

# AATK IN THE NEWS

February, 2001 American Access Technologies, 37 Skyline Dr., Suite 1101, Lake Mary, FL 32746  
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## Zoning in on BICSI Winter Conference

When esteemed telecommunications industry consultant Tom Swihart opened the BICSI Winter Conference by telling members that they all need to be aware of zone cabling, American Access was there.

“Get used to zone cabling. It’s not going away,” Swihart told BICSI members..

Soon to follow on the agenda of five guest speakers was American Access’s own Vice President of Sales, Wil Boyd, proud to be “part of the endorsement of zone cabling in the industry. Seven or eight years ago, only 35 BICSI members attended a speech about zone cabling ini-

tiatives. This year, all five speakers addressed it, and about 600 or 700 people were in the room.”

BICSI, Building Industry Consulting Services International, is the definitive authority that sets standards and specifications for structured cabling throughout the world. Hosting several conferences a year, BICSI brings together members and guests to discuss the data cabling network industry and to enjoy each other’s company amidst good food and entertainment. About 3,800 guests attended this year’s event in Orlando, Florida.

Boyd is enthused that the indus-



American Access Technologies, Inc. has participated in industry trade shows in support of zone cabling since 1998, above.

try is migrating toward zone cabling, and specifying it earlier in network planning.

“We are moving up the food chain, becoming part of the architectural planning instead of being the last to be called,” Boyd said.

## Look Who’s Counting on Zone Cabling

When the Federal Aviation Authority’s (FAA) Great Lakes Regional Office demanded the highest standards for managing voice, data and power in its operations center, American Access Technologies, Inc. Ethocom was chosen to route telecommunications cabling through state-of-the-art office furniture.

The FAA facility monitors all aviation activity in an eight-state region, and its renovation of a building it had occupied for 30 years had to encompass the diverse needs of 18 separate divisions, including security, air traffic and design. Telecommunications wiring would have to accommodate many changes, additions and moves in the future, and the jumble of cables that had been stuffed under the counters in the past had to go. Enter zone

cabling, which transformed the building using 86-inch high Ethospace panels lining the walls and 600 Ethospace workstations. Functional on December 17, 1999, this cutting-edge FAA center remains a forerunner to the future of telecommunications cabling.

And if you were counted in Census 2000, your information was processed in one of four data capture centers wired with zone cabling. Using leased warehouse space and an open office concept, the Census Bureau had to overcome the impending problem of cables and wires running all over the place. The solution? Strategically-placed cable consolidation points that would shorten the run for wiring to the desktop and network ports. With more than 100 million question-

naires filling the Census database around the clock between May and July 2000, those data ports had to run efficiently.

“We have always believed the future to be away from structured cabling concepts toward zone cabling, and our sales of proprietary zone cabling products continues to support this. You will see this in our fourth quarter numbers for sales of the cabinets,” said John E. Presley, president of American Access.

Presley directs readers to December 2000 and January 2001 articles in *Cabling Business Magazine*, which explore the value of the zoned cabling concept.

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## Welcome

American Access Technologies, Inc. is committed to keeping its investors informed about the latest innovations and benefits of zone cabling, while complying with Nasdaq’s new rule to disseminate Company information in a public forum. We have chosen to post a monthly newsletter that will update our investors on Company growth and changes, as well as on the telecommunications industry itself.

Our President, John Presley, believes your need to know can best be accommodated this way since, to comply with Nasdaq rules, there is very little we can actually say to you in a private e-mail or phone call. This way, Mr. Presley can go about the business of making the Company grow, and we can answer appropriate questions in one monthly forum.

Remember, we won’t predict earnings, but we will tell you when they will be posted. Any material information will still be released through Business Wire after submission to Nasdaq StockWatch.

We hope our newsletter will give you a clearer picture of what we do, and a sense of why we do it. As the industry grows and zone cabling becomes more and more accepted as a means to distribute wiring to workstations within a limited area, we believe you will share our excitement, because we believe American Access is a leader on this frontier. Simply, zone cabling saves you money. It incorporates modular components and plug-and-play connectors, reducing installation costs and the cost to move, add to or change a system by up to 70% over the life of a network. Reducing disruption in the work place and employees’ downtime are a big part of the major cost benefits.

