

reinforcer



RE-LIVE REBARMANIA

ALERTS TECH TIP | AUTO-GENERATE A PROPOSAL | CUSTOMER SUCCESS

Letter from the President



Rebarmania: Feel the Power, Rising Up Hour by Hour

scott.leib@asaHQ.com

In March, aSa hosted the 2025 Software Forum: RebarMania! It was an incredible three days of learning, listening, sharing, networking, and socializing. In 1972, the first aSa Users' Group Meeting was held at aSa's offices in the Monroeville Mall East Office Court. There were six attendees (see sidebar). The meeting lasted one long day and resulted in the preliminary design of the aSa Bar List program, which was released in 1973.

Held every two years, the aSa Users' Meetings evolved into today's Software Forum. We even had a virtual forum in 2021 during COVID. The 2025 event featured three days of training and information sessions, plus two group dinners. The RebarMania wrestling theme was a big hit! Our Multimedia department got in on the action, deploying AI to write the lyrics and music for our RebarMania theme song. See page 9 for details. We toured PPG Paints Arena on Tuesday and then had our own sumo wrestling matches on Wednesday night. aSa customers battled aSa staff or each other. I challenged my son Josh to a wrestling match. I told him it would be fun and would take only about five minutes – he agreed but said I would not last that long! Sadly, he was right. He showed no mercy! Let's just say it was a memorable night!

A highlight of the week was the opportunity to get to know aSa customers. This year, we hosted more than 150 people from seven countries. Customers traveled from Australia, New Zealand, India, Switzerland, and the United Kingdom – along with Canada and the US. We also had aSa staff from the US, Canada, Colombia, France, UAE, India, Singapore, and Australia. It was wonderful to learn from each other. The feedback we collected will influence our software development roadmap for the next two years. See page 8. Thanks to all of those who attended from near and far!

Our next forum will be March 23-25, 2027, at the Wyndham Grand Pittsburgh. We are planning more advanced workshops covering new features we will release in the next two years. Now that the core Studio software is complete, look for an increasing pace of change as we continue to enhance and expand the software that runs your business. We are pleased that aSa.Studio continues to be successful and are excited about its future. City of steel rise above – RebarMania reigns!

Best regards,

A handwritten signature in black ink that reads "Scott".

Scott D. Leib
President/CEO

1972 Users' Group Meeting Roster

Glenn Joyce

Lind Steel, McKeesport, PA. Glenn later became an aSa Vice President

Clyde Roberts

Florida Steel, Tampa, FL, which eventually became AmeriSteel, Gerdau, then CMC

Leo Flibotte

Barker Steel
Watertown, MA

Hank Bryzicki

Northern Steel
Medford, MA

Both Barker and Northern Steel eventually became part of Nucor

Jim Lyon

American Builders
Supply, Louisville, KY

Jim Leib

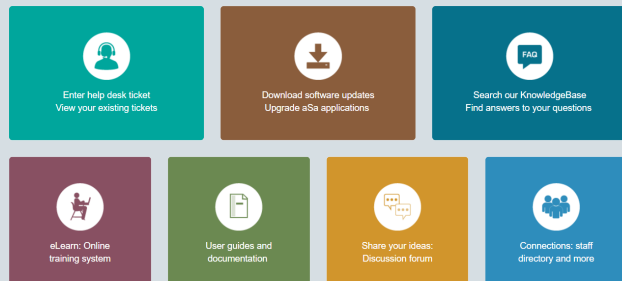
aSa President

Subscribe

To subscribe to the Reinforcer, visit asaHQ.com/Reinforcer-Newsletter.html and click Subscribe.



aSa Client Care Portal and eLearn



The Client Care Portal is a special website exclusively for customers with an aSa Subscription or enrolled in aSa Client Care. It contains program downloads, all our documentation, and a help desk where you can enter and manage your support tickets. portal.asarebar.com

Improve your skills! aSa eLearn is our training site, featuring dozens of video tutorials. portal.asarebar.com/elearn

Need Help?

If you have a question, our sales and consulting teams are ready to help.

