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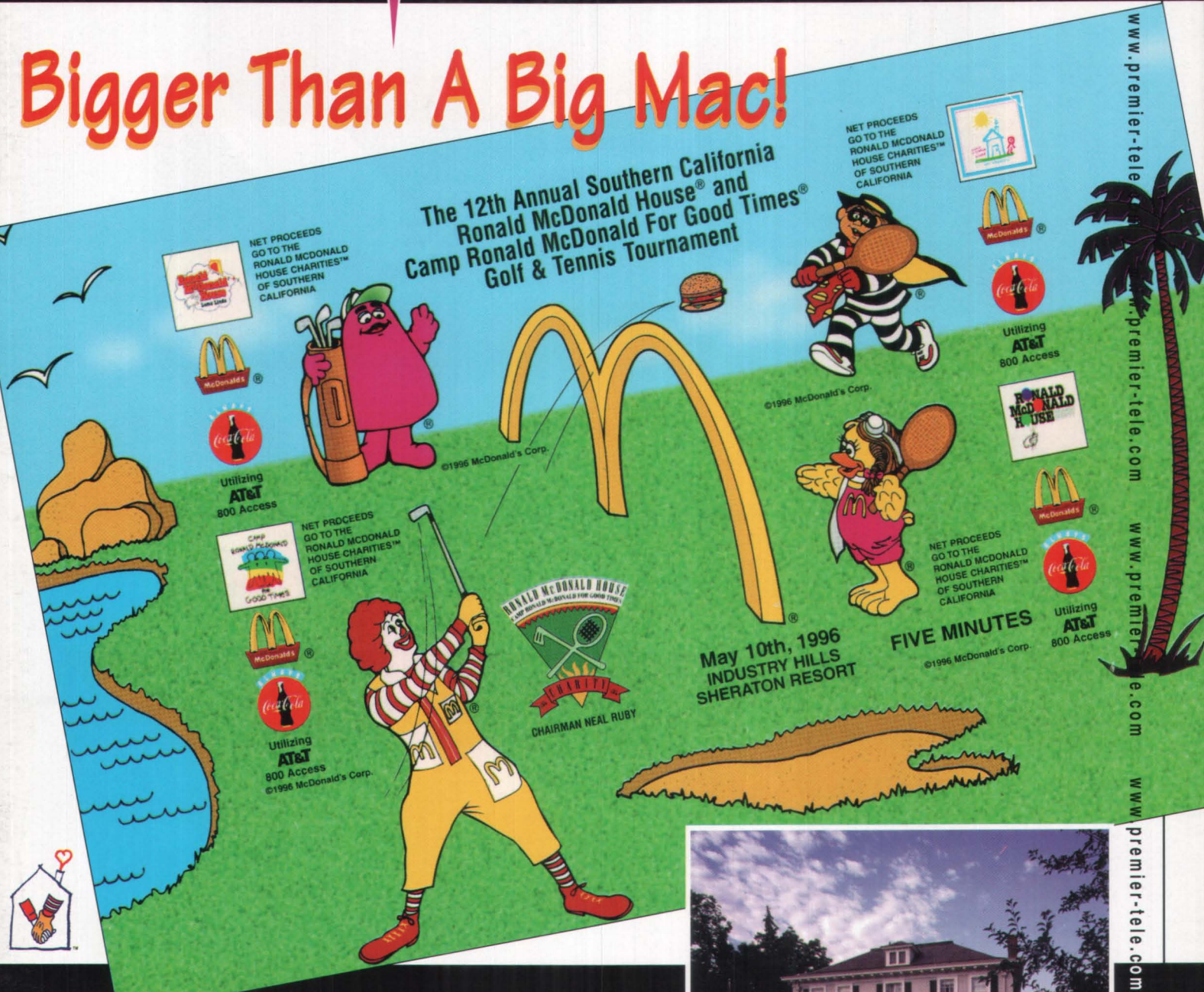
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Sept • Oct '96

Volume 4 • Number 4

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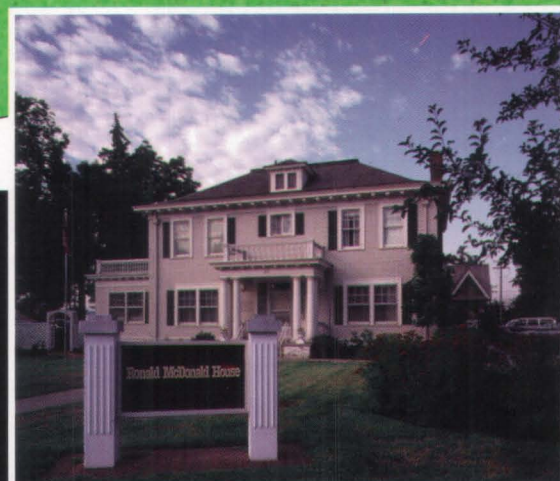
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The House That Love Built

