

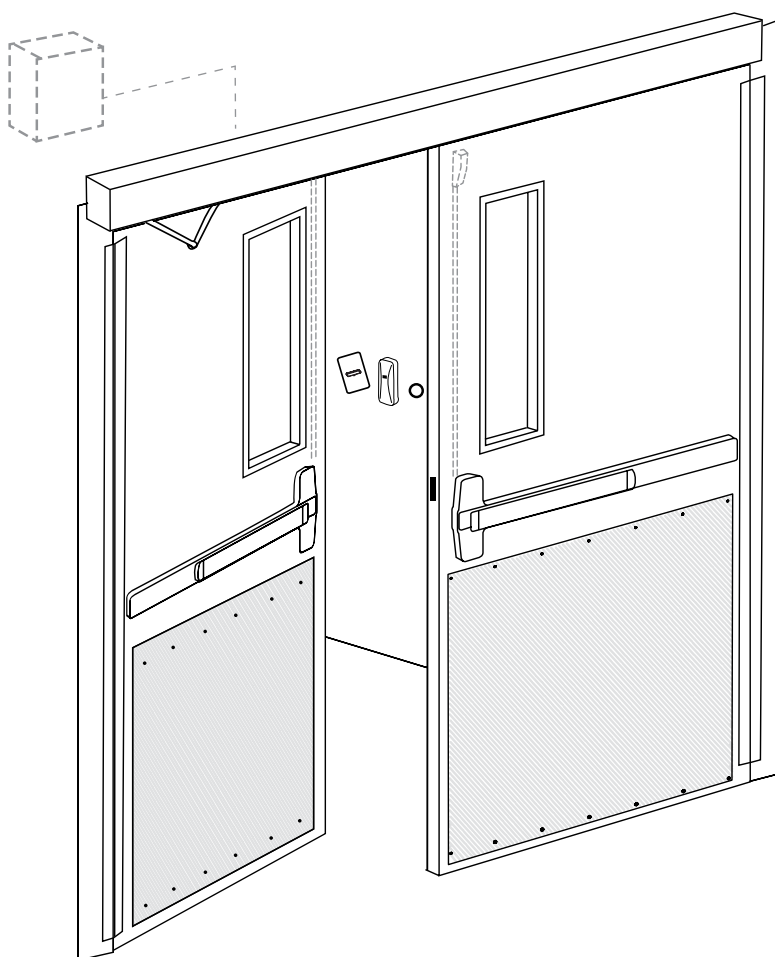
# Total Access

News and Insights from the Door Openings Industry

**Evolution of Surveillance  
Technology Contributes to  
Digital Video Protection for  
Students and Staff**

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## OPENING REMARKS

To Our Great Friends of American Direct,

An amazingly challenging year in 2020 is quickly leading to an enormous return and increase in construction project activity for 2021. Although we weathered the COVID year well, substantial growth should have a 2021 increase in revenue +12% organically. The greater American Direct enthusiasm is for the continued momentum building around the "Total Security Solutions" channel offering we introduced now over five years ago. This change in channel strategy is defining end-users application value with technology, electronic locking, surveillance and mobile credentials as real design and performance impacts project by project. Mechanical products like hollow metal, wood doors and traditional door hardware are being further commoditized because buildings are being designed for technology consideration at every door opening. Even general contractors are combining technology and mechanical products for ease of installation. The disruption is also happening as end-user usage requirements at the door opening include touchless, wireless, and auto operators to redefine building performance expectations. Security concerns are increasing and institutional technology concerns have focused on access and egress to the building, by whom, when and then trying to gauge/anticipate threats.

In this issue, please read my writing about Security on Campus. The reality is that many campus' across the US have multiple access control platforms and coordination between them university wide is virtually impossible. As buildings are constructed or renovated today developing a centralized security strategy means including the latest technology and the starting point is not facilities oversight, but IT.

We also included an article about rural Kansas and Missouri school districts who are fighting their security upgrade needs using extensive video and camera tools to provide a blanket history and current visual on their school buildings and grounds in real-time to protect their student bodies and the educators who teach them.

Finally, we are so pleased to be a part of design and implementation of a proto-type housing built from shipping containers that puts permanent housing solutions in place for the homeless and less privileged constituent populations here and in many global circumstances. This kind of stewardship is a central part of the vision of American Direct. As always we offer our thanks and gratitude to our associates who make the work we do happen and of course to our trade partners who help make this magazine possible.