Customer Service
customerservice@asaHQ.com

Software Support
support@asaHQ.com

CAD Support
cadsupport@asaHQ.com

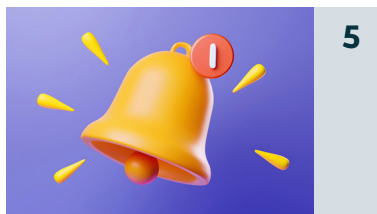
IT Support
itsupport@asaHQ.com

Industrial Controls Support
icsupport@asaHQ.com

Sales
info@asaHQ.com

1.800.CALL.ASA
+1.724.733.8700

Features



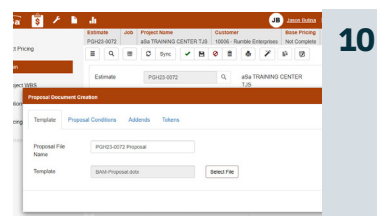
Automated alerts



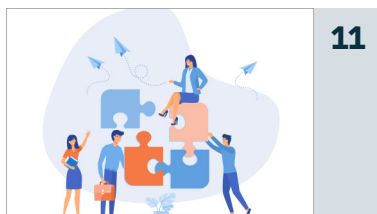
Customer success



Forum '25 follow-up



Auto-generate proposals



Employee promotions



Studio Financials

aSa Reinforcer: Volume 34 · Number 1

EDITOR Brendan Ley • **AUTHORS** Jason Butina, Becky Hamilton, Scott Leib, Brendan Ley, and Mackenzie Wilhelm

LAYOUT & DESIGN Jason Butina & Brendan Ley

© Copyright 2025. The Reinforcer is published semi-annually by Applied Systems Associates, Inc. All rights reserved. aSa is a registered trademark and service mark of Applied Systems Associates, Inc.

All other product and company names are the property and/or trademarks of their respective owners. Reproducing part or all of this publication for purposes other than personal or internal reference use without express written permission of aSa is prohibited.

News & Events

New Website

Out with the old and in with the new.

We recently enhanced our corporate website! In addition to an updated look and better display on mobile devices, we have added new videos for Tracking Solutions and Studio Financials. Additionally, we improved the internal infrastructure for better performance and uptime. The URL for our home page remains the same: asaHQ.com. However, individual page URLs have changed, so links in older emails and publications may be outdated.



Give us your feedback; win a \$500 Amazon card

Watch your email this fall.

Each autumn, we send out our annual customer satisfaction survey. When you get the questionnaire, please take a few minutes to share your experiences and provide comments regarding aSa software and services. We review every survey response and use this information to improve our products and support. In appreciation for your time and input, all completed surveys will be entered into a special prize drawing for a \$500 Amazon gift card.



Be more productive: skills training

If your team isn't trained, you're missing a big opportunity to get more from your software.

In addition to free Tip of the Month videos and live webinars on eLearn, we also offer comprehensive, online, fee-based classes for aSa.Studio Estimating, 2D CAD/Detailing, and 3D ProRebar nearly every month.



asaHQ.com/Events.html

Meet Our Team

New video series: aSa employee spotlight

Did you know aSa has a workforce of more than 95 people dedicated to your success? We'd like to introduce them to you! Each month, we'll put the spotlight on a member of aSa's staff. Learn what they do, who influences them, and more.



asaHQ.com/Employee-Spotlight.html

Supported aSa Software Versions



aSa.Studio

Current version: v25.2
Also supported: v25.1



aSa e^x

Current versions: v18.1, v20.1
Also supported: v16.1, v16.2

All older versions are retired. We will continue to provide assistance for retired versions but will not make changes or enhancements.

Interested in upgrading to Studio v25.2? Contact us at info@asaHQ.com.

Automated Alerts

Keep everyone in the know!

Create system notifications and send emails based on system activity. For example, send a notice to your coworkers when a customer goes on credit hold or when a new job is created.

1

Set up alert messages

System Manager > Tools > Alerts. Set up the content of each message based on system "event" triggers in each module.

Tokens are replaced by live system data, such as Business Partner ID and Name.

2

Create alert groups

System Manager > Tools > Alert Groups a) Assign a name b) Select a module c) For each event, check Notification and/or Email; this assigns the alert to the group.

