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CONTENTS

Volume 13 Issue 26

American Direct and AccessNsite® thriving in division 8/28

University of Houston

Two separate campus buildings add to university's regional student reach in Katy and Sugar Land, TX

6

Belmont Village Senior Living

Full continuum of care provided near downtown Chicago so seniors don't have to move to suburbs

10

St. Anthony's Senior Living

Urban residential community part of transformation along famous Troost Avenue in Kansas City, MO

16

Three Definitive Trends for Contract Hardware

Technology changes everything by Byron Whetstone

20

St. Anthony's Senior Living — Photo Credit: Hydraulic Studio

OPENING REMARKS

Hello Friends of
American Direct,

This issue of Total Access seems to stand out in my mind since in 2020 we begin our 28th year in business and we continue to drive “innovation” in the door openings industry. In November I was grateful to be a panelist at the Forum for the Future at the Door and Hardware Institute trade show. The topic of interest to the industry was the role we have in the overall responsibility for building security. Recently I read that 71% of 2020 voters think that a major issue for this year’s presidential campaign is the need to “fix the problem of mass shootings.” I’m sure all would agree that this issue is of overwhelming importance for the lives of our families and for the freedom we have to assemble for recreation, worship, work, or education. This question seems to require a major response from the industry and I, at that event, advocated for the establishment of security standards for buildings that, at minimum, would set the bar for security in the “built environment.” We will see if this has traction in the years ahead.

Please note the article in this issue about the University of Houston; a major move by a state university to expand and update security through a “total security solution” that delivers physical security and access control to one source and with little external interference, in essence establishing a standard similar to the one I have been suggesting for several years. This is how we at American Direct are approaching the future of our business and I hope you will give thought to the responsibility for your own safety as you live your life everyday.

As always, thanks to the people who make American Direct great. Merry Christmas and a profitable 2020.

Best regards,



Byron W. Whetstone
President and CEO
American Direct



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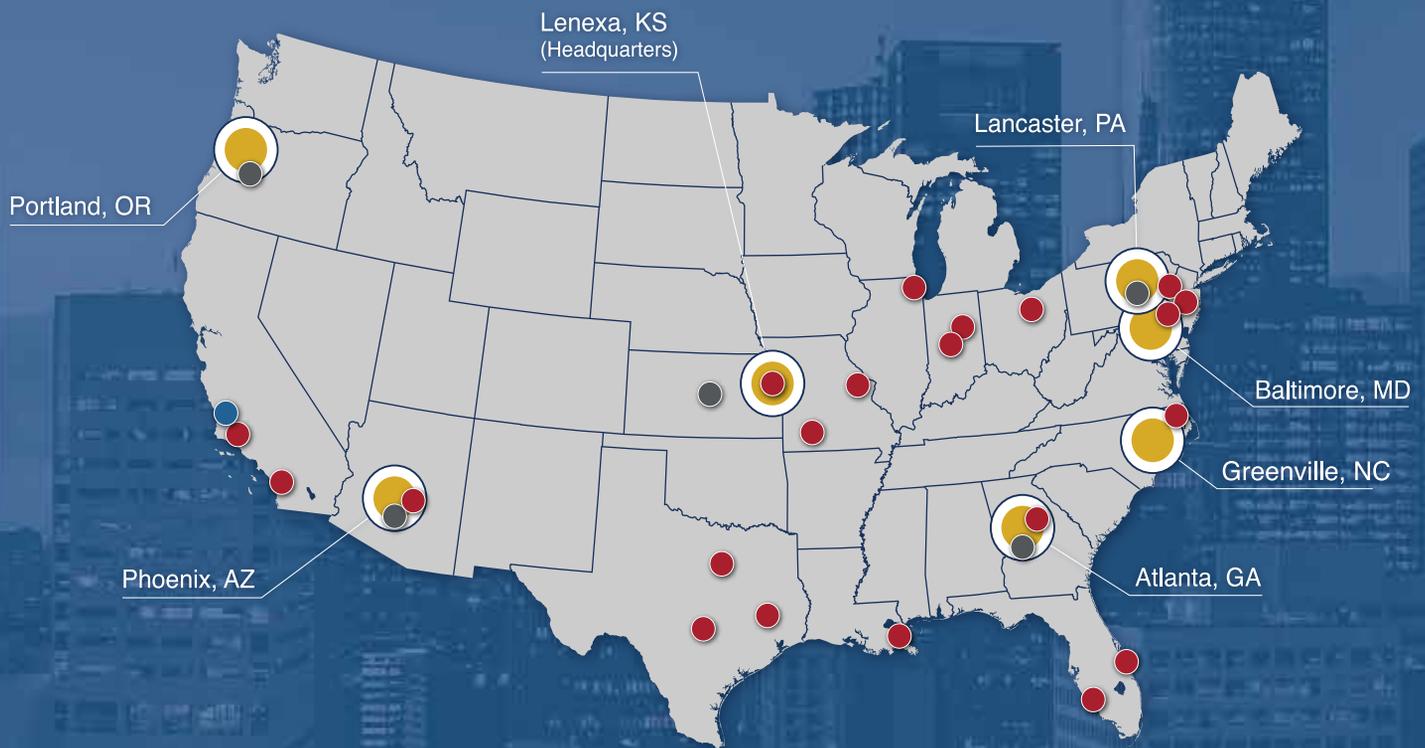
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TotalAccess

