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MAY • JUNE '96

Volume 4 • Number 2

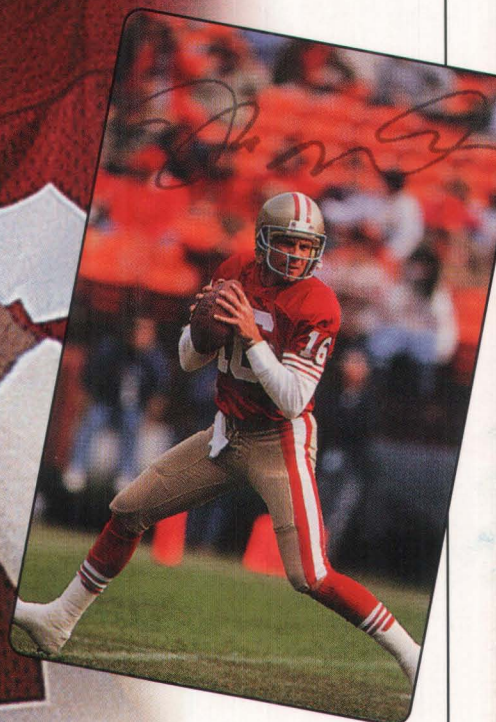
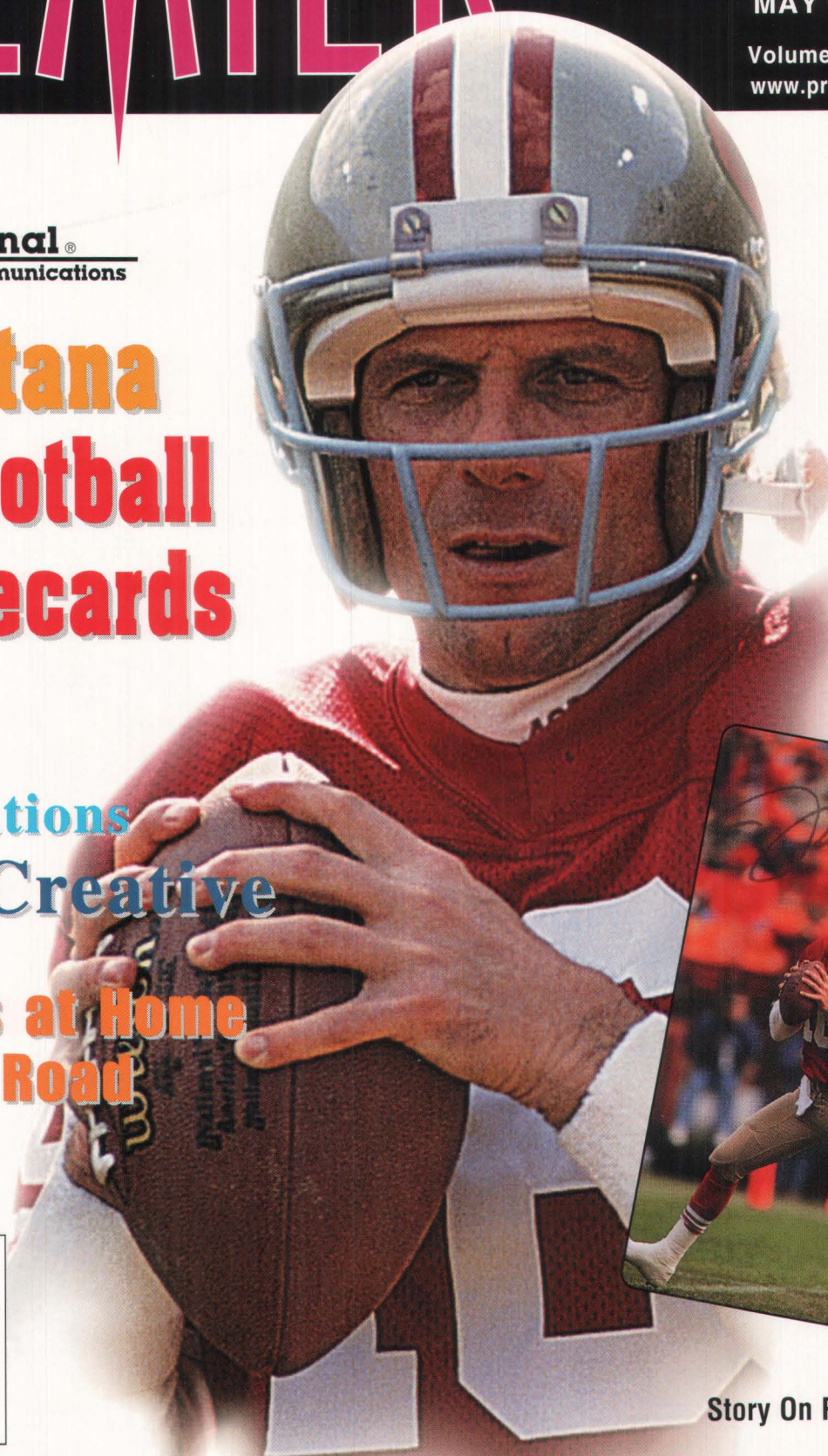
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## Joe Montana From Football to Phonecards

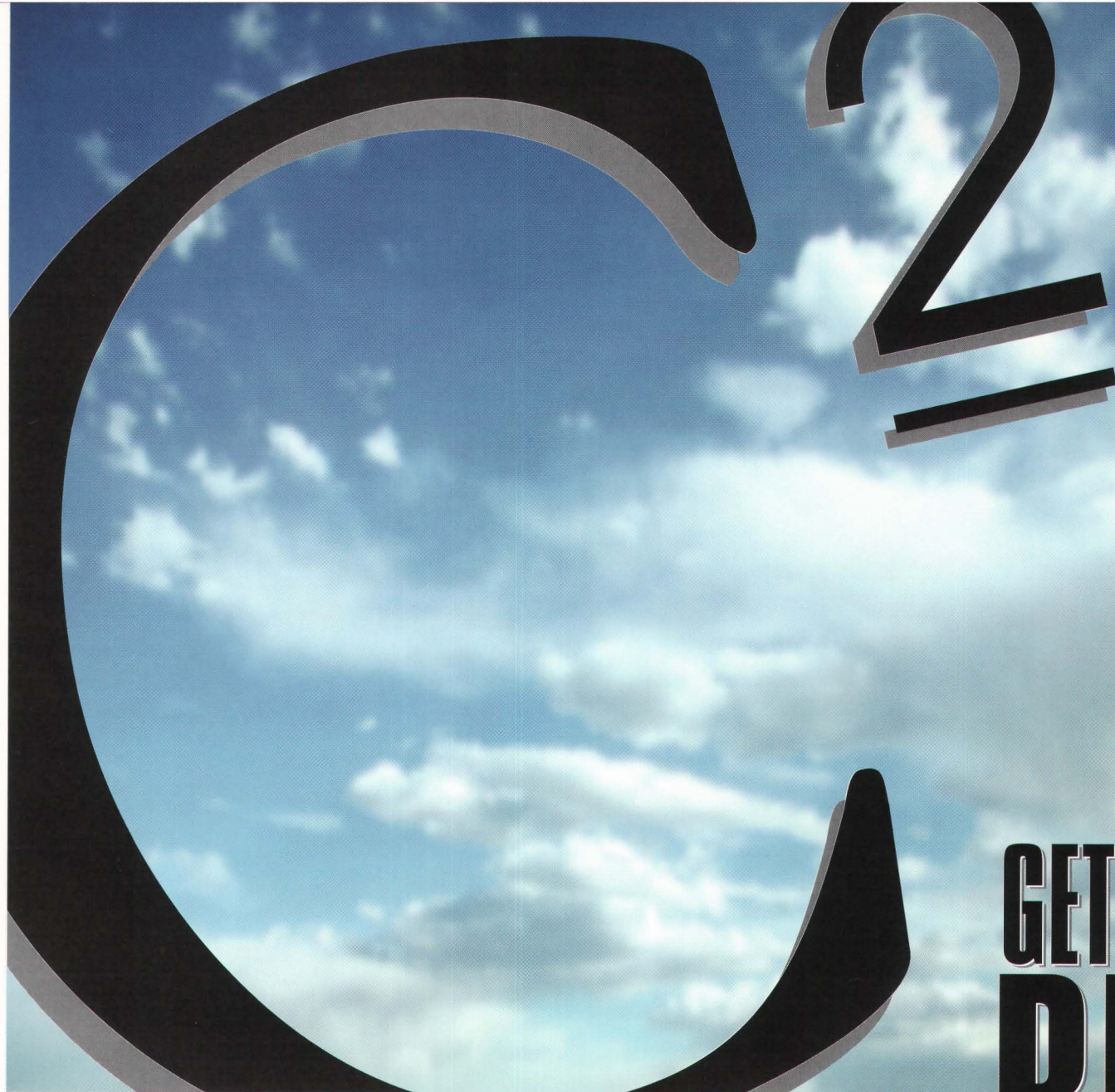
Creative  
Communications  
Getting Creative

Phonecards at Home  
and on the Road



Story On Page 14





What do you want most from a telecard company?

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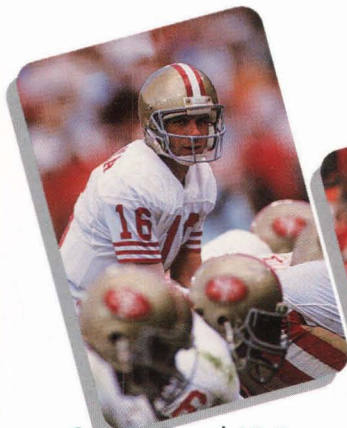
Phone Cards and Interactive Communications



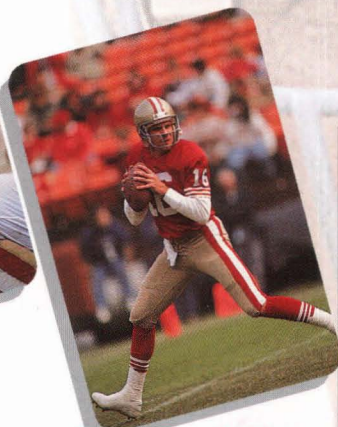


**Joe Montana**

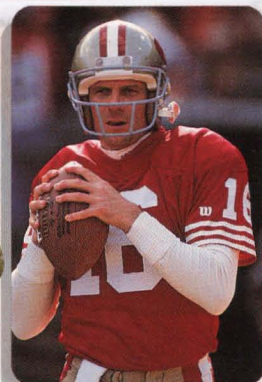
# LCI works "Montana Magic" in Limited Edition Series



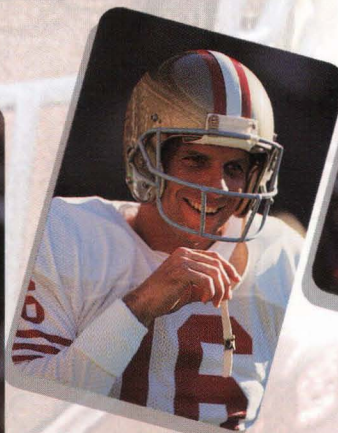
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Published by BJE Graphics & Publishing, Inc., a Nevada corporation. Publishers for Premier Telecard Magazine, The World of Phonecards by Dr. Gary Felton, The 1st Phonecard Calendar in America "Telecard Classics" and the owner of "Phone Card Phair."

**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.

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Printed in the U.S.A.

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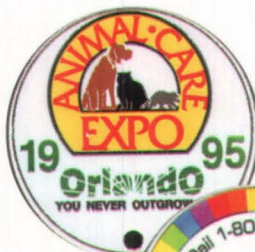
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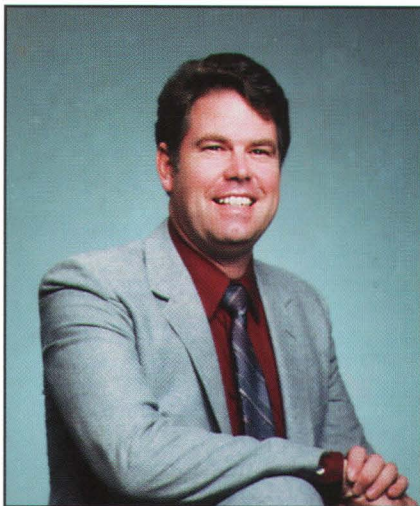
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## It's My Call...

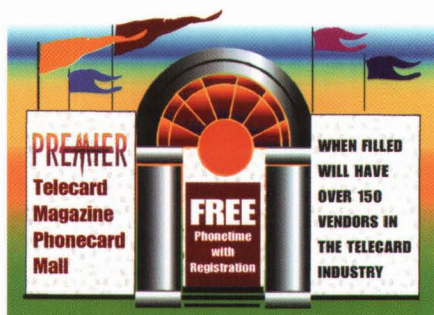
If a magazine is greater than the sum of its parts, Premier Telecard is greater than most, with articles and observations by writers with real-world experience in telecommunications, phonecards and collecting. You can acquaint yourself with our friendly contributors by glancing at their pictures and profiles at the beginning of selected articles in this issue. This new added feature will become part of our regular layout in order to better inform our readers about our writers.

Some of those writers include Rich Doty, Chairman of the American Telecard Society; Dan Busby, the collector's collector; Max Erlichman, an international telecommunications consultant; and Dr. Gary Felton, the Carl Jung of phonecards. Other writers also contributed to this issue, many of whom are called upon regularly to make judgement calls affecting what you read in these pages. We will continue to expand this group of advisors so as to maintain our position as America's source for information about telecards.

### CORRECTION

In the Feb./March issue we reported figures in "Fundraising With TAK's New Peelers" which were in error. In paragraph 4, "\$22 million" should have been "\$10 million" and "1.5 million kids selling peelers" should have been ".5 million....". Also in the next to the last paragraph, "160 distributors" should have been "60 distributors". We regret the mistakes and any confusion they might have caused.

You can also contact these experts yourself via computer modem at Premier's Cyberspace Telecard Mall on the Internet. We've built a world-class web site, with lots of bells and whistles and some really valuable information as well, including chat-rooms where you can post your questions for some of our contributors to answer. Just click on the discussion-



room you want after logging onto our new site (it's really easy to use) at <http://www.premier-tele.com>.

In order to bring our readers a full line of high quality products, PTM is always looking for opportunities that will benefit telecard professionals and collectors. To accomplish this, we're working with established companies to sponsor material of value and quality. One such item is the new Telegery software from Jagged Edge.

Telegery is the hobby of collecting prepaid phonecards, something many of you pursue with great success. Now Telegery is also a software application for the PC in a Windows environment that makes keeping track of your cards a job you can handle with computer efficiency. Sponsored by PTM, this software is a database designed specifically for telecard collectors, and runs on Microsoft Windows 3.1 or Windows 95 on a 386 system with 4 megabytes of RAM.

All sorts of information can be entered about cards in your collection, or even cards you wish to acquire. One field is arranged for the beginner to eliminate confusion and unnecessary information. As you become a phonecard expert, Telegery grows with you, adding fields for card mintage, issue date, issuer, card thickness, phontime carrier or whether the card is licensed on not (and lots more). You can also search for cards by any of these criteria or multiple criteria.

Telegery also features an auto-calculation function that allows you to figure out the value of your cards, and a wish-list you can print out and take with you to shows. Other reports can also be printed. The data import feature allows you to gather card information from various sources and databases, and will allow users to link up with PTM's Cyberspace Mall and download up-to-the-minute card information direct from the manufacturer.

Jagged Edge spent several months consulting with top collectors to find out just what the hardcore telegery is looking for in a software program. With a first release scheduled for April, and more features to be added, Telegery is available by phone, mail order or through PTM. For "faxback" information about the software, you can call (905) 770-4559, catagory ext. 222, and request document 5000.

We'd like to welcome Jessie Gold and Jagged Edge to the new web-site, where you'll be able to contact Jessie (a telecard professional) for on-line information and insider tips. **PT**



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# Service With a Smile: How to Choose a Service Bureau (Part 2)

By Gerard Power

(Part 1 of this article ran in our last issue)

**A service bureau should be selected based on certain criteria associated with your product and service specifications. Following are some areas you should look at when shopping for enhanced services for your phonecard application.**

**1. The Technical Question.** Find out about the type of switch, software accountability, fraud liability, network flexibility, reports provided and time used to implement a program. A service bureau should be able to provide you with a demonstration number to test the system. Former clients can provide answers about technical capabilities.

**2. Range of Products.** What turnkey information lines are available? Can a consumer recharge their card by calling the bureau? Do they offer operator services for customer support? Do they offer fax and voice mail services?

**3. Cost of Product.** Many bureaus will charge a bulk minute rate for the complete application. If you have 10,000 cards with five minutes on each card, they will price the whole application for 50,000 minutes. Because of the large volume of minutes, the price per minute will be at a low rate. The bureau is assuming slippage and wastage (minutes that are not used). The danger with this approach is that there is no guarantee how many minutes will be used. It's more advisable to choose a bureau which only bills for minutes that have actually been used, so you are only paying for services actually reaching consumers.

**4. Stability.** Because individual entrepreneurs make up a considerable portion of most service bureau's clients, there is a tendency for bureaus to come and go out of business. Stability, therefore, poses a big problem for this industry. It's advisable to choose a bureau which has a wide base of stable, long-term clients and has been in business for more than five years.

**5. Volume.** A service bureau must have adequate capacity to handle the volume of your application. Unlike services advertised on television (for exam-

ple), phonecards will not cause a huge spike in the number of calls. Instead they will be used at different times of the day and the bureau must be able to handle all traffic.

**6. Support Services.** Not only is it necessary for the bureau to offer 24-hour technical assistance, but they should also be able to offer a 24-hour customer service line to help customers with difficulties. Some bureaus can even offer help with your marketing plans, with experienced people on-site for advertising, distribution and demographics.

For many, the telecard industry is following the same upward spiral that the pay-per-call industry experienced a few years ago. As everyone knows, however, the spiral turned downwards as get-rich-quick entrepreneurs abused the idea and scammed the public. Quality information lines, such as technical or financial services, stayed away from the medium as 900 got a reputation for less quality and more raunchy information. The pay-per-call industry dropped from \$1 billion a year in 1991 to \$500 million a year in 1992.

