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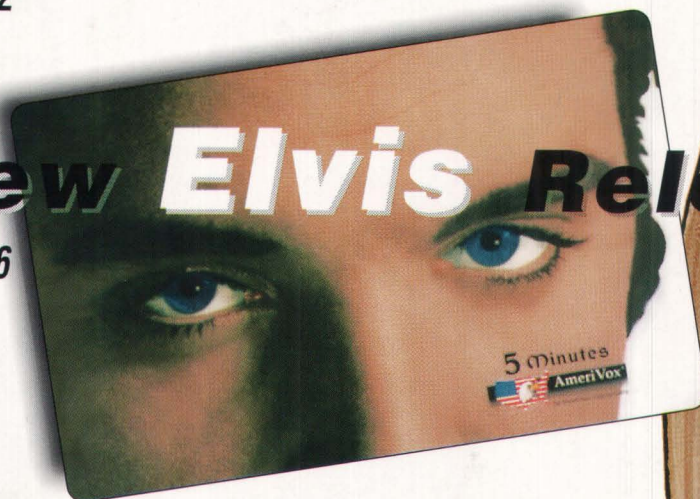


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New **Elvis** Release

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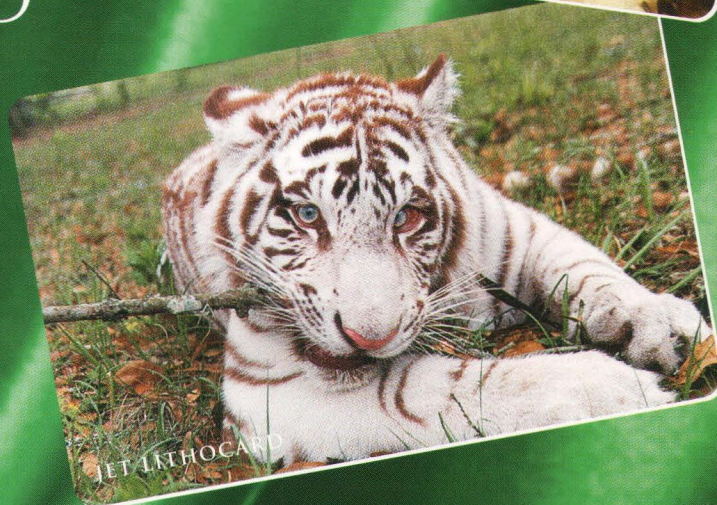
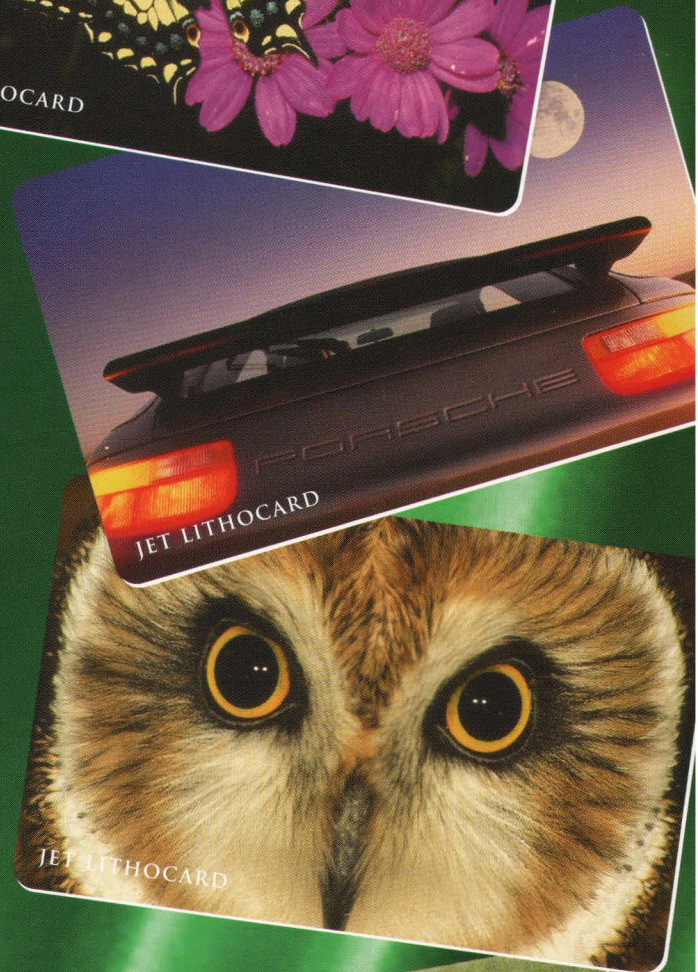
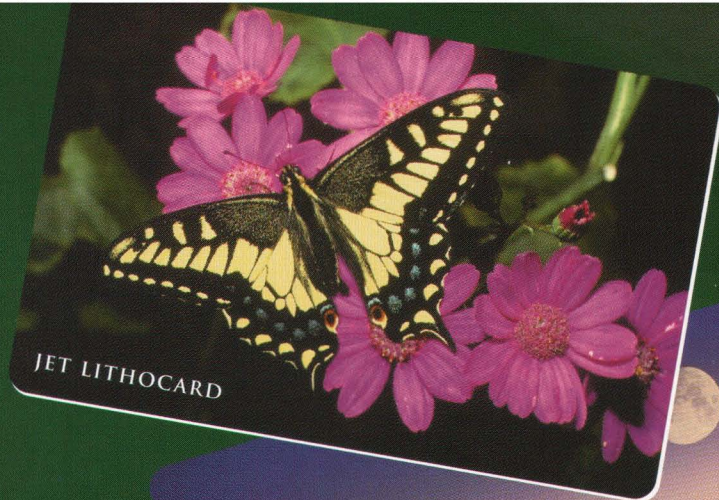
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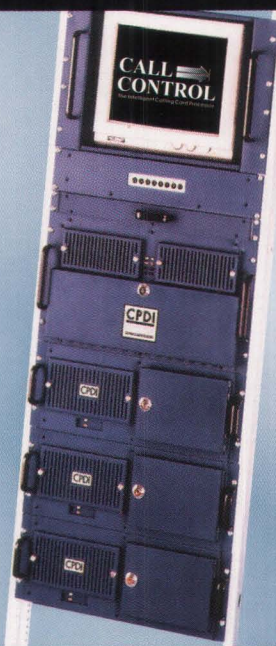
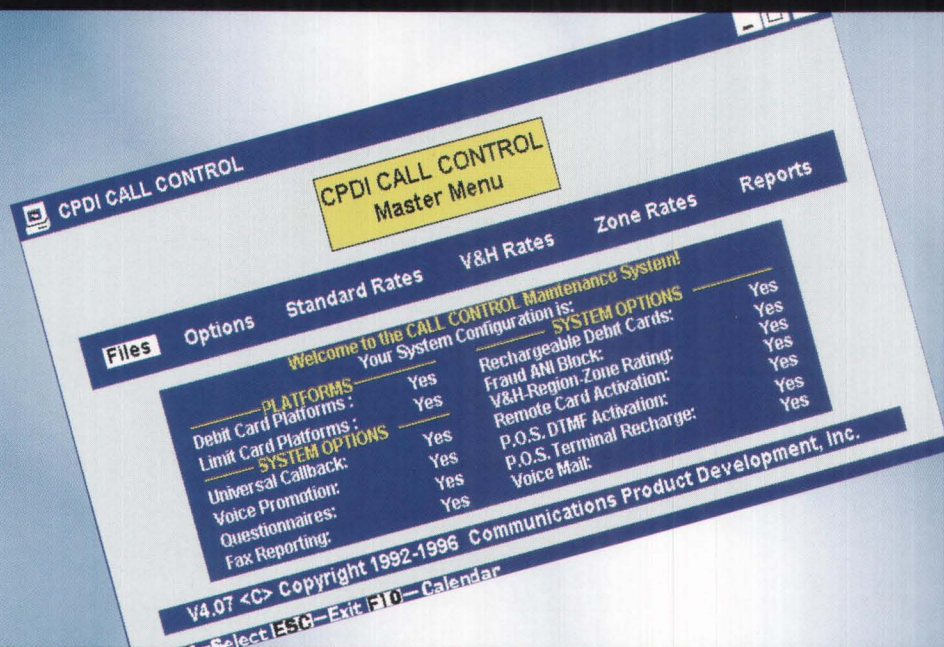
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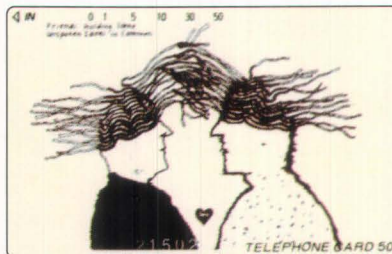
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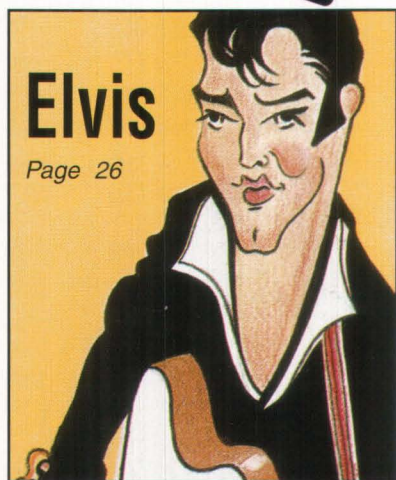
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It's Our Call...

BjE Graphics Launches New Industry Publication

BjE Graphics & Publishing, Inc., publisher of Premier Telecard Magazine (PTM), is again responding to industry needs through the publication of yet another high quality product.

Dubbed "Industry Review," this latest educational product will target trade and industry people through a behind-the-scenes look into the what, where, when and who's-who of the telecard industry.

Editorial items are expected to include the review of new companies, profiles of industry heavyweights, marketing programs, and product reviews and comparisons.

While PTM, our flagship publication, will still offer the broadest possible buffet of feature articles, latest information on upcoming events and current news items, the "Industry Review" will cater to tekkies, corporate planners and industry insiders.

An outpouring of requests for this type of publication by many of our readers illustrates that this aspect of the industry is not adequately represented, which is the motivation behind our decision.

The PTM staff is dedicated to quality and leadership, and we plan to exhibit those same characteristics that have been our hallmark for nearly four years.

For those who are just joining us, BjE Graphics released PTM, the first pre-paid phonecard magazine in the United States, in July, 1993. Our next coup was Americans' first phonecard exposition, the San Francisco Phone Card Fair in March, 1994.

In keeping with BjE's desire to lead the industry, we were also first to publish a beginning collector's book, "The World of PhoneCards," a cooperative effort between myself

and Dr. Gary S. Felton, a nationally recognized collector and lecture on phonecards.

For 1995 we issued the Americas' first phonecard calendar.

Onto other business.

BjE Graphics has attempted to be on the cutting edge of current trends since our inception, and our most recent example of this philosophy is illustrated by the firm's newest Phonecard Calendar, "Telecard Classics '97."

One of our many firsts was our 1995 phonecard calendar, a full-color product (11x17 inches in size) that sold for \$8.95.

We felt the price was in line with other similar productions, but our clientele are smart shoppers and the outcry for a less expensive calendar prompted us to return to the drawing board.

In response, in 1996 we issued a 5-1/2x8-1/2 inch (also full color) phonecard calendar selling for \$4.95. Although well received, its smaller size made it necessary for people to place it relatively near their workspace, or wherever else it was most needed. This issue included a Telecard Industry Directory, and we are making plans for more industry firsts.

The growth of our firm over the last couple of years has provided us with the capability of increase volume and to improve our efficiency, which enables us to better respond to market needs; and we are now able to offer a larger than full-size product at a bargain price.

Our 1997 issue will be the best of both worlds with the manufacturing of an 11x20 inch product still at the ridiculously low cost of \$4.95, available as of October, 1996. It continues to be the only American phonecard calendar.

We believe the release date is perfect for the normal end-of-the-year gift crunch.

One last item, although we are not ready to release details, BjE Graphics & Publishing, Inc. is laying the groundwork for some new educational items for next spring.

Our motto is "Growth Through Education," and these new publications will promote that concept. Stay tuned for more information on these plans.

Correction: In our last issue (Sept./Oct.) the PTM Telefold Card Contacts section on page 40 listed an erroneous telephone number for the San Francisco Examiner Caribbean phonecard. Although the number will connect a caller to the Examiner, the direct telephone number accessing this specific service is 800-834-4380. PT

The Premier Team

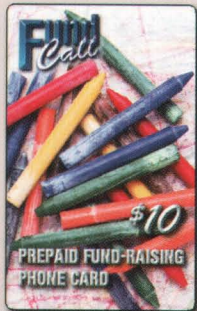
Telefold Card Contacts

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U. S. West	206-345-7459
Privacy Card Co.	518-436-4927
Phone Cards Hawaii, Inc.	808-847-7015
6-Pak, Inc.	602-371-3710
Amerivox	415-694-4977
ACMI	901-363-2100
5 Star Enterprises	605-787-5777
Time Tech. Int. Inc.	888-751-8716
MCI Telecommunications, Corp.	770-668-6406

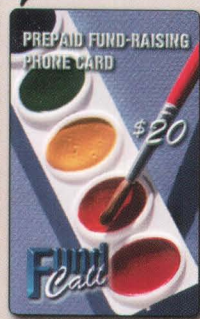
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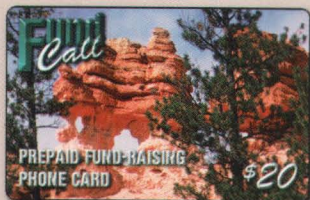
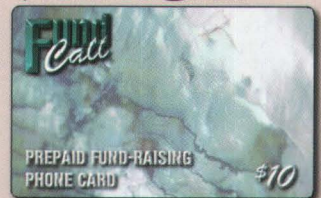
Sports



School Activities



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Let's Hear It For The PIN-UPS!

Who among us can forget the PIN-UP girls of World War II?

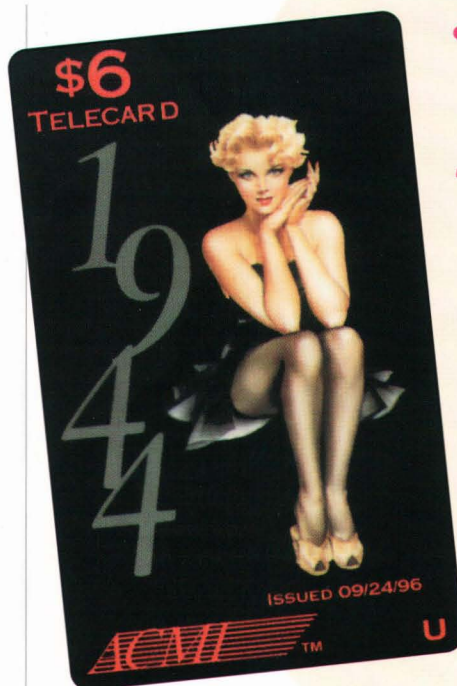
Who WANTS to forget the PIN-UP Girls?

Premier Telecard Magazine is pleased to present a set of cards that will bring back a few memories for some, and for those who were not around during the 40's—enjoy!

This new series of limited edition telecards from ACMI Advantage Marketing features the classic art of the PIN-UP.

When all five cards are complete, they will spell P I N U P. The cards were printed at Custom Telephone with a \$6 denomination. One thousand cards were produced, and, of course, they are re-chargeable.

During the war the Pin-up girls were great morale builders, but they also promoted patriotism, since they were meant to reflect a sense of what soldiers were fighting for: the girls they left back home. A sign or advertisement would usually feature a beautiful girl with a classic statement about the war effort or to buy war bonds. **PT**



So to the Pin-Up Girls

*The American Gal
Is a peach of a pal,
To the boys who are guarding our nation.
She girds for the fight
By the dawn's early light
And her war job is done with elation!
She always responds
When she's asked to buy bonds—
No critic can label her flighty,
And because it's in style
To conserve with a smile,
She's conserving by day and by night!*

—Author Unknown

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

HERE'S HOW IT WORKS

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

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

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

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

offer a number of options such as fax-on-demand, information services, stock quotes, sport picks, voice mail and speed dial.

