

reinforcer



REMEMBERING JIM LEIB

1941-2021

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CUSTOMER SUCCESS | Keeping the big picture in focus

AUTOCAD SOLUTION | ADDA Construct BIM software

Letter from the President



Tribute to Jim Leib: A Personal Reflection

scott.leib@asaHQ.com

Not many people have the opportunity to work with their parents and their brother. I worked with my dad almost every day. Though sometimes we had our moments, this was a true gift. While my dad's health had been declining, his passing was unexpected. In the days and months since, we have received an outpouring of support from aSa customers and friends around the world. This was so helpful for my mother, my brother, and me. Because I consider many of our customers like extended family, I want to share a personal view of my dad...

There are so many "Jim" stories about aSa, we could probably fill a book. Or maybe a sitcom. Sometimes we were like a real-life episode of *The Office*. My dad was not especially tactful or diplomatic. He was usually direct, perhaps too direct. Customers would often joke that instead of being part of the sales team, Jim was Vice President of Sales *Prevention*.

But clearly, Jim did do many things right. Mitchell often said that our dad was complex and analytical. This is true, and yet in other ways, he was simple. He enjoyed his Pittsburgh sports teams, particularly the Steelers. He played golf. He always had a nice car, usually a Lincoln. Nothing too fancy. Occasionally he would travel or go on a cruise. Aside from that, he spent much of his time doing what he enjoyed most – working at aSa.

Dad started aSa in 1969 with an idea, and by borrowing money from his life insurance policy to fund the startup. He was really a visionary, seeing the potential computers had in business

and in our lives. He worked hard. Usually seven days a week – at our office or at home, connected to aSa via modem. He was very determined. Very focused. More recently he was working part-time, but still involved and on his game. I never imagined he would retire – and he literally worked until the last day of his life.

Jim was not your typical dad. He wasn't the kind of dad who taught me how to throw a football. My kids can attest to that! He didn't teach me to ride a bike. My brother Mitchell did that. He didn't show me how to build things or fix things.

But, in fact, he did teach me how to build things -- how to build software. And how to fix things -- bugs and errors. How to run a business. How to show appreciation to staff. How to build relationships with customers. How to succeed, and sometimes how to fail. He taught me about being fair and about business ethics. He was a great mentor. He was happy to share his wisdom, but only if I asked, and always with a qualifier: "It's your business – you and Mitchell need to do what you think is best."

Beyond aSa, family was my dad's focus. He loved my mother, Miriam. They met on a double date at a local amusement park called Kennywood when my mom was 12 and my dad was 13. They got married seven years later. My mother worked by my dad's side at aSa for 25+ years as Office Manager. He loved her simple cooking. He loved her sense of taste and how she decorated their homes at Seabrook Island and in Pittsburgh.

He would jokingly say that he thanked his lucky stars every night that he was married to her. But seriously, he did. They were quite the couple.

When something personal happens, we can sometimes use work as an escape. But in my case, work is where I interacted with my dad the most. I think of Jim often – as we design and develop new applications; as we refine the aSa.Studio shearing algorithm which replaces his original work; as we continue to work with hundreds of customers who rely on aSa software to run their businesses; as we make new sales in the US and in new markets; and even as we do mundane tasks like tracking software licenses for our monthly billings. aSa was Jim's passion. He truly enjoyed working with all of us (staff and customers) and seeing how the company has grown.

I am so grateful for the time we had together. I am sure there will always be a void where Jim once was. But I know my dad was proud of what we accomplished. We carry on his legacy by doing the work he loved so much.

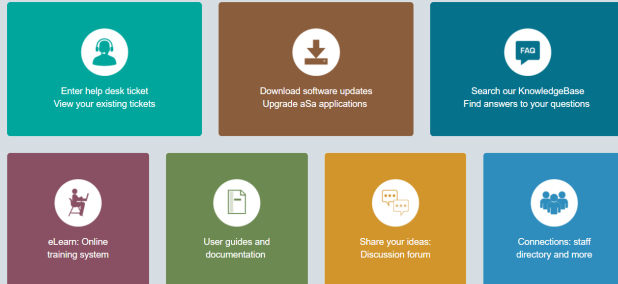
Best regards,

Scott D. Leib
President/CEO

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aSa Client Care Portal and eLearn



The Client Care Portal is a special website exclusively for customers enrolled in aSa Client Care. It contains program downloads, all of 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.