There are plenty of reputable bureaus around. For the sake of the industry, please choose a bureau which offers only quality information services. Everyone can only benefit in the long run. There is no doubt that by choosing the right service bureau, you'll save yourself a lot of time, a lot of learning, a lot of on-going, day-to-day problems, and a lot of money.

*Gerard Power is the Telecard Division Manager at IdealDial, a service bureau in Denver, Colorado. PT*

## How it works

As the proud owner of your first phonecard, you're entitled to the local and long-distance phone time the card carries. But how do you turn a plastic card into telecommunication time? It's easy if you know how it works.

A standard remote memory prepaid phonecard is purchased by the consumer for \$5, \$10 or more. A 1-800 toll-free number printed on the back of the card connects the user to the telephone time provider. 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). Input this number and the voice-prompt will tell you how

much phone time you have left on your card in dollars and cents. It will then ask you to dial the area code and number you wish to call. Before you run out of time on the card, another voice-prompt will let you know that you're running low. Many cards are rechargeable over the phone, which means you can call an 800-number and have more phone-time assigned to your PIN (usually by credit card). Most cards also have a toll-free customer service number you can call if you have problems or questions. Some cards cannot be used until they are activated at the point-of-sale location. Many cards also offer enhanced services, such as fax-on-demand,

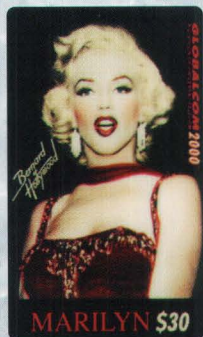
information services like stock quotes and sports picks, and voice-mail or speed-dial.

Variations on these procedures from company to company are minor, and for the most part you'll always be able to use your remote memory telecard from any touch-tone phone. Chip-cards, or smart-cards, 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 U.S. feature magnetic or optical stripe memory systems.

Now that you know how your new phonecard works, put it to work for you!



# Remember Globalcom 2000?



MARILYN IN RED - The First Marilyn Monroe phonecard ever provided in America



7-11 card - First time in America a national retail store put their logo on a card.



First round phonecard ever produced in the world.



Frontera - First card in the world to offer calling to a targeted foreign country. Frontera card called the Mexican Frontier.



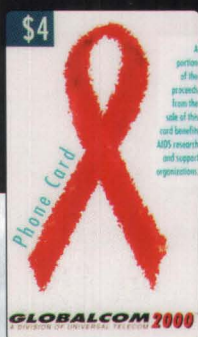
Mona - Museum of Neon Art Card.



MARILYN IN CHRISTMAS - Made front cover of a Germany catalog.



MARILYN FOR VALENTINES



AIDS card - raised money for aids organizations.

The fastest growing phonecard company back in 1993? Did you know that two of the previous owners of GlobalCom 2000, Bruce and Don, have now offered to exchange all the old GlobalCom 2000 cards at 2 times the face value with their new company's phonecards? To receive your replacement of One World Communications phone card:

Fax your list and denominations wanted to (602) 491-8375.

And, for information about the lowest International CallBack rates in the world Call: OWC at 602 752-7625



TET CARD - The First phone card with Vietnamese (and English) voice prompts.



NFL card - fund raiser for kids of the earthquake relief fund.



YOU ARE HERE - Celebrating the First phonecard fair in America.



VOYAGER - First phonecard with actual photos from the Voyager spacecraft. This image was purchased by Sprint for a phone card they later produced.



THE GREEN EARTH - Globalcom 2000 Generic card.



UNITEL - First phonecard in America custom designed to be sold in airports. 5 of these cards had \$1,000 in phone time another industry 1st.



LOW RIDER - First phonecard in America with a magazine cover on it.



THE PHOENIX RISING



THE PHOENIX RISING



THE PHOENIX RISING



THE PHOENIX RISING



THE PHOENIX RISING



THE PHOENIX RISING



THE PHOENIX RISING



# Getting Creative

Creative Communications International, Inc. believes there are already plenty of three digit acronyms in the growing telecard industry, which is why they trademarked "C<sup>2</sup>" as their abbreviated moniker. "It's unique," says founding partner Tim Barto, "and that represents in a simple way what we are trying to provide the market. The technology is twenty years old. It's the creative application of the technology we excel at."

As a marketing tool, prepaid telecards are certainly unique. And if uniqueness is what has pushed telecards at the speed of light into the corporate and consumer's world of awareness, Creative Communication may be on to something.

As the growth trend continues, more and more consumers are proving that they will buy the product, try the service and stay with the company that uses telecards as a way of rewarding their loyalty. At the same time, the utilitarian use of phonecards is proving to be the efficient and cost effective method of making calls the industry has always claimed it to be.

Premier Telecard Magazine caught up with the members of C<sup>2</sup> to get their approach as they mark their one year anniversary.

**"Creative application of the technology is what we excel at..."**



**PREMIER:** *You have an interesting mix of backgrounds and personalities in this company.*

**C<sup>2</sup>:** *We all have executive titles—and a quota. We have a couple of people with extensive telecom backgrounds at the National Account level, a frustrated Ad Man, a Chairman who has heavy consumer marketing experience, a Financial father-and-son team that have gained a serious "deal maker" reputation all the way to*

*Wall Street, and an Executive VP (and the original seed capital investor) that is a cowboy from New Mexico who is not afraid to roll up his sleeves and do whatever it takes...*

**PREMIER:** *Sounds like you've got it covered.*

**C<sup>2</sup>:** *....from High Finance to Heart and Soul. Seriously, we have some very bright people at every level and we work very hard.*

**PREMIER:** *Do you provide other telecommunications products?*

**C<sup>2</sup>:** *We just stole the "Queen Bee" of 1+ telecommunications to run that division for us. We are an "Authorized Sales Representative" of Westinghouse Communications. That means we can provide medium sized corporations with an aggressively priced, full-service telecommunications package. And it's Westinghouse—which is a great brand name.*

**PREMIER:** *Why would a customer want to use C<sup>2</sup>?*





Chrome Prints



421

319

703

**C²:** In a fiercely competitive market, and there are some excellent companies out there, you must pay very close attention to detail. We feel that we do that as good as anybody.

**PREMIER:** What kind of details?

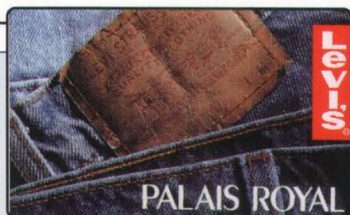
**C²:** Sturdier plastic, prettier designs, more features at less cost and faster delivery schedules. Whatever the client deems as valuable to them. If the card face is a "pocket billboard", it should have the proper balance of color, copy and content, right? If the audio greeting is another custom advertising opportunity, the prompts should sing!

**PREMIER:** You have done some pretty nice projects with some impressive clients for a company that has been in business a year. What are some examples of the C² attention to detail?

**C²:** Lead by example. Good call: (see sidebar)

**PREMIER:** Congratulations on your success. Is there a formula?

**C²:**  $E=MC^2$ . Speed of light, isn't it? **PT**



## Lead By Example

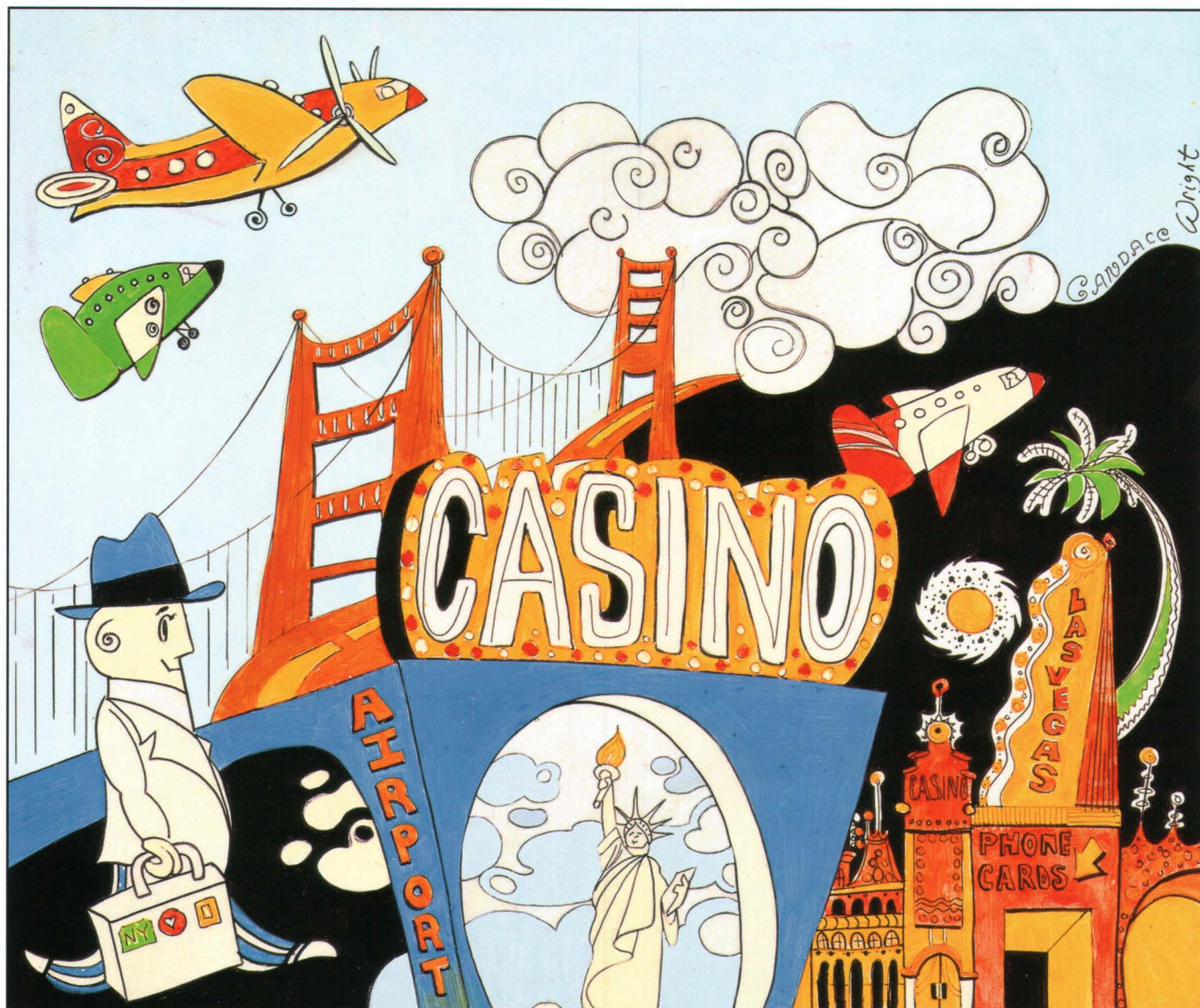
**LEVIS:** Logistically, this promotion was seamless. We drop-shipped 50,000 cards to 287 stores scattered across nearly as many cities. The cards arrived on time and without a hitch. Pre-planning was the key. Retailers love simplicity.

**BUBBLES:** The BUBBLES story is becoming legend. An owner of a high-end service company doesn't understand how phonecards could possibly help his cause. How about a card that A) acts as an upsell item to bump up minimum purchase customers, B) records customer satisfaction via an on-line survey, C) becomes an Electronic Gift Certificate that requires no mag stripe, no hardware and no capital outlay and D) all of the above. Okay, now he likes it.

**COASTEL:** Add credit features to a debit card, make it work both from the Gulf of Mexico and anywhere in the US, and you solve a major problem for your customer's customers. This was one of the first Cellular Prepaid Applications we are aware of.

**T.I.:** Texas Instruments is a leading provider of technology worldwide. What do they use to promote themselves at trade shows, to recruit employees on college campuses, and as a customer appreciation/follow-up tool? Or, perhaps more importantly, who do they use?





# Phonecards At Home and On the Road

by B. Lance Greenfield

**M**y first recollection of prepaid phonecards came shortly after my marriage to my English wife, Yvonne, back in 1983. Having not been to the U.K. in 10 years, when I assisted British Rail in redesigning their station train schedule, I looked forward to re-experiencing London and other areas. Phonecards were the last thing on my mind.

As I purchased a can of soda in a tobacco shop, I noticed a few prepaid phonecards with a variety of London scenes in varying denominations. What a great idea, I thought, instead of carrying tons of coins into those cute red phoneboxes. Being a tourist and not having anyone to phone, it didn't dawn on me to purchase any as souvenirs. Fast-forward to the future...

Last December while reading the Sunday paper, I noticed an advertisement for Polaroid film offering a holographic phonecard with the purchase of a few packs of film. I suddenly realized that those phonecards I'd seen on the road in the U.K.

more than 10 years previous had finally made it to American shores. Once again, like most consumers, I thought nothing more of it.

Not until late April when I heard about the International Phonecard Exhibition at the Moscone Center in my home town of San Francisco did I finally realize how phonecards had been quietly gaining momentum in the U.S. while I must have been sleeping.

Now I can't go to the supermarket without finding phonecards



(such as the five-minute Spree card in cereal boxes) or to the corner drugstore (Long's has four different phonecards) without finding more. A major electronics chain even had some Sony video tape on sale with free five minute phonecards inside (and an offer for a 40 minutes card as well). Phonecards, it seemed, were everywhere.

San Francisco, being one of the top tourist destinations in the world, has its share of available phonecards at various visitor "hot spots". Near the fabled cable car turn-table, a couple of shops next to McDonald's have vistas of San Francisco on collectible phonecards. The nearby Western Union office even had phonecards.

Just for the fun of it, I made plans to keep my eyes open over the next few months as I was traveling across the U.S. on various business trips to see just how prevalent the phonecard business has become in the rest of the country. The itinerary: Reno in September, Atlanta and Charleston in October, New York in November and Las Vegas in December. Here's what I found:

Despite a number of different and fascinating events held in the trying-to-catch-up-to-Vegas city of Reno in Nevada, there was an utter lack of phonecards here when I visited. Reno holds an annual event called "Hot August Nights" which brings in cars of the '50's and '60's which would be an ideal subject for collectible phonecards. In addition, Reno holds a yearly hot air balloon festival, and air races with vintage aircraft, both of which would be colorful subjects for more phonecards. Nearby, in historic Virginia City, a preserved 1880's gold rush boom town, camel races are held. If nothing else, a major cigarette manufacturer could produce a collectible phonecard on this one.

With the vast number of tourists thronging to gambling destinations such as Lake Tahoe, Reno and Las Vegas, it would seem that casinos might be missing the boat by not producing their own images on phonecards for guests, providing both a useful service for tourists and

an ideal form of promotion.

Criss-crossing the U.S. on a fall junket through Dallas/Fort Worth, Atlanta and Charleston, South Carolina, I came up with some surprising phonecard discoveries at the airports I visited.

First of all, and most shocking, was the utter lack of prepaid phonecards at San Francisco International airport. Here is a major transportation hub, with unlimited potential for tourist dollars, and absolutely none of the giftshops have phonecards (some of the clerks didn't even know what they are!)

The Dallas/Fort Worth airport was another matter. Nearly all the giftshops had counter-top displays of \$10, \$25 and \$50 phonecards (the clerks would activate the cards once purchased). The cards are quite attractive and collectible, although scenes of the area would be more appealing to travelers just passing through. The cards are distributed by Worldwide Telecard, with time units currently at 28 cents per minute.

U.S. Telecard has a novel approach in Atlanta. Placed throughout the terminals are automatic dispenser machines that issue \$10 and \$20 phonecards. Here's a city about to hold the 1996 Olympics: one can only hope that as the Olympics approach, these boring, utilitarian cards are replaced with more collectible, host-city ones.

It was a shame to pull into Charleston, which has a relatively large airport, and discover no phonecards. Worse still, not a single giftshop in the historic tourist section had them either. Here is a town with horse-and-buggy coaches, beautiful mansions from the 1800's and other attractions and I wound up showing my set of four San Francisco cards to shopkeepers to show them the potential.

New York's Kennedy airport did have phonecards, although you had to know where to look. Believe it or not they were available in the foreign money exchange shops. The Sprint prepaid phonecard was available in various denominations with

collectible images of old cars or vacation scenes. Times Square certainly was a phonecard Mecca. Nearly every corner grocery store, newspaper vendor or souvenir shop had prepaids for sale. At #1 Times Square, a traffic island in the middle of the street, there was a phone center selling phonecards from LDDS, as well as cards from Boston and surrounding states. Try as I might, locating NYNEX phonecards was impossible.

The biggest surprise was my last stop on my phonecard odyssey: Las Vegas. First stop, the airport. On the way to the security checkpoint, the Las Vegas Visitor and Convention bureau sells \$5, \$10 and \$20 phonecards with a wonderful image of the old "Welcome to Las Vegas" sign which greeted visitors in the early days.

In town for the National Rodeo Finals was the 12-card "cowboy" set from Empire cards. Also, on the coat-tails of Hard Rock Hotel's phonecard, Merv Griffin's new Player Island Resort in Mesquite on the Arizona border had not only 20-minute cards, but 40 and 60-minute cards as well. I think we're on the verge of seeing every major casino in Vegas issuing promotional phonecards by next year.

Coming into a small town in southern Utah called St. George (a Mecca for retirees), it was unbelievable how phonecards were available nearly everywhere: from the Main Street Payless store to a little gift store called Canyonlands. Imagine my surprise to walk into the post office and see the brand new Christmas and carousel horse sets from the U.S. Post Office and American Express.

Upon returning my rental car to Las Vegas, even the rental company said "thank you" with a prepaid phonecard. As I boarded my plane, the inflight magazine had a special offer for 12 phonecards for \$50, using my business card or company logo.