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

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

Florida Adopts Tougher Phonecard Laws

The Florida Public Service Commission recently announced that its state has adopted a series of regulations designed to curb increasing problems in the phone card industry.

Some of these regulations, which has the force of law, include the clear installation of value on the card; clear expiration dates; clear indication of all charges; and refunds to consumers from firms that suspend service prematurely.

According to Howard Segermark, Executive Director of International Telecard Association, Inc. a trade association based in Tallahassee, fines of \$1,000 may be imposed on violators.

"Decisions made by the Florida Public Service Commission will dramatically affect the future of phone card regulation throughout the nation for this action will likely be emulated by other states," Segermark said. "The Commission adopted policies which reflect realities of the phonecard market and will expand the enforcement of Florida statutes. The Commission also voted to begin rule

making on the recommendations endorsed by the ITA."

The new regulations also say that the name of the certificated entity must be printed on the card, and each card must include a toll-free customer service number manned at least eight hours a day, five days a week by a live operator.

In addition, customers must be able to learn the cost of an intrastate call prior to purchase; all charges for calls must be indicated, and time charged only for connected minutes; and if the card is a sample or other nonfunctioning card there must be clear information on the card to that effect.

Segermark said that although he does not perceive a lot of problems given the size of the Florida phonecard industry, there are enough "fly-by-night" organizations to cause some concern.

He also said there appears to be a trend among states to tighten controls on their phonecard industry within their boundaries, and that the new Florida regulations are the culmination of quite a lot of work.

"We've been working with the Commission for several months," he said, "and [we] participated in a staff workshop held here on June 3. At that time we cited examples of problems with prepaid phonecards and urged the Commission and Florida tax authorities to focus on enforcement of current regulations.

"In addition," he continued, "we recommended certain provisions of the Association's draft Industry Standards, and the Commission has adopted several of those provisions." **PT**

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A True Original!

The French have an expression for people who are outstandingly creative in their professional field or who possess special characteristics as an individual. They are referred to as "an original." In both regards, Victor Jules Bergeron was definitely an original.

Victor Bergeron was born in San Francisco shortly before Christmas, 1902. He grew up to be a strong-willed man who created a \$50 million international restaurant empire from a mere \$800 investment. Can you guess who he is?

The year was 1934, and Victor was struggling to make a living when he was asked by his aunt and uncle to run their saloon in Oakland. After being on the job a few months, Victor's aunt offered him \$800 to leave the business. Apparently, the family did not like the wild stories and jokes this brash young man was telling the customers.

Well, Victor accepted the money and used it to build his own bar that he called Hinky-Dinks, which he opened directly across the street from his uncle's place. The name Hinky-Dinks came from the World War I song refrain "Hinky dinky, parlez-vous."

From the day the doors opened, Hinky-Dinks was a success. At first, only the locals patronized the establishment, but its reputation began to spread and people came from all over the Bay Area to enjoy the charm of Victor Bergeron.

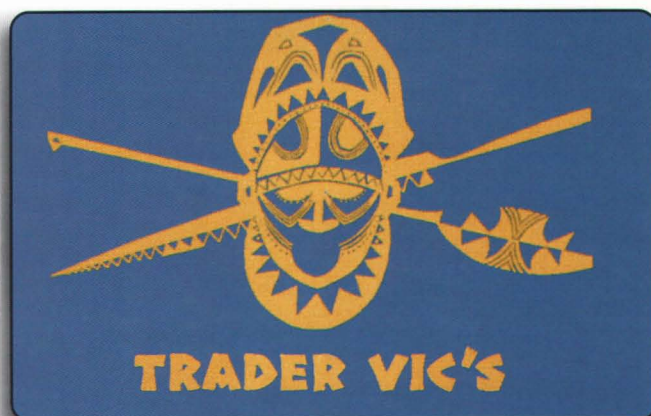
It was during this time that Victor's wife began bringing lunches to their

employees. The wonderful aromas brought requests from their patrons to extend the service to the public. In response, Victor installed a pot bellied stove, and Hinky-Dinks began a food service. The customers were thrilled. It was the most unusual and delicious they had ever eaten.

However, it was 1937 and the Depression was beginning to take its toll on the local population. More and more, Victor traded food and drink for goods and services from his customers. Then he had a thought. To help escape from the dismal reality of the times, he decided to create an illusion and remodeled Hinky-Dinks into a tropical island paradise.

Almost overnight he created an exotic Polynesian-style decor to go with his food, and he searched for a name to bestow onto his new operation. Given his propensity to barter or "trade"...Hinky-Dinks became "Trader Vic's."

Victor, or Trader Vic as he became known, introduced a cuisine that fit the restaurant's image. Exotic flavors of Polynesian food with a mix of Chinese, French and American dishes quickly became the trademark of Trader Vic's. He also experimented



with drinks and developed the "Mai Tai," which means "out of this world" in Tahitian. Tales about the man and his restaurant chain began to run rampant. They were wonderful stories, and they were mostly true.

Victor Jules Bergeron was a talented man who died in 1984 of lung cancer, but he left his family, and the world, with a legacy of great places to escape, Trader Vic's Restaurants. If one were to sum up the life and times of Victor Bergeron and his success into one word, "innovation" would be the first to come to mind.

Earlier this year, the current management of Trader Vic's restaurants, wishing to continue the founder's tradition, commissioned Amaris, Ltd. in Hawaii to produce customized prepaid telephone cards. Phonecards have been found to be an excellent marketing, sales and public relations tool, and it will be interesting to see which item proves to be Trader Vic's most popular, their phonecards or their Mai Tais. **PT**

You Heard It On The Grapevine!

A set of four images commemorating the 1996 Centennial Olympic Games was released in July by Grapevine Telecards of Sausalito, California.

In the process, Grapevine, in partnership with AT&T PrePaid and Fine Art Ltd., created a unique set of collectibles. AT&T was the exclusive 1996 Olympic prepaid card licensee, and Fine Art holds the license for an extensive collection of official Olympic artwork.

The art of Aldo Luongo, who designed a couple of the Olympic images, has been described as "romance on canvas." The son of a professional soccer player, his passion for art and sport is brought together in his work.

His cards, such as the one shown here, "Where The World Comes To Play," project the

international flavor and spirit of the Games using the post-impressionist style that has made Luongo famous.

Another Luongo image with a similar theme, plus to others including Izzy the Olympic Mascot and the official Centennial Olympiad logo, comprise the set of four.

One thousand sets of cards were issued with an expiration date of December 31, 1996. Each card has a face value of 10 units and



offers world-wide calling. Interesting and attractive packaging...the four cards are inserted in clear plastic holders that are attached to the presentation brochure.

The envelope that contains the entire package is also numbered to coincide with the numbered cards. This collection is a wonderful keepsake that should bring back pleasant memories of the Centennial Games in Atlanta. **PT**

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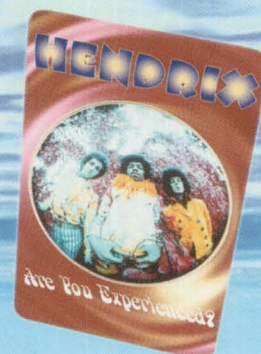
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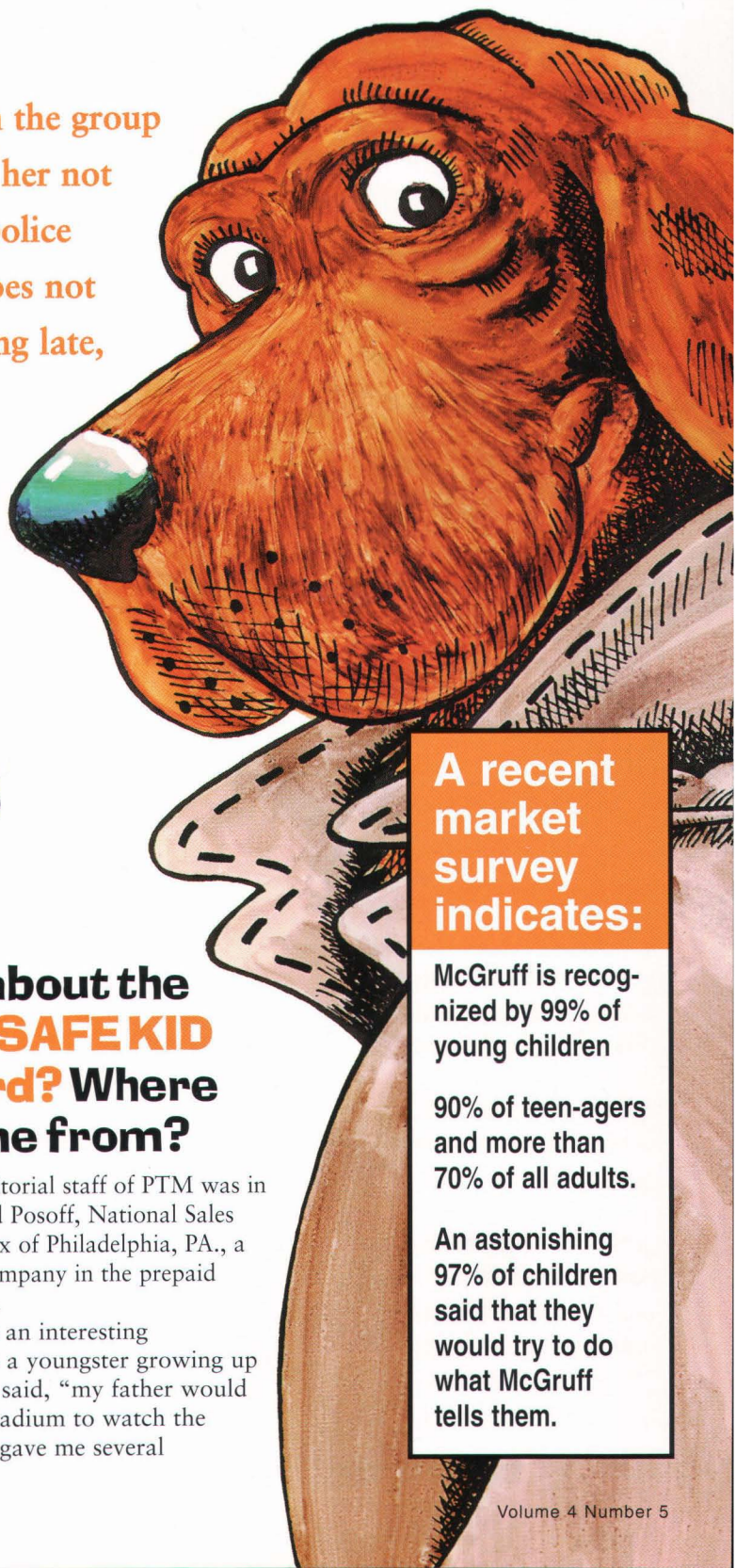
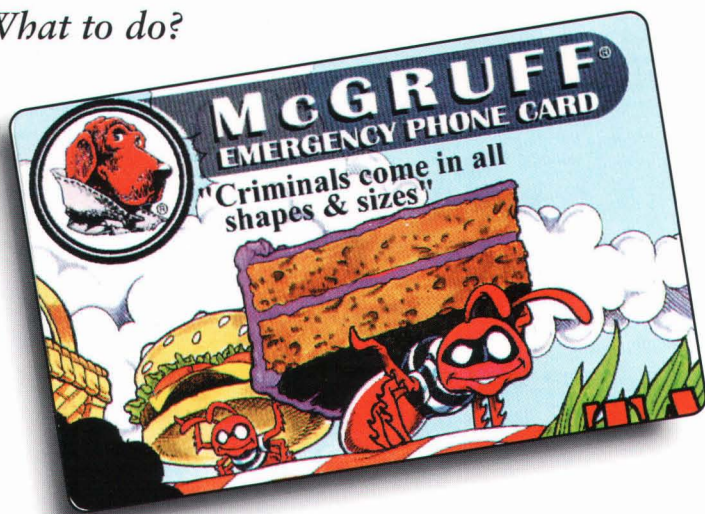
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This May Be The Most Phonecard On The

Picture this...

it's late...your child has wandered away from the group ...he (or she) is starting to panic. You taught her not to talk to strangers and she doesn't see any police officers around. There is a phone, but she does not have enough change to make a call. It's getting late, and she is starting to worry.

What to do?



A recent market survey indicates:

McGruff is recognized by 99% of young children

90% of teen-agers and more than 70% of all adults.

An astonishing 97% of children said that they would try to do what McGruff tells them.

It's a good thing she has her McGruff SAFE KID Phone

Card. She can call you at home, at work, call a neighbor or relative and get a safe ride home. McGruff the Crime Dog has done it again!

Who is McGruff? Well, for the very, very few who may not know, McGruff is the "Take A Bite Out Of Crime" dog that has been around the American spotlight since 1980. His crime prevention advice is known and valued in most homes in this country, and his reputation even extends to foreign lands.

So what about the McGruff SAFE KID Phonecard? Where did it come from?

Recently, the editorial staff of PTM was in contact with Richard Posoff, National Sales Director of PhonLynx of Philadelphia, PA., a nationally known company in the prepaid calling card industry.

Richard told us an interesting story..."When I was a youngster growing up in Long Island," he said, "my father would let me go to Shea Stadium to watch the baseball games. He gave me several

Important Market!



dollars to cover the tickets, food and transportation. My Mother would also give me about two dollars in quarters to put in my sock in case of emergency." Sounds very familiar to many of us.

Richard Posoff tried the same approach with his oldest daughter, carefully putting some change into the secret pocket of her jacket. For most of us, that money always burns a hole in our pockets and is never around when we really need it.

Posoff went on to say, "I needed a solution to alleviate my anxiety and give me the peace of mind of knowing that if she ever needed to call home, she had the money. My conclusion was that we needed to develop the concept of the McGruff SAFE-KID phonecard. We had the idea, but we needed backing.

"Fortunately, Arthur Kaplan, CEO of PhonLynx, had the faith and confidence in his staff to make the commitment. In essence, he stepped up and hit a home run. the McGruff program became a reality, and it will make a difference, for kids, parents, everyone."

Well, as they say...the rest is history. Richard Posoff, together with the marketing team at PhonLynx, put their heads together, and with the help of the National Crime Prevention Council they developed the McGruff SAFE KID Phonecard.

The McGruff phonecard offers PEACE OF MIND to the youngsters and to their parents. The card assures adults that their young folks will have the ability to make a telephone call during times of stress. They will never run out of money to place an important phone call. However, that is only part of the story.

The card can be programmed from a remote location. Parents can enter the system to change phone numbers so that their children will only have to push a speed dial combination to reach them by phone. ("Debby, we will be at the Smith's house for dinner. If you want to reach us, just push 33.") The speed dial function can hold up to 20 phone numbers and may be personalized in the voice of a parent.

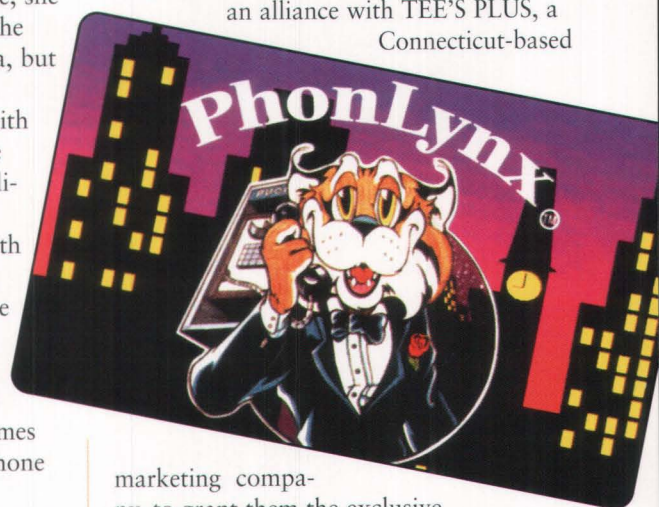
There is also an Emergency Medical alert mail box. This function offers the opportunity to make medical information available if the youngster is unable to tell a medical person of allergies or the presence of a medical condition. These are some of the "emergency" reasons for owning a McGruff SAFE KID Phonecard.

