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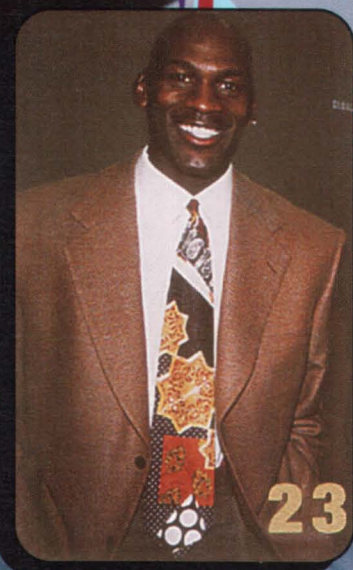
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December 1994 - Volume 2 No. 9

The
1st
U.S. Telecard Magazine

Premier
Telecard
The Collectors Network

Magazine



U.S.
Edition

Announcing the NSW National Parks & Wildlife Service Unique 15 Phonecard Collection

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Now - one of the most exciting releases ever! The largest series ever issued in Australia, this **strictly** limited Collection features breathtaking wildlife and environment themes, from endangered species to fire fighting ... whale rescues to helicopter water bombing ... and much more! Presented in a splendid album, this **unique world first** is expected to be snapped up by knowledgeable collectors in Australia and overseas who recognise its investment potential.

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- Official personalised Transfer of Ownership Certificate
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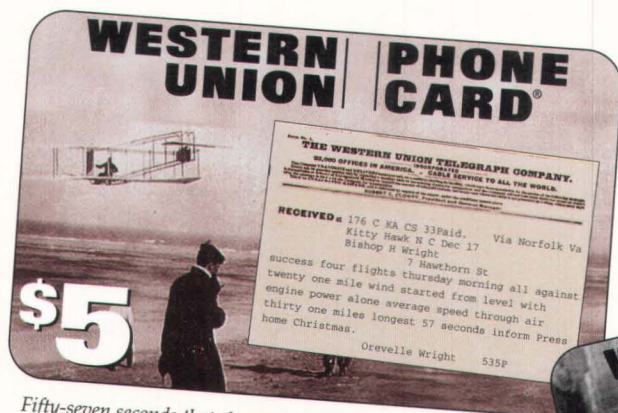
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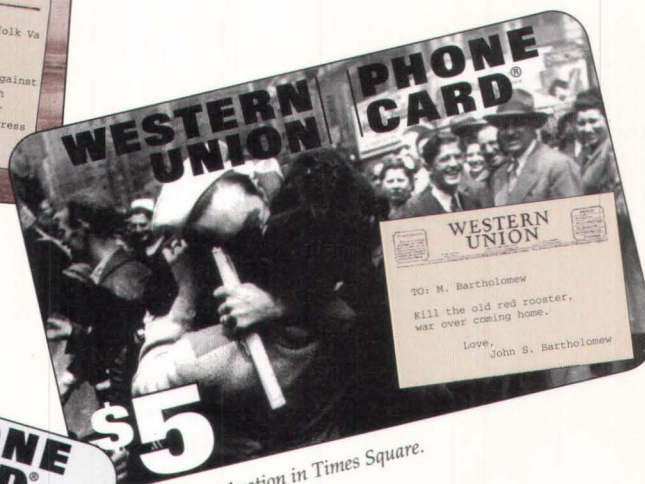
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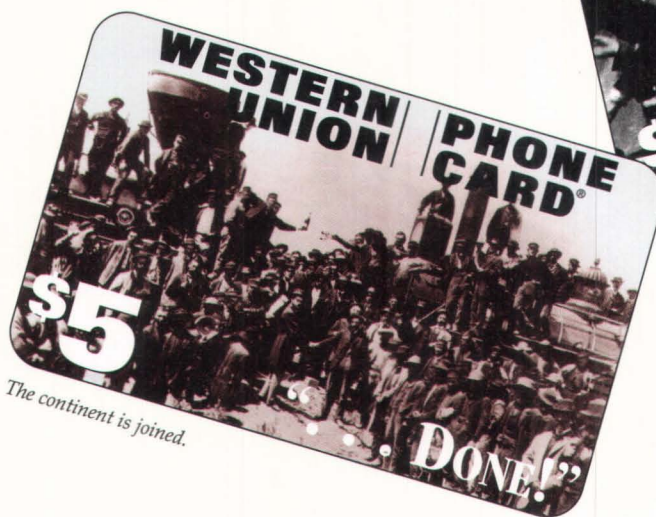
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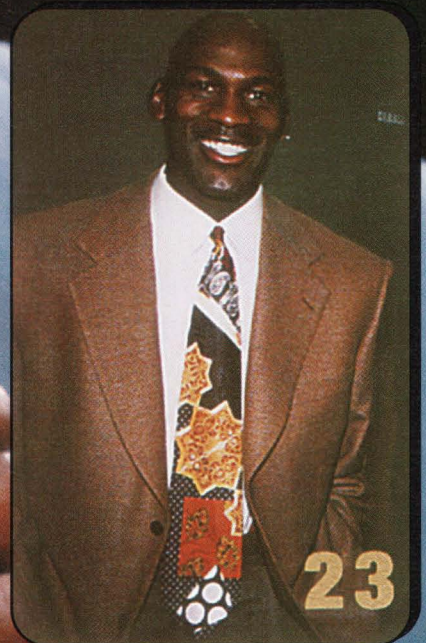
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Michael Jordan Flies High Again in Chicago

Story on page 36

23



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It's My Call...

Every emerging, pioneering technology has at its nucleus a small cadre of businesses and individuals who are catalysts which keep things moving forward. To say that "it's a small world" in the telecard industry maybe cliché, but it is true.

Premier Telecard Magazine has been at the forefront of this industry almost from its inception. We were the industry's first magazine. We held the very first Phone Card Fair in America which welcomed over 3,000 attendees to San Francisco. We were the first to blend phone cards with sports cards at the International Sports Card Show earlier this year.

To top off our first year anniversary, we published Dr. Gary Felton's *WORLD OF PHONE CARDS* booklet, which is enjoying great success as a primer for the industry. We were one of the host sponsors at the American Tele-Card Expo in Houston, Texas, in October. And during all this, we moved into new offices. So we've had a very busy and exciting year!

Why do we mention this here? Because we thought it was an appropriate time, given we have a new editor, Tom Parsons, who comes to the magazine with

an extensive background in marketing as well as writing.

"This is one of the hottest consumer markets today!" That's not us talking. Those are the words of many marketing experts who have contacted us and are excited about getting into the field of telecards, either as a dealer or as a producer/marketer with a new product to sell.

Things are moving so fast, it is a challenge for the production facilities to keep up with demand for new product. Plus, telephone switching technology and new processes for services are developing so rapidly that no one program and no single service has yet become a standard for the industry to follow. Fortunately, the government regulators in the United States seem willing at this time to let the industry seek its own standards through competition and innovation. Let's hope it stays that way. And let us hope that all these newcomers entering the market with new products to sell, are aware of their responsibilities in their sales efforts and the production of their products. We must all remember that the scrutiny of the zealous regulators in Washington and at the state level is directly related to product penetration into the consumer market. . . which is precisely the market which is experiencing explosive growth at this time.

On the other side of that same coin, the courts and juries seem all too eager to make any consumer a wealthy victim for the slightest oversight of industry. And we offer the following as our suggestion for a motto for our industry as we enter the burgeoning consumer market. Be fair. Be truthful, with full disclosure. And be honest in your product offerings.

We'll end as we started by reminding all our readers that "it's a small world," this phonecard/telecard/debit card industry, and although none can control the growth—and no one should—one of our missions at Premier Telecard is

"This is one of the hottest consumer markets today!"

to help the industry grow in a way that benefits everyone associated with it. As a company totally dedicated to the telecard market, we are committed to strengthening each segment of the industry through our various industry activities. As an international publication and a voice of the industry, our mission is to record our associate's achievements throughout the U.S.A. To do the best job possible in accomplishing this mission, we need your help as readers.

We would like to hear more from you. What interests you? What excites you? What are your concerns and the issues you feel are important? In general, what are your thoughts regarding what you see happening in the industry as we report them to you. Please write to us and let us know about you. Offer suggestions about how we can improve the magazine. We may even print your letter in our next issue.

International Pre-paid Calling Cards

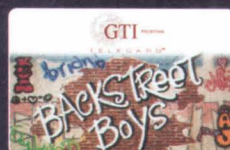
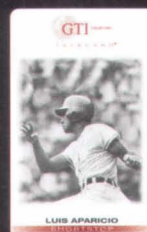
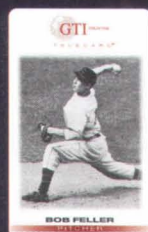
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A Quest for People and Places

"You went where?
Kathmandu?"

That's right. *Kot' maun doo*. It's easy for Richard Dewitt, president of Quest Telecommunications, and his wife, Luba, to say. They traveled there in November, 1993.

Kathmandu is the capital of Nepal, a landlocked country in southern Asia bordered by China and India. With its northern border marked by the crest of the Himalayan mountain range, Nepal has some of the most rugged and dangerous terrain in the world. It is the land which presents such a formidable obstacle to trade, to agricultural development, and to industrialization. As a consequence, Nepal remains relatively isolated and is one of the least-developed nations in the world.

The Dewitts visited Kathmandu during their trip to Lumbini, birthplace of Buddha Gautama, to attend the dedication of the Seva Foundation Eye Hospital. Founded in 1978 by a

small group of physicians, professors, spiritual teachers, and friends that include Larry Brilliant. Seva is a non-profit

and Richard were elated to find her pictures had captured the character of the people of Kathmandu and the city's unique confluence of cultures. J. P. Sartori, Quest's graphic designer, selected five

prints of Luba's personal favorites to make up Quest's first thematic series, "People & Places."

This new series focuses on people and landmarks from interesting or unusual places in the world. The first set of cards issued was the "Kathmandu" set. Four of the cards have a \$9 denomination and feature a Hindu holy man, three little girls, a baby boy, and a beggar. The

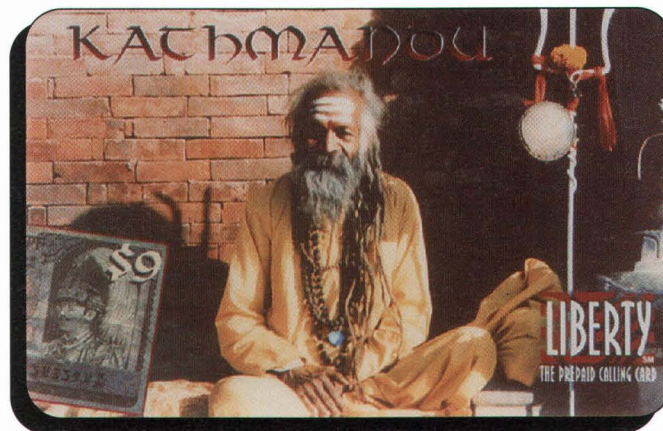
fifth card is a free \$2 bonus card and portrays the historic monkey temple featuring the eyes on the side of the temple, which have become a symbol of Kathmandu.

Printing was limited to 5,000 sets available at their face value of \$36. The five-card set has \$38 of calling time at Quest's tariffed flat rate of 33¢/minute. Each card in the set has matching print run numbers and is packaged in a distinctive display folder which contains information about the places and people the cards depict.

To what exotic location will Quest take us next?

organization that has implemented worldwide projects to help alleviate physical maladies and human suffering. Brilliant Color Cards donated printing and Quest Communications contributed time for phonecards issued by Seva as a fund-raiser. (See the February 1993, Premier Telecard Magazine, Volume 2 Number 2, page 28.)

Luba was the official photographer on their trip, and she



A Picture Worth A Thousand Words...



A picture worth a thousand words. . .

when six year old Sasha Dewitt spent her first week at sleep-away camp in the mountains of North Carolina, she sent her parents this poignant pictograph: "I Miss You."

The daughter of Luba and Richard Dewitt, president of Quest Telecommunications, Sasha is in the first grade at the Riviera Day School. A young linguist who speaks English, Spanish, and French, she enjoys playing the piano, tai quanda, and ballet. Now she can add "artist" to her list of accomplishments.

Thank you, Sasha, for sharing your telecard artwork with us.



RIZZI

DIPTYCHS:

A Limited Collector's Portfolio of 5,000 Editions of these two-picture sets.

SPORTS:

Individual Collector's Portfolios contain one Rizzi original with a Limited Edition, 5,000 cards of each.



James Rizzi...

is a man fascinated with fun. His enthusiasm and zest for life can be experienced in his animations that range from life's daily occurrences to the wacky world of sports. Rizzi, a doodler turned contemporary artist, gets much of his inspiration from living the everyday spectacle that only New York has to offer.

Rizzi's distinctive 3-D style of art is perfected with his use of up to twenty colors of ink, his precision cutting, and his mastered layer placement. So why does Rizzi do as Rizzi does? "...because it makes people laugh or touches them personally."

TeleWorld is delighted to present on Pre-Paid Calling Cards, a selection of the Rizzi Sport Series and Rizzi Diptychs (two-picture set). Imagine the fun Collector's can have creating their own Rizzi gallery.

TeleWorld International solves the Pre-Paid Calling Card puzzle. As a service provider utilizing the AT&T 800 Network, we supply the latest in technology, combined with superior clarity and total reliability. We have developed a high quality, cost effective, convenient, multi-lingual system. The TeleWorld advantage offers private label, wholesale, agent, and foreign distribution programs to meet every need.

TeleWorld invites you to join us at the 1994 International Collector Shows in Cologne, New York and Houston.

teleworldSM

Each card is individually numbered for authenticity.