This is an exciting time for phonecard collectors. Phonecards aren't everywhere yet, but soon we'll be seeing them in the most unlikely and likely places. Happy traveling. **PT**



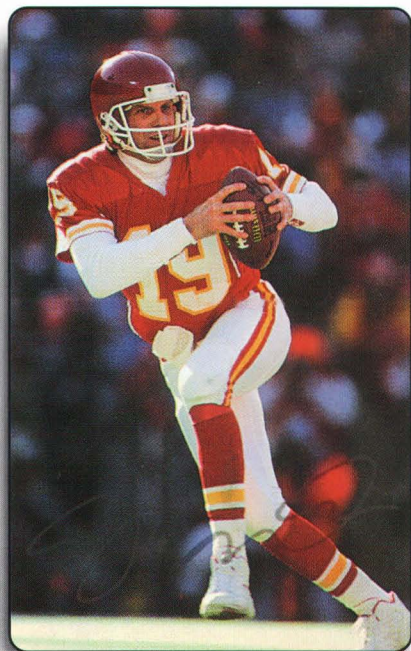
# “Montana Magic” Collectors’ Series from LCI

When you watched him play in four different Super Bowl games, you were there on the field with him, following the pass line downfield for another impossible touchdown. All-time football great Joe Montana never disappointed, and phonecard collectors won’t be disappointed either with a new series of five Joe Montana phonecards issued in February from LCI International.

Montana’s highly recognizable image in action on the cards create a collectible set that everyone who lived

**Joe’s unequalled desire to succeed and perform the near-impossible is captured on crisp photographs...**

through any of Joe’s spectacular 16-year career will covet. He retired from football in 1995 after 14 years with the San Francisco 49ers and two years with the Kansas City Chiefs.



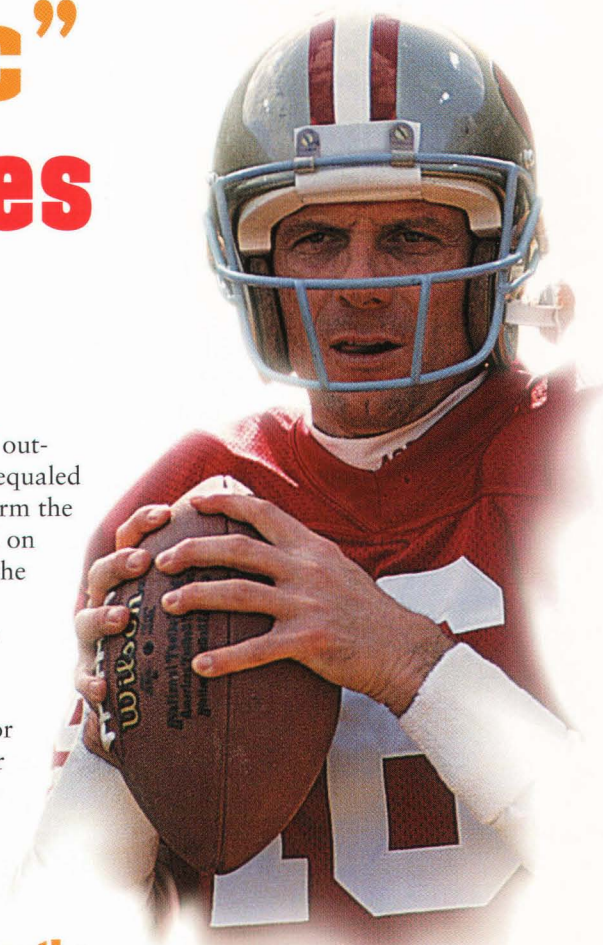
Leaving behind a legacy of outstanding statistics, Joe’s unequalled desire to succeed and perform the near-impossible is captured on crisp photographs used in the LCI series.

Joe guided the 49ers to four of a record five Super Bowl victories, with 66.4 percent passes completed for an average of 286 yards per game. He also took the team to the play-offs 12 times. He was voted NFL Most Valuable Player in

1990 as a result, and was also voted into the Pro Bowl eight times, more than any other quarterback.

There’s more: Joe was named all-NFL three times, and all-NFC five times. He was the second rated passer in NFL history with a 92.3 rating. He passed for 40,551 yards with 273 touch-downs in his career, only the fifth quarterback ever to pass 40,000 career yards, making him the fourth in all-time passing yardage. His ability to snatch victory from the jaws of defeat was called “Montana Magic” by sports commentators.

The magic stayed with Joe during a series of injuries in the early ‘90’s, including a concussion in a 1993 game against the Buffalo Bills. In 1992 Joe staged a dramatic comeback after missing 31 games straight, the same year he had missed the entire pre-season due to an elbow injury. It was also the same year he became the fifth player in NFL his-



tory to pass 35,000 yards passing.

Joe is also a family man, with a wife and four children living with him in Northern California. His other interests include an Indy 500 race car via the Chip Ganassi Racing Team.

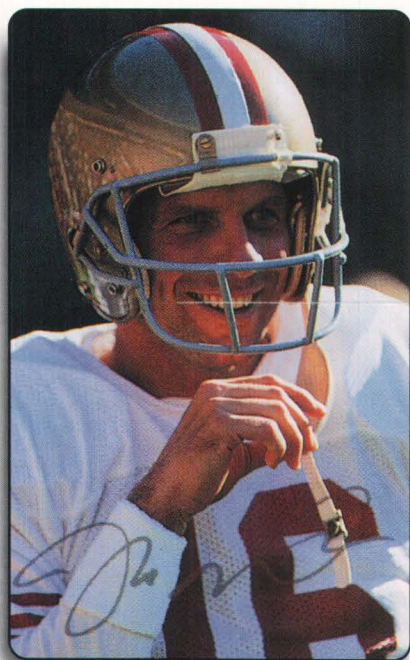
LCI has issued a limited edition of 5,000 of each of the five cards. With one card for each Super Bowl Game Joe played in and a final card for Joe’s last game in Kansas City, the cards are sequentially numbered and also feature a facsimile of Joe’s signature. The cards also have game scores, statistics and other information on the back, and come in an attractive holder featuring a 16-page write-up about Joe’s career.

Each card has 10 minutes of domestic calling time, and sells for \$24.95, or \$124.75 for the entire set with the holder. LCI notes that all film, samples, plates and press proofs of the series have been destroyed, adding to the collectible value.

LCI is a facility-based provider of telephone services with their own



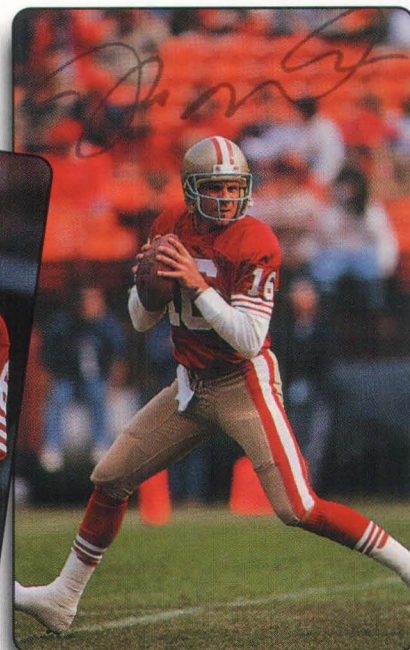
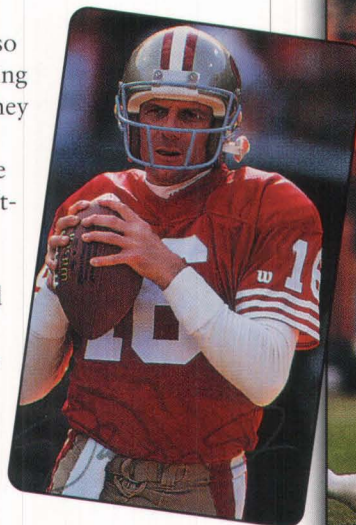
network based in McLean, Virginia. They issue retail, promotional and collectible cards, some with enhanced audio-text features. Popular LCI cards



include the United Nations Summit card last year and the commemorative Ohio State University vs. Notre Dame 1935 card. They have also issued cards featuring the Indy race car they sponsor.

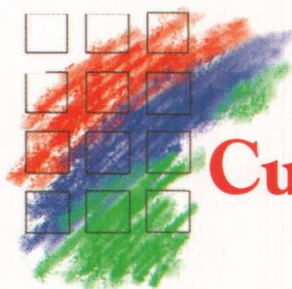
They also have sixty million circuit-miles of long distance digital fiber-optic facilities, and operate switching centers around the nation, maintaining interconnections with international transmission facilities, including the world's largest global data network.

LCI, with the help of its prepaid calling card consultant Stuart Johnson of Corporate Fulfillment Services, was able to sign Joe Montana to do the



collectible prepaid card set. The marketing department of LCI designed and produced the cards and the holder. **PT**

# There's a New Telecard Printer on the Block!!



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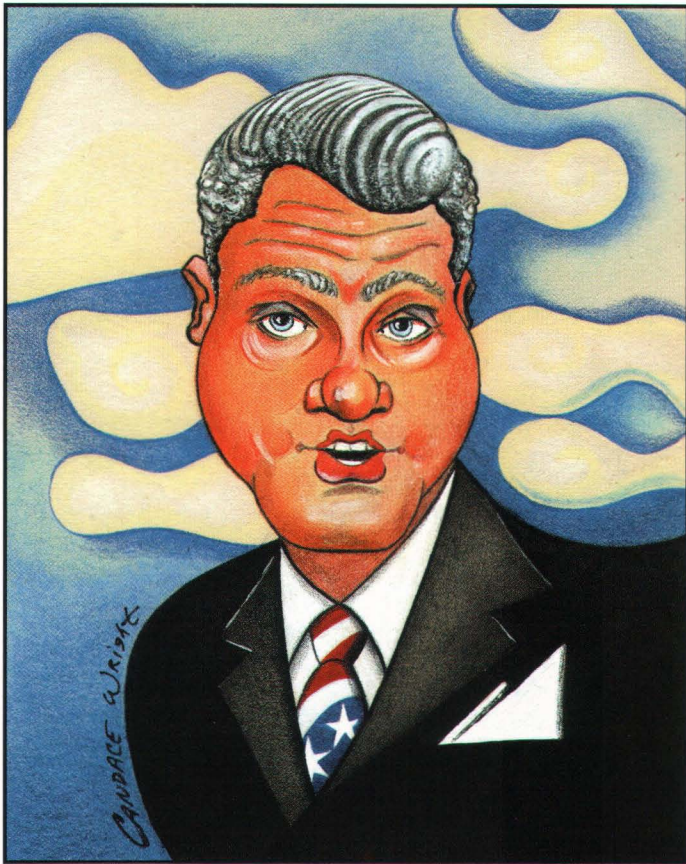
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# Telecomm Bill Brings Pre-paid Competition



Candace Wright

**When President Clinton signed the revolutionary Telecommunications Bill into law on February 7, the prepaid phonecard industry gained in terms of the number of long-distance phontime providers who will be competing for a piece of the huge prepaid long-distance market, according to Anthony Wright, a project coordinator for the Center for Media Education in Washington, D.C., and other analysts.**

**"It will change the players," Wright said. "It's certainly affecting the whole structure of the business."**

In a bill that overhauls 60 years of telecommunications law, the so-called Baby Bells (including NYNEX, Bell Atlantic, Pacific Bell and others) will gain access to the \$70 billion long-distance market they've been excluded from for years. To prepaid phonecard providers, this means more competition for their dollars, and perhaps even lower long-distance prices.

The complex legislation also addresses the way in which teleco's, broadcasters and cable TV providers can operate, allowing these services to overlap and enter each other's territory. The result may be cable companies entering the phone business, or phone companies providing television programming, with more investment in new

technology and a wave of mergers predicted for the entire industry.

Pacific Bell will offer long-distance services for the first time next year as a result of the bill. New alliances and partnerships include planned mergers by ABC/Capital Cities, Disney and Turner Broadcasting, as well as a possible new linking of Pac Bell, NYNEX and Bell Atlantic. Many new jobs are hoped for as de-regulation allows for more business activity.

In addition to local service providers entering long-distance, long distance providers like MCI, AT&T and Sprint are expected to get into the local service market as well, giving telephone customers a new choice of providers and possibly lower rates. Despite legal challenges, the bill is expected to alter communications and media services in many ways.

Although there is no specific provision in the bill addressing the prepaid phonecard market, analysts felt the industry would be positively affected by the availability of new carriers and new card issuers.

Bob Cohen, vice-president of the Information Technology Association of America, said the new legislation will certainly affect the pre-paid industry in a variety of ways. "Electronic commerce is a major issue," he said. "What you're able to buy...whether it's a shirt or a voice-quality communication...is definitely part of what this bill's about."

He added that telecommunications reform includes pre-paid phonecards in the sense that new laws may emerge that affect network security and computer crime related to the consumer. In general, he said that the reform bill will open doors in the pre-paid industry.

As a Washington law partner specializing in telecommunication, Joe Markoski agreed. "I don't see anything but good news coming out of this bill for the marketers of these cards," he said. "I think it's going to create new markets for your cards, and new issuers such as the Baby Bells and cable companies."

He added that in general most analysts are expecting bulk long-distance rates to come down as a result of increased competition. He pointed out that the new law classifies prepaid phonecard providers as information service providers and not long-distance providers. The law completely revises pay-per-call or 900 billing statutes, allowing on-line or electronic purchase agreements to take the place of paper agreements, according to Markoski. "Clearly this would be a business that the Bells would be allowed to get into at some point," he said.

The telecommunications industry is reported to have contributed more than \$40 million to legislators involved in aspects of the bill, hoping for favorable laws. A boom in telecommunications equipment manufacturing is also expected in anticipation of network construction. The overall affect of the bill is deregulatory in nature, with key details to be worked out on the state and federal level. **PT**



# The Magazine That Started It All In July 1993



The 1995 edition was  
The World's 1st Telecard Calendar

The 1996 edition shown above  
with Directory continues the pace.

**This Phonecard was worth  
\$5 in 1994 today it's value  
has grown to \$20**



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

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- **Premier Telecard** magazine BACK ISSUES - 3 years of progressive articles chronicling from the beginning how this industry began. **Special offer of \$2.95,** regular price \$4 each. (CD96BI) (See page 15 for shipping fee's)

- **The World of Phonecards** - a booklet that introduces you to what they are, how they work, where you can get them, how they are sold and how to get to know their values! **Only \$3.95 each.** (CD96WP)

- **Telecard Classics 1995 Collectors' calendar** - the 1st U.S. phonecard calendar (a collector's item already) only a few left. **Now only \$2** (CD95TC)

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- **The Premier Collector's Starter Package** - this album includes all the above products plus 8 collector cards, worth \$100 and extra archival storage sleeves, for only **\$49.** (CD96CS)





# Famous \$100,000 Telecard Stolen?



Rich Doty

Richard L. (Rich) Doty is a telecommunications consultant and telecard specialist based in Pompano Beach, Florida. Rich is currently serving as chairman of the American Telecard Society and is also engaged in a long-term contract as a telecard consultant to MCI.

Rich has 30 years of experience in telecommunications, and has been working exclusively with telecard applications and technology for four years. In the early 1970's he was on the Western Union development team that created the "mailgram", a replacement for the "night letter telegram" which was an early form of e-mail for business. In the 1980's he was president of a Chicago vending company and CEO of Payline Communications, a private payphone company in Illinois. During this time he was the first person to place cellular private payphones on cruise ships and on board Greyhound buses. Rich has written articles for a number of telecom industry publications over the last 20 years.

by Rich Doty

The Smithsonian Museum in Washington, D.C. has reported the famous Peter Maxx, President Clinton telecard is missing! No one knows exactly when the theft occurred, but officials are sure that it is the work of professionals. Security was especially tight because the "Clinton to the Maxx" telecard was on loan from the well-known "Felton Collection", and was the key telecard in the museum's communications exhibit.

What the thieves may not know is that the "Clinton to the Maxx" telecard is protected by a "DNA designator". The card was signed by the artist and the President.

The signatures were encoded with the personal DNA of the artist and the

## Bad boys, bad boys, whatcha gonna do when the DNA and the FBI comes for you!

President, the only dual DNA encode ever done on a telecard. The dual DNA encode will make it almost impossible for the card to be sold. All DNA encoded cards are now scanned by authenticators prior to any purchase, registered or unregistered.

DNA Technologies of Los Angeles, California, the inventors and patent holders of the DNA security process, have dispatched a recovery team to the Smithsonian at the request of the FBI.

A Smithsonian representative has stated, "All we have to do is wait for the

"Clinton to the Maxx" card to surface. The recovery team will I.D. the card and the FBI will do the rest."

Bad boys, bad boys, whatcha gonna do when the DNA and FBI comes for you!

Ok, this was all a fantasy, but the technology is here and the hobby of collecting is alive and well. Also, we know the cash value of some telecards has gone through the roof. The concept is valid. It could happen!

This story could come true before the end of the century if we achieve a critical mass of collectors in the USA by early 1997.

The number of true collectors in the USA now stands at about the 50,000 figure. In addition there are about 250,000 that can be termed occasional collectors out there. These occasional collectors buy a few at the 7-Eleven, a few at the Post Office, a few at the shows that they attend. They keep the promo cards that they get and they pick up used cards from friends.

The true collectors are hard core and specific and spend a good portion of disposable income on their hobby. Occasional collectors are less dedicated but can turn ardent about the hobby almost overnight. This is our sleeping giant.

The collector telecard issuers and col-

lectors are going to have to wake up and understand that the day is coming when some telecards will

have important monetary value and when that happens they will be stolen or reproduced to take advantage of well-heeled collectors.

Our industry is growing at warp speed and that telecard that you picked up at a show somewhere may be able to be traded for a new Corvette in the year 2000 or your collection may be the key to a more comfortable retirement. Now is the time for all of us that collect to take a hard look at protecting our investment and our hobby. Keep it flowing! **PT**

## Tele-News Flash

### U.S. West/ Cable Co. Merger In \$10.8 Billion Deal

In a landmark deal that marks the first time a major telephone time carrier has combined with a leading cable operator, U.S. West Media Group is maneuvering to merge with Continental Cablevision in a deal valued at \$10.8 billion.

As the largest deal to be announced since the new telecommunications reform bill became law in February, U.S. West will pay \$5.3 billion in cash and stocks and assume \$5.5 billion in debt. The telecommunications bill opens the door for telephone service providers to enter cable television and local phone service markets. Cable, television and telephone services are expected to be combined under the new law, and the U.S. West/Cablevision deal is one of the first attempts to do so.