Let's give some thought to our older kids, too. Teen-agers who go to parties, athletic events, the mall, movies, etc. are so often told to "call us if you need a ride home. Do not take a chance of riding with someone who has been drinking or taking drugs. Call us if you are going to be late"...and on and on. The McGruff Phonecard eliminates the excuse that "I didn't have the change or the money to make the call."

The National Crime Prevention Council, a non-profit organization whose principal mission is to enable people to prevent crime and build safer, more caring communities, stated that the McGruff SAFE KID Phonecard is just what the doctor ordered. McGruff is not a policeman but rather a crime preventer. The main focus of the SAFE KID card is to help children to be SAFE and to call home.

PhonLynx is the exclusive licensee of McGruff the Crime Dog. The card is available in \$10 and \$20 denominations and is rechargeable. The card also offers overdraft protection. This feature insures that a parent or youngster will never run out of time during a stressful incident. The overdraft function of the card requires pre-approval by written authorization.

Kaplan, father of two, believes that his program is so important that he has forged an alliance with TEE'S PLUS, a Connecticut-based



marketing company, to grant them the exclusive right to market McGruff to the law enforcement community.

"PhonLynx," says Kaplan, "is also seeking an alliance with a major pharmaceutical company, one who has the ear of the country's pediatricians. In addition, PhonLynx is pursuing partnerships with other companies as a way of helping increase the safety of our children."

Realize this, the full embodiment of this card is as a health safety net as well as a crime prevention tool.

The McGruff Phonecard is being released as we go to press. There has been so much interest in this program that many companies, large and small, are lining up to participate in the distribution of the cards. There are corporate and promotional opportunities for schools, police departments and other community organizations.

And why not...it's for the kids and it may very well be The Most Important Phonecard On The Market! PT

TSI Is A “Dream Come True”



ele-Sales, Inc. of Oklahoma City, OK, is one of the fastest growing direct selling companies in the United States and Canada.

Over the past several years, its more than 200,000 independent sales representatives have participated in popularizing pre-paid, long distance calling cards, and have turned TSI into a phenomenon that has proven itself to have legs.

“And that’s a real important point,” said TSI co-founder Stan Dennison. “Not only have we recruited nearly a quarter of a million representatives to share our products with friends and family, but we have a product that works. When you pre-pay for long distance minutes with TSI, you’re going to get those minutes, no matter what.”

Not only does TSI escrow all minutes paid for by its customers, but it is one of the few pre-paid calling card companies that insures those minutes. If you lose your TSI calling card, you call the company, report the loss, and TSI will research the account, verify

the number of unused minutes, and re-issue the card.

That kind of service and reliability has created representatives and customers who do more than sell and use TSI; they believe in TSI!

Guy Kawasaki in his landmark book *Selling the Dream* identified this kind of sales and consumer loyalty as “belief in a product or company that stirs people to action.” That belief is confirmed by the character and enthusiasm of TSI co-founders

Dennison and Eddie Keith.

“People don’t realize how powerful this form of marketing is,” Keith said. “Direct selling has grown from a mom-and-pop operation to a force that now generates more than \$100 billion in sales worldwide. And pre-paid, long distance calling cards are a perfect product for this kind of selling, because everybody can use them, and everybody would just as soon buy them from someone they know.”

The proof of that statement is in the volume of TSI sales: more than two million minutes a month, with a burn rate (minutes used each month) of more than 85 percent! All of which started as a dream...and which has become true for TSI representatives who have earned hundreds of thousands of dollars sharing TSI products and services with family and friends.

Nearly five years ago, Dennison had a dream. He wanted to start a network marketing company. This company would sell high-tech telecommunication products and services through independent representatives.

You might ask, “Why independent representatives? Why network marketing?” Well, five years ago Dennison was working in the corporate world for many



major oil companies along with some part time work for the Federal Government when he met Eddie Keith.

Keith is the man who showed Dennison

how to dream again. A full-time networker, Keith had earned more than \$160,000 in just eight months with the company for whom he was working at the time.

He had knowledge of network marketing, products and compensation plans. More importantly, he knew how to structure a company so the representative would have the opportunity to succeed.

It took several meetings, but over a period of time Dennison and Keith were convinced they could turn "dreams into reality!"

So, four people with one goal went to work. Eddie and his wife, Karen, along with Stan and his wife, Laura, began the company that now stands among the largest in the United States.

If you were to ask Stan or Eddie how it happened, they would say, "...working hard, working together and never giving up on our dream."

Their work ethics are very strong and not about to be changed. They talk about hands-on management, and they mean it. To this day, all four continue to work 12 to 15 hours or more a day. They are never too busy to see a representative or anyone who wants to talk business.



There have been a lot of calling card companies that have disappeared almost as soon as they were launched, leaving disappointed customers and representatives. These copy-cat companies took the TSI plan and added more phone time and money.

Most of them have either gone out of business or changed their marketing plans. TSI believes there is room for good competition. However, when companies fail due to faulty market-

ing plans and management, the company takes with it not only its own credibility, but that of honest, hard working companies like TSI.

TSI has developed a reputation as



Eddie Keith, wife Karen, Stan Dennison & wife Laura

one of the hottest home-based opportunities in the United States and Canada today. And there are several reasons that TSI has become the company of choice for many.

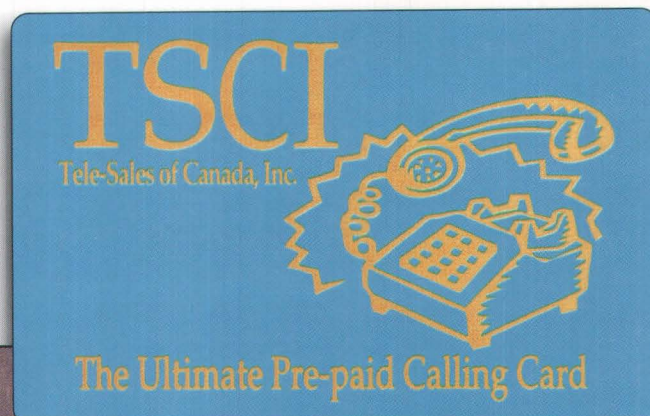
Eddie, Karen, Stan and Laura are a good part of this. TSI is also the oldest daily pay company in the pre-paid

If you ask Stan or Eddie how it happened, They would say - "Working Together and Never Giving up on our Dream."

phonecard industry, never missing a payday in more than two years.

Most important is that at TSI cards work. Tele-Sales, Inc. has set itself and its standards to lead the pack in the telecard industry.

A few months ago, TSI staged its second anniversary and national convention in Las Vegas, Nevada. It was at this convention that Keith stood before an



excited crowd of TSI representatives and said, "When Stan and I started TSI, it was with this in mind: This is your company, and it is our job to support you in every way we can."

Dennison told the same group, "...it is that philosophy that has built TSI into the industry leader it is today. Nearly a quarter of a million distributors later, we're still the same company, operating on the same principles, and just as successful as I expected the representatives to be from the very beginning."

Apparently, Dennison and Keith are doing something right. Some 22 months later they extended their sphere of influence into the provinces of British Columbia, Alberta and Ontario, Canada. The expected explosion of Tele-Sales of Canada (in Canada) is just around the corner.

Prepaid calling cards, 800 numbers and other unique products in the direct selling telecommunications arena have created a groundswell for the industry; direct selling telecommunications is hot again...and some say that nobody is hotter than TSI and TSCI!!!

There is a certain feeling when you speak with Eddie Keith or Stan Dennison and their staff... Haughty? Perhaps. They call it PRIDE.

For information on this home-based business opportunity, or to order cards, call (405) 848-8186 or Fax: (405) 848-8191. Or you may write: Tele-Sales, Inc., 2828 N.W. 57th Street, Oklahoma City, OK 73112
Pleasant dreams! PT

Anaheim Show Touted As A Great Success

Now that the phonecard industry is firmly established in the United States, finding phonecard shows is no problem. They appear virtually every month of the year, and sometimes two or three each month.

The problem is that they are "trade shows" not open to the general public. The B&B Collectible Show at the Disneyland Convention Center, August 23-25, was a shining exception to that rule.

This event was the first phonecard collectible show in the United States since



Premier Telecard Magazine Publisher Bill Jordan discussed his new "Growth Through Education" program with Bonnie Darr during the recent Anaheim card show. Darr, GoldNet Vice President of Operations, presented copies of PTM in concert with the distribution of her phonecards.

the inaugural Phone Card Phair in San Francisco (hosted by Premier Telecard Magazine in March, 1994); and it was packed with roughly 120 booths representing dealers, publications, and other industry people from all over the world, including England, Germany and Japan.

There were an estimated 7,000 visitors, and they were buying. Everyone appeared to be happy with the turn-out and the sales. It was such a success, in fact, that B&B Collectibles is planning another show this February at the same location.

As anyone who has undertaken the task of putting on a show of this nature knows, it requires an enormous amount of time, energy and organization. Buzz and Betty Houghtaling, owners of B&B, exhibited all of these characteristics, and more.

For example, they brought in 22 celebrities, including legendary Los Angeles Dodgers manager Tommy Lasorda, hockey great Gordy Howe and his family, the original "Bat Girl," Yvonne Craig, Jim Plunkett of the Oakland

Raiders, and Boston Red Sox star Fred Lynn, just to name a few.

There were a total of seven show cards, and they sold out immediately. B&B had two of the them: the Disney Enchanted Forest card and the 50th Anniversary Bozo the Clown card.

Other examples included "The Pink Panther Visits Anaheim" by USA Card, American National Phonecard's Betty Boop, and a Garfield card by Sears Phonecards. Destiny Telecom

International also issued a very nice two-card set, while heavyweight professional boxer Bone-Crusher Smith issued a card that included his signature.

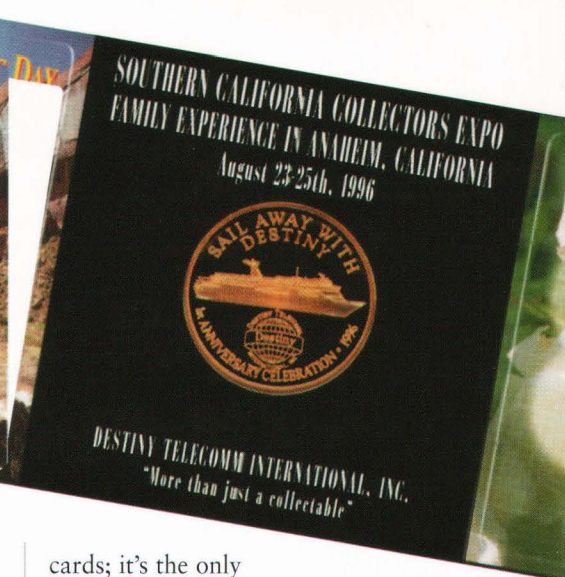
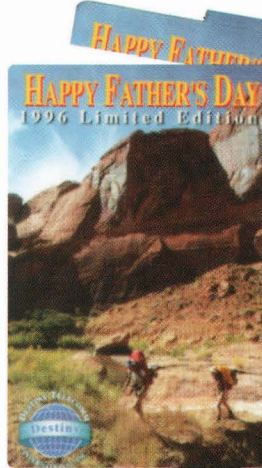
Buzz and Betty are expected to continue promoting the industry, and they know that the key to growth is not just in the collectible arena. "We feel the customer should be able to use the card and then have a valuable collectible," Buzz said. "People have to use their

cards; it's the only way the industry is going to grow."

The Houghtalings are true believers in the utilitarian value of phonecards, and rightly so. The collectible phonecard industry in Europe began through utilitarian use of the cards first, later to emerge as the largest single collectible in the world.

B&B projected their philosophy at the recent Anaheim show by insuring there were plenty of utility cards available at very reasonable prices. They believe that growth comes through education.

"People need to realize that they can use phonecards at the same — if not better — rates they are currently paying for their long distance calls," Buzz said, "and we wanted to demonstrate that by offering good, low cost cards at our show." **PT**



TELE EVENTS 1996

NAMA National Convention & Trade Show

Oct. 31—Nov. 2
Cervantes Convention Center
St. Louis, MO.
(312) 346-0370

Credit Card Marketing Conference

Nov. 11—13
New York Hilton
New York, N. Y.
(212) 967-7000

Pack Expo

Nov. 17-21
McCormick Place
Chicago, Illinois
(202) 347-3838

TeleCard World '96

Nov. 18-20
Conference/Exposition
Sheraton Centre
Toronto, Canada
(713) 974-5252

TRA Fall Conference

Nov. 18—21
Telecommunications Resellers Conf.
Acapulco, Mexico
(202) 429-6601

Nat'l. Assoc. Of Regulatory Utility Commissioners

Nov. 18—21
San Francisco Marriott
San Francisco, CA.
(202) 898-2200

Nat'l. Center for Database Marketing

Dec. 11—13
Dolphin Hotel
Orlando, FL.
(800) 927-5007

InteleCard News Spring Expo '97 International Telecard Assoc.

April 2—4, 1997
Hyatt Regency Hotel
Chicago, Illinois
(800) 883-TELE—(713) 364-0961

Industry Merger Trend Continues

BLT Technologies, Inc. recently announced the merger of its Vancouver, Washington-based retail prepaid phonecard company with the prominent telecommunications service provider WorldCom, Inc. of Jackson, Mississippi.

WorldCom spokesperson Gil Broyles said that although his firm has inserted itself into the pre-paid phone industry through its association with Michael Jordan (and others), whose cards can be found at Sears and Circle "K" stores, BLT is among the top suppliers of prepaid phone cards through retail channels and will provide much greater access for WorldCom into this expanding portion of the industry.

The acquisition is another step in what appears to be a growing trend in cooperative ventures, which has been marked in part by the recent merger of Global Link Teleco Corporation and Global Telecommunications Solutions, Inc. (Sept./Oct. issue PTM) and the Conquest acquisition of ACMI (May/June PMT).

WorldCom senior vice

president Mike Grimley issued a statement last August touting the move as a major step forward for his growing company.

"BLT Technologies, Inc. has developed a solid reputation for using new technology and customer-oriented products to fuel its exceptional growth," he said. "Combined with our PhonePass product, which gives us a strong presence in the prepaid phone card market, WorldCom, Inc. now will have unsurpassed capabilities in this important segment."

BLT has built its reputation through relationships with national firms such as Thrifty/Payless Drug Stores, Albertsons Supermarkets, Southland/7-Eleven, Circle K, Long's Drug Stores, Revco Drug Stores and Food Lion.

In addition, BLT announced the signing of an agreement with Safeway, Inc. to offer prepaid phone cards by placing TALK 'N TOSS® vending machines in all of its stores.

BLT is also known for its innovative point-of-sale activation system for its retail customers, which promotes inventory control through the use of a credit card swipe technique that activates the cards at time of purchase.

BLT corporate officers said they sought out the relationship with WorldCom in order to tap into the financial resources of a

major telecommunications service provider.

The merger is expected to close by the end of the year.

The terms of the agreement were not disclosed.

Phonecard Registry Office Created

The newly formed American Association of Phonecard Collectors (AAPC), a volunteer organization home-based in Clear Spring, MD, has developed the National Phonecard Registry (NPR) as a resource tool for both the issuers and the legal community to help deal with documentation and design claims.

Although the NPR is an offshoot of the AAPC, it remains separate from the association's six special interest groups formed for its membership and is open to all phonecard issuers whether or not they are AAPC members.

People spearheading the new service anticipate it will be warmly received.

"The Registry is a boon to everyone connected with phonecards," said Steve

Lanning, AAPC Executive Director, "from collectors to consumers, to attorneys, marketers and issuers...."

Lanning went on to say that with 75 to 80 percent of the population of the United States yet to discover phonecards, no organization can afford to sell or give away cards with bad PIN numbers, and companies using "hit and run" tactics in this marketplace can be identified through use of the new Registry.