Page 12



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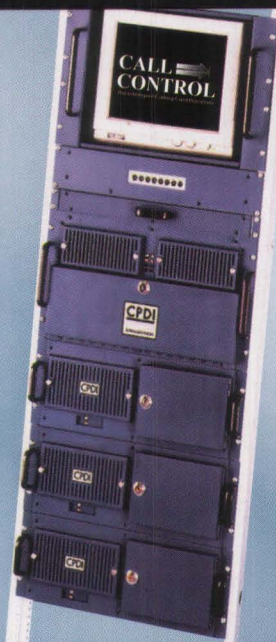
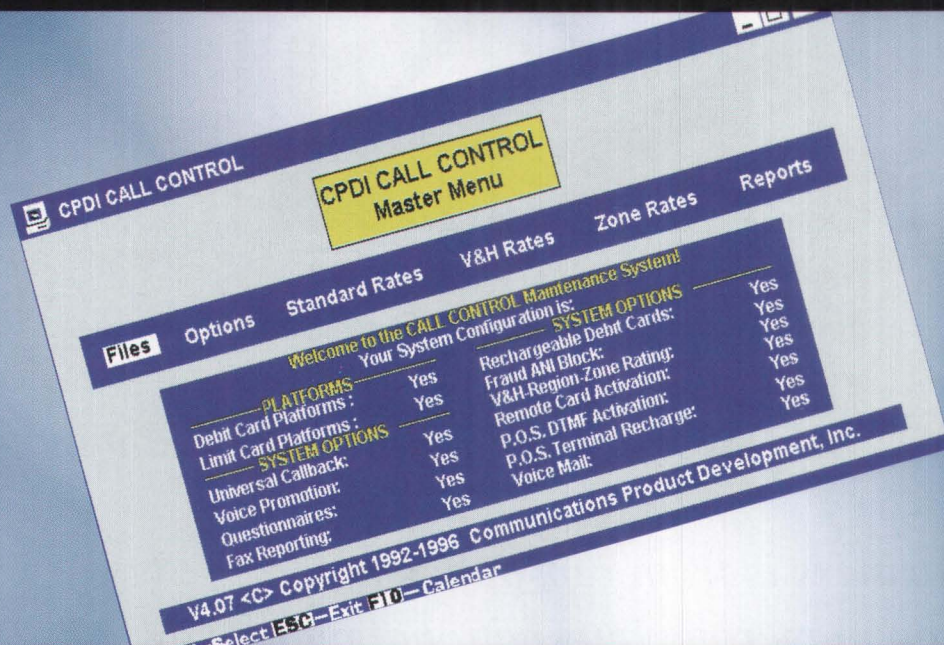
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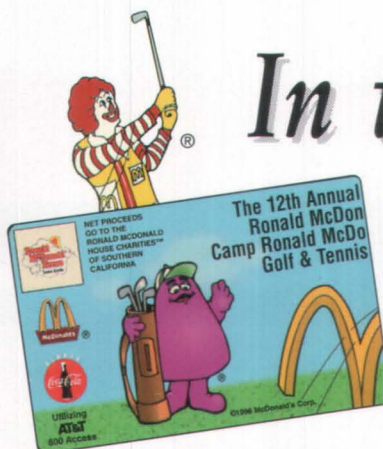
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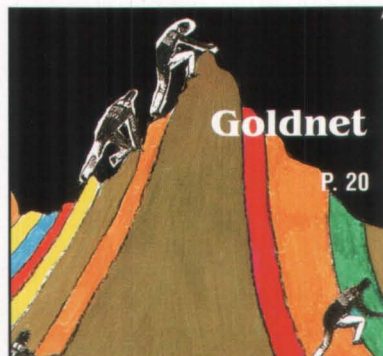
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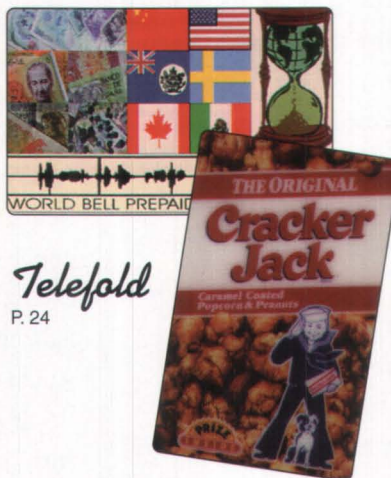
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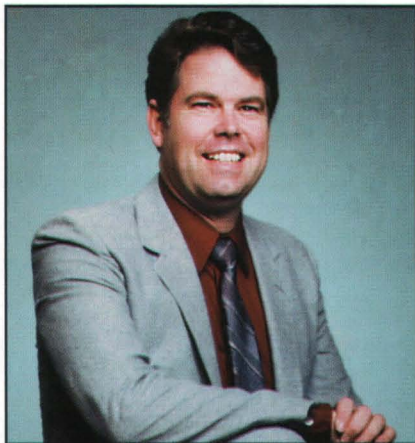
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Bill Jordan - Publisher

It's My Call...

In the few short years that prepaid phonecards have become a part of our lives in this country, we have seen and enjoyed technological development that borders on the AMAZING! A simple, but beautiful piece of plastic is a short-cut to talking with a loved one...a business transaction is made easier, card collectors are charmed, maybe fascinated by a WILD, always attractive and now and then, FUNNY phonecard. Phonecards have had a hand in changing our lives. They're convenient, easy to use and fun, too! We raise money for worthy causes with the aid of a phonecard...and as PTM goes GLOBAL in circulation, we find English alone is not quite enough.* Phonecards alone are not quite enough, either. People of all ages and persuasions are using Smart Cards, Vacation Cards, Holiday Cards, E-Cash Cards (see related story- pg.16), cards for every reason or cause. Folks are really into "cards."

INCREDIBLE...and it's only the beginning!

While we are writing and thinking about the PhoneCard industry, I would like to take a moment to acknowledge and "salute" this extraordinary business. If it has slipped your mind may we remind you that we are about to celebrate 20 years of outstanding growth of phonecards.

Wednesday, October 9, is the start of a three-day celebration that will include a conference featuring worldwide industry leaders, offering their insight and information for and about telecards. There will also be an exhibition of representatives from over 30 different countries showing specially designed cards made expressly for this show. On Friday, the Gala Awards Dinner will be highlighted with the presentation of awards to the winners of the CardEx 96 competition.

All of the events, the conference, exhibition and the dinner are being held at the Maastricht Exhibition & Congress Centre, Maastricht, Netherlands. This 20th Anniversary Special was organized by International Telephone Cards Magazine. Premier Telecard Magazine congratulates you! Information: +31 (0) 43 383 8383.

Fighting The FCC

The headline said... "Voice Telephone joins the fight against the FCC..."

Drew Kaplan, CEO, Voice Telephone Company stated that the FCC is holding hearings that could result in imposing a charge to users of pay telephones who seek to access an 800 number.

Let's face it, 800 access is the method accessing virtually all long distance services, including prepaid calling cards. Do you realize what kind of impact this could mean to consumers and the prepaid calling card industry?

To oppose the FCC proposal, Voice Telephone and other calling card companies have retained Jerry Hendricks, a telephone calling card consultant, author and spokesman in the calling card industry. Hendricks stated that the industry must fight this charge... "a per call cost for use of 800 numbers would seriously threaten the prepaid calling card business."

If you are a small to medium sized company involved with the prepaid calling card business you are urged to contact Drew Kaplan at Voice Telephone 1-800-838-5343, ext. 1010. Your "voice" is needed! Others joining the fight includes the ITA, previously the USTA. For information on their program, contact Howard Segermark at 800-958-7824.