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Photo Credit: The Corporate Photography Group

Founded in 1927, the University of Houston (UH) is the leading public research university in Houston and the third largest university in Texas. In 2018, UH enrolled 46,324 students per semester in 261 undergraduate and graduate academic programs — both on campus and online.

The UH System comprises four universities and six multi-institution regional campuses that offer degrees in partnership with the universities. The University of Houston is the largest and most comprehensive institution of the UH System. UH has grown to service the city of Houston and beyond

through their extensive educational offerings, partnerships, and contributions to the community.

A recent market analysis supported a demand for UH programs in the Sugar Land and Katy communities, and the UH System responded with constructing one new building on each campus.

The University's Sugar Land location serves about 2,200 students and offers a variety of classes that lead to undergraduate and graduate degrees from UH, including a Second Degree BSN program. The new College of Technology building at Sugar Land is a 100,000 sq. ft. facility with state-of-the-

art features. The three floors include classroom space and research labs, auditoriums, student lounge areas, faculty and staff offices, and a greenhouse area. The expansion of UH at Sugar Land will offer greater opportunities to prepare career-ready students poised for leadership in technology.

The new instructional building at UH at Katy is an 80,000 sq. ft. facility and houses programs from the UH College of Nursing and the UH Cullen College of Engineering. Class enrollment at UH at Katy is more than 600 students.

American Direct and AccessNsite were chosen to provide access control

University of Houston

University officials prefer a holistic approach to campus security

by Juliette B. Bradley



for the Sugar Land campus and American Direct and AccessNsite's partner, Skyhawk, were chosen for the Katy campus. According to American Direct Vice President Sales, Todd Neely, American Direct was able to provide significant savings to UH because, instead of considering product mix for two different buildings individually, they were able to use similar product mix on both buildings and reduce the amount of coordination time to manage both projects. The mix included hard wired, card-based, Mercury panels and IN-120 and IN-220 battery-powered WiFi locks. Sugar Land also uses

AIPHONE IXSeries (VoIP, Voice over Internet Protocol intercoms) at the entrances to the building and on each floor near the elevators. Integrating with existing systems, like AIPHONE, is possible because of AccessNsite's multi-layer security integration. This flexibility component is a significant contribution to the complete access control solution.

American Direct and AccessNsite consulted with the general contractor, Tellepsen Builders Construction, to discuss if all doors should have card readers and who should be granted access. The card readers are proximity read-

“You can easily run into issues late in the game and find out that something needs adjusting. We were able to minimize those kinds of issues by using American Direct and AccessNsite for all of the access control. It was a smooth, fluid process.”

*Cameron Carter,
Tellepsen Builders Construction*



*Dwight W. Birch,
Manager Campus Safety Systems*

Photo Credit: The Corporate Photography Group

Nearly every entry door in the Sugar Land and Katy campus buildings has a card reader. The cards only need to be presented close to or tapped on the proximity reader in order for the credentials to be picked up by the lock.