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

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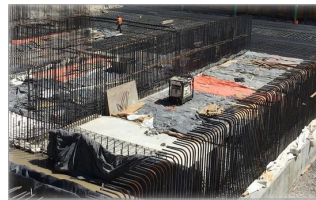
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Features



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Utah Fabricator keeps big picture in focus

Dedication to employee success and focus on improving the rebar industry prove successful for Western States Rebar.

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Introducing aSa.Studio Estimating

aSa Estimating is moving to the cloud. Learn about the benefits you can expect in the upcoming release.



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Remembering Jim

Jim Leib, founder of aSa and long-time President/CEO, passed away March 16.



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Why summer is the best time to think about upgrading your aSa software

Plan now for a smoother upgrade later.

Reasons to start planning your fall upgrade now:

- Plan during the busy summer months; implement during the less hectic fall months.
- Give yourself lead time to prepare for any infrastructure upgrades, if necessary.
- Get on the install queue before it gets booked and pushes your upgrade to a later date.
- Plan ahead so you are ready when the time comes.

Is your business prepared for a disaster?

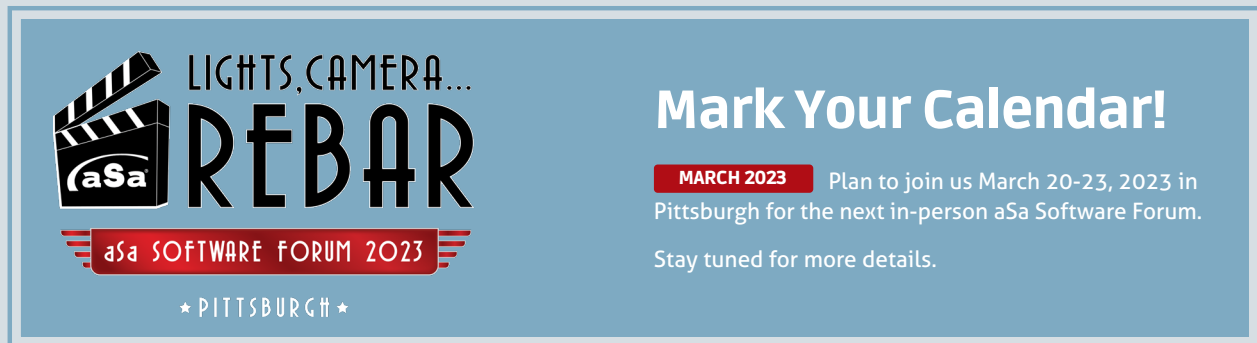
Ransomware attacks or weather disasters can destroy your business if you're unprepared.

While having clean backups of your aSa database, files, and folders will allow you to recover from nearly any attack or hardware failure, the best way to prevent downtime is to use a backup process that captures your entire system. This enables you to recover your entire system to a "point in time" in a matter of minutes. We recommend using a comprehensive image-based backup system, with backups being stored both locally and in a secure off-site location (in the cloud or on physical media).

aSa offers backup solutions to meet every customer need and scale, from external hard drives, to backup servers, to full cloud backups. Contact us today at it@asaHQ.com to discuss your disaster recovery game plan.

What's new in aSa eLearn?

If you are enrolled in aSa Client Care, you have unlimited access to eLearn training videos on our Client Care Portal site. We continue to build our training library, helping you get the most from your aSa products. Most recently, we posted all of the recorded videos from Tech Vision 2021, our virtual software forum.



The banner features a clapperboard icon with the aSa logo on the left. To its right, the text reads "LIGHTS, CAMERA... REBAR" in a large, bold, serif font. Below this, a red banner contains the text "aSa SOFTWARE FORUM 2023" in white. At the bottom, it says "★ PITTSBURGH ★". On the right side of the banner, the text "Mark Your Calendar!" is displayed in a large, bold, sans-serif font. Below this, a red box contains the text "MARCH 2023" in white. To the right of the red box, the text reads "Plan to join us March 20-23, 2023 in Pittsburgh for the next in-person aSa Software Forum." At the bottom right, it says "Stay tuned for more details."