*You will note the German and Japanese sidebar articles on pages 18 & 19. We have done this once or twice before, but current demands placed upon us dictate that we will be doing this more and more as our readership expands. In 1997, you can be on the lookout for more special features of PTM...till then, Adios... Auf Wiedersehen...Sayonara! **PT**

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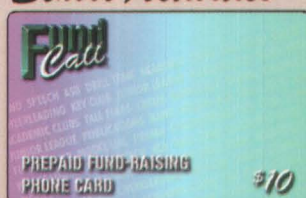
Mother Nature



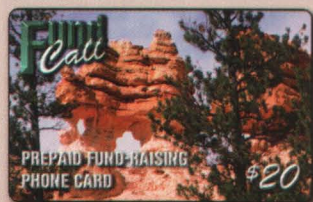
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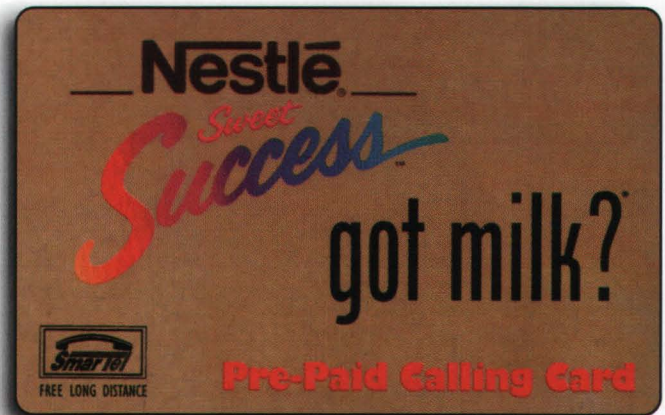
Sweet Success With Phonecards

There's nothing like the sweet smell of success UNLESS it's the sweet TASTE of SUCCESS and that's exactly what is happening at the Nestle' Company.

Nestle' wanted to launch their new, low-fat health line of products and they teamed up with SmarTel Communications to promote their "Sweet Success" candy bars and healthy shakes. Here is how Sweet Success began...

In an attractive SmartMailer came this message: "Thank you for purchasing Nestle' Sweet Success and milk! Please accept this free phonecard with our compliments. It's loaded with 10 minutes of pre-paid phone time. Just follow the easy instructions and enjoy calls to friends and loved ones for F R E E!"

Included in the mail piece were photos and information about the Sweet Success products that included Chewy Chocolate Peanut Butter, Peanut Butter and Caramel, Dark Chocolate Fudge, Milk Chocolate bars and the Banana Strawberry Shakes (sounds perfectly sinnnful).



"Take a bite out of your long distance calls," and a reminder to tear away the 10 minute phonecard valid for calls to anywhere in the United States and Puerto Rico."

Also included in the mailer was the slogan, "Take a bite out of your long distance calls," and a reminder to tear away the 10 minute phonecard valid for calls to anywhere in the United States and Puerto Rico.

The unique promotion was advertised in conjunction with the Milk Board in various Sunday newspapers in addition to the heavy mail campaign. SmarTel produced 35,000 phonecards for distribution throughout the country. The campaign was launched July 1 of this year and from all reports...a sweet success! **PT**

How Do 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 pre-paid 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-chargable 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**

A New Venture For A Pioneer!

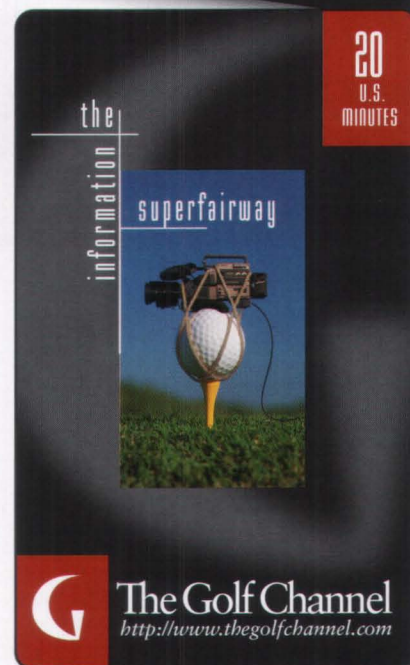
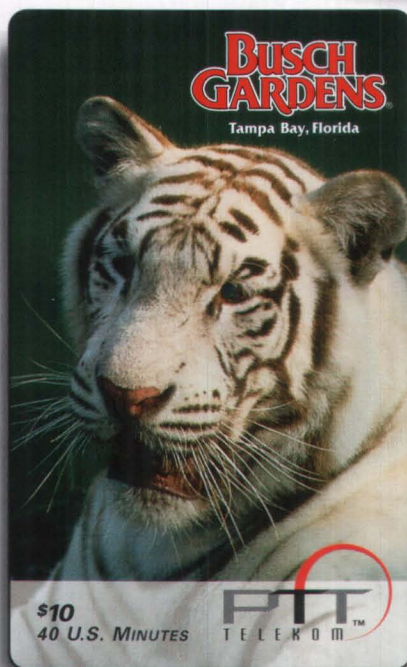
Fernando Sabino, a pioneer of America's prepaid phonecard industry, announced the formation of PTT Telekom, Inc., an Orlando-based company offering "turn key" services covering virtually all aspects of prepaid calling card systems, from production and telecom to marketing and customer service.

The company currently employs 15, and expects to add 30 more, primarily in customer service and sales, by year's end. Initially, PTT expects to focus on the domestic prepaid calling card market, with plans to expand as they enter into international markets and ultimately build an interactive global telecommunications network. Gross sales are forecast to reach \$30 million in the next 12 months.

Sabino, a native of Brazil, conceived and co-founded GTI Telecom in February, 1993. It was one of the first companies in the United States to introduce a remote memory, prepaid calling card product to the domestic market. In short order, GTI products became one of the most visible and recognized in the prepaid marketplace, capturing a market share of almost 15% within an industry expected to reach \$5 billion by the year 2000. In October, 1995, Sabino sold his 50% interest in GTI to form PTT Telekom, Inc.