All cards contain 20 minutes of pre-activated talk time.

DIPTYCHS	QTY	PRICE	TOTAL
GA-L0-01		\$25.00	
BA-UC-01		\$25.00	
BA-JS-01		\$25.00	
SPORTS			
GA-HY-01		\$12.50	
GA-BB-01		\$12.50	
GA-FB-01		\$12.50	
GA-SO-01		\$12.50	
*SPECIALS			
*MPR-01		*\$125.00	
*PS-RI-01		*\$500.00	

*SPECIALS

*PS-RI-01
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of 100, 63 Card
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Showcase Portfolio
of only 1,000
Special Editions, of
all 3 sets of
Diptychs.

Name: _____
Address: _____
City: _____
State: _____
Country: _____
Zip: _____

Card #: _____
Signature: _____
Phone: (____) _____
Exp: _____
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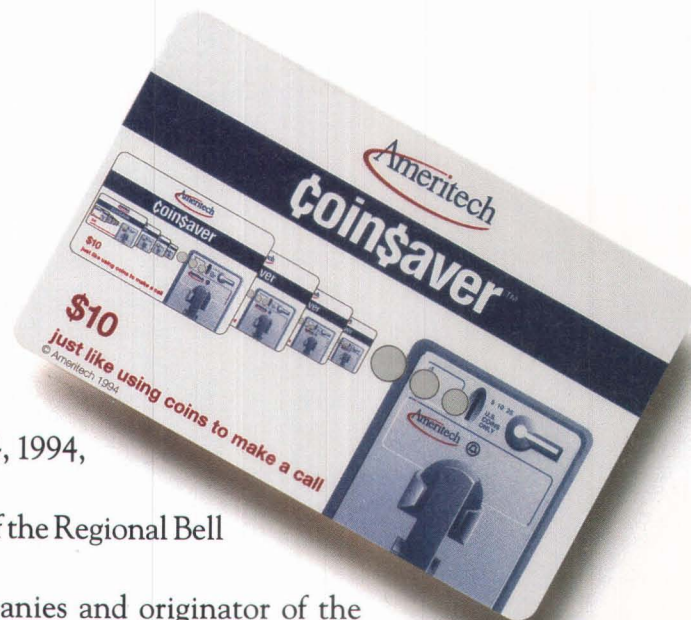
In 1987, Michigan Bell, an Ameritech Company, conducted the first U.S. public trial of a telephone debit card.

In late 1993, Ameritech conducted an employee trial to test its new, improved telephone debit card.

This debit card is one in a series recognizing 1994 world class soccer events held in the Midwest.

This card was produced in honor of the Ameritech-sponsored Senior Open held annually.



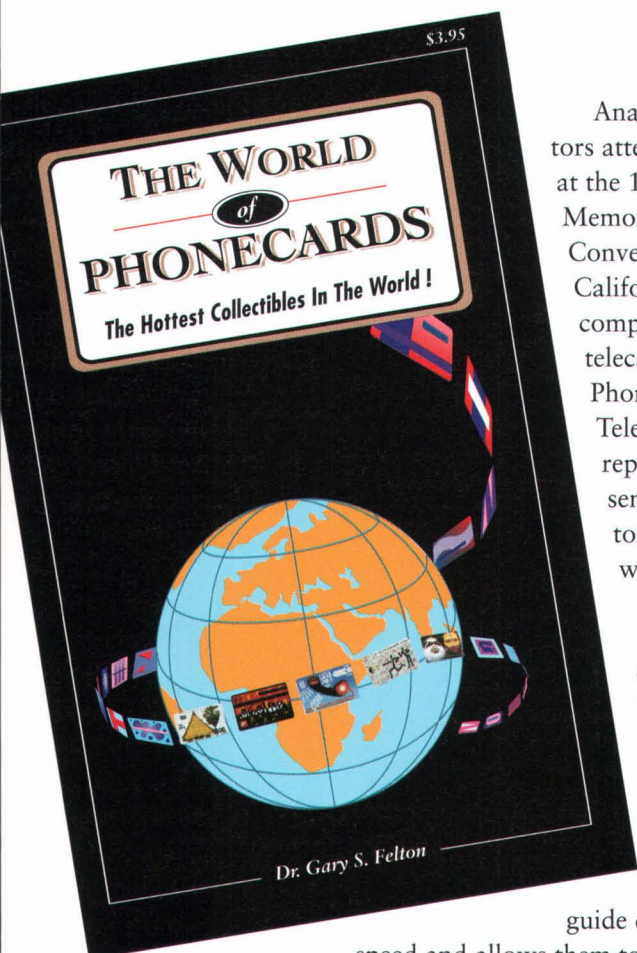


On February 14, 1994,
Ameritech, one of the Regional Bell
Operating Companies and originator of the
Michigan Bell CA\$H CARD, introduced the first
in a series of new debit cards being offered this year:
the **coin\$averSM** card.

It's the first remote memory debit card issued by
a Regional Bell Company...it can be used at all
240,000 Ameritech Pay Phones. And it's backed by
Ameritech, an established Regional Bell Operating
Company servicing 12 million customers in the
Midwest. To obtain Ameritech cards, contact your
local debit card dealer.

Ameritech
Your Best Link
To Better Communication

Sports Collectors and Telecards Team Up



Anaheim, California. . . Sportscard collectors attended their first telecard "training camp" at the 1994 International Sportscard & Memorabilia Expo held at the Anaheim Convention Center near Disneyland in California. In a show of marketing solidarity, companies representing various facets of the telecard industry teamed up under the Phonecard Pavilion sponsored by Premier Telecard Magazine. These telecard industry representatives provided a virtual training seminar focusing on issues for both collectors and sportscard dealers regarding the world of telecards.

Premier Telecard Magazine/BJE Graphics and Publishing introduced *The World of Phonecards*, a book written by Dr. Gary Felton, prominent author and lecturer and expert in the field of telecards. The publication is a primer for the beginner, introducing novices to the hobby of telecard collecting. The guide quickly brings the uninitiated up to speed and allows them to make educated decisions regarding telecard collecting. Dr. Felton was there to visit with neophyte and seasoned telecard enthusiasts.



"It was a real pleasure to be on hand at a first-time event such as that," said Publisher Bill Jordan. "You could feel the excitement generated by sportscard collectors and dealers gathered around Dr. Felton."

Jordan concluded, "We at BJE Graphics and Publishing are proud to help disseminate information and expand the knowledge of the industry at this juncture of phonecards and sportscards." Jordan gratefully acknowledged the support of loyal friends in the phonecard industry who joined the magazine at the Expo.

Premier Telecard Magazine released its "1st Anniversary Celebration" card to commemorate three significant events in the annals of telecard history. The set of three cards celebrates the first edition of the magazine, the first year completion of the publication, and the first Phone Card Fhair in America. Each card was issued for \$5 with phone time supplied by three separate carriers, Comid, GTI and PTC. Each of the carriers provided 7,777 PIN codes for those cards with their logo on the front. (For related article, see July/August, 1994, page 39.)

Enthusiasm for telecard collecting spread rapidly among hobbyists attending the Expo. News of a first-time Upper Deck telecard aroused immediate interest among dealers and collectors after Upper Deck gave a telecard to each exhibitor at the convention. A buzz filtered throughout the auction hall when Upper Deck's "Major League Baseball 125th Anniversary" was going for as high as \$75 among dealers and collectors. The Upper Deck telecards offered 3 minutes of phone time and were strictly promotional. There was no retail price assigned. A total of 2,000 telecards were produced (see PTM July/August 1994, page 32).

The Upper Deck baseball card is the company's first entry into officially licensed telecards. The company is the world's leading manufacturer of full-color licensed sports trading cards.

Classic Games, Inc., a subsidiary of The Score Board, Inc., was another major sportscard manufacturer to unveil their first entry into the telecard arena at the Expo. Harrison Woodard, product manufacturer for Classic Games,

Inc., revealed the game plan for a two-pronged release of the Glenn Robinson basketball telecard. A limited edition of 125 telecards was given away throughout the course of the Expo. Each card was autographed and numbered by the athlete. Expo registrants literally flocked to the Classic booth to enter the drawing.

A second Glenn Robinson limited edition set of 125 was also given away at the national sports-card and memorabilia show in August held in Houston, Texas. For many attendees at these shows, it was their first exposure into the rapidly expanding phenomena of telecard collecting.

A number of companies at the show were there to debut their entry into telecard marketing. They ranged from sportscard memorabilia wholesalers and dealers to individuals who have formed companies specifically to market their own telecards or those of others. The majority of the latter category are consultants who act as brokers in transactions by contracting for everything from card printing services to acquiring access to the switches of major telephone companies.

Many of the people who joined in discussions at the Phonecard Pavilion were interested in entering the telecard market as dealers or in other commercial capacities. Telecard industry executives were on hand to address questions and concerns.

On the question of unit pricing, visitors were told that a unit generally equates to one minute of telephone time. The cost per unit depends on the distance of the call. Also, one of the key considerations is the point at which a minute starts to count down. This is an important question to



address for business people as well as private consumers when they are buying a debit card telecommunication service package.

Another concern was the expiration date on some cards. A key issue with cards which expire is that companies give full disclosure to the cardholder. Federal and state regulatory agencies are looking very closely at this issue. There is concern that consumers who pre-pay for telephone time receive the service they purchased.

Industry veterans counseled business aspirants who would enter the telecard industry to be very cautious getting into this business, and deal with reputable people.

On a positive note, these experts pointed out that the big difference between a sportscard and phonecard is the phonecard's intrinsic value of phone time. This makes telecards doubly attractive to collectors. . . as long as they are affordable.

With the affordability issue in mind, it should be noted that baseball card collecting got started by kids who could afford them. Youngsters can provide the market to move telecards into mainstream collectibles.

Alan Lewis, vice president of Collector's Edge, agrees. He is convinced that youngsters will

become a substantial segment of telecard collectors. Collector's Edge joined TeleChange(TM) in a joint venture to issue its first series of three TeleChange cards featuring fantasy art work geared toward kids. The telecards made their debut at the Expo. Until this release, Collector's Edge had been known as a company which specialized in printing sports

trading cards on plastic.

In addition, an array of information services come with the card without surcharges for access. These special lines include news, weather, sports, and other special interest information for only the cost of the call.

TeleChange also independently released a limited edition of 500 22K gold-embossed telecards as a part of a promotion. The TeleChange telecards were printed by Raymond Enterprises of Denver, Colorado.

It was clear from the reactions of Expo registrants that telecards represent a new and intriguing medium for collectors, especially sports memorabilia collectors, who appear eager for more information about telecards. This coming year should prove to be pivotal in the growth of sports telecard as collectibles. Sportscard dealers are interested in new opportunities for sales to their established clientele. They are investigating telecards with a lot of anticipation and expectation. They seem to sense the start of something really big in telecards.

Premier telecard™ *TeleFacts™*

Glenn Robinson

Issuer: Classic Games, Inc.

Telco: Sprint

Manufacturer: Brilliant Color Cards

Material: 28 ml plastic

Features: Non-renewable; sequential numbers

Quantity: 125

Price: \$25 face value

Issue Date: 7-19-94

Brings it all Together

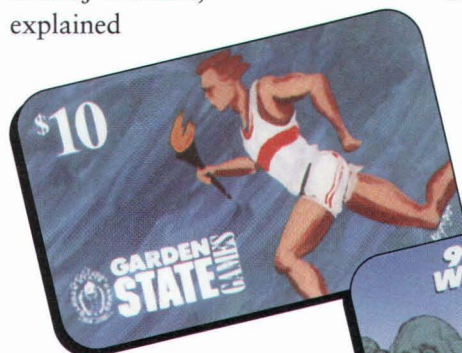
Even as we inwardly groan at the fat grams and extra calories of Girl Scout cookies or the chocolate almond candy bars offered by the local high school service club, our desire to help a good cause will often motivate us to buy what we do not really need.

B&J Collectibles, based in New Jersey and parent company of B&J Telecard Inc., has put together the perfect fund raiser for a worthy cause: "The 1994 Garden State Games Card," commemorating the 12th year of the New Jersey games.

The games are high school level athletics programs involving nearly 5,000 students during the summer. Support comes from an extensive volunteer network with very little paid help.

With his reputation as one of the largest and most respected

dealers of baseball cards and sports memorabilia in the industry, Joseph Meerman, president of B&J Telecard, explained



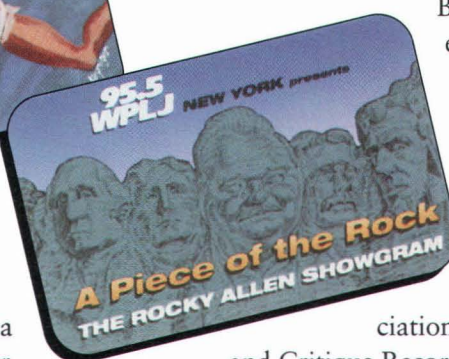
the criteria for his company's first card specially created as a fund raiser. "We wanted to create a card that would benefit a worthy cause within our own state. We also wanted to produce a sports-oriented card that reflected our parent company, B&J Collectibles."

The phonecard, illustrated by New Jersey artist Linda Heyinger, features a full-color

graphic of an Olympian runner carrying a torch. The card is offered for a \$10 donation, which is its face value. A custom voice introduction thanks users for their donation.

The card carries 15 minutes of prepaid time which may be used to make local, domestic, and international calls.

B&J Telecard expects sales will raise over \$30,000 for the Garden State Games.