Supported aSa Software Versions

aSa.Studio – Current version: v3.0. Also supported: v2.2.

Interested in upgrading to Studio? Contact aSa for more information: info@asaHQ.com

aSa e^x – Current versions: v20.1, v18.1. Also supported: v16.1, v16.2.

Notes:

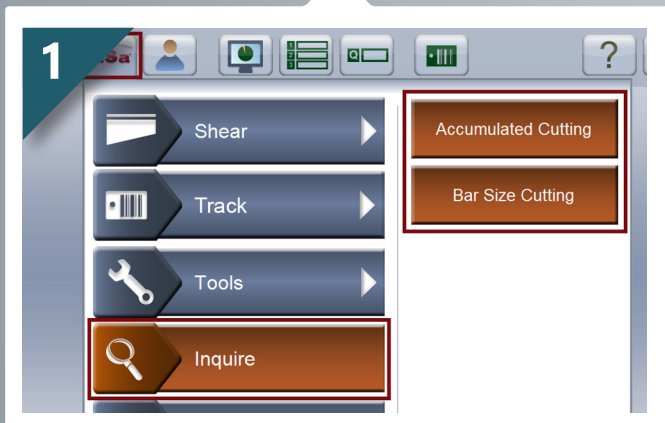
- v20.1 is a special version intended only for certain Rebar Financials users; otherwise, it has the exact same functionality as v18.1. Contact us for details.
- All older versions are retired. We will continue to provide assistance for retired versions but will not make changes or enhancements.

Viewing cutting history on the Opto-Shear Console

Did you know the aSa Opto-Shear saves a history of your activity? Use the following process to view cutting grouped by cutting mode or bar diameter.

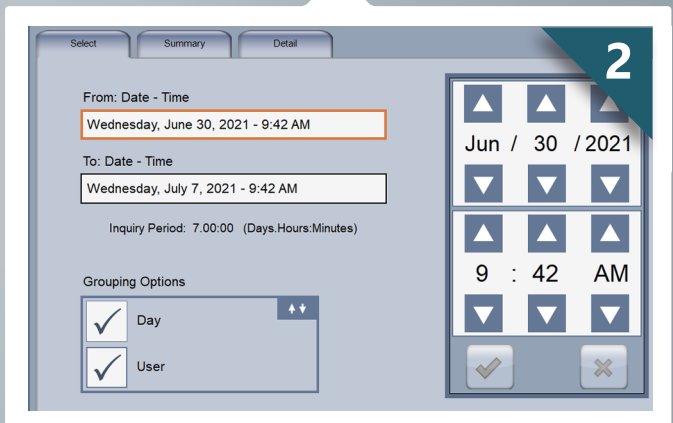
Select your inquiry

Touch **Menu** > **Inquire** > then select **Accumulated Cutting** (grouped by cutting mode: Automatic, Flex, One Cut) OR **Bar Size Cutting** (grouped by bar diameter).



Set your filters

On the Select tab, enter the starting date and time and ending date and time for the inquiry. Check to group results by Day and/or User.



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Accumulated Cutting: Summary

From: 6/30/2021 9:42 AM To: 7/7/2021 9:42 AM

6/30/2021		BradG						
Cutting Mode	Cuts	Length Feet	Weight LBS	Bars Per Cut	Max	Min	Avg	
Automatic	2	777	517	15.5	31-09	19-06	25-07	
Flex Item Cut	12	5,169	7,584	15.3	54-06	19-02	32-00	
Flex Optimize	9	3,850	3,890	14.9	56-11	18-01	31-01	
Flex Multi Cut	5	2,376	4,755	10.8	57-08	17-02	38-02	
Sub Total	28	12,171	16,746	14.4	57-08	17-02	32-04	

7/7/2021 MikeB

View Summary

Touch **Summary** to see an overview of the material cut for each cutting mode or bar diameter.