In its first few months of operations, PTT invoiced and fulfilled its first order for a Super K Mart national prepaid phonecard program. In May, PTT partnered with card manufacturing giant Standard Register to produce a promotional prepaid phonecard for Busch Gardens of Florida to commemorate the grand opening of its new Egypt attraction.

PTT created an interesting and challenging campaign for Busch Gardens of Tampa, Florida. The four card initial program, referred to as "Collector's Series" and "Special Edition," was produced. Additional cards will be added to each Series in the future. There are 2,500 each that include a White Tiger, Giraffe with Zebras, the Kumba Roller Coaster and



the Montu Logo. The card values are \$5 for 20 United States minutes for Montu and the Kumba ride and \$10 for 40 United States minutes for the White Tiger and Giraffe cards. The reverse side of all four of the cards are printed in Spanish and English. The cards are rechargeable and PTT offers 24 hour, 7 days a week customer service.

As for the sales and promotional aspects of the campaign, PTT arranged for the cards to be sold on plexi-glass stands located on counters next to the cash registers at various shops in the park. Here's how the give-away was staged: a total of 40,000 cards, each with 5 US minutes, were created for the give-aways. The free cards were handed out to the first 2,000 adults who entered the park each day during the week. On weekends, the first 3,000 adults who entered received the free cards. In addition, The Golf Channel waged another campaign where 1,000 cards containing 20 minutes each of

phone time were given away to VIPs and used as a promotional tool. At press time all reports suggested that a successful campaign is in progress.

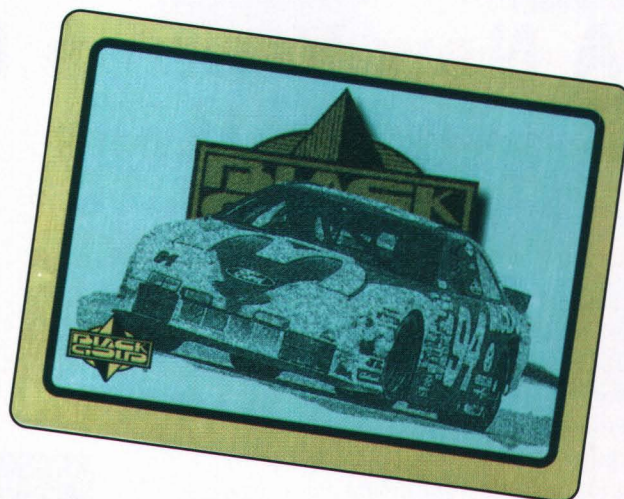
PTT has also been awarded exclusive contracts to provide prepaid phonecards at Miami International Airport and Orlando International Airport. Meanwhile, PTT has introduced its first prepaid card lines for retail sale. An "Americana Series" features scenes of American memorials and institutions, such as Mt. Rushmore and the White House. There is also a "Sports Series" that features athletes in various sports from swimming to weightlifting. Those cards are available in \$5, \$10, \$20, \$50 or \$100 denominations.

With all of these actions and plans for the future it appears that our "pioneer" will not be traveling by Covered Wagon.

For more information: Phone (407) 648-5300 Fax (407) 648-0900. **PT**

You Can Take The Checkered Flag...

.....And a whole lot more...like a brand new 1997 Chevrolet Monte Carlo, Jumbo Phone Cards, Wild Cards and One Call Cards...and if you get the idea there's a whole lot going on, you're right. Let's begin:



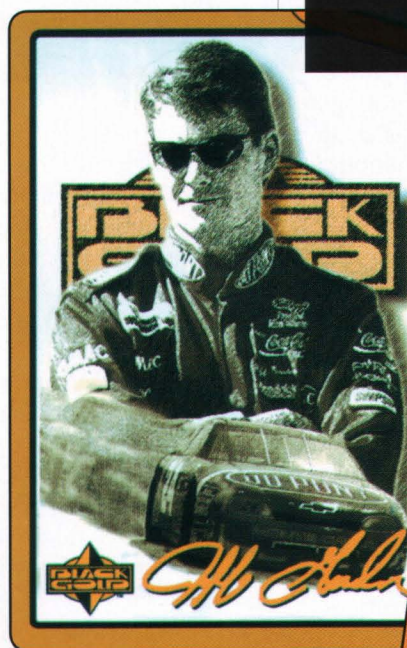
FINISH LINE COLLECTIBLES is the first trading card company to offer a full and complete trading card series made of metal and sold in packs. Finish Line Black Gold Limited features Micro Photo-Etching, an exciting new process that combines real metal, Micro Foil Technology and Gold Foil Embossing, never before used for a series of trading cards. Finish Line President Art West said "the technology is so new and so valued that we are placing only one card in every pack. We're also offering a \$25 Megaphone XL Jumbo Die-Cut Phone Card inside every box so collectors will realize the tremendous value that comes from Black Gold Limited."

Meanwhile, Finish Line has released PhonePaks Two that includes One Call Cards, Wild Cards and over \$2,200 in calling time in each case of cards. Every card will contain at least 5 minutes in calling time. Here's how this works: Every PhonePak contains three phone cards, each having a minimum of five minutes of calling time. Included, and randomly inserted in each pak, are cards worth \$10, \$50, and \$100 in calling time. Remember too, in every box there is a "Wild Card" Phone Card. Scratch off the panel on the back of the card and you can win loads of great prizes.

There are "One Call" cards...as a matter of fact, there are 103 of them, all numbered and valued at \$5, \$10, \$50 and \$100 in calling time.

Now, about that 1997 Chevrolet

Monte Carlo. The "Black Gold Race to the Finish Line" will deliver to one lucky guy or gal that new car. The game is tied to the final NASCAR race of the year, the NAPA 500 run in Atlanta, Georgia. Simply scratch off the marked area of the card to discover the names of one of the drivers in the Black Gold set. The entries marked with the winning driver will be placed into a drawing for the car. In addition, collectors have another chance to win the car. The # D3 card in the base set features a generic picture of a driver with the title "DE-Designated Entry." With that card is an entry form which places the collector into the drawing for the car. These are "chase cards," which also happen to be a part of the regular set. If none of the drivers on the scratch off cards wins the race, only DE-Designated Entry cards will be entered into the drawing. Collectors need only to fill out this form and mail it per instructions in the card pack.