Best Personal Regards,



Byron W. Whetstone  
CEO, American Direct



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## TotalAccess

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# Atchison Public Schools Utilize High Resolution Video Surveillance to Monitor Premises

by Juliette B. Bradley

Video surveillance in the school system has become a powerful tool in determining not only who may be trying to get into the school from the outside, but also for monitoring the behavior of the students and actions of the faculty. Years ago, if two students had a physical fight in the hallway, the teacher would have to rely on what he/she learned from each individual involved and any human witnesses to the incident. But today, with the assistance of high resolution video surveillance, there is no question about who may have started an argument.

It isn't just school hallways being observed through cameras, but also entrances, stairways, elevators, offices,

classrooms and even expansive gymnasiums and cafeterias. Many schools have one security guard or a Student Resource Officer (SRO), but that person can't be in more than one place at a time. The beauty of a video surveillance system is that for a very reasonable cost, school administration can be assured that if something happens on their campus, the cameras are ready to detect it. It is almost like having an SRO at every active location in the school, without the overhead associated with that.

Schools began installing analog cameras years ago which recorded images and then sent the signal over a coaxial cable to a DVR. The DVR converted the video from





Photo Credit: Alistair Tutton Photography

The photo shown above (**Photo #1**) was taken in the Atchison Middle School Cafeteria during a photo shoot, using a digital camera. The photo shown below (**Photo #2**) is an image selected from the actual video footage taken by the video surveillance camera shown in the upper right corner in photo #1 (highlighted with a red circle around the camera). The high resolution and quality of the video footage makes it easy to identify the people in the image, their location and their activity.



analog to digital signals, compressed the file, and stored it on a hard drive. In order to see the video, one would hook up the DVR to view it or the DVR could be connected to a router and modem to broadcast it over a network. Analog cameras use multiple cables, the image quality is poor, there is a narrow field of view, placement is limited, and analog signals can not be encrypted.

Internet Protocol (IP) Cameras, on the other hand, record the images digitally to begin with, then they receive and send data over a computer network. The IP camera connects to a network in exactly the same way as any other standard network device, such as a laptop, tablet or printer.

IP cameras use high resolution, have digital zoom features, cover areas that would require three or even four of its analog counterparts, require few cables, operate within a wireless network and have encryption built in.

The Atchison, Kansas public school district was functioning with analog cameras for several years, but in 2019 the school board agreed to move forward in upgrading the video surveillance in all five of their buildings: elementary, middle, high, alternative, and administration.

American Access Integration Systems (AAI) was hired by the school district to make the conversion. AAI Operations Manager Scott Clingan has had a long-standing relationship with the district and started by changing the back end of the recording platform to establish the digital/IP system and then as time and budget allowed, AAI began converting the cameras. The project will complete in late 2021.

Moving to the digital infrastructure provides many benefits including:

- Better control of troubleshooting and the ability to leverage the infrastructure currently in place.
- Easier end-user interface with no barriers for users. Example: a principal can log onto any camera on the system from their office computer to see who went down a hallway or who was at a certain location at a given time, providing proof for disciplinary issues.



*Video surveillance cameras are installed on the interior and exterior of the Atchison public schools in order to provide full coverage of activity by students, faculty and visitors.*

• Allows tech expansion and growth. AAI System Engineer, Bryan Cooper initially did a walk-through with the district's Director of Technology Donna Noll to determine where active locations were in each building and where problem areas were. Cooper would then recommend the specific video product for that location. "Some areas need higher resolution cameras than other areas, for example a main entry might be a 7 to 8 ft. area with a double door verses a gymnasium where

people are all over the gym floor. You would need a higher resolution camera in the gym," says Cooper.

Once the conversion project began, AAI staff did a walk-through in the other buildings and determined that because the coverage with the digital cameras is so much wider and further, the district didn't actually need as many digital cameras as they had when they were equipped with analog cameras. In one location, they went from 15 analog cameras to 9 digital.

*The camera shown here, the Panasonic i-Pro, is installed in the Atchison Elementary School gymnasium and provides a view of the entire room, making it easy to monitor a large group, like a physical education class. The camera also compensates well for natural light through the windows or glare through the glass.*



Noll says that she appreciates the ability to add a camera when needed. Based on her experience she says, "It never fails, there is always a corner or location, like near the elevator, that we don't initially think of, but the students and their behavior quickly lets us know when we need to add a camera location." Having such a flexible system makes a camera addition a quick and easy change.