"The Registry will not only provide a duplicate resource of the actual card, when issued and other documentation, it will give any inquirer other information about the issuing organization, like a phonecard patent office," Lanning said.

"One of AAPC's objectives," he continued, "is to help the good guys in this industry earn money and find new markets."

"The AAPC is not controlled by a special interest group, but is being developed by and for collectors and issuers."

"And as we help strengthen the firms that abide by the laws and pay their tariffs, the industry will grow stronger and bad press [about] the industry will [lessen] as we get the positive message out."

Executive Telecard Appoints New CEO

Executive TeleCard recently announced the appointment of William Sheils to the position of Chief Operating Officer.

Sheils joined the firm in April, bringing with him more than 20 years of experience in international telecommunications, engineering, sales, marketing and management.

Recently, he held senior management positions in

England and Japan with Cable & Wireless, a major international telecommunications company.

"My goal is [for Executive TeleCard] to be to telecommunications what Coke is to the soft drink industry and what Microsoft is to the software industry," Sheils said. "We are in the unique position to provide phone companies worldwide with the means to build their

competitive advantages to increase their market shares while the telecommunications world deregulates."

Edward Gerrity, Board Chairman for Executive TeleCard, applauded the choice of Sheils as the new CEO. "His expertise is in leading organizations through change," Gerrity said. "We have full confidence in his abilities to lead the company through its

rapid growth stage."

Executive TeleCard provides direct voice and data communications services via its World Direct global network, and company products include revenue global calling cards, global internet access, international and domestic toll-free service, among other things.

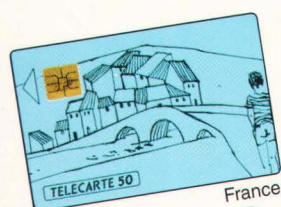
The company was founded in 1987.



No Unnecessary Lines

"A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts."

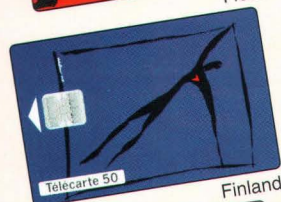
William Strunk, Jr.
The Elements of Style (1918)



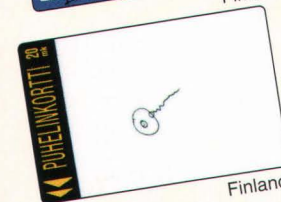
France



France



Finland



Finland

Over the past five years, during which time both international and domestic phonecard magazines have flourished around the world, there have been hundreds of articles about the front-side graphics of phonecards. Some of these writings have focused on thematic content, such as folk art, animals or landscapes, whereas others have pinpointed more process-oriented considerations, such as texture, form, color, etc.

The common thread weaving through this published material is the premise that what is significantly impactful about phonecards is the art which appears on them. In fact, global research about what draws people to purchase or to collect these telecommunications tools of the 1990s confirms that primarily it is the art.

As we survey the kinds of phonecards which consistently are displayed and written about in the various magazine/newsletter articles, far and away what we find in their art is unicolor figures and images, and their individually identifiable ingredients, or general nondescript backgrounds composed of many details. It is rare to

"Art, it seems to me, should simplify. That, indeed, is very nearly the whole of the higher artistic process; finding what conventions of form and what detail one can do without and yet preserve the spirit of the whole — ..."

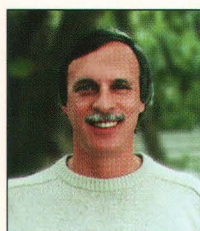
Willa Cather
On the Art of Fiction (1930)

run across phonecards which feature on their canvas minimal, detailed artwork, particularly in the form of line drawings. Given this finding, and the fact that I have not located any published writing about such a theme on phonecards, I felt that it might be valuable to bring the subject matter to center stage and study it.

First, let us define our terms. One of the characterizing aspects about the artistic entity known as a drawing has to do with the prevailing use of lines. If we pursue this feature a bit more, most of us are aware from our experience that drawings can be filled with lines or they can contain very few lines. The lines can be straight or curved, thick or thin. There even can be dots or other drawn shapes included in the imagery. Whatever the specific case may be, overall we are working with artwork that derives from lines and which yields a complete picture.

On one hand, we all have seen drawings which reflect an abundance of lines. Sometimes such works contain no unnecessary lines, whereas on other occasions they could benefit from a weeding out process. The works of two different artists immediately come to mind as solid examples of the use of an abundant number of lines in them: the popular illustrations and cartoon art of America's Al Hirschfeld, featuring complex, detailed canvases, and the less pronounced line-laden drawings of France's contemporary artist, Bernard Buffet.

At the other end of this spectrum about line content, we find drawings which are simple, concise, and bare in their nature and



Dr. Gary Felton

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

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



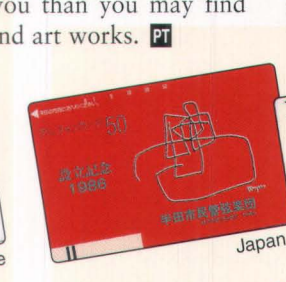
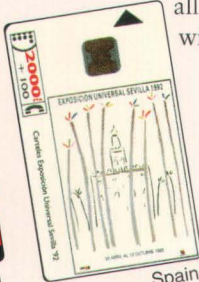
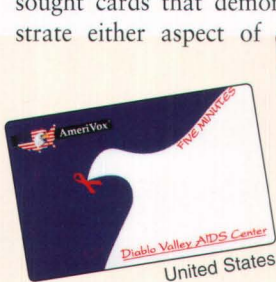
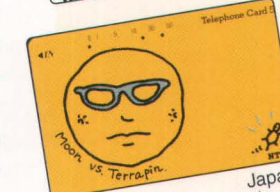
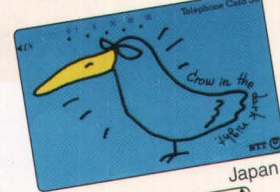
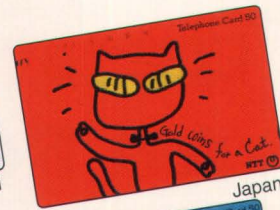
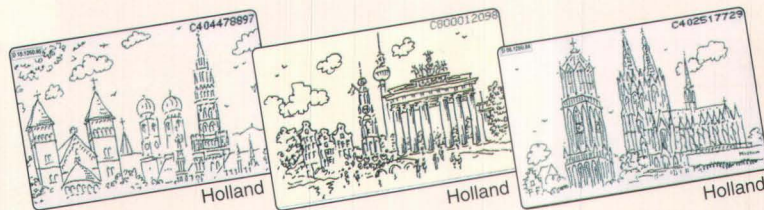
United States



United States



United States



through the use of few lines convey a world of information or feelings. These works are striking in the way that they affect us. Art lovers who are familiar with the line drawings of Picasso are well aware of his works which are outstanding major pieces and which consist of a highly limited number of lines distributed on a canvas.

In another world altogether, fans of the Alfred Hitchcock Presents television show from the 1950s and the 1960s may recall that the signature "logo" that he used was a simple eight-line drawing/figure which was an unmistakable profile of the film genius, a strong rendering which evoked ready identification through minimal cues. Thus, in line form we can have recognizable, stimulating, and wonderful creations deriving from a limited presence of ink, graphite, charcoal, etc.

The notions of few lines/maximal impact, of no unnecessary lines, and of preserving the spirit of the whole, as well as the necessary integration of all three have intrigued me for many years, both in art and in writing. So, in thinking about it all I began to wonder how these considerations show up in phonecard art. Specifically, I was interested in knowing whether there would be enough variations of this kind of image on phonecards to allow the formation of a broad spectrum gallery to write about and display.

To learn the answer, I looked through several thousand of my phonecards to extract those whose front-side artwork consists of a drawing or drawings. Within this realm I sought cards that demonstrate either aspect of

line content (abundance or limited number) that I have been describing here and which would reflect the three notions mentioned above.

Although there is a sufficient number of phonecards to work with, in the long run it became clear to me that it is difficult to know exactly where to draw the line, so to speak, about what constitutes "no unnecessary lines." In works of art at the abundant end of the matter, it may always be an arguable point about where the limit sits. At the same time, it does seem a bit easier to have a feel for this kind of boundary when there are only a few lines to evaluate. So, without getting too caught up in the argument itself, I have selected phonecard artwork that is the focus of the moment, and I have decided to leave it to each reader to assess the necessity of the lines and their overall count. This approach allows us to move forward unimpeded and to be free to enjoy what the gallery is here to present.

The major focus in all of this consideration ultimately is that with or without no unnecessary lines the artwork of drawings has to convey in much less content the spirit of the whole. The effect for us as viewer is that we must be able to, and are freer to, fill in the space that this kind of art creates. Generally, the outcome is a significant involvement in the piece itself on the part of the viewer, and that is part of the reason that drawings have the impact on us that they do

The search overall yielded 33 different samples from nine countries which individually reflect the above-mentioned line-drawing formats and which collectively are the gallery's holdings. We have here inputs from Finland (2), France (6), Germany (4), Holland (3), Japan (11), Singapore (1), Spain (1), Sweden (1), and the United States (4). The cards selected for this writing depict a broad based thematic cross section, ranging from animals to landscapes, from architectural structures to sperm, from clothing to the moon, from human figures to the telephone.

As you look through the various works enjoy them for their lines and images and keep in mind the considerations about no unnecessary lines, maximal impact, and preserving the spirit of the whole. During that process, see how you react to each piece shown.

You also will note that there is a fair amount of color in these cards. This finding may surprise some viewers, given that there is a rather common belief that line drawings generally are to be black and white. As you can observe, with phonecards there is not always such a limitation.

Finally, it might be of interest to consider the degree to which you are pulled into each piece and feel involved with it, because it is a line drawing and you have much more room to contribute to the overall impression it creates in you than you may find with conventional painting and art works. PT

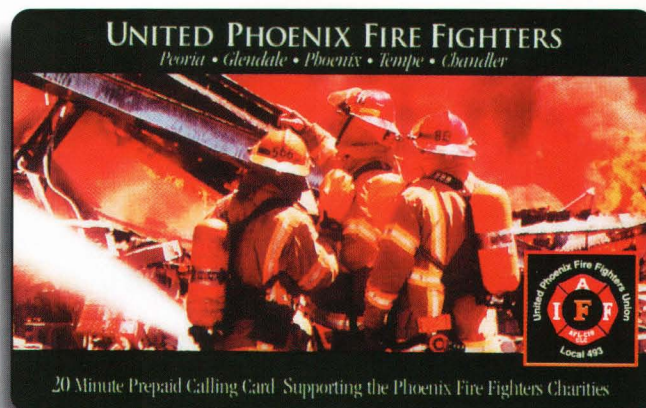
You Really Have To Hear This!

By now you know there are BIG phonecards and little phonecards, beautiful phonecards, humorous, amorous and on and on...BUT have you HEARD the *latest* thing in phonecards?

The United Phoenix Fire Fighters Association recently introduced their first prepaid phonecard, and as you can see, it has action and color, and there is no question the firemen are fighting a fire. If you owned one of these cards, you could then hear the action taking place.

"Each time a card holder adds time to his or her card the United Phoenix Fire Fighters Association Charities receives another donation."

There are 5,000 phonecards printed in this limited edition that features an actual emergency fire scene. The voice prompt is just as exciting as the visual, emulating an emergency call to which the Phoenix Fire Fighters respond. More than 1,200 active fire fighters received this 20 minute prepaid card as a special "perk," which will save them up to



50% on long distance calls made away from home.

The phonecards are now available to Phoenix residents, and the proceeds from the sale of the cards benefit the United Phoenix Fire Fighters Charities that include local programs like the Burn Camp, an Urban Survival Program, "Just-a-Few-Seconds" Drowning Prevention Program, and other local and national programs, like the American Cancer Society and the Muscular Dystrophy Association.

The phonecards come with 20 minutes of domestic long distance calling time and are re-chargeable. Each time a card holder adds time to his or her card the United Phoenix Fire Fighters Association Charities receives another donation. The program was created by ACMI, designed by Square One Media and printed by Worldwide Digital. For those who wish to purchase a card and support this campaign you may call the United Fire Fighters Association at (602) 997-1231. **PT**

This One is "For the Children"



Para Los Ninos, a non-profit organization based in Los Angeles, recently joined with Voice Telephone Company of Las Vegas (with a regional office in Westlake Village, California) on a prepaid phonecard with the theme, "For the Children."

Para Los Ninos is an organization comprised of many volunteers who offer severely impoverished children and families of downtown Los

Angeles a haven and alternative to poverty, child abuse and gang-related violence.

An estimated 550 children, as young as six weeks of age and as old as 18, are served daily, as well as an additional 1,500 families annually.

A limited edition of 300 cards was produced, and they were

"An estimated 550 children, as young as six weeks of age and as old as 18, are served daily."

given away August 15 during the Deardens Golf Tournament at California Country Club in the City of Industry, a suburb of Los Angeles.

The event included a \$40 fundraiser dinner, in addition to the tour-

nament, and participants received a Para Los Ninos phonecard with five minutes of calling time for their donation.

The card was used as an incentive to participate, and with such a limited edition and restricted access to ownership, there is great potential for increased value as time passes.

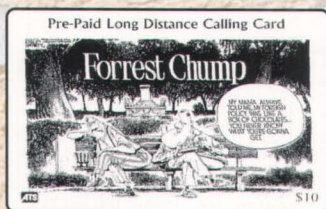
There is also no reason to believe at present that another series of this card will be issued, although Voice Telephone Company officials said a future association with Para Los Ninos on a different project is possible.

The cards were manufactured by Color Fast of Chatsworth, California, and they are rechargeable with 10 percent of the money going to Para Los Ninos.

The card features children playing at dusk in the Los Angeles hills. The expiration date is 12/30/97. **PT**



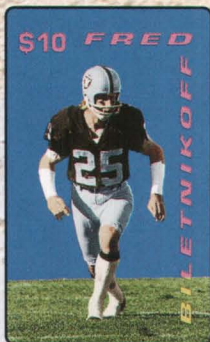
Premiere Comm. / Sallman Art
June 1995 / \$10 face / 5,000 issued
5 card set for \$40



ATS / Forrest Chump
July 1995 / \$10 face / 1,000 issued \$13



Premiere Comm. / John Deere Art
August 1995 / 10 min. / 2,500 issued
3 card set for \$28



Kelcard / Fred Biletnikoff
Sept 1995 / \$10 face / 1,000 issued \$11

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Kelcards / Chynna Phillips
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Univox / Marilyn Monroe Red Lips #2
Nov 1993 / 25 min. / 1,000 issued \$20



Premiere Comm. / Lyons Aviation Art
July 1995 / 10 min. / 10,000 issued
3 card set for \$25



Premier Telecard Magazine
1st Phone Phair in America Commemorative
March 4 1994 / \$5 face value \$25 5,000 issued



Premier Telecard Magazine 1st Edition July 1993 \$5 face 2,000 cards Set of 8 for \$80.00



Premier Telecard Magazine 1st Anniversary Edition March 1994 \$5 face 7,777 cards 3 card set for \$30.00

Outlaw Cards & Plastic Cowboys



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.

We are almost into 1997 and telecard producers are still trying to figure out "Where's The Beef?"

Wowee! they said when they got into this telecard, debit card, prepaid collector paradise. Are we going to make a pile of money! We are going to get rich!!! Oh yeah!!!

This is real simple. All we do is print up millions of little plastic slabs with pretty pictures on them and they will come, they will pay us millions. This is going to be a walk in the park.

After all, "collector man" is hell-bent on owning every telecard on the planet. We can sell him anything. Well, for the last four years this telecard thing has pushed us, pulled us, excited us and beguiled us, and it has felt like we are being mauled by lions or wild rastafarian dogs. What a Ride!

We now have learned that collector man is much more specific and not as free with his capital as we once thought. Collector man really wants high quality product. He wants images that not only appeal to him but images that are endur-

ing and a work of art. The subject matter needs to be solid and skillfully done.

Collector man has also become more technical, and he wants the time on the cards to be real and supplied by a real switch that operates on a real network. Imagine that!

Telecards are high-tech, low-tech bundles of plastic dreams that most producers are still trying to figure out and turn into Bentleys or yachts. They have a lot to learn.

Telecard producers are still entering this new playing field from every direction but heaven. Everyone has the answers and nobody has the answers. Collecting is only a small part of the profit equation for the networks and most of the switches.

Collecting does not produce much new or recurring revenue like the utility or promotional cards.

Collecting is a fast moving segment of the telecom industry, and with this growth collecting has brought out the dark forces that trail along after all great opportunities. I call them "power brokers."

These are the plastic cowboys that all claim they are selling a million minutes a month, 100,000 cards a month, or some such impressive figure. They threaten the switches and networks that they will take their business to a competitor if they do not get the lowest price per minute. This is greed...nothing else but greed.

Granted, there are some people out there who are really doing this kind of volume, but not many. If one were to believe every person that claims these high numbers in this business, the traffic generated would overload the entire planetary network and no calls would ever go through, anywhere.

Because there are forces like this, the serious collector also needs to consider who he is buying the cards from, who the switch provider is, and who the network is. In other words, the legitimacy of the card itself. Right down to the license that was

granted for the image.

There are telecard providers still going out of business because the switch provider did not pay the network and the network turned off the pin codes. This is much different from the network just expiring. The shutoff card is now tainted.

Ironically, there is not much stigma at this time on the collector cards that have been affected in this manner. In fact, some of these issues have become more valued by the collector because of the negative history.

However, this is just a short term effect. These outlaw cards are not such an unusual event like a double struck coin or a reverse image stamp. The value and popularity of telecards of ill repute will fade, and the legitimate, high quality, well conceived telecards will hold both interest and value and grow in equity.

The best advice that can be rendered, therefore, is to always verify your sources. Always make sure who you are dealing with, and always strive for quality, not quantity.

In the great police drama of years gone by, Hill Street Blues, there was a beloved roll-call sergeant who used to admonish his troops before they hit the streets to serve and protect. "Hey, Be Careful Out There." Truer words were never spoken.

Now get with the program...continue seeking the telecard holy grail. Keep your eyes open and your antenna up for those outlaw cards and plastic cowboys.

Keep it flowing! PT

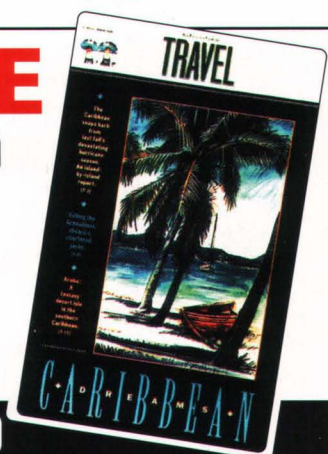
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Corvette Collectible Commemorates Car Classic



Bloomington Gold, considered by many to be the world's oldest and largest Corvette show, commemorated its 24th year with a limited edition, first time ever, prepaid telecard.

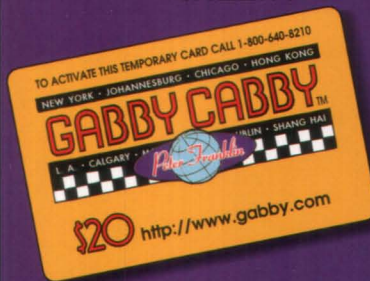
Each card is sequentially numbered with a total of 2,400 issued. The card features a 1953 Corvette and is entitled "First in a Series," which describes not only the start of the Corvette legend, but also the start of a very collectible phone card.

Introduced at this year's show in Springfield, IL, the phonecard provides the opportunity to be a small part of a giant extravaganza. More than 35,000 people participate in this event every summer to be a part of Corvette history.

The Bloomington Gold Corvette series features cards representing Corvettes from 1953 to the present, as well as some of the most unusual Corvettes ever made.

Each card has 10 minutes of long distance calling time and retails for \$15. **PT**

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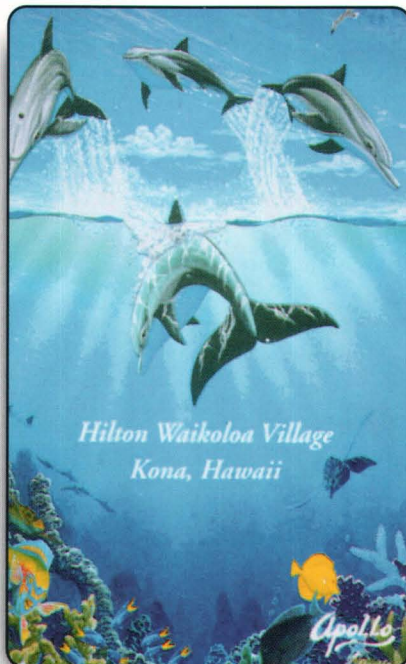
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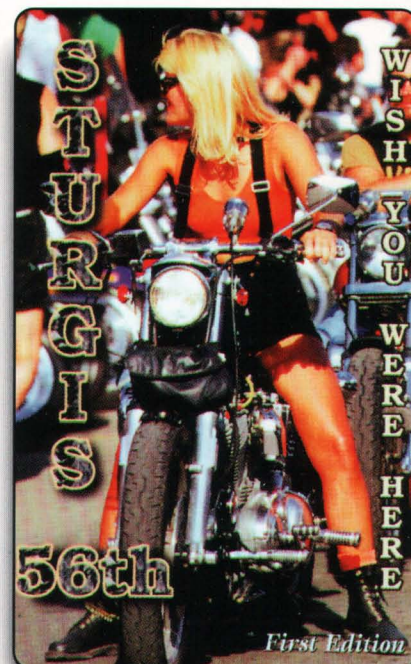
SEE COVER STORY



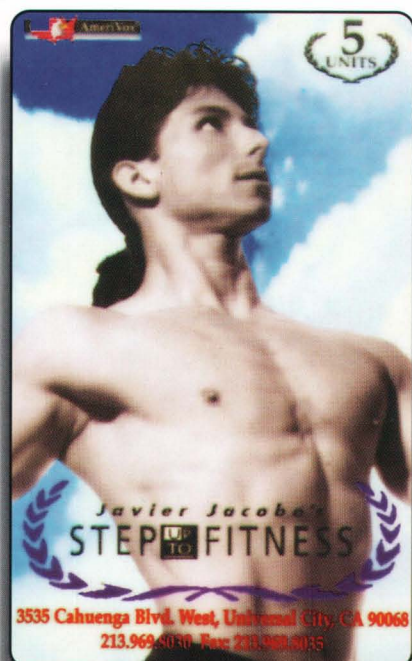
RUSH LIMBAUGH - STS, Inc.
RM—R



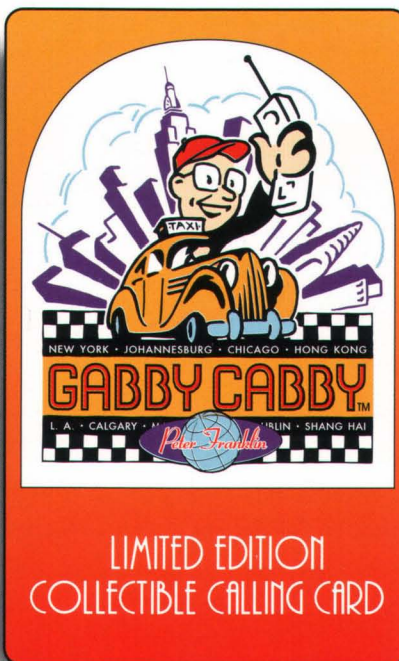
DOLPHINS - Phone Cards Of Hawaii
RM—R



STURGIS - 5 Star
RM—R



BODY FITNESS - Amerivox
RM—R



GABBY CABBY - TimeTech Intl
RM—R



MARILYN MONROE - ACMI
RM—R

Premier Cards

Volume 4 • Number 5

Nov/Dec 1996



MOBIL - MCI RM—R



CHINESE YELLOW PAGES - Cable & Wireless RM—R



TATTOO - Privacy Card Co. RM—R



CORONA PARROT - 6-Pak, Inc. RM—R



ALTERNATIVE HOUSE - Cable & Wireless RM



HANSON GRAPHICS - MEMPHIS BELL CARD RM-R

Unreleased 1956

Elvis

Material Surfaces In New Phonecard/CD & Phonecard/PD Packages

By Dr. Gary Felton

It is not often that previously unreleased material by, or involving, Elvis Presley turns up anymore, since there appears to be very little of it remaining. Now and then, however, we run across something that has been tucked away somewhere, just waiting for the right moment to be discovered and brought to light.

These two sentences constitute the short version of how *Windows Of The Soul* came about and resulted in the offering of some phenomenal Elvis materials, including four very special phonecards.

To fully appreciate this story, we must keep in mind the fact that over the years there have been many different kinds of general products which carry phonecards as part of the overall package being presented or offered. We have seen phonecards with books, greeting cards, oil cans, software discs, cassettes, cereal boxes, telephones, and magazines.

There even has been an occasional phonecard with a compact disc, and on one occasion a phonecard with a picture disc. AmeriVox blazed the trail in these last two arenas with the first and second (and to date, only) internationally combined phonecard/compact discs and the first-ever phonecard/picture disc combination.



Now, one of America's largest phonecard companies has joined with ERIKA Records, Inc. and The Creative Radio Network to release the world's first double-recording product phonecard carriers: **Windows Of The Soul**.

Essentially, what has taken place regarding Elvis and this wonderful find began the afternoon of 16 May 1956 in Little Rock, Arkansas. A member of the Chamber of Commerce contacted local disc jockey Ray Green to see if he would attend a concert that night by the nation's newest-rising star, Elvis Presley, and interview him afterwards. Although he was relatively unfamiliar with Elvis, Ray agreed and that night went to Robinson Auditorium for the show and subsequent interview.

As he was setting up his equipment in the dressing room, Green encountered Colonel Tom Parker, Elvis' manager, who summarily told him there was no way there would be any interview with Elvis. From that moment until much later in the evening there unfolded a series of complicated and interesting events which comprise an amazing story about how both the informal and formal interview were allowed and came about at a time in history when the Colonel had put a full stop to all Elvis interviews.

The sequence includes 1) extensive negotiating with the Colonel for permission to conduct the interview, 2) an unexpected 45 minute detour and resultant off-the-cuff interview during the process of Ray and the Colonel

"1) Ray Green's telling of the fascinating story behind the story, 2) concert extracts from the show that night (Elvis introducing his material), and 3) the formal interview itself."

picking up Elvis at the airport and delivering him to the auditorium, 3) a late-starting Elvis concert before 2,500 eager fans, and 4) a taped, private interview in the dressing room.

Windows Of The Soul is a splendid package which is available in two different formats, namely a conventional-size compact disc and a double-sided 12" mylar picture disc. Each of them in part is a compilation of recordings of never before released Elvis material, including 1) Ray Green's telling of the fascinating story behind the story, 2) concert extracts from the show that night (Elvis introducing his material), and 3) the formal interview itself.

What rounds out these unprecedented packages is (1 and 2) the inclusion of a working phonecard from AmeriVox, which features a never before released 1956 photograph of Elvis, 3) a photograph of Elvis and Ray in the

1956 interview, and, in the case of the strikingly colorful picture disc, 4) the first-ever Elvis Presley Enterprises, Inc. approved shaped (non-round) picture disc.

Each album offers the same contents in different configurations and shape,



with the exception of the understandable graphic and size difference between a double-sided picture disc and a compact disc and the different image which appears on each phonecard.

The image on the compact disc phonecard is completely different from the one on the picture disc phonecard. In addition, within each format (compact disc and picture disc) there are two slightly different phonecards: an American version which shows on the front side "5 MINUTES" of calling time and an international version which shows on its front side "1 UNIT" of calling time (see accompanying illustrations).

The specific purpose of the product is to work with six individually, never before released items — each of which in its own right clearly offers a soulful snapshot of Elvis — and integrate them in such a manner that collectively they offer more of a general profile of the soul of Elvis.

Carefully chosen to contribute to this larger picture, each component when intermixed with the others brings both a marvelous view of the young, inexperienced, vul-



nerable, open, and fresh entertainer in his earliest moments of an unparalleled career, and one glimpse of him towards the latter stage of his career.

Overall, these two packages present a most uncommon view and most unusual form of profile about the man. In doing so, **Windows Of The Soul** offers 6 (compact disc) or 7 (picture disc) major Elvis world firsts. It is available internationally at this time and will make its way to American consumers in late October 1996.

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PUBLISHER'S NOTE;

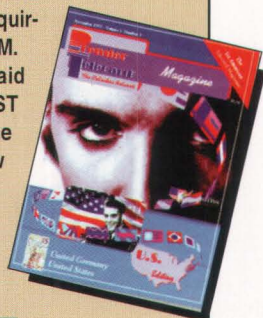
It was November 1993 and Premier Telecard Magazine was but three issues old. The masthead on that month's cover said "The 1st American Telecard Magazine."

The entire cover was devoted to Elvis Presley, as well as a two-page feature article about "The World of Elvis." This feature included photos of Graceland Mansion in Memphis, Tenn., an Elvis identification card and other Elvis memorabilia.

The cover of that '93 issue featured the "The Eyes of Elvis." Pictured on these pages is a similar shot of "those eyes" from a different era.

Premiere Telecard Magazine has a limited number of back issues of the Elvis November '93 magazine. Please turn to page 43 in this issue for information and details on acquiring former copies of PTM.

In 1993, we said Premier was the FIRST telecard magazine in the United States. It is now 1996 and we are very proud to announce that Premier Telecard Magazine is the LARGEST phonecard magazine in America. **PT**



Good News For Serious Telecard Collectors!



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!

In talking with dealers around the country, I picked up an encouraging sign. **Telecard collectors are beginning to buy the early issues.** Why is this important? If collectors only buy the current cards being issued, that is fine. But when collectors begin to go back and buy the first cards issued, it means that the hobby is moving toward a higher plateau.

Good news for serious telecard collectors! The telecard hobby in the U.S. is only a few years old. Card prices for even the earlier issues are generally quite reasonable.

Low-run telecard issues are the sleepers in today's market. A low-run issue may be the regular run of a card or it may be a preliminary run. What is a low-run? Today, a low-run is 500 or less. As more collectors join the hobby, a low-run will increase in size.

Stick with legitimate low-run issues if you want to collect in that niche. A legitimate low-run is one of the following issues made by a card issuer that follows ethical issuing practices:

n A regular issue of a (1 of 500, 2 of 500, and so on or similar numbering appears on the front or back of the

card) *machine-numbered* card or cards. The 500 three-card Norman Rockwell baseball set (still available in the \$40 range) issued by Century Telecommunications in 1994, numbered on the face, is an excellent example.

n A preliminary run of a *machine-numbered* card or cards. The 1995 TeleTrading Card/Baseball Weekly "test" run of 200 featuring Babe Ruth, numbered on the back, is a fine example.

What is a "preliminary run"? **A preliminary run is a low-quantity run that precedes the anticipated regular run of the card or cards.** Preliminary run cards may be imprinted with the word "Test," "Proof," "Specimen," "Sample," "Void," "Prototype," or some similar term. A preliminary run card may be a live card. Or, it may be different than the regular run of cards because it has a blank back, a printed back but without a PIN, without an 800 number, or without sequential numbers. Preliminary run cards are generally not sequentially numbered, although some have printed sequential numbers and others can be found with hand-written sequential numbers. A preliminary run card may be printed on different material than the regular run of cards.

There are a variety of reasons why it may be appropriate for a card issuer to make a preliminary low-quantity run. Art licensors may require, by licensing agreement, that completed cards be submitted for approval before the regular card run is made. An advertising sponsor of the card issue may require card approval of the final run. Or, the card issuer may want to see an example of the product before authorizing the printer to proceed with the run.