B&J has released a new telecard in association with WPLJ Radio and Critique Records to benefit The Committee to Prevent Child Abuse and Neglect. The card will feature an introduction by well-known New York DJ, Rocky Allen, thanking people for helping the charity.

Yes, B&J has got it together: utility, image, and personality—a good value without the calories!

Look For Panthers In The Grass



Signed and sealed. . .this telecard has been authorized by the State of Florida

The State of Florida and Global Telecom Network (GTN) of Fort Lauderdale have joined forces in the battle to protect the Florida panther, believed to be the most endangered mammal in the world today. Dubbed "Tele-Tag" series, these are telecard versions of Florida's most popular environmental license plate. "Protect the Panther" telecard is a state-supplied authentic, card-size reproduction of the license plate featuring a full-face Florida Panther in sawgrass.

The card will be sold for \$10, and an advisory on the back of the card clearly states "A portion of the proceeds go to the Florida Game & Freshwater Fish Commission, Solely For The Panther Fund & Habitat." It is signed with a panther paw print.

Protect the Panther

Issuer: State of Florida

Telco: GTN

Manufacturer: Brilliant Color Cards

Material: 28 mil 100% plastic stock

Features: Sequential numbers renewable

Price/Quantity \$10.00 card
2,000 cards, numbered

They're hanging up his jersey but Michael's number still works!

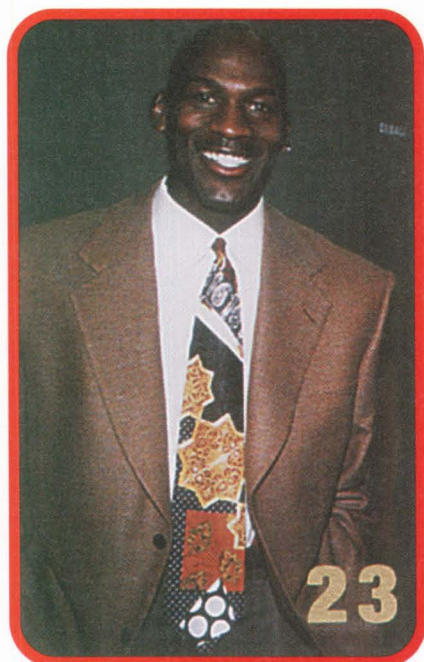
Introducing the commemorative Michael Jordan MJ23 Phone Card.

Even after they retire his jersey, you can still enjoy air time with #23.

For only \$23, plus shipping and handling, you get 23 minutes of long distance calls anywhere in the United States. And when the clock runs out on your air time, you'll have a handsome remembrance of the career of the greatest basketball player ever.

So, if you're not ready to hang up Michael's number yet, call now for your commemorative MJ23 phone card at 1-800-510-0040.

VISA and MasterCard orders only accepted by phone, or complete the form below to order by mail.



Actual size

Quantity is limited; orders are filled on first-come, first-served basis.

MJ23 ORDER FORM

(Please print clearly)

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Please send me _____ Michael Jordan MJ23 Phone Cards.

I have enclosed \$23 plus \$2.99 for shipping and handling per card ordered (maximum 10 cards per order).

Total amount of check or money order enclosed: _____

Send completed order form plus check or money order to:

Phame PhoneNet, Inc.

5335 Wisconsin Avenue, NW, Suite 850

Washington, DC 20015

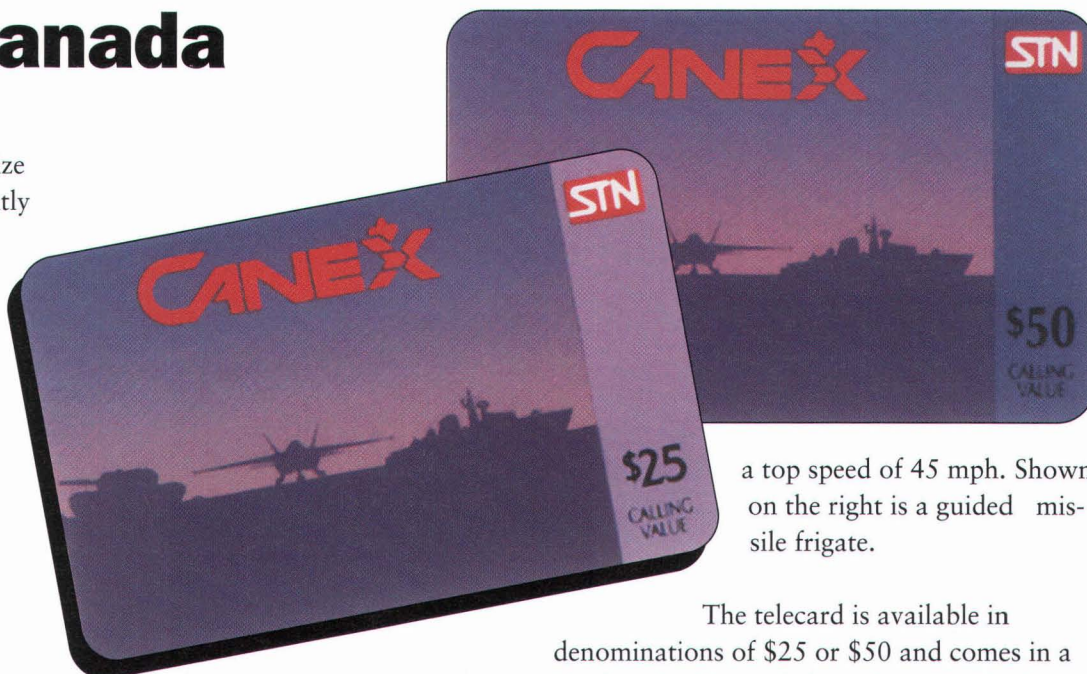
Canada

Military buffs will recognize the SR 71 Blackbird prominently featured on Smart Talk Network's (STN) CANEX Privilege Card. Available at the canteens and snack bars on Canadian military bases, this telecard is also given to members of visiting troops stationed on the bases.

The SR 71 is a Lockheed strategic reconnaissance plane used for taking aerial photographs. The plane weighs 118,000 pounds at liftoff and has flown from coast to coast in 68 minutes and from New York to London in 1 hour and 56 minutes. At a speed of 3,100 feet per second, this plane moves faster than a 30.06 bullet. With the exception of three Blackbirds

being speed tested by NASA, the planes have been officially retired.

Portrayed on the left is the M-1 tank, well known for its utilization in the Persian Gulf during Desert Storm. Powered by twin Chrysler engines, the tank can reach



a top speed of 45 mph. Shown on the right is a guided missile frigate.

The telecard is available in denominations of \$25 or \$50 and comes in a black and white sealed envelope. Inside the envelope the telecard is affixed to sturdy card stock depicting the same scene which is on the card. Instructions are in English, French, and German.

Visitors to Canada may wish to plan a little reconnaissance mission themselves and locate this card for their collections.

Almost Anywhere in the World

In these days of international travel, American tourists now have the option of obtaining the first ACMI International Origination Telecard before they leave for Europe, the Far East, Australia, or any one of 41 countries throughout the world. Calls originating in these countries may terminate in over 200 other countries around the globe.

This brightly designed card lists the names of the originating countries, spelled in their national language, e.g., Germany is spelled

“Deutschland.”

The first issue is 5,000 in the following denominations: 3,000 in 30 units; 1,500 in 60 units; and 500 in 150 units.

To commemorate Amsterdam CardEx '94, (see related story) Diane Storey designed a telecard similar to the International Telecard, but with the added feature of the Amsterdam flag in the background. This issue offers 500 cards with 10 units



for international origination and 500 cards in \$3 denomination for domestic use in the U.S.

U. S. Collectors, if you missed CardEx '94, make sure you do not miss the domestic version.

HOLIDAY CARDS AREN'T JUST FOR READING ANYMORE.

INTRODUCING MARVEL HOLIDAY PHONE CARDS!

They're cool! They're collectible! They're available for a limited time only. Four limited edition phone cards feature Spider-Man, The X-Men, The Fantastic Four or Iron Man and Force Works!

Each spectacular card gives you 10 minutes of calling time plus a 2 minute Holiday message from a Marvel Super Hero! They make super gifts!

Call 1-800-280-1166 for more information, or see your favorite comic book store.

Get 'em now, while supplies last!



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EACH CARD
FEATURES
ORIGINAL ART FROM
TOP MARVEL ARTISTS
ANDY KUBERT,
MIKE WERINGO,
STUART IMMONEN,
& DAVE JOHNSON!

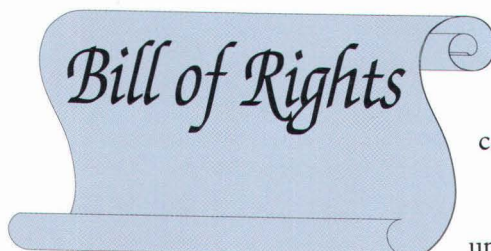
TRA's Prepaid Calling Card Council
Adopts Operating Guidelines,

Cardholder's "Bill of Rights"

WASHINGTON, D.C. —

The Telecommunications Resellers Association Prepaid Calling Card Council has adopted Operating Guidelines for members providing prepaid calling card services.. The guidelines generally outline a prepaid calling card providers obligation to consumers on issues of disclosure and customer services and set forth a "Bill of Rights" for consumers of prepaid calling cards.

The Cardholder's "Bill of Rights" states that prepaid calling card users should expect to be:



Informed of the prepaid calling card's rates, terms and conditions of use prior to purchase of the card.

Guaranteed that they will receive a reasonable level of service quality on every call.

Provided a reasonable number of 800 toll-free network access circuits to process their calls with minimal, if any, call blockage due to overloaded capacity.

Provided, upon request, up-to-date time and/or dollar amounts remaining on their prepaid calling card account during the use of the card and at no additional cost.

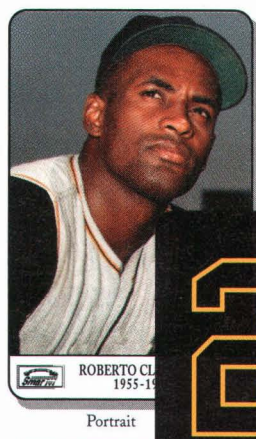
Informed of the depletion of the account in advance and during a conversation not less than one minute prior to the card expiration.

Guaranteed that service rates will remain uniform or in no instance be increased during the life of the card.

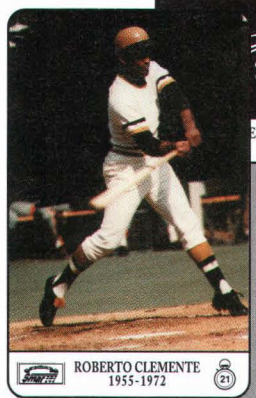
Guaranteed that rates will be charged in increments not exceeding one full minute.

Provided call detail records upon request.

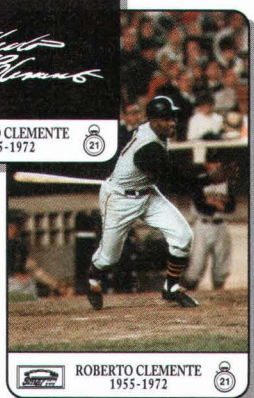
Given immediate access to the service upon purchase.



21



Home



Away

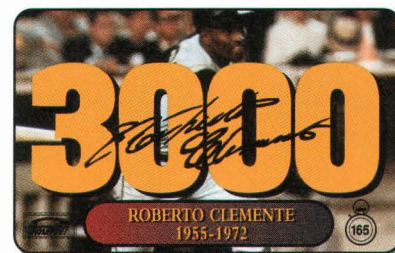
CALL TO FAME

Introducing the officially authorized Roberto Clemente prepaid calling card series from SmarTel.

To commemorate the 21st anniversary of Roberto Clemente's induction into the Baseball Hall of Fame, SmarTel, the prepaid calling card specialists, has developed this series of collectable calling cards. Each **individually numbered**, limited edition phone card provides 21 minutes of prepaid

long distance calling from any phone to any destination in the continental United States. Collect each card separately for just \$12.60, or order the complete set of four at the low rate of \$49.99 and receive a fifth 10 minute Forbes Field card absolutely free (a \$6.00 value).

In honor of Roberto Clemente's 3000th hit, a special commemorative collector's card (pictured right) has been created. This very limited edition premium card (only 1,000 printed) offers 165 minutes of Continental U.S. long distance calling time for only \$99.00.



Order now to commemorate the 21st anniversary of Roberto Clemente's induction into the Hall of Fame. For more information, or to place an order with your MasterCard or Visa, call:

1-800-775-2947



Long Distance Service
Provided by MCI



We get people talking.

© 1994 Roberto Clemente.
Licensed by Prostar, Carmel, NY

In addition, TRA members must ensure their cards are packaged in such a manner so as to cover the authorization codes, etc. The following information must appear on the card or the materials with which it is distributed:

The name of the TRA member company providing the prepaid calling card service to the end user.

An 800 toll-free number for end users to contact for customer service.

An expiration date or a clear statement that the prepaid calling card has no expiration date.

The prepaid calling card authorization number for use of the card.

Dialing instructions for use of the card.

A warning to users to protect the prepaid calling card as they would money or a credit card.

The denomination of the initial card value in minutes, units or dollars/currency.

The TRA Prepaid Calling Card Council is an advisory committee designed to guide industry policy and to serve as a clearinghouse for information to TRA members on prepaid calling card services.

As the national voice for resellers, TRA represents and promotes the interests of companies involved in the resale of telecommunications services. Resellers typically make volume purchases of network services from facili-

ties-based carriers and offer customers discounts and value-added services, including customized billing, customer service and consultation.