Financial support for a school district video surveillance system can come in many forms. Cooper says, "There is a trend in the education world toward access control and camera systems because more funding is now available to cover the costs than ever before. More school districts are considering

## NO MORE "HE SAID, SHE SAID."

One thing is for sure, cameras don't lie. Whether it is determining who pushed who, identifying an uncredentialed person on school property or verifying activity after hours, live-stream digital video tells all and tells it accurately.



migrating to the IP cameras for quality reasons. We have seen school districts begin applying for state and federal grants to cover the cost of their surveillance systems.”

AAI also recently worked with the Lawson, Missouri school district to provide video surveillance and access control for their new FEMA shelter. The shelter is also used as a gymnasium for sporting events and student assemblies so high resolution cameras

were necessary for full coverage. The district already had a Keyscan system in place and ExacqVision software for their existing security cameras. This project included upgrading about 15 cameras and adding 15 new ones. Because schools are typically funded over time, it is important to utilize technology that can expand as you grow. AAI understands that need and strives to provide the most effective security cameras and software available. 🇺🇸

## Atchison, KS School District Footprint

Video surveillance camera update in five separate school buildings

### General Contractor:

American Access Integration Systems

### Project Contributors

Servers and Enterprise Software

ExacqVision Enterprise Video Management Systems

Interior Dome Cameras

Panasonic i-Pro Video Cameras

Exterior Bullet Cameras

Hanwha Security Cameras

“The range of coverage of these newly installed video cameras is amazing and so is the resolution. I used to have to determine who I was seeing on the analog cameras based on what the student was wearing that day, but these high resolution cameras allow me to see so clearly and there is no mistaking the identification of who I am seeing on the live feed. I know our staff and our students feel more secure knowing we have access to such accurate information.”

Donna Noll

Atchison Public School District Technology Director



# American Direct Contributes to Studio 804 Students’ Hands-on Building Experience

Photo Courtesy of Studio 804

by Juliette B. Bradley

It is rare that college students get real world experience while still in school, but that is not the case for students enrolled in Studio 804, Inc. This not-for-profit 501(c)3 corporation is the brainchild of Professor Dan Rockhill, who 26 years ago felt that his architecture students were deprived of a certain degree of life experience which only worsened with the digital area.

Studio 804 is offered to graduate students entering the final year of the Master of Architecture program at the University of Kansas Department of Architecture. “They weren’t getting dirty in the classroom because the students were removed from some of the tactile properties of architecture in basic education,” says Rockhill. “When we began Studio 804, I couldn’t believe what I was seeing — students pulling their cars up to the project at night, working by the light of their headlights in what

is really a 6-day a week bootcamp.”

All aspects of the design and construction process are carried out by the students over the course of a 9-month academic year. This includes everything from initial design including all systems, construction documents, estimates, working with zoning and code officials, site layout, placing concrete, framing, roofing, siding, setting solar panels, landscaping and more.

Since the beginning, the work of Studio 804 has targeted energy efficient and sustainable design. Since the 5.4.7 Arts Center in Greensburg, Kansas, which was completed in 2008, each project has been LEED Platinum Certified and several of them have been Passive House US (PHIUS) Certified. All the houses have targeted net zero energy use over a calendar year.

Rockhill is pleased to work with community-minded corporations who

want to help these students succeed in their construction projects. American Direct is one such company and has been providing donated doors, frames, hardware and locksets to the Studio 804 projects, but also providing counsel regarding product selection. When Studio 804 was building tornado shelters a few years ago, American Direct provided suggestions on the installation of the shelters. The students did the work, but American Direct helped guide their actual construction and installation process.

Rockhill says that he has people in the construction industry contact him and mention that the students graduating out of Studio 804 seem 2 or 3 years ahead of other architecture graduates when it comes to their experience. “We sub contract very little on our projects. The students do everything they can,” says Rockhill.



Photos Courtesy of American Direct

*The Lawrence Community Shelter tiny homes in Monarch Village are secure thanks to Schlage FBE375 Touch Screen Deadbolts, and Schlage J-Series Passage Sets with Latitude Levers, all donated through American Direct and Schlage.*

#### Studio 804 Footprint

12 tiny homes constructed from shipping containers and providing a safe space for families, specifically single mothers with children or others who need privacy for medical reasons.