4

Accumulated Cutting: Detail

From: 6/30/2021 9:42 AM To: 7/7/2021 9:42 AM

6/30/2021		BradG						
Cutting Mode	Bar	Cuts	Length Feet	Weight LBS	Bars Per Cut	Max	Min	Avg
Automatic	4 (B 60)	2	777	517	15.5	31-09	19-06	25-07
Flex Item Cut	4 (G 420)	2	301	200	5.0	54-06	24-00	39-0
	5 (G 420)	6	2,992	3,120	18.5	49-03	19-02	29-1
	7 (G 420)	3	1,192	2,437	13.7	35-06	26-09	31-0
	8 (G 420)	1	684	1,826	21.0	32-07	32-07	32-0
		12	5,169	7,584	15.3	54-06	19-02	32-0
Flex Multi Cut	4 (E 60)	1	326	217	9.0	36-02	36-02	36-0
	5 (F 60)	2	64	67	1.0	47-00	17-00	32-0

View Detail

Touch **Detail** to see an itemized list of your cutting history.



Utah fabricator *keeps the big picture in focus*

It only makes sense that Western States Rebar invests in its employees. After all, the employees are also the owners. According to company President, Micah Bodily, Western States takes pride in being an ESOP (Employee Stock Ownership Plan) company.

In fact, the company's dedication to employee success goes beyond stock ownership. "Any employee who works on a project — from the project manager, to detailers, shop workers, and placers — gets a piece of that job's profits," explains Micah. This project-specific compensation is over and above each

employee's regular pay, and in many cases, especially with key employees, makes up a substantial portion of their compensation, he adds.

Another unique quality of Western States, according to Micah, is the company's focus on improving the reinforcing industry as a whole. For example, Detailing Manager Kelly Foster works with local trade schools and was instrumental in Davis Technical College (Layton, UT) adding rebar detailing to its CAD curriculum. Additionally, Western States' employees serve on several CRSI committees and sponsor a scholarship for students interested in the rebar field.

Customer Success

AUTHOR
Brendan Ley




Western States owns its own placing business, Rocky Mountain Rebar. Detailing Manager Kelly Foster talks about the importance of integration, saying, “I have spent my entire career arguing that a successful rebar operation needs to be integrated — not contractually separated by fabricator-only companies; installers or placing companies; and overseas or contract detailing companies. While I realize that not all owners have the ability or desire to be fabricator-installers under one roof, the fact remains that integration is the key to a successful operation.”

Kelly continues, “Shops have to be willing to adjust fabrication occasionally to improve on the cost or effectiveness of installation, and the field has to be willing to adjust their installation process to increase the shop’s fabrication. aSa software allows us to do this.” In 2019, Western States installed aSa reinforcing and Rebar Financials modules. Micah explains the decision to implement aSa. “We grew

to the point where it was too disjointed to manage operations with spreadsheets. It was time to move to something different, and we knew that aSa was an integrated system,” he says, adding, “We have been very pleased.”

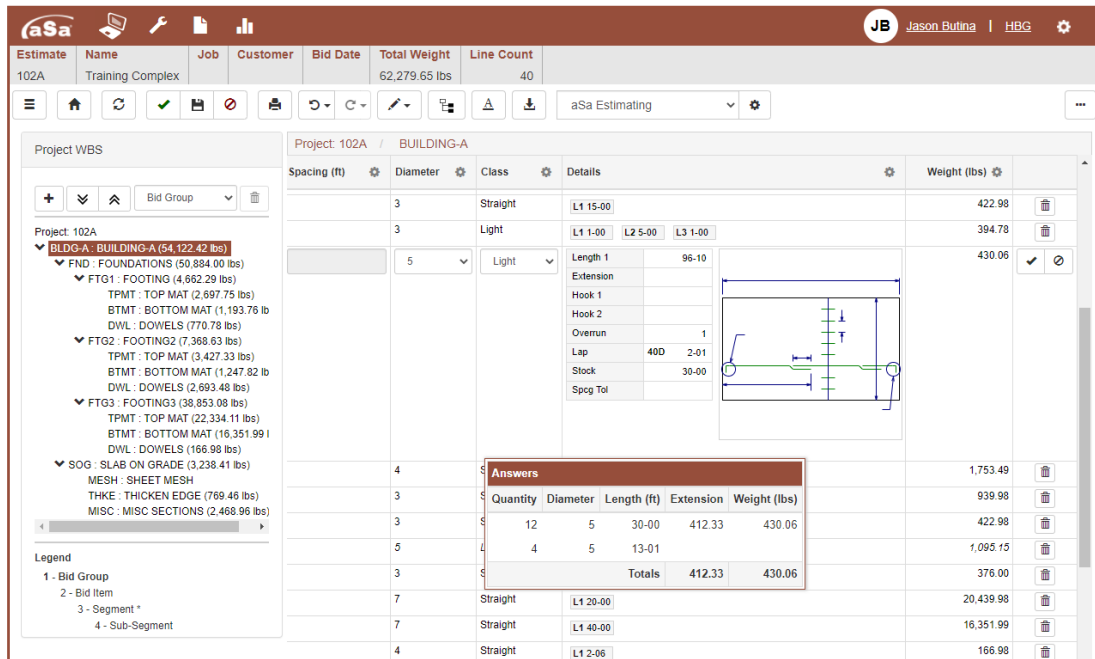
Kelly says Rocky Mountain Rebar is excited to be an early test site for ADDA software, an AutoCAD-based 3D BIM solution represented by aSa in North America (see story on page 11). “(ADDA) adds yet another option into the modeling atmosphere. It addresses the needs of the thousands of AutoCAD users, and students being trained in AutoCAD as well. Additionally, ADDA is fully integrated into the other aSa modules and systems,” Kelly notes.