Continental Cablevision is the nation's third largest cable company, with 4.2 million subscribers. U.S. West Communications provides phone service to 25 million customers in 14 western states.



card carrying cases

*All your phone cards can now easily be carried in conveniently arranged rows, inside the first carrying case made specifically for the prepaid calling card industry.*



## \*28 Mil. Card.

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# Romancing the Phone: Papers Issue Dateline Phonecards

Modern courtship rituals among singles of both sexes now include the prepaid phonecard and the service bureau as a means of choosing and communicating with eligible dates. From the by-gone days of the church social and the barn dance to the modern era of computers and 900-numbers, it's never been easier to find a companion for the evening or more, and prepaid phonecards are part of the scene.

Many newspapers around the nation have featured "personals" columns in their classifieds sections for years. Now these services are being enhanced by providing access to computer telephone platforms which process hundreds of calls from suitors interested in the eligible advertisers listed in the paper. Service features vary, but frequently the newspaper

Voice personals programs are driven by newspaper sections in which individuals place ads describing themselves, their likes and dislikes and other personal but anonymous information. Each advertiser is assigned a Romance voice mail box and number printed with the ad. Readers pick out an advertiser they feel they would like to find out more about, and then use the Romance card to call the paper's specialized voice mail equipment, normally on a pay-per-call 900 telephone line. When the caller enters the voice mail box number of the ad they're interested in, they can listen to a personalized introduction recorded by the person whose ad they were attracted to. If they wish they can leave a message which is later retrieved by the advertiser, who can call back if they have an interest in

**"... it's a really friendly system.  
If I can use it, anybody can..."**

will sell prepaid phonecards to lonely readers who use the time on the system either to browse through messages describing other eligible singles, respond to an ad, or leave a message of their own. The cards are dedicated to the dateline and cannot be used for other calls.

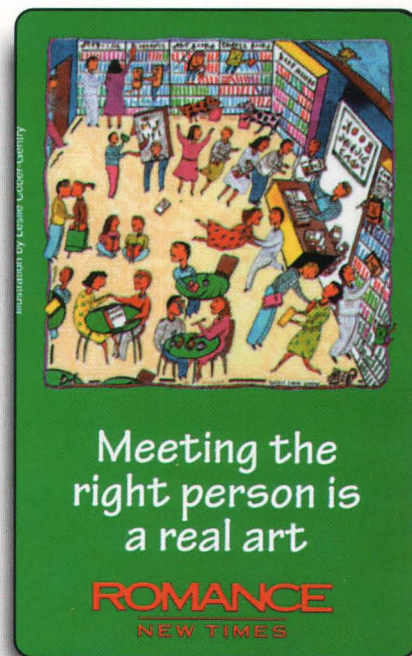
New Times, Inc., which operates newsweeklies in six major U.S. markets with a total circulation of over 600,000, recently announced the release of the first-ever Romance Telephone Calling Card. Developed as an alternative means for their readers to access the popular voice personals audiotext program without having to use the existing 900 network, the Romance card costs \$20 with 10 minutes of access time in that city's Romance voice mail system. Each card in the limited edition run is individually numbered and features original artwork.

talking to or meeting the caller.

Like most remote memory calling cards, prepaid dateline phonecards are preprogrammed with a fixed number of minutes of usage. The card is also assigned a PIN number, like any telecard, and callers are given a free local telephone number to call.

One of the great advantages of such a system is the privacy it affords the advertiser, according to Eric Losey of a different New Times in San Luis Obispo, California. "That's the attraction," said Losey, who handles the paper's Connections Calling Card. "If you don't like the way they sound, you just erase the message and it's gone and they can't call your home."

The Connections card is working for this paper on a smaller scale than the Romance card, with just 200 cards issued, but according to Losey the program has grown beyond the Classifieds Department. "It's generat-



ed enough income to become a department by itself," he said.

He added that public awareness of the system was critical to its success. "You have to become adept at explaining to the public how to use the system, but it's a really friendly system," he said. "If I can use it, anybody can use it."

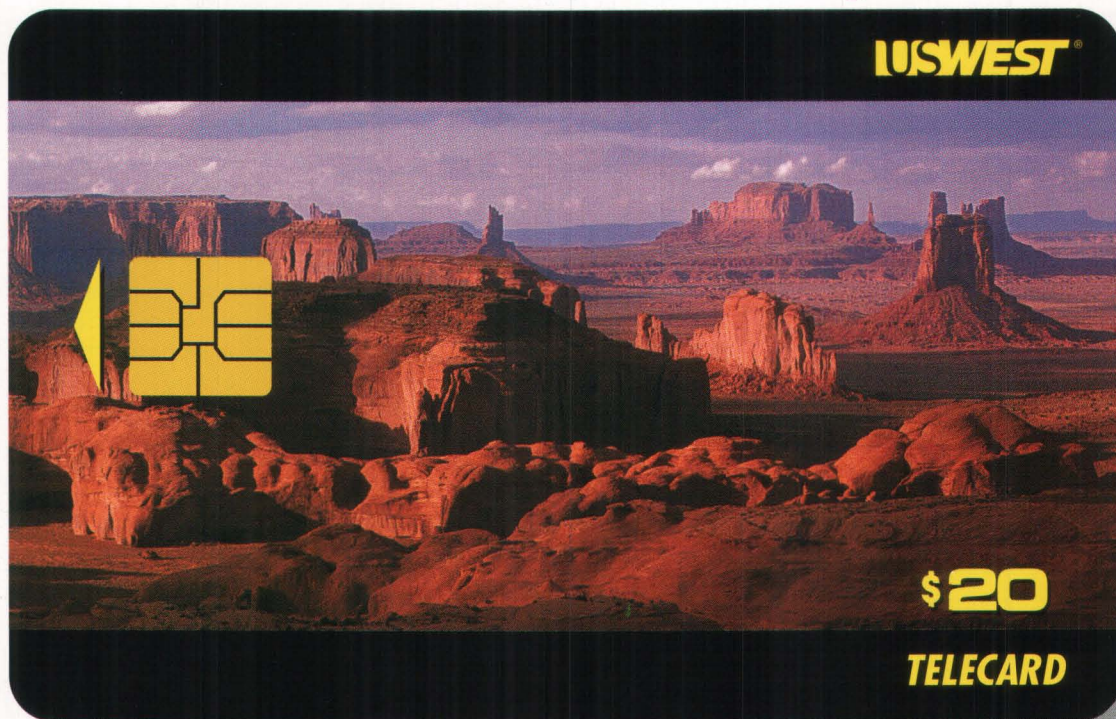
The Connections card works just like the Romance card, with the added feature of cross-referencing advertisers according to specific likes or dislikes. Losey said the San Luis Obispo New Times usually runs about 150 personals ads for three weeks at a time, with 40 new ads per week coming in to the voice mail system. An advertiser using the voice mail stays on that system for seven weeks, with as many as 300 ads on the system at a time.

Losey pointed out that most advertisers were in their 30's and 40's, but that the Connections card was used predominantly by men. A successful campaign can quickly outpace traditional personal classifieds.

Unlike the plastic Romance card, Connections is printed on a business card with a glossy cover. Both cards can be recharged over the phone with a credit card. Connections are issued in 10-minute, 20-minute or 30-minute denominations, and used at a rate of \$1.69 cents a minute. Calls are made locally on both cards, with extra charges for calls from outside the calling area. **PT**



# Born of water. Carved by wind.



## Saved in plastic.

Powerful natural forces created it. Now U S WEST is preserving it for you, complete with a state-of-the-art microchip. It's Arizona's Monument Valley. This is one of six new cards issued to celebrate the southwestern beauty of Arizona and its capital city. The three-card Views Set depicts the state's natural diversity. The Skyline Set lights up any collection with its fiery three-card portrait of Phoenix. Cards are limited, so order yours today by fax, phone or mail. After all, even plastic won't last forever.

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ARIZONA VIEWS		QTY.	TOTAL
Tucson Desert	\$5	_____	_____
Oak Creek Canyon	\$10	_____	_____
Monument Valley	\$20	_____	_____
Views Set in Collector Folder	\$37	_____	_____
PHOENIX SKYLINE			
Skyline #1	\$5	_____	_____
Skyline #2	\$10	_____	_____
Skyline #3	\$20	_____	_____
Skyline Set in Collector Folder	\$37	_____	_____
Subtotal		_____	_____
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TOTAL DUE		_____	_____

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# Getting Personal With the FotoTeleCard

So who do you call if you want a personalized telecard to pass out at your son's bar mitzvah? Mike Feltault's FotoTeleCard does not only bar mitzvahs, but baby pictures, weddings, family reunions, corporate events....just about any situation where a custom telecard can be made from a photo. Feltault's idea is just one of the new ways in which telecards are becoming available to just about anybody.

The idea is simple: take any photo or graphic image, customize it with text and a border, crop it onto a pre-made laminate plastic card and then add a self-adhesive telecard backing complete with access number and PIN to produce an instant, ready-made, totally unique phonecard. According to Feltault, the idea was hot when he introduced it at various trade shows last year.

"It was incredibly popular and well received," he said. "It's a product that's very unique in the telecard industry."

By filling the need he saw for short-run, individualized telecards, Feltault has created a niche for himself in the telecard business. In addition to contracting with various teleco's for private label FotoTeleCards, the product is sold through mail-order and through distributorships around the country. With its international debut at CardEx '95 in Holland, Feltault has had many distributorship inquiries

from as far away as Europe and New Zealand.

The FotoTeleCard concept is appropriate for single cards, or runs of up to 450 cards. For special events where promoters might want only 30 or 40 cards with a special image and message, the concept is ideal.

"One of the great marketing benefits of the FotoTeleCard is that the end user receives a very personalized, custom telecard," Feltault said, "With the multitude of options people are presented in using telecards, this product significantly increases the probability that the customer will carry and use this particular card with them, especially when the card is a picture of a loved one."

The most common request for the cards are for family photos, especially baby shots and family portraits, but Mike has also filled requests for cards as diverse as college activities, corporate functions, dogs, cats and cars.

"It's a way to differentiate the telecard," Feltault said. "We have contracted to do college events, private and corporate functions and various trade shows. Because the image on the card holds special value to the user, we have found it more likely that these people will carry, use and even 'show off' their telecard to friends and associates."

For one to ten cards, FotoTeleCard will create a phonecard for you for as little as \$12 apiece. The phontime available on the card is customized too, starting with five minutes of time with an option for more and rechargeable at an attractive rate.

Feltault said that by dealing with more than one phone time carrier,

he has been able to expand his options for distribution. "We have had many inquiries from various phone time providers who are interested in the product. We can private label the FotoTeleCard and sell it through the pre-established distribution channels which this company has already developed. Or we also contract to make on-site cards for special events."

By using either digital photographic equipment or a high end Polaroid camera, Feltault is able to create a custom telecard at these events in a matter of minutes.

"We receive many requests from phone time providers to do special event telecards," he said. "Because we do not have an exclusive arrangement with just one phone company, it gives us the opportunity to take this service and product in a lot of different directions."

Feltault said that as the market for the idea has grown, he's found that it also works well to sell a complete Create-A-Telecard kit for people who want to make their own cards.

Another application for the product is instant celebrity telecards. Feltault said that when the teleco makes arrangements with a celebrity and a photographer, he can produce small runs of cards designed for specific occasions or for promotional purposes. "Phonecards depicting an image of a celebrity are very popular in the collector market. With FotoTeleCard we can take this idea a step further and put a celebrity in the photo with the customer," he added. "It's a neat product."

They also offer a 5-by-7-inch "jumbo" card. The FotoTeleCard and Create-A-Telecard products have been trademarked and use a patented process. **PT**







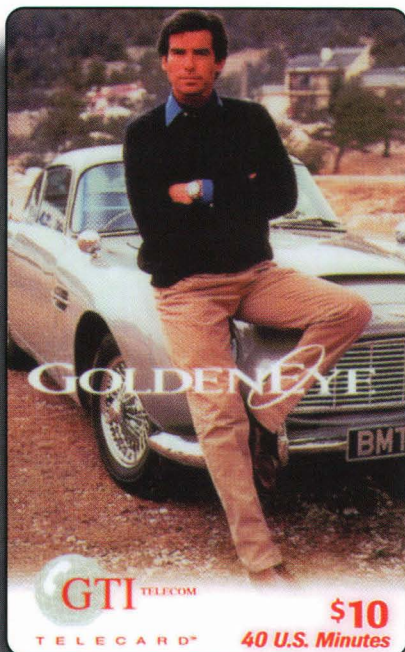
This issue of cards is limited,  
but their value isn't.

Make your set complete with these first-issue Prepaid Calling Cards from Southwestern Bell. These special occasion cards come in \$10 and \$20 denominations. Plus, they come complete with series numbers and matching greeting card carriers. They're selling fast, so you better order now. And while you're at it, join our Prepaid Calling Card Collector's Club. Yes, it's that simple.

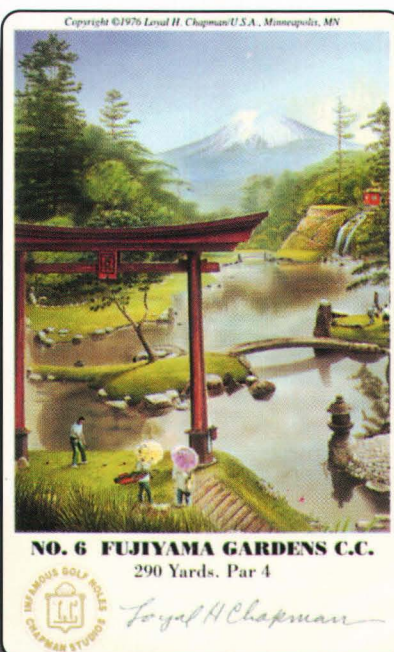
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 Southwestern Bell

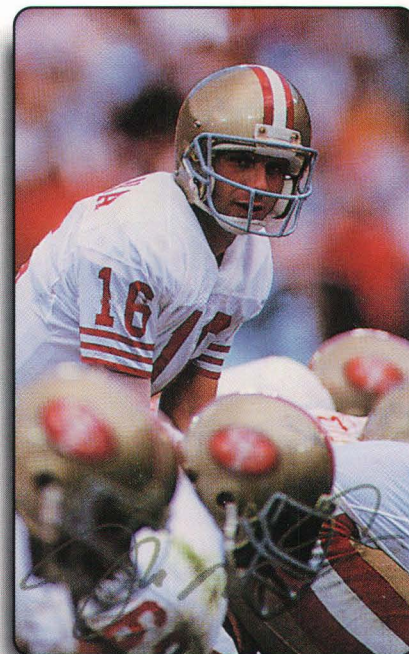




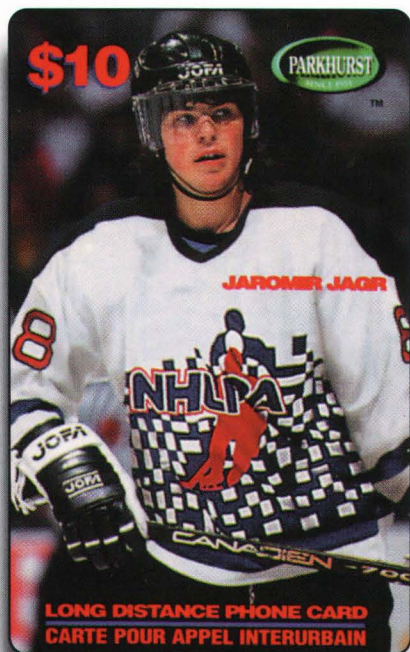
GOLDENEYE  
GTI - RM



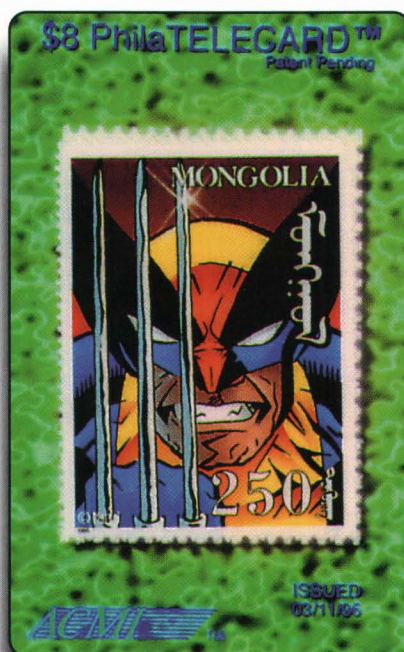
INFAMOUS GOLF COURSE  
FUJIYAMA GARDENS - PROVIDENT - RM



JOE MONTANA  
SUPERBOWL XVI - LCI - RM



JAROMIR JAGR  
CTN/PARKHURST - RM-R



MUTANTS - MONGOLIA  
PHILATELECARD - ACMI-RM



MICHELIN  
AMERITECH - RM

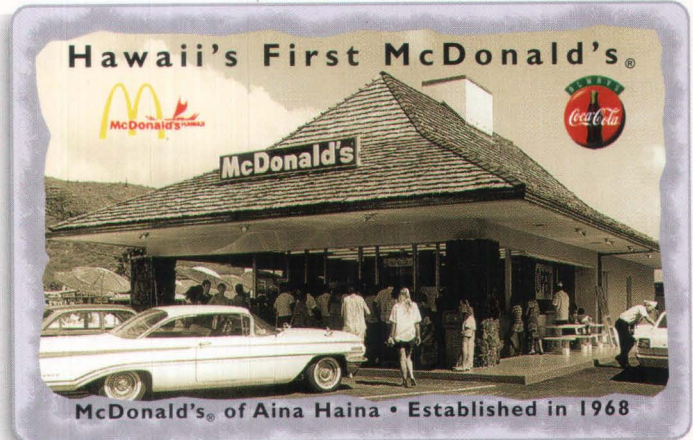


# Premier Cards

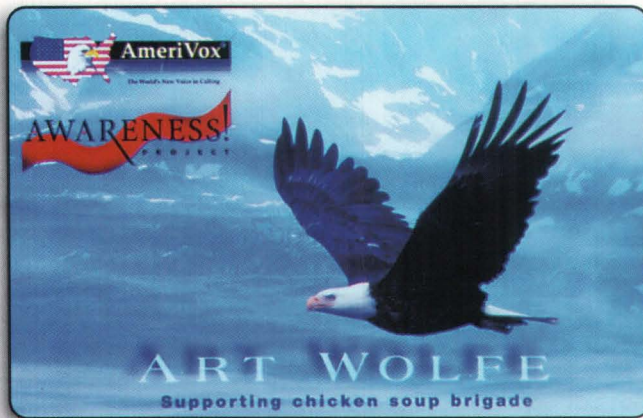
Volume 4 • Number 2  
May/June 1996



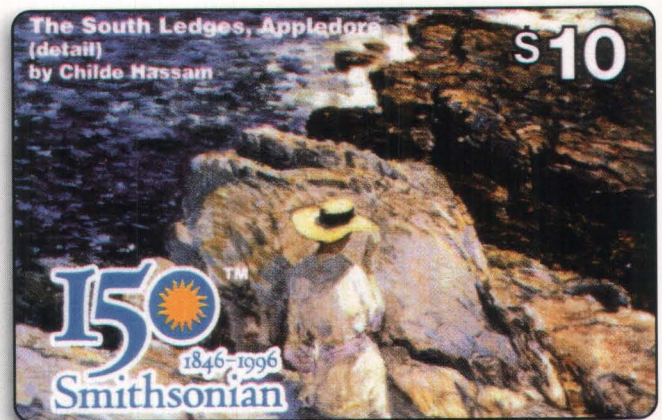
HEWLETT PACKARD - SMARTEL - RM



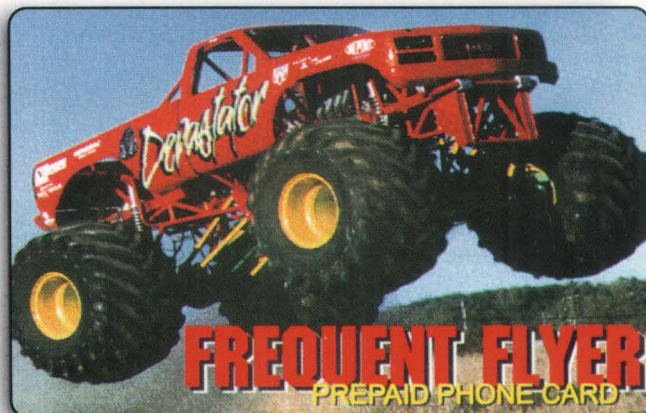
HAWAII'S FIRST MC DONALDS - VISION ART - RM



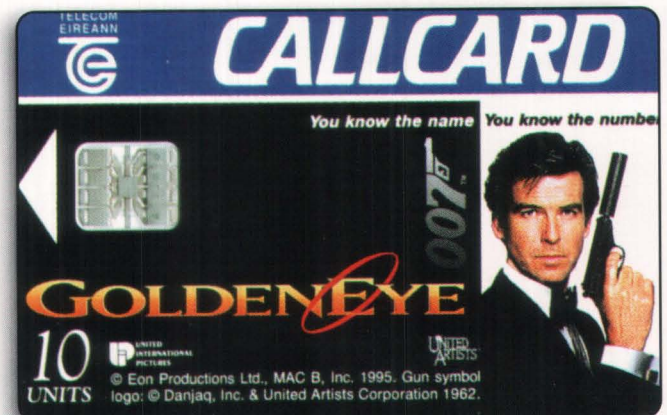
ART WOLFE EAGLE - AMERIVOX - RM



THE SOUTH LEDGES, APPLIEDORE - MCI - RM



FREQUENT FLYER - CREATIVE COMM. - RM



GOLDENEYE - EON/UA - SMC



# Cards from the Vatican to Gotham City

New prepaid phonecards from SmarTel of Boston are utilizing enhanced features and creative promotional campaigns to bring messages from sources as diverse as Pope John Paul and Batman.

As an example of some of the new ways phonecards are being linked with service bureaus for enhanced services as well as long distance, the latest issues from this pro-consumer company are making the most of new audio-text and information service possibilities.

Among their most collectible new cards, SmarTel has made available a prepaid phonecard that features the Pope's weekly address from St. Peter's Square in Rome. Printed last year with an initial run of 1,000 cards, the Pope's seven-minute message is available in Latin in his own voice for 30 seconds and as an English translation, and is updated once a week as the Pope delivers a new message. The cards have a \$10 face value with 20 minutes of long-distance time.

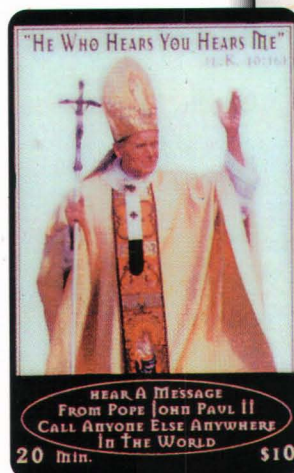
When Batman, Superman and the Flash were created over 40 years ago, the Information Superhighway was still a dirt road, but today your favorite superheroes have their own phonecards from SmarTel and DC Universe. Wonder Woman, the Green Lantern and Superboy are also pictured, with three characters each on two cards. Featuring audio-text messages and 5 minutes of phonetime, the cards were issued in packs of comic books from DC, available at

Toys R Us and other major chains.

Super-baddie Catwoman also has a card with the "audio-branded" message: "You've reached the Catwoman's phoneline. I don't know how you got this number, but use it at your own risk...." The beautifully illustrated Catwoman card was available in March at specialty and comic shops with 10 minutes of phonetime. These are the first DC Comics phonecards from SmarTel, who were retained by DC to produce the cards and the audio-text using professional actors.

Beginning in January and running through October (or until sold out), Chex Multi-Bran cereal is putting fun into the purchase of their product by hiding more SmarTel phonecards in boxes of their cereal. Over a million boxes will contain a phonecard, but not all the cards are activated for use. Every fifth box has a live phonecard from SmarTel with 10 minutes of free calling time and an audio-text greeting. Customers have a 1 in 5 chance of winning one of 300,000 activated cards during the promotion. Everyone is a winner with other boxes containing phonecard-shaped coupons.

Another innovative promotion from SmarTel gives Wells Fargo bank customers the option of earning free phone time by signing up to have certain bills paid directly out of their accounts automatically on a monthly basis. Customers are given a blank phonecard and then receive an attachable label with 30 minutes of phonetime and their PIN



number when they sign up. SmarTel also introduced a huge Wells Fargo phonecard program over a year ago with the "Refer A Friend" program and sweepstakes.

Customers could win up to 120 hours of phonetime by using one of over 25,000 cards.

As an incentive to subscribe to premium cable channels, Continental Cablevision is using SmarTel cards to offer new customers free long-distance phonetime as well as the latest cable listings. At any time, callers can use the card to access audio-text services that provide cable listings and descriptions for programming on Showtime, the Disney Channel and HBO. With an initial run of 6,500 cards with 30 minutes available, these cards are updated on a daily basis.

SmarTel cards are also being used for interactive business surveys by Hewlett-Packard. Participants in this short, one-time-only survey earn 20 minutes of long-distance time on the Amazing Printer Stories card, which is also being given to Hewlett-Packard employees with audio-branding and calling time but without the survey. Hewlett-Packard and SmarTel designed the program to be fun and to encourage participation, but also to allow that company to gather valuable marketing information quickly and accurately. As many as 6,000 of the cards were issued. PT







# IDEALDIAL -

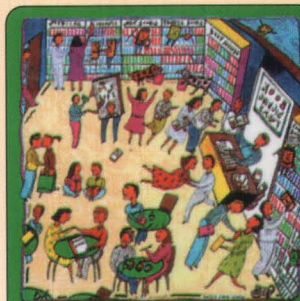
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# Transition to telegery



Dan Busby

Dan Busby has over 40 years of sports memorabilia collecting experience. The Baseball Hall of Fame in Cooperstown, New York, has been the recipient of some of his one-of-a-kind rare items. He was one of the earliest U.S. telecard collectors and has built a strong collection. Most importantly, he understands the heart of telecard collectors. His regular columns will present a balanced view of telecard collecting. We welcome him to the Premier stable of writers!

by Dan Busby

The transition to telegery (the collecting of phonecards) has been easy for many of us. At one time we collected coins, stamps, sports cards, comic books, tickets, photos and so on. Some of our collections even survived when our mothers cleaned out our closets.

The buying, selling and trading of collectibles is second-nature to us. We enjoy interacting with other collectors by mail, telephone, fax and the Internet. Making new friends through our hobby—most of whom we will never meet in person—is important to us.

Does the cost per minute of telephone time really impact the value of

telecards? Should collectors ignore cards featuring unlicensed art—even after the issuing company is out-of-business? How should a collector deal with the increasing issuance of proof and test cards? Should a collector focus on card runs of 2,500 or less?

How can a collector balance collecting for fun vs. the lure of investing and hoping for a sharp run-up in the value of these treasures? Why are telecards with the Coca-Cola logo so desirable to telecard collectors but hard core Coca-Cola memorabilia collectors don't give them a second look?

These and many more issues will be discussed in my column. But my emphasis will be on collecting for fun—the joy of getting the last card in a set, a card for which you have been searching for months!

Write me at Premier with your collecting ideas and questions. Or catch me at [www.premier-tele.com](http://www.premier-tele.com). Happy telecard collecting! **PT**

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# New Hampshire Voters Polled by Phonecard

Presidential politics by phonecard? That's the latest from the campaign critical New Hampshire primaries, where voters were surveyed about their opinions by using an interactive survey phonecard from SmarTel.

With a thirty-five percent response rate from 400 recipients of the free cards, the poll of 140 voters yielded results that did not mirror the unexpected outcome of the primary vote in which Pat Buchanan narrowly edged out front-runner Bob Dole. Instead, 50 percent of those polled said they would vote for Dole and only 21 percent said they would vote for Buchanan. Thirty-two percent favored Lamar Alexander and only three percent chose Steve Forbes.

All of the New Hampshire Primary phonecards were given away within six hours at shopping malls, restaurants, hotels and other public areas around Manchester on Saturday, February 17. The cards featured an attractive red, white and blue design. In return for participating in the poll, voters were given 10 minutes of free long-distance time.

Voters with the cards could take part in the poll by dialing the 800 number printed on the back of the card and entering the PIN number also provided. Following the voice-prompts, they are welcomed and asked their choice for the Republican nomination, as well as their age, sex, income bracket and political affiliation.

SmarTel was careful to inform voters that the poll was not scientific and was not associated with any political party.



Instead, the idea was designed to measure the effectiveness of a new electronic medium as a tool to survey voter opinion. "With all the attention given to the New Hampshire primary," said SmarTel president Jonathan Slater, "...we decided to have some fun while introducing a new

product. While the poll gave our demonstration an attractive angle, the real success is the voter's response to one-on-one communication in return for free long distance. I think phonecards will increasingly become a meaningful component of high tech campaigns of the future."

Limited quantities of the card are still available to collectors through SmarTel distributors, including Univox and Sears Phonecard Department. **PT**

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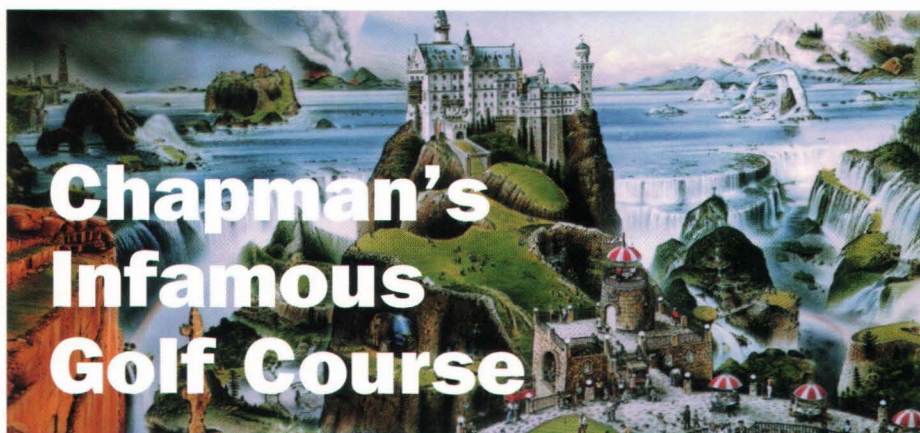
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### CASH CARD







Provident Worldwide Communications, Inc. has issued fine art phonecards with paintings by Picasso and Renoir, and now adds 18 paintings by Loyal H. Chapman featuring fantasy golf holes at unlikely and spectacular locations around the world. As an amateur golfer and commercial artist, Chapman's "Infamous Golf Course" paintings show us the mind of a swinger whose imagination lets him sink putts on the edge of the Grand Canyon or on an Antarctic ice shelf.

"I still get calls all the time from people who traveled to Victoria Falls in Africa and couldn't find the golf course," Chapman said. "I painted them so realistic that people don't know if they're real or not."

"I tried to pick the greatest spots for beauty and also for the possible hardness of play," Chapman said. He added that in golfing, a sense of humor never hurts. "It helps a little.

You can't throw clubs all the time."

Provident issued 10,000 of each card, still available for \$10 each with 20 minutes of phonetime carried by

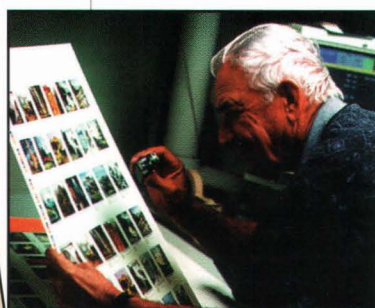
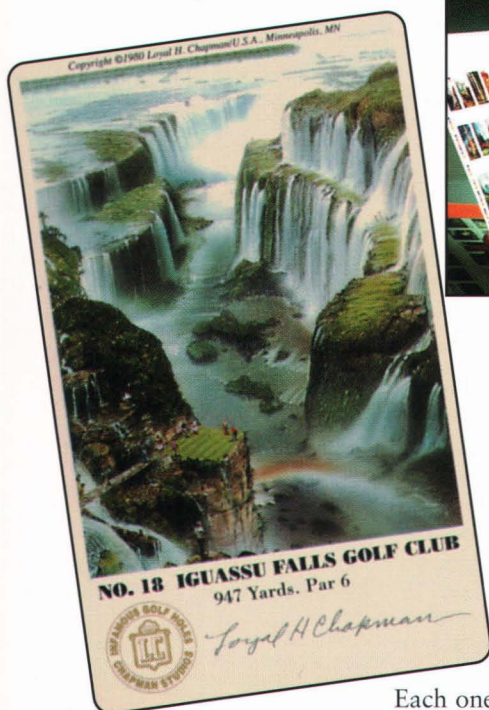
Ascot. The gorgeous artwork on the cards was printed by U.V. Color of Minnesota, where Chapman also has his studio. Provident is also releasing 250 signed, uncut press sheets which are dated and numbered with Chapman's signature. The press sheets have two sets of all 18 paintings by Chapman, and are expected to be popular with dealers and collectors, who are also finding a market for the individual cards.

Chapman, who is 73 years-old, said it was exciting for his paintings to appear on phonecards. "I think it's great," he said. "I carry them with me all the time. I really think they'll become a collector's item."

Chapman started painting the series in 1975, and didn't finish all 18 holes until 1982. The entire set of 18 locations were recreated for a single large painting in which all the scenes

are put together as one gigantic, crazy 6,000-yard golf course. The artist said re-painting the originals as one scene was a challenge. "It took a little bit of engineering to get the perspective right," he said.

Chapman values the original paintings at around \$2 million, with offers of even more that flower and then fade. He said both the PGA and the USGA golf associations want the paintings, and that sooner or later he expects a corporation or other group to buy them. Aside from Provident's phonecards and posters, the originals are not currently on display. "If you know how to sell them, let me know," Chapman said. **PT**



Each one of the 18 paintings shows another impossible golf shot, including beautifully rendered images of golfers hitting balls at the ruins of Machu Picchu, the Fujiyama gardens, the Alps and in underground caverns. Like a golfer's dreamscape or a Salvador Dali surrealist image, Chapman's "Infamous Golf Course" put ordinary golfers in places where golfing might not always make sense.



## Carson City King

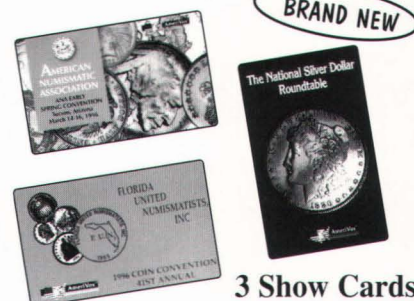
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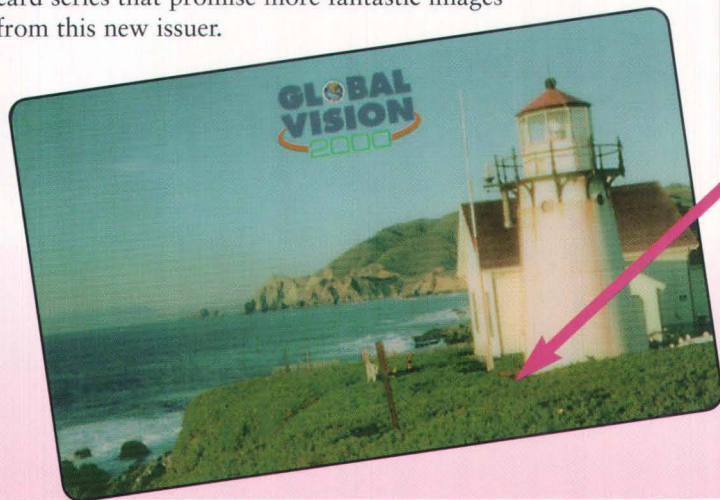
# Cards in Play in the U.S.A.