**General Contractor:** Graduate students entering the final year of the Master of Architecture program at the University of Kansas Department of Architecture

#### Project Contributors

Schlage FBE375 Touch Screen Deadbolts and Schlage J-series Passage Sets with Latitude Levers

**Schlage**

The 2021 Studio 804 project included the construction of 12 tiny homes for the Lawrence Community Shelter in Lawrence, Kansas. James Bibens was one of the students on this project. "This was such great hands-on experience. Most architectural classes are theoretical so Studio 804's draw is that you are actually doing the work and not just reading about it," says Bibens. The Lawrence Shelter was a former warehouse so it is one big room with very little privacy. When the COVID-19 pandemic hit, they had no way to isolate or provide privacy for those with children or for people who were sick so adding these tiny homes was very important to the community.

Each tiny home began as a 160 sq. ft. shipping container, donated by McCarthy construction. The agreement between Studio 804 and the Lawrence Shelter was that Studio 804 would arrange the donation of the tiny homes and the Shelter would arrange for the infrastructure. "Studio 804 spent approximately \$150,000 and without the help from donors, it would have been twice that," says Rockhill.

The 12 tiny homes are paired and anchored on the east and south sides surrounding the existing community garden and Monarch butterfly trails. Additionally, a new 900 sq. ft. open-sided commons shelter with picnic tables is to the north of the garden. Sidewalks give a sense of circulation and unites the neighborhood. Between each tiny

home duplex is a covered concrete pad, for a shared outdoor space. Each tiny home includes a bunk bed, pull-out sleeper couch, a full bathroom and kitchenette, also designed and built by the students. There is one ADA accessible tiny home with a ramp and reconfigured space to accommodate appropriately.

The tiny homes maintain a high level of sustainable design as well as remaining contextually sensitive to the existing site. Southwest facing louver systems allow natural lighting to fill the home efficiently, offering heat in the winter and shade in the summer. Homes are insulated from top to bottom to ensure appropriate heating/cooling. Rooftop solar panels provide a major portion of the energy needs.


Approximately 50 different donors like American Direct assisted in this year's Studio 804 project. "American Direct stepped right up when we needed the donations for the entry locks. I wish more companies would have taken that posture, but with COVID, so many didn't know what their future would be," says Rockhill.

Sometimes, according to Rockhill, the Studio 804 experience is the first hands-on experience for the students. "On the tiny home project, a student originally suggested a certain lock for the entry units, but for functionality it wasn't the best choice. The Shelter requested locks with passcodes on the outside but lockable with a deadbolt on

the inside, so we had to make an adjustment. I had American Direct come out to reassess the situation and they didn't blink an eye at the opportunity to work with the student and suggest an alternative product," says Rockhill.

Nine months of working with the students on one project has shown Rockhill the best and the worst of the students. "We start out pouring concrete at the beginning and they are all thumbs, but by the time we get to the end of the project and are pouring sidewalks, I almost feel like I am in the way because these young men and women really know what they are doing and have learned so much."

Studio 804 states that they are underpinned by three foundational elements: 1) 25 years of dedication to the continuing research and development of sustainable, affordable, and inventive building solutions; 2) Service to Kansas communities; and 3) The unique instructional model of Rockhill's remarkable hands-on design-build program which is the envy of architecture schools worldwide.

Whether it is doors, frames, hardware, access control or consulting based on years of being the total openings solution provider, American Direct will continue to encourage programs like Studio 804 to allow students to take the steps necessary to get their hands dirty, get real-world experience and begin to make a difference in the world of construction. 

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*Photo Courtesy of Brookfield Properties Development*

# Fifth + Broadway –

## Nashville's Largest Single Mixed-use Development

by Juliette B. Bradley

The city nicknamed “Music City” is considered home for more than 1,272,000 individuals and hosts more than 16 million visitors a year. Even with a pandemic, in 2020 Nashville was still ranked among the top U.S. cities that people were moving to. The

majority move to Nashville for work, but many others move to be closer to family or retire near the music scene.

Although Nashville has many charming neighborhoods, you just can't beat the excitement and experience of living in the heart of the city. In order to

create the modern elegance living experience the city deserved, an outdated convention center was demolished and Fifth + Broadway was built.