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## Federal Government Gives AATK Thumbs Up

SmartNetworks Vice President Dave Austin has negotiated General Services Administration (GSA) approval of American Access products for sale to the federal government, for which a multiple-award contract has been signed.

“GSA approval isn’t really selling to the government, it’s helping them buy what they need,” said American Access Vice President of Sales Will Boyd. The U.S. government is one of the largest systems furniture purchasers, Boyd said, and with GSA approval, it will be an easier process for it

to buy American Access products.

SmartNetworks will continue to work as the support arm to facilitate sales efforts to the federal government in Washington D.C.

## Two New Directors Named to AATK Board

American Access Technologies, Inc. recently welcomed Steven Robinson and William Hadaway to its Board of Directors, replacing Jack Cooney and Stephen Albee, both of whom resigned to pursue other interests.

Robinson is an original founder of American Access. He has an extensive background in sales, marketing and operations with several well-known local corporations. He was instrumental in developing Network 2000 sales as a long-distance independent marketing/sales company for US Sprint. He is retired from the US Navy. While in the Navy, he specialized in logistics and supply management, including federal government purchasing within DFARS regulations, contract management and inventory control. He is the founder and majority

shareholder and currently president and CEO of a chemical manufacturing and marketing company. He also is the majority shareholder of a wireless digital phone services and products distributor.

Hadaway is a 1965 graduate of the University of Buffalo with a B.S. degree in Accounting. He earned his CPA license from the University of the State of New York in 1967. In 1981 he was granted a CPA license from the Florida Institute of Certified Public Accountants. Hadaway has been a sole practitioner or partner in a public accounting firm since 1971. He has lectured on budgeting, cash management and taxes. Prior to establishing his own firm, Hadaway was employed by Lathan, Lumsden & McCormick, the largest non-national

CPA firm in Buffalo, NY, and by Fiddler & Co., CPA in western NY.

Both directors will also serve on the Company’s Audit Committee with CFO Joseph McGuire.

“Jack Cooney and Steve Albee did an exemplary job on the Board, and we gave much thought to finding replacements of their caliber. We are pleased that Bill Hadaway and Steve Robinson have joined our team,” McGuire said.

Directors are appointed to fill vacancies on the Board, and will stand for re-election at the next annual shareholders’ meeting to be scheduled in June.

with you, our investors.

**Zone continued** \_\_\_\_\_

“We are not the only ones that believe in this emerging trend,” he said.

### What’s In a Name?

Private labeling has become a growing factor in American Access’s marketing strategy. Initiated in May 2000, the Company has signed five Private Label Agreements through December 2000.

“We recognized that by private labeling our zone cabling cabinets to leading manufacturers, we would become part of the total network sale,” said Vice President of Marketing Ray Kirk.

It does take some time after an agreement is signed and the private label customer is submitting reorders.

“The process includes the purchase from us, stocking in district warehouses, cataloguing the product for sale, and then the actual marketing effort to create a demand by their customers,” said John Gambrell, director of Corporate Development for American Access. Gambrell added that the initial effort begun in May was presented in the middle of a marketing cycle. Some companies that showed an interest had to integrate private labeling into the next year’s marketing plan.

Both Kirk and Gambrell stressed that private labeling is the tip of the iceberg for distribution of zone cabling products.

“We are beginning to enter other arrangements as Original Equipment Manufacturers, designing and producing for other companies related products to their specifications, which will expand our manufacturing base,” Kirk said.

**Welcome cont.** \_\_\_\_\_  
We hold U.S patents and have applied for international ones for our applications and methods, including for our furniture system insert product, Ethocom. An engineering consultant recently detailed in a white paper the savings gained by using zone cabling.

The white paper is available for you to read on our website. Additionally, important articles are now being written in industry publications, with the backing of Fortune 500 companies recognizing the benefits of zone cabling. Our future looks bright, and we want to share it