A statement on Western States’ website provides a clear summary of the company’s values: “We love what we do and feel it shows in our product and work.” 



Opposite page, Western States recently supplied — and Rocky Mountain installed — reinforcing for a 5,000-ton wastewater treatment plant in Salt Lake City. Other projects include religious buildings (above left), tilt-up structures (above right), and bridges, left.

Introducing aSa.Studio Estimating



Just like our order entry and operations modules, aSa Estimating is moving to the cloud. Here are just a few of the benefits you can expect in the upcoming release of aSa.Studio Estimating.

Smart new interface

In Studio, you enter material directly into the takeoff grid. If you need to change a specific field, simply click on it. Pre-populate fields to save entry time. Easily hide fields, re-arrange their sequence, or change field labels. In addition to the floating answer window, which helps you check your work and avoid mistakes, you

can expand a takeoff line to see details, such as a list of bar lengths included in a Varying Bar function.

Additionally, you'll save time with the many features inherent in aSa.Studio, including advanced lookups, user-defined custom fields, and type-ahead data entry.

Flexible project organization

In aSa e⁸, we had specific names for specific groupings, such as Segments, Sub-Segments, and Bid Items. In aSa.Studio, we simply have levels within a Work Breakdown Structure (WBS). You can have up to nine levels in your

project's WBS, and you can name the levels any way you want. In the Line Entry screen, use the handy WBS Tree to filter your takeoff and work with one level at a time. Want to see a bigger picture? Simply click on a higher level in the tree, and the grid updates accordingly.

Smooth workflow from estimate to bid

Project Pricing is a new module used to apply pricing values to your estimated material. This is a simpler, cleaner solution than in

Estimating continued

aSa e^x, where you could apply pricing on the Estimate report or Rebar Financials' Job Pricing screen. When you select an estimate in Project Pricing, a summary of the material displays, broken down based on your WBS. Apply pricing to individual products, such as specific mesh sheets, or to product classes, such as all your diameter 5 black bar.

When you win the job, the project pricing you developed for the bid becomes the job value. Of course you can also revise the job value and add change orders based on your needs.


Get organized

The Work Breakdown Structure (WBS) Tree allows you to organize your estimate into any groupings you like. Clicking on a level in the tree filters the grid.

... plus more!

We listened to your feedback and added many user-requested features. For example, Estimating no longer has its own separate product file; all aSa modules now access the same inventory items. Also, the program automatically saves a revision history, summarizing the changes made to an estimate over time. When you enter cover page comments or list your drawing references, you can apply formatting, such as bold, italic, bullet lists, font size, and font color.

Looking ahead

Estimating is scheduled to be released in the fourth quarter of 2021. 

What to expect from aSa.Studio Financials.

aSa e^x Financials


aSa Rebar Financials functionality built into Sage 500 AR modules. Sage software required.

Integrates with Sage 500 AP and GL modules.