Watch out for multiple pseudo-preliminary card runs. While there may be legitimate reasons for an issuer to make one preliminary card run (marked



Telecard Issuers *Code of Ethics*

In the last issue, I introduced the first of my proposed Code of Ethics for telecard issuers. At this early stage of the industry's development, it is essential that card issuers (the companies that license photos and other images, then produce the end-product telecard) follow high standards for the benefit of collectors and telecard users. Here is number two in this series of proposals:

2. Fully disclose distribution methods.

There are many possible telecard distribution methods. The distribution method(s) chosen by the issuer often have a direct impact on the value of the telecard in the collector market, and, therefore, the methods should be fully disclosed.

Editorial comment: If telecards are sold directly by the card issuer and not discounted to distributors or dealers (such as was apparently the case with the Southwestern Bell Stan Musial issue), this provides certain price expectations to collectors. If one card is inserted (called an "insert card") in each case of telecards sold to distributors and dealers, this method is a key factor in determining the value of the insert card. If all the cards are randomly given to attendees (or given to an exclusive group of individuals) at an event, like the Super Bowl, the distribution has a direct impact on card value. Some issuers use various insertion ratios per case or per pack for higher value cards. These insertion ratios are the key to card availability.

I would rather have one of 5,000 cards that were randomly given to the public, most of whom are not telecard collectors, than one of 1,000 cards that could be purchased through dealer channels. Distribution is a one of the keys to true telecard value.

Watch my column in the next issue for more ethical standard proposals. Meanwhile, write me c/o Premier Telecard Magazine. When the Premier web page is fully developed, you can Email me there. I can't respond to all your letters or Email. But I want to hear your input on the ethical standards I have proposed and others you believe are important.

"test," "proof," "sample," "promo," "specimen" and so on), there is generally little basis for a card issuer to produce multiple preliminary runs. It appears that one or more card issuers are carefully planning these multiple preliminary runs merely as a way to exact more profit from the hobby.

Attempts are being made in the telecard press to precisely define different types of preliminary card runs.

Precise definitions are being attached to the words "test," "proof," "sample," "promo," "specimen" and other similar words. Unfortunately, card issuers didn't have these definitions in mind for cards already in the market. For example, a card with complete front and back printing but without a PIN may be marked "SAMPLE" by one card issuer and "TEST" by another card issuer. Or, cards with identical appearance may be marked "SAMPLE" and "TEST" by the same card issuer. Instead of trying to universally apply a vast array of simplistic definitions, card retailers, wholesalers, and cataloguers need to generally refer to preliminary card runs. This will alert the collector that this is a run

other than the regular card run. Alternately, each preliminary run needs to be precisely defined based on the card appearance.

Why is machine numbering so important? True, machines can make mistakes, but would you rather collect a low-run card that is machine-numbered or hand-numbered? No question, I will take the machine-numbered card every time. When I see hand-numbered cards, I wonder how many cards were distributed with identical hand-numbers. I already have one example of duplicate hand-numbering in my files.

Steve Schwartz at Sears Phone Cards reports the **AT&T Snoopy-a-Month** cards are one of his best sellers. The January through June cards (one image per month) were recently released, bringing the set to 9 cards out of 12 total. Only 500 sets of these cards were made. Steve also likes the ACMI Garfield

Magician cards with 425 issued.

Mike Dingwell at Promotional Phone Cards says the **\$2**

McDonald's Arch Gold

Foil Stamp cards are hot. The Scoreboard McDonald's 50 card sets are moving well. It is reported that Scoreboard only made 499 cases of these cards. The Michael Jordan WorldCom cards, with his red jersey, and the Pam Anderson PATCO set are also good sellers.

Powell Associates reports good sales of three **Ameritech** issues: two-card Cherry Festival set (\$4 and \$12), U.S. Open Golf Tournament 14 unit card, and the 5 unit Shareholder's Meeting complimentary card.

From the Dan Busby personal card collection...two very popular collector cards, AT&T's SNOOPY OF THE MONTH and the ACMI card of Garfield the Magician. PT



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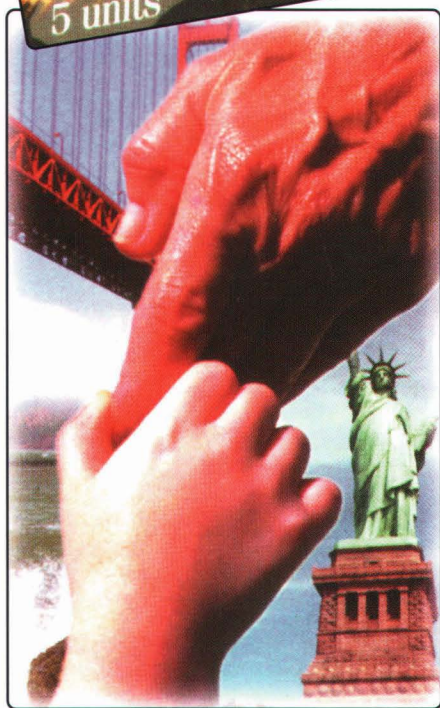
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HANSON PUBLISHING

Premier Telecard Magazine Goes East!

There were PEOPLE and CARDS from around the world...phonecards, calling cards, telecards, smart cards, debit cards, cellular prepaid cards...people and cards of all description and persuasion in New York for the TeleCard World '96 Conference



and Exposition. Of course, our own Bill and Carol-N Jordan, publishers of PTM were there to participate and report on all that's new and different in the world of "cards."

There were well over 150 vendor booths at the Conference, held at the Jacob Javits Convention Center, September 25-28 of this year. All the various companies represented were highly visible on the floor. The many vending machine manufacturers, card

printers, processors, sales representatives were demonstrating the newest in technology to make the world of telecards bigger, better, faster, more lucrative.

If that was not enough there were guest speakers, authorities on virtually every subject to help you or teach you about "cards." Ron Kubicki of IdealDial spoke on Pricing and Customer Service...Max Erlichman talked of the European marketplace (see page 42 this issue), Stacey Witherspoon of Bell Canada informed attendees about Capitalizing on the Canadian Market. There were dozens of well-

informed speakers ready to give hands-on assistance to all who requested it.

Even KUMA the White Akita dog from Japan was in New York for the show.

Please see page 35, Cards in Play for the story about KUMA. This is an amazing story.

And finally from Carol-N and Bill Jordan... this suggestion: When next in New York you are urged to take a moment or two to relax and smell the roses...and take in the wonderful aromas of the Big Apple. In particular, a small, out of the way spot at 9th avenue and 39th street. It's called the Cupcake Cafe. The Cafe prepares gourmet cakes of all kinds and description and to hear Bill tell, the butter cream frosting is to, is to, err...it's not too bad.

You know Bill, you really have to take it easier. Too many tough trips! **PT**



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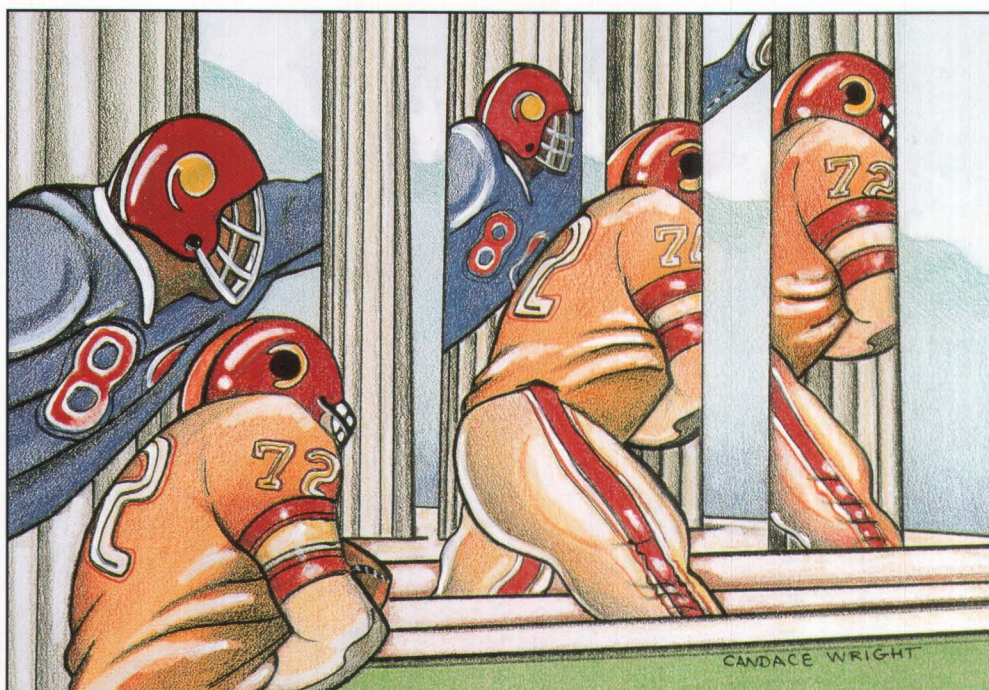
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Football Heroes

**Two Bits - Four Bits - Six Bits - A Dollar
All For Phonecards Stand Up And Holler!**



Candace Wright

One of the first companies to offer a prepaid calling card in the United States has created a new series of collegiate football prepaid calling cards.

LCI International is the company, and the cards are pre-programmed with LCI long-distance service and allow users the opportunity to place calls from any touch-tone phone.

This new series has actually been earmarked for major colleges and universities and incorporates the school's logo, including special signature artwork.

Each school will have three different designs representing the three different calling card denominations — 20, 30 and 60 minutes. All cards are rechargeable and may be used to place calls anywhere in the United States and to an estimated 230 countries.

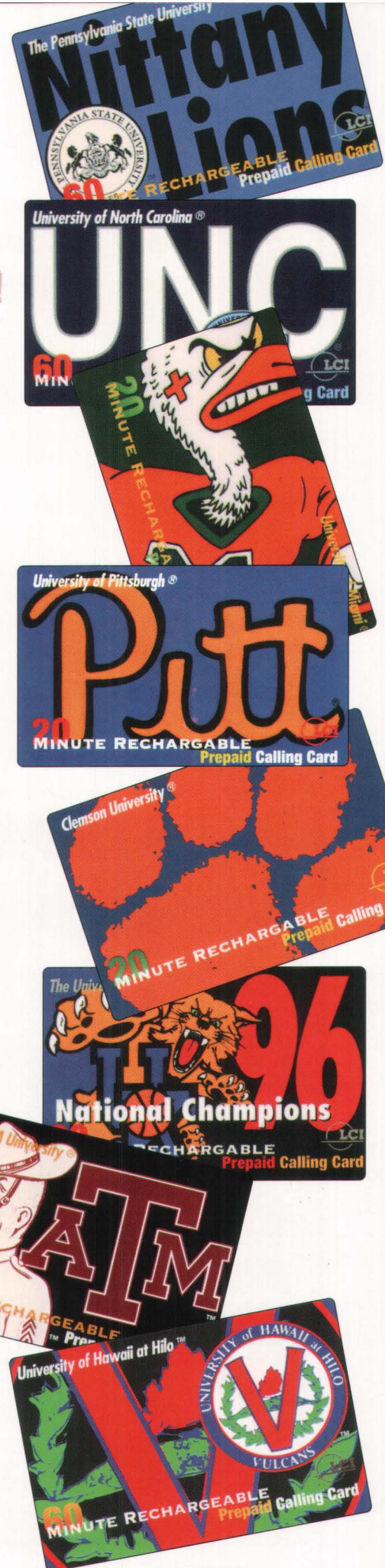
The initial production of cards was done for 12 universities, some of which are pictured on this page. A spokesman for LCI told PTM that the remaining col-

lege and university phonecards, which are expected to include all the Division One NCAA institutions in the country, should be available by the end of this year.

The production of this series of collegiate phonecards is the result of a collaboration between LCI International and Advanced Sports Concepts, Inc., a national agency that holds 90 or more major college and university marketing licenses throughout the United States.

And, this final word. As you peruse the outstanding cards on this page, you are sure to notice that one card has absolutely nothing to do with football. If you are up on college basketball or are from Kentucky, you will know that coach Rick Pitino likes to be involved in all of his school's sporting affairs.

The collegiate phonecards are currently available throughout the United States at on-and-off campus retail outlets. **PT**





Cards in Play in the U.S.A.

Score Board Issues McDonalds Collectibles

The Score Board, Inc. of Cherry Hill, New Jersey has announced the release of its Premiere Edition McDonalds Collectible Phone Card Packs, which corporate officials say are the first-ever all McDonalds phonecards foil pack.

The images assigned to this series have a wide range of McDonalds corporate trademarks, such as the Hamburglar, Grimace, and, of course, Ronald; in addition, there are sports figures and national and international themes illustrated on the cards.

Only 499 sequentially numbered cases will be produced, with an estimated 500 cards to each case, including denominations from \$2 (Golden Arch foil-stamped phonecards), \$5 (acetate phonecards), \$10 (phonecards), \$25 (die-cut phonecards) to \$1,000 (foil-stamped phonecards).

Tom Geideman, director of card marketing for The Score Board, indicated that he expects the series to be well received.



"It's no secret to any manufacturer that dealers and collectors have been screaming for limited production on all card products," he said. "Sequentially numbering each of the phonecards in our McDonalds product is our way of positively reacting to the demands of the consumer."

The Score Board also is attempting to marry the pre-paid phone card and trading card industries through another venture which combines the two concepts into one series. Again, a McDonalds theme is the headliner.

NFL Fans Will Like This One

The Score Board has issued in time for football season a new Pro Line II Intense premium NFL-licensed trading/phonecard product featuring top players in the National Football League, including Troy Aikman and Emmitt Smith, and first round draft pick Keyshawn Johnson.

The complete 100-card series

includes the NFL's top veterans, free agents and rookies, with their current team's logos and colors. Each box contains 36 packs with five trading cards in each pack.

This series contains Sprint prepaid FONCARDS in denominations of \$3 and \$5, and the \$5 card has a variety of 20 NFL images. In this case, the pre-paid phonecard is an insertion into a trading card package as a marketing tool being used by The Score Board to introduce trading card collectors to the practicality of pre-paid phonecards.



Collectible trading cards can be purchased in five card packs, with an additional, albeit occasional, bonus of a pre-paid phone card inserted. For as little as \$1.29, up to \$1.49, a buyer might find a pre-paid phonecard in either a \$2 or \$5 denomination included in a package of five trading cards, with three pre-paid phonecards in every box of 120.

Many of the same images that are on the pre-paid phonecards will be found on the trading cards. **PT**

Premiere TeleCards

Call or fax for dealer/collector information:

Premiere Communications Group

317-674-3301 Fax: 317-674-3302

P.O. Box 50188, Indianapolis, IN 46250

Cards in Play in the U.S.A.



The **RUSH** is on!

Only a few months ago, the Republican Convention was in full swing in the beautiful city of San Diego. The sun shone brightly (as is the case in San Diego) outside of the convention hall and all was well with the elephant people—the Republicans.

Just as Santa Claus is expected down the chimney, here was a special booth with RUSH LIMBAUGH memorabilia being purchased by the ditto-heads of the country. Of course, business was brisk (no surprise to this writer) for the RUSH LIMBAUGH phonecard. Folks lined up, as time would permit, to buy this telecard.

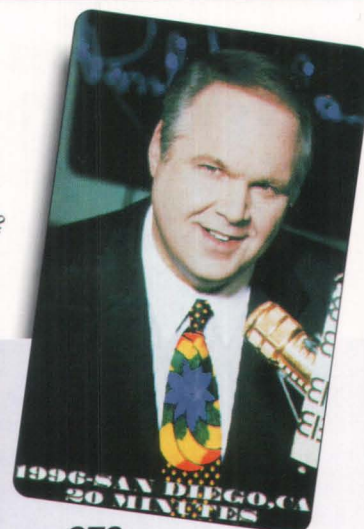
Each phonecard is loaded with 20 minutes of long distance phone time, and is re-chargeable. Licensee of the Rush Limbaugh card is STS and the card is a production of True Wit Promotions.

It is interesting to note that 5,100 Rush Limbaugh cards were initially ordered in this limited edition. The cards, sequentially numbered 1 through 5,100, arrived in San Diego short by 2 cards. Cards numbered 0049 and 0061 were missing. So only 5,098 were to be circulated at the Convention in San Diego.

Now the question—who has Rush Limbaugh cards # 0049 and 0061?