The project is designed to be a live/work/play district where residents can leisurely walk from home to work, shop

and dine. The 34-story residential tower, which is the tallest residential building for-rent in Tennessee, includes 386 units, 2,000 parking spaces, an amenity deck with a pool, music studio, media room, gym, dog run and wash, and penthouse. Apartment floor plans include studios, one, two, and three bedrooms and the lobby includes co-working and social rooms.

Fifth + Broadway also includes a 25-story office tower with its own parking garage and features such as a 19,000 sq. ft. indoor/outdoor rooftop amenity deck overlooking the city. This office tower is targeting LEED Silver certification.

Finally, Fifth + Broadway includes a vast area of entertainment, retail, and cultural space which includes The National Museum of African American Music and Assembly Food Hall, a multi-level dining and entertainment destination with over 20 restaurants and a music venue.

Skanska provided preconstruction and construction management services on the \$402 million Fifth + Broadway project and partnered with American Direct to provide a Dormakaba hardware package to pair with the LATCH electronic access control system designated for the job. American Direct Regional Sales Manager Eric Van Scoy was attentive to the sleek look of the residential apartments and suggested door hardware that would only enhance the upscale vibe. "We used the team approach to work together to come up with the best plan." Van Scoy began working with the construction team, the architect and the design team early on and finalized an openings package that aligned with the budget and provided quality functionality. "The majority of jobs we work on involve pre-hung frames, but we suggested Timely frames instead. They are not pre-hung, but they are metal and very durable and secure. They

have a square, sharp edge profile and they matched the industrial look of the inside interior of the apartments," says Van Scoy.

Skanska Project Executive Jeff Elpers says, "American Direct provided pre-construction consulting by offering value pricing and alternate hardware to reduce costs, plus they developed the key schedule for the system."

Logistics for this project were challenging. The intersection of Fifth and Broadway streets is one of the busiest in the state of Tennessee and life went on right through construction. Elpers worked with the city's public works department to determine the most effective logistics plan. There were events going on at the same time as construction including the hosting of the NFL draft as well as the Stanley cup finals plus concerts at The Ryman Auditorium and Bridgestone Arena.

COVID-19 added a unique set of circumstances as well, including man-



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Photo Courtesy of Brookfield Properties Development

*Fifth + Broadway couldn't be more centralized in downtown Nashville. The 34-story residential tower, elite office tower and flagship retail and entertainment centerpiece make the busiest and most iconic intersection in Nashville even more appealing.*

dating vertical transportation limitations, wellness checks and temperature checks at the gates plus more frequent hand sanitizing and portable toilet cleanings. The construction employees even had staggered shift start times to reduce the impact of the number of people present at one time.

The residential tower features the LATCH electronic access control system and Blue Tooth technology. From

the moment a resident enters a building functioning with the LATCH system, they can interact with the space how they want, from opening the front door to their apartment, to granting access to visitors, to sharing access with guests for brief periods, all via controls on their Smartphone.

Skanska's team of 7,000 workers included 61 small, minority-owned, women-owned and veteran subcon-

tractors. The project is tracking more than \$70 million to be spent on diverse businesses through the construction.

A city like Nashville is always changing, always providing new opportunities for its residents and always searching for ways to enhance the day-to-day living experience. Fifth + Broadway — the city within a city — has claimed its mark on The Honky Tonk Highway. 🇺🇸



Photo Courtesy of Brookfield Properties Development

*The luxury apartments at Fifth + Broadway feature the LATCH electronic access control which uses Blue Tooth credentials. American Direct suggested the implementation of a Dormakaba hardware package to pair with the LATCH system.*



### Fifth + Broadway

#### Footprint

2.2 million sq. ft. project strategically located in the heart of Nashville's downtown

#### General Contractor:

Skanska

### Project Contributors

Hardware

**Dormakaba**



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# *Securing Today's Campus*

by Byron Whetstone, American Direct CEO

The National Association of Campus Card Users (NACCU) was new to me a few years back and unlike the typical security trade show, this event was attended by a large percentage of the most prominent universities in the United States. The message I heard from this group overwhelmingly was, "My campus has too much complexity in the security technology because we have multiple platforms for access-control, surveillance and card credentials." Additionally, the requirements of IT related to network security are left largely in the hands of the local commercial integrators which is becoming a cyber-risk.