Remember, to qualify you have to send in your entry form. Imagine, you might be the proud owner of a brand new 1997 Chevrolet Monte Carlo.

Well, that's a fair amount of excitement for you...many wonderful prizes, high end collectibles and as Finish Line President Art West puts it...

"the technology is so new and so valued that we are placing only one card in every pack."

"We want people to use our phone cards for the value and keep them because they are wonderful collectibles, too."

Certainly looks like FINISH LINE is FIRST IN LINE when it comes to innovation! **PT**

Christian Art Cards

Premiere Communications Group has released its latest Christian telecard series based on the pencil drawing of artist Max Greiner Jr. depicting Jesus washing the feet of Peter. The work is known as the Divine Servant.



In the art, Jesus is depicted strong and deliberate, power under control. Peter is submissive, but uneasy and confused. Greiner's work is based on photographs of drawings made by an unknown, first century artist. The drawings were found in the catacombs.

Greiner's work has been created in a variety of forms and styles. This has resulted in drawings, paintings, sculptures, jewelry, architecture, photography, writing and an

Greiner's work can be found in private and corporate collections in all 50 states and more than a dozen foreign countries.

assortment of art gift designs. Today, Greiner's work can be found in private and corporate collections in all 50 states and more than a dozen foreign countries.

The initial Divine Servant issues include 5 (and 5 minute jumbo cards), 25, 50 and 100 minute cards for a nonprofit relief organization, World Hope International. There is also a regular issue of 25, 50 and 100 minute cards, plus 25 minute jumbo cards, just released. Premiere Communications Group president, Nathan Birky said that his company has an exclusive agreement to issue telecards using the Greiner catalog of art. There are other telecards to be released in the Divine Servant Series. They include a watercolor, a painting and a photo of the life-size sculpture set against the background of the Houston skyline. Look for it before the end of the year...Max Greiner's "Fisher's of Men."

Premiere Communications Group issues telecards for the collectible and promotional markets. Call toll-free 800-227-3755. **PT**

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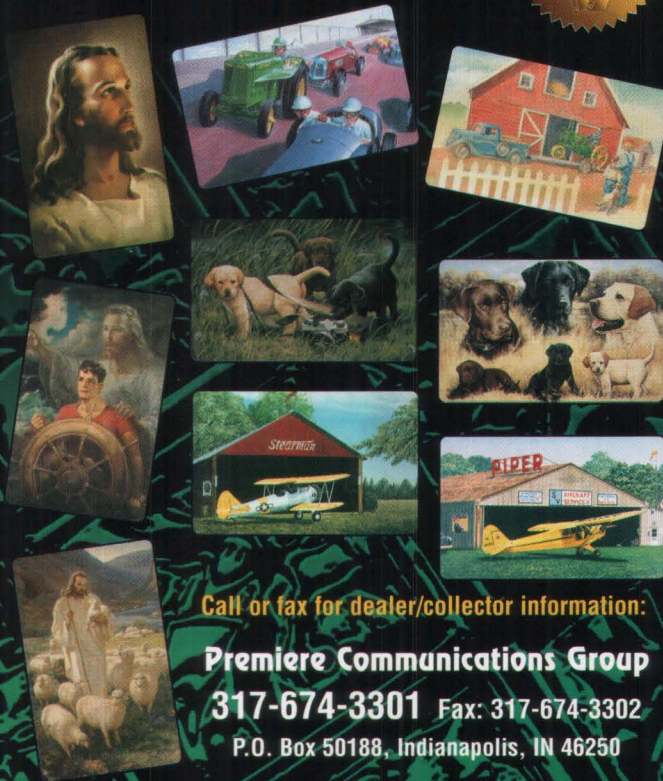
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Even BIGGER than a BIG MAC!!



Pictured with Ronald McDonald and his guests is the man who inspired the opening of the First Ronald McDonald House, Fred Hill, Former NFL Player.

The new McDonald's TeleCards honoring the Ronald McDonald Houses and the Camp Ronald McDonald For Good Times were introduced recently at the 12th Annual Southern California McDonald's Golf and Tennis Tournament.



This limited edition of 1000 sets features four of the McDonald's characters including GRIMACE, BIRDIE, the HAM-BURGLAR and RONALD MCDONALD, himself. Each telecard has a FIVE DOLLAR value and is rechargeable.

The Ronald McDonald Houses in Los Angeles, Orange County and Loma Linda serve as a "home away from home" for families of children undergoing treatment for cancer and other serious illnesses at nearby hospitals. These families often travel great distances to receive specialized medical care for

their children, and the Houses provide low-cost and, quite often, FREE, comfortable living quarters.

For the child, this "home away from home" is knowing that Mom and Dad are close by in a good place. For a brother or sister who cannot be there, it's knowing that the other family members are safe while they are away.

Of course, for the parents they know they are not alone and that others have gone through similar situations and survived. It's people drawing hope and strength from sharing experiences others back home may not fully understand.

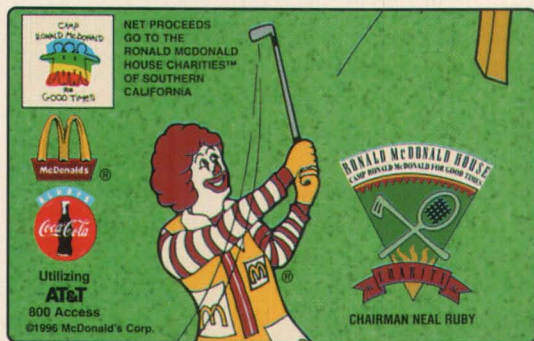
The first "house that love built" in Southern California opened its doors to a new, long-term housing unit last Spring. The renovation and expansion project has doubled the House's capacity to 32 units, including those specifically designed for bone marrow transplant patients and their families.

Meanwhile, the Orange County Ronald McDonald House is "home" for up to 20 families...families with children being treated at nearby Children's Hospital of Orange County or any of the nine hospitals in Orange County with pediatric care centers. Since opening in 1989, the Orange County House has been a haven for more than 2,500 families from 13 different countries.