Were they ever produced?
If so, who has them?

The plot thickens! **PT**



Premier TeleFacts

Rush Limbaugh

Issuer	STS
Carrier	Zenex
Face Value	20 minutes
Release Date	July, 1994
Limited to	5,098
Rechargeable	Yes

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Cards in Play in the U.S.A.

Sturgis Motorcycle Rally Depicted in Phonocards

Five Star Enterprises, located in Black Hawk, South Dakota, about 20 miles south of Sturgis, has created a series of prepaid phonocards depicting the sights and emotions of the annual Black Hills Motor Classic, also known as the Sturgis Motorcycle Rally.

The first card in the series comes from the Sturgis National Motorcycle Museum. This card represents the motto of all "bikers" in that they all believe that "Riding is Freedom." The eagle, the American Flag and the motorcycle on the card say it all. This card was designed by Rushmore Photo and Gifts in Rapid City, SD.

The second card in the series is the American Eagle card. It is meant to reflect the pride and freedom of this country and was selected by 5 Star Enterprises from the photos available through the South Dakota Department of Tourism.

The third, fourth and fifth cards in the series were selected from photos available through Rushmore

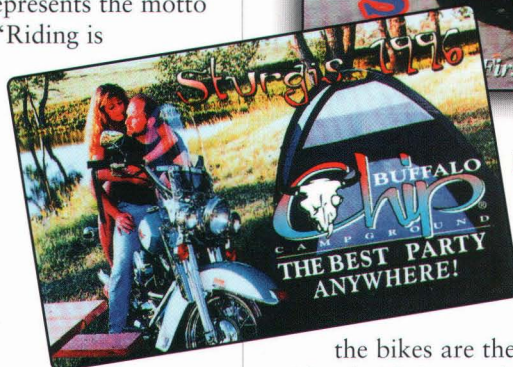
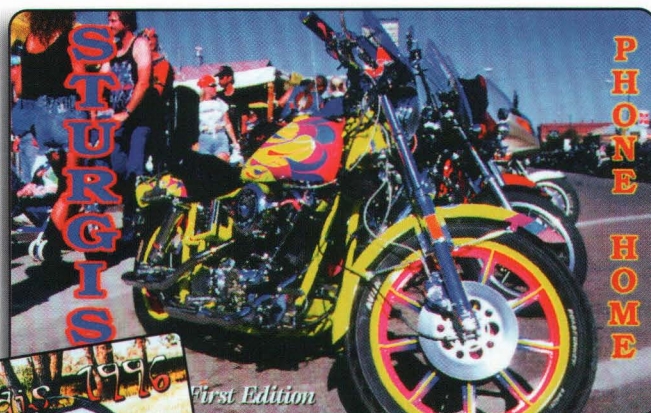


Photo and Gifts. These cards all show what the Sturgis Rally is all about.

Card number three, Main Street of Sturgis, illustrates the hub of all activity during the rally, where thousands of bikes are on display. In some cases,

the bikes are there simply because that is where the rider decided to park. In other cases, the owner is interested in displaying the artistry of the paint work, chrome and structural change of the bike.

Card number four shows one example of the paint jobs that can be seen at the rally.

Card number five depicts the changing of times with the number of women riding their own motorcycles growing at a fantastic rate. Event organizers and regular participants say that watching the "biker babes" is almost considered a sport of its own at the Sturgis Rally.



The last card in the series comes from the Buffalo Chip Campground. This card was designed by Wordsmith Ltd., is an advertisement of Rapid City and carries the official Buffalo Chip Logo, adding the phrase "The Best Party Anywhere."

The "Chip" is famous for its party atmosphere, concerts performed by well-known artists and its annual contest to crown "Ms. Buffalo Chip."

All six of the cards were produced by Leisuretime Phone Cards of Las Vegas, Nevada exclusively for 5 Star Enterprises.

The event began in 1940 as a small country gathering, and the attendance has grown to an estimated 300,000 or 400,000 participants every year. In fact, event promoters justifiably boast that it has become one of the largest motorcycle rallies in the world. **PT**



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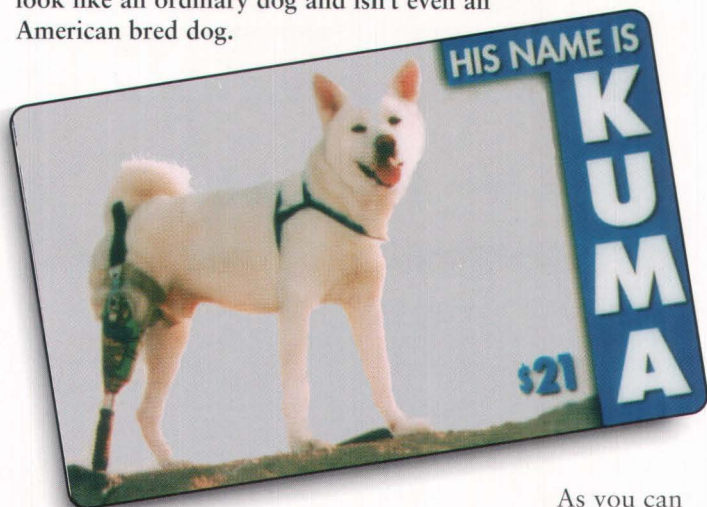
Call 1-800-582-3425

Cards in Play in the U.S.A.



The Adventures of Kuma

Sounds Like the Opening to a TV show, "Kuma: All American Dog!" Except Kuma is not an ordinary dog, doesn't look like an ordinary dog and isn't even an American bred dog.



As you can see from the pictured phonecard, Kuma is an absolutely beautiful animal, and he has overcome his severe physical restrictions with the use of an artificial leg.

Kuma is an Akita, a dog whose ancestry dates back to 500 B.C. The breed migrated from the mainland of China to the islands of Japan. History tells us that Akitas were fighters, hunters, guard dogs, police dogs, mostly hard-working dogs. In 1931, after three and a half centuries of selective breeding toward the ideal working dog, the Japanese government proclaimed the Akita the National Dog of Japan.

It was in 1956 that a standard was drawn up for the breed in the United States. The American Kennel Club set up the first show where an Akita was included in the Miscellaneous Class, and the Akita entry won first prize.

There are many stories about the Akita, including the one about Helen Keller, blind, deaf and mute, who brought an Akita to the United States in the early '30s. She had several Akitas during her lifetime.

Kuma is 4 years old and lives with his owner, John Weaver, in Eugene, Oregon.

It was in Los Angeles, 1992 that a cement truck hit and crushed the right hind leg of the dog. He was 8 months old at the time.

The Vet recommended that Weaver put the dog to sleep, although he never considered it. Instead, he decided to build Kuma a prosthesis. He had never attempted any-

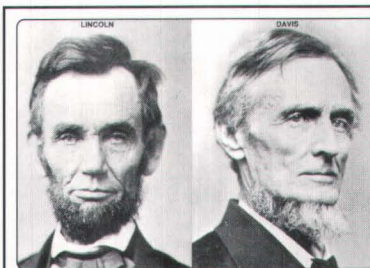
thing like this before, but he knew he must try, and right away.

It took time, but after a couple of months the dog began running around, with and without his prosthetic leg. By the way, Kuma can remove the artificial leg by himself.

The story about Kuma is a special one. He regularly visits children's hospitals and serves as an inspiration, especially to kids who are in wheelchairs, braces or prosthesis.

Kuma and his owner are welcomed wherever they go, be it a children's ward or a senior center. He seems to challenge everyone with whom he comes in contact... "If I Can Do It, You Can Do It!"

Watch for the further adventures of Kuma coming soon to a child or adult near you. **PT**



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Authorized Signature _____



Cards in Play in the U.S.A.

Gabby Cabby Tours The Country

Hello, passengers!

Get in, take a seat, don't relax. You are about to ride with the Gabby Cabby, the maestro of the New York City streets.

On October 14, Peter Franklin, also known as the Gabby Cabby, was due to head out on a cross country tour in his yellow, checkered hack, broadcasting along the route live radio programs to an estimated 300 million faithful listeners in 72 countries.

With tongue in cheek Franklin billed this soiree as the "Last Annual Gabby Cabby Cross-Country Caper," although this is actually his first attempt at a venture of this magnitude. For the trip he has joined forces with TimeTech International of Tucson, AZ on the release of a limited edition collectible card to commemorate the experience.

The initial issue will comprise 250,000 (with an eventual total of one million) cards at \$20 each for 50 minutes of phone time,

Gabby Cabby Itinerary

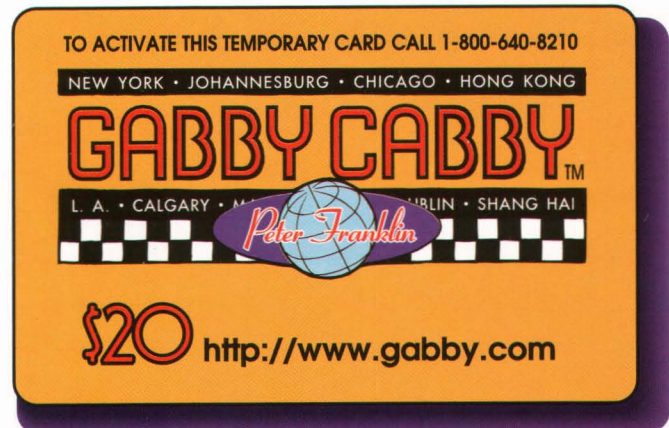
Oct.-14, Albany, NY — WGY Radio
 Oct.-15, Boston, MA — WKLB
 Oct.-16, Providence, RI — WWKX
 Oct.-17, Hartford, CT — WWYZ
 Oct.-18, Norwich, CT — WICH
 Oct.-21, Washington D.C. — WMAI
 Oct.-22, Altoona, PA — WFBG
 Oct.-23, Pittsburgh, PA — KDKA
 Oct.-24, Cleveland, OH — WMMS
 Oct.-25, Cincinnati, OH
 Oct.-26, Indianapolis, IN
 Oct.-28, Ann Arbor, MI
 Oct.-29, Chicago, IL — WCEV
 Oct.-30, Davenport, IA — WOC
 Oct.-31, Champaign, IL — WIXY
 Nov.-1, St. Louis, MO — KYKY
 Nov.-2, Kansas City, MO — KCMO
 Nov.-4, Denver, CO
 Nov.-6, Salt Lake City, UT — KSL
 Nov.-8, Eureka, CA — KRED
 Nov.-9, Chico, CA — KFMF
 Nov.-11, San Francisco, CA
 Nov.-13, Los Angeles, CA — KZLA
 Nov.-14, Las Vegas, NV
 Nov.-15, Phoenix, AZ
 Nov.-18, Dallas/Fort Worth, TX
 Nov.-19, Fayetteville, AR — KKZQ
 Nov.-21, Birmingham, AL — WERC
 Nov.-22, Atlanta, GA
 Nov.-23, Fayetteville, NC — WQSM
 Nov.-25, New York, NY — WINS



and the permanent card has a recharge fee of \$20 for an additional 66 minutes, which includes a 16-minute bonus.

To make the deal even more attractive, the original card also comes with a bonus card containing 5 minutes of calling time (also limited edition collectible issue 10,000). The release date coincided with the Cabby's departure date.

Born and raised in New York City, Franklin earned his reputation over the last 17 years as a cab driver and radio show personality, with live, guest broadcasts from his taxi. Some of his broadcasts were from in front of the New York City



World Trade Center after it was bombed, at the funeral of Jackie Onassis, and from outside the 1992 Democratic Convention in New York.

His five-week tour of the United States will begin in Albany, New York, will extend west across the midwestern states, bounce along the West Coast and return to the East via a southern route.

The trip will take several weeks to complete, and expect PTM to follow-up on the outcome of the Gabby Cabby's adventure. PTM also plans to publish regular updates over the internet on our new Website: <http://www.premier-tele.com>. PT

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Cards in Play in the U.S.A.



Get Inside NASCAR Racing Spectators Can Join The Pit Action With New Phonecard

For NASCAR fans who thirst for a more intimate role into the heat of auto racing, SportsCom, Inc. of Atlanta, Georgia has introduced a brand new concept in phonecard use.

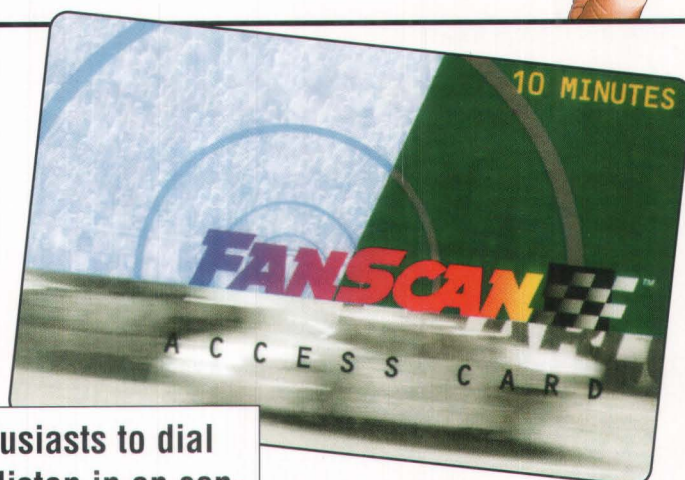
The new product called FANSCAN now allows racing enthusiasts to dial into selected NASCAR events and listen in on conversations between the driver and pit crew while watching on television.

The current series will be sold at track side trailers during the race and at NASCAR Thunder stores; some cards will also be given away as promotional tools.

FANSCAN initially was released in July with two images depicting relatively generic racing themes, but SportsCom was scheduled to issue another series in September with the likenesses of 12 drivers on separate racing cards, including Jeff Gordon, Rusty Wallace and Ernie Irvin.

Current plans call for 750 cards to be issued in each

"FANSCAN allows racing enthusiasts to dial selected NASCAR events and listen in on conversations between the driver and pit crew."



design with West Interactive/AT&T providing the service. LongHanesCarrLINTAS of

Winston/Salem designed the cards, all of which are expected to be available in 10 minute dominations.

Other plans on the drawing board call for the distribution of a dual use card, where one unit of time allotment can be used for one minute of long distance calling and three units can be used for each minute of race time; but no announcement has been made firming up a release date. **PT**

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	Total	

JEREMY FARRELL:

Ireland's youngest phonecard image designer

The first paragraph of a letter recently received by Premier Telecard Magazine sums up the story of Jeremy Farrell.

"Dear Editor, I am 21 years old, and I just finished college last year. Since then I have been running my own business. I design and produce private limited edition telephone cards for the collectors market. My cards are mainly but not exclusively Irish in theme."

Now, we know Jeremy's age; he is college educated, and we also know that Jeremy Farrell is as Irish as the entire ensemble of McNamara's Band.

While earning his diploma in International Trade and Marketing, Jeremy completed a project that won him the Irish Exporters Association's International Trade Practice Project Award for 1995.

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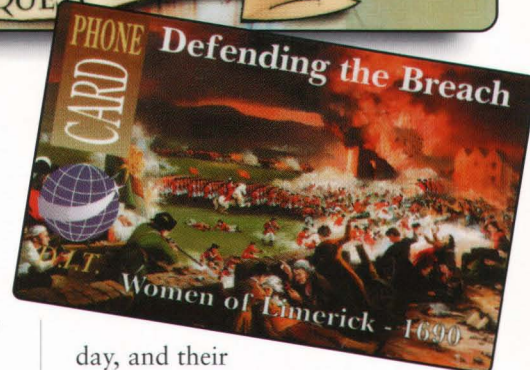
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His project, as he stated above, included designing and producing private limited edition telephone cards for the collector's market. He went on to expand his project into a business and in the process has established himself as Ireland's leading independent phonecard designer and producer.

In addition, he is the first designer in this medium to be archived by the National Library of Ireland, Monaghan County Museum, and the Collins Society of London. Seven of his thirteen cards are based on original art,

day, and their sacrifice has been lost in history, although they saved Limerick and stalled the Stuart military action in Ireland for an additional year.