Photo Credit: The Corporate Photography Group

UH campus building exterior locks are hard wired and can still be remotely controlled, providing real-time information about who is entering which locations and when, who has been denied access, and more – all without ever setting foot in the building.

ers where the user just taps their card on the reader or gets close enough to the door so that the lock picks up the credentials. A card swipe is no longer needed with proximity readers.

Providing Division 8 and 28 products and services for the same client on one job is extremely efficient according to Neely. “It eliminates the scope gap and the possibility of trying to identify the area of responsibility, should an issue occur. For example, if there is an issue with a door opening, then we take care of that issue as the total openings solution provider,” says Neely.

Providing doors and access control together for one client involves massive internal coordination with the entire team from the onset of the project. “We have meetings very early on to talk about what we need to do to meet all of the requirements of the project. This makes it easier to coordinate shop drawings and submittals and determine what needs to be included,” says Neely.

Tellepsen Project Manager, Cameron Carter recalls a great working relationship with American Direct and

AccessNsite. “UH changed a few things near the end of the construction process and American Direct and AccessNsite were in direct contact with them about the changes. On a project like this, you can easily run into issues late in the game, either with the security or door people, and find out that an installation needs adjusting. We were able to minimize those kinds of issues by using American Direct and AccessNsite for all of the access control. It was a smooth, fluid process.”

Finding a balance between securing buildings and keeping a friendly campus feel is not easy, but the right openings solutions can help. Advanced access control technology, like AccessNsite, can give campus security teams more control over their environment. This ultimately helps students and staff feel safe as they move in and out of classrooms throughout the day.

UH is full steam ahead in student growth. It is likely that the growth of UH campus buildings will follow. American Direct and AccessNsite will be ready to provide the total openings solutions. 

University of Houston

Footprint

Two academic campus buildings. 100,000 sq. ft. College of Technology building on Sugar Land, TX campus and 80,000 sq. ft. College of Nursing and Cullen College of Engineering building on Katy, TX campus.

General Contractor:

Tellepsen Builders Construction

Project Contributors

Total Access Control Software Solution
AccessNsite

Hollow Metal Frames and
Hollow Metal Doors
CECO Door Products

Hinges
McKinney

Hardware
Pemko

AL Frames
Raco

Hardware
Rockwood

Intelligent Locks
Sargent

Wood Doors
VT Industries



Photo Credit: purei - purei.com

Downtown Chicago

City-savvy senior living

by Juliette B. Bradley

It used to be that when senior Chicagoans could no longer age in place at home, or when they were ready to live in a more social environment, they had to look for options in the suburbs.

Today, the majority of Chicago's high-end senior living communities are in or near Lincoln Park, a picturesque neighborhood, just one mile from downtown Chicago, with manicured gardens and an expansive lakefront green space with sweeping city views. This quaint neighborhood is also home to one of the country's oldest free zoos and a host of amazing restaurants.

In 2017, Harrison Street Real Estate Capital bought a building on the former Children's Memorial Hospital campus (the Nellie Black Building). Harrison Street and Belmont Village Senior Living partnered to tear down the seven-story structure and replace it with a similar brick building, also standing seven stories. Houston, TX based Belmont Village Senior Living is a developer, owner, and operator of 29 properties in seven states.

As seniors make the decision to move out of their home and into a community, full continuum of care is an important factor to consider. Belmont Village offers assisted living and memory care, so that as the residents' needs change, the care can too.

The mid-rise building was built to closely resemble the Nellie Black Building with a similar architectural style. Residents don't want for much in this community, as they have everything they need at their fingertips. The long list of amenities includes elegantly designed common areas for gatherings, a technology center to help stay connected, a professionally managed fitness center with on-site therapy services, a licensed nurse and well-trained staff on-site 24/7, award-winning memory enrichment programs, a full social activity calendar, and a full-service salon. The dining is served restaurant-style with chef-prepared meals and a concierge is on staff to schedule complimentary transportation for personal excursions or appointments.