"Be it Southern California, Boise, Idaho... or anywhere there is a Ronald McDonald House, you know it's a "House That Love Built"

The newest Ronald McDonald House in Southern California is located in Loma Linda and is adjacent to the world famous Loma Linda University Children Hospital. Those families in need from the Inland Empire and surrounding desert communities will find Loma Linda "just perfect."

Camp Ronald McDonald For Good Times is located in the mountain community of Idyllwild in Riverside County. This camp offers the largest, year-round recreational program for children with cancer and their families in the nation. More than 2,000 youngsters from around the world have participated in Camp activi-



ties at no cost to their families.

The Ronald McDonald Houses continue to grow and do great things!

Pictured is the Ronald McDonald House in Boise, Idaho, which has been in operation since February, 1988. House Manager Cheri Cuthbert tells us that they have twelve rooms and have run an average of 90% occupancy throughout the years.

Be it Southern California or Boise,

Idaho... Ronald McDonald Houses serve youngsters and their families around the world.

Premier Telecom custom designed this program for McDonalds Network service by ITG utilizing AT&T 800 ACCESS.

The RONALD MCDONALD HOUSE CHARITIES of Southern California would like to thank you for your continued support. PT



PETE HECHT

New Debit Card Platform

Cornerstone Technologies has been involved with the debit card industry for over three years. During this time, they have developed and deployed several processing technologies. Their first platform centered around three IBM AS-400 processors integrated into a Harris 20/20 PBX utilizing AT&T's ISDN network. This type of computer/PBX processing structure is employed by most debit card providers today. They quickly realized this type platform is restricted by transaction throughput - the total number of calls processed (transacted) by the platform. The bottleneck of this design is caused

A year ago, they began developing a signaling platform designed to eliminate the problems with high volume transaction processing and effective network management.

by the communication and file management demands between the PBX and the computer. As each call is processed, the computer must perform many file management functions while simultaneously processing calls through the system. In this processing structure, few providers have been able to break the 5 million minute per month barrier. Few providers will admit this however, and fewer providers have actually processed these volumes. In theory, on paper, any platform design seems to process more transactions than in actual application.

In order to streamline throughout, they developed the DiamondNet platform which integrates the processing functions of the computer with the call switching responsibilities of the PBX. While this greatly increased the transaction speed, the weak link centered around network management - the number of lines necessary to ensure a non-blocking service. In other words, you must provide a 1:2 relationship between call attempts and phone lines. (One call has an originating leg and a terminating leg or 2 phone lines per call.) As a result, the network demands necessary to process 15-20 million minutes of traffic per month become quite large and expensive.

A year ago, they began developing a signaling platform designed to eliminate the problems with high volume transaction processing and effective network management. In order to achieve this objective, they eliminated call management altogether by utilizing signal processing (SS7) inside the platform. This technology switches calls via computer commands thus eliminating the processing bottleneck between the debit platform and the PBX, thus offering unlimited network capacity.

This signaling technology opens a new world of opportunities for pre and post paid providers. No longer limited by technology, they can offer a host of services and capabilities not available elsewhere. New services can be

remotely integrated simply by computer connectivity to the platform. Voice mail, conference calling, automated marketing surveys by phone, and other information services, can be offered without physically possessing the equipment. They can contract with any service provider, located anywhere in the world in a seamless, real time environment.

The possibilities are truly limitless. Integration with a retail scanning system and real time activation. An ATM processor offers reloads via direct bank withdrawal. Card holders are rewarded for purchasing specific promotional items at point of purchase. They can perform marketing research via telephone and reward each caller with free long distance time once the survey has been completed, and they can capture originating telephone numbers and perform marketing research on a specific consumer.

Utilizing computer commands rather than physically handling call processing, any service can be performed with the assurance of sufficient transaction and network capabilities. Any of these services can be offered in a prepaid (debit) or post paid (credit card) format. In addition, remote mod-

ules can be added to offer local origination rather than 800 origination. Also, remote access to the platform for account information and management is customized for each distributor.

The system located in Atlanta is presently processing 12 million minutes per month in an enhanced service, post paid environment. Two other platforms are in the final stages of integration. Services are offered in a leased port arrangement for simple call processing, or in a full service format utilizing the network agreements, tariffs, and support. Pricing is based upon actual usage of network time, call processing fees, and service/operator support fees.

Listed below are a few of the services presently available:

ENHANCED SERVICES

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ADMIT TWO

ADMIT TWO

Dotties

For some folks, seeing the OVERSIZED Telecard may be as close as you will come to Diamond Head, Waikiki Beach or enjoying the trade winds of Hawaii!

If that's the case with you, let us introduce you to the lady who made this card and the pleasant respite possible. Meet DOTTIE OMORI, the proud proprietor of Dottie's Retail. Notice we did not say Dottie's Retail store or shop or emporium and that's because there isn't a store or shop or even an emporium. Dottie works from her own shop at home and generally sells her wares at Collectible Shows throughout the Islands.

PTM met this charming lady at this year's National Sports Collector's Convention that was held in Anaheim, California. Ms. Dottie went on to tell us that she has been dealing in sports cards for over 20 years and in the last two years found such a change with her clientele that she decided to specialize in Phonecards. As a matter of fact, Dottie tells us that she has upwards of 5000 cards in stock. She finds it really enjoyable and a most welcome change from the usual sports cards.



Typical response from her customers: There's real value to the phonecard, and it's also a collectible that may be worth something in the future.

Well, who knows! You might be looking at a phonecard that could be worth a fortune. There are only 300 of them with a retail value of \$30.

Good luck to all of us and to you, Dottie...SURF's UP! **PT**

THE NEW STATE OF THE ART

FOUR COLOR FRONTS & FOUR COLOR BACKS

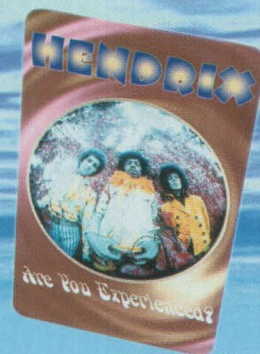
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SmartCard-Talk

The FAIRS and FESTIVALS industry have entered into a new era. Remember this name well as it might someday be the answer to a trivia question.

The FIRST Festival to introduce stored value cards was called "da Vinci Days" and it happened in Corvallis, Oregon. The da Vinci Days Festival celebrates arts, science, and technology. Stored value cards are, as you might know, "credit card" like plastic cards with embedded computer chips. During the festival days, the chips stored electronic cash... or e-cash.

