivity by creating more viewing area and easing eye strain. Finally, having the correct video card is important. For example, if you use CAD software, aSa recommends a 128 MB video card or higher. Call aSa IT Services for more information on how we can help increase the efficiency of your computer system. For example, we'll custom-configure and pre-load a new Dell computer just for you — unpack, plug in, and be productive!

How can I request CDs to upgrade my e^x **software?** Log into the Support area of our website, then click Distribution Request Form in the left navigation box. Simply fill out the form and click Submit. Upgrade requests are processed and shipped via FedEX Ground, usually within one business day. Upgrades are **free** for aSa Subscription Plan members.

WELCOME FABRICATORS and SUPPLIERS

Asia

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Mandaluyong City, Metro Manila **Philippines**

Australia and New Zealand

Down Under Steel Pty., Ltd. Hope Island, Queensland, Australia

Steel & Tube Reinforcing

Auckland, New Zealand

North America

Allstar Rebar, Ltd. Naniamo, BC Canada

Barker Steel LLC - Rochester West Wareham, MA

Canyon Rebar Ontario, CA

Cape Cement Company and Supply

Cape Coral, FL

Century Steel, Inc.

Draper, UT

CMC Rebar Florida - Orlando

Kissimmee, FL

ConSteelCo. Inc. Flowood, MS

Construction Materials, Ltd.

Fort Myers, FL Mobile, AL

Galletti & Sons Martinez, CA

Gerdau Ameristeel - Savannah Rebar **Express**

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Gerdau Ameristeel - Zbar Knoxville, TN

Knife River Harrisburg, OR

Malone Steel Corporation

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Nova Reinforcing, Inc. Squamish, BC Canada

Nufab Rebar, LLC

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R & J Construction Supply

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South Texas Steel Service Supply Co., LLC

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Steel Works Rebar Fabricators LLC

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Millwright, LLC

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White Cap Industries

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Puerto Rico

Aireko Construction

Bairoa, Caguas, PR

United Kingdom

F. Brazil Reinforcing Essex, Great Britain, UK

WELCOME CONTRACT ESTIMATORS and DETAILERS

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DANCO Consulting Group, Inc.

Mansfield, TX

DMS Rebar Estimating & Detailing Services

Weatherford, TX

Gillette Construction

Palm Beach Gardens, FL

GMS Rebar Detailing

Winder, GA

Ken Moore Detailing

Antrim, NH

Mike Jergins

Plant City, FL

Millenium Steel, Inc.

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PCB International

Gaithersburg, MD

Prothious Engineering Services

Ventura, CA

Rebar Solutions. Inc.

Hamilton, OH

Select Build, Inc.

Colton, CA

Speedy's Concrete

Ouray, CO

Teri's Rebar Service

Tussville, AL

Tilt-Con

Altamonte Springs, FL

Tom Farr

Lodi, CA

Travis Kipp Rozet, WY

Innovations

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Detail Sheet Designer. With

v6.4 you can create your own custom version of the Detail Sheet report. Easily. The Detail Sheet Designer is an exciting new style of report creator that makes designing your report as simple as picking a field from a list and dragging it onto the page where you want it to appear. You can apply font and text properties, add images, and much more. The engine behind the new **Detail Sheet customization** tool will eventually be available for creating other types of reports as well.

Custom Inquiry Manager.

Custom Report Manager allows you to create any number of reports containing exactly the information you want to see. The new Custom Inquiry Manager takes this concept one step further by allowing you to consolidate selected report data in a tabbed on-screen viewer. For example, if you've created a dozen jobrelated reports, you can view data from all 12 job reports at once from a single screen. You can even drag and drop columns to create new groupings and inquiry views.

More of the Features You

Want. In addition to new modules, technology, and software tools, we've incorporated many new features into the programs you use every day. See the sidebar for a brief summary.

About Upgrading. As long as you are enrolled in our software subscription plan for

20 Ways You'll Be More Productive With New aSa v6.4 Release

aSa v6.4 is our major release for 2008. The upgrade contains a wealth of enhancements. The following list reflects just a small sample of what you'll be able to do with aSa v6.4.

Vista Compatibility

 Upgrade to Windows Vista aSa software running without Rebar Financials is Windows Vista-compatible in v6.4.
 Note: Because of additional testing required for MAS 500, Rebar Financials will be Vistacompatible in Q4 of 2008.

Estimating

- Import and export macro libraries.
- Print quick Segment Summary report.
- Set up numeric shortcuts for the Material field.
- Switch between field entry and the Takeoff grid without using the mouse.

CAD/Detailing

- Take advantage of dozens of time-saving enhancements in MicroStation V8 XM Edition.
- Select exactly the callouts you need, regardless of where they are on the drawing, using new Select By Attributes.

Bar List & Production

- Set the status of old bar lists to "Inactive." Re-use the control codes for new releases without deleting the original bar lists from your database.
- Create your own custom Detail Sheet with the new report designer utility.
- Preview what your shape will look like on the tag directly from within Shape Manager.

Scheduling

- View accumulated weight and time totals for a day or a date range.
- Add scheduling notes to any day on your calendar.
- Visually compare scheduled weight vs. capacity for each bend class with new on-screen bar chart.
- Schedule and modify job reservation weights easier than ever.

Material Tracking & Bundle Inventory

- Track your stock and produced bundles using new touch-screen tracker and Wi-Fi scanners.
- View new inquiry of bundles remaining to be loaded onto a trailer.

Rebar Financials

- Group multiple bills of lading onto an invoice (Base version).
- Improve communications with new Correspondence Notes functionality.
- Get more of the information you want with dozens of new report fields.
- Take advantage of numerous enhancements that you asked for, including new invoice options, job pricing improvements, and inventory management processes.

the modules you own, you are entitled to unlimited free software upgrades. Interim releases are available for download on our website, while major upgrades are provided on CD (see page 10). To add a new module to your software suite, or to inquire about hardware-software bundles, please contact us. We'll be glad to help.

► New Delivery Ticket module.

Integrated, easy-to-use application lets you create professional-quality shipping documentation. (See page 6 for details.)