Amenities like these used to be considered over-the-top, but today's seniors are coming to expect this kind of daily living. The building has no similarities to a retirement home, but rather looks like a luxury condominium. The residents are city-savvy and happy to be near downtown Chicago.

W.E. O'Neil Construction provided general contracting services for this project. They partnered with American Direct to provide 300 pre-hung doors, 210 bifold doors in residential units,

4 exterior stile and rail doors, 325 hollow metal doors, 90 hollow metal frames, and 215 knock down frames. Locks included Schlage NDE80 wireless intelligent locks for resident entry and common area openings and wall-mounted Mercury readers for all of the exterior, elevator, and stairwell locks.

The Schlage NDE wireless locks are activated by a fob that each resident is given. That fob is unique to the resident's apartment entry. These locks report back to the main system every 12 hours. If credentials in the system are edited in any way, when the lock checks in with the system every 12 hours, the lock is automatically updated with the most current information. The lock can also report important information, such as who may have requested access, what access was granted, and what access was denied. A benefit to these wireless locks is the minimal installation cost. Basically it is just a matter of mounting the lock with four AA batteries. The battery lifespan is about 1 year.

Belmont Village had already purchased some intelligent locks for the back of house and the general contractor was going to use an electrical contractor for those locks. American Direct Division 8 salesperson, Eric Van Scoy reached out to AccessNsite Security

“ *It is my job to find the best simplified solution for our client.*

As we work together, if I can provide additional information that will help my client make the best access control decision for their needs, you can be sure that we, at AccessNsite, will do just that. ”

Heather Rolli, AccessNsite Security Sales Representative



Belmont Village proudly provides signature dining in Josephine's Kitchen, which includes chef-prepared menu options. In addition, there is a Bistro for coffee, tea and snacks with friends throughout the day. There are wisely designed common spaces for large gatherings, group activities, or small meetings and shared moments.

Sales Representative, Heather Rolli for counsel on how to best integrate the pre-purchased locks for back of house and the additional locks American Direct was providing for the resident entries. Rolli says, "I took off my sales hat, so to speak, and put on my coaching hat to guide the general contractor and owner. I explained that Schlage NDE locks can communicate a few different ways, one of which is through the lock's WiFi antenna that goes across the building's WiFi network. The AccessNsite Allegion driver is integrated to the WiFi solution that allows communication with back of house locks, the resident entry locks, and the Mercury panel common area readers. The original electrical contractor's solution could not do that integration. If they had continued with their original plan, they would have had to utilize a gateway for every 10 locks for a Bluetooth connection.

Continuing on that path would have been very expensive. By using Ac-

cessNsite for all of the locks, it eliminated two different layers of physical equipment. With AccessNsite, all the locks communicate via the building's WiFi network and then information is exchanged as the locks check into the system. "This is part of the service we provide — engineering and consulting to provide the best solution/service we can," says Rolli.

Rolli was able to consult and guide the general contractor and owner. "American Direct and AccessNsite were asked to provide not only the Schlage NDE locks for resident entries and back of house, but also wall mounted Mercury readers and intercoms as well. The scope of the project became much larger once the general contractor learned how powerful AccessNsite software actually is. We were able to provide each aspect of the access control without the owner having to use multiple manufacturers. We provided an elegant solution that enabled huge cost

savings to the owner on product and labor. I always look for the end user to have a simplified way to manage the facility," says Rolli.

Integrated parking for Belmont Village is underground because of lack of space in Lincoln Park. The loading dock is actually across the street with tunnel access. AccessNsite integrated access control with the facility's AIPHONE (security video intercom system) allowing employees to push a button to unlock the door via a video component.

The Concierge Desk, the Main Desk, and the Head Chef all have AIPHONE access that allows remote opening of garage and overhead doors. When there is a delivery at the loading dock, for example, the person making the delivery pushes the access control button and the Chef, located in the building at the other end of the tunnel access, can see who is at the dock and can grant access if desired.

Belmont Village Senior Living

Footprint

Demolition of existing building and new construction of seven-story 172,000 sq. ft. building. Post-tensioned concrete frame with brick exterior. Two below-grade parking levels for 95 cars.