## Two From Texas

*Can you see the butterfly under the lighthouse? (We can't...)*

Just getting started in the prepaid phonecard business, Global Vision 2000 has issued a limited run of two beautiful card series that promise more fantastic images from this new issuer.



Selecting stunning stock art photographs of coastal lighthouses and close-up butterflies, the company issued 100 each of the 10-minute cards in February as part of a network marketing package.

Vince Obar of Global Vision said that this Texas company plans both direct marketed and network marketed cards in the future in both the non-collector retail, collector and corporate promotional markets. **PT**

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# Cards in Play in the U.S.A.

## MCI's Smithsonian Treasures

As a repository of Americana as diverse as the Apollo 14 command module and paintings by Norman Rockwell, the Smithsonian Institution's 150th Anniversary wouldn't be complete without reference to America's newest popular communications trend, the prepaid phonecard. As a sponsor of the anniversary celebration, MCI has introduced four limited edition cards depicting treasures from the "America's Smithsonian" traveling exhibition, which began a two-year national tour recently in Los Angeles.

Created to appeal to adults and students alike, the four cards will be sold in denominations of \$5 and \$10. Each card is numbered and wrapped in customized packaging that depicts the complete card series. Mintage was not announced, but the cards are currently available at the anniversary tour gift shop, at Smithsonian museum gift shops in Washington, D.C., at MCI Connections stores, on the Internet via marketplace MCI and through an 800-number.

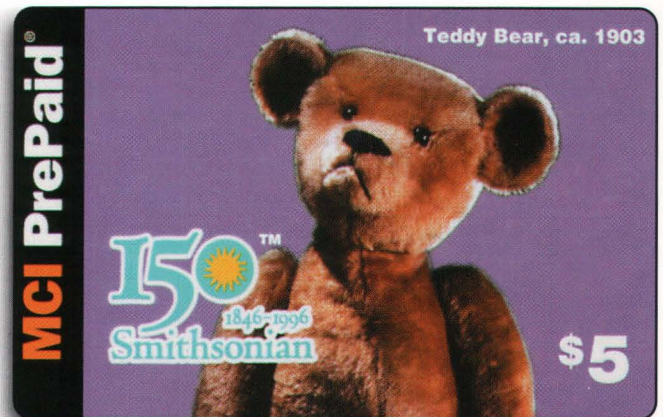
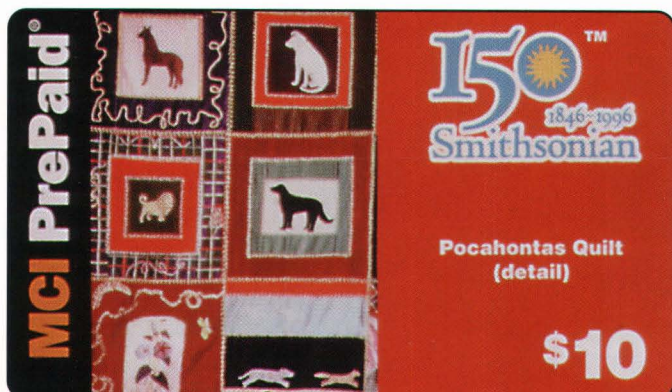
The first card is "Teddy Bear (1903)", which shows an original stuffed animal named after President Theodore Roosevelt, who refused to shoot a small bear on a hunting trip in 1902. The toy bear pictured on the card was a gift from Kermit Roosevelt, the president's grandson.

"Wright EX/Vin Fiz (1911)" shows the first airplane to make a transcontinental flight across the United States, pictured on a card with a photograph from the National Air and Space Museum.

A detail of the "Pocahontas Quilt" is shown on another card in the series. The quilt was owned by Pocahontas Virginia Gay and was made of wool, silk and cotton top.

A painting by Childe Hassam called "The South Ledges, Appledore (1913)" graces the fourth card, from an oil-on-canvas work around the turn of the century.

MCI reached an agreement with the Smithsonian to help fund numerous programs and events related to the institution's 150th anniversary celebration, providing \$10 million for this purpose. Tickets for the tour are available through an MCI system utilizing interactive voice response technology and operator services. MCI is also donating a portion of proceeds from sales of the cards to the Smithsonian.



"Americans are just beginning to discover prepaid phonecards as collectibles, and the Smithsonian 150th Anniversary exhibit is all about discovery," said Omar Leeman, MCI vice president of business sales and operations. "The cards in this series will appeal to adults and students alike, commemorating this important milestone in American cultural history."

Additional Smithsonian images will be introduced on more phonecards from MCI as the tour progresses. **PT**



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# Cards in Play in the U.S.A.



## Original Jeep Makes Phonecard Debut

When Uncle Sam wanted a vehicle for the Army, it had to be durable, economical and it had to go anywhere. The funny-looking car known as the "jeep" has been replaced by the modern Humvee, but it began its journey into the pages of military history in Butler, Pennsylvania, where the historical society has recently issued a phonecard to remember the first jeeps produced there.

The card shows a photograph of the 1941 Bantam Reconnaissance Car, the world's first jeep, reportedly named after a magical character in the popular PopEye comic strip. Thousands of these vehicles would roll through Europe in WWII and in other US wars around the world. Used for everything from combat to parades, the ubiquitous American jeep was always a welcome sight for weary American GI's on dusty battlefields from Germany to Korea, as well as in the Middle East and Northern Africa.

Limited to a run of 5,000 cards issued by the Butler County Historical Society, the first edition "jeep" card features a full-color photograph of one of the standard production vehicles designed and tested in Butler. The cards have a face value of \$24.95 with five minutes of phone time carried by MCI. Hundreds of the serialized, remote-memory cards have already been sold, with plans for more cards from Butler's past in the works. The cards are only available through the Butler County Historical Society in Butler, Pennsylvania. Orders can be placed by phone, fax or mail.

The story of the development of the first jeep in Butler which accompanies the card makes the card more collectible. Bantam was one of only two car manufacturers to bid on the original US government contract. With only 49 days to build



and deliver the prototype, Bantam representatives drove a jeep to Camp Holibard, Maryland for testing, arriving just half an hour before the deadline. 2,675 of the vehicles were eventually produced in Butler, but the big Army contract ultimately went to their competitor.

"This was an enormous breakthrough in the automotive industry to have this car designed and built, so we're very proud, even though it was taken away from us (Butler County)," said Rebekah Sheeler of the Butler County Historical Society. An original Bantam Reconnaissance Car, or "jeep", is on display in one of Butler's historical museums, along with period photos of the vehicle's development. **PT**

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# Cards in Play in the U.S.A.

## Demi's Dolls on Cards For AIDS Research

Actress Demi Moore and other Hollywood notables were on hand recently at a Valentine's Day dinner and auction hosted by Moore to raise money for Elizabeth Taylor's American Foundation for AIDS Research (AmFAR). Lifesaver Communications donated 650 of these prepaid phonecards to be given away at the event, featuring Demi Moore's signature. 1,000 of the cards were issued.

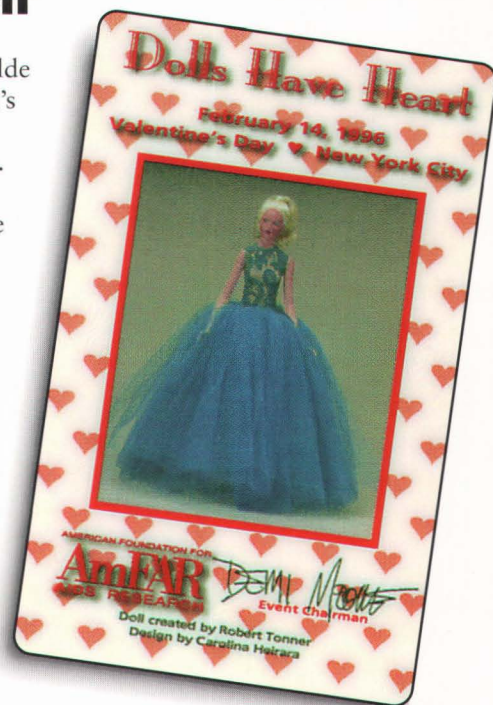
The "Dolls Have Heart" cards display a doll dressed in a designer outfit surrounded by hearts and carry ten minutes of long-distance calling time. Besides being a Hollywood star (and married to Bruce Willis), Ms. Moore is known to collect and enjoy her own dolls. Participants in the dinner made bids on collectible dolls wearing one-of-a-kind fashions from world-famous designers, with proceeds going to AmFAR's urgent fight against AIDS.

Lifesaver will also donate 25 per cent of every recharge on the cards distributed at the event. Each card was packaged in an envelope with an insert encouraging participants in the auction to recharge the card.

AmFAR, founded by actress Elizabeth Taylor and

scientist Dr. Mathilde Krim, is the nation's leading non-profit AIDS organization. Over 1.5 million cases of AIDS were reported between 1981 and 1992, resulting in over 350,000 deaths.

Lifesaver Communications is dedicated to the development of innovative systems for generating public awareness and financial resources for humanitarian causes. **PT**



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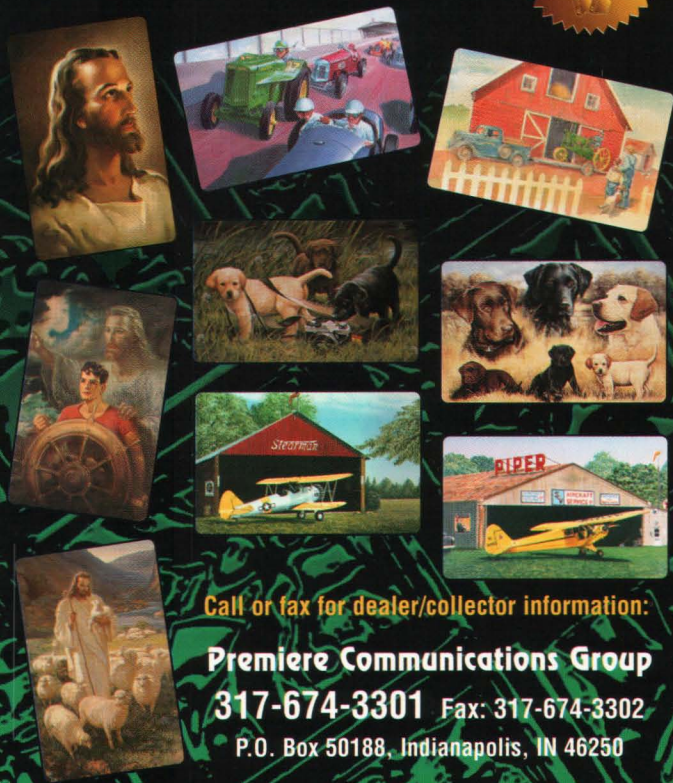
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# Cards in Play in the U.S.A.



## Animal Care EXPO Card Available from NAT

For the second year in a row, North American Telephone (NAT) has produced a limited edition, five-minute prepaid phonecard for the Animal Care EXPO, the largest gathering of animal rescue, sheltering and control professionals and volunteers in the world.

Sponsored by the Humane Society of the United States, over 1,400 participants visited more than 137 exhibits at the show in Las Vegas on February 14-16 to view the latest



and best equipment and services for humane society and animal control programs.

Paul Stoll of NAT conducted a workshop about phonecards at the show,

providing information on the history of phonecards as well as various programs that could enable non-profit animal protection groups to raise funds for specialized rescue, care and public education programs.

**PREMIER TeleFacts**

**Humane Society of the United States**

Issuer . . . Humane Society of the U.S.  
Carrier . . . North American Telephone  
Face Value . . . \$1.65  
Release Date . . . February 1996  
Limited to . . . 1,000  
Mfg . . . NAT

In addition to the 1,000 show cards given away at the event, NAT also produced 1,000 phonecards in the shape of a dog-tag. The Animal Care Expo card had a face value of \$1.65. **PT**

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## Hula Card from Hawaii

Hawaiian photographer Kim Taylor Reece has brought the hula to the handset with a recent release from Phone Cards Hawaii. The limited edition phonecard featuring Reece's work is the first in a series, and features the sepia-toned image of a beautiful female hula dancer on a beach.

Reece's black and white photography is very popular on the Island as well as with visitors from around the world. The image, titled "Kai Olo Hia", is made to



appear antique through the dual-tone process that gives it a distinct light brown tint. Dressed in traditional ancient Hawaiian attire on the shore of one of the region's beautiful beaches, the dancer is surrounded by the tide breaking nearby, beneath a back drop of mountains and a cloud-filled sky.

Limited to 500 serialized phonecards with 10 units of domestic and international long-distance time on each card, this remote-memory phonecard is rechargeable at 25 cents per minute. **PT**

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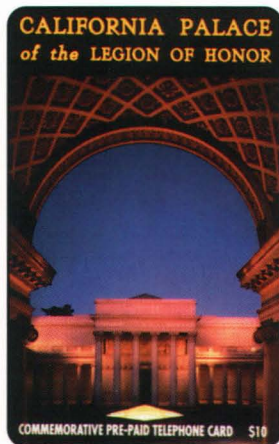
## Cards in Play in the U.S.A.

### GCN's Legion of phonecard Honor

Global Communications Network has issued two striking phonecards to commemorate the recent re-opening of the California Palace Legion of Honor for the San Francisco Fine Art Museums.

GCN's \$10 card shows a night scene of the re-opened museum in a photograph by Richard Barnes. The \$25 card shows a reproduction of Claude Monet's impressionist masterpiece "Water Lilies". Both images are copyrighted by the museum.

Both cards were printed by Colorfast Marketing Systems, with a mintage of 500 cards each. The cards are packaged together with printed instruction inserts in see-through "candy-wraps". Phonetime is carried by MCI. The cards are available at gift shops inside the museum. **PT**



#### PREMIER TeleFacts

##### Water Lilies

Issuer . . . Global Comm. Network  
Carrier . . . MCI  
Face Value . . . \$25  
Release Date . . . NA  
Limited to . . . 500  
Mfg . . . Colorfast

### Get the Original "jeep"!

Now available from the Butler County Historical Society, the limited edition 1941 Bantam BRC 40 "jeep" phonecard. Featuring a photo of the world's first military "jeep" as developed and manufactured in Butler, PA, in 1941. Special introductory price of \$24.95 each, with a history of the "jeep" and five minutes of phonetime included.

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## Tele-Events 1996

### American Public Communications Council 1996 Western Conference & Expo

telecommunications trade show and exhibits  
April 10-12. MGM Grand, Las Vegas, NV.  
(800) 868-2722 or (703) 385-5300

### TeleCard World '96 & Smart/Debit Card Conference and Expo

50 speakers, 150 exhibitors, sessions  
April 24-27. Cobb Galleria Centre. Atlanta, GA  
(713) 974-5252

### Telecommunications Resellers Association Spring Conference

May 6-9. Marriot Desert Springs, Palm Springs, CA.  
(202) 429-6601

### Irish International Collectibles Fair

May 11-12. Royal Dublin Society Exhibition Centre, Dublin, Ireland.  
+353 1 670-8295

### American TeleCard Expo

135 booths, 1000 attendees, trade show, not open to public  
June 5-7. Fontainebleau Hilton, Miami Beach, FL.  
(713) 364-0961

### Phone + Show

Aug. 26-28. Hyatt in Peach Tree Center, Atlanta, GA.  
(800) 280-2255

### USTA Consumer Phone Card Expo

sponsored by Ameritech, open to public, collectors  
Sept. 6-8. Chicago, Ill.  
(713) 364-0961

### TeleCard World '96 East

75 speakers, 200 exhibitors  
Sept. 25-28. Jacob K. Javits Convention Center. New York, NY.  
(713) 974-5252

### CardEx96

two day conference  
Oct 9-11. Maastricht Exhibition & Congress Centre, Maastricht, Netherlands.  
01206-791734

### IBC Technical Services LTD

smart card developments in phonecards  
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# Walgreens' Follow-Up: Re-charge Rates Climbing

Purchasers of Walgreens' new PHONECARD Plus™ prepaid phonecards are recharging their cards at fifteen times the standard industry rate for card recharges, according to Phone Debit System's (PDS) vice-president Terry Peterson. "They're getting an unbelievable in-store recharge rate," Peterson said. "Our reports on recharges just keep climbing."

The reason for the high rate of recharges is Walgreens' policy of recharging the cards at any of their over 2,100 stores with attractive bonus minutes added. Six minutes of free bonus time are added to a \$9.99 recharge, turning a 30-minute card into a 36-minute card.

Peterson estimated that PHONECARD Plus™ users will log over 35 million minutes of used phonetime this year.

Peterson said that Walgreens' unique in-store recharge makes it easy for customers to keep on using their cards without having to memorize a new PIN-number. "Forty-four per cent of the population doesn't have a credit card," he said, "so by allowing recharges by cash and check as well as credit, Walgreens increases the card's usage and returns customers to the store."

He added that the company recharges more cards in

an average day than the number of cards sold that same day, a phonecard industry first. Usage of the cards has increased six per cent a day for the past month, Peterson said, with sales increasing two percent per day for the same period.

"If it continues the way it's going right now, it's going to be double that," he said.

The additional revenue, additional customers and new purchases associated with the high in-store recharge rate of these cards are part of PDS' program designed to work over and over and bring customers back into the store.

**"People are using the cards, and that's the key."**

"It's a retailer's dream," Peterson said. "People are using the cards, and that's the key."

In addition to the in-store recharge, PHONECARD Plus™ is activated at the point-of-sale with multiple values available for each card. The same card can be activated by bar code and scanning at \$9.99 for 30 minutes, \$19.98 for 66 minutes or \$29.97 for 102 minutes, giving customers a variety of choices when they purchase the card. The cards are also rechargeable over the phone with a credit card.

Walgreens' introduced 125,000 of their cards over the holidays last year and in January of '96. Peterson said that 98 per cent of all Walgreens stores now have the cards displayed prominently on the sales floor. Point-of-sale card activation makes it possible for stores to display the product in three or four locations in each store without fear of loss due to theft, since the cards are useless until they are activated at the sales counter.

Their Collector Series #1 and #2 show stunningly photographed scenes from both U.S. coasts (see Premier Telecard -March/April). The cards are enhanced with several state-of-the-art time and money saving features, including an international calling menu, English and Spanish voice-prompts, speed-dialing presets and voice-mail available.

Collector Series #3 and #4 have been approved for release and feature more scenes from the American travelogue. Plans for the cards include photographs of Chicago, Puerto Rico, Houston, Atlanta, the Rocky Mountains and other spectacular U.S. locations.

Walgreens employees received a 10-minute phonecard with their Christmas paychecks as a gift from company chairman Charles R. Walgreen III. The cards picture an old-fashioned pharmacy mortar and pestle, and came in colored envelopes with a note from Walgreen thanking them for their loyalty and hard work and encouraging them to use the phonecards. Approximately 78,000 of the cards were issued, which are expected to be coveted by collectors.

With \$10.4 billion in sales last year, Walgreens is among the nation's most prominent retail phonecard issuers. **PT**

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# Super Bowl, Peach Bowl Feature Phonecard Opportunities

As marketing opportunities, bowl games are targeted for everything from beer to life insurance. For three phonecard issuers with marketing goals of their own, these major sporting events provided an opportunity to put phonecards into the hands of sports fans who might use their products in the future.

For US WEST, Low Price Communications and ATCALL, Super Bowl XXX in Tempe, Arizona and the Peach Bowl at the Georgia Dome in Atlanta were made to order for marketing their phonecards. Each of these companies issued a special card for one of the games, with hopes of establishing good will among thousands of consumers.

US WEST Communications of Seattle distributed over 20,000 chip-cards issued for the Super Bowl in the week before the game. The card features the Super Bowl Host Committee logo, and is used only in US WEST's special public phones designed to interact with the metal chip imbedded in the card.

"Our involvement in the Super Bowl came about because the game was being held in one of the states where we have phones," said US WEST telecard marketing manager Randy Tada. "Our goal was to introduce the technology and the phones at the same time to the Phoenix-area users. We felt this was an effective way of doing it since there was so much hype surrounding the Super Bowl."

Tada said his company was a member of the Super Bowl Host

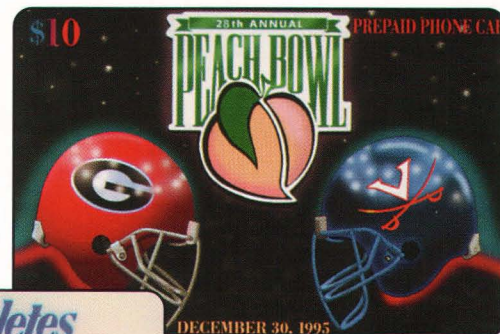
Committee, and donated funds for the group as a corporate sponsor. Besides participating in the Phoenix Open Golf Tournament, US WEST also took part in the "NFL Experience" before the game, a large gathering where fans could enjoy football memorabilia exhibits and meet former NFL players.

To get their cards out, US WEST (which has close to 4,000 phones in the Phoenix area) gave away most of the cards at the street spectacular party sponsored by Bank One and at retail stores in Tempe the week of January 22. US WEST cards were also given away at Arizona State University. To top off the week, the company gave away two sets of tickets to the big game January 28, with thousands of fans entering two drawings for the tickets.

According to Tada, there are not many of the highly-collectible Super Bowl cards left. "They're going for about \$40 on the collector's market," he said. He added that his company was giving away a free Super Bowl card to the first 200 orders of \$50 or more. 25,000 of the US WEST Super Bowl XXX cards were issued with \$1 of phone time. The cards were manufactured in France by Solaic.

Also giving away cards with a Super Bowl theme was Low Price Communications (LPC), a Phoenix switch manufacturer and card issuer. 1,500 of their "Super Bowl Breakfast" cards were given away to participants at the Athletes In Action breakfast before the game.

Sponsored by Wheaties, Bank One and Spencer's clothing, the breakfast was an opportunity for athletes and others to share their faith in God. Former NFL players present for the \$50-a-plate event included Bart Starr



and Jackie Slater. Among the six speakers for the breakfast was former Redskins coach Joe Gibbs and others.

Sean Loomer of LPC said their first Super Bowl card was valuable with collectors, and that his company also issued and distributed "Go Cowboys!" and "Go Steelers!" cards for the game.

2,500 of the "Super Bowl Breakfast" cards were printed by Printed Plastic

Solutions, Inc., with five minutes of phontime carried by LPC. The cards were also numbered as a series and encased in clear plastic clam-shell covers.

The ATCALL Peach Bowl prepaid phonecard depicts the Peach Bowl emblem along with University of Virginia and University of Georgia football helmets. Anticipating high demand among college students and university alumni, ATCALL issued 3,000 of these cards to be sold before and after the game. The Peach Bowl was played in Atlanta on December 30, 1995.

Operating under a licensing agreement with Impact Productions to design the card, ATCALL's first collegiate football card had a face value of \$10 with 20 minutes of long-distance time. An additional 250 cards with the same design were given away with five minutes of long distance time. The cards were sold at more than 50 hotels and T-shirt shops throughout the Georgia and Virginia area, and are also available directly to collectors as individually wrapped specialties. The ATCALL Peach Bowl cards were produced in association with Hannibal Communications.

Sports and phonecards are natural allies, according to Randy Tada at US WEST, and bowl games are a great way to reach a lot of people with your phonecard message. "We were glad to be a part of it," he said. **PT**





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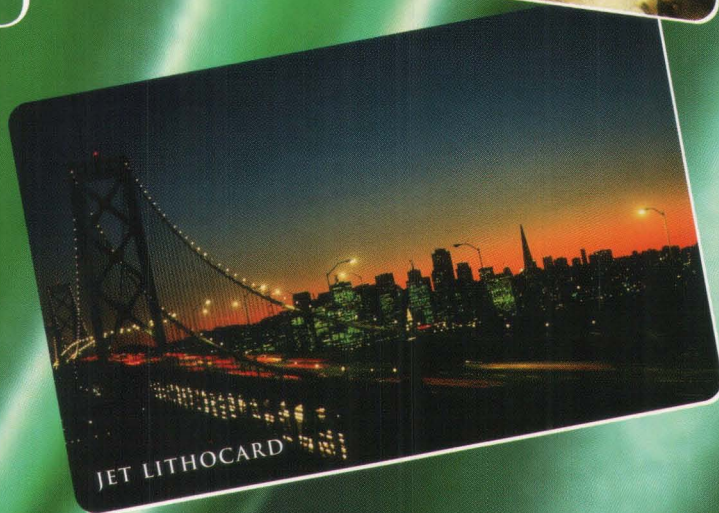
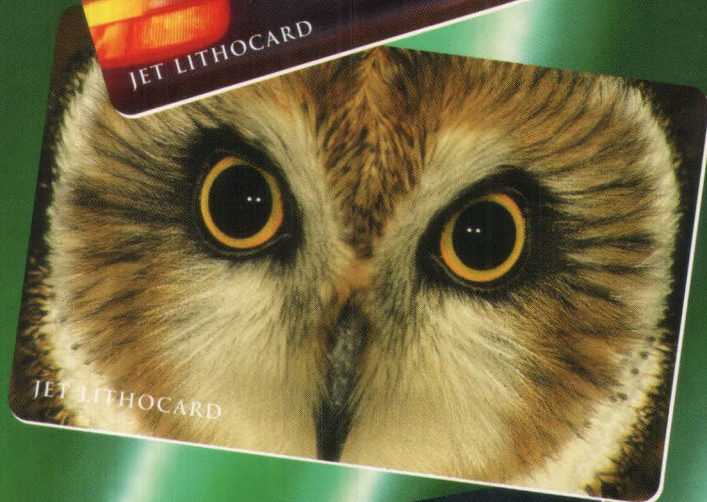
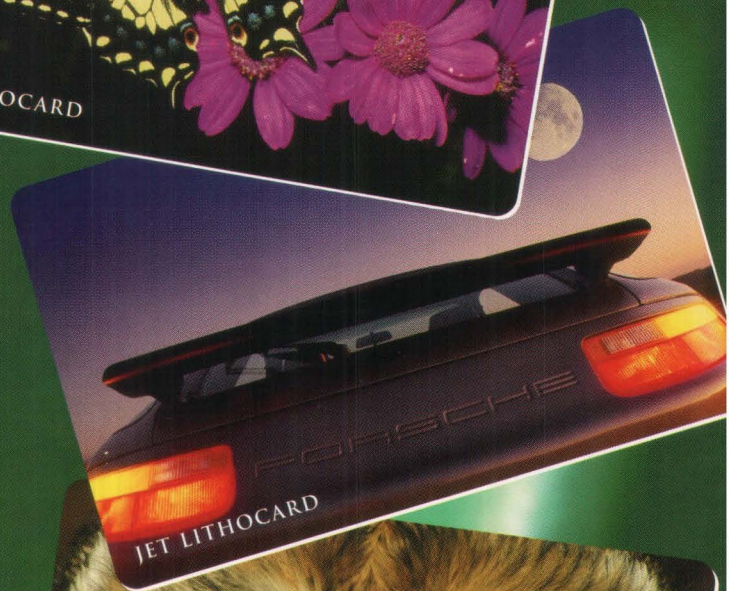
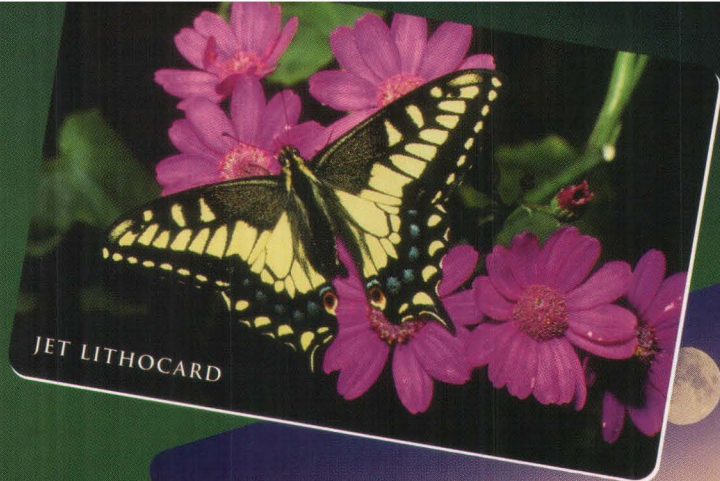
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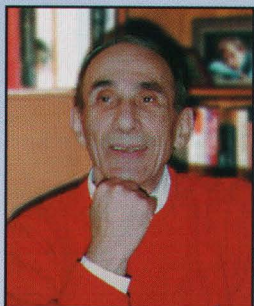
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# Privatization of Deutsche Telekom



Max Erlichman

PTM contributor Max Erlichman is a telecommunications consultant and project manager with extensive experience in market development and international operations in Europe, Africa, Japan, South America, the Middle East and China. As a consultant to foreign government ministries and multi-national corporations, Max has worked as an independent consultant and trouble-shooter on international telecommunications projects and joint-ventures with multi-national teams, qualifying him as PTM's resident expert on international phonecard issues.

Fluent in seven languages, Max worked as Language Associate, Data Base Manager and in domestic marketing of the first broad-based national and international U.S. prepaid phonecard, AT&T's TeleTicket, in 1992. Promotion and marketing of TeleTicket was done in several European countries and Brazil. He also worked training customer service staff and writing systems and procedures for the project.

As CEO of a joint-venture company with a Japanese firm located in Sunnyvale, California, he was responsible for the development, manufacturing and marketing of electrical and telecommunications specialty products, and was also awarded three patents. He also had overall responsibility for a \$1.15 billion telecommunications project with a Swiss group in Iran. Other activities include consulting for German, Chilean, Algerian and other governmental agencies and groups. He has resided overseas for 22 years.

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

by Max Erlichman

The largest European Telecommunications giant, DeutscheTelekom (DT), will, effective 1 January 1998, surrender its absolute hold as a monopoly in the German telecommunications field. German Telekom holds approximately 90% of the telecom market in Germany and is the second largest communications supplier in the world. DT's yearly revenues are on the order of \$45 Billion and this has been increasing at a rate of almost 10% yearly for the past 5 to 6 years.

DT managed to absorb the telecom network of what used to be East Germany, and over the past 5 years, 5.5 million lines were added and \$25 Billion invested. Another 2.8 million homes were added to the Cable TV network, and at this point there are about 40 million telephone and ISDN subscribers. Deutsche Telekom also set up a separate entity: DeTeMobil and all mobile telecom systems were transferred to it. It entered into an alliance with French Telecom and the two then jointly purchased a 20% equity in US Sprint. MCI partners with British Telecom.

Deutsche Telekom announced that it will join the planned joint venture European On-Line company of the huge German publishing group Bertelsmann and US' America Online Inc. It will purchase a one-third stake in this JV. You scratch my back and I'll scratch yours, is the apparent underlying philosophy which makes the Bertelsmann/ AOL European On-Line JV in turn buy a share in the DT's existing On-Line service company: Videotel. Oh, let's not forget the 5% share purchase option in AOL which now Bertelsmann owns. This option will then be transferred to Deutsche Telekom.

And just to perfect this "sharing off the spoils", "The Springer Konzern", publisher of Germany's biggest tabloid, "Das Bild", and otherwise a major competitor of Bertelsmann, will buy a participation directly in that same DT's Videotel.

In other eras this was probably called incest.

DT introduced, mid 1995 its T-Card. A multi purpose cash-less phone card, used both for calls within Germany and to Germany from about 60 other countries. The phone charges either appear on your monthly phone bill or can be charged to your credit card. There is a \$1.40 fee for domestic calls and a \$2.00 fee for international calls. Let's not confuse this calling card (because this is what it is) with a prepaid phone card.

I haven't heard that much hoopla in Germany or in Europe for that matter, compared to this country after the recent passing of the 1996 US Telecommunications Law. The enormous benefits we were promised, supposedly as a result from our new law, were not repeated in Germany to the same extend or scope. The privatization of Deutsche Telekom in Germany was good for the industry and not necessarily for the German consumer. Maybe the Europeans are much more skeptical and realistic and don't believe as easily in fairy tales.

Each time I see and hear entities such as AT&T, MCI, Sprint, the Baby Bells, TCI, DISNEY/Turner Broadcasting, ABC/Capital Cities, who jointly spend about \$40 million during the last 8 - 9 months prior to the signing of this bill, telling me how very, very much the consumer (that's me and you) will benefit by this new law, I start feeling extremely uneasy. More competition, more choice, lower cost etc. Really?

Did these small and big giants spend \$40 million on our honorable legislators in Washington DC with the altruistic intent and purpose of getting me these services at lower cost? Barely three weeks had passed and AT&T announced their card fees will be increased by up to 60%; it announced a joint program with its largest competitor MCI to install local service lines, and 5 days later it increased by 40 cents its monthly fee for most of their long distance customers. More yet to come!

Only now, prior to and during the NH primaries did people remember that with many other industry giants, AT&T had earlier announced that in its next "downsizing" it would have to let 40,000 people go. Deutsche Telekom, with approximately 225,000 employees/civil servants, announced that it would have to "downsize" by 60,000 people "in order to be competitive." But they used this number only in order to avoid disclosing the fact that the lay-offs would be nearer 100,000 by the time this thing is over. Nobody however knows how this is going to happen. In Germany you don't fire 60,000 people as easy as you buy another company.

One small relief. According to "Der Spiegel" magazine (Newsweek and Times rolled into one) DT offered a financial enticement. Employees could receive up to \$40,000 and civil servants up to \$105,000 if they voluntarily resigned. AT&T's CEO, Bob Allen salary: \$3,360,000 **PT**



## ConQuest Acquires Prepaid Distributor

Just weeks after completion of their acquisition of ACMI, ConQuest Telecommunications Services Corporation has announced the signing of letters of intent to acquire the Convenience Products Corporation (CPC) of Boca Raton, Florida. CPC is a leading distributor of prepaid phonecards to convenience stores, grocers and other retailers. The merger is said to further strengthen ConQuest's position and broaden its distribution in markets that will include Speedway Stores, The Pantry, Super America and Kash n' Karry stores.

ConQuest currently provides phonecards to over 5,000 retail locations in the U.S. The recent merger with ACMI gained them that company's national sales force of nearly 6,000 independent sales consultants, as well as ACMI's reputation as the issuer of collectible cards featuring licensing arrangements with such celebrities as Marilyn Monroe, Jim Carey, Larry Bird and Garfield the Cat. ACMI has also been successful in prepaid phonecard promotions with many large corporations. (see PTM Dec. 95/Jan.96, pg. 39)

ConQuest president Jim Sobwick said the acquisition of CPC will help his company lead

the way in prepaid phonecard distribution. "Telecommunications service companies are not accustomed to dealing with the manufacturing, delivery and merchandising of a tangible consumer product," he said. "While we have done very well to date, the time has come to join with experts in that area. CPC has demonstrated their strengths in the retail marketing and distribution of prepaid phonecards [and] will enable ConQuest to maintain its leadership role in the prepaid phonecard business."

CPC has been very innovative in packaging and training employees to maintain security of phonecard inventories in the retail environment. The company pioneered dollar-bill-size packaging that enables cards to be conveniently stored in the cash register drawer. They also designed a proprietary device that enables "inactive" cards to be shipped directly to retail locations, whereby cards are activated at the point-of-sale. This new technique eliminates inventory loss, and allows customers to select the exact amount of long-distance time they desire to purchase.

"The retail customer wants a flexible turn-key program which is easily administered at the point

of sale," CPC president Adam Rubenstein remarked. "CPC and ConQuest share the philosophy of keeping things simple."

He went on to say that very few prepaid card providers today have the technology, expertise and customer service capabilities that ConQuest does with its Nortel DMS 250 phonecard platform. "With nearly every other provider treating the card as just another telecommunications product," he said, "virtually no other company has the retail knowledge and commitment to make retail programs successful as CPC. Together, ConQuest and CPC will become a formidable player..."

ConQuest is a switch-based long-distance provider headquartered in Dublin, Ohio. The company has been recognized for the second year as one of the fastest growing private companies in the U.S. by "Inc." Magazine. The company provides operator assisted services to over 1,500 hotels and motels and to over 25,000 payphones, and has recently expanded into the answering service business and provides customized tele-receptionist, order-taking and information capture services to businesses.