TRA strives to ensure fair representation before federal and state regulatory bodies, to build and maintain strong relationships with major local and long distance telephone companies, to promote ethical operation practices and to create awareness of services its members offer to the calling public.

*For more information,
contact TRA at*

*1155 Connecticut Ave. N.W., Suite 401,
Washington, D.C. 20036
(202) 835-9893*

MAKE THE CALL, COLLECT THE CARD!

Collector's Communications introduces limited edition prepaid calling cards to start or add to your calling card collection. Each prepaid calling card is produced in very limited quantities with precision printing on high quality plastic & serial numbered to insure its collectibility.



Motor Racing Network \$10 (5000)

10 OF NASCAR'S TOP DRIVERS

ONLY! 600 PRODUCED OF EACH \$25.00 CARD
1800 PRODUCED OF EACH \$10.00 CARD

- * Sealed custom envelopes.
- * All cards serial number.
- * Matched numbered sets available.

LIMITED SETS OF SERIES I AVAILABLE

CALL FOR MORE INFO

TOLL FREE

1-800-676-3226



Dealer Inquiries Welcome

or send check or money order
(include \$1.50 shipping and
handling)
to: Collector's Communications
P.O. Box 274030
Tampa, Florida 33688-4030

1994 Finish Line Racing Series II \$25 Each



BEG2



EIG2

1994 Finish Line Racing Series II \$10 Each



JG2



RW2



GB2



BE2



EI2



KP2



RR2



MM2



DW2



DJ2

Western Union Moves Into a New Frontier

For over 140 years, Western Union has served the ever-demanding needs of America. Intertwined with the expansion of the country, Western Union has become part of the rich history of the United States.

As the frontier pushed further and further westward and a raging Civil War threatened to tear the United States apart, Western Union became a vital communications link that spanned the continent and played a major role in holding a fragile nation together.

The Western Union legend began in 1851 when a group of New York businessmen from Rochester organized the New York and Mississippi Valley Printing Telegraph Company. With 550 miles of wire and a licensed house printer, the company set out to establish a nationwide communication service based on the efficiency of technology, manpower and materials. Within five years, they had acquired and developed telegraph lines operating in

five states north of the Ohio River with one feeder line running all the way to St. Joseph, Missouri, in the West.

When the Union shelled Fort Sumter, South Carolina, in 1861 igniting the American Civil War,

communication with the western territories was still dependent on the pony express - a ten-day galloping horseback ride from the Missouri River to Sacramento, California. The distance is 2,000 miles and it began with serene river landscapes which opened onto forbidding treeless plains. The route then climbed into the rarefied air of the rugged Rocky

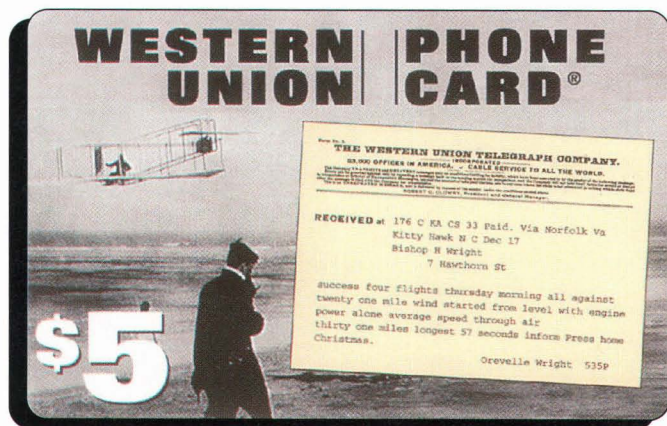
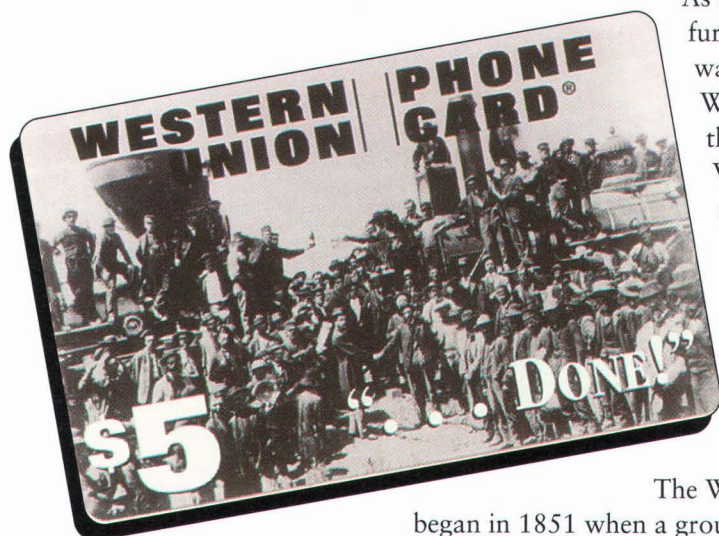
Mountains and across the Sierra Nevadas as it wound through Ponderosa Pines and Douglas Fir until it ended in the fertile basin of California's gold rush country.

"I think it is a wild scheme. It will be next to impossible to get your poles and materials distributed on the plains, and as fast as you complete the line, the Indians will cut it down." That was the assessment of President Abraham Lincoln in his discussion of the project with Hiram Sibley, then president of Western Union. Engineers at the time estimated 10 years to complete the line.

Other telegraph companies flatly refused to join the project. However, Western Union, under the direction of Edward Creighton, forged ahead. He was given the mission to join the West with the East, tying vastly separate parts and diverse perspectives into one great nation.

The project called for two teams of builders. On July 4, 1861, Creighton began construction from the East while James Gamble took charge of the work beginning in the West. The Indians were persuaded that the telegraph was the voice of the great Spirit, Manitou, and should not be harmed. Brigham Young arranged for Mormon contractors, using both supply wagons and cattle, to haul the needed poles hundreds of miles across the plains.

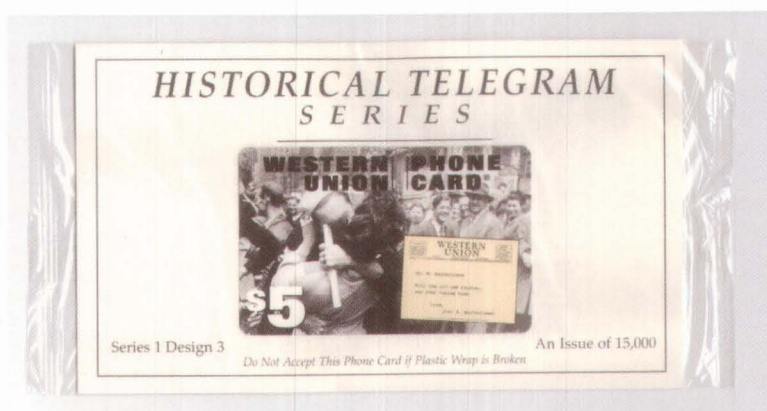
Just 112 days later, Western Union completed the "ten-year project." The two ends of the wires were joined at a ceremony in Salt Lake City, Utah, on October 24, 1861. The nation, divided by war at the time, was held together with the telegraph line, and Western Union became



inextricably woven into the fabric of American life. As a nation, the people of the United States continue to share their rich heritage with the image and the legend of Western Union.

Western Union, as a leader in communications, entered another new frontier in 1993 with its initiation into the international prepaid phonecard market. With a network of sales outlets at 15,000 agents across the country, the Western Union Phone Card quickly became the most widely distributed card in the United States. The disposable phonecard is available in denominations of \$5, \$10, \$20, and \$50.

The company's legacy is one of announcing pivotal events in American history, of documenting turning points in the lives of individuals and families, of



bringing together the people of the United States in times of celebration and joy and sorrow and sadness. The "Western Union Phone Card Historical Telegram Series" celebrates great turning points in America's history. "Gold Spike" portrays the opening of the transcontinental railroad; "Wright Bros." features the telegram sent by Orville Wright advising their successful flight at Kitty Hawk; and "War Over" expresses the heartfelt

stock. The cards are attached to folded over parchment paper, and then cellophane wrapped. PIN numbers are on the back. The domestic rate is 60¢ a minute, and the cards have an international range.

Western Union helped forge the destiny of America in the 19th century, and it helped illuminate the momentous events of the 20th century. Now the company pledges to continue its telecommunications leadership role into the frontiers of the 21st century.

thanksgiving of a World War II soldier headed home.

These attractive black-on-white and sepia phonecards are available in complete sets of three. Only 15,000 sets have been printed using U.V. coated

GLOBAL TELECOM NETWORK

To Order Call Toll Free
1-800-544-6061

GTN Protect the Panther \$10

"Protect The Panther" Tag Series
A Portion Of The Proceeds Go To The Florida Game & Freshwater Fish Commission To Protect The Panther Habitat.

GLOBAL TELECOM NETWORK

2400 West Cypress Creek Road #205
Fort Lauderdale, Florida 33309

NEW RELEASES!

Please Send Cards to...

Name _____ Phone _____

Address _____

City _____ State _____ Country _____ Zip _____

Sub-Total Of All Cards _____

Sales Tax (FL residents add 6%) _____

S/H (5% domestic / 10% international) _____

Total Order Amount _____

Check _____ Money Order _____ Visa _____ MasterCard _____

Credit Card # _____

Signature _____ Exp. Date _____

Make Checks Payable to GTN, Global Telecom Network

"Protect The Panther"	20 units	\$10.00	=====
Clinton Series II Set Of 4	20 units	\$40.00	=====
"Old Flame"	20 units		
"Rambill"	20 units		
"Hillary's Husband"	20 units		
"Missing Reagan"	20 units		
American Flag	100 units	\$50.00	=====
GTN Promo Card	10 units	\$5.00	=====
Holiday Card	25 units	\$19.95	=====

Southern Heritage Preserved on Phonecard

The Center for Southern Folklore, located on historic Beale Street in Memphis, Tennessee, was established in 1972 to preserve the history and culture of the southern people. Just as Beale Street was the center of the black community and its social life, the Southern Folklore Center reflects the culture and traditions of the tri-state area of Tennessee, Arkansas, and Mississippi through crafts, photography, and music.

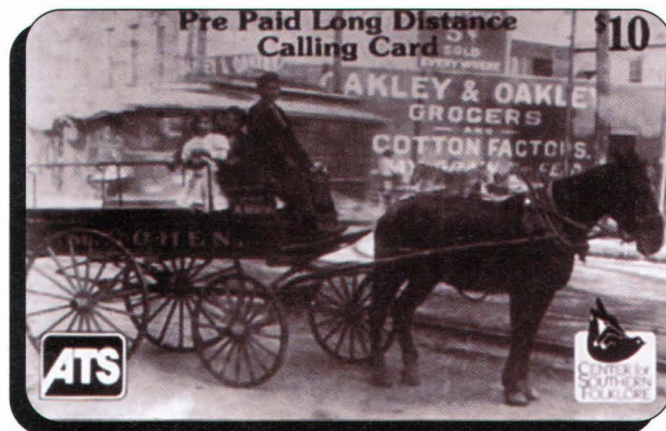


The Center is “an idiosyncratic place that is equal parts gift shop, exhibit hall, music shrine, performing arts showcase, bookstore, and unofficial guide to what’s happening in Memphis on any given day of the year” (*Los Angeles Times*).

Judy Peiser, co-founder and executive director of the Center,

explains the non-traditional, interactive spirit of the project: “There’s usually stuff on the walls, but we also use people’s voices and skills as a way to communicate about the region.” This means visitors can hear Saturday afternoon performances by 75-year-old blues and boogie-woogie man Mose Vinson, watch the award-winning film *All Day and All Night: Memories from Beale Street Musicians*, observe quilt-makers and doll and toy makers demonstrate their art, or listen to storytellers spin their tales about folklore and history of the southern people.

The front of this telecard is a reproduction of a turn-of-the-century photograph of a family in a mule wagon taken in front of a mercantile store on Main Street, Memphis. There were 1,000 of these unique black and



white phot cards issued in a \$10 denomination. Sam Maropis—a man who truly loves his trade—from Ultra Plastic Printing of Cleveland, revealed that the telecards were printed “the old-fashioned way,” using a negative.

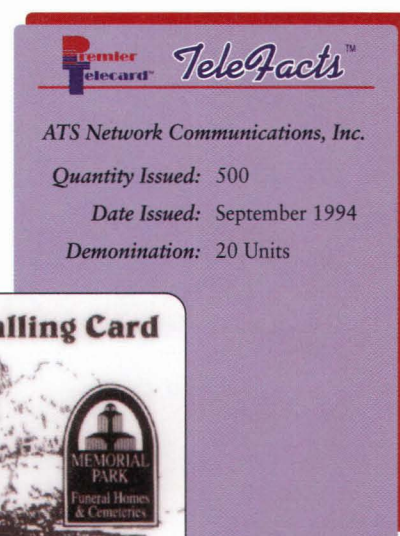
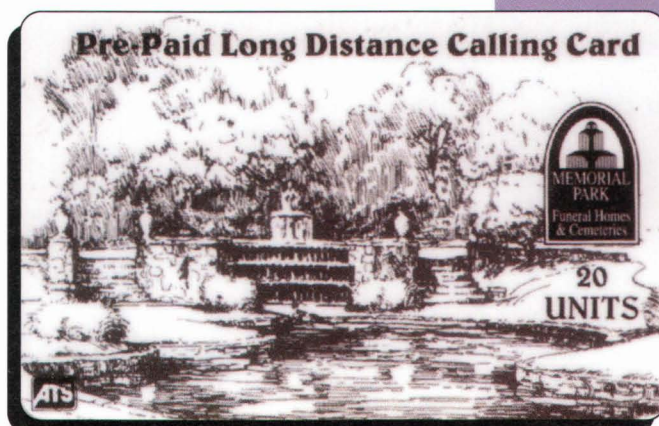
A substantial portion of the profits will benefit the Center. This was made possible by the cooperation of the ATS Network Communications, Inc., and ACMI, both located in Memphis.