General Contractor: W.E. O'Neil

Project Contributors

Total Access Control Software Solution

AccessNsite

Pre-hung Wood Doors

Bocam, Inc.

6-panel Hollow Metal Doors

CECO Door Products

Exit Alarms

Detex

Closers

Falcon Lock Company

Overhead Stops

Glynn-Johnson

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Harring Doors

Hinges, Flat Goods, Viewers, Wall/Door Stops

Ives/Ingersoll-Rand Security & Safety

Push Button Locks

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LCN Closers

Bypass Sets

Pemko

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Rockwood Manufacturing Company

Mag Locks, Electronic Trim, Key Switches

Schlage Electronics

Intelligent Locks

Schlage Lock Company LLC

Hollow Metal Frames, Flush Hollow Metal

Doors

Steelcraft

Knock Down Hollow Metal Frames

Timely Industries

Exit Devices, Electric Strikes, Power Supplies

Von Duprin, Inc.

Plastic Laminate Wood Doors

VT Industries, Inc.

Threshold, Sweeps, Gasketing

Zero International



The Allegion NDE80 locks utilize AccessNsite software to provide a total security openings solution for the residents and employees of Belmont Village. The locks are easily programmed and credentials can quickly be added, deleted, or edited.

*Photo Credit for Belmont Village photos:
purei - purei.com*

W.E. O'Neil's Project Manager, Brad Garlick says, "We made great strides with access control on this project that will benefit Belmont Village in the long run. This was their first time to utilize this kind of access control technology and it will provide them with information they have never had before. In today's world, it is critical to know who is gaining access to entry points and AccessNsite will allow them to track that and so much more."

Belmont Village is a perfect example of how American Direct and AccessNsite not only sell product alongside one another, but also effectively collaborate with each other, the general contractor, and the project owner in order to provide them with the single, most effective, cost efficient openings solution.

Belmont Village opened in 2019 and has made great strides in building an impressive reputation for the classy age in place retirement community near downtown Chicago. 



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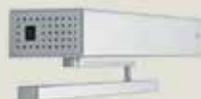
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St. Anthony's Senior Living

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AccessNsite's consultation provided
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access control for residents.***



Photo Credit pages 16 and 17: Hydraulic Studio

If residents are not out and about in Brookside or taking in a show on the Country Club Plaza, you might find them in one of the many common areas for reading or visiting.

by Juliette B. Bradley

St. Anthony's Senior Living is located in Brookside, a charming historic neighborhood in the center of Kansas City, MO. The neighborhood is within a few blocks of the quaint Waldo and Country Club Plaza shopping districts. The building is on Troost Avenue, one of the major streets in Kansas City, MO.

For the last few years, developers and entrepreneurs have focused on the transformation of Troost Avenue. From Ruby Jean's Kitchen and Juicery to Urban Café to new condo buildings to a foot bridge for children symbolically combining cultures and neighborhoods — the region is seeing revitalization and businesses on Troost are thriving as their customers are coming from Kansas and Missouri, building the region from the inside out.

St. Anthony's Senior Living is an urban nine-story tower that features 120 independent living units. Phase 2 will have 30 assisted living units and 50 memory care units. The majority of the building boasts natural sunlight from the floor to ceiling glass windows.

Amenities include free underground parking, a lounge, library, community garden, community rooms, a putting green, daily mass with a resident priest, fitness center, full-service salon, convenience store, and a dog park.

A premiere Kansas City general contractor, Straub Construction, partnered with American Direct and AccessNsite to provide Division 8 and 28 access control. Schlage NDE80 locks were selected and American Direct Project Manager, Matt Fry, assisted in the programming, commissioning, and installation of the locks. This required setting up the IP address, identifying the communication based on the WiFi infrastructure, and setting up all of the identifying characteristics of the lock (what credentials would be assigned, access levels, etc.). "These locks and the access control we provide are so accommodating because you can group individuals' credentials together based on their access levels, such as housekeepers being grouped together based on the floor they work

on, which prevents them from gaining access to floors they shouldn't be on."