Notifications appear inside aSa.Studio. You can also send alerts via email.

Click the Message icon to read your notifications.

3

Assign users to alert groups

System Manager > Tools > Assign Alert Groups. Select the group, then select users to assign to the group.

Click the Message icon to read your notifications.

4

Read your messages

The message icon displays the number of unread messages. Click the icon to view and read your alerts. Click the red dot to mark the alert as read.

Customer Feature: D'Ambra Construction



Bar to Build Site: D'Ambra Redefines Turnkey Rebar Services with aSa.Studio

Fabrication, logistics, and installation—connected through cloud-based software.

For Oscar Gonzalez, Vice President of the Fabrication Division at D'Ambra Construction, managing rebar isn't just about production. It's about delivering results from the mill to the field.

Based in Houston, Texas, D'Ambra Construction is a furnishing and installation contractor that controls nearly every aspect of the rebar process, including their own fabrication shops. "We like to think we have no competition," Oscar says, "because we do it all." D'Ambra was founded in 1994 by Anthony D'Ambra in El Paso, Texas. What began as a labor-based company quickly evolved into a full-service contractor offering fabricated

material and placing services. Today, D'Ambra covers a wide region across Texas—including Houston, Dallas, Austin, and El Paso—and expands into nearby states New Mexico, Arizona, and Louisiana. Their reputation is built on turnkey contracts and trusted relationships with contractors. According to Oscar, customers often ask D'Ambra to advise before a project even begins.

To streamline operations across multiple locations and complex workflows, D'Ambra made the shift from aSa e[®] (Windows software) to aSa.Studio. "We were using Excel and Outlook—we even pulled control codes from our detailers'



A few of D'Ambra's projects: Left, Project Meadow (Dallas). Above, AMLI Residential (Dallas) and Q2 Stadium (Austin).

CAD software," Oscar explains. "But we found too many errors, especially when exporting and importing files. It became clear we needed more control," he adds. The transition to Studio was sparked by necessity and strategy. With a new fabrication shop opening, Oscar reached out to aSa. "We met with Tim Berg and reviewed the modules," Oscar says. "The cloud made it easier for remote teams and shops in different cities. I showed the team everything from my tablet—Processing, Scheduling, Order Entry—all from one screen. That sold it."

D'Ambra adopted nearly all available aSa.Studio modules, from Estimating and Order Entry to Processing and Scheduling. The shift wasn't without challenges, particularly for staff accustomed to aSa e^x. "We told them: no more e^x. We gave them a month to train, then pulled the plug," Oscar says. He admits that change can be difficult, but eventually the staff adapted well to the new aSa.Studio software.

Since implementation, the impact has been substantial. "Tracking and scanning are probably what we like the




Cloud-based, mobile, accessible. Studio has been a game-changer.

Oscar Gonzalez
VP, Fabrication Division
D'Ambra Steel

best," Oscar says. "With Zebra scanners and tablets, there's input happening that our teams don't even realize. That input helps us make decisions fast, from stock intake to machine output and final loading. Real-time data now drives daily meetings and performance evaluations, replacing manual updates and guesswork," adds Oscar.

Looking ahead, Oscar sees software like aSa.Studio as essential to the evolution of the rebar industry. "From the moment steel leaves the mill to the second it's placed in the field, every step should be tracked," he says, adding, "One day, you'll scan a tag in the field, and a tablet will show you exactly what to do. You'll update your install percentage, and the contractor will see it live. That's where we're going."

D'Ambra's current projects include hospitals, data centers, high-rise office buildings, hotels, and mixed-use developments. "Cloud-based, mobile, accessible—Studio has been a game-changer," Oscar concludes. "We wouldn't go with anything else." 



FORUM 25

More than 150 customers joined us in Pittsburgh in March for hands-on training, informative discussions, inflatable sumo suit wrestling, a behind-the-scenes tour of PPG Paints Arena, great food, and more!

The idea for a wrestling-themed forum was secretly hatched by IT Consultant Alex Cupec and (now retired) Multimedia Designer Jerry Born in 2023. Following discussions with Alex, Jerry produced a video with all the choke holds, body slams, and flying kicks you would expect from a pro wrestling promo. To Alex's and Jerry's surprise, aSa President Scott Leib premiered the video at the end of the 2023 software forum to roaring applause from the attendees. "Yeah, we're going there," Scott told the crowd ... and RebarMania was born.