With an archive of hundreds of thousands of photographs visually documenting decades of the changing South, collectors can anticipate a continuation of this historic series.

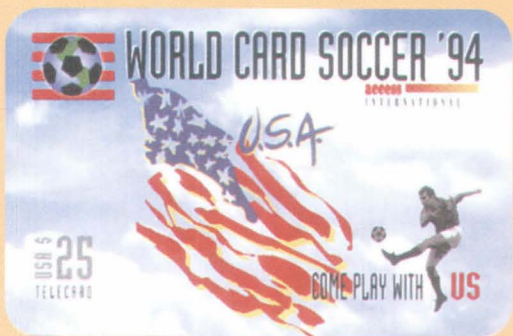
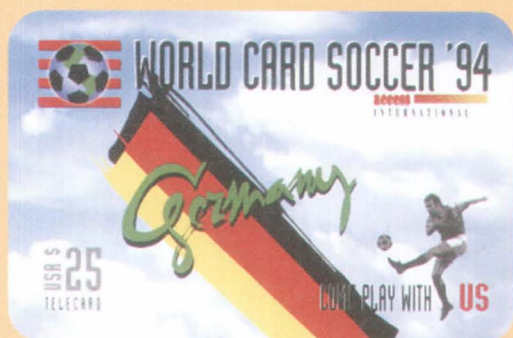
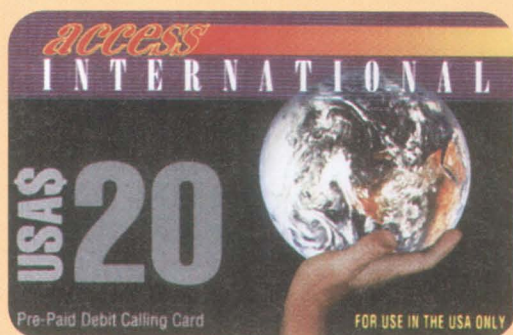
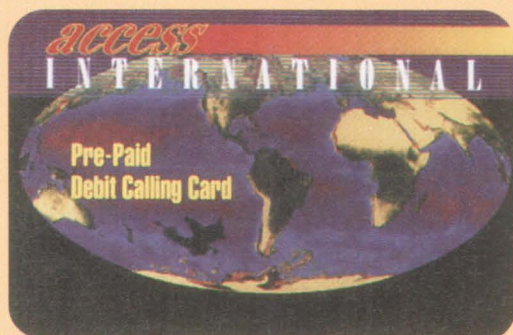
Memorial Park Funeral Home

ATS Network Communications, Inc. approached Memorial Park Funeral Home with a unique concept. When a grieving family comes into arrange for the funeral of a loved one, they are presented a card by the funeral director. “We know that in times like this, you will be placing long distance calls to your family and friends to let them know a loved one has passed away. On behalf of Memorial Park Funeral Home, we would like to give you this calling card. Just another quality service provided by Memorial Park.”

The card picture is a pen and ink of the fountain that graces the entrance to Memorial Park. Renowned Memphis artist, Majorie Schwartz, was commissioned to do the drawing.



access INTERNATIONAL



World Class Collection!

Reach for the world with these newest collector cards from California.

Still available our First through Fifty Edition cards along with our 24 card Soccer '94 series. Dealer inquiries encouraged

Attention

Agents and Distributors

Access International is looking for experienced agents and distributors to market our debit card program to the retail and business community.

Over 30 years experience in the telecommunications business make us one of the most advanced companies of our kind. Our service uses the most advanced technology available including fiber optic circuits and we operate our own network

AI has has the most aggressive profit package in the industry.

AI will make every effort to be flexible to customize products to meet your requirements

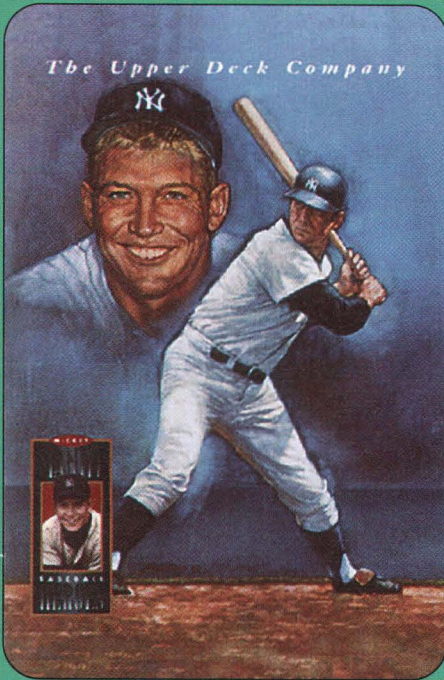
AI has full-time dedicated agent/distributor staff.

AI customer service personnel are dedicated to providing each customer the personal attention that is required to assure complete satisfaction

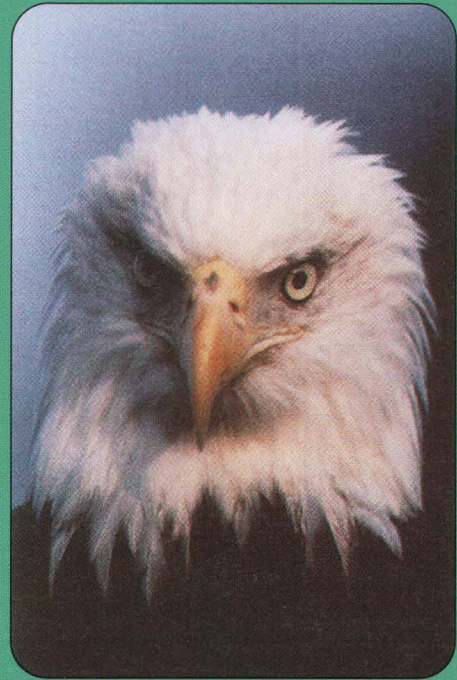
To get details regarding this unique opportunity, call or write:

**Access International, Inc. • 725 Lakefield Rd. Suite F
Thousand Oaks, CA 91361, U.S.A.**

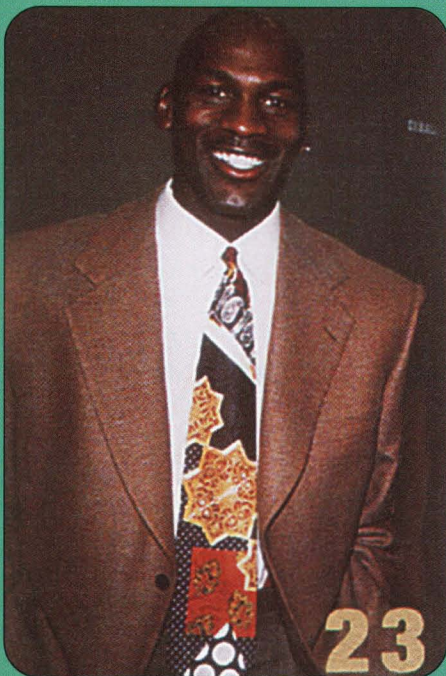
(805) 374-2460 • Fax (805) 498-6872



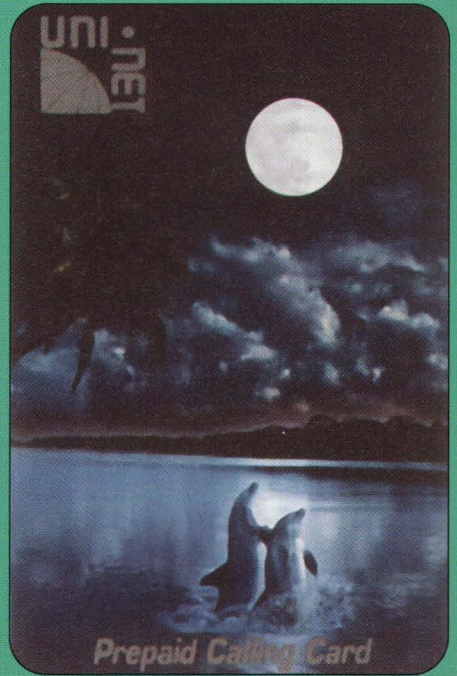
Mickey Mantle - Upper Deck - RM,NR



Project Wild "Eagle" AD TEL CARD, RM, R



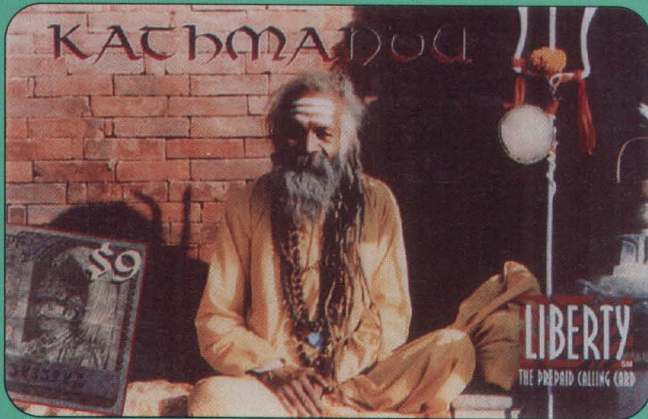
Michael Jordan MJ23 - Phame PhoneNet - RM,R



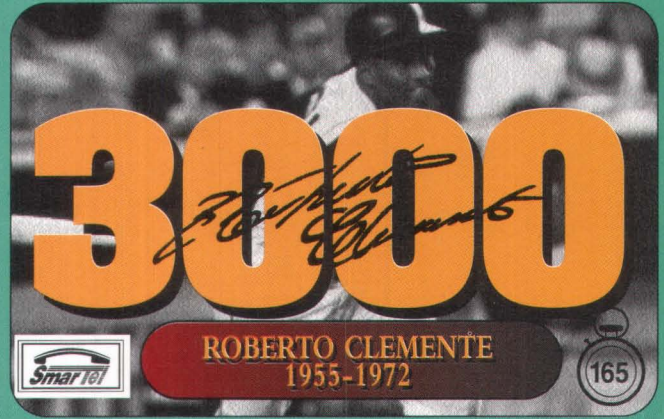
Moonlight Enchantment - Uni Net - RM,R

Premier Cards

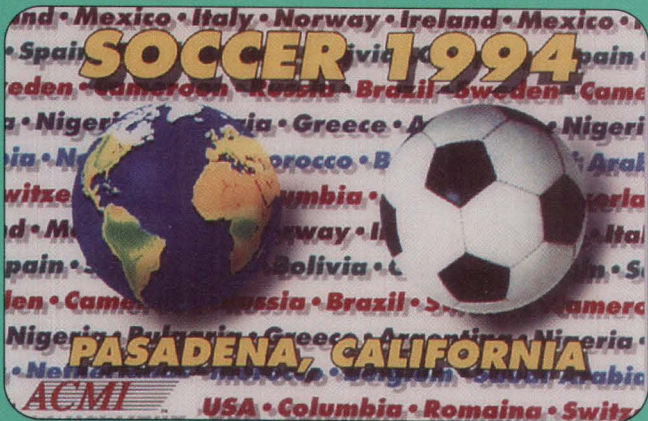
December
1994



Sadhu in Dakshinkali - Quest/Liberty - RM,R



Roberto Clemente - SmarTel -RM



Soccer 1994 - ACMI - RM,R



Forbes Field - SmarTel - RM



Kingdom - Uni Net - RM,R



War Bird Series 1A - Schneider Comm. - RM, R

NBC Fall Shows Debut Sprint Calling Cards

If first impressions are considered important, what would you call a billion impressions? NBC and Sprint have initiated the first phase of a massive, three-part future-theme campaign which launched NBC's fall prime-time schedule with an interactive joint promotion: "NBC/Sprint StarFon Sweepstakes."

This marks the first time a network has made phone technology and calling cards a part of its fall season promotion.

From the middle of August to the end of September, TV viewers were exposed to more than a billion consumer impressions. The first phase, August 15 to 31, featured NBC/Sprint; the second phase promoted McDonald's/America Online; and phase three follows with Toys "Я" Us.

According to Alan Cohen, senior vice president of marketing, NBC-TV, "We felt NBC's bold new schedule demanded an equally bold

approach to its promotion. This first phase of our future-theme fall launch celebrated the uniqueness of each show through Sprint calling cards, which are destined to become pop-culture collectibles and represent the next wave in how we interact with phone technology."

Viewers were encouraged to dial a special 800 number to enter the sweepstakes. When the call was answered, the viewer was asked to select an NBC show and then was treated to a message from one of the stars of that show. Callers were eligible to win all-expenses-paid trips to California to view tapings of the new shows. Grand prize winners received personal phone calls from NBC stars. Instant winners received one of the eight collectible phone cards featuring an NBC show and offering 10 minutes of free long distance calling time.

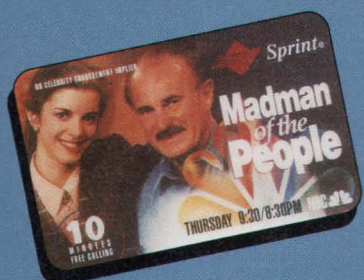
Adrian Toader, vice president and general manager of Sprint Telemedia, explained, "NBC pulled the viewer directly into its fall promotion by using Sprint's FonMagic(sm) telephone interactive marketing and prepaid cards. Telephone interactive marketing put viewers in personal touch with the stars, and prepaid cards acted as mini billboards for the shows."