When AccessNsite came on board they were informed that St. Anthony's had already begun work with a company using a platform for the Schlage NDE locks that is a stand-alone product where you are required to physically be at the lock to update the access control details for that lock. If a tenant moves out or moves in, the administrator of the access control would have to enter the credentials in the cloud-based system on their phone, then they would have to physically walk to the lock, find the lock in the app on their phone, pair it, and then update the lock. AccessNsite had an easier way. Security Sales Representative, Heather Rolli coached the general contractor and made sure they realized that the AccessNsite software could allow them to use the antenna of the Schlage NDE locks and push the credentials directly out to the lock. This would mean that the access control administrator could centrally manage all of the locks right



Photo Credit: Hydraulic Studio

St. Anthony's residents use their fob to access their apartments and other common space areas in the nine-story building. Residents can choose from many flexible dining options including wine tastings, culinary classes, call-ahead, and take out.

from their computer or phone and would not have to physically go to the lock to implement the changes. This would eliminate substantial time and effort on the administrator's end.

The Schlage NDE locks can use multiple technologies (125 kHz PROX or 13.56 MHz technology, MiFARE Smart Card), but the difference is that the 13.56 technology doesn't allow a card or fob to "excite" and that is a much more secure situation. The national contractor requested the PROX technology and AccessNsite was using the 13.56 technology. In order to avoid residents having to carry credential cards, Rolli coordinated the solution so it registered matching fob credentials that the PROX technology was using. This meant that the fob format, bit structure, and facility code would be the same for all locks and only one fob would be necessary per resident.

Even though there were two systems in use, this was seamless to the residents, making access control very easy wherever they needed to go. AccessNsite made every attempt to provide the

best access control, but use the system the contractor already had in place.

Straub Construction's Superintendent, Justin Briggs says, "American Direct and AccessNsite made it super simple as far as ease of use. It can't get much better for the residents to access their apartments. AccessNsite helped us integrate the exterior doors with the unit entry doors so the residents didn't have to carry two separate fobs. Things like that are extremely important in a senior living environment."

The work with St. Anthony's is a great example of how American Direct has taken on the next evolution of becoming a technology company. That technology can touch so many different areas of a facility or campus when the different platforms manage the housing, dining, and access control.

AccessNsite simplifies the exchange of information by using critical data exchange tools and an API (Application Programming Interface) allowing interoperability and integration as multiple applications communicate with one another. 

St. Anthony's Senior Living A Catholic Retirement Community Footprint

A \$25 million project including a total of 200 independent living, assisted-living, and memory-care units within a nine-story tower in urban Kansas City.

General Contractor: Straub Construction

Project Contributors

Total Access Control Software Solution
AccessNsite

Hollow Metal Doors and Frames
CECO Door Products

Pre-hung Doors
KC Millwork

Wood Doors
Lynden

Hinges
McKinney

Gaskets and Thresholds
Pemko

Mag Holders
Rixson

Flatgoods
Rockwood

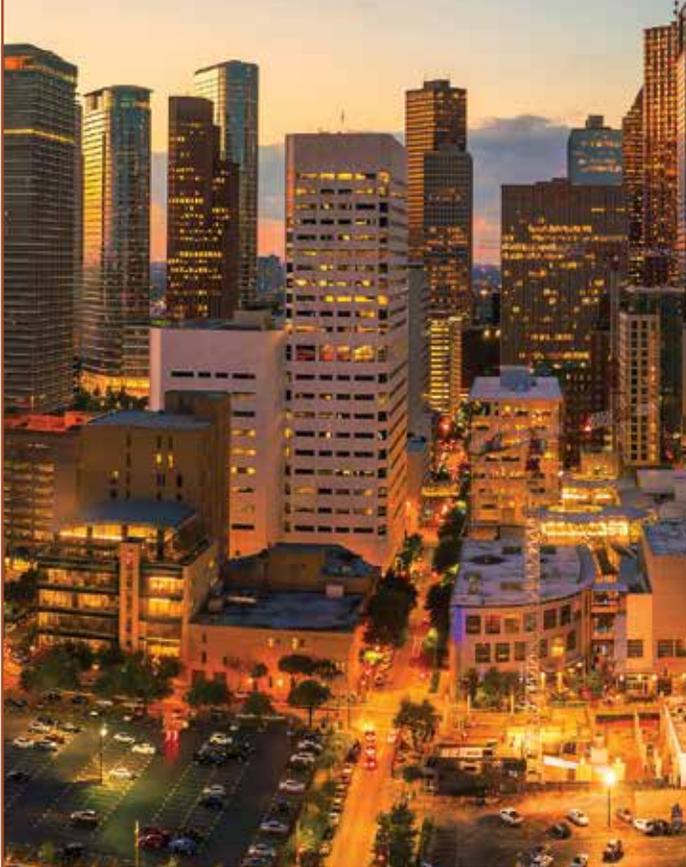
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3