What is the aSa Software Forum?

Every two years, aSa invites clients to join aSa staff in Pittsburgh for three days of training, sharing ideas, networking, and making personal connections. This year's forum was March 25-27 at The Westin Pittsburgh Hotel. Each forum has its own theme: movies, rock-n-roll, racing, superheroes, and spring training have all been featured. The theme in 2025 was, of course, RebarMania.

Learning & Sharing

The forum kicked off with a system-level overview for all the attendees. For fun, many of the presenters created AI-generated wrestling personas. The initial session provided an overview of aSa.Studio software, as well as information about aSa support, our upgrade release schedule, and what attendees could expect the rest of the week.

Next, attendees split off into various sessions geared toward specific aSa modules. Two of the three large rooms were outfitted for hands-on workshops. This gave participants the opportunity to follow along with the instructor and practice skills in real-time.

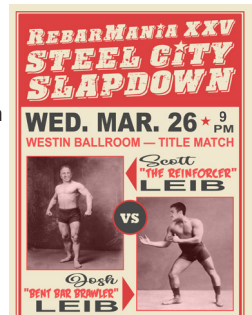
In all, the forum featured more than two dozen sessions covering all aspects of Reinforcing, CAD, and Business Systems products. The event ended with "What's Next: Round Table and Q&A." In this session, aSa staff discussed future development plans and learned what was most important to the attendees and their businesses.



Top: Several presenters, including Kristina "Killa KC" Compton, created their own wrestling personas.
Bottom: Mike "Iron Mongoose" Kubes from Kit Steel flexes with Hulk Hogan.

Slapdown

An event highlight was the father vs. son sumo match between Scott and Josh Leib. In the best of 5 round event, Josh was victorious.

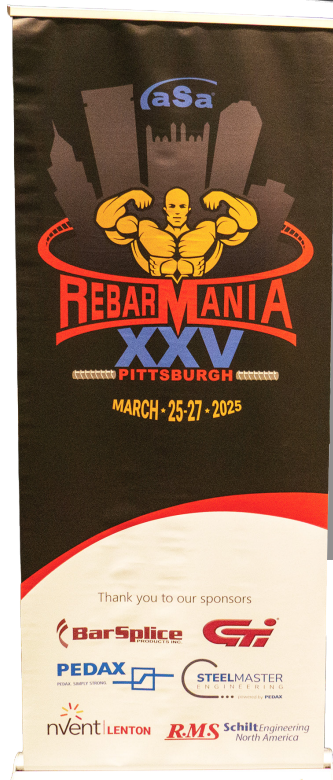


Breakfasts, lunches, and refreshment breaks provided attendees and staff time to relax and interact more informally. Forum sponsors gave presentations during Wednesday's lunch. A special thanks to BarSplice, GTI, nVent/Lenton, Pedax/Steelmaster, Schnell Group, and RMS/Schilt.

Having Fun

It wouldn't be an aSa forum without evening celebrations. On Tuesday, everyone boarded Molly's Trolleys for a short ride to PPG Paints Arena. PPG is home to the Pittsburgh Penguins and hosts concerts and special events, including WWE wrestling. "Rumble in the Arena" night featured dinner and drinks at the arena's Lexus Club and a tour of the facility.

Wednesday night was "Steel City Slapdown." aSa turned the second floor of the hotel into an entertainment complex with food stations, video games, photo booths, and karaoke. A highlight was the inflatable sumo suit wrestling. Staff and attendees donned giant puffy suits, then squared off with the goal of knocking their opponent over or shoving them out of the ring. aSa employees served as referees and aSa's own JC Rodriguez, Senior Software Consultant, was on the mic calling the play-by-play action. Join us March 23-25, 2027, at the Wyndham Grand Pittsburgh for the next aSa Software Forum. Watch for more details next summer. RebarMania will be hard to beat, but we're working to make the 2027 event even better.



THEME SONG

The entire aSa staff was extremely excited to host customers from all over the world to RebarMania 2025, so we had to have a soundtrack that matched our energy.