The NBC/Sprint StarFon Sweepstakes consisted of two advertising components: 1. An extensive print campaign in major publications which announced the contest and displayed the col-

<i>The Martin Short Show</i>	<i>Tuesday</i>	8:30-9:00 p.m.
<i>The Cosby Mysteries</i>	<i>Wednesday</i>	8:00-9:00 p.m.
<i>Friends</i>	<i>Thursdays</i>	8:30-9:00 p.m.
<i>Madman of the People</i>	<i>Thursdays</i>	9:30-10:00 p.m.
<i>ER</i>	<i>Thursdays</i>	10:00-11:00 p.m.
<i>Something Wilder</i>	<i>Saturdays</i>	8:00-8:30 p.m.
<i>Sweet Justice</i>	<i>Saturdays</i>	9:00-10:00 p.m.
<i>Earth 2</i>	<i>Sundays</i>	7:00-8:00 p.m.

lectible card designs while urging consumers to call the special Sprint 800 number; and 2. On-air promotions designed to encourage viewers to look at the ads for the 800 number to call NBC for a chance to win.

So what do we call one billion impressions? Awesome? Stupendous? Monumental? Our choice of words is unimportant. We salute the nationwide NBC/Sprint telecard promotion. Whether we are collectors or users, this has been a momentous step forward for the telecard industry.



TelCo Donna International

Introduces

INTERNATIONAL - PLUS

(Continental U.S. Origination*)

With International-Plus from Cyberlink you can:

Reduce current international long distance costs UP to 80%

Stay with current long distance carrier

Receive International-Plus service within 10 days of returning our simple one-page application

Pay no recurring or installation fees

Program PBX or desk phone and fax machines to speed-dial our 800 access number (Cyberlink pays for the 800 access charges)

24 Hours a Day, 7 Days Per Week Your Cost Per Minute Is ONLY:

\$0.24 to Canada

\$0.39 to United Kingdom

\$0.45 to Germany, France, Sweden & Australia

\$0.50 to Italy, Spain, Finland & Japan

\$0.56 to Hong Kong

\$0.67 to Singapore

\$0.83 to Central & So.America

\$0.87 to South Africa

\$0.94 to Russia & C.I.S.

\$0.98 to Israel & Saudi Arabia

30-Second FAX & Voice Transmissions billed at 50% cost per minute

*These rate are from anywhere in the Continental U.S. to anywhere in the destination country.

Add \$0.10 per minute for calls to and from Alaska & Hawaii

30 second minimum. 6 second billing increments

COMPLETE AND FAX THIS FORM TO 510-672-2030 OR 415-692-6749 TO RECEIVE YOUR APPLICATION AND COMPLETE RATE SHEET

Company Name _____

Contact Person _____

Phone Number _____

Fax Number _____

For Additional Information Call 510-672-0323

V.M.

Largest Limited Edition From Down under

by Tom Parsons

The New South Wales (NSW) National Parks and Wildlife Foundation (NPWF) of Australia recently launched a worldwide fund raising drive with a unique, limited edition phonecard collection — the largest to be released yet in Australia.

Only 10,000 sets will be issued, and 5,000 of those are reserved for Australia, according to John Bushell, director of Worldwide Collectibles Pty, Limited. Worldwide Collectibles is the Sydney-based phonecard company working through the NPWF on the fund raising project to benefit the NSW National Parks and Wildlife Service (NPWS).

Original art for the 15 card set was created by critically acclaimed Gregory Bridges, one of the world's best illustrators. Bridges is a resident of Sydney.

"We have approved only the 15 concept designs at this stage," emphasized Bushell. "The artist and other graphic designers are currently finishing enhancements which will add more color detail and finer graphics before the cards are ready for production," he noted.

Bushell also commented that he and the Foundation expect the final renditions to be highly prized pieces of art.

"The series will contain some of the most exciting and beautiful illustrations ever produced on phonecards," Bushell remarked. "The scenes will tell a story of the NPWS' work and of the parks' environment, such as the organization's work with endangered species and post-bushfire regeneration."

According to current production timetables, a delivery date is anticipated for some-

time in January, 1995. The talk on the international scene is that collectors should place their reservations at the earliest possible date.

The National Parks in New South Wales were besieged with bush fires last January, leaving behind hundreds of square kilometers of destruction, including bushland, animals and human lives. The sweeping flames left only ash and charred rubble in their paths. Two of the cards in the set honor the men who fought bravely to protect lives and property in the wake of those fires.

The main theme of the series reflects the mission of the NSW National Parks and Wildlife Foundation, which is to "Protect Australia's bushland and its inhabitants; preserve historic sites; promote environmental awareness; and make national parks more accessible to the community."

The National Parks and Wildlife Foundation is an independent, non-government organization which works closely with the NSW NPWS to raise funds for the Service's projects.

Each collection comes with a free year's membership in the NSW National Parks and Wildlife Foundation, normally \$35 annually. And of course, each phone card will be made from recycled plastic in the spirit of environmental awareness. As Bushell likes to point out, his company is creating lasting art from trash.

Collectors may also order from an inventory of 900 low number editions.

The price for the standard edition is \$99.50 plus handling and shipping via certified mail. The low number edition list for \$160.00 plus handling and shipping. Insured mail is also available.



Excitement Reigns at American Tele-Card Expo

Houston, Texas

Excitement filled the hall. The exhibitors felt it. The dealers felt it, because it was the conventioners who were generating it.

And why not? No other show has introduced, displayed or premiered as many cards and new methodologies as the American Tele-Card Expo in Houston, Texas. This was the first phonecard Expo held in the southwest, the first of an annual event.

Researchers and executives from around the world converged on Houston to enhance their knowledge of the phonecard mar-

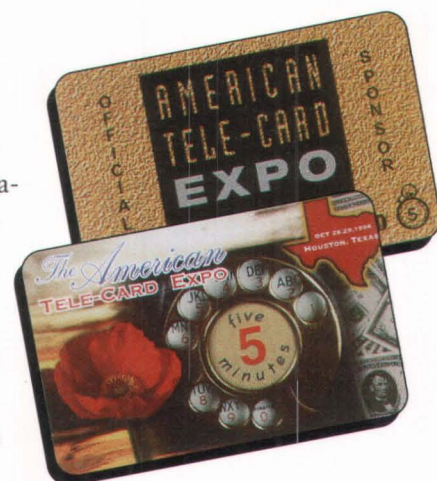
ket. Experts such as Edward Olsen, a noted researcher of the 1987 University of Michigan phonecard trials, moderated at a seminar. Rubens Ramos Fernandez, researcher and developer of prepaid phonecards in Brazil, also conducted a presentation as did Kevin McAuliffe, manager of promotions for NBC. Henry Dreifus, one of the first people to research the validity of debit cards in the United States, was also there to give his thoughts on the direction and future of the industry.

In addition to all the shop talk from an international perspective, collectors had a field

day with new collectibles featuring a wide variety of subjects from Rudolph and Santa to Allen Leavell, star of the

Houston Rockets basketball team. And of course, we can't leave out the sneak preview of superstar Michael Jordan's first in a series phonecard, "M J 23." One young collector ordered 10 and later brought his father back to order 10 more.

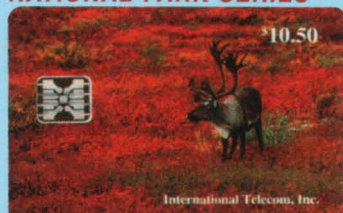
The American Tele-Card Expo was sponsored by Homisco, SmarTel, Security Card System, Inc. and *Premier Telecard Magazine*. Next year should be even bigger.



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Commemorative Card #1

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BULL CARIBOU		
BROWN BEAR		
MT. MCKINLEY		
ARCTIC VISIONS SET**		
NORTHERN LIGHTS		
DOG MUSHING		
ESKIMO HUNTER		
COMMEMORATIVE CARD #1		
SHIPPING & HANDLING PER ORDER (\$3 U.S., \$6 OUTSIDE U.S.)		
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A talented Photographic Artist, Claudia Nierman has vision. She takes objects out of their context and creates a poetic product. Claudia is able to find magic in a piece of rusted metal or even a broken glass. Each has a touch of nostalgia and time; it seems as if each photograph has its own story to tell.

Series Title	Qty of each Individual Card	Qty. of Collector's Portfolio	Qty of Cards in Series	Card Value
Tales From The Crypt	5,000	1,000	10	\$10.00
Ultraman	5,000	1,000	10	\$10.00
Judy Garland	2,500	1,000	7	\$10.00
Claudia Nierman	2,500	N/A	3	\$10.00

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Cards in Play in the U.S.A.

Memphis,

Gray wolves are among the most social of all carnivores. They have a complex social hierarchy within their pack. Pack sizes vary from two to twenty members. Wolves were once known for their ability to travel and thrive over the widest and most diverse geography of all other mammals except for humans.

Today, the gray wolf has vanished from much of its natural range due to hunting, trapping, and encroaching development of the wilderness.

ACMI offers a tribute to the gray wolf with the release of the "G" telecard, the sixth in a series



of seventeen telecards, which spell out "ENDANGERED SPECIES" when the set is complete. Each of the cards features a different species on the nation's official endangered list. One letter appears in the lower right hand corner of each series card. When each card in the

complete set is laid side by side, the series spells out "ENDANGERED SPECIES." The first six cards in the series are: PANDA "E;" HARP SEAL "N;" HUMBACK WHALE "D;" MACAW "A;" CHEETAH "N;" and the newest, GRAY WOLF "G."

Premier Telecard *TeleFacts*™

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Telco: ACMI

Manufacturer: Brilliant Color Cards

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Features: Sequential numbers renewable

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\$100 (200)

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Calling Range International outbound

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Soccer coinSaver series
3-Card Set. 17,568 sets issued

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1-Card. 29,100 issued

Senior Open Card
1-Card. 14,200 issued

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To celebrate this achievement, GTE Card Services has released its second historic prepaid calling card series featuring an actual photograph from the NASA archives.

The first card, "Lunar Visions," is a well-known photograph of astronaut Buzz Aldrin on the moon in his space suit. The



second card, "Aldrin Autograph," portrays Aldrin on the moon in front of an American flag. The card has been autographed by the astronaut in honor of the 25-year anniversary. The third card, "One Small Step," shows one of the astronauts taking his first step onto the moon from the Apollo 11.

Limited to only 10,000 cards of each design, each card is worth 20 units and sells for \$11.80. (See page 47.) Domestic calls are one unit per minute and international calls vary depending on the country called.

A-OK: Mission accomplished. Do you copy, Texas?



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Cards in Play in the U.S.A.

Phonecards Debut for Disney Cast

Walt Disney World Resort,
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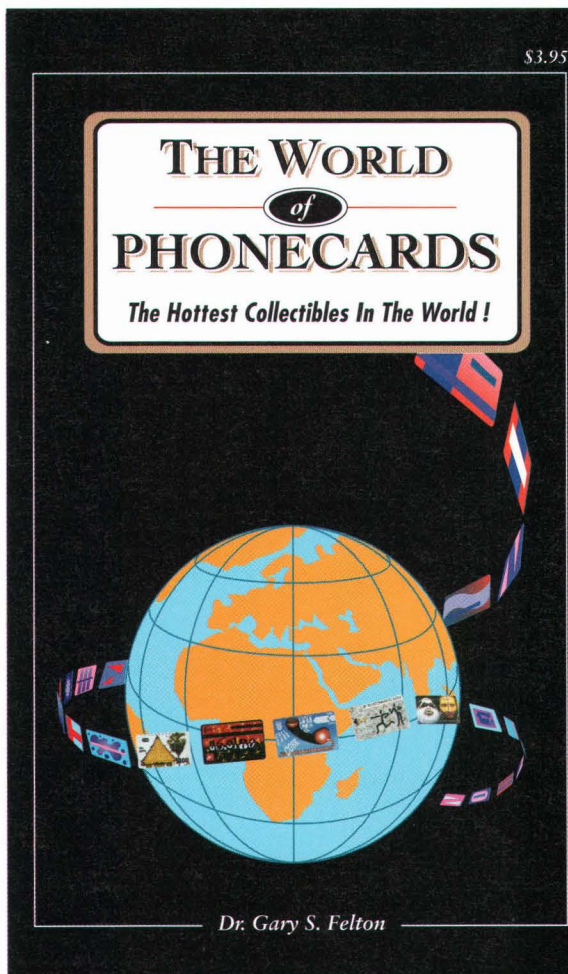
Vista-United Telecommunications, a Disney subsidiary serving the Disney World Resort in Florida, recently announced the release of two separate series of phonecards exclusively for use by Resort cast members (employees, for those not familiar with the Disney designation) and a third series for Disneyana conventioners.

The first series of cards is being sold from vending machines located in employee areas. In addition, Company D, the cast members exclusive merchandise store also carries the cards. There are three pre-paid cards in the series

available in denominations of \$5, \$10, and \$20. This first edition uses Vista-United's logo on the card — a stylized trade mark mouse face, with round ears, set against horizontal lines forming an inverted pyramid. In the center of the face is a simple grid-like phone pad. The colors are blue on gold.



Service is accessed through a local Lake Buena Vista number. Free access is also provided from Vista-United pay phones located throughout the Walt Disney World Resort complex. Vista-United noted that the next issue of the exclusive cast card will expand its service to include 800 access.



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The second series exclusively for Disney cast members is titled "Telecom Magic '94" after the seminar hosted by Vista-United in September. Cast members from around the world converged on Disney World for this professional development seminar. The cards were included in the seminar registration packets and offered to those who attended only the exhibit as well.



The third series, the Disneyana card was given away at the 1994 Official Disneyana Convention. "Disneyana" is the name given to people who collect Disney items. The illustration on the card shows the Russian dancers from the movie, "Fantasia," which was the theme of this year's convention. The purpose of the card was to encourage convention goers to answer questions to a survey. Those completing the survey received a card.

SEARS COIN, STAMP & PRECIOUS METALS DEPARTMENT



has just released their first set of prepaid phone cards with the SEARS logo, and the design is that of a collage of U.S. postage stamps and coins. They are made of three different colored papers, printed with black ink and stiffly laminated. The Silver card has 5 minutes of phone time and the mintage is 1600. They are complimentary to SEARS customers with a purchase of over \$50.00, or if you happen to be a preferred customer you may have already received one in the mail. The Gold card has 10 minutes of time with a mintage of 400 and will be given away with a purchase of \$200.00 or more. The Green card has 20 minutes of phone time with a mintage of only 100. These will be given away to customers who spend \$1,000.00 or more on phone cards or accessories. None of these cards may be purchased. The terms and mintage are printed on the reverse side of each card and are rechargeable at \$.35/minute. They are packaged in an envelope and attached to a card stock instruction page which hides the authorization number. The telecommunications provider is ConQuest Long Distance Corporation. Stephen Schwartz is the head of this division in Clearwater, Florida. Way to go SEARS!

Which series do you have?



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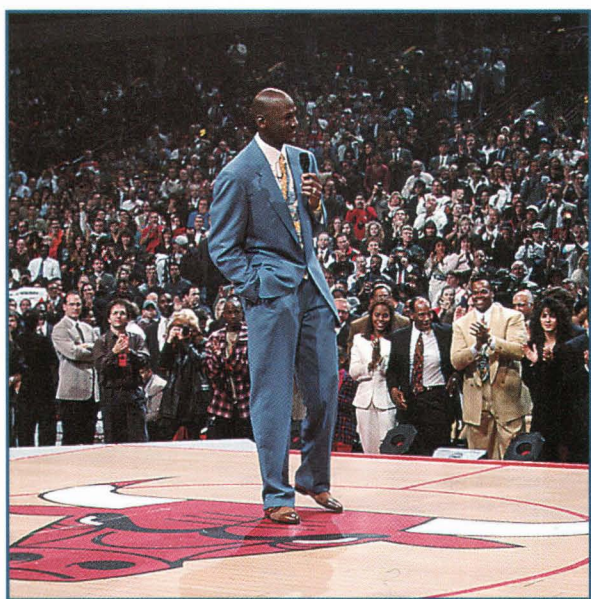
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M.J. Flies High Again In Chicago

by Tom Parsons

The loud speaker blasted out his arrival. Moments later he appeared in the distant runway descending expectantly, deliberately in a flood of runway lights as a deafening roar of applause and cheers rose from the 20,000-plus fans, friends and family who filled the United Center in Chicago. Air Jordan had landed. He stood humble, smiling nervously. Michael Jordan. Athlete. Family man. Father. Friend. Hero. Superstar. It came from the mouths and hearts of so many that night, "Michael is a very special person."

It took several minutes before the din quieted and the audience settled back into their seats. But it was hard to hold emotions in check. After all, they loved and admired the guy and they wanted him to know it. It was for only one reason these people had ventured out into a cold November night in Chicago: To honor Michael Jordan, the man who took the sport of basketball out of the play book and molded it into art.



The occasion was "A Salute to Michael Jordan," a fund raising event for the creation of the "James Jordan Center" for the Boys and Girls Clubs of Chicago. Michael's team, the Chicago Bulls, has committed \$4 million to help build the center and expand the scope of the programs offered by the organization. The ceremonies that night, to honor Michael by retiring his jersey, raised \$1.5 million of the total commitment for the project. The new center will carry his father's name.

It was also the occasion to introduce the "MJ 23" phone card, created by Phame PhoneNet, Inc., Washington, D.C. Phame is a homonym for FAME, the firm of Falk Associates Management Enterprises, which is the marketing manager and agent for Michael Jordan and 30 other National Basketball Association (NBA) players.

Phame was created to deal exclusively with debit card marketing, according to David Falk, president of Falk Associates. To develop the product and marketing strategies for the phone card, Falk called on Randy Wright who heads Leading Concepts, an Oregon-based marketing firm and one of the foremost experts in the phonecard industry.

"We know shoes, balls, soft drinks, cars, and Quick Service Food," said Falk, "but we're not experts in debit card marketing." He went on to remark, "A good friend and former client, Kermit Washington, mentioned Randy's name when we were researching the phone card market."

Falk confided that he had been approached by several others in the telecard field throughout the previous year. However, he was convinced that Wright's firm provided the strategic marketing alliance which would most benefit Michael Jordan and his other clients. He added that Leading Concepts will help develop a number of different collectible cards over the next six months.

The second player to be featured by Phame PhoneNet will probably be Patrick Ewing of the New York Knicks. Falk and Wright agree that he would be a natural choice to begin balancing out the company's collectibles. What they want to avoid is relying solely on Michael Jordan and his current endorsement arrangements. A Patrick Ewing card would obviously have a lot of appeal. However, Falk and Wright both said they are still in the concept phase, and no design has yet even been proposed.

All strategizing aside, it doesn't take a rocket scientist to figure out that whatever "thing" you have with Michael Jordan's picture or voice or autograph, it is going to have global and universal appeal. And that is probably an understatement where M.J. is concerned.

Michael Jordan is truly a global superstar. He has fans in



Photos by Bill Smith Photography

every nation on earth, and as Falk pointed out, he has had the greatest commercial success of any athlete in history. So what's the production run on a limited edition of the "MJ 23" phone card? Phame Phonetnet has not released that number yet, but whatever the number, it is going to be too few to satisfy the demand.

The price: \$23; and the buyer has 23 minutes of domestic phone time provided by Dynamics, with no activation fee. The card was produced using 30 ml plastic, and it comes in a window envelope showing the face of the card with dialogue about Michael on the envelope. Leading Concepts already has another M.J. card in the works which commemorates the salute and jersey retirement event in November. In fact, there may be several subjects for phonecards developed from that event.

One of the greatest tributes to Chicago's hero that night was the unveiling of a 20-foot tall bronze statue that captures the athlete's strength and control and reveals his ballet-like grace as he flies toward the basket. The bronze, created by artist Omri Amrany, commands the entrance to Chicago's United Center, the new home of the Bulls. The statue has possibilities as the next card in the M.J. series.

Another possibility might be the picture of Michael holding his youngest child, Jasmine, in his arms, as he helps his two boys, Jeffrey and Marcus, hoist Number 23 to the top of the arena. Maybe it will be M.J. with his mother, Deloris, and Amad Rashad as they greet the fans. Michael the family man. Whatever image is on the next card. . . or cards, the world will see the second in the series sometime in early 1995, which is the projected issue date.

The marketing strategy, according to Wright and Falk, is to cast Michael as an all-around athlete and businessman as opposed to his image as a basketball player exclusively. That was the reasoning for the picture on the first card which shows Michael wearing a business suit. Emblazoned in gold over the image is the number "23" in the lower right corner.

It will be a difficult proposition for the marketing strategists to relegate basketball to an equal status with Michael's other endeavors, however. Even the voice prompt on the "MJ 23" phonecard is Air Jordan himself expressing his thoughts and feelings about having his basketball jersey retired. Even the floor in his new trophy room at his home will be recreated from the actual center court floor from the Chicago Stadium, compliments of the Chicago Bulls organization.

Michael was a vital part of the University of North Carolina team which took out Georgetown to win the 1982 NCAA Championship. He was twice honored as college player of the year while at North Carolina, and he received the John Wooden Award for Outstanding Performance, both on and off the court.

All this happened after he had been cut from his high school basketball team because his coaches thought his performance did not measure up. Jordan said that experience only spurred him to work harder.

Michael Jordan played basketball for the Bulls for nine years and then retired in 1993 at the pinnacle of his career. The decision must have tormented him. The fans loved him. He had to feel their warmth when he was among them. And he loved the game and held a deep affection for the fans. It was apparent in his face. As he looked

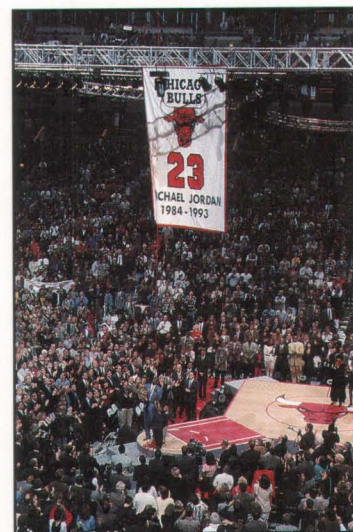
around at the cheering crowd at Chicago's United Center, his eyes filled with tears of appreciation and affection.

It should be said in defense of the coach who cut Michael from the high school team that during the following season, he never failed to pick him up from his home at 6:00 am every weekday morning so Michael could get the extra practice he needed.

Will the greatest who ever played the game ever return to basketball? Only Michael knows the answer to that question. For now, his goals seem to be part of another dream centered on baseball, and who knows, maybe another incredible segment of the man's destiny is yet to come.

Basketball fans may be disappointed, but baseball fans may be the ones cheering when in another nine years, Jerry Reinsdorf, owner of both the Bulls and White Sox, erects another sculpture of Michael for White Sox fans to admire.

With that prospect in the future, the possibility for an unending series of Michael Jordan phonecards looks better and better. And after baseball, how about Michael Jordan at The Masters Golf Tournament?? . . . Naaw.



Tele Sports America's Love Affair with World Cup '94

As the media hyped the sport of soccer, telecommunication companies and issuers scrambled to join the celebration. When streams of visitors from countries around the world became part of the four million spectators in nine U.S. cities, they found phonecards commemorating the event awaiting them.

Sprint gained notoriety because of a legal dispute involving the World Cup '94 logo. Sprint lost and had to recall their original issue. In its place they issued a 24-card set honoring 24 of the world's top soccer-playing countries.



Ameritech, with home offices in Chicago, Illinois, host city to the World Cup '94, released three different cards featuring battling soccer players. As the games moved their

way across the U.S., GTI, Winter Park, Florida, entered the affair with 2,000 sets of 25 soccer telecards depicting the flag of each participating country, along with a black and white soccer ball.

Global Telecom
Network, Fort Lauderdale, Florida,
was commissioned to issue a telecard available
only in Germany.

Access International of Westlake Village, California, kicked off their new Collectors Card Dealer Division by issuing a spectacular 24-card series World Card Soccer '94 with the slogan, "Come play with US."



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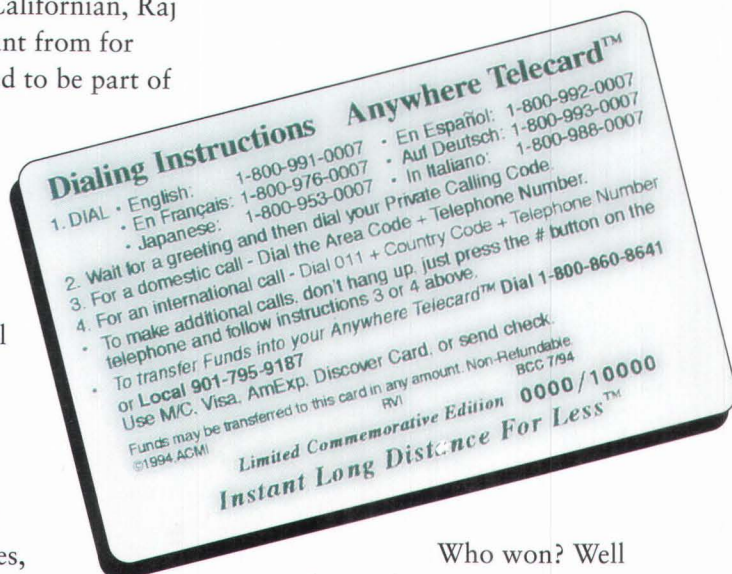
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We get people talking.

Southern Californian, Raj Iyer, a consultant from for ACMI, "wanted to be part of this historic event," and so designed and issued "Soccer 1994."

As the final game was played at the Rose Bowl in Pasadena, California, Cal West Enterprises, Inc., Agoura Hills, California, issued what they termed was the "Unofficial Official" World Cup '94 / USA PhoneCard.



Who won? Well Brazil won the tournament, but telecard collectors count themselves the true winners in America's affair of the heart with World Cup '94.

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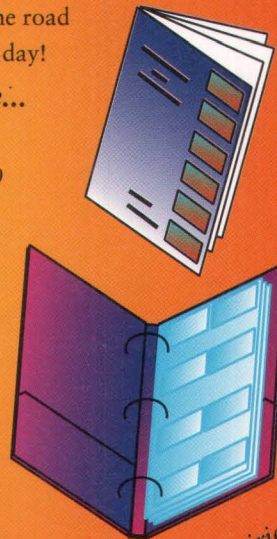
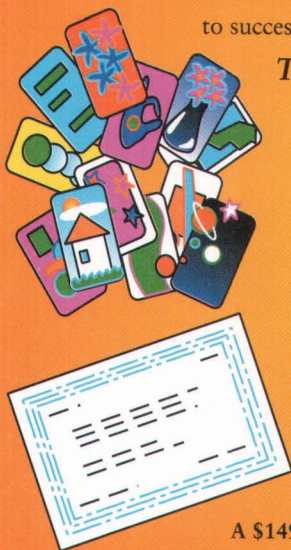
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SmarTel represents Fortune 500 customers along with smaller businesses, organizations and charities.