Here's how it all came together... Evention Technologies, Qualitech Sytems, Inc. and Smart Card Solutions developed a stored value system that was designed for

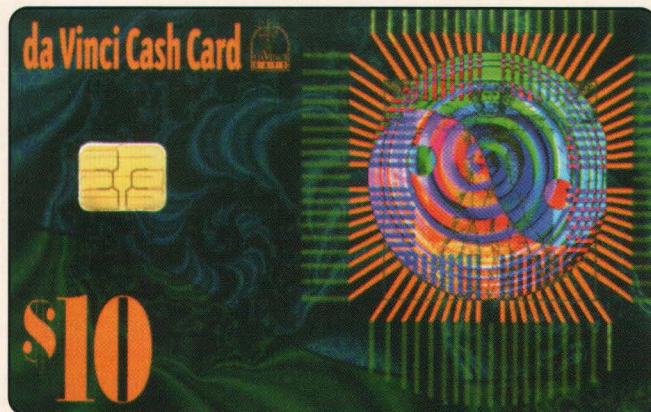
fairs and festivals. The organizers of da Vinci Days promoted to those attending the festival to spend their money or e-cash on food, beverages and merchandise.

In fact, participating Corvallis area merchants continued to accept the e-cash for a limited time after the festival.

"Fairs and Festivals are perfect environments for stored value applica-

"Fairs and Festivals are perfect environments for stored value applications and da Vinci Days was the perfect pilot."

tions and da Vinci Days was the perfect pilot," according to Qualitech Systems President Timothy Law. Law stated "cards offer a safe alternative to cash.



It's convenient and easy to use and everybody benefits."

The cards were sold for \$10 and available for purchase at the festival ticket booths. Expiration date was July 28, 1996. Only 3,000 cards were printed.

According to Judy Stone of Qualitech Systems, the pilot was a huge success and you are urged to learn more about Smart Cards at the Fairs and Festivals International Convention, September 18-22 in Orlando, Florida.

Qualitech Systems is located in Jacksonville, Florida. **PT**

A \$ign Of The Times

Barnett Banks of Florida and Georgia and VISA have teamed up to offer consumers a new, convenient and safe way to get cash when traveling on business or vacation. It's called VISA TRAVEL/MONEY...a prepaid debit card that travelers can use to "carry" cash world-wide.



Barnett is the first bank in the Southeast to offer this "money card" with access to any of the 280,000 Visa/PLUS ATMs.

Len Ferman, debit card manager for Barnett Banks said "the Barnett

Visa Travel/Money card is a wonderful product for travelers. Consumers decide how much travel money is needed and then purchase a card for that amount. The cash can be accessed 24 hours a day, anywhere in the world." Ferman went on to say "there are so many ways this new product can be used. A great gift idea for family and friends and can also be used to help children in college budget their cash needs."

The Barnett Visa Money Card is a disposable card, designed to be discarded when its value is depleted. Remember too, the prepaid value cannot be replenished. If the card is lost or stolen, VISA will immediately replace it. Customers can also purchase additional cards that access the same funds for a traveling companion or family members. Individuals do not have to be a Barnett Bank customer to buy a card.

The first 10,000 cards sold by Barnett was a limited Olympic edition. An additional 5000 cards are available to collectors through Powell Associates, Inc. located in New York City. **PT**

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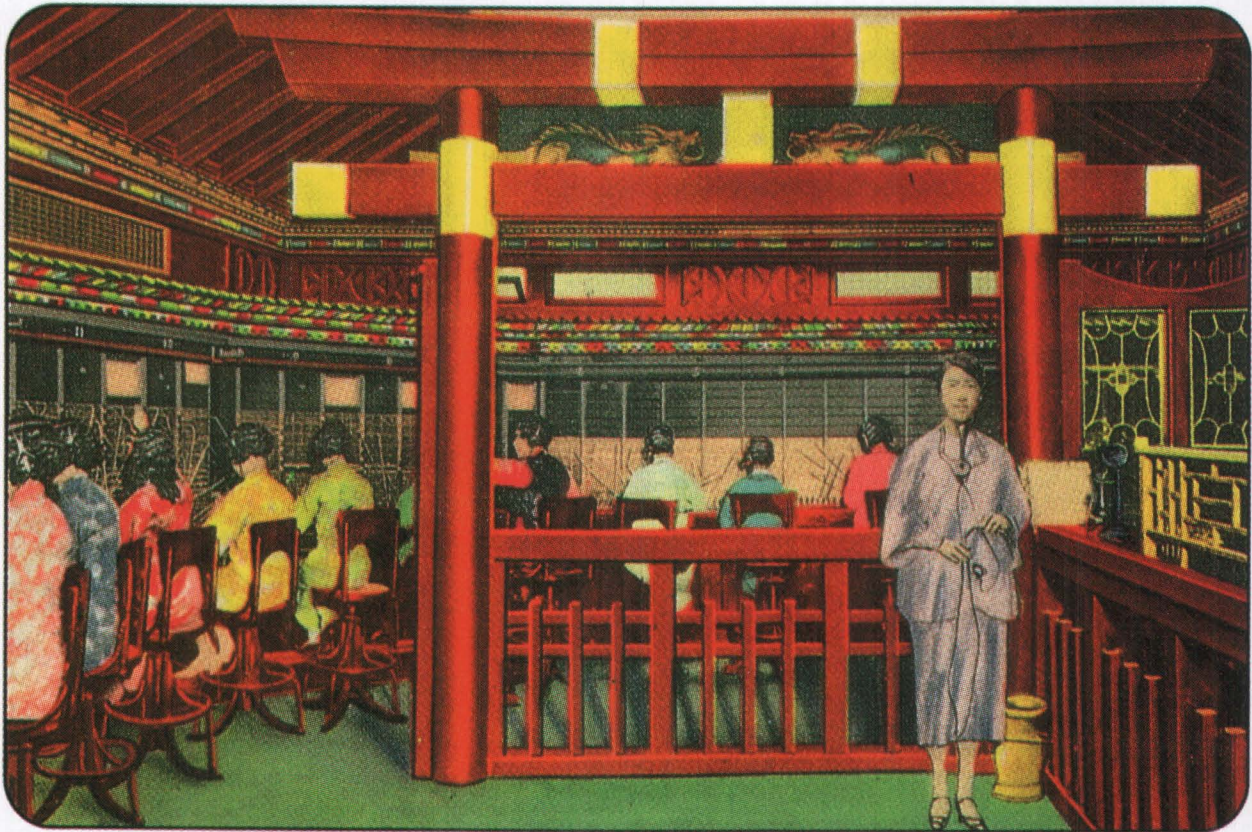
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Like Riddles?? Here's One!!