Typically installed on Windows Terminal Server.

aSa.Studio Financials

Rebar accounting modules are all 100% aSa products. No third-party required for core Rebar Financials functionality.

Connect aSa data to any back-end accounting system you want to use. See our recommendation below. 

Cloud-based; no installation required. Access from any device with a browser and an internet connection.

Sage 500 is out. Business Central is in.

If you're looking for a replacement for Sage 500 or your current back-office accounting system, aSa recommends Microsoft Dynamics 365 Business Central.

Cloud-based system – no software to install.

Accounting functionality – All the core functionality you would expect: create GL accounts, view financial reports, generate invoices, pay vendors, and reconcile cash.

Additional AP features – Make ACH payments and send remittances to vendors for those payments. Create positive pay files and complete inter-company transactions.

Multilingual and multicurrency capabilities – If your customers and vendors speak a different language or use different monetary units, Business Central has you covered.

Links to other Microsoft apps – Integrate multiple aspects of your business with connections to Office, Outlook 365, and Dynamics CRM.

Support from aSa – When you need help with Business Central, the trained experts in our Business Applications Consulting group are here to provide the assistance you need.



Software Forum

AUTHOR
Brendan Ley



Tech Vision 2021

aSa's first virtual software forum was a success with record attendance.

Traditionally, aSa holds a biennial Software Forum in Pittsburgh for customers enrolled in Client Care. These events provide the opportunity for software training, feedback, and the chance to network with old friends and make new ones. However, this year was anything but traditional. To keep our customers and staff safe, aSa converted this year's forum to a virtual format.

Tech Vision 2021, aSa's first virtual forum, was held March 8-10, 2021. The event featured dozens of


aSa.Studio-related sessions. The television-themed training sessions were conducted through GoToMeeting and Microsoft Teams. The sessions provided a close look at each aSa.Studio module, as well as a preview of tools and enhancements slated for upcoming releases.

While it was definitely a challenge to host the event online, we appreciated the opportunity to share information and ideas with our customers. Customers who were not able to attend past forums because of work obligations or travel issues attended the virtual event this year. In fact,

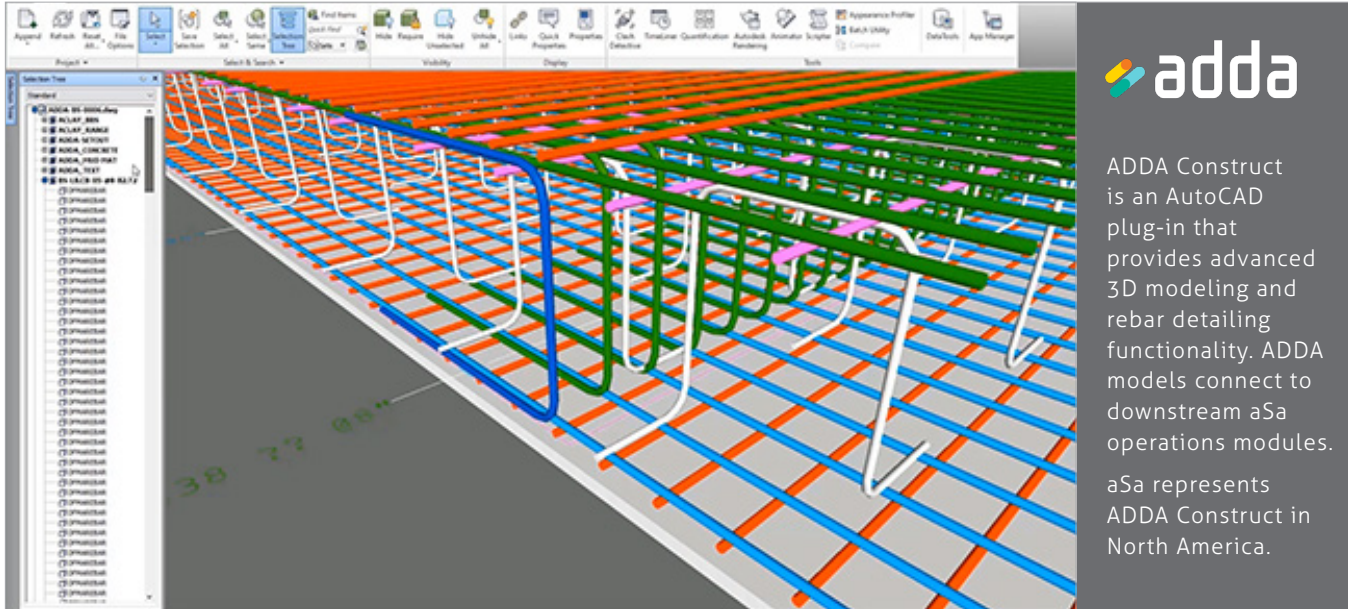
Tech Vision 2021 attendance was nearly double the 2019 forum.