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Dyed-in-the-wool New York Ranger hockey fans get a kick out of using the championship card with audio highlights that feature screaming crowds and



the play-by-play account of Stephanie Matteau's goal in game #7 of the Rangers vs New Jersey Devils in the Eastern Conference Championship.

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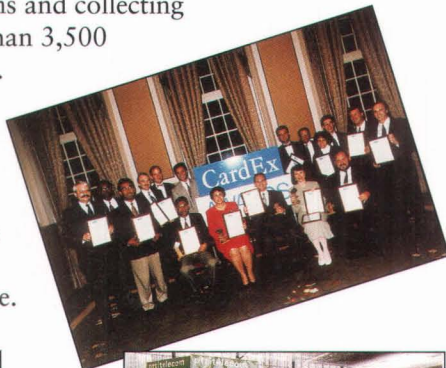
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CARD-EX '94 A Global Gathering

Amsterdam, the Netherlands. . . Billed as the first international conference dedicated exclusively to the hobby of telephone card collecting, CardEx '94 brought 150 delegates from 25 countries together to discuss the latest releases, innovations and collecting strategies with more than 3,500 phonecard enthusiasts.

There was something for everyone. Marketing firms unveiled 42 new cards specially designed for debut at the conference.

Both sponsors and exhibitors were pleased with the outcome. "Very interesting, and very profitable!" was the comment of a Russian representative of Comstar Telecommunications.



A special awards dinner to close the event gave sponsors the opportunity to recognize industry achievements with the prestigious "CardEx Awards." These were given to organizations which have continued to raise awareness and have projected a high profile through their developments within the telephone and telecard industry.

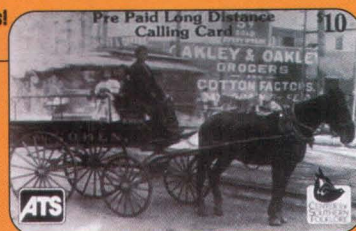
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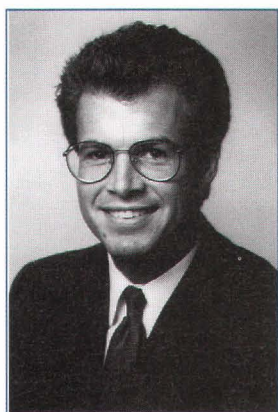
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International Callback Approved by FCC

In a decision earlier this year, the Federal Communications Commission (FCC) ruled that international callback operations are lawful businesses. By removing the cloud of uncertainty which had lingered over callback for several years, the FCC has given birth to a wildly growing new industry. Barely in existence two years ago, callback is likely to have billings of \$200 million in 1994, according to some projections.

By Thomas K. Crowe, Esq.

Callback is simple in concept. Overseas callers seeking to place international calls dial a callback operator in the U.S. and obtain outbound U.S. dial tones to complete the call.

In its recent ruling, the FCC granted "Section 214" applications of VIA U.S.A., Ltd., (Viatel), Telegroup, Inc., and Discount Call International Co. (DCI) to resell international public switched services to provide callback services. From a legal standpoint, callback operators are classified as resellers since they obtain capacity in bulk from underlying carriers such as AT&T, MCI, or US Sprint to provide service.

The three companies granted authority to provide callback service all propose to offer a "code calling" or uncompleted call

signaling service. In "code calling," the foreign customer places a direct dial call to the callback provider's U.S. telephone number. The caller is instructed to let the phone ring a specified number of times, then hang up before the call is completed. Although the call appears to be an abandoned call on the network, the call activates a device which automatically places an outbound call to the foreign caller's telephone. When the foreign caller answers the outbound U.S. return call, a U.S. dial tone is provided. The customer can then complete calls to anywhere in the world at comparatively cheaper U.S. outbound rates.

"Code calling" is contrasted with "completed call callback" services. These services involve completed calls

placed to the callback provider's operator or computer in the U.S. The overseas caller is prompted to enter an account number and the foreign telephone number at which the customer can be reached. The customer then hangs up and a computer or operator makes an outbound U.S. call to the customer, again generating a U.S. dial tone.

The FCC's recent action specifically approved applications

Instead of the call being rated at higher foreign collection rates, the call is billed at lower U.S. collection rates. In most cases, customers' international calling charges drop by between 50% to 70%.

involving "code calling" where the overseas call is used to merely signal the callback provider's switch. Completed callback, however, is also lawful since it involves calls completed at tariffed rates. AT&T had vigorously opposed the callback applications, arguing that the international carrier whose facilities are used to transport the call from the overseas customer would not be compensated for the use of its facilities.

The FCC rejected AT&T's argument in its recent ruling, finding that "code calling" did not occur often enough or make sufficient use of the network to impose costs on AT&T or its rate payers. The FCC did, however, note that AT&T and its foreign correspondents do have the ability to address "code calling" practices which impose costs on them. For example, according to the FCC, AT&T could implement tariff provisions authorizing termination of service to specific customers whose use of the AT&T network to provide callback interferes with AT&T's provision of service.

The FCC was also unsympathetic to AT&T's arguments against callback since AT&T itself employs uncompleted call signaling in one of its answering machines. The answering machine employs a "toll-saver" function which allows owners checking messages from remote locations to hang up after a designated number of rings if there are no messages to be retrieved.

The FCC confirmed that callback providers are regulated common carriers subject to the FCC's jurisdiction and, therefore, must obtain a "Section 214" authorization or license to resell international switched voice services from the FCC before providing service. Callback providers must also maintain a tariff on file with the FCC which reflects their international rates and practices. In addition, they are generally subject to the FCC's jurisdiction as well as the Communications ACT of 1934, including the obligation to respond to formal and informal complaints filed by customers and competing carriers.

The callback industry faces many challenges in the months and years ahead. Since the FCC has not determined that callback operators are regulated carriers subject to specific regulatory requirements, the FCC can be expected to step up enforcement activities against those companies which fail to come into regulatory compliance. Penalties for non-compliance can be severe (i.e., \$100,000 per violation with a cap of \$1 million), not to mention the expense and disruption of an FCC enforcement action. Compliance for most callback operators will probably mean filing a relatively simple Section 214 application before the FCC and following it up with a tariff once the application has been acted upon. For others, the steps may be more complicated.

Callback operators also face challenges from AT&T, foreign carriers, and overseas regulators. AT&T (and perhaps other carriers) may attempt to establish restrictions against the provision of service to callback operators through its tariffs. On a related front, AT&T has filed a petition for reconsideration of the FCC's recent callback ruling and can be expected to file an appeal to have the FCC's ruling overturned in federal court if its reconsideration request is denied. In addition, foreign, monopoly-based carriers view callback as a bypass of their networks and have vigorously

contested callback operators which serve customers in their countries. Regulatory conditions will vary on a country-by-country basis.

Callback operators, however, ultimately face the challenge of their own success. Callback is likely to eventually pressure overseas carriers to lower collection rates to more competitive levels which will reduce callback profit mar-

the FCC can be expected to step up enforcement activities against those companies which fail to come into regulatory compliance. Penalties for non-compliance can be severe (i.e., \$100,000 per violation with a cap of \$1 million),

gins. While a shakeout is probably inevitable, innovative service providers and companies which establish sound foundations for future expansion are likely to become lasting fixtures in the international telecommunications infrastructure.

Thomas Crowe is a Washington, D.C.-based attorney specializing in telecommunications legal matters. He represents numerous international and domestic resellers, including callback providers, and can be reached at 202-986-8040.

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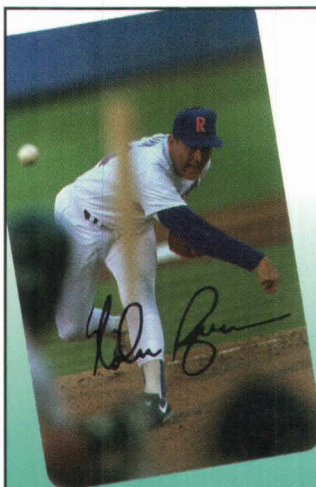


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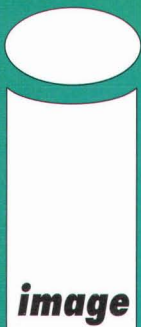
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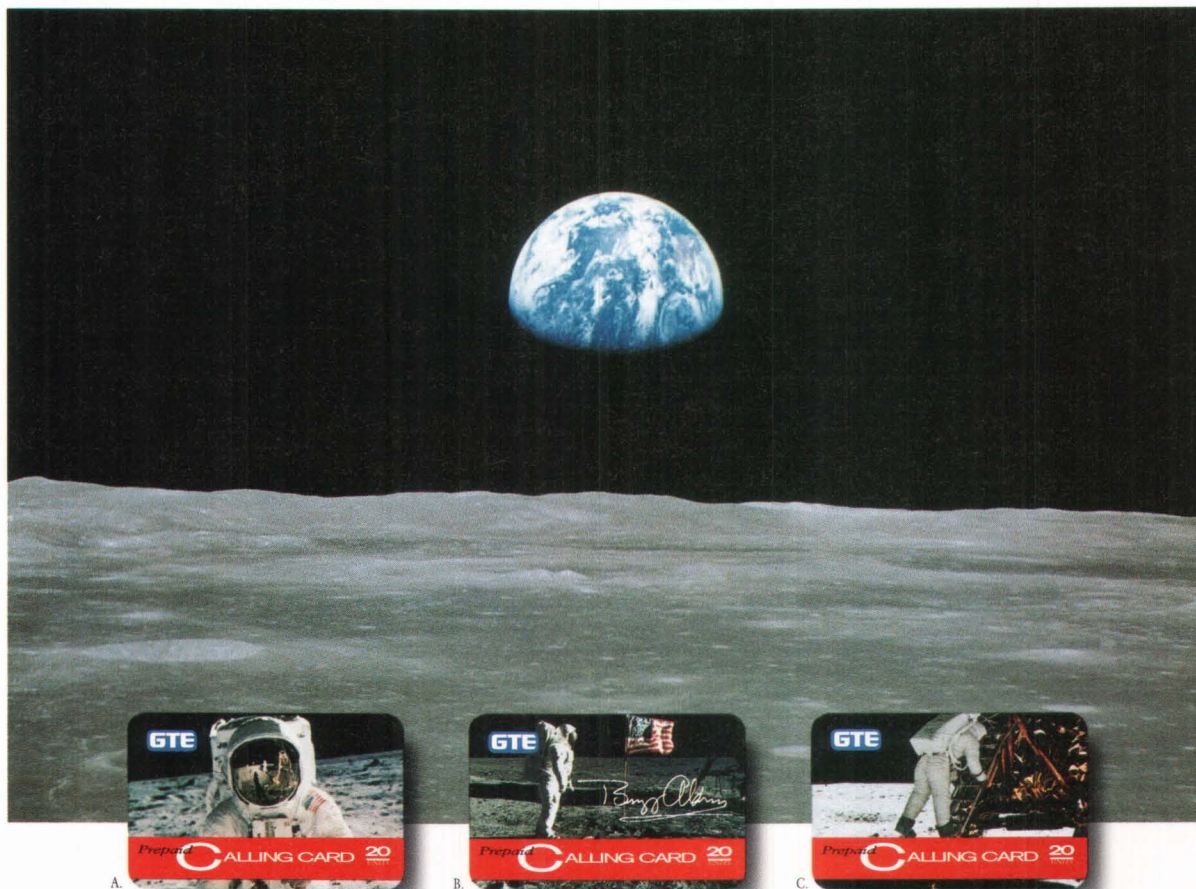
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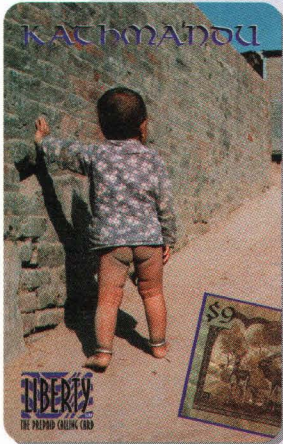
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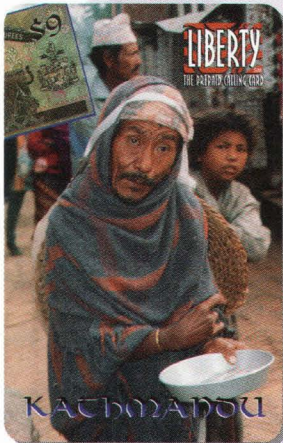
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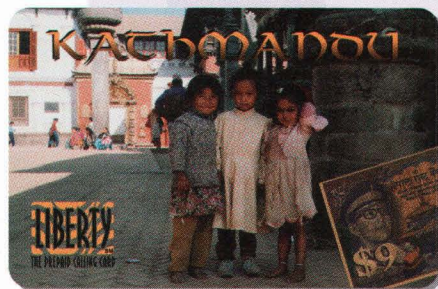
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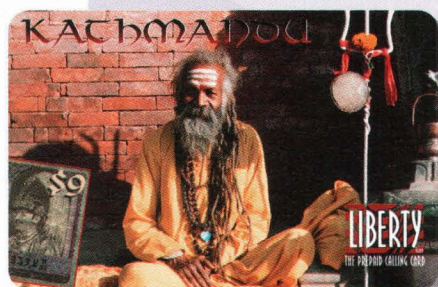
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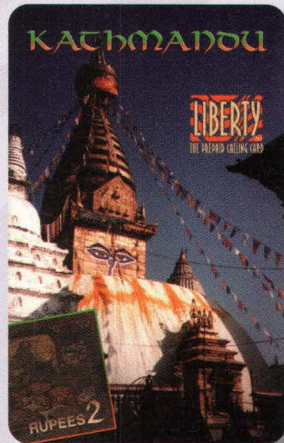
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