Jeremy has another card, "Strongbow, Richard de Clare, Earl of Pembroke." Strongbow landed near Waterford on August 23, 1170, and he had come at the invitation of

Dermot MacMurrough, the King of Leinster. According to the Annals of Ulster, "it was the beginning of the woes of Ireland."

**"According to the Annals of
Ulster, "it was the beginning
of the woes of Ireland."**

and his company, Telephone Cards by Post, offers to members of his Collectors Club a free newsletter that contains updates of various fairs, festivals and special events.

True to his historical themes, one of his cards depicts "The Siege of Limerick." Very often historians ignore the role of the feminine gender, even though women have made tremendous contributions in the struggle for social, religious and political freedom across the world.

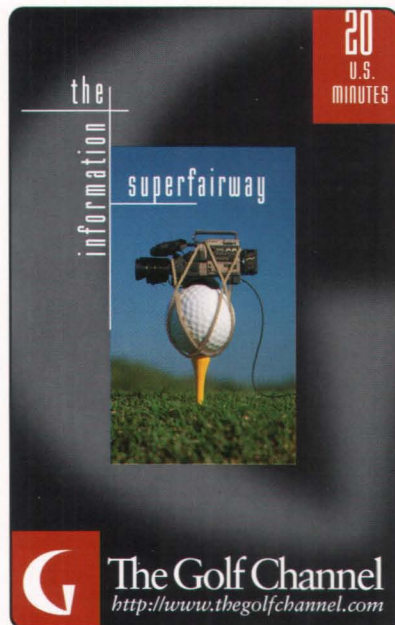
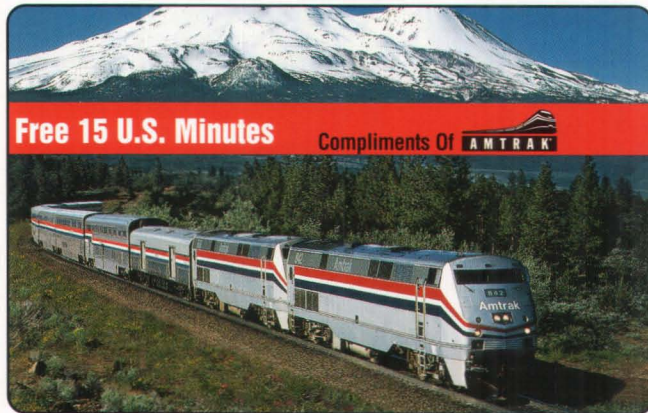
In one case, it was August 1690 when the Williamite armies besieged the Irish settlement of Limerick. They breached the walls near St. John's Gate, and it was the women of the city who repelled the English and Dutch Grenadiers. Many women died that

He brought with him a disciplined army of highly trained knights and archers, and using the latest techniques in warfare he smashed the native Irish and fortified their lands. Strongbow's footsteps have echoed down through the centuries. There has been a long line of English invaders in Ireland, and it began with this famous historical character 825 years ago.

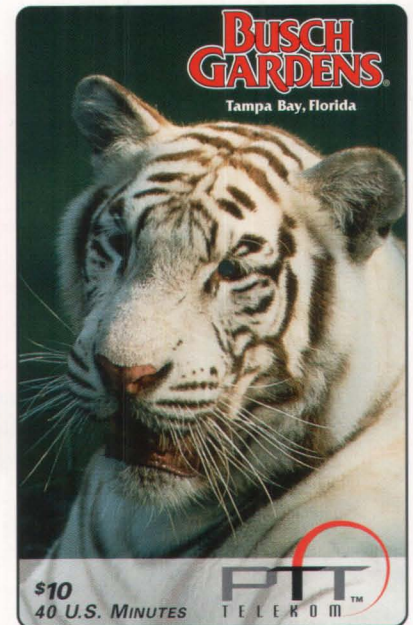
These are but two in a series of cards that Jeremy Farrell offers to his clientele. The Strongbow card is Jeremy's own original artwork, and the Limerick card artwork is courtesy of Shannon Heritage & Banquets. They both offer a limited edition of 1,500. Expect to hear more of this young entrepreneur. **PT**

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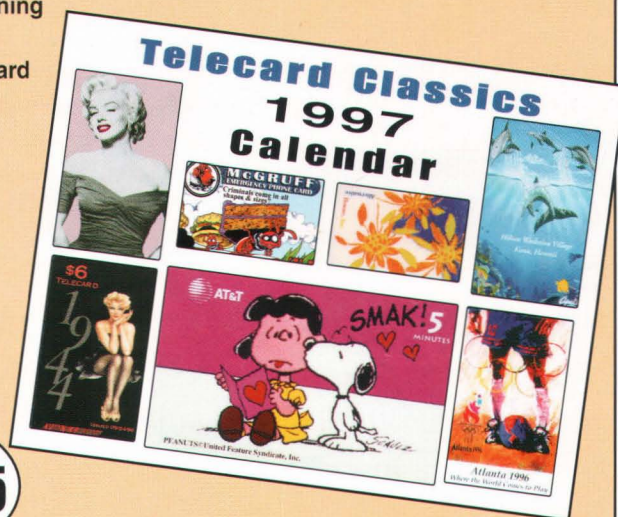
Telecards or Pre-paid phone cards were initially collected for their stunning artwork, appealing aesthetics and brilliant colors. Some cards became instant classics. The Marilyn Monroe, Michael Jordan, Disney and the Hard Rock Cafe cards are in tremendous demand. Many of these cards were produced for everyday phone needs, but created a following that far exceeded the supply. Some telecards increased in value 10 to 50 times their face amount. The 1997 Telecard Classics Calendar has many of these hard-to-find collectibles on display, month after month.

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International Grab Bag



Max Erlichman

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 multinational teams, qualifying him as our resident expert on international phonecard issues.

Fluent in seven languages, Max worked as Language Associate, Data Base Manager and in domestic marketing as well as handling overseas distributor's and agent's accounts. Promotion and marketing of TeleTicket was mainly done in several European countries and Brazil. He also worked training customer service staff and writing systems and procedures for the project.

He has resided overseas for 22 years. Other activities included consulting for German, Chilean, Algerian and other governmental agencies and groups. His last overseas assignment was overall responsibility for a \$1.15 billion project with a Swiss group in Iran before returning to California.

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

FRANCE

I have read with interest, that for all practical purposes, we have exhausted the available number of three-digit US local area codes. I noticed that France has announced that effective October 19, 1996, calls from outside the country will now be completed by dialing France's international access number 33, and then dialing immediately the nine-digit subscriber number to complete the call.

Until now we were able to use three digit area codes with a "1" or a "0" as the middle or second digit. This possibility is now running out, and a hectic search is going on for a new system that would not make the present hardware and software obsolete. A

complete hardware and software revamp would cost US consumers billions and billions of dollars.

UK

Meanwhile, BT (British Telecom) will now be offering commercial telecommunication services in Central France, making international competition in local markets come true. By next year toll free numbers, the equivalent of our 800 #, will be available on an international scope and will make free calls around the world a reality.

EUROPEAN COMMUNITY

Not all European Common Market countries have progressed at identical speed in the liberalization of their telecommunication market. Italy had been hemming and hawing. Spain would like a delay. Telefonica Espanola has been spending hundreds of millions of dollars buying interests in telephone companies around the world. They have created a national telephone system infamous for its dismal quality, poor service and for being the most expensive in Europe. Germany used to have that honor.

GERMANY

It is extremely educational to watch all the various players and participants wheel and deal to get into the telecommunications field. When I took the wife and kids to a Guest Ranch in California gold country this summer, (we loved it!) and observed the kids being taught gold-panning, and finding two minuscule gold slivers each, I could not avoid noticing the similarity between the California's 49ers or the Alaskan gold fevers and the opening of the international telecommunication markets.

On the one hand there is the

old German monopoly, the Duetsche Bundespost, subsequently re-named the Deutsche Telekom, plus a variety of wholly owned or majority and minority owned subsidiaries. Racing and upcoming are a variety of giants of industry such as Berthelsmann Verlag, (a publisher); VEBA, (a huge industrial conglomerate); Die Bundesbahn, (the German National Railroad); Ruhrgas, (a gas supplier), etc. The same applies to other countries, too. In the US, Delta Airlines, created DeltaTel and is now selling low cost long distance service from your home for less than 10 cents a minute.

If all of this, plus the creation of about 850 Lilliputian, tiny, small and medium US "telephone companies" during the last three years or so, wasn't convincing enough that, (to repeat a phrase I have used in a previous article), "There is gold in them thar Hills," and I am referring to the revolution in the telecommunications field. The results of the following study might be of interest.

An Atlantic-ACM survey last month determined that contrary to common corporate reactions, whenever in an increasingly competitive and tough atmosphere, small and medium size companies were more likely to sell out. In the long distance Telecom field this is not the case. Here, the tendency is quite clear. Create an alliance(s) with another company(ies) or go public by issuing shares on the stock market.

Stay and hang in there. There is a lot of money to be made in the telecommunications field, if you know what you're doing, you're lucky, very lucky, and have two and a half times as much money as you very thoroughly calculated you would need.

Good Luck! **PT**

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The June 1996 issue of *Success Magazine* "New Players" article (page 24) says:

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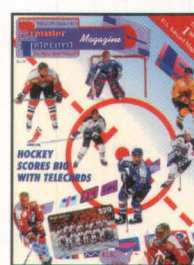
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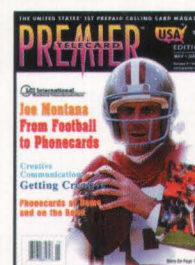
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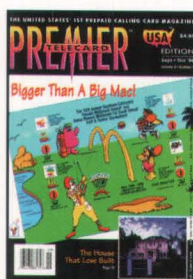
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Alaska Airlines Had An Idea

The popularity of the prepaid phonecard is unquestioned. Nation-wide, world-wide, phonecards are among the most sought after, fastest growing promotional collectible in the world.



Earlier this year Alaska Air Lines decided to join the love-fest by doing something big, beautiful and extraordinary. The plan was to give away 10,000 prepaid phonecards.

The manner in which Alaska Air Lines was about to do the giveaway was simple, finding the right phonecard was not. Enter Vince Porteous of Seattle, Washington.

Vince was about to embark upon a new business — the business of phonecards, telecards and the like. Admittedly, he knew very little about these cards but was about to learn; he decided to attend the Atlanta Phonecard Convention in April of this year.

Visiting all the seminars and meetings possible, he did his share of networking and met the "right" people. Vince was convinced that the market in Washington was ready for prepaid and enhanced phonecard services.

Upon his return from Atlanta, the first thing Vince did was to produce a card for his daughter's school. The project was a fund-raiser that had to do with wilderness awareness.

The campaign was successful, and as fate would have it, the father of one of his daughter's schoolmates was an executive with Alaska Air Lines; and the company's executives were impressed with Vince's card and invited him in for a chat.

Alaska Air Lines had phonecards before, but they wanted something different, something very special — something that had a feel for the great northwest. After due time and many meetings, company officials decided on a theme, and it was up to Vince to see it through. The result speaks for itself.

Take a look at the card displayed here and see for yourself the "feel" of the great northwest. From Mt. Rainier in the background to the Boeing 737 (Boeing is among the largest employers in the Northwest) skimming the tree tops under a radiantly blue sky ... this was Alaska Air Lines Country.

Okay. We have the card, now for the give-away. This summer, Alaska Air Lines introduced a number of fabulous vacation packages: A Mexican vacation, a holiday in San Diego, Orange County's Disneyland and Knott's Berry

Farm, LA's myriad of famous landmarks and Southern California destinations, San Francisco and everything the City by the Bay offers, and more.

The Alaska Air Lines advertising department offers a 20-minute phonecard absolutely FREE with every purchase of an AAL Vacation Package.

The advertising copy suggests that you call or write for information about the destination of your choice.

When you order your Travel Vacation Package you receive the new Alaska Air Lines phonecard at no charge.

Does it work? An overwhelming "yes," according to the people who should know.

As for Vince Porteous, his company, Gazelle Telecard, is doing very well. He is working on other projects for Alaska, Horizon Air Lines (subsidiary of AAL) a radio station in the Seattle area and others.

The card was printed by Data Manufacturing Incorporated of St. Louis, Missouri, with long distance services provided by IdealDeal of Denver, CO.

Alaska Air Lines had an idea. Vince Porteous was the right man at the right time. **PT**

ALASKA AT DEADLINE....

Talk about promotion!

Vince Porteous of Gazelle Telecard (see above story) created a new phonecard that is designed to honor Admiral Junction, a suburb of West Seattle, Washington.

Porteous decided to create the card to help celebrate the bustling and orderly community and the nautical ambiance lent by its proximity to Puget Sound.

There were 250 cards produced for give-away by a group of merchants located in this "neighborhood" known as Admiral Junction. The aerial photograph on the face of the card is provided by Aerolist Photographers of Seattle.

Digital Press and Imaging of Dallas, Texas printed the card with long distance service provided by IdealDial of Denver.

Congratulations to Mr. Porteous and his staff of folks who take great pride in living and working in what is described as an engaging and lively community. **PT**

Teleflash

ComTel Debit Technologies, L.C. of Lyndhurst, NJ recently announced the introduction of a new company logo and tag line that better illustrates its mission of providing customized technical solutions to business.

The updated logo features a glowing computer chip and futuristic network theme that is supported by the statement: "We Make Technology Work For You."

The new identity will be showcased across all ComTel marketing communications media, including an internet web site currently under construction.

"The new image is our signature for the future," said ComTel President James Hollywood, "It more accurately reflects our ventures into the exciting new media of the information age, while underscoring our focus of being responsive and customer driven."

ComTel is an affiliate of Astarte, Inc. of Bolder, CO, which also owns ParaGraph International/Matrix One, a computer software business, and Astarte Fiber Networks, an enterprise developing photonic switching technology for fiber optic users. **PT**

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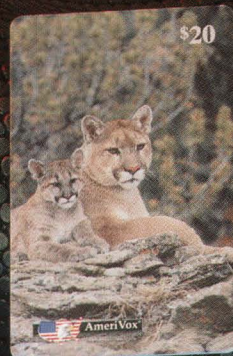
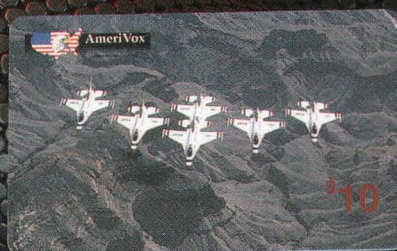


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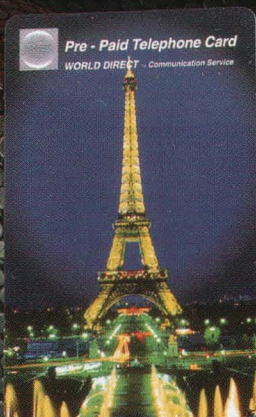
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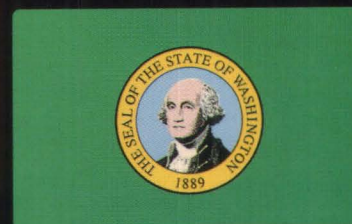
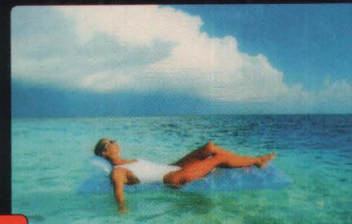
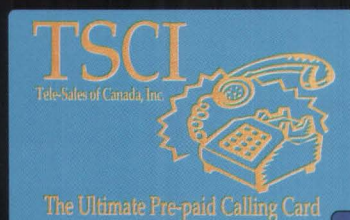


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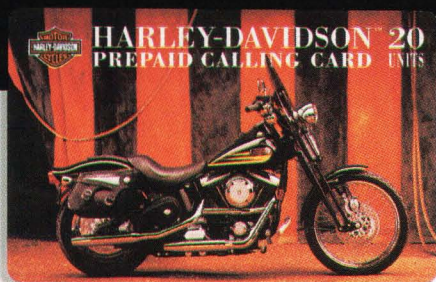


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