Instead of going the traditional route of hiring a composer or digging through royalty-free tracks, our Multimedia team turned to AI music creation. We fed some prompts into SUNO AI, and within minutes*, it produced a theme song that felt fresh, upbeat, and perfectly in tune with the RebarMania vibe.

What made it even cooler was how easy the whole process was. "We wrote a prompt to create a classic rock anthem including themes related to concrete reinforcing, steel, and Pittsburgh that really tied it all together. Then we let SUNO AI do the heavy lifting," says Multimedia Designer Brendan Ley.

Rivers of Steel provided the rock-n-roll mojo for a special aSa.Studio-themed video presented by Scott Leib on Wednesday evening. Then, it made an encore later that night during the karaoke dance party.

"For a forum built around sharing ideas and pushing tech forward, using AI to craft our own anthem felt like the perfect fit," concludes Brendan.

~3 minutes 19 seconds~

Scan the QR code to listen to our Rebarmania Theme Song!



[Verse 1]

City of steel rise above
Sweat and grit in the veins
Builders of the skyline
RebarMania reigns

[Verse 2]

Iron and fire forged in strife
Through the rubble through the night
Hands of labor hearts of might
Echoes in the city lights

[Chorus]

RebarMania feel the power
Rising up hour by hour
Towers touching to the sky
Never fall never die

[Bridge]

Faces tough with weathered eyes
Dreams as tall as the high-rise
Concrete rivers of our dreams
Fuel the night with silent screams

[Verse 3]

Sparks fly as the torch ignites
Building dreams no end in sight
Concrete monuments of grit
With every strike with every hit

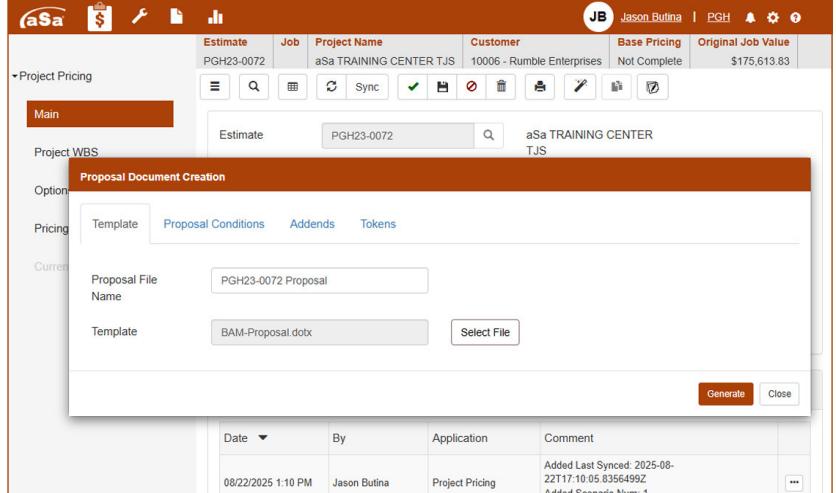
[Chorus]

RebarMania feel the power
Rising up hour by hour
Towers touching to the sky
Never fall never die

Software Feature

AUTHOR
Jason Butina

	BAM! BAM! BUILDING SUPPLIES 5270 Logan Ferry Road Murrysville, PA 15668 724-733-870
ESTIMATE ID: {EstID}	CUSTOMER: {CustomerName}
PROJECT NAME: {ProjectName}	BID DATE: {BidDate}
{AddrLine1}	BID TIME: {BidTime}
{City}, {StateID} {PostalCode}	
<hr/>	
{WBSProjectPricing}	
Total Weight: {TotalEstimateWeight} lbs	
Total Price: \${OriginalJobValue}	
Included Conditions: {IncludedConditions}	
Excluded Conditions: {ExcludedConditions}	
<hr/>	
<small>BAM! BAM! Building Supplies (referred to as the Seller) is pleased to submit a proposal, subject to the terms and conditions of sale outlined below and in any attached documents. We will provide the necessary materials for the above-mentioned project, delivered f.o.b. jobsite. This includes placement drawings, and all EPOXY & UNCOATED ASTM A615 grade 60 reinforcing steel as specified in the project's drawings, in full compliance with the relevant specifications for materials and workmanship. Our offer is presented at the following UNIT PRICE/LUMP SUM:</small>	



Estimate	Job	Project Name	Customer	Base Pricing	Original Job Value
PGH23-0072		aSa TRAINING CENTER TJS	10006 - Rumble Enterprises	Not Complete	\$175,613.83

Date	By	Application	Comment
08/22/2025 1:10 PM	Jason Butina	Project Pricing	Added Last Synced: 2025-08-22T17:10:05.8356499Z Added Scenario Num: 1

↑ Create a Word template. {Tokens} will be replaced by system-generated values.

↑ Launch the document creator and select your template. Add conditions and addendum notes, then click Generate.

Generate a proposal document automatically

You've created an estimate, applied and tweaked the pricing, and developed your bid value. The next step is to send a proposal to your customer. Did you know that aSa.Studio can create the bid document for you?

Here's how simple it is. Create your boilerplate proposal document in Microsoft Word. (You probably already have this!) Include your logo, contact information, and any required legal verbiage.

For any piece of information that changes, such as the project name, bid value, or customer, insert a placeholder

called a "token." For example, the token {CustomerName} will be replaced with the customer you are proving the bid to. HINT: The Proposal screen has a tab that lists all the available tokens for your reference. Save your document as a Word template (.dotx file).

Ready to bid. In Project Pricing, create or open a pricing scheme. Click the "wizard"

icon to launch the Proposal Document Creation window. Next, select your template. Optionally, you can add conditions and addendums.

Finally, click Generate, and that's it! The system automatically replaces tokens with system-generated data and creates a document that you can send to the customer ... and win the job.

Job Proposal Wizard was introduced in aSa.Studio v25.1. To learn more, check out our new video!



asaHQ.com/qr/proposal

Employee Promotions



Roberto Gallo

Lead Software Consultant, International

Roberto provides service to customers all over the world. He also assists in our worldwide sales efforts.

A native Spanish speaker, Roberto worked in the rebar industry in Colombia before joining aSa's staff. He was promoted to Lead Consultant in 2025.



Pete Renwick

Lead Engineer, CAD Applications

Throughout his entire career at aSa, Pete has developed powerful tools in our 2D and 3D product lines. In his newest position, he works closely with Jeff Cochrane to oversee the entire CAD development team. Pete has been with the company since 2006.



Josh Leib

Lead Software Consultant

A third-generation employee of aSa, Josh provides implementation, training, and support for aSa's Reinforcing product line. Prior to his employment at aSa, Josh was an account manager for a public affairs firm, helped teach English to students in Croatia, and worked on conservation projects with AmeriCorps.



Josh Gelet

Senior CAD Consultant

Josh started at aSa as an intern and within a few months joined our CAD team as a full-time employee. He supports 2D CAD/Detailing as well as aSa.Studio Reinforcing products. He is also involved with research, development, and training for third-party CAD integrations.

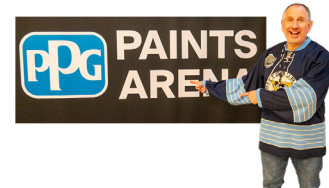


Kirk Pullin

Lead Software Consultant

Kirk was a BIM specialist for one of North America's largest fabricators. He also worked as an Application Engineer for ProStructures/ProConcrete with Bentley Systems. Kirk brings in-depth 2D and 3D knowledge, along with his nearly 10 years of experience in the industry, to his role leading aSa CAD consultants.

Recap-MANIA



Everyone was encouraged to wear their favorite team jerseys to Rumble in the Arena night. From left, Josh Leib (aSa), Marion Fyshe, Mark Tillmanns, Caitlin Martin (McNish Steel), and Scott Leib (aSa). Seated Jamie Fyshe (McNish)



From left: Mike Kubes, Myles Bristowe, and Mark Cass (Kit Steel)



Johana Sanchez (aSa) mid-sumo match



James Meiser (Byer Steel) and Scott Leib (aSa)



JC Rodriguez (aSa) as master of ceremonies for the sumo competition



Josh and Scott Leib (aSa) about to clash during their sumo match