The most common solutions articulated to me were, "We just have to wait until we can get funding to solve the problems". We need to control

our own networks, to operate the access control and security in these buildings."

Historically, the building owner/tenant would have a security consultant determine the applications or the feature set for any given building or campus. Today, the architectural community doesn't have the leverage to stay current on the technology in the marketplace so they rely on specification writers employed by the largest hardware companies. Whether security hardware, cameras, software or locking products, the challenge to gain a functional and dynamic access-control solution depends on gaining consensus from multiple constituencies, most of which have disparate viewpoints on the appropriate technology solution set for the end user.

Owners want to make correct choices and contractors know that multiple sub-contractors cause finger-pointing and unsuitable solutions. A "certificate of occupancy" is required to occupy a building and that means access and egress must be functional.

The leadership of commercial integration businesses and contract hardware businesses are on a collision course and the "door guys" are taking market share consistently by being willing to offer a total suite of products and services. If you are not seeing the "what is happening now," the door industry is disrupting the integration space by willingly providing offerings and value not related to wall readers and service deployment. The future "go-to-market" channel structures are being defined NOW

because door hardware manufacturers are making the most substantial innovations in locking and electronics and they are looking for more paths to the market for their goods.

When we started American Direct in 1991 as a contract door and hardware distributor, a door was basically just a door (frame, slab, and hardware), and access control wasn't much more than locks, keys, and closers. Today, the door is a dynamic digital ecosystem — intelligent locks, electric strikes, position switches, card readers, video surveillance, biometrics, life safety, and more — responsible for aggregating, analyzing, and effectively acting on a rushing river of data. This innovation at the door opening offers the amazing potential to simplify and secure human life, as well as improve a building's long-term operational efficiency. It also introduces significant new vulnerabilities, including cyber threats and the increasing complexity of the door opening itself.

The good news is that we already have at our disposal the advanced technology required to provide efficient and effective security solutions at the door opening. However, in an increasingly complex and digitally interconnected world, we need to think beyond doors, frames, hardware, and even beyond the latest and greatest access control hardware and software. To ensure the ultimate safety and security of a building and its occupants — as well as achieve design, budget, and time line goals — we must be dedicated to providing total integration of every single facet of every single door opening.

Existing channels have serious lapses, gaps, and shortcomings for the “as-built” community. Further, there is a desperate need to change construction techniques and delivery methods for new construction and renovation for the products and services we provide. For the most secure and safe delivery, for future building occupants, there should be a mandate that requires a single-source access solution, using a centralized sub-contractor or security


partner. That partner should be capable of providing every aspect of the security solution, mechanical, electronic and platform implementation.

Because of this needed disruption in the system, more companies are offering turn-key installation and system implementation. The days of multiple sub-contractors and finger pointing are on the decline, making way for innovators to provide a one package solution. This total access integration is the new reality. Suppliers can now offer security access solutions with existing door hardware, bringing a one platform solution that costs less and is more secure.

Services such as pre-construction specification review, product recommendation and comprehensive bud-

geting target the needs of a campus project before construction begins. This cuts down on cost and insures the perfect fit for security needs and integration with existing IT requirements. Reducing the need to “wait on funding,” giving you cutting edge security solutions now rather pushing it down the line.

The reality of life in our industry is about providing for the safety and security of humanity. We are all expecting thoughtful people to anticipate the hostile environment and act accordingly.

Safety and security are equal to TRUST in today's world and we have to provide effective solutions to solving the safety and security risks we face every day. 



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[accessNsite.com/tam29](http://accessNsite.com/tam29)

Photo credit to Cloyce Wall, Austin Commercial - The Quad, Houston TX

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## Two Solutions

# One Vision



Openings Studio™



Opening lifecycle software for architects, contractors and owners for use in design, construction and facility management.

- Visualize doors, frames and hardware
- Create Division 08 and 28 specifications
- Smart Tag installed openings with QR code labels
- Dashboard management of openings



PRO-TECH



Project management software for distributors with enhanced features for estimating, detailing and ordering of architectural hardware, doors and frames.

- Simplified project detailing with advanced features
- Default and custom price books for hardware and material
- Easily generate door, frame and hardware estimates and schedules

*Together, taking architectural projects from beginning to end.  
Contact us at <https://pages.assaabloydss.com/one-vision>  
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