What has TWELVE WHEELS and speaks THREE LANGUAGES?

The Answer is, not one, nor two, but THREE CARDMOBILES. Now, you want to know what a "cardmobile" is?



San Francisco-based Pacific Bell has three of these very colorful touring "cardmobiles" that are manned by a bi-lingual staff that travel the streets of San Francisco. For Japanese and German visitors, calling Tokyo or Frankfurt from the United States got easier and in a very beautiful way. According to the San Francisco Convention and Visitors Bureau, in 1995, more than 16 million tourists, business travelers and conventioners visited the City by the Bay. It was a record year, indeed. This summer, visitors discovered a new attraction that's more useful than a cable car and more rewarding than a trip to Alcatraz.

The "official" card, and we might add...the only prepaid phone card product of its kind available in three languages and sold to tourists throughout San Francisco. The new prepaid collectible phone card available in Japanese, German and English, is sold in \$10, \$20 and \$50 denominations and is used by visitors to call anywhere in the world from anywhere in the United States or Canada. And the visitor card series is indeed, spectacular, featuring the

ぞなぞはお好きですか?? では1問解いてください!!

刀車輪をもち、3カ国語を話すものはなんでしょう?

えは、1台でも、2台でもなく、3台のカードモービル。では「カードモービル」はなんでしょう?

サンフランシスコに拠点を置くパシフィックベルでは、3台のとてもカラフルな「カードモービル」と呼ばれるツアー車にバイリンガルのスタッフを乗せ、サンフランシスコの通りを巡回しています。日本やドイツからのビジターにとっては、アメリカから東京やフランクフルトを電話で呼び出すことがさらに簡単でしかもたいへんステキな方法でできるようになりました。サンフランシスコ観光局によると、1995年は1600万人の観光客、ビジネス客、コンベンション参加者が「シティ・バイ・ザ・ベイ」と呼ばれるサンフランシスコを訪れ、記録的な年だったそうです。今年の夏ビジターは、ケーブルカーより実用的で、アルカトラス島へのツアーより価値のある新しいアトラクションを発見しました。

パシフィックベルでは、「正式」でしかも唯一のプリペイド・テレホンカード製品を3カ国語で作成し、サンフランシスコ全市で観光客に販売しています。コレクション・アイテムとしても人気の高いこの新しいプリペイド・テレホンカードは、日本語、ドイツ語、英語の3カ国語で、\$10、\$20、\$50の3種類のを発売しています。このテレホンカードを利用して、アメリカ合衆国とカナダから、世界中どこへでも電話することができます。しかも、ゴールデンゲートブリッジやケーブルカー、パレス・オブ・ファイン・アートを特集したビジターカード・シリーズは目を見張るばかりの美しさです。

「海外旅行中、電話で自宅や次の目的地を呼び出すのに困った経験はだれでも経験済みです。」とパシフィックベルのプリペイド・カード・プロダクト・マネージャーのマーク・モイヤーさん。「そこでパシフィックベルでは、オフィシャル・プリペイド・ビジター・カード（日本からのお客様にはお馴染みのテレホンカード）を3カ国語で作成し、サンフランシスコを訪れる最大の国際ビジターグループである日本、ドイツ、イギリス、オーストラリア、カナダからのお客様に発売することになりました。パシフィックベルでは、このカードのデザインに際し、国際観光客のためユーザーフレンドリーで、しかもコレクションや記念品としても楽しいものをと願い、このようなオフィシャル・プリペイド・ビジター・カードが誕生しました。」

パシフィックベルはこれまでカードモービルで、サンフランシスコ地方だけでも5000セットのビジター・カードを海外からの観光客に販売しました。

SIE LÖSEN GERN RÄTSEL? WIE IST'S MIT DIESEM:

Was hat ZWÖLF RÄDER und ist DREISPRACHIG?

Antwort: Nicht ein, auch nicht zwei, sondern DREI KARTENMOBILE.

Und jetzt möchten Sie natürlich wissen, was ein "Kartenmobil" ist...

Die hier beheimatete Telefongesellschaft Pacific Bell hat drei dieser farbenfreudigen "Kartenmobile" in den Straßen von San Francisco auf Patrouille geschickt. Die Crew ist jeweils zweisprachig und ein wahrer "Freund und Helfer" für unsere deutsch und japanisch sprechenden Touristen, die gern ohne viel Federlesens Frankfurt oder Tokio anrufen möchten. Dem Fremdenverkehrsbüro zufolge haben im Jahr 1995 über 16 Millionen Touristen, Geschäftsreisende und Kongreßteilnehmer unsere "City by the Bay" besucht. Wahrhaft ein Rekordjahr. In diesem Sommer möchten wir all unseren Besuchern eine neue Attraktion bieten - praktischer als eine Cable Car und benutzerfreundlicher als Alcatraz:

Die "offizielle" Karte - und, wie wir hinzufügen möchten, die einzige im Voraus bezahlte Telefonkarte dieser Art, die in drei Sprachen erhältlich ist und Touristen in ganz San Francisco angeboten wird. Die neue Karte gibt es in Englisch, Deutsch und Japanisch für Beträge von 10, 20 und 50 US Dollar. Damit wird das Telefonieren leicht - in alle Ecken und Enden der Welt, von allen Ecken und Enden der USA und Kanadas. Aber nicht nur praktisch ist diese neue Besucherkartenserie; mit ihren herrlichen Bildern der Golden Gate Bridge, einer Cable Car und des Kunstpalasts "Palace of Fine Arts" ist sie ein erstklassiges Souvenir und ein Juwel für Sammler.

"Bei Auslandsreisen ist das Telefonