

This PDF File is brought to you for Free by



We are the world's largest dealers in
USA phone cards for collectors

Visit <http://CollectorMagic.com>

PREMIER™ TELECARD



\$4.95

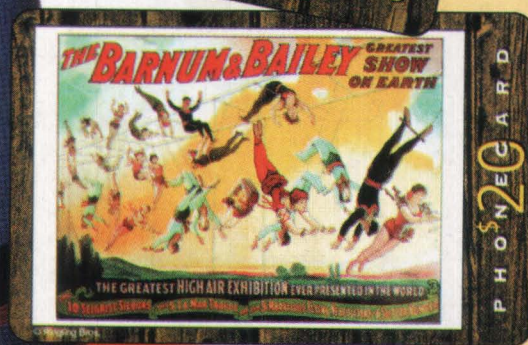
EDITION

July • August 1997

Volume 5 • Number 4

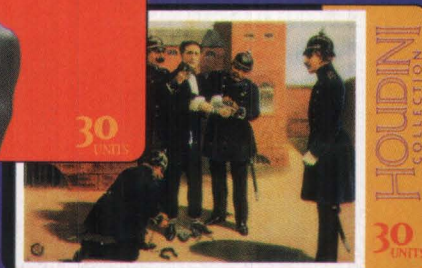
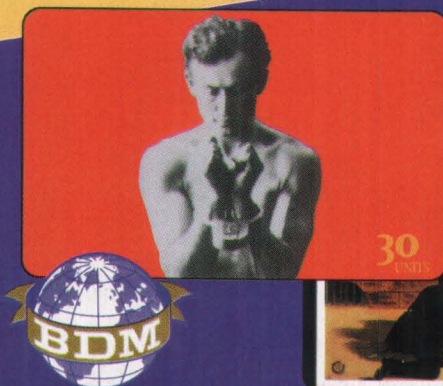
<http://www.premier-tele.com>

4th Anniversary Edition



P.T. Barnum Called It... 'THE GREATEST SHOW ON EARTH'®

page 12



HOUDINI Magic, Mystery & Wizardry

page 28

<http://www.premier-tele.com>

<http://www.premier-tele.com>

<http://www.premier-tele.com>

JET LITHOCARD

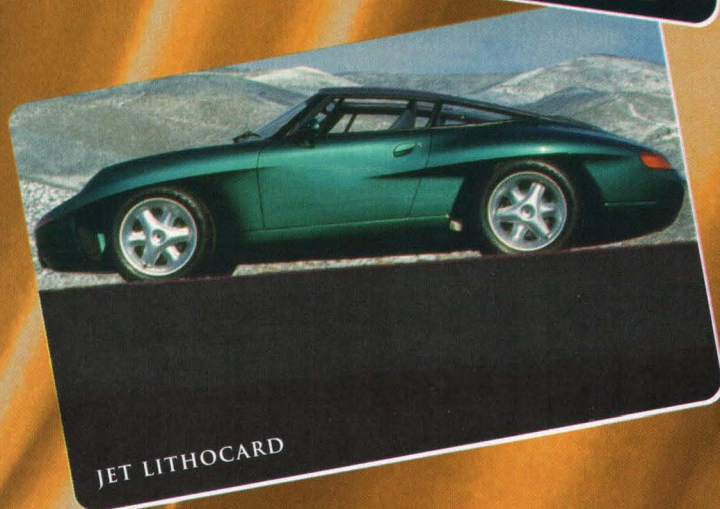
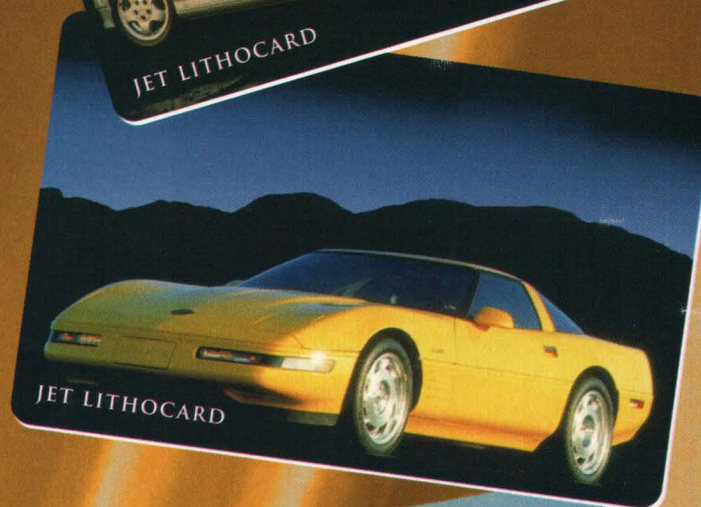
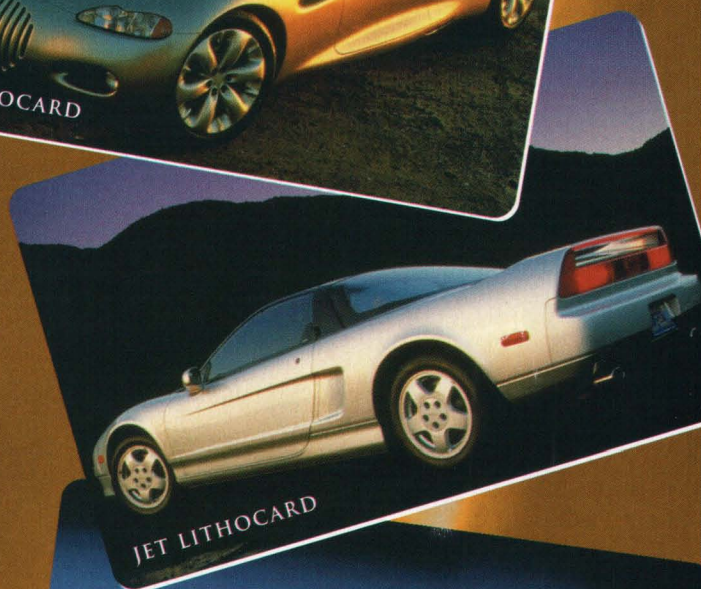
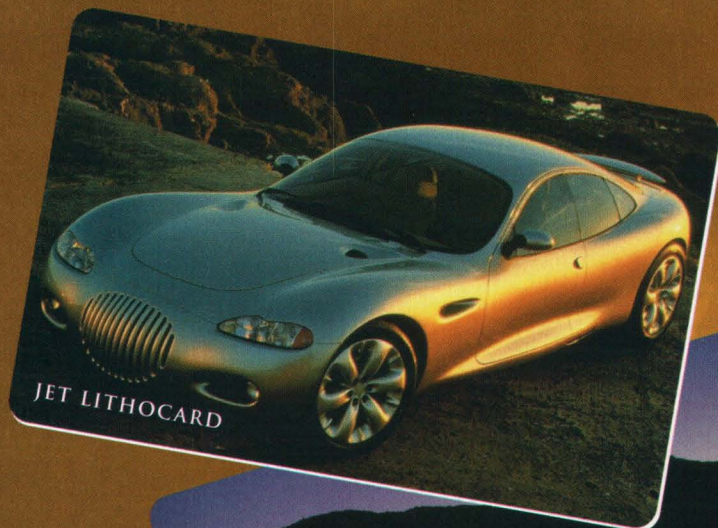
High Quality Manufacturer.
1 through 7 color presses.
Full Pre-press Capabilities.
Secure Facility.
Paper and Plastic Printing.
300 Line Screen Litho Printing.

At JET LITHOCARD, we can handle all of your printing needs from cards to carriers. We offer other services that include magnetic stripes, hot stamp signature panels, precision Louda punching, hot stamp scratch-off, foil stamping, and holograms.

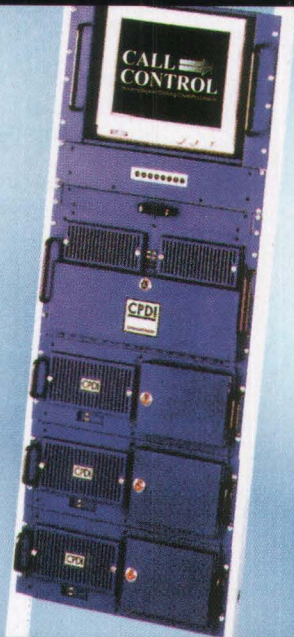
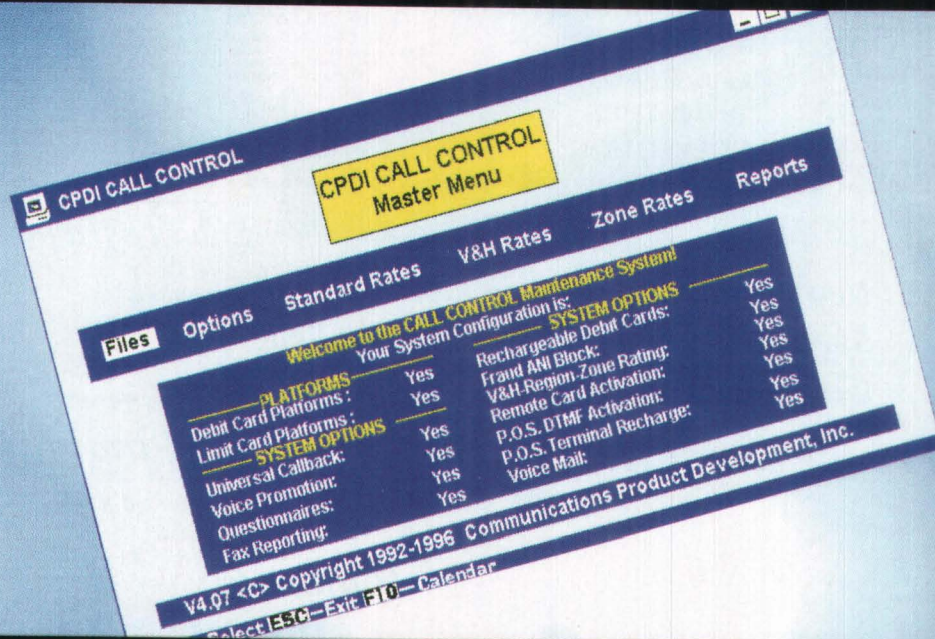
Call or fax us today for samples and pricing.

JET LITHOCARD
A division of JET LITHOCOLOR, INC.

Robert Anderson
1500 Centre Circle Drive
Downers Grove, Illinois 60515
800-932-9499 Outside Illinois
630-932-9499
630-932-5845 Fax



SUPERIOR TECHNOLOGY



Reliable • Scalable • Flexible



The worldwide standard
for call processing



WE'VE ADDED
A COUPLE OF
REAL BEAUTIES
TO THE
COLLECTION.



The entire U S WEST collection is available exclusively through our two nationwide distributors. So now when you want to order any of our beauties, simply call the number on theirs.

The USWEST logo is printed in a large, blue, sans-serif font on a white background. Below the logo, a collection of various telecards is visible, each featuring different scenic and architectural images. The telecards are arranged in a fan-like pattern, showing a variety of locations and landmarks.

PREMIER TELECARD Magazine

Premier Telecard Magazine is an independent journal, not affiliated in any way with any telecommunications company, card manufacturer or supplier.

CALIFORNIA DIVISION EDITORIAL/EXECUTIVE OFFICE

Post Office Box 2297
Paso Robles, California 93447
Phone (805) 227-1024 • Fax (805) 237-2530

PUBLISHER

Bill Jordan

MANAGING EDITOR

Larry L. Graff

EDITORIAL

Howard Fisher
Editor

MARKETING DIRECTOR

Dennis Teplinski

ART DIRECTOR

Candace Wright

ASSISTANT MARKETING DIRECTOR

Lois Robinson

REPRINTS

Howard Johnson

ADVERTISING MARKETING COMPANY

The Service Bureau
M. "Quincy" Gold
416-739-3979 • Fax: 905-770-4409

PREMIER TELECONSULTING SERVICE

Alan M. Ellis
Managing Technical Consultant
Ph: (312) 345-5150 • Fax: (847) 843-7774

CONTRIBUTING WRITERS

Dan Busby
Rich Doty
Max Erlichman
Dr. Gary S. Felton

Published by BJE Graphics & Publishing, Inc., a Nevada corporation. Publishers for Premier Telecard Magazine, The World of Phonecards by Dr. Gary Felton, The 1st Phonecard Calendar in America "Telecard Classics" and the owner of "Phone Card Phair."

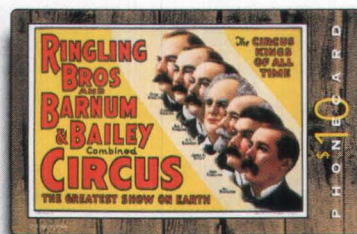
NEWSSTAND PRICE AND SUBSCRIPTION RATES

\$4.95 PER SINGLE COPY. U.S. Domestic rates, \$24.95 for 1 year. International rates - \$60 for 1 year. All subscription rates include shipping & handling. All remittances to be in U.S. funds drawn on a U.S. affiliate bank.

Premier Telecard Magazine is a registered trademark. All brand or product names are trademarks or registered trademarks of their respective companies, and those appearing in this magazine are used with no intent of trademark infringement. Specific information on trademarks is available upon written request.

Entire contents ©1997. All rights reserved.
Unauthorized reproduction, in any manner, is prohibited.

Printed in the U.S.A.



The Greatest Show On Earth

Page 12



TELE-
I.D.



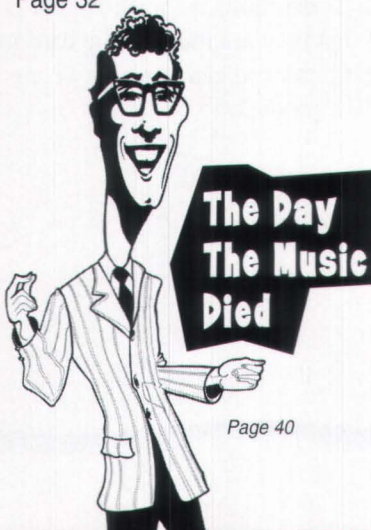
Telefold

Page 24



Cards In Play

Page 32



Page 40

In this Issue...

It's Our Call 6

TeleBasics:

58 and Still Growing Strong 8

A Chicken Provides the Nest Egg ... 10

The Greatest Show On Earth 12

35 Ways to Woo Your Customers ... 14

Like Motherhood and Apple Pie ... 16

TeleNews 18

TeleEntrepreneurs:

A Couple of Great Ideas 23

The Battle In Seattle 20

TeleFold 24

What About PrePaid Cellular 27

Was Houdini the Greatest? 28

Gary Felton:

The Sign Brings Customers 30

Cards In Play 32

TeleSports:

50th Anniversary-Jackie Robinson

NHL Collector Cards 38

TelEvents 39

The Day The Music Died 40

Subscriptions and the AdFinder ... 41

Expanding Telecard Opportunities:

Michael Gudeman 42

Dealer Directory - Classifieds 43

Telecards For A Cause:

Spay/Neuter Clinic and

Goodwill Industries 44

It's Our Call...

Fourth Anniversary Issue Marks Big Changes

Here it is, the Fourth Anniversary Issue of the nation's oldest and largest phonecard magazine, Premier Telecard. An what a four years it has been. In these few short years we have seen the prepaid phonecard industry explode.

In 1992, prepaid phonecards were practically unknown. There were less than 100 issuers and the entire US industry did less than \$5 million in sales. 1993 saw the first issue of Premier Telecard and with it, the growth of the industry to nearly \$10 million dollars. In just the four short years of our publication, the industry has grown to over 1,000 phonecard issuers doing several billion dollars a year in business. Some individual phonecard programs are in excess of \$25-50 million per project. The industry is expected to reach the \$10 billion mark by the year 2000.

What has been the cause of this phenomenal growth? The growth and success has come because of the creativity and imagination of you, the

people of the phonecard industry. You have responded to marketing challenges with new and creative ideas, such as prepaid cellular and prepaid Internet cards and even an "Office In Your Pocket." Prepaid phonecards have become works of art, with high resolution graphics, 3D and holographic images. In an upcoming issue of Premier Telecard, we will announce a card with FULL MOTION! People no longer ask if you have a phonecard... They ask what features your phonecard has. Phonecards now include such enhanced services as fax on demand, paging, voice mail, and e-mail handling.

Premier Telecard has been a major player in the growth of the prepaid phonecard industry and we remain committed to stay at the forefront of the industry. We will provide you with the latest and best information available, while continuing to maintain the highest standards of quality and reliability to bring you the best of the

phonecard industry. We are constantly exploring new ways to better serve you. One of these new ways is through our web site (<http://www.premier-tele.com>). Our new web master, Justin, has redesigned our entire web site and updates it on a weekly basis. Late breaking news stories and the newest and best in phone cards are featured, along with contests, Ask The Experts columns and links to other phonecard related web pages can be found in this quick loading and easy to navigate site. Send us your newest and best phonecards for inclusion on the web site. Be sure and provide all of the "Tele Facts" such as number issued, denominations, and carrier/issuer data, and be sure to send us live cards as demo cards cannot be accepted for publication.

To stay current with the industry and ahead of the competition, stay with Premier Telecard magazine. We won't let you down.

Premier Telecard Magazine introduces a new feature with this issue: DEALER DIRECTORY

On page 43 you will find a listing of those dealers who wish to be included in our Directory. This is a service for both the Phonecard Collector and the Phonecard Dealer. We will continue to add dealer names as space permits, with each succeeding issue. If you wish to be included, kindly write or fax PTM at the address shown on page 5. **PTM**

The Premier Team


Dear Howard:

Thank you for taking the time to discuss the inaccuracies in an article "Polyester And Polyvinyl Rate As The Two Most Popular Substances in Phonecard Manufacturing." (PTM Mar/Apr '97) Though the article is flattering, it did not come from SSI and we feel that it is critical to our industry reputation to make a correction. In the first paragraph it states that we reported layered polyester cards are the most popular card on the market with PVC running a close second. Though we wish more than anything that was true, it is the opposite of the truth. We manufacture laminated polyester cards and maintain that they are the ultimate card in every way, the volume of polyester cards produced can in no way compare to the everyday credit card style PVC product.

Sincerely,

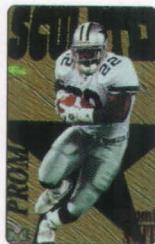
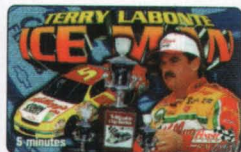


Lance Barton
Marketing Manager

PTM regrets the inaccuracies in the article.

Telefold Card Contacts

Image Telecards, Inc.	(800) 980-9753
Canada Telecom Network	(514) 332-8611
WorldTel Communications	(714) 426-6000
Creative Communications	(281) 529-4750
Phoneworks	(800) 777-2255
Telecard Solutions	(503) 590-5338
Argo City Co.	(800) 345-9155
Technology @ Work	(888) 801-1008
Karis Communications	(619) 660-7999
Hanson Graphics	(800) 238-2558



Telecard Collecting Starts Here!

COLLECTORS PACK INCLUDES:

- A PADDED COLLECTORS ALBUM COMPLETE WITH ARCHIVAL SLEEVES
- 10 COLLECTIBLE PHONECARDS SOME WORTH 3X THEIR FACE VALUE
- A ONE YEAR SUBSCRIPTION TO PREMIER TELECARD MAGAZINE
- THE WORLD OF PHONECARDS, A BOOKLET THAT INTRODUCES YOU TO PHONECARDS PAST AND PRESENT
- TELECARD CLASSICS 1995 COLLECTORS CALENDAR



The cards shown may or may not be in the actual starter pack.

Name _____
Address _____
City _____
State _____ Zip _____
Telephone () _____ Fax () _____

☐ VISA ☐ M/C ☐ AMERICAN EXPRESS ☐ DISCOVER ☐ DINERS CLUB ☐ CHECK OR MONEY ORDER

Card No. _____
Exp. Date _____ Date _____
Signature _____

Quantity = _____
\$49.00 each = _____
Shipping & Handling + 4.50 ea.
California residents add 7 1/4 % Tax + _____
Total \$ _____

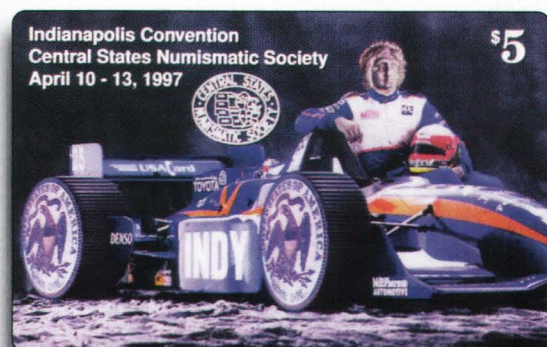
BjE Graphics & Publishing, Inc.

(805) 227-1024 • Fax (805) 237-2530
P.O. Box 2297, Paso Robles, CA 93447

CSNS-58 and Still Growing Strong

The **Central States Numismatic Society** recently celebrated their 58th year and introduced to their members a new and very different phonecard design. The festivities took place at their annual convention that was held this year in Indianapolis.

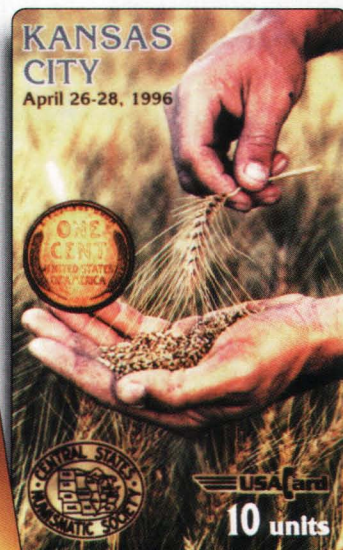
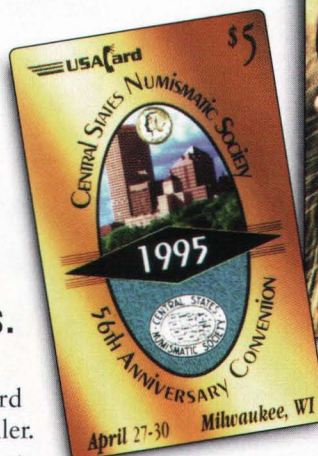
After all, if you are trying to impress a group of coin collectors you had better do something special, and special it was. The card, produced by USACard, features the wheels of an Indy race car that have mutated or changed into old liberty quarters. You will note that the driver's head is that of Apollo, borrowed from an ancient



Greek Coin. The USACard logo adorns the rear spoiler.

Of course the final vote comes from the buying public and according to reliable reports "all available cards were sold by the end of the second day." CSNS President John Wilson was delighted. "The phonecards were not only brilliant but they added another dimension to our show." Another numismatist Glenn Bradley, offered this thought..."I always buy a phonecard. It's useable and a more fun memento of the convention than my hotel bill."

There were only 500 of the \$5 cards produced. One hundred cards were reserved



from the event for distribution by USACard to their affiliated dealers and customers. Obviously, this will make the 400 cards even more "collectible" in the future.

This was the third successive

"I always buy a phonecard. It's useable and a more fun memento of the convention than my hotel bill."

year that the CSNS developed a phonecard for their convention. Pictured here are the two previous years... 1996 Kansas City card and the 1995 card that featured the city of Milwaukee, Wisconsin. PTM

How Phonecards Work? Dial the 800 access number, enter PIN number, enter area code & destination number.

HERE'S HOW IT WORKS

As the owner of a prepaid phonecard you are entitled to the local and long distance phone time the card carries. You'll find it easy, economical and fun to turn a plastic card into telecommunication time. You can buy a remote memory prepaid phonecard in any denomination...from as little as \$1 to \$5, \$10, \$20, \$100 or a good deal more. The amount or denomination is of no importance as to how it works.

A 1-800 toll-free number, called an access number printed on the back of the card will connect you to a prepaid phonecard debit switch at a remote location, therefore the term "remote memory" phonecard. A voice-prompt will then ask you to input your Personal Identification Number, or PIN, also printed on the card (some cards have a scratch-off area to conceal the PIN

before use). When asked, input this number and the voice-prompt will tell you how much phone time you have left on your card. A voice will then ask you to dial the area code and number you wish to call. The area code always has to be included even if you are dialing within the same area code. However, it is usually not necessary to dial 1, just the area code and your destination number for calls within the United States. International dialing differs slightly and precise instructions are usually printed on the reverse of the phonecard. Generally, calls made by prepaid phonecard will save you from 40% to 60% off standard credit card, collect or coin calls.

You are saving access fees, surcharges, billing charges, etc. You'll also find that Remote Memory cards are re-chargeable over the phone (usually by credit card). There is also a toll-free Customer Service number available

should the need arise. Remote Memory cards offer a number of options such as fax-on-demand, information services, stock quotes, sport picks, voice mail and speed dial.

While there may be variations of some of the services from company to company, they are minor and for the most part you will always be able to use your Remote Memory telecard from any touchtone phone. There are also chip-cards, or smart-cards that use stored phonetime in a chip imbedded on the card and inserted only into public phones made for this purpose, with slightly different instructions. Other types of cards used both inside and outside the United States feature magnetic or optical stripe memory systems.

Okay, now you know how your new phonecard works...put it to work for you. It's direct...it's economical and you'll save money! PTM

LENTICULAR
MOTION CARDS

MARILYN
MONROE

RETAIL PROGRAM
"The Card That Counts!"

PROMOTIONAL
PHONECARDS

PEEL-N-STICK
LABEL CARDS

FUND
RAISING

COLLECTIBLE
CARDS

THE SEVEN WONDERS OF

KARIS

COMMUNICATIONS



THE AUTHENTIC PREPAID PHONECARD SPECIALISTS

Specializing in the Manufacturing & Marketing of Prepaid Phonecards



COLLECTIBLE
PHONECARDS

Marilyn Monroe
•
I Love Lucy
•
Pepsi
•
Dino-Motion



Have Our
Design
Department
create a
Phonecard
for you!

Ask us about
Sub-Licensing
your own

Marilyn Monroe Image

COMING
SOON...

Marilyn
In Motion!

PROMOTIONAL
PHONECARDS

Special Event Giveaways
•
New Product Launchers
•
Consumer Incentives
•
Premium Thank You Gifts

Call or Fax to Order from our extensive list of Collectible Phonecards
For Products, Services or Distributor Information, Contact:

KARIS COMMUNICATIONS

3691 Via Mercado, Suite #16 • La Mesa, CA 91941

Phone: (619) 660-7999 • Fax: (619) 660-7979

Email: phonecards@karis.com • website: www.karis.com



A Chicken Phonecard will provide a "nest-egg."

The Food Bank of Corpus Christi, Texas has joined forces with the one and only famous fowl, **the San Diego, California Chicken.** The end result is a unique and collectible series of five phonecards, and much needed funds for the Food Bank.



This is the first time that the Chicken has approved production of a licensed collectible item to be used in a fund-raising venture. The first card, as shown here, is a baseball themed pose. Subsequent cards will have the Chicken in a Hockey outfit, then basketball, a ball park and full-body pose. Those ordering the first card will receive a reservation for first right of refusal on like numbered future cards in the series. A limited edition of 5,000 will be produced. The five minute cards retail for \$10 each. Destiny Telecomm International is producing the cards.

One hundred percent of the net proceeds from these cards will go directly to the Food Bank of Corpus Christi, Inc. This Second Harvest Food Bank member serves 11 counties and 145 non-profit agencies in the South Texas area. Recent welfare reforms have resulted in a loss of food stamp benefits to many folks. This has created an even greater demand on food banks nation wide to provide ever increasing services. The Corpus Christi group is banking on the public to help them to help people. The need is great, perhaps greater than ever before.

Peki Colombo is the spark behind this effort for success. Ms. Colombo is the Resource Communications Director for the Food Bank. Through her contacts in San Diego, she recruited the San

Diego Chicken to join in this campaign. And what about this Chicken? Who is he, where did he come from and how?

The "famous fowl" is, in civilian clothes, Ted Giannoulas. He became a star by being everybody's favorite Chicken. Born and raised in Ontario, Canada, he moved with his family to San Diego as a teenager. While a student at San Diego State University in 1974 he was recruited by a representative of radio station KGB. They

"He's the only guy who can get the fans to lighten up. How can you not like that?"

needed someone to pass out candy eggs during the Easter break. Would he be interested in wearing a chicken outfit for 10 days, pass out candy and be paid \$2 an hour. Obviously, a "poultry" sum! And that was the beginning.

He worked for KGB for 5 years and in 1979 struck out on his own. Giannoulas has become a folk hero who fills a jester's role. At baseball

games if the umpire makes a controversial call, you can count on the Chicken to whip out an oversized eye chart. An NBA referee says "He is the only guy who can get the fans to lighten up. How can you not like that?"


Ted has created a rather unique career, working in feathers, feet and a beak for a living. Everyday is Halloween, he is in demand for over 250 appearances every year.

Here's a guy, er a Chicken whose stage is bigger than any Las Vegas night club. The Chicken's theater is a stadium or an arena. Consider making



Peki Colombo

50,000 fans laugh in just 90 second. Live. In one take. Without rehearsal.

Now, the Food Bank of Corpus Christi, Texas makes it possible for you to own a collectible phonecard of this lively chicken who seems ready and likely to fly around his corner of the world. 



Collector Sets Available At \$29.95

Licensed Limited Edition Series

HOUDINI COLLECTION SET 1

IMAGES FROM THE HOUDINI HISTORICAL CENTER
3 30 MINUTE CARDS FEATURED IN THIS ISSUE

CIRCUS WORLD MUSEUM SET 1

IMAGES FROM THE MUSEUM IN BARABOO, WISCONSIN
3 30 MINUTE CARDS

BUFFALO BILL'S WILD WEST SET 1

COL. W.F. CODY "BUFFALO BILL" - IMAGES FROM POSTERS
3 30 MINUTE CARDS

THE CIVIL WAR COLLECTION SET 1

THE PAINTINGS OF MORT KUNSTLER
3 30 MINUTE CARDS FEATURED IN MAY/JUNE ISSUE

THE FREDERIC REMINGTON COLLECTIONS SET 1

IMAGES OF ARTWORK AT THE FREDERIC REMINGTON MUSEUM
3 30 MINUTE CARDS FEATURED IN MARCH/APRIL ISSUE

Distributors should
call for special pricing
Mastercard, Visa, Discover
and American Express accepted
Mention this issue to receive
free shipping

1049 Ashwaubenon Street Green Bay, WI 54304 414-339-0060
Fax: 414-339-0071 1-888-350-8885 www.bdmmarketing.com



Custom Mousepads

**Keep Your Company I.D.
at Your Client's Fingertips!**

- Attention Getter
- Everyone Uses One
- Long Term Recognition
- Your Design or Ours
- Quality Construction
- Quality Materials

Name _____
Address _____
City _____
State _____ Zip _____
Telephone () _____
Fax () _____

Quote Request Form

Please quote us on:

Quantity: _____ custom mousepads

☐ 4 color

☐ 1 color

☐ Stock design with your company logo
and information overprinted

☐ Your custom design and artwork

**BjE Graphics &
Publishing, Inc.**

Fax your quote request to: Fax: (805) 237-2530
P.O. Box 2297 Paso Robles, CA 93447 Ph: (805) 227-1024

From The Four The World Rings Of The

P. T. Barnum called it... THE GREATEST SHOW ON EARTH!®

The Greatest Show On Earth. That's quite a statement, then again Ringling Bros. and Barnum & Bailey is quite a show.

For 127 years, children of all ages have come to see and enjoy true family entertainment. They come to laugh, to thrill at the daring acts of the trapeze artists, look at the wonder of the exotic animals, the exciting high wire performers, the music, the color and costumes...and the clowns. There is nothing like The Greatest Show On Earth!

In 1871 P.T. Barnum began a revolution in entertainment that astounded the world. Today, Ringling Bros. and Barnum & Bailey upholds and enhances that legacy, transforming imagination and dreams into three dimensional realities. Every year, Feld Entertainment Inc., offers audiences an unparalleled, all-new extravaganza... year after year!

There is something notably new and different this year. Ringling Bros. and Barnum & Bailey has introduced Talking Storycards. These are very special cards that allow you to enjoy the Talking Storycard right in your own home. The cards offer 800 numbers that lead you behind the scenes where the Ringling Bros. performers tell all about a world and lifestyle found only in The Greatest Show On Earth.

How would you like to spend some time with the man who trains and teaches lions and elephants? Graham Thomas Chipperfield is the premier animal trainer on tour with Ringling Bros. and Barnum & Bailey. Imagine, getting

into a cage with a tiger or lion day after day, matching wits with some of the most dangerous animals in the world.

A couple of years ago, at the age of 24, Graham came to America from Great Britain to join Ringling Bros. and Barnum & Bailey. He brought with him his eleven lions and three of his own elephants. Graham was brought up around animals and the circus. His father, Richard Chipperfield, preceded his son to The Greatest Show On Earth in 1971 with his own lion and leopard display.

All the exciting adventures that Graham Chipperfield experiences, he talks about on his own Talking Storycard. You can spend valuable education and entertainment time with him by way of this amazing "talking" card.

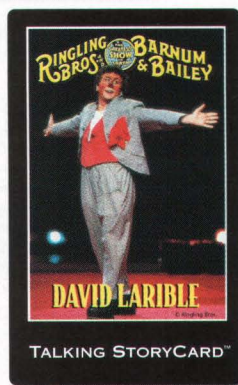
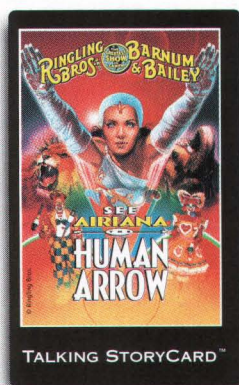
There are nine different Talking Storycards in the

series produced by Phoneworks of St. Petersburg, Florida. Included are Airiana, the Human Arrow; David Larible, America's beloved Maestro of Mayhem; the Chicago Kidz; the Quiros; the Flying Pages; the Espanas and others. Each card is done in full color, cello-wrapped and includes one play of each performer's day. The Talking Storycards may be the next best thing to running off to join Ringling Bros.

And There Are Phonecards, Too!

Featured on these pages are four wonderfully unique, collectible phonecard images. They are reflections of the original circus posters that tell the story of the growth of Ringling Bros. and The Greatest Show On Earth.

The first is a \$20, 60 minute phonecard that was a Barnum & Bailey dazzler. Featured were the 10 Selgrist Silbons, the 5 LaMar Troupe, the 5 Marvelous



Corners Of To The Three Hippodrome...

Neapolitans, together being promoted as The Greatest High Air Exhibition In The World.

In this second card we have a \$10, 30 minute phonecard that announces to all, The Circus Kings Of All Time. In addition to the photo of P.T. Barnum and his partner, James Bailey, we see five of the original Ringlings pictured. The poster advertises, Ringling Bros. and Barnum & Bailey Combined

Circus.

In this third phonecard, again a \$20, 60 minute card that promotes the

The fourth and final card is the more modern circus poster. The fierce looking tiger, growling and superimposed over the circus big top, and headed: Ringling Bros. and Barnum & Bailey Circus. At the bottom of the poster-like card are the words, The Greatest Show On Earth.

Like the Talking Storycards, these phonecards are produced by Phoneworks of St. Petersburg, Florida.

Streaking across these pages is Airiana, the Human Arrow. While many of us dream of flying, of escaping the burdens of everyday life, there is one woman who steps forward, who possesses the courage, skill and grace to conquer the challenge to fly free and true. She is Airiana, the Human Arrow. Ethereal, mysterious, beautiful and magnificent.

A hundred years ago, the dream to fly was fantastically realized in the Barnum & Bailey Greatest Show On Earth. A woman named Alar flew unfettered across the hippodrome to the highest reaches of the Big Top. No one since Alar has been able to accomplish this tour de force.

A century has passed and our waiting is over. Now appearing in Ringling Bros. and Barnum & Bailey Greatest Show On Earth is Airiana. She alone, can fly! All who witness her amazing feat are touched, inspired, an extraordinary celebration of achievement.

Can you imagine what Airiana might have to say on her Talking Storycard? Airiana is but

one of the stars featured on the collectible cards.

Another, is America's most beloved maestro of mayhem, David Larible.

Clown of Clowns, David Larible was born in Novara, Italy and is a 7th generation circus performer. Obviously, he comes by his work honestly. David speaks five languages, plays seven musical instruments, is quite well read and uses all of his talents in his performances.

In 1988, Larible was the recipient of the coveted Silver Clown Award at the International Circus Festival in Monte Carlo. Last year, David appeared in a Command Performance before His Serene Highness, Prince Rainier III of Monaco.

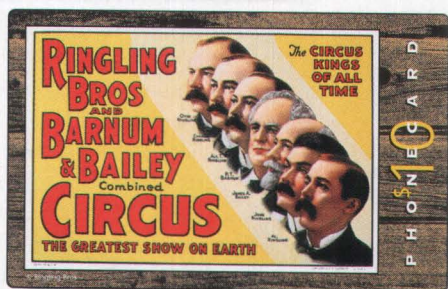
As if all of his awards were not enough, David received the pre-eminent compliment given to a clown performer. He is the first clown in the history of The Greatest Show On Earth to be a featured performer.

Now, if you close your eyes and imagine you are under the Big Top. The lights are lowered, the Ringmaster begins..."Ladies and Gentlemen, Children of All Ages..." PM



1909

Ringling Bros. and Barnum & Bailey Combined Shows and while you can not easily



1937

read the letters, in the lower left hand corner is the now familiar globe that says "The Greatest

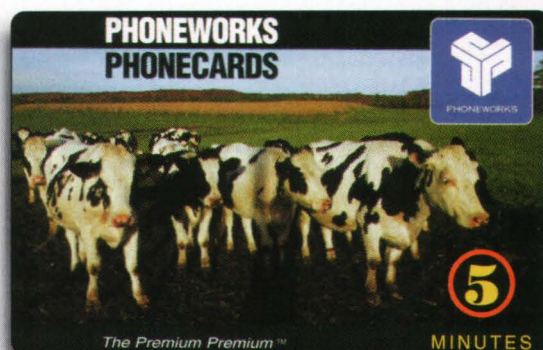
Show On Earth." The dominant character on the card is the giant sized clown/jester that towers over the big tops and the people below. The clown is dressed more as a court jester than the traditionally made-up clown.



1923

35 Ways to Woo Your Customers

Jimmy Durante used to say "I've Got a Million of 'em." Well, Phoneworks of St. Petersburg, Florida has 35 Ways To Woo your Customers, and most likely, a great deal more!



They have created and managed over 2,000 interactive telephone campaigns for over 300 Fortune 1,000 companies. Phoneworks has done some important work in the world of phonecards, such as Match and Win Collectibles, Talking Cards, Game Cards, and many more.

Whether you or your client uses radio or TV or print, direct mail or not, there is at least one or more ideas here to help you "create" a campaign utilizing phonecards.

A few examples: **Number 11. "A Frequent Reminder."** Provide a phonecard with purchase and then automatically add free time to the card with subsequent purchases. For instance, add a minute for every dollar the customer spends. The more they spend, the more they get to call. When it's time to buy again, who do you think they'll think of first?

Number 7. "Greetings and Salutations"

Include a phonecard in your next holiday promotion and let them make a call, anywhere in the world, on you. Let's see ... Mother's Day, Father's Day, anniversary, graduation, birthday, Thanksgiving, Christmas, New Year's ... we'd say there's plenty of promotional opportunity here.

"Whether you or your client uses radio or TV or print, direct mail or not, there is at least one or more ideas here to help you "create" a campaign utilizing phonecards."

Number 22. "A Card By Any Other Name."

Think about it. The only real requirements to make a prepaid long distance service work is a toll-free 800# and a PIN code. These numbers can be imprinted on virtually anything. So for you die-hard specialty ad users, go ahead and do up your prepaid long distance key tags, pens, luggage tags, you name it.

"Movers and Shakers," number

25. People who are in transit, new to town, in the process of moving, on vacation or just plain phoneless will pick up on a phonecard in a heartbeat. Imagine the countless promotions that are possible for moving these markets; real estate, transportation, utilities, travel agents, banks, etc.


How about the **"Warranted Warranty (Number 9)."** Here's a way to get sacks of warranty cards back from new customers: include a phonecard but DO NOT activate it until the customer returns your warranty card with all of that wonderful database information on it. The phonecard serves triple

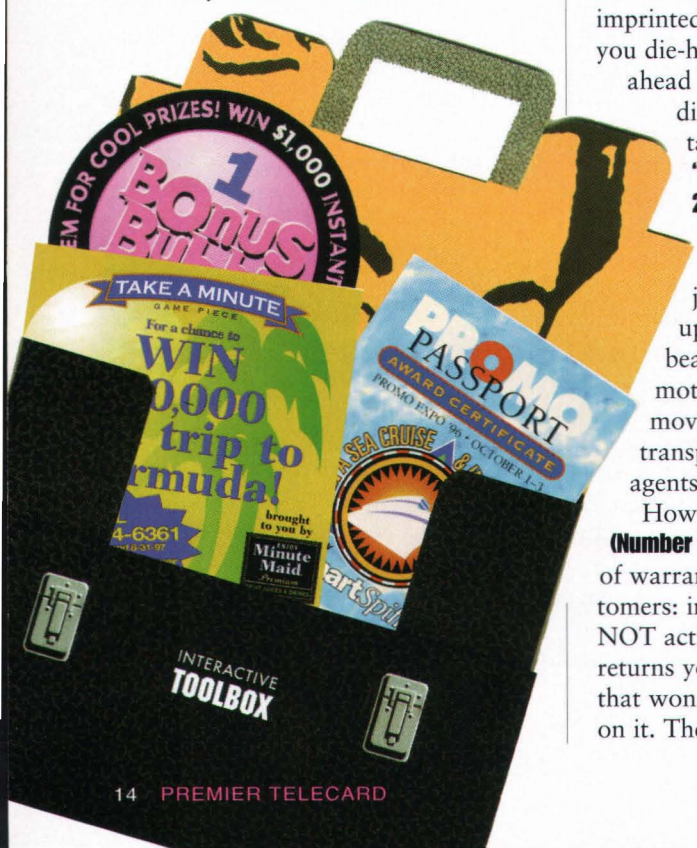
duty...official warranty card, handy service card and a premium incentive.

Here's another interesting idea. **Number 27** goes like this. **"Scratch Mine, I'll Scratch Yours."** A scratch off panel can be placed over any information printed on your phonecards. This is a great security technique for authorization codes, but think of the fun you can have with sweepstakes, games, hidden prizes, even surprising minute denominations.

Here's one for you collectors: **Number 33. "Collectible Schmectible."** Don't ignore the collectible market. It's large. And growing. Allocate a small percentage of your phonecard program and make a limited edition collector's series out of it. Modify the design a bit. Label it appropriately. Package it in pretty carriers and envelopes. A great gift for the trade (and stash a few for yourself).

Space and Phoneworks do not allow for us to show all 35 ways, but we think you get the idea. In a nutshell, these are ideas on how to get the best or greatest mileage for you or your client's money. The creative use of phonecards for promotions, advertising and other marketing programs increases consumer trust in phonecards and builds strength and increased demand for all phonecard products and services. Let your imagination soar and your vision expand to find new and exciting ways to use prepaid phonecards, as these folks have done.

Here's just one more for the road... lucky **#13** goes like this: **"Why Not Something Unconventional?"** If you want to be remembered long after your next convention, create a phonecard souvenir. Guaranteed, it will out last the key chain you got at the last one. (Like you need another key chain) 





Brink' • mann
Media Services Inc.

BLAZING NEW TRAILS IN DIRECT COMMUNICATIONS

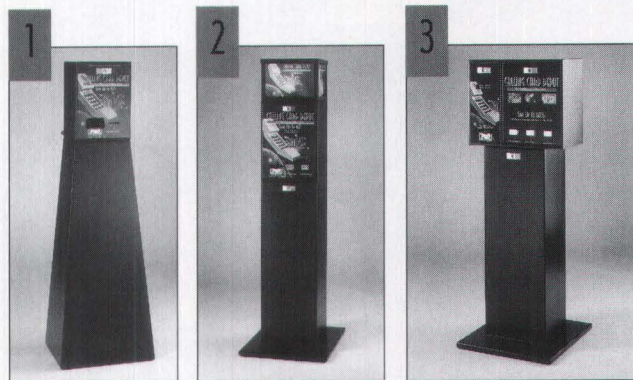
Script Writing & Story Boards
Graphic Design & Custom Packaging
Film, Audio, Video, & HDTV Production
CD-Rom Production
Duplication and Distribution
Foreign Translation

TV / Radio Commercials
Infomercials
Direct Marketing Campaigns
Live Events
Media Production Services
Private Satellite Networks

800-453-8224
Marie Brinkmann

CALLING CARD DEPOT™

PHONE CARD VENDING — AS EASY AS



Model 801

Model 802

Model 803-D

Calling Card Depot™ vends discount long distance calling cards in three state-of-the-art machines that feature rugged, dependable service. A 4-sided marquee top adorns the two column model and a vacuum fluorescent dot-matrix moving sales message sign is available as an option for additional attraction.

These high-styled calling card vendors are made in one-column, two-column and three-column models to hold 200, 400, or 600 cards using tamper-proof and jam-proof Asahi-Seiko card dispensing units. Adding multiple columns to each machine allows more volume at the same price point or the

ability to offer different price points for each column. Bill validators with built-in stackers accommodate up to 300 bills. Operations of all Calling Card Depot™ vending units are controlled by a proven Motorola solid-state microcontroller and proven logic to eliminate jackpots and free vends.

Despite the elegant design of the Calling Card Depot™ machines, they are ruggedly built of handcrafted 14 gauge galvanized steel, rustproofed inside and out to automotive industry standards for years of durable, safe, tamperproof service. Machines come equipped with a tip and theft-prevention auto style alarm system with powerful siren. Calling Card Depot™ units can be placed on countertops, wall-mounted or stand freely on support cabinets or bases.



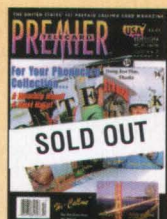
Advanced Games & Engineering, Inc.
1231 NE 8th Avenue • Fort Lauderdale, FL 33304

**For more information or to order,
call: 1 (800) 797-1666**

COLLECT THE HISTORICAL ISSUES FROM PREMIER TELECARD



☐ Oct/Nov '95



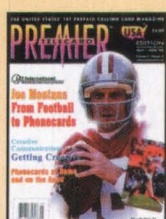
☐ Dec '95-Jan '96



☐ Feb/Mar '96



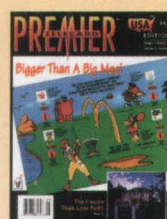
☐ Mar/Apr '96



☐ May/June '96



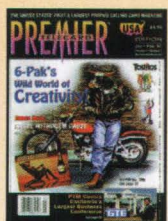
☐ July/Aug '96



☐ Sept/Oct '96



☐ Nov/Dec '96



☐ Jan/Feb '97



☐ Mar/Apr '97



☐ May/June '97

COLLECT AMERICA'S FIRST PREPAID PHONECARD MAGAZINE, **PREMIER TELECARD!**

GET ELVIS, PETE ROSE, JOE MONTANA AND MORE ON CARDS
FEATURED IN HISTORICAL ISSUES STARTING WITH JULY, '93.
JUST CHECK THE ABOVE BOXES FOR THE ISSUES YOU WANT AND
MAIL US A PHOTOCOPY OF THIS PAGE ALONG WITH YOUR CHECK
OR MONEY ORDER FOR \$2.95 FOR EACH MAGAZINE.



Name _____
Address _____
City _____
State _____ Zip _____
Telephone () _____
Fax () _____

U.S. rates for shipping and handling:

1 - 2 issuesadd \$1.50 ea.
3 - 5 issuesadd \$1.10 ea.
6 - 9 issuesadd \$.90 ea.
10 + issues no charge

Qty _____ @ \$2.95 ea. = _____

Shipping & Handling + _____

Total Enclosed \$ _____

Mail your check or money order to: **BPE Graphics & Publishing, Inc.**

P.O. Box 2297 Paso Robles, CA 93447 Ph: (805) 227-1024 • Fax: (805) 237-2530

Like Motherhood & Apple Pie!



Photo: Larry Graff

Sometimes we hear or see something that is exceptional. It may be a super new idea or some dish we tasted and enjoyed or a product or service that is truly outstanding. The saying is "this is like motherhood or apple pie, sliced bread, peanut butter and jelly... you know, "a natural."

Here is an idea and product that may *be a natural* for families, children and pets.

The Tele ID Tag System is sure to help protect children, the elderly folks in your families and even pets that become lost or injured. Do we have your attention yet? Good!

It consists of a master control card and five plastic tags. The tags may be attached to jackets, back packs, keys, pet collars or other personal items.

Here's how it works: The caller simply dials the 800 number and enters the PIN number on the back of the tag. The caller is then instructed to select from the preprogrammed prompts listed on the tag. Once chosen, the caller is automatically connected to home, work or any other phone number where a parent or family member can be reached.

Here's a hypothetical situation: Your child is away from home and needs help. Anyone assisting your child can quickly locate you, a family member or any other person responsible by using the Tele ID Tag System. No phone money is ever needed, nor any phone number ever revealed. Even teenagers can use the system to call home when necessary. The Tele ID


System works from any phone.

The Tele ID Tag System is a controlled calling system, which will only call the phone numbers programmed by the parent, preventing excessive phone bills for non-essential calls.

What about those pets? You can attach one of the I.D. tags to your pet's collar so if your pet is ever

lost or injured someone can contact you through the Tele ID Tag System. This same system can help with the quick return of lost keys, luggage or other personal items.

As you can see from looking at the reverse side of the I.D. Tag, there are 5 available spots to give phone numbers. From your home or work number to relatives or other miscellaneous numbers such as pager numbers, friend phones, etc.

This is a very simple, but very effective way of protecting your loved ones. Tele ID Tag System, the patent is pending and is produced by Talk Time, Inc. of Auburn, California. 



1-800-123-4567
PIN XXX-XXXX

- 3 Home Phone #
- 4 Work Phone #
- 5 Relative's Phone #
- 6 Alternate Phone #
- 7 Alternate Phone #

Patent Pending Talk Time, Inc.

For Help, call 800# on back,
enter PIN# and follow
prompts

The PrePaid Calling Card

"The Book Our Competitors Don't Want You To Read"

June 1997

Volume 1

By Gregory D. Evans

Mr. Gregory Evans, President-CEO, of ICB Telecommunications, Home of Global Technology News TV, has created yet another powerfully explosive service to add to his impressive array of user friendly products.

This delightfully informative resource guide to prepaid calling cards will provide each reader with a wide range of topics from: investing and marketing, to actually negotiating contracts.

This book has everything you need to know about the prepaid calling card market and much more. You'll receive: The Book 'Investing In Prepaid Calling Cards', The Detailed 'How To' Audio Tape, One Free Webpage, E-mail To Fax, and Free Voicemail For A Complete Month To Help Advertise Your Products And Service.

Plus

You'll also receive an added bonus of A Free Webpage On The Internet For The Life Of Your Prepaid Calling Card Business.

Call Us For More Information At (909) 275-5313 Or Join Us On The Web at: www.icbcanhelp.com

"This Is One Offer You'll Be Glad You Took"

PICK A CARD, ANY CARD...

But when you pick a vendor to deal your company's prepaid cards...
Make sure you don't fall for any phoney card tricks.



Not every company that sells prepaid long distance cards makes prepaid long distance cards. Many are just middlemen or marketing companies. PTT Telekom is one of the pioneers of prepaid cards in the U.S.A. We design and manufacture all the cards we sell, as well as support our own switch platform. If you want a "turn key" phone card promotion, call us, we do everything!

Remember, pick the right card and don't fall for the phony card tricks.

- Turn Key solutions to all your promotional and marketing needs.
- Fully integrated production, network, and customer service.
- Flexibility to handle the needs of your marketing requirements.

See what's in the cards for you, call

407-648-5300

Standard Register Lands Big Contract

Standard Register was recently awarded the package printing business for two Southland Corporation prepaid calling card programs. AT&T and the National Basketball Association will be conducting separate programs with Southland.

Southland Corporation, owner of 7-11 convenience store franchises, has made the cards available in approximately 5,500 stores nationwide. AT&T will be providing the telephone business network services.

The AT&T phonecard will be issued in 15, 30, 60 and 90 minute time blocks, as well as a card with a 3-hour time block. There will be a total of 725,000

cards released in connection with this program.

The 7-11 NBA cards will be sold in 15 minute time blocks as collectible cards. Twelve cards will be issued, each featuring a different NBA player. The series includes Clyde Drexler, Karl Malone, Mitch Richmond and Jerry Stackhouse. Seven-Eleven has a second project that will involve a new set of 4 cards to be released during a three month period. This promotion will involve a release of some 600,000 cards.

Standard Register, based in Dayton, Ohio is one of the leading business information management companies in the United States.

New Chief at Innovative Telecom

Innovative Telecom Corporation, a provider of high quality prepaid transaction services, announced that Maryann Walsh has joined the company as Chief Operating Officer. Walsh will oversee day-to-day operations within the company, including quality assurance, network reliability and performance and new business development.

Prior to her appointment at Innovative, she was co-founder and president of Aurora Systems. Walsh was previously vice president of engineering and product marketing at Voicetek Corporation. Ms. Walsh holds a BSEE from Brown University and a MSEE from Purdue University.

Innovative is a privately held Delaware Corporation based in New Hampshire with operations throughout North America and the Pacific Rim. Innovative is tariffed in 48 states and has over 30 transaction platforms in its distributed inTELEcash debit and wholesale traffic network.

CardEx Announces 4th Annual Event

CardEx '97, a two-day conference and three-day exhibition has been scheduled for Wednesday, October 22nd 1997. The conference addresses major topics effecting the industry as we approach the next century. A most prestigious list of industry leaders will be present offering information and expertise in telecommunications.

The exhibition commences on Friday the 24th where over

80 exhibitors will be on hand representing over 30 countries showing all that is new and original in the industry. The entire five day event will be held at the Sheraton Hotel and Les Pyramides in Brussels, Belgium.

The Gala Awards Dinner is on Friday evening where the winners of the CardEx Awards are announced. This is one of the industry's premier events of the year.

You can secure additional information by contacting CardEx at 42 Phoenix Court, Hawkins Road, Colchester, Essex C O 2 8JY England.

AMTRAK GETS CALLING CARD MACHINES

Sims Communications, Inc., signed an agreement with Intera Communications of Minneapolis, Minnesota allowing SIMS to install its proprietary dispensing machines and to sell prepaid calling cards at AMTRAK train stations throughout Washington, Oregon and California.

Mel Leiner, President and CEO of SIMS stated that in addition to significant projected revenue, the acquisition will allow for proper showcasing of their new product line, New View Technologies/Link International Technologies.

Intera Communications, a division of Wiesman Enterprises provides highly efficient, out-source management services to major clients in Public Communications, Vending, ATM, and Food Service Management.

Sims Communications is from Delray Beach, Florida. They design and market Instaphone, an automated cellular rental machine

K-MART CHOOSSES LCI INT'L.

LCI International announced that they will be the exclusive provider of prepaid calling cards to the Kmart retail chain.

The agreement calls for LCI to provide its long-distance network and calling card platform to support the Kmart/LCI prepaid calling card. The prepaid card, which will be available in 40 and 80 minute denominations, will allow users to place telephone calls from anywhere in the United States and to 230 countries worldwide.

Unlike some other prepaid cards that round calls to the next full-minute, the Kmart/LCI prepaid card will charge customers in six-second increments, more accurately charging them for the time they actually talk on the phone.

Thomas J. Wynne, president and chief operating officer for LCI said "LCI is actively involved in the explosive \$1 billion prepaid card business and we are very excited about the opportunity to provide prepaid services to Kmart and the 180 million people that shop in its stores each year."

Kmart Corporation serves America with 2,133 Kmart and Super Kmart retail outlets throughout the 50 states.

Pathmark signs with Intellicall

Pathmark, headquarters in Woodbridge, New Jersey, a leading Northeastern grocery retailer signed a contract with Intellicall, Inc. to provide a comprehensive prepaid calling card program. Pathmark operates 145 stores in New York, New Jersey and metropolitan Philadelphia, Pennsylvania.

Under the terms of the contract, Intellicall becomes the exclusive prepaid calling card services provider for Pathmark. First year revenue is expected to exceed one million dollars. Intellicall distributes prepaid long distance calling cards in addition to other telecommunications services.

New Platform and Personnel At Cashel

Rick Keenan, president of Cashel Communications of Vancouver, Washington introduced the new Cashel 9000, a new prepaid platform. "This new generation of platform is built for high volume users who are looking for a robust and reliable call processing platform," according to Keenan.

Keenan went on to say "We wanted our network-based platform to be stable and reliable, so we built it with ISO-9000 certified hardware and software components." This platform has the capability to scale up to 4,400 lines on one platform, or 15-18 million minutes a month processing prepaid phonecard calls 24 hours a day, seven days a week. In addition, Keenan said it uses the Internet and its technology to allow providers to manage and update the platform remotely.

"It does not stop at calling cards," says Keenan, "the Cashel-9000 can be used anywhere a financial gateway is needed to offer services like prepaid cellular phones, prepaid direct access or even prepaid transaction cards." There is a large segment of the population who do not want to or cannot get credit so they turn to prepaid for an alternative.

Cashel Communications also announced that Ed Metcalf has been named Director of Sales and Marketing for the company. Troy Dodson, Vice President of Cashel stated "Ed Metcalf brings a tremendous amount of experience to the Cashel team. We are delighted to

have him aboard."

Metcalf's responsibilities will include managing Cashel's marketing activities, hiring and training new sales people, new business development and public relation. He has a degree in business marketing from Oregon State University.

Award Winners in Chicago!

Creative Communications' Electronic Gift Certificate, designed and implemented for Bubbles Car Wash received the award for the Best Stored Value Application.

The program initially began as a promotional prepaid phone card and further developed into an interactive customer satisfaction survey. The electronic survey increased Bubbles customer responses ten-fold. In order to increase Bubbles' gift certificate business, already a million dollar program, they asked Creative Communications to create a debit card/stored value gift certificate.

The card itself was part of a full color carry piece with two punch out tokens for free products and services. The gift certificate card required no magnetic stripe, no readers, no special equipment, and no special training. The electronic gift certificates can be used for a variety of applications, including consumer tracking, database building, and frequent buyer programs.

Another winner, taking second place for Best International Application was the International Auto Dialer. Creative Communications also designed the Auto Dialer for

those clients requiring more than an average amount of prepaid phone time while traveling internationally.

The Auto Dialer allows clients to recharge their phone cards from practically anywhere in the world through virtually any telephone in the world. The Dialer is programmed with the access numbers of the top ten international countries and three PINS that hold up to 30,000 units of calling time. Creative Communications is a division of EqualNet.

The NEW Internet PhoneCard

Introducing—one of the first prepaid calling cards to offer remote access to the Internet for computerized travelers. The Houston, Texas company is called Charter Communications International, Inc. Less formally, Charter.

The development of the card was driven by the CEO of the company, David Olson, who happens to be a frequent traveler. In staying abreast of activities in Mr. Olson's life, he needs 4-6 hours of daily Internet connectivity. The costs of maintaining communications with clients and offices, etc., created the absolute need for an Internet PhoneCard.

Charter, an international provider in the prepaid calling card industry, created the Internet PhoneCard. The dual-use card is priced .15 a minute for Internet connections, and regular long distance service at .25 a minute. The user needs a computer, modem, PPP and Internet software, a phone line and an Internet Service Provider.

MCI—Seven Eleven Agreement

MCI has reached an agreement with Seven Eleven Japan Co., Ltd. to distribute the MCI Exchange Card, an international pre-paid calling card. The agreement takes place immediately at all 7,000 stores located throughout Japan.

In order to meet the growing demands of Japanese travelers abroad and foreign visitors to Japan, Seven Eleven will sell the MCI Exchange Card at very economical rates, particularly for calls to the United States, Latin America and Europe. The agreement with MCI will be implemented in cooperation with the Southland Corporation which has been selling the MCI Prepaid Card since 1994.

The MCI Exchange Card features include: Global access, 24 hour customer service, multi-lingual prompting in five languages, call length calculation, card chaining and re-origination. Card Chaining allows the user to input a second MCI Exchange Card number to continue a call in progress when the original card becomes fully depleted.

Re-origination allows a user to make more than one call after the original connection to MCI, which saves on hotel surcharges and is an added convenience because the caller dials the access number and card number only once. The MCI Exchange Card is also valid for intra-country calling within Japan anytime, from any type of phone, including home phones, public phones, and cellular phones.

The MCI Exchange Card retails for 5,000 yen for a 120 unit card.

The Battle In Seattle!

Seattle skies cleared up for the 2nd Annual 1997 Championship Pictionary™ Tournament on Saturday, May 31st. The 24 teams from around the country were lined up at their respective tables and the picturists, with their felt pens and easels, were at the ready. The judges gave the signal and the drawing began, team players began guessing at the very first stroke of the pen. Various team members chimed in as each one strove to solve the puzzle in record time. Within just a few dizzying seconds the judge dropped the flag for the winning team for that round. As so it went throughout the day as the 24 teams played off against each other in anticipation of the finals later in the day.

With each team consisting of 4 people you can imagine the flurry of activity on the Arena floor. As a spectator, it was hard to choose where to focus your attention. "This is the most exciting family spectator sport I have seen in a long time" was the comment heard over and over as the championships progressed. On hand for the event and monitoring the results were Terry Langston and Rob Angel of Seattle Games, Inc. the company behind the Pictionary™ game. When asked about the upcoming Television version scheduled to air in September, Terry gave us some confidential insight into the modified way the game will be played in order to heighten the interest of the viewers at home. It's a good bet that the creativity of the producers of the show will keep us delightfully riveted to the screen.

In a crowded roster we noted that Northern Life Insurance Company had fielded three teams this year. They prepared themselves for the event weeks in advance by practicing during lunch breaks, after work and on weekends. Mary Phifer, who organized the teams, said "It wasn't hard to get people to play Pictionary™, especially for such an important cause. Once they volunteered, the people got the fever." Last year they had one team, this year the company was pleased to put up the \$25 per person contestant fee for all three teams. The teams also worked hard at raising pledges for the event. The money raised by team members will support the programs of the Rise n' Shine for children and teens affected by AIDS. Northern spokes person Barb Rochon, head of the Volunteer Council said "Associates at our company have real compassion for these children." It is a trialsome event to be a child and face losing a parent to this terrible disease. Many associates at Northern like to participate in something fun and help children at the same time. Life is difficult for these kids and to have an agency like Rise n' Shine lending support is terrific. People are touched by that."

Patti Guttu did a lot of the fund raising and was instrumental in getting the teams together. She didn't get to play because, at the last minute, she had to have back surgery.

Northern Life associates raised \$1250.00 and had a wonderful time. They spoke of what a great job Rise n' Shine had done on the event and promised to be there next year with even more teams.

The Northern Life Insurance Company's three teams consisted of:

- 1- Mary Phifer, David Paul, Margorie Renn, Lisa Brouillg
- 2- Armand Vasquez, Carol Jones, Lise Applegate, Leslie Wright
- 3-Jeannie Ashord, Leslie Tysseling, Dave Prewitt, Vyncent Larson

The Finals, with Seattle radio station KUBE 93FM's morning show personality, Tari Free, as master of ceremonies, was a battle royale, as each team struggled to figure out what it was that their teammate was drawing. The level of intensity and enthusiasm was incredible.

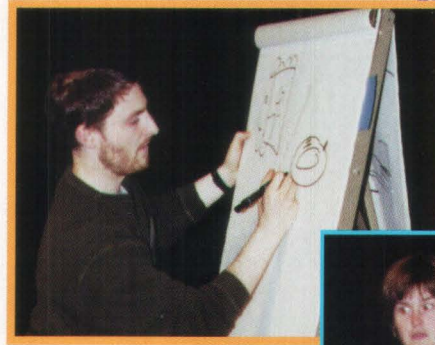
2nd Place Awards went to the Wild Bill's Casino Team. Mary Weis (team captain), Geri Windecker, Deb Dohmen & Melinda Schleis. Geri Windecker is the manager of Wild Bill's Casino which is a traveling casino company. Imagine if you will, a catering company that brings all of the things for a real casino night right to your door. Everything is included, tables, games, dealers & waitresses dressed in uniforms just like that of a real Las Vegas style event. Deb is a full time mother of five but, on occasion, she works a casino party. Melinda is her daughter and loves Pictionary™. Mary works part-time as a dealer but her full-time job is a warehouse manager for a carpet outlet store. Mary said that one of her tournament words was "forklift" which was easy for her as she drives a forklift for a living.

Mary and Geri both remembered one of the more challenging playoff phrases "Mack the Knife." Geri said they were feeling the pressure of the game, Mary was the picturists for this play and drew a clown and a knife. The team members kept saying Jack Knife. Mary kept pointing to the images and urging them to take it to the next step and say Mack the Knife. Maybe Mary needed to draw a double burger next to Jack to help the team make the connection?

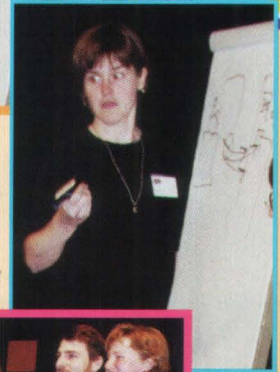
How did the Wild Bill's Casino team come to be here? Mary read about the tournament on the radio news fax one week before the event. She got the team together almost overnight. The team members had all had a great time playing the game at home and looked at this as a challenge and good time. The challenge was that they didn't have a lot of time to practice, just twice before the tournament.

Mary and Geri told Premier that of all the things that they've done on a quick decision basis that this one had been one of the best. All were excited about placing second and are making plans for next year's tournament already. They want to start early enough so they can not only get more teams together but, also raise more pledges. Look for the Wild Bills team next year as a strong contender for first place.

The 1st place team from Ross & Associates of Seattle, consisted of Suzanne Walker, Amy Squires, Marc Stiener, and Sarah Hall. All of them work together, and together they raised \$600 for Rise-n Shine. They found out about the tournament from a flyer at Starbuck's Coffee House. None of them had ever played this game with each other before but thought this would be great fun. Suzanne said that one of the clues was about sushi and they had some difficulty with the



Marc Stiener



Sarah Hall



Tari Free KUBE 93fm, with the 1st place team from Ross & Assoc.- Amy Squires, Sarah Hall (Shawne Gillies - Rise n' Shine, Marc Stiener, and Suzanne Walker



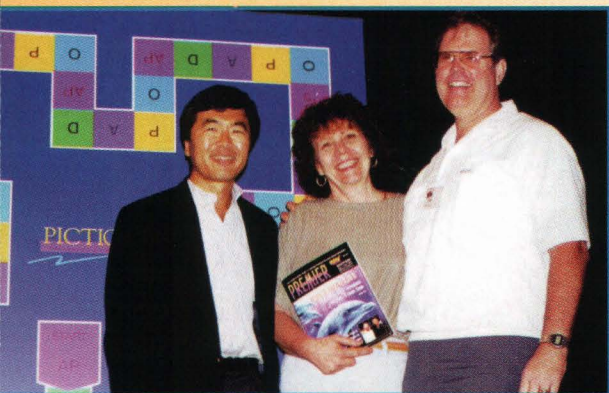
Terry Langston - Seattle Games, Inc., Randy Tada - USWest
Bill Jordan - Premier Telecard & Rob Angel - Seattle Games, Inc.



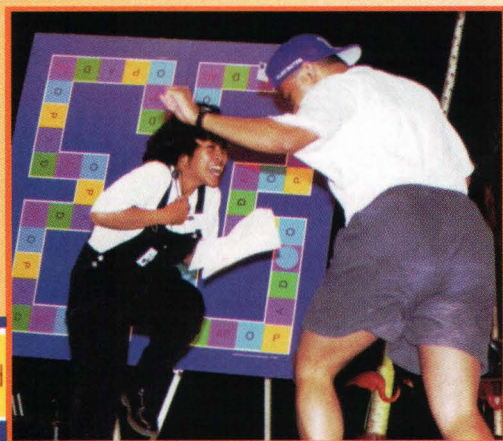
Tari Free KUBE 93fm, with the 2nd place team from Wild Bill's Casino- Geri Windecker, Mary Weis (team captain), Melinda Schleis & Deb Dohmen



Mary Weis and the phrase is... *mac the knife*



Randy Tada, Janet Trinkhaus - Rise n' Shine & Bill Jordan



Tari Free, and James Fesalbon

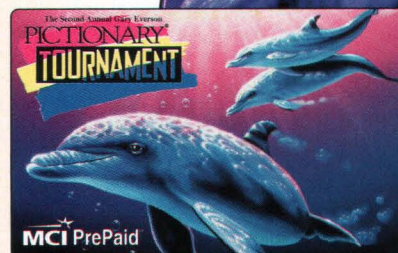
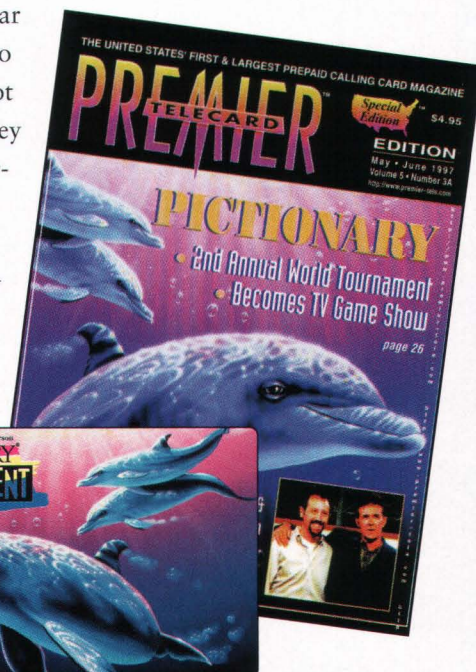
drawing. They now tease each other about the infamous 'sushi' clue. When they got down to the last round of competition, they were feeling the pressure. Both teams were at the last square, it could have gone either way. Suzanne had been rolling the dice but could only roll two's so, she let Marc take a roll. Luckily for them, they won. They also thought that they would be out of there by 1 p.m. and had all made plans for that evening. By mid-afternoon they were still advancing and were having so much fun they just kept on playing. They're all very happy to have played and all plan on doing it again next year. They're also happy to be the Pictionary™ tournament champions and will celebrate on a upcoming cruise together.

James Fesalbon raised the most money. He played in the tournament last year and wanted to play this year but, had since moved from Seattle to Los Angeles to attend school. He got together a team and raised the money to go to Seattle and play in the tournament. James was a favorite of all the teams. Many commented on what a nice person he was and how much they loved watching him do the Conga dance.

While the Premier staff toured the Rise n' Shine office complex, Founding Director Janet Trinkhaus helped us to understand that dedicated volunteers make all the difference. All volunteers who sign on to support and encourage the children do so for a minimum of five hours per week and commit to a minimum arrangement of one year. Randy Tada of USWest donated 500 prepaid phonecards to these volunteers in appreciation of their efforts.

The Air-Touch Team was headed by team captain Richard Sauer-Wooden, Casey Tomkins, Jenny Tomkins, and Linda Alvarez. They all work together and they placed third in last year's competition. They all had a wonderful time, Richard said that even though there was strong competition between the various teams, they were still cheering each other on. They had fun watching each other as well as competing. He also said that the judges did a fantastic job, and at times it was quite a task. They were glad to be a part of such a good cause and are looking forward to next year. Richard said that there were a couple teams that lost a player and that several of the sponsors volunteered to play.

The day came to a close with a celebration and awards dinner. The music from the band was drifting through the palm trees and past the flamingos, the Mercer Arena was aglow with satisfaction and delight as the winning contestants came up on stage to receive their awards. Most were already planning for next year's tournament. With the TV Game Show version on Pictionary™ starting in September, who knows what celebrities and surprises might be on the agenda for the 1998 Championships? **PTM**



What A Great Idea!

How many times have you heard someone say "...what a great idea!" It could be something brand new, could be a simple little short cut to an answer, it could also be an idea whose time has come. Welcome to an entrepreneurial idea.

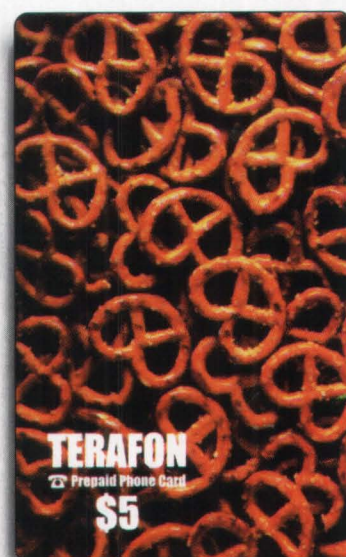
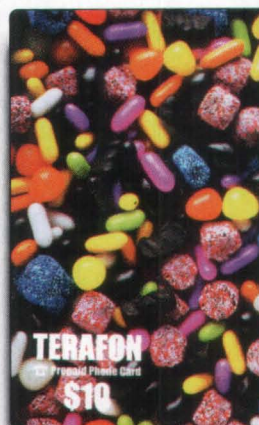


Here is an assortment of cards that look good enough to eat. In fact, you can almost do just that. There are fortune cookies, pretzels, candies of all kinds and description. TresCom International Communications of Fort Lauderdale, Florida, has come up with an idea that makes fund-raising for schools a whole lot easier and more efficient.

Generally speaking, if a school has a candy fund-raiser, they order cases and cases of the product and the kids, their parents and friends go around trying to sell the candy. Everyone is juggling something....Kids, handling the candy orders, the money and later delivering...Parents, trying to make sense and order out of all of this. In short, there is a lot of work and activity for a (hoped for) successful campaign.

Try this: the kids come home from school with a package of phonecards. The assortment contains \$5 pretzel and chocolate dots cards, a \$10 candy assortment, a \$20 chocolate kisses card. The children are given the cards to

show their parents or prospects. The "customer" is



shown the cards and orders specifically what they wish to spend. The student and/or parents take orders and turn them in at school. Nothing is lost or melted. By the way, the "demo" cards are just that... demos.

The order is filled by TresCom and ready for delivery to the customer each week. There are no deposits or upfront money needed by the school or student. This makes fund-raising a lot easier. Phonecards also answers the age-old argument, "I'd like to buy your candy, Johnny, but I'm on a diet." No calories to worry about here. The buyer is contributing to the school, receives a useful product and, no worry about candy or calories.

TresCom offers 50% profit to the fund-raising group. Ameriplast of Pompano Beach, Florida printed this delicious assortment of 5 phonecards. **PTM**

Interactive Phonecards To The Rescue

In the story (*Jan/Feb issue of PTM*) "One Thrilling Combination" we told of the success that Chase Manhattan Bank had with their interactive employee information card. SmarTel created the program around the theme from the musical Chorus Line. It was a thrilling combination.

Chase Manhattan and SmarTel continue their success with the recent launch of their Chase Easy Banking Program. This time the bank's objective was to promote the use of its automated banking services. SmarTel created a sophisticated promotional program to provide marketing solutions through interactive phone cards.

Chase wanted to initiate customer behavior modifications through the use of interactive phonecards. Phonecards were mailed to 300,000 ATM card holders and also handed out cards at many branch locations. Customers were rewarded with up to 21 minutes of free long distance phone time for listening to informational messaging that describes the bank's automated services. The new program is called Easy Banking.

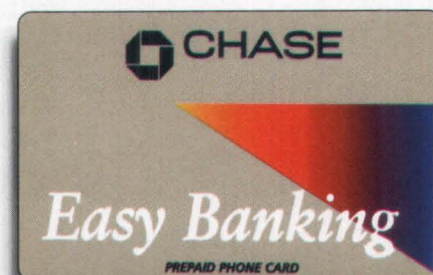
To enter the program and earn 5 minutes of free phone time, customers registered interactively. Once registered, the customer could then listen to one, two or all three of the messages and

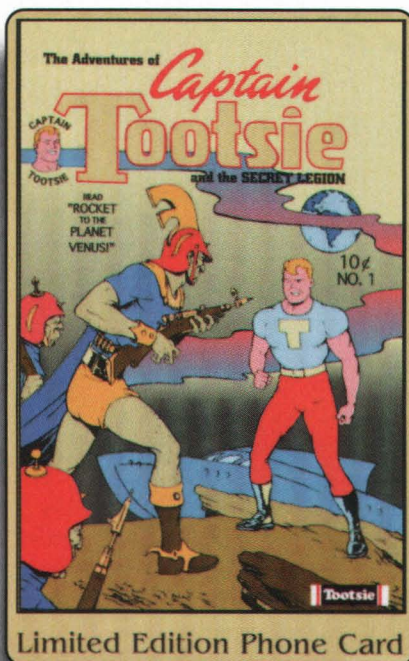
receive 5 minutes of free phone time for each message they heard.

In addition to the audio component of the card, customers who make up to 3 ATM deposits within the 90 day period, receive a total of 9 minutes of

phone time automatically added to the customer's phonecard. The phonecard also acts as a surveying tool to track customer attitudes and preferences regarding Chase's banking services.

"Easy Banking" has received overwhelming customer response to date. Matter of fact, a whopping 93% of respondents said that they liked the phonecard's audio approach to delivering information. Chase has also achieved its goal of promoting its new banking facilities such as ATM machines, direct deposit, interactive services, toll free telephone service, etc. A "Thrilling Combination" has turned into "Easy Banking" for Chase Manhattan and SmarTel Communications. **PTM**





Tootsie Roll
Image Telecards RM-R



I Love Lucy
WorldTel Communications RM



Roy Rogers/Dales Evans
Benchmarc Communications RM



Ariana Phoneworks



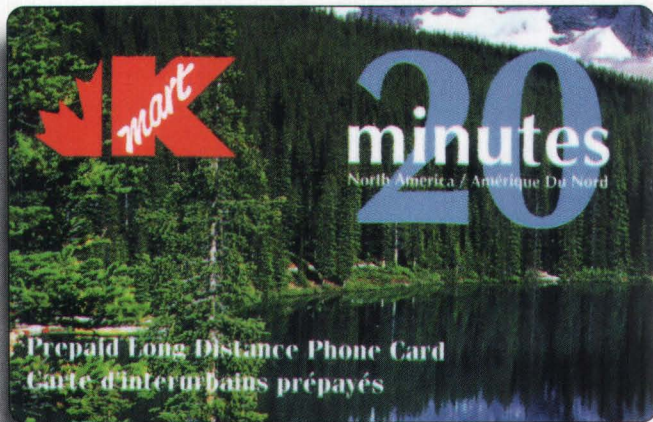
Dino-Motion
Karis Communications RM-R



Phantom of the Opera
TeleCard Solutions RM-R

Premier Cards

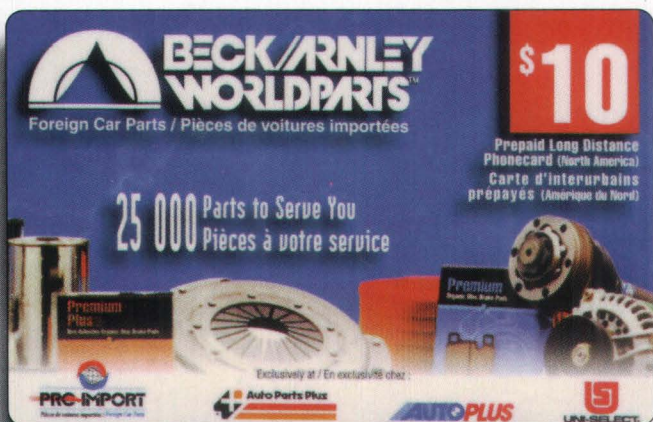
Volume 5 • Number 4
July/Aug 1997



K mart CTN RM-R



Milky Way Creative Communications RM-R



Beck/Arnley CTN RM-R



Titanic - 2:15 A.M. Hanson Graphics RM-R



Bears - Broken Silence - Argo City Co. RM R

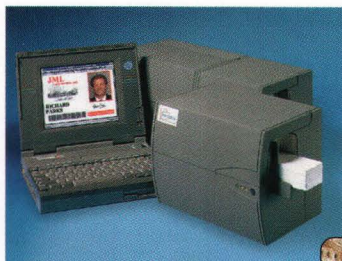


Orange Blossom Festival Technology @ Work SMC

Card Printers - A Profit Center

Plastic card printing technology provides remarkable image quality and versatility in a variety of professional desktop printers. Configurations with features, performance and price to match all telecard production requirements are readily available. The choice is yours. But the difference between acquiring a printer or a card production profit center demands up-front consideration of several important factors.

Issues to be addressed include: Volume of cards to be produced — in a year, in a typical production run. Monochrome, full color or both. Ability to print edge-to-edge. Card production speed. How best to apply PINs, “scratch-off” security panels, sequential numbers and variable text. Software - available or provided with printer. Importing graphics. Basic computer requirements. Security control in producing cards of significant monetary value. Buy or lease.



creating high-quality, color “proof” cards essential to securing and delivering lucrative, volume orders.

Print speeds range from more than 1,000 cards per hour with the top-of-the-line monochrome printers to 20 seconds for full-color, fully personalized cards. Systems that print both sides of a card including PINs, sequential numbering, magnetic stripe encoding and protective overcoat in a single pass are impressively productive. Units with automatic cleaning of both sides of card before printing assure maximum image quality, accurate electronic readability and reduction of reject cards. Other operational advantages include ribbon saving software that insures optimum utilization of dye-sublimation thermal transfer ribbons, a clear (LCD) display of every step in the card’s production and printers with the ability to add functions on a modular basis. Each of these is an important contributor to your card printer profit center.

In many telecard production operations, several printers are combined to achieve desired versatility and delivery capability. For example, the high-speed monochrome “industry workhorse” noted above is frequently used as a dedicated source for long run imprinting of PINs on pre-printed cards as well as volume production of simpler one- or two-color cards.

Professional quality printers operate reliably with IBM-PC compatible computers and should have sufficient memory to


Careful evaluation of these and other factors will help insure that the system you acquire will have the combination of functions needed to give you the competitive edge & rapid, easy turnaround in



use popular graphic programs such as Corel Draw and Adobe Photo Shop to create and import graphics.

Windows-based printer software makes card design and printing easy for all operator levels.

Because close to 100 printer configurations offer a wide variety of production speeds and features, critical comparison is essential to insure maximum return on your investment and the ability to handle both your present and anticipated requirements.

Editor’s note: A useful Printer Selection Check List, including discussions of the most important considerations plus printer prices and associated supplies, is available by calling Plastic Card Systems, Inc. (508) 229-2470 or by request via their website: www.plasticcard-systems.com. 

Phone Cards


1-800-582-DIAL

3 4 2 5

30 Minutes

**FEATURES
THAT MAKE
THE DIFFERENCE**

- FULLY CUSTOMIZABLE BRANDED VOICE PROMPTS
- SURVEY & MARKET RESEARCH CAPABILITIES
- POINT OF SALE ACTIVATION
- MULTI-LANGUAGE CAPABILITY
- 24 HOUR CUSTOMER SERVICE
- CARD PRINTING & DESIGN
- INTERNATIONAL ORIGINATION & TERMINATION
- CREDIT CARD RECHARGE
- FRAUD PREVENTION



CONCEPT TO CONNECTION
1-800-582-3425
A Leader In Interactive Voice Response Since 1984

Cellular goes Prepaid

It doesn't seem to matter where you go, you'll see someone using a cell phone. Cell phones have become so common that cell phone etiquette books are on the best sellers' lists. However, a large portion of the potential cellular market has, until now, been unable to participate in this communications revolution. I'm talking about the over 30% of all cellular service applicants that are turned down because they are "credit challenged." In addition, thousands are scared off by the deposits required by many service providers. In short, a substantial market awaited a new method of obtaining and paying for cellular services, without deposits and stringent credit requirements. That method is proving to be prepaid cellular.

With prepaid cellular service, buyers with poor or weak credit can purchase a cell phone and 100 or more minutes of phone time. When the time is used up, the customer recharges his account at the retail store where he purchased the phone, by mail or by credit card, just like a prepaid long distance phone card.

Since there are no long term contracts involved, many retailers and phone service centers make cell phones available on a short term rental basis. Businesses can provide cell phones to guests and employees without the risk of incurring huge phone bills. When the time is used up, the user simply cannot make any more calls.

Prepaid cellular is proving profitable to dealers as well. Most prospects for prepaid cellular services are more than willing to purchase their cell phones at retail, which means profit for the dealer, and often will return to the retailer for recharge. Instead of turning away over 30% of walk-in customers, dealers can now put a cell phone in their hands, make a fair profit, and look forward to a continuing source of revenue from recharges and referrals.

The sale of used cellular phones to prepaid customers is another profitable aspect of prepaid cellular. With the move to digital cellular service, there is a growing supply of trade-in analog phones. Priced fairly, these inexpensively purchased phones can become a substantial profit base for the prepaid cellular dealer. Security is another benefit of prepaid cellular. Even if the number is captured by cell phone pirates, the potential loss is limited to the amount of phone time remaining on the phone.

Two basic forms of prepaid cellular systems have evolved. The first system introduced, and still popular, is the rechargeable proprietary debit phone.



These debit phones are preprogrammed at the dealership with a certain amount of dollars or air-time value, and they debit any usage in real-time as the subscriber talks. These debit phones require a dealer to setup and maintain a separate inventory of these special phones, as well as the equipment and technicians necessary to program them. Proprietary debit phones are more expensive than regular cell phones due to low production volume and special features. Because of the high cost of these phones, most are rented and require a fairly high deposit, negating one of the advantages of prepaid cellular. Since the debit mechanism is built into the phone, the units are subject to tampering. The dealer would be responsible for charges accrued on a tampered debit phone. In spite of these drawbacks, proprietary debit phones may be necessary in those areas where "switch-based" debiting is unavailable.

Switch-based prepaid service uses

one of two types of switches for prepaid service accounting and switching. Some companies choose to use large switch architecture costing hundreds of thousands of dollars and utilizing proprietary hardware. Other companies have chosen high-speed PC-based switches with proprietary software. Both systems work equally well, depending on design and implementation.


Basic prepaid cellular service is usually limited to out-going local calling in the local/home area. Unless "Calling Party Pays" services available, which is rare, no incoming calls are allowed. Out-going calling is sufficient for most users and gives the retailer an opportunity for additional pager and pager service sales.

Without prepaid cellular, these customers would not have access to cellular service at all. True roaming and calling party pays services are being added by certain service providers across the country as the market expands.

Several companies have targeted specific sections of the prepaid cellular market. In April, N.W. Communications of Wilsonville, Oregon introduced their Pay N' Talk(R) portable, prepaid cellular phone that provides truck drivers with lower cost, flat rate, easy to use roaming cell phone service across the continental United States, where ever cellular service is available. Distributed in conjunction with Burns Bros., Inc. (a large truck stop chain), these proprietary 3-watt phones allow incoming and out-going calls and come already activated. There are no access fees, monthly bills or necessary down payments. The phones can be recharged via a live local customer service number.

Another player in the prepaid cellular arena is CPDI. Always a leader in the telecommunications industry, CPDI is the manufacturer of Call Control system, the hardware/software combination that allows the service provider to provider switch-based prepaid cellular service.

One company using CPDI's Call Control system is ECI Communications. ECI's vice president and general manager Brad Schaffer, had this to say about prepaid cellular service: "This pay-as-you-go approach to prepaid cellular service works well for those people who only need service for a short period of time, like traveling, or for those people who have poor credit and can't qualify for regular cellular service."

Prepaid cellular is here to stay and can be a profitable addition to a dealer's product line, as well as a valuable service to the phone user. 

He might well have been... *The Greatest!*

When you hear the name Houdini, one immediately thinks of magic and mystery and maybe even, wizardry. Houdini was more than a magician. He was the very essence of the word, **MAGIC**.

Harry Houdini was born Ehrich Weiss in Budapest, Hungary in 1874. As Houdini, he gained international recognition, not only with the magician's conventional tricks, but with exciting escapes. He escaped from prisons, milk cans, his Chinese Water Torture Cell, and his daring straitjacket escapes, in which he freed himself while suspended by his ankles high above city streets. He was a superb athlete and kept himself in excellent physical condition. It was his strength and agility, together with his intelligence that enabled him to escape from any number of seemingly impossible situations.

Harry Houdini did not limit himself to performing onstage. He was a great promotion man and did his best work promoting himself. He is credited with being the first man to fly an airplane in Australia on which he had his name painted in giant letters. He was a master at keeping his name in the public eye. Once, in 1901, he went so far as to paint the letters of his name on the heads of bald men. They were



then sent walking the streets of

Paris. At specified intervals, they would stop, align themselves in proper order, and doff their hats to spell

" H O U D I N I . "

In all his publicity, Houdini was careful to explain that there was nothing supernatural about either him or

his performances. He would certainly be pleased that his name remains synonymous with fantastic feats of magic, enduring mystery and breathtaking escape.

In the city of Appleton, Wisconsin, Houdini's boyhood home, is the Houdini Historical Center, a part of the Outagamie County Historical Society. A significant portion of the Center's holdings is the Sidney H. Radner Collection, one of the finest collections of Houdini-related materials and memorabilia in the world.

BDM Marketing, LLC of Green



Bay, Wisconsin is the exclusive marketing agent for the Houdini limited edition phonecard collection. There are 4-three-card sets in the complete series.

In set 1, there are two cards among many in which Houdini shows off his muscular physique. He preferred to perform with minimal costuming so that the public could not claim that he had hidden lockpicks, wires or keys in his clothing. During performances he

would escape from any cuffs that audience members could produce. This was part of his act, to challenge the audience. The spectators loved to see him perform, indeed, a real crowd pleaser. It was also one of the most successful and innovative aspects of Houdini's career.

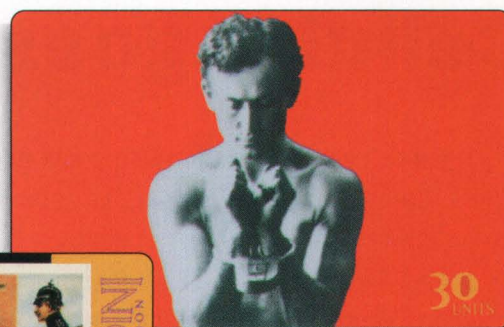
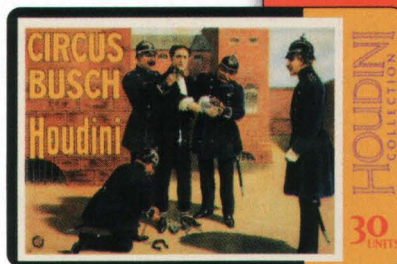
He performed frequently in the Circus Busch and the Circus Corty-Althoff, two of Europe's favorite venues. The Corty-Althoff summer performances were given in a tent that seated 3,500. Circus Busch had permanent buildings in Hamburg, Berlin and Vienna. Card number 2 is from a lithograph printed in 1912.

In the "Russian Escape" card, the escape from the Siberian transport cell is one of his most enduring mysteries. The vault shaped cell was one of the most reviled symbols of the Russian secret police. In a prison yard, Houdini was manacled and locked in the wagon. One key was used to lock the cell, the other to open the cell. The second key was in Siberia. It reportedly took either



28 or 45 minutes for Houdini to escape. Obviously, the police were not happy. The original lithograph poster of this image is 30x53, printed in Leipzig, Germany, 1903.

Also pictured on this page are the remaining 3 sets of Houdini collectibles. **PTI**



Tele-Sales, Inc. and Tele-Sales Canada

The fastest growing network marketing company is offering the best
phonecard and pager rates anywhere ...call for information



TSCI  **TSCI**

Tele-Sales, Inc., 2828 N.W. 57th Street, Oklahoma City, OK 73112 (405) 848-8186 • Fax: (405) 848-8191

DESIGN YOUR OWN
Tele-CardBook™
WITH YOUR
COMPANY LOGO
AND BUSINESS
INFORMATION.

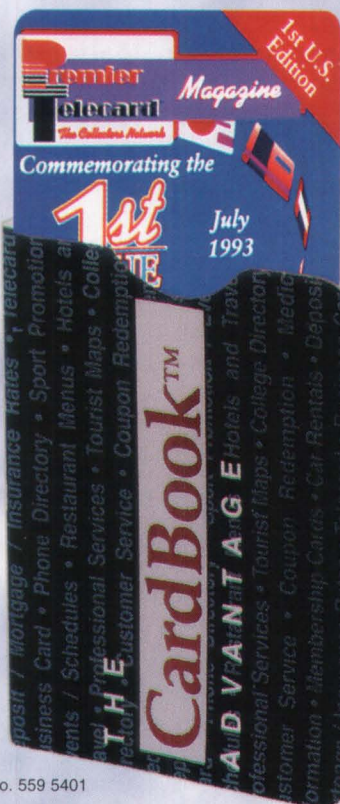
BJE Graphics &
Publishing, Inc.

Front cover pocket
for your phonecard
and/or I.D. card.



The VersaCard™ CardBook™ cardholder information and advertising directory has been delivered to you FREE by the CardBook™ sponsor(s) or advertiser(s). They would appreciate your call. As an added courtesy featuring a minutes FREE pre-paid long distance time on the card. Using a touch-tone phone, follow the instructions on order additional time and customer service using VISA or M.C.

The Best
Promotional
Pocket, Purse
or Wallet
Information
Carrier
Ever Invented!



U.S. Patent No. 559 5401

P.O. Box 2297 Paso Robles, CA 93447 Ph: (805) 227-1024 • Fax (805) 237-2530

"The Sign Brings CUSTOMERS"



... Jean de La Fontaine. 1678-79

They have been on the scene for centuries, have existed in many forms and different configurations, and they have appeared in almost all cultures around the globe. Whether we are speaking about insignias, crests, shop signs, logos, trademarks, images, emblems, symbols, or names themselves, essentially we are referring to some kind of formalized and obvious visual indicator which lets us know what or whom we are dealing with.

by Dr. Gary S. Felton



Initially such indicators were related to individual and socio-cultural needs to display membership or association. This display helped strengthen the bonds of affiliation within societies. From soldiers to athletes, from crusaders to families, from organizations to religious groups, from villagers to miners, throughout history we have seen many different peoples or subcultures identify themselves with these highly visible references.

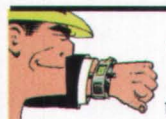
Although we still see such group cohesiveness all around us in today's world, there is a different form of identifier that is even more widely recognized and used. It relates directly to the realm of general commerce and is something that we become familiar with from our earliest exposures to life and culture.

In this regard, it may be the giant tooth hanging outside a business location in Japan or the sweeping check mark on athletic gear in Mexico. It could be the name of a magazine in

England always set in the same readily recognized type or the familiar image and color pattern on a soft drink can in Greece that we are considering. Whatever the reality of the moment is, we all recognize specific commercial identifiers in our world and intellectually understand their role in connecting us immediately to one product or another.

This connection may be educational, it may be promotional, or it may be a loyalty maintained through our customary emotional reaction to something familiar. In addition, if we take action and intentionally buy a product which features that identifier we may be generating in ourselves a connection of direct association with success or fame or a feeling that we have located *exactly* what we seek and thus have obtained the "right" thing for our needs.

In all of these different ways of looking at signs and symbols, logos and fonts, most of us know what the more popular and more widely seen identifiers are. On one hand, we view them so commonly in our life that we do not



often stop to really think much about them. On the other hand, we sometimes place such special importance on them that we want them on our clothing, car, food, school note book, daily accouterments and sometimes even on our body as a tattoo!

Whatever our level of consciousness is in these matters, it is important to remember that we are not alone in our assignment of significance to such identifiers. As might be expected, they *also* are quite meaningful to manufacturers and creators of the products or subject matter with which the identifiers are linked.

It certainly is understood in our world that product success hinges to a substantial degree on the effectiveness of the logo, sign, or symbol that is used in conjunction with that product. Therefore, companies and organizations pay great attention to the development and implementation of such identifiers and to their "rightness of fit" or "perfectness of fit." The power of the visual identifier and its relationship

to advertising, marketing, promotion, and purchasing do not go unnoticed by the world of commerce.

In these regards, if identifiers ultimately are to be successful and sophisticated, they usually require significant time investment and extensive research as well as giant budgets in their creation and development. A classic and well-documented example of this depth of pursuit is the lengthy process and hundreds of thousands of dollars that went into the creation of the NBC peacock symbol/logo.

Here is a collective sampling of some of the more famous American identifiers as they appear on phonecards. These cards derive from 23 different phonecard manufacturers and represent such wide-ranging categories as comic strip title, food and drink name/logo, magazine name typeset, athletic team name/logo, television programming name/logo, national symbol and corporate trademark/logo. For good measure, I have included the logo used by the United States Telecard Association.

Beyond the individual reflections here,

the assortment is an interesting collection having to do with what the overall graphic and artwork elements look like when a number of such identifiers are gathered and displayed in a gallery format. It is an advertising conglomeration of unusual artistic makeup!

So, wander through the images...you undoubtedly will already know most of them from other exposures in your daily life. See how you react when they appear on phonecards *and* are arranged as a group. **PT**



Dr. Gary Felton

Dr. Gary Felton is a leading international writer/researcher/historian on phonecards and the psychology of collecting them. His ongoing series about the art on phonecards, as well as other articles, have appeared regularly in the world's major collector's magazines and journals. He is an international telecommunications consultant and a clinical psychologist in private practice in Los Angeles. Dr. Felton has been actively involved in international phonecard collecting circles since 1983.

Contact Dr. Gary Felton with your questions at Premier's Cyberspace Mall at <http://www.premier-tele.com>



Cards in Play in the U.S.A.

The NEW Internet PhoneCard

Introducing—one of the first prepaid calling cards to offer remote access to the Internet for computerized travelers. The Houston, Texas based company is called Charter Communications International, Inc. Less formally known as C.COM Chapter.



The development of the card was driven by the CEO of the company, David Olson, who happens to be a frequent traveler. In staying abreast of activities in Mr. Olson's life, he needs 4-6 hours of daily Internet connectivity. The costs of maintaining communications with clients and offices, etc., created the absolute need for an Internet PhoneCard.

C.Com, an international provider in the prepaid calling card industry, created the Internet PhoneCard. The dual-use card is priced at .15 a minute for Internet connections, and regular long distance service at .25 a minute. The user needs a computer, modem, PPP and Internet software, a phone line and an Internet Service Provider. ☐

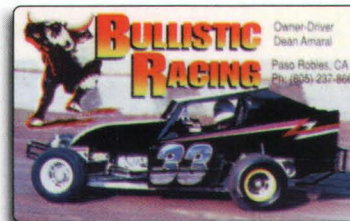
That Man Drives **BULL-istic!!**

There's a fella in Paso Robles, California who drives "dirt tracks" wherever he finds a patch of ground waiting to be run-over. Dean Amaral has been wanting, no, dreaming of driving on a dirt track since he was a little kid in Atascadero, California. He finally got his chance.

This summer he acquired a dirt car. We should tell you that a California dirt car is an open wheel race car and in Dean's case a Chevrolet 358 cubic inch motor.

It started slowly as it usually does, with very little to cheer about, but then it happened. Dean decided to buy some phonecards to give away and use himself. He gave phonecards to all the right folks...flag men, pit men, other drivers and sure enough his luck changed. Since his phonecard giveaway he has mostly top-five finishes. Is he happier now? The man has gone "bull-istic," mounting a charging bull on his dashboard.

Wherever you see him driving, he has a bull on the dash and a pocket full of phonecards. ☐



\$ 25% discount \$
off Face Value

N.E.T.
PREPAID PHONE CARDS

USA \$.20 / JAPAN \$.44
U.K. \$.33 / FRANCE \$.44
GERMANY \$.41 / HONG KONG \$.55
CANADA \$.25 / MEXICO \$.90

N.E.T. PROVIDES:
Debit Cards • Callback • Internet Services
• Private label cards

Tel: 800-818-9000

www.netinternet.net

Fax: 800-818-5000

sales@netinternet.net



At 19¢
per minute,
our Phone Cards sell themselves.



Increase your profits. Call today.



NORTHWEST NEVADA TELCO
1-888-704-7274



Cards in Play in the U.S.A.



I Love Lucy – STILL!

Can you imagine.... The "I Love Lucy" mania is still going on, and going on 50 years? *And why not!*

WorldTel Communications of Costa Mesa, California has issued the first ever "I Love Lucy" Collector Phonecards. The limited edition is numbered, sealed and available individually or in complete five card sets. 1,500 of each card will be printed.


The first of two planned five-card sets is presented in a handsome display album with specially designed pockets, each imprinted with the Lucy show title and the first air date. The album is imprinted in red foil with the "I Love Lucy" heart and the purchaser's exclusive limited edition set number. Included with the cards and album is a letter of authenticity signed by Lucie Arnaz and Desi Arnaz, Lucy and Desi's children.



The phonecards themselves depict classic scenes from the "I Love Lucy" show on the front of the card with the show title and first air date on the reverse side. The cards contain \$5 in usable phone time, but collectors may not want to use the time in order that their cards remain in "mint" condition.

The first five cards include: Lucy on the Phone, The Chocolate Factory, Vitameatavegamin,

A Photo Portrait of Lucy and Desi and California, Here We Come.

As a special bonus, WorldTel will include with the purchase of any two or more cards, a membership in the We Love Lucy Club, or admission to the Loving Lucy '97 Convention of Lucy Fans. 



ISRAEL

• CLEAN
• USED

• COMIC
• COLLECTOR'S
CARDS

• SPECIALIZE
• EURO CARDS
• ONE PRICE
• LIMIT-5 CARDS



\$7.00
EA.

FREE
SHIPPING


HARRY PFEFFER
P.O. BOX 70811
HOUSTON TEXAS 77270
713-869-0676
DAY OR NITE

EXTRA, EXTRA READ ALL ABOUT IT!

REPRINTS of your Article or Ad.

Four-Color ready for display or mailing.

Priced as low as **.15 cents each**

 **Graphics & Publishing, Inc.**

For Information & Delivery
Howard Johnson
(805) 227-1024

They call from Far and Wide... from Coast to Coast

The Federal Trade Commission of the U.S.
The Public Service Commission of the State of Florida
Leaders in the Phonecard Industry from A to Z

Write this number down

800-958-7824



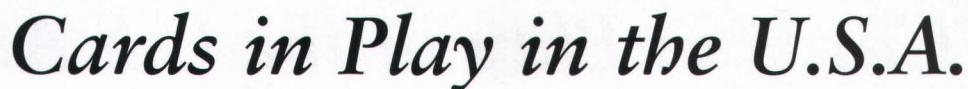
ITA

ITA
INTERNATIONAL
TELECARD
ASSOCIATION

INTERNATIONAL TELECARDS ASSOCIATION

The ITA can assist you, answer your questions
and help open a few doors for you!
Join our fast-growing, world-wide organization

Call us for your **FREE**
MEMBERSHIP PACKAGE
800-958-7824



Volume 5 Number 4

Cards in Play in the U.S.A.



Mother's Day -- El Dia de Las Madres

In Puerto Rico, Mother's Day took on a special "ring" this year. TresCom International offered a premium for anyone signing up for their service. TresCom gave away 15 unit phonecards enclosed in specially made gift cards as part of a sales promotion campaign. Newspaper ads and TV commercials were used to advertise the campaign.

There were 10,000 phonecards placed in the matching gift card holders and given to newly signed up customers. In addition, the phonecards were used as premi-




ums for telemarketers and representatives of TresCom.

TresCom International offers services to over 230 countries

"There were 10,000 phonecards placed in the matching gift card holders and given to newly signed up customers."

worldwide, but specializes in serving the Caribbean, Central and South America.

TresCom is located in Fort Lauderdale, Florida. The phonecards were printed by Ameriplast of Pompano Beach, Florida. 

1998 TELECARD CLASSICS CALENDAR • 1998 TELECARD CLASSICS CALENDAR

If you're into PhoneCards You Should Be In

TELECARD CLASSICS 1998

CALENDAR

THE ONLY 15 MONTH CALENDAR DEVOTED TO PHONECARDS AND YOU!



In all the WORLD, here's the greatest idea in PHONECARDS AND CALENDARS
15 Consecutive Months Oct. '97 thru Dec. '98 • 32 pages in Full Color
PhoneCards • SmartCards • CollectorCards

AND ON EACH CALENDAR WE'LL CUSTOMIZE YOUR MESSAGE,
COMPANY LOGO, ADDRESS, PHONE, etc... Ready for business or gift giving.

Each Calendar is Wall-Size (11x17) • Each Page is loaded with full-color images
Each Month noting important holidays, dates and plenty of room for your own personal memos.
Here's the perfect gift idea that continues to give for FIFTEEN MONTHS



 **BJE** Graphics & Publishing, Inc.

The 1998 Telecard Classic Calendar is the **FOURTH ANNUAL EDITION** and the **ONLY** Calendar of its kind in all the WORLD
Call for details and delivery today! **(805) 227-1024**

1998 TELECARD CLASSICS CALENDAR • 1998 TELECARD CLASSICS CALENDAR



Cards in Play in the U.S.A.

Heyyyyyyyy ABB — BOTT!!

At their best...at the zenith of their careers, Abbott and Costello were bigger than Martin and Lewis, Laurel and Hardy, the Marx Brothers and most other comic teams you can name. Nothing was too foolish, too ridiculous for their brand of humor. They did night clubs, stage shows, personal appearances of all kinds. They were appreciated by kids, the kid's friends, the kid's parents, virtually everyone who wanted to laugh, could enjoy Abbott and Costello. The reasons were really quite simple.

Their brand of humor was for everyone. Sure, a bit slapstick, corny, but it was always clean. Moms and Dads did not have to worry if they sent their children to an Abbott and Costello movie. Their routines were tried out on kids long before they made their way onto a stage or movie set.

Their routines were predictable and could fit into almost every situation be it pre-war, wartime, post-war and beyond. They were in the Army or Navy, they could visit a haunted house or visit ghosts...it didn't really matter. The fun part was how they got into a situation or how they

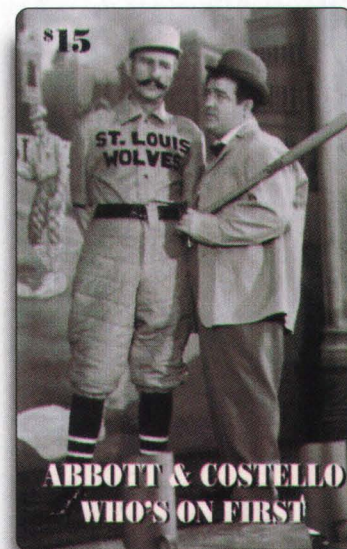
could talk their way out of trouble.

Abbott and Costello were discovered and got their start on the old, original Kate Smith Radio Show. There were many who lent a hand to further their careers, from Eddie Cantor to Fred Allen. A few years on radio and they were off and running. They developed a very famous routine called "Who's On First."

If you are familiar with it, have fun telling your kids or grandchildren. If not,

do yourself a favor and get yourself a copy of the original routine...Who's On First!

This phonecard is produced by Pettis and White for Telecard Solutions of Portland, Oregon. PTM



Don't Settle For Old Technology!

Cashel Communications provides advanced prepaid technology for debit cards, prepaid wireless and more.

- True Client/Server Architecture
- Windows NT
- Sybase Database
- Full Redundancy
- ANI Fraud Block
- T1, E1 and ISDN
- Multiple Rate Tables
- Credit Card Recharge
- Custom Voice Prompts
- Multiple Languages
- And Many More



Call today for information on advanced prepaid technology solutions



915 Broadway, Suite 100
Vancouver, WA 98660
Phone: 360-693-1073
Fax: 360-693-1073

A Good Foundation Makes All The Difference

Need a card printer,
graphic designer,
marketing planner,
packaging idea,
platform/switch expert,
master collector's advice,
sweepstakes analysts?

A Good Foundation makes all the difference. Knowing, who, what, why, when, where and how much can make all the difference in achieving your goals. Would you really make an UN-INFORMED business choice? Can you afford to?

Get your project off to a good start with a solid foundation of facts and data.

Premier TeleConsulting Services

Alan M. Ellis - Managing Technical Consultant
ph. 312-345-5150 fax 847-843-7774
Bill Jordan - National Marketing Consultant
ph 805-227-1024 fax 805-237-2530

A division of BJE Graphics & Publishing, Inc. PO Box 2297 Paso Robles, CA 93447

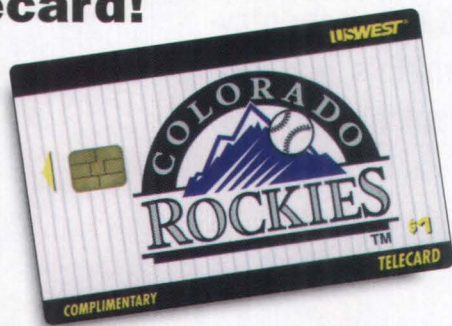
Cards in Play in the U.S.A.



Sponsor a Team – Get A Phonecard!


U S West Communications has done it again. As reported in the May/June '97 PTM, US West decided to sponsor a woman's professional basketball team in Seattle, Washington. They named the team the Seattle Reign and decided to commemorate the new team with a new phonecard. They gave them away to the first 3,000 fans. A huge success. So they did it again.

US West became a major sponsor of the Colorado Rockies baseball team. So what do you think they did? They had a phonecard made, developed a promotion for the team and their telecards. At a night game at Coors Field in Denver, 20,000 fans received a new \$1 telecard during pre-game festivities. U S West also placed vending machines at the ball park especially for souvenir hunters and collectors.



They loaded the machines with \$5 and \$10 versions of the collector cards.


It was a great night. The Colorado Rockies went on to win the game, thousands of people were introduced to phonecards and collector's cards and US West is wondering what to sponsor next.

All three \$1, \$5, & \$10 cards are available from KARS Unlimited or USACard Corporation. 

Joint Stand Off Weapon

Communications Design Group, Inc. of Stamford, Connecticut recently released a new card. It is the Joint StandOff Weapon. Southern New England Bell (SNET) provides the network services on this card.



This is a 5 minute card, released April of this year. Only 750 cards have been issued. Expiration date is one year from issue date. 



Prepaid Phone Card Dispensing Machine

The best machine on the market!

- ◆ Vends any size or thickness
- ◆ Dispenses plastic or paper cards
- ◆ High security locks and cabinet
- ◆ Electronic accounting functions
- ◆ Free standing base cabinet (optional)
- ◆ Mounts to wall or counter
- ◆ Dependable belt delivery system
- ◆ Numerous special options available

Call today for more information
(800) 795-8251

TMI
Technik Mfg. Inc.

Fax: (402) 564-0406 1005 17th St. P.O. Box 1617
Columbus, NE 68602

Anniversary Year for Baseball

It is a big and important year for Major League Baseball. New contracts in play for some, several new managers and big name players being moved around. Perhaps the biggest event this year has been the 50th Anniversary of Jackie Robinson's breakthrough into the majors. All of baseball is observing this event, and rightly so.

Jackie has earned his place in history, amassing an impressive list of accomplishments along the way. He was certainly one of the most well known and respected baseball players of the past. He is credited with being "the man who made it all happen."

Did you know, however, that some 77 years ago there was a Negro League that fielded such names as the

"Some 77 years ago there was a Negro League that fielded such names as the Black Yankees? Have you ever heard of the New York Cubans?"

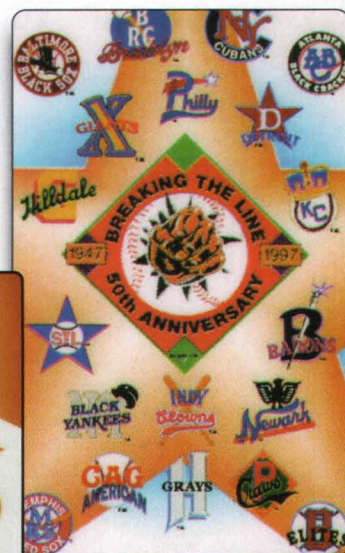
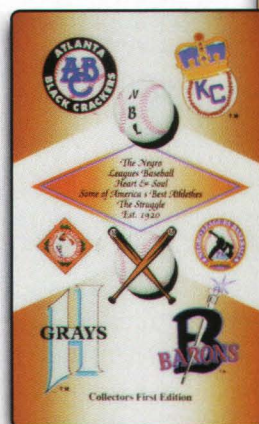
Black Yankees? Have you ever heard of the New York Cubans? How 'bout the Atlanta Black Crackers? Yes, there were teams from Kansas City, Philadelphia, and Newark. Teams that called themselves the Grays, the Barons, the Baltimore Black Sox?

There were 21 teams that made up

this league. The phonecard that reflects this particular time in the history of baseball in this country is shown here. Note the diamond shaped area in the center of the card. It is inscribed: The Negro League Baseball Heart & Soul. Some of America's Best Athletes. The Struggle, est.1920. That particular phonecard bears the logo of the Negro League and the Negro League Museum.

The other rare card is the 50 year Anniversary card "breaking the line" with reference to Jackie Robinson. This card also shows 19 of the original teams that made up the Negro league. How many can you make out and name? How many players from that League can you remember. We will start you off. Remember Larry Doby?

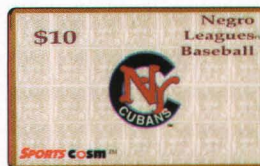
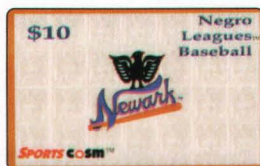
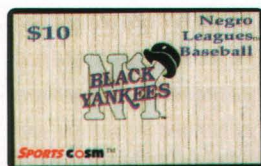
These collectors' cards were pro-



duced by Netcom Business Services of Fremont, California. Netcom recently became a partner with

WBC Communications and this necessitated a move of their company to Las Vegas, Nevada.

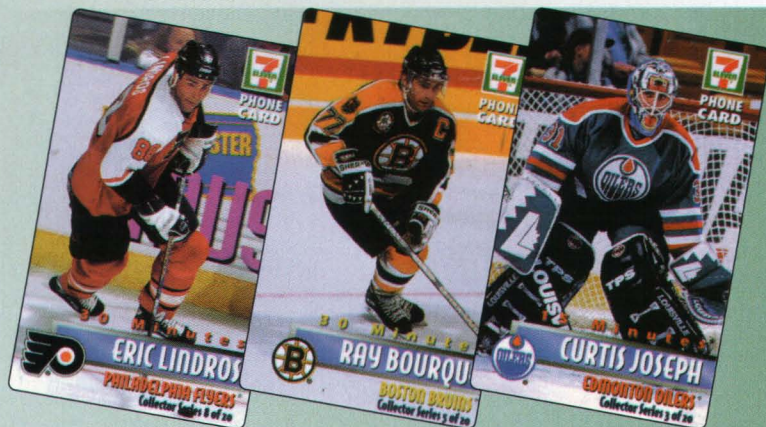
The individual Negro League cards are charged with \$10 in phone-time. All licensed MLB Negro League cards benefit former players of that league, the Negro League Baseball Museum and the Jackie Robinson Foundation. Technical services provided by CP&D Interactive Systems/TelTrust. PTL



NHL Collector's Cards

Three more in a series of eight collectors' cards have been released for sale by 7Eleven stores. Shown here are Eric Lindros of the Philadelphia Flyers, Curtis Joseph of the Edmonton Oilers and Ray Bourque of the Boston Bruins.

The Bourque and Lindros cards are charged with 30 minutes each of phone time while the Curt Joseph card has 15 minutes. In all, there will be 3 different eight card series for sale. Allegheny printed the cards for CTN. PTL



Tele-Events 1997

ACUTA CONF. & EXPO

July 13-17
Marriott Marquis Atlanta, Georgia
(606) 278-3338

NAT'L CTR. DATABASE MKTING

July 23-25
Sheraton Hotel Chicago, Illinois
(203) 358-3751

ORG/PROMO SMALL TELE CO's SUMMER CONVENTION

July 26-30
Marriott San Diego, CA.
(202) 659-5990

TRA Summer Forum

July 29-31
Seattle, Washington
(202) 835-9898

Nat'l Sports Collectors Conv.

Aug. 5-10
Int'l. Expo Center Cleveland, Ohio
(713) 840-7827

AMER. TELE ASSN EXPO TRADE SHOW

Aug. 24-27
Reno Hilton Reno, Nev.
(407) 332-99382

PROMO EXPO

Sept. 9-11
Chicago Merchandise Mart Chicago, Illinois
(203) 358-3751

TELECARD WORLD '97

Sept. 24-27
Javitz Center New York, N.Y.
(713) 974-5252

NAT'L ASSOC. CONV. STORES

Oct. 5-7
Orlando, Florida
(703) 684-3600

MOTIVATION SHOW

Oct. 6-8
McCormick Place Complex Chicago, IL.
(630) 850-7779

ACUTA FALL SEMINAR

Oct. 19-22
Albuquerque, N. M.
(606) 278-3338

ICMA MFG. EXPO '97

Oct. 19-23
Royal Lancaster Hotel London, England
(609) 799-4900

COMPUTER TELEPHONY

Oct. 30-Nov. 1 '97
Disney World Dolphin Hotel Orlando, Florida
(800) 542-7279

TRA Fall Conf.

Nov. 3-6
Marriott Orlando Center
Orlando, Florida
(202) 835-9898

WINTER EXPO '97

Nov. 10-12
Fontainebleau Resort Miami, Florida
(281) 298-1431

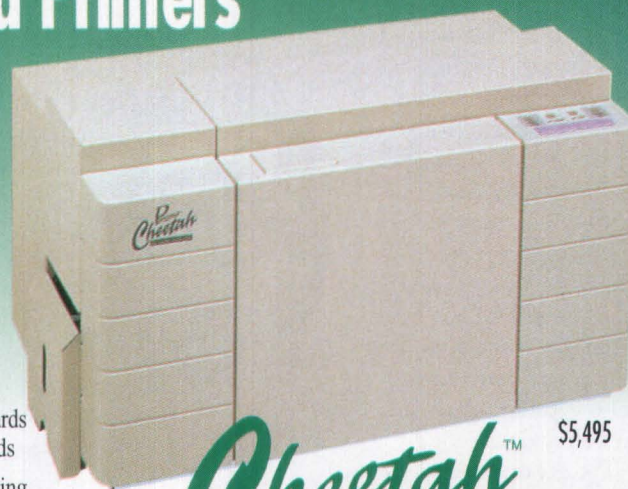
COMPUTER TELEPHONY

March 3, 4, 5 1998
LA Convention Center Los Angeles, California
(800) 542-7279

B/E Graphics & Publishing Inc. B/E Graphics & Publishing Inc. B/E Graphics & Publishing Inc. B/E Graphics & Publishing Inc. B/E Graphics & Publishing Inc. B/E Graphics & Publishing Inc.

Fast and Powerful ID Card Printers

Cheetah has the features and performance that put you well ahead of the pack.



- Full-Color Telecards in just 25 seconds
- Dual-Sided Printing
- Advanced Card Cleaning
- Apply Scratch-Off Panels in Separate Pass
- Variable PIN and Control # Printing

Cheetah II adds:

- Automatic In-Line Lamination with Exclusive PolyGuard™ Polyester Laminate (outlasts others 160 to 1)
- Holographic Images for Unique Identity and Protection

CheetahTM I&II

\$5,495

All this and more for thousands of dollars less than other professional ID card printers.

Plastic Card Systems offers the broadest line of printers, software, and hardware... and a full line of supplies for printers: cards, ribbons, security overlays and more.

Call for samples and lease/buy details:

(508) 229-2470 • Fax (508) 481-8718

See the Cheetah in action ...call today.



PlastiCard

Plastic Card Systems, Inc.

201 Boston Post Road West, Marlboro, MA 01752

The Day The Music Died

These pioneers will always be remembered, reminding us how we listened, and danced to their music

It was called Winter Dance Party. It was the winter of 1959 and it was the winter tour of Buddy Holly and the Crickets, Ritchie Valens, and Dion and the Belmonts. J.P. Richardson, known to his fans as The Big Bopper, joined the tour after the success of his hit single "Chantilly Lace." What a fantastic group. Everyone loved the "dance party" show. The crowds really turned out to see their favorites.

After a great show and dance at Clear Lake, Iowa, it was time to pack up and head north to Fargo, North Dakota. It was a typical midwestern cold night...snowy and tough to get through all the drifts and country roads. If the weather and roads were not enough to contend with, there was the matter of the old buses that were used to get from one town to the other. The buses were old timers that had seen better days.

The group wound their way through such towns as Montivideo, Minnesota, Kenosha, Wisconsin, Davenport, Iowa, Mankato, Minnesota, Ironwood, Michigan and many others. After a super-successful show at the Surf Ballroom in Clear Lake, they headed north for Fargo. They were in a great mood. The date was February 2, 1959.

Due to the extreme cold and the condition of the buses, Holly made a decision to charter a plane to Fargo. The Bopper was suffering from

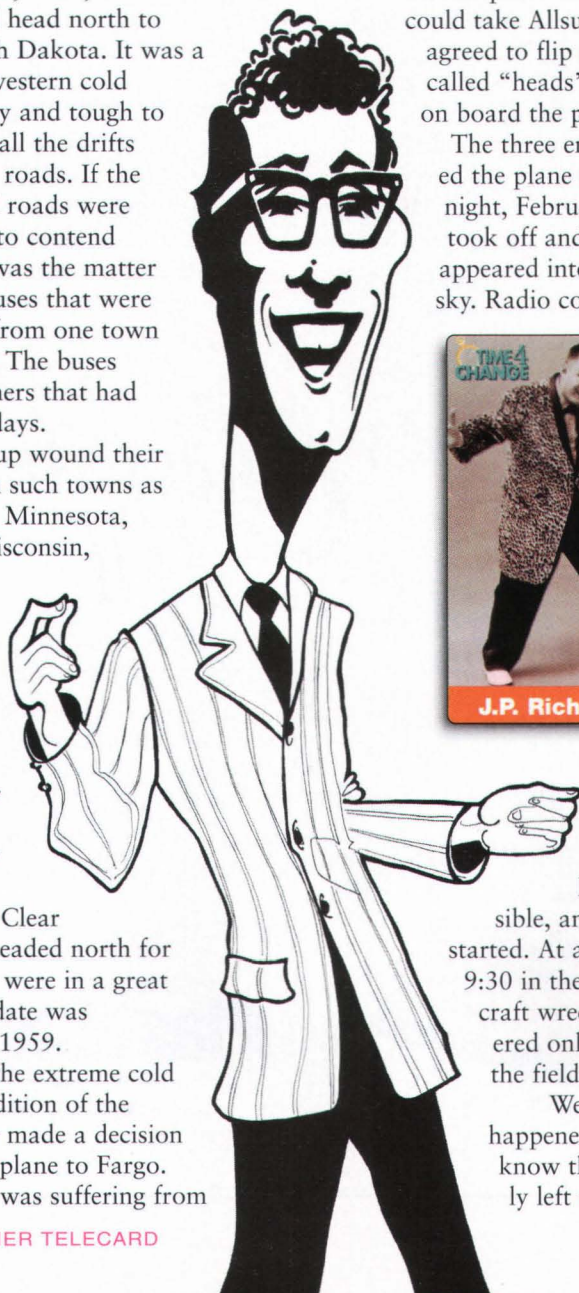
a cold and sore throat and flying would get him there earlier and buy a few extra hours of rest. A Beechcraft Bonanza was rented, piloted by Roger Peterson, a man quite familiar with that area of the Midwest.

The group consisted of Tommy Allsup, Waylon Jennings and Buddy, himself. It was Jennings who suggested that Richardson take his seat on the plane, due to his cold. Meanwhile, Ritchie Valens, who had never flown on a small plane before asked if he could take Allsup's seat. They agreed to flip a coin. Ritchie called "heads" and won the seat on board the plane.

The three entertainers boarded the plane shortly after midnight, February 3. The aircraft took off and in moments, disappeared into the black winter sky. Radio contact with the

never reached full altitude and in just a few miles, crashed. The right wing tip apparently struck the ground first and flew off. The plane skidded across a field and came to rest some 570 feet after impact. The bodies of Buddy Holly and Ritchie Valens were found near the main part of the aircraft. The pilot was killed sitting at the controls of the devastated aircraft. The Big Bopper, Jiles Perry Richardson, was thrown across a fence some forty feet from the wreckage.

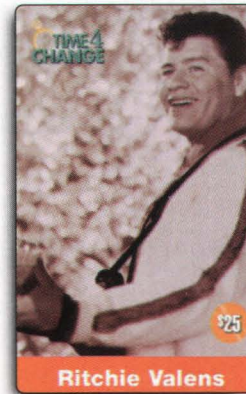
In America, and across the world, fans mourned the passing of these artists. We listen and enjoy Rock and Roll. Holly, Valens, the Bopper were not only there when it all started, they helped make Rock, what it is today. Their music is still heard on radio stations almost 40 years later. Movies have been made about their music and lives. These pioneers will always be



J.P. Richardson



Buddy Holly



Ritchie Valens

plane was lost almost immediately after take-off. When daylight made it possible, an aerial search was started. At approximately 9:30 in the morning the aircraft wreckage was discovered only 5.2 miles from the field.

We don't know what happened, but we do know that the plane barely left the ground having

remembered, reminding us how we listened, and danced to their music. We will also remember that cold February morning when they lost their lives trying to keep that date in Fargo...the day the music died.

This very special four-card set was produced by TeleCard Solutions of Portland, Oregon. The three individual artist cards are charged with \$25 each. The fourth card has \$59 in long distance time. They are available only as a set of four. Telephone service is provided by TeleCard Services International, Inc. ☎

Illustration by Candace Wright

PREMIER TELECARD™

Subscription Form

U.S. Subscription

☐ 1 YEAR SUBSCRIPTION to *Premier Telecard Magazine* for only \$24.95, includes TWO FREE special telecards and shipping & handling.

International Subscription

☐ 1 YEAR SUBSCRIPTION to *Premier Telecard Magazine* for only \$60.00, includes TWO FREE special telecards and shipping & handling.

Method of Payment

Check or Money order in U.S. funds, drawn on a U.S. affiliate bank, or credit cards accepted.



Card No: _____

Exp. Date: _____

Signature: _____

Date: _____

Name: _____

Company: _____

Address: _____

City: _____ State: _____

Zip: _____ Country: _____

Phone: _____ Fax: _____

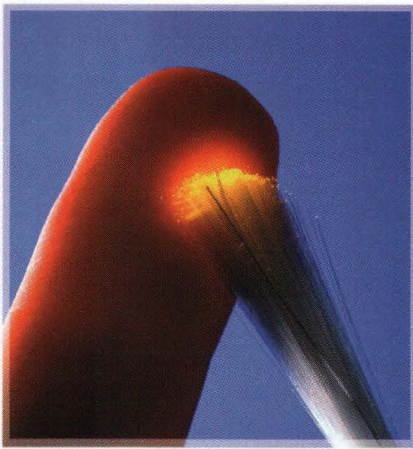
Mail to: **BjE Graphics & Publishing, Inc.**

P.O. Box 2297, Paso Robles, CA 93447
or call (805) 227-1024 fax (805) 237-2530

Photo copies accepted

AD FINDER

Advanced Games & Eng.	15
BDM Marketing	11
Brinkman Media Services	15
Cashel Communications	36
CPDI	3
Custom Mousepads	11
Destiny Telecomm.	47
High Touch Video	34
ICB Telecommunications	16
IdealDial	26
InTech Direct	45
International Telecard Ass'n.	33
Jet Lithocard	2
Karis Communication	9
N.E.T.	32
Washington Bureau	46
Northwest Nevada	32
TERACO	48
USWest	4
Dealer Directory	43
Plastic Card Systems	39
Premier Telecard Calendar	35
Premier Telecard Historical Issues	15
Premier TeleConsulting	36
PTT Telekom International	17
Technik Mfg. Inc.	37
Telecard Collecting	7
Telecard Solutions	34
TeleSales, Inc.	29
The Seeker	33
The TeleCard Book	29
Classifieds	43
Ultra Plastic Printing	44
USA Telecard	45



Expanding Telecard Opportunities through Bundled Services

by Michael J. Gudeman

Fierce competition and the ever-growing number of phonecard marketing concerns demand innovations in marketing and product development. The telecard industry has grown from a small segment of the telecommunications industry to an industry all its own. Successful debit card carriers and marketing firms have realized market share by developing phonecard products that utilize quality graphics, meaningful images and slogans and personalized voice prompts. This is especially true with phonecards used as premium incentives. Today savvy phonecard marketers are using bundled services to gain additional market share and increase revenues and profits.

Bundled services simply refer to providing more than one telecommunications product or service as one package. Phonecards lend themselves very easily to the development of a bundled service package. One common way to create a single phonecard that may be considered a bundled service is to integrate voicemail, faxmail, fax-on-demand and audiotext. Such an enhanced services phonecard accomplishes two primary objectives: the phonecard itself is much more saleable and revenue generation and profitability is increased.

Because the card offers so much more, whether it be to a wholesale account or a individual consumer, the account is likely to purchase a higher denomination card. Because of the utility an enhanced services card provides, chances for card renewal are much greater. The cardholder will quickly become accustomed to using voicemail and other enhanced calling features and unwilling to use a phonecard without these features. An additional benefit of marketing a bundled services prepaid phonecard is that carrier costs in providing voicemail, faxmail, fax-on-demand, and audiotext are less than completing a typical phonecard call. Although the equipment costs necessary to provide such services are in many cases substantial, most enhanced services calls terminate at the platform rather than requiring a second call leg. Interestingly, most consumers are willing to pay a higher per minute rate for these services, especially audiotext, than for a standard conversation call.

While many enhanced services platforms

are able to offer these services through the purchase of additional modules or processors, almost every switch or platform may be developed to provide all of these services in an integrated manner. Voicemail and fax servers are available through numerous third-party providers. With the proper technical support a seamless enhanced phonecard will be capable of informing the cardholder of any voicemail or faxmail messages upon entry of the account authorization code.

The creation of such an enhanced services phonecard is the beginning of a "virtual office" package. A true virtual office package will offer the user almost all of the conveniences of a traditional office facility from almost any location with a touch-tone telephone. The demand for virtual office packages is ever increasing through telecommuting and self-employed individuals, such as those engaged in multi-level marketing and independent sales work. The enhanced phonecard may be coupled with an alphanumeric pager and an e-mail service. The integration of these functions with the enhanced phonecard certainly requires a greater level of sophistication in the service provider, but the end result to the consumer is well worth the additional effort.


The alphanumeric pager will inform the cardholder upon receipt of a voicemail or faxmail message. When coupled with e-mail services the alpha pager may actually be used to transmit incoming messages directly to the pager as they are received (with a limit on the number of characters transmit-

ted). Should the message be longer than the maximum allowable characters the message would be truncated (discarding all characters and/or digits beyond the number allowed). Since most e-mail messages are quite lengthy, the user may choose to receive only the header (from, to, cc and subject) by pager. This will allow the recipient to determine the sense of urgency in message retrieval. Should the message need to be viewed immediately and the user not be able to do so by PC, he or she may accomplish this by remote fax retrieval from any fax machine.

These services again tie the user to the phonecard. The notification of a voicemail or faxmail message by pager will, in many, cases trigger a phonecard call thus depleting the account balance and causing a card recharge transaction. Voicemail, faxmail and e-mail services usage causes the cardholder to make available the 800/888 access numbers and e-mail address to business associates which in turn establishes a long-term relationship with that particular phonecard.

While bundled services certainly target the business user, they cannot be overlooked in phonecards used as premium incentives. If your business plan for ongoing revenues from premium cards is centered around card recharges, the enhanced phonecard will definitely encourage that activity. The phonecard's voice prompts may then be used to advertise alphanumeric paging and e-mail services. By offering bundled services to your premium card purchaser you just may beat out your competition.

As in all phonecard service provider decisions, it is important to choose a firm that gives you a feeling of capability, integrity and concern over your account and its needs. In choosing a bundled service provider it is especially important to deal with account representatives who can fully explain their enhanced services in terminology you can understand and relay to your customers. A bundled service that is overly complicated, or even just appears that way, will not be used and may leave a long-lasting negative impression with the purchaser.

Using bundled services in your marketing efforts will provide immediate rewards. This will be realized through business growth, increased customer and user loyalty and greater revenues and profits. Don't overlook this important tool in your future success. 

Premier Telecard
introduces
a new feature
that will appear
in each issue.

PHONECARD DEALER DIRECTORY

ACME TELECARDS INC.

Bruce Harmon
P.O. Box 450957
Sunrise, Florida 33345
800-405-2263
Fax 954-742-9015

ALPHA PHONECARDS — HAWAII

Peter Lee
1150 S. King #901A
Honolulu, HI 96814
800-591-8440
Fax 800-591-8545

AMERICAN NATIONAL PHONECARD

Richard Nelson
5959 Tampa Ave.
Tarzana, CA. 91304
818-609-7666
Fax 818-609-9725

CLUB INTERNATIONAL MARKETING

Harry Davis, Jr.
P.O. Box 347
Constantia, N.Y. 13044
315-623-9737
Fax 315-623-9680

F A MARKETING

Frank Ataw
24 Briarwood Ave.
Toronto, Ontario M9W6G7
416-247-1098
Fax 416-247-4486

FON FUN

2620 Baseline
Mesa, Arizona
602-897-6666
Fax 602-777-9232

INNOVATIVE TELECOM CORP.

Mark Tubinis
Two Harrison St.
Nashua, New Hampshire 03060
603-889-8411
Fax 603-598-5590

KARS UNLIMITED

Scott & Kathleen Shapiro
P.O. Box 1385
Ormond Beach, Florida 32175
904-441-1101
Fax 904-441-7016

M & M TELECARDS

Mark Sinopoli
P. O. Box 2863
San Ramon, CA. 94583
510-803-6996
Fax 510-803-6996

PATISANT MARKETING GROUP

Patrick Lau
111 New Montgomery #404
San Francisco, CA. 94105
415-979-0428
Fax 415-979-0260

PHONE CARD CONNECTION

Lenny Rapp
4466 N. University Dr.
Lauderhill, Florida 33351
800-422-7316
Fax 305-475-2535

QUALITY STAMPS & COINS

Gary Gerlach
201 N. Edison #254
Kennewick, Washington 99336
509-783-0460
Fax 509-783-0478

SEARS PHONE CARD DEPT.

Stephen Schwartz
3111 E. Colonial Dr.
Orlando, Florida 32803
407-898-7778
Fax 407-898-7779

UNITED AMERICA

Ernie Rose
P.O. Box 966
Menomonee Falls, WI. 53052
414-353-3024
Fax 414-358-9303

USA CARD CORP.

Klaus Degler
538 S. Broadway
Denver, CO 80209
303-777-3034
Fax 303-733-4946

CLASSIFIEDS

Corporate applications, platform assessment, retail evaluation,
North American and International minutes, Canadian specialist.
Just call Lee Harrison (905) 683-1912

FOR SALE

BEST TELECARD PRICELIST IN USA!
Request a copy today. Foreign, US, all
popular topics. Bargains! Steve Eyer, Inc.
PO Box 321-P, Mt. Zion, IL 62549.
Tel (217) 864-4321

COMPREHENSIVE PRICELIST free upon
request. Over 3500 Different collectible
phonecards listed and in stock. Sears
Phonecard Dept., 3111 East Colonial
Drive, Orlando, FL. 32803 Phone: (407)
898-7778 Fax: (407) 898-7779
WEBSITE: <http://ourworld.compuserve.com/homepages/phonecard/>

1953 Corvette phonecards, first in a series.
\$6.99 each, plus \$2.00 shipping and hand-
dling for total order. Collectible Concepts,
1220 West Rich, Taylorville, IL 62568

WANT TO BUY

WANT TO BUY Japanese Coca-Cola
Phonecards bought by collector. \$18 ea.
Fax-815-498-1002 before shipping, or
copies to Mike O'Brien, 215 Meadowlark,
Sandwich, IL 60548.

WANT TO BUY : Buying used GTS pri-
vate-label cards for companies such as
Dewar's, Dow Chemical, Ford,
Lufthansa, R.J. Reynolds, Rollerblade,
Success Magazine and Taco Bell
(unused). Paying at least \$2; up to 20
each. Larsen Luke, Phone Cards
Hawaii, Inc. 1638 Kealia Drive,
Honolulu, HI 96817, (808) 847-7015.

FOR HIRE

Jagged Edge Creative


Bring your business into the information
age...specializing in telecards... WWW
Sites, Internet Solutions, Graphics
Design, Desktop Publishing, Expert
Consulting & much more !!! (Check out
our telegery software advertng else-
where this issue!!!) Call 416-608-2405
today.

FOR HIRE: Telecard Guru...
Quincy Gold. Consultant in Telecard
Applications, platforms, minutes & vend-
ing machines. Questions answered at :
416-739-3979

Tele-News Flash

LCI International, one of the nation's first major
telecommunications carriers to offer a prepaid calling
card for use in the United States, announced that it has
signed a multi-year contract with Bluewater
Communications, a provider of prepaid calling cards to
independent and chain retail operations through the
United States, Puerto Rico and the U.S. Virgin Islands.
Bluewater is headquartered in Miami, Florida.

Under the terms of the agreement, which has an
approximate value of \$32 million, LCI will provide its
long-distance network to support Bluewater's prepaid
calling cards—allowing card users to place telephone
calls from anywhere in the continental United States
and to 230 countries worldwide. LCI will also handle
all customer support for Bluewater's cards through its
prepaid calling card customer service center.

Evan B. Phillips, chief operating officer for
Bluewater Communications stated "our extensive
increase in sales volume across the U.S., require the
services that facilities-based carriers like LCI can pro-
vide." That includes state-of-the-art switching facili-
ties, round-the-clock customer service and a compre-
hensive debit card platform. 

Thank You For Your Support

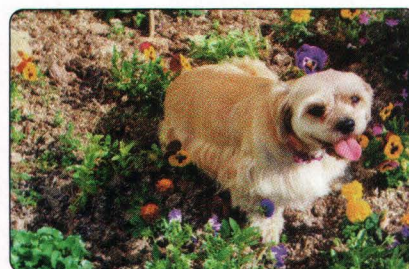
The Humane Alliance Spay/Neuter Clinic of Western North Carolina was looking for a new and different fund-raising idea. The Clinic is a non-profit organization with a powerful mission. The need to eliminate euthanization as a primary means of animal population control. In other words, raise some money so we can spay or neuter the animals, rather than put them down.


"All monies received from the sales of or donations for the phonecards go to help "Support the Non-Lethal Solution."

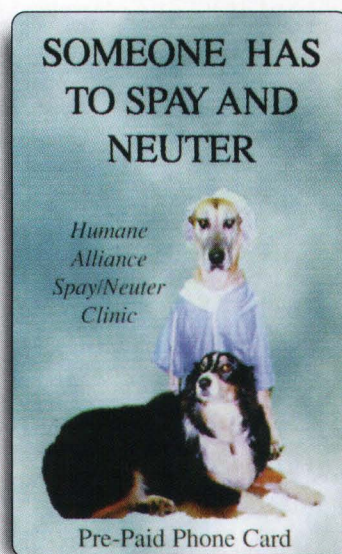
Enter 21st Century Marketing Group. Together with the staff at the Clinic, 21st Century Marketing designed and produced a 5 minute phone card. Anyone making a \$5 or more donation to the Humane Alliance Clinic receives a \$5 phonecard.



All monies received from the sales of or donations for the phonecards go to help "Support the Non-Lethal Solution." When they first opened, three years ago their goal was to provide affordable surgeries for all who wanted or needed spay/neuter services. Since they have



opened their doors they have saved over 21,000 dogs and cats. Five hundred phonecards, with line service by UNINET have been produced for this fund raising campaign. The reports from Leicester, N. C. have been most favorable in the short time since their campaign got underway. 




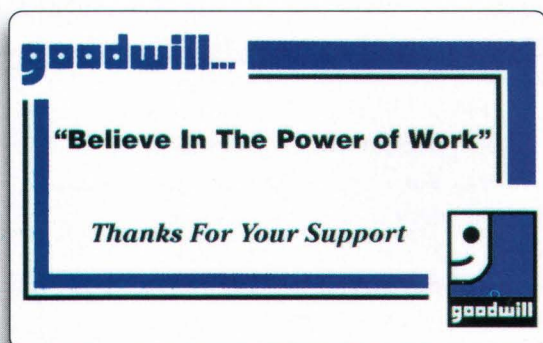
Goodwill Industries Joins Phonecard Bandwagon

Goodwill Industries in Canton, Ohio produced 500 custom, 10 minute telecards that were given away at their annual Open House. Crista Sigrist, Community Relations Coordinator for Goodwill in Canton said that the response was outstanding. The phonecards were given as a parting gift to the business representatives, consumers and supporters of Goodwill in the community.

Each year, Goodwill conducts a "planned giving" campaign and all of those who contributed this year received Goodwill phonecards, as well.

The Canton Ohio Goodwill served some 1,158 persons in 1996. They operate an industrial services department providing subcontract work to area businesses.

In addition, Goodwill operates 7 thrift shops in and about Canton. Al Buxton, President of the local Chamber of Commerce in Canton, is also a phonecard consultant and he, together with his wife, were responsible for the creation and success of this campaign. 



TELECARD PRINTING

**TIGHT BUDGET?
DEADLINES TO MEET?**

WE DELIVER ON TIME

- Complete design service
- 12 to 30 mil cards
- One to 4 color process
- PIN numbering ink jet and thermal
- Scratch-off panels
- Custom packaging

**SMALL RUNS WELCOME
RUSH SERVICE AVAILABLE!**

**1-800-777-8080
Fax 216-582-8502**

INTECH

DIRECT INC.

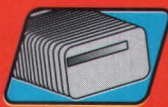
TELECARD FINISHING SERVICES

1 (800) 2 INK JET

FAX 847.562.8715 Northbrook, IL 60062



SECURED
DATA



DATA &
IMAGE
PROOFING



INK-JET
IMPRINTING



SECURITY
LABEL
APPLICATIONS



QUALITY
ASSURED
INSPECTION



TIPPING &
PACKAGING



SHIPPING &
DISTRIBUTION

The Andy Sidaris Collectable Series



AS102



AS101

USA telecard & Wide World of Sports Emmy Award Winning Andy Sidaris of Malibu Bay Films Presents

The Andy Sidaris Series Collectable Phone Cards

Individual Phone Cards

\$10.00 each

Full 11 Movie Poster Phone Card Sets

\$110.00 per set
(plus shipping and handling)

The Sidaris Collection features well known models from National and International Magazines, Television and Movie Stars, World Championship Wrestling Stars and much more!

Just a few of the featured stars...

Julie Strain, Teri Weigel, Wendy Hamilton, Julie Smith, Dona Speir, Shae Marks, Suzi Simpson, Erik Estrada, Bruce Penhall, Karate Kid's Pat Morita and many more.

The Famous Sidaris Collection of movies are available for rent and sale at most major video rental and retail stores such as Blockbuster Video.

...And the movies

Malibu Express, Hard Ticket to Hawaii, Picasso Trigger, Savage Beach, Guns, Hard Hunted, Do Or Die, Fit To Kill, Enemy Gold, The Dallas Connection, Day of the Warrior and Return To Savage Beach (in pre-production).

All phone cards have an initial 25 minutes of time with a recharge rate of \$0.25 per minute.



AS104



AS103



AS106



AS105



AS107



AS108



AS109



AS110



AS111



AS112



AS113

USA
telecard
INC

Commercentre East Suite 265
1777 Reisterstown Road
Baltimore, MD 21208 USA
Phone: 410.486.9416
Fax: 410.486.8506

COMING SOON!
Our entire selection of collectable phone cards
will be available on our web site:
<http://www.unzip.com>

Washington Bureau Opens



On, June 1, 1997, PREMIER TELECARD magazine established the first Washington D.C. Bureau of any publication in the prepaid industry. The Washington bureau represents another step in PTM's continuing effort to serve the prepaid industry and to provide the members of this growing community with the information required to manage an ever changing regulatory environment.

PREMIER TELECARD magazine has appointed Richard L. Doty as our Washington correspondent. Rich has been in the telecard arena for nearly 5 years and has held positions with several companies representing almost every segment of the prepaid industry. In addition Rich is currently writing the "Telegery" column in PREMIER TELECARD and is a contributing writer with other publications. Rich has over 30 years of telecommunications experience covering most methods of hard-wired, fiber optic & wireless communications.

Our coverage through our Washington bureau will be completely non-biased and factual and will be delivered in plain language so that it is easy to understand. We will define for the reader what the specific meaning is, and what the impact will be of pending & current regulations on our industry. We intend to create an easy to read and powerful information resource via FAX for those who need to know what effects our industry in Washington D.C. on a WEEKLY BASIS.

To receive this information weekly via your fax, contact:

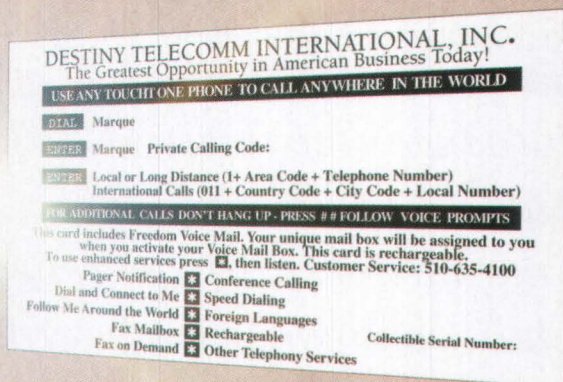
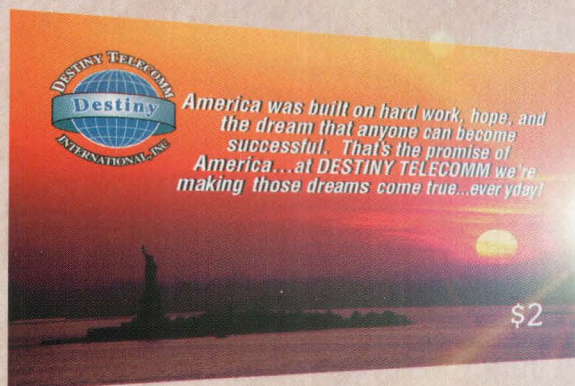
Richard L. Doty — Washington correspondent
PREMIER TELECARD Magazine

The Westpark
2130 P St. NW Suite 1001
Washington D.C. 20037

telecard010@aol.com
Phone 202-887-1082
Fax: 202-887-0099

Destiny Telecomm International Collectors Cards

More than a collectible... it's customizable!

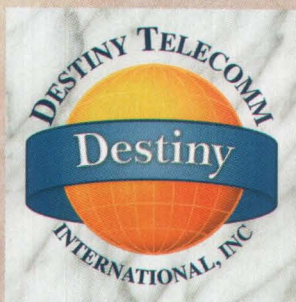


Destiny Telecomm Collectors Cards give you the convenience of a portable office right in your pocketbook! Each card offers services designed to keep you in

touch-no matter where you are on the planet! These beautiful cards also provide you an incredible binary sales income opportunity!

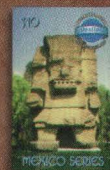
All Destiny cards are programmable to end-user specifications and feature:

- No Expiration Date
- Voice Mail Capabilities
- Pager Notification
- Dial and Connect to Me
- Fax Mailbox
- Fax On Demand
- Conference Calling
- Speed Dialing
- Rechargeable
- Other Telephony Services



For more information about **Destiny Collectible Cards** call the Marketing Department at (503) 581-0284 and ask for the Collectors Club, or write **Destiny Telecomm International, Inc.**, Attn: Marketing, 100 Hegenberger Road, Oakland, CA 94621.

Join The Destiny Collectible Club Today!



DO YOU REALLY CARE???

...that **Teraco** produces your phone cards with the latest, state-of-the-art equipment?



All digital pre-press, both MAC and PC formats, 3600 dpi image setter



Newest (of 6 presses) Heidelberg Speedmaster 74, computer controlled with auto plate mounting & register



Louda card punch

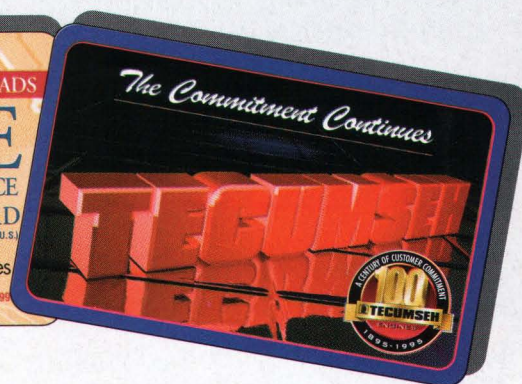
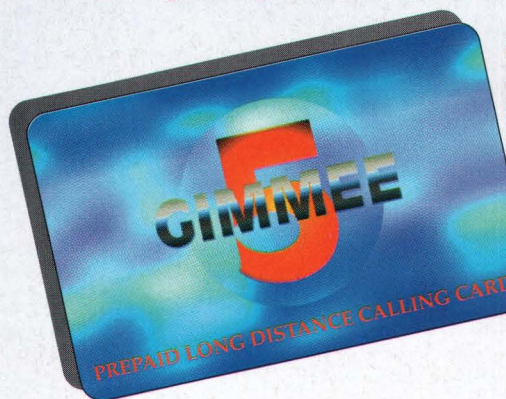
...that **Teraco** produces the finest ANSI/ISO standard fusion-laminated PVC cards?

...that 40% of our business is from repeat customers?

...that **Teraco** has won numerous International quality awards for printing on plastic?

...that **Teraco** has been printing plastic for 35 years??

DOES ALL OF THIS REALLY MATTER??



...Only if you want the best **QUALITY,**

For a catalog, samples, and pricing, contact:
Jay Schwisow at: 800-687-3999

**SERVICE,
AND PRICE!**



2080 Commerce Drive
Midland, TX 79703-7502

FAX 800-333-9694
email: jay@teraco.com
<http://www.teraco.com>