## Executive Telecard Hosts "United Nations" Users Group

Telecommunications experts from 14 countries around the world took part in the User's Group Forum '96 sponsored by Executive Telecard in downtown Denver, January 15-19. Twenty international representatives of the company's global partners took part in the forum, discussing issues relating to international telecommunications and phonecards.

"The main focus of our company all over the world is to give them access to direct international calling," said Executive Telecard's public relations coordinator Kara Pierce, referring to the company's direct call service to more than 60 countries. As technology advances, she said, it becomes more important for companies to "globalize". By holding the forum, she said, her company hoped to speed that process.

Each of the Postal Telephone and Telegraph (PTT) Authority delegates to the conference represented a link in Executive Telecard's World Direct network. Issues discussed by speakers and in workshops included technology, services and marketing, as well as international competition and fraud control.

Among the new services offered by Executive Telecard that were discussed in the group was the company's global internet access service. According to Pierce, many international travelers can't go on-line easily in foreign countries without paying excessive long-distance charges or contracting with a local provider. Although they are still working out the bugs in the system, the company's new service would provide customers with a password or PIN-number that would connect them with their home internet service from anywhere in the world. The system would be language customized, and also would provide local travel and hospitality information.

## Bell South's Summer Olympic Smart Card Try-Out

Prepaid phonecards just keep getting smarter and smarter. Southeastern giant Bell South and payphone manufacturer Northern Telecom (Nortel) will deploy 200 Nortel Millennium intelligent payphones in downtown Atlanta for use during the 1996 Summer Olympic Games. As part of a larger program to introduce one million cashless "smart card" debit cards that can be used for many different purchases, these and other companies hope to make the Olympics into the nation's largest smart card technology trial.

Also sponsored by First Union Bank and other Atlanta Alliance members, the launch of the VISA Cash cards will enable consumers to use the stored-

value cards to make local and long-distance calls, and purchase gasoline and convenience store items at 5,000 Atlanta locations. Resembling a credit card, the smart card uses a computer chip to "store" money. Each time a purchase is made, the amount is electronically deducted from the card.

"We see smart card technology as a possible platform for future services, offering additional convenience, as well as enhanced choices for our consumers," said Jim Hawkins, president of Bell South Public Communications. "For example, by using smart payphones such as the Millennium, our public telephones could someday also be used as cashless vir-

tual ATMs."

Bell South will begin installing the Nortel smart payphones in June, which accept payment via VISA Cash, traditional coins, credit card or calling card. The phones also feature quick access keys that can be programmed for one-touch dialing for information services, emergency assistance, public service announcements or direct access advertising. In addition to visual and audible instructions and a choice of language options, the terminals also enhance customer security through card use tracking, card authorization and card validation. There are currently more than 90,000 Millennium payphones throughout North America.



# Opal Vending Machines Operate by Remote

After forty years making vending machines, Opal Manufacturing has refined prepaid phonecard and other types of vending to the point that machine operators can watch a cash transaction in process from hundreds of miles away via computer modem. Their recently released brand of vending machine controller and modem connects the vending route servicer with vital information from their machines via phone lines.

According to company owner Garnet Rich, new "brains" in their popular and reliable line of machines for phonecards can approve a credit card purchase, validate foreign bills and coins and provide a myriad of important data. Information about sales, inventory and receptacle status can be obtained from a display on the front of the machine, or by plugging into

a printer port and printing information without even opening the machine.

For vendors with more machines or a longer vending route, the modem is built into the machine as an optional feature. This allows information about phonecard sales to report through a host computer located anywhere. If the machine is running low on cards, the money receptacle is getting full or there is a breach in security, the controller/modem brain will call the host computer and alert management. Important time and sales figures can also be analyzed in order to maximize individual site opportunities.

"Most of our clients do not utilize the modem remote capabilities because the majority of our clients have the machine operated by the client retailer," Rich said. "This option is more



for people with widely disseminated routes over a large area."

The remote modem option is inexpensive, Rich said, and also provides full diagnostics of the machine.

Toronto-based Opal has delivered hundreds of telecard and other vending machines in Southeast Asia in the last few years, and has been selling vending machines internationally and in the US for many years. Phonecard clients include Pacific Bell, US West and NYNEX. **PT**

## 16,000 Bell Canada Payphones To Accept QuickChange Card

Bell Canada has converted more than 16,000 Nortel Millennium payphones to accept their new QuickChange payphone pass in the Ontario and Quebec areas. The investment in smart card technology represented by the new cards is the largest full-scale use of the Erasable Electronic Programmable Read Only Memory (EEPROM) technology in North America.

The QuickChange payphone pass is a smart card containing an electronic chip which stores the prepaid value using EEPROM. Other North American smart card issuers include US West and

International Telecom, Inc.

The cards were introduced last year at Ontario colleges and universities, and became available in the 416 and 905 area codes in January, with the rest of the province getting the cards in February and April. The cost of using the card for a local call is the same as using coins—25 cents. The charge is deducted from the card. For long distance calls, the amount used on the card is based on Bell's calling card rates which depend on the time and day of the call.

Bell Canada customers will have the option of using these prepaid payphone cards instead of coins using the new system. The QuickChange cards

can be used only in the popular Millennium payphones equipped with dual card readers. The yellow-colored readers, located at the bottom of the payphone, accept both smart chip and magnetic-stripe cards.

To use the Nortel phones, the customer puts the card into the reader and the Millennium's display unit shows how much value the card has. The new QuickChange card is available in various denominations at Bell Phonecentre stores and other retailers, including convenience stores, newsstands and gas stations. Four series are being issued for 1996. **PT**



# Call One for the Gipper

Considered by many to be the greatest coach in the history of college football, Knute Rockne's legacy lives on with the first in a series of eight prepaid phonecards issued by Four Horseman Communications in December. The second card in the series will be issued in May or June.

In thirteen seasons as head football coach for the University of Notre Dame, Rockne led the Fighting Irish to 105 victories, 12 losses and five ties. His life-time winning percentage of .881 has never been surpassed. Now an American legend, Rockne's locker room speech to his 1928 underdog team inspired Notre Dame to "win one for the Gipper" against a powerful Army team, inspiring future generations of Americans to overcome seemingly impossible odds.

Authorized and authenticated by Knute's grandson, John, each Knute Rockne prepaid phonecard features a watercolor illustration of the hero coaching. 10,000 cards were printed in a limited edition run with 200 minutes of phonetime priced at \$100. Each of the remote-memory cards is presented in a clear acrylic case on a blue card featuring a facsimile of Knute Rockne's signature.

The cards are serialized and are not renewable, with long distance time carried by On-Ramp Communications. The next series users can enjoy an enhanced-feature message

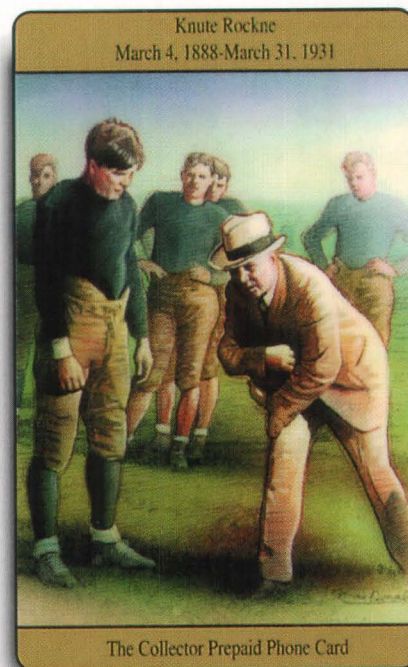


John Rockne - left, Lou Holtz - right

about Knute Rockne's life and legacy when they use the card. The second card in the series, available

soon, will feature an illustration depicting Rockne's famous 1928 locker room speech.

"I am very proud of my grandfather," writes John Rockne in the letter of authenticity that accompanies the card. "Knute Rockne's name will be remembered as long as the game of college football is played." **PT**



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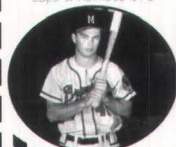
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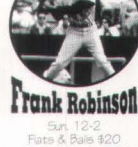
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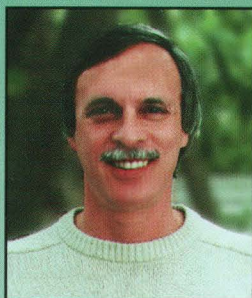
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# Beauty and The Best: Collecting Cards by Feel



Dr. Gary Felton

Dr. Gary Felton is a leading international writer/researcher/historian on phonecards and the psychology of collecting them. His on-going series about 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>.

by Dr. Gary S. Felton

When we break it all down, we find several different approaches towards collecting that phonecard collectors seem to take. There are collectors who basically are in it for economic reasons, keeping a careful watch on how their financial investments in phonecards can pay off for them at a later selling date. The world of phonecards also sees collectors who are out to amass all the cards that they can from as many origins as possible, almost regardless of cost or other factors; for these aficionados it is sheer numbers that count. In addition, there are telegerists (phonecard collectors) who specialize in what they gather, for example seeking the first card that any country issues or the first card any telco issues or the first XYZ card available; their target is firsts. There are other examples and variations on all of these themes as well. In each of these situations, what determines which cards are obtained essentially has nothing to do with the actual graphic and artistic image features of the card itself. Rather, the collector's interest in the card is a function of outside features such as monetary value, order of issue or merely the existence of the card.

All of these approaches reflect the overall collecting habits of a significant percentage of new and established phonecard hobbyists. At the same time, the largest contingent of collectors far and away is people who are basically looking at the graphics and images which appear on the phonecard and at the quality of the product. It is the art on these canvases of the 1990s and the presentation of the card itself that really triggers the first response in these collectors. Since a feeling response to art does not need to be processed through the brain's reasoning and thinking system, it usually is immediate, direct and nonintellectual. At a sense level, we either respond favorably to the art or we do not.

This kind of experience has to do with the aesthetics of the picture and is the most trustable way to know if a card is "right". It is speaking to the inside part of how you feel and how you respond to what you consider to be aesthetically moving or touching. These kinds of reactions in fact may change over time as you grow. It sometimes happens that the beauty of a particular card you earlier collected affects you differently at a later point. In general you will never make mis-

takes, be deceived about monetary value, worry that another card is older, etc., when you collect phonecards from this standpoint. You are going by your feelings to make your choice, forces that operate inside and have direct personal meaning, rather than outside forces such as economic value, order of issuance, country of origin, etc. The latter have nothing to do with you and your reactions to a card. If you wish to collect for a long time and remain involved in your collecting, this pathway is the route to pursue since the passion and interest derive from what is natural to you....your appreciation of beauty and art.

When passion fuels feelings there is a clear satisfaction and fulfillment about collecting which is immediately evident when we hear such a collector talk about his/her collection. Hoarding will not reflect this overall outcome. Financial speculation will not do it. Competing with others for numbers of cards will not do it. Given that there is no feeling in objects themselves, the fulfillment of collecting must come from the collector. Object collecting per se does not produce substantial emotional reaction in people. On the other hand, cards with beauty evoke a great amount of feeling, and that is the powerful connection that keeps collectors going after cards and enjoying the activity for a long time.

So....when you pursue phonecards, give long and serious thought about how you want to work with phonecards. If you involve yourself with them at the feeling level, being emotionally and aesthetically connected with the cards in your collection, you will find yourself going through amazing changes and begin to really enjoy and love your hobby. Keep in mind that all forms of collecting are valid and to be respected for what they are. You might think about the different variations before making your choice about how you want to approach collecting. The time-tested approach which seems to provide the greatest longevity and yield the most fulfilled people is to choose cards by your direct reactions to the images they hold. Economics of your own situation must also play a role, but only in terms of how many cards you collect on this basis. Once you know those boundaries, the rest can be left to your personal aesthetics, feelings and sensual reactions. **PT**





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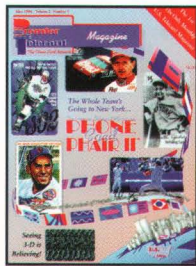
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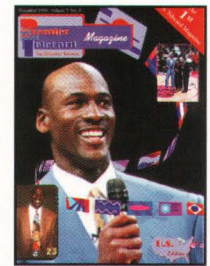
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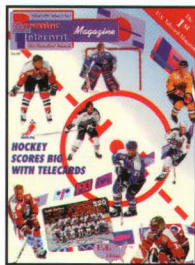
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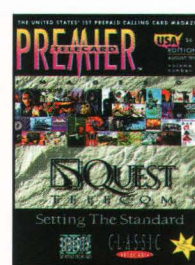
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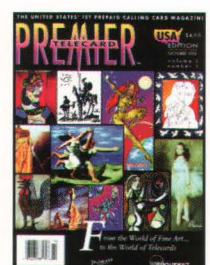
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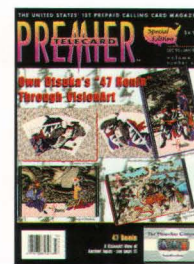
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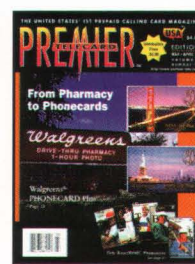
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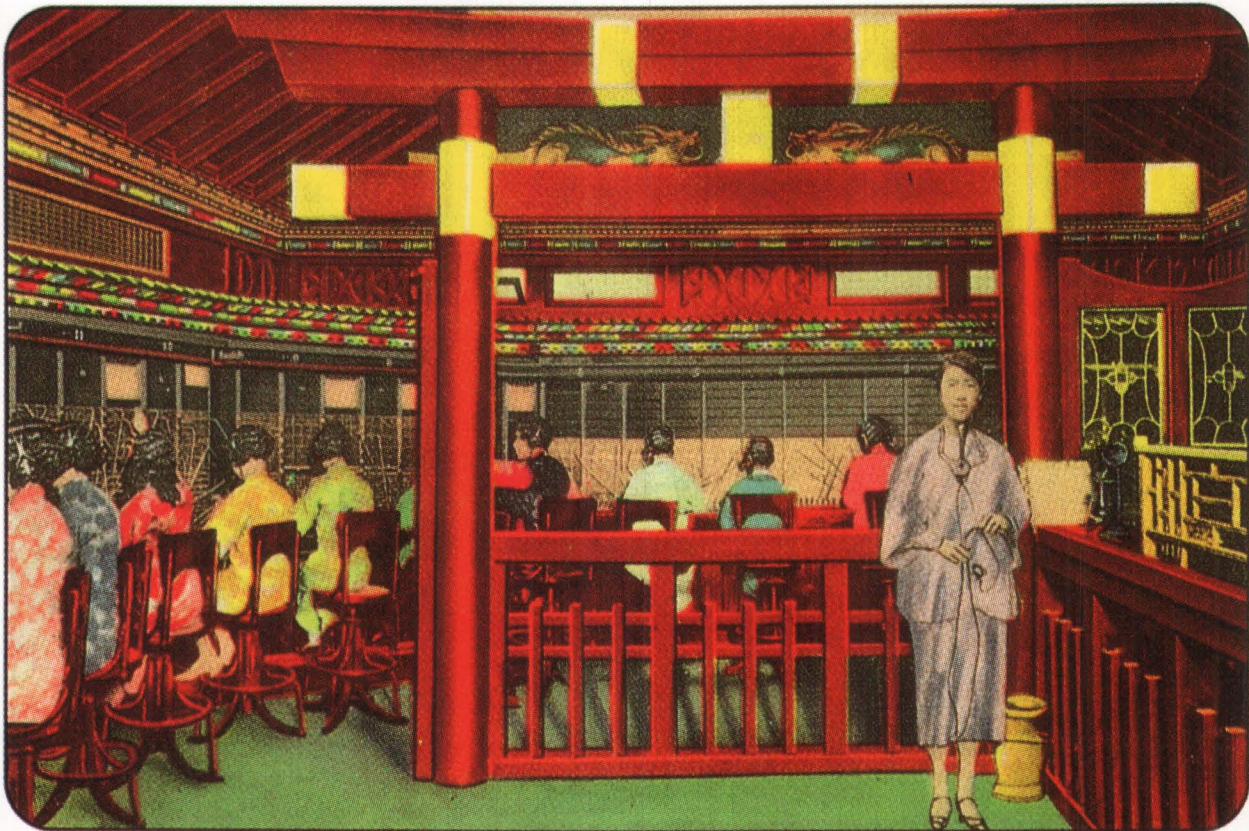
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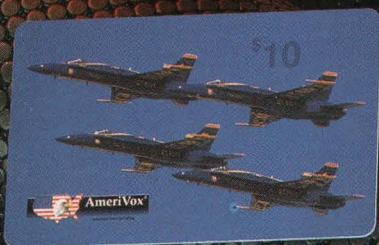
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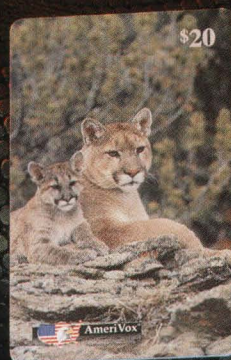
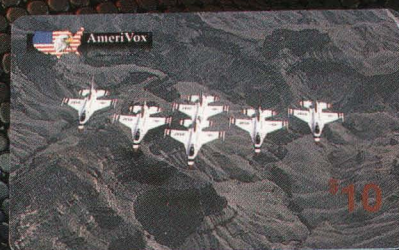


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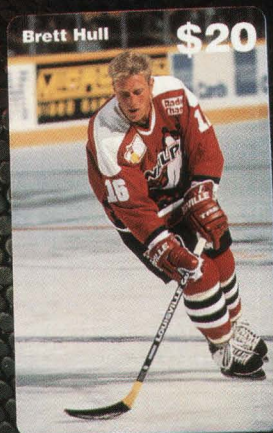
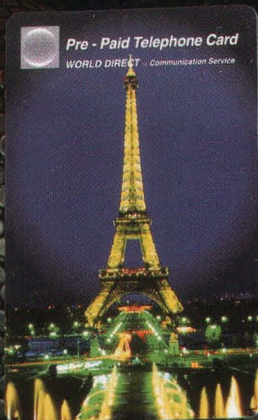
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