Definitive Trends for Contract Hardware

by Byron Whetstone, American Direct President and CEO

For some time, I have commented on the catalytic transformation in business from what Thomas Freidman has called the “4th Industrial Revolution” and another phrase he has coined as the “age of accelerations”. The reference is at once an allusion to the amazing changes that have taken place around mobile technology, but also a reference to the reality that, in 12 short years, all of our businesses are at risk of being disrupted. The contract hardware space is not any different. The purpose of this narrative is to share three specific trends so that we may manage to survive into the future as the leading source for total opening systems.

The leadership group at American Direct has, for the last few years, heard me ask the rhetorical question, **“WHEN WAS THE LAST TIME YOU BOUGHT ANYTHING ONLINE?”**

The purpose of the question is to illustrate the reality that we all are living in an online world. Our clients, our associates, and our families communicate with us electronically and

virtually, but for many of us our businesses are very far from being online or from providing online/virtual services. My son Tyler who is an Industrial Engineer working for a Fortune 100 electronics manufacturer told me a few weeks ago “that he puts down the technology of his daily life when he goes to work to use OLD TECHNOLOGY.” That comment often defines the state of the contract hardware business.

Most of us have heard and noticed that many discussions and encouragements from DHI in the past few years have involved the impact of technology in the “contract hardware distribution” space. Commentary has focused on contract hardware distributors becoming commercial integrators and changing their business models to selling “total security solutions.”

“WHO OWNS THE DOOR?” is the pertinent question. This concept of a “total security solution” is a delusion. Because of current channel requirements, many of us



*“Digital transformation’
is not coming,
the future has
already arrived.”*

Jack Dorsey

cannot go to market with the newest electronic locking products without a partner. General contractors hire two subcontractors, not one, for the door opening. One for the mechanical and the other for the electronic components. Does that sound like a holistic approach to you?

Consider the options: A “Physical Access Control” software, a commercial integrator, or a designated wholesaler who can stand behind the technology we cannot use or have been deemed NOT SMART ENOUGH TO USE. With this in mind, here are the three comments about the future of our businesses.

1. We must have the ability to do physical mechanical hardware and physical access control at a minimum. This is table stakes; the minimum offering we must engage so as not to see a repeat of the loss of the hardware sales channel to the glazing subcontractors, now so many years ago. The door purveyor is now a decision provider about connectivity, communication, and control over the physical door opening.
2. We have no choice but to embrace the technology of the construction industry platforms and since we are intermediaries, we need to know and use software like Procore, Kahua, and PlanGrid to interface effectively in real-time with the general contractor, or even the owner, as technology is driving decisions. Knowledge is a secondary benefit if you cannot use the communication medium required by the client.
3. Finally, we require an awareness and embrace of the channel migrations underway all around the product offering which we have benefited from for 50+ years. Pre-install and turnkey furnish and install offerings are increasing and, in my opinion, we will have to embrace the reality of the channel migration to “Specialty Sub-Contractor” to allow for things like:
 - Installation – Turnkey package mandatory
 - Finalizing the trade scope gap, increasing scope requirements, and being required as the solution provider, not just the product supplier.
 - Electronic Access Control required to be integrated with the existing and newly emerging electronic locking products. Do you sell locks or solutions for security?
 - The channels are changing and the exclusivity of products by geography or market vertical are being displaced and are changing. The control of your expertise will require taking the risk and reaping the reward.

Take your business seriously and recognize that technology will change the way you do things forever.



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