To try and replicate some of the in-person fun that our forums usually produce, we held our very first Virtual Cocktail Reception (VCR). aSa staff and customers gathered in a Microsoft Teams meeting for drinks, laughs, and catching up!



If you missed the live event or need a refresher, don't worry. We recorded all the sessions and posted them on our Client Care Portal. 

Other Tech Vision virtual meetings are being planned for South America, India, and Australia. Details coming soon!




Spotlight on ADDA Construct: 3D detailing tools for AutoCAD users

ADDA Construct provides 3D modeling on the AutoCAD platform. If you're already using AutoCAD, you can continue using your current CAD package, and your detailers can build upon their existing skills.

ADDA model data allows fabricators to make smart decisions, such as pinpointing ways to reduce scrap and identifying reinforcing that can be prefabricated offsite. Early adopters have reported reducing detailing errors by up to 90% using ADDA Construct. Additionally, ADDA models connect to downstream aSa operations modules, enabling seamless integration from design to delivery.

The product was originally developed for detailers in the UK, Australia, and New Zealand markets. ADDA recently launched in North America, where it is represented by aSa. Alan Jeffreys, ADDA'S founder and Chief Technical Officer, demonstrated ADDA for aSa users at the 2019 and 2021 aSa Software Forums.

If you have AutoCAD-based detailers and want more information about ADDA, contact our sales team at info@asaHQ.com. We'll help you make the most of this powerful detailing solution. 

ADDA Construct provides all the benefits inherent in 3D design: better communication with builders and other stakeholders; improved traceability; and fewer problems onsite. For example, clashes are detected much earlier in the process, resulting in safer worksites and faster project turn-around.

Remembering Jim

Jim Leib, founder of aSa and long-time President/CEO, passed away March 16.

Jim founded aSa in 1969, along with Elliot Greenman and Alan Colker. He served as the company's president for more than 25 years. Jim remained active in the company throughout the years and literally worked until the last day of his life.

History. In 1969, when few people understood the significance that computers would play in our lives, Jim helped found a software company. "He was truly a visionary, and his insight has done much to change the rebar industry," says Scott Leib, Jim's son and aSa's current President and CEO.

In the early 1960s, Jim worked on a computer program to optimize rebar shearing for U.S. Steel. The optimization program provided step-by-step instructions for cutting and packaging rebar with greater efficiency and less scrap. When aSa was founded, he remembered his USS roots and developed the algorithm that was the origin of Computer Shearing, the company's first product.

Family. aSa is a true family business. Mitch Leib (Jim's son and Scott's brother) serves as Vice President of Operations, and Jim's wife Miriam was the company's Office Manager for more than 25 years before she retired.

Dedication. Jim was very active in CRSI and felt it was an important part of our shared industry. He was the first associate member to serve on the CRSI board and the first to create a named scholarship for the CRSI Foundation.

Relationships. When aSa celebrated its 50th anniversary in 2019, Jim reflected on the longevity of the company, saying, "One of the main reasons aSa has lasted is because of something we've always adhered to: We make friends as well as customers, and we treat people the way they want to be treated."

"We are grateful for Jim's insight and vision, and we are working hard to carry on his legacy," concludes Scott.

aSa has established a CRSI Foundation scholarship in memory of Jim Leib and long-time aSa Vice President Glenn Joyce.

The scholarship will rotate between Carnegie Mellon University, where all five of Glenn's children attended, and the University of Pittsburgh, where Glenn studied and Jim earned his Master's in Industrial Engineering.

To donate, visit:

<http://crsi-foundation.org/index.cfm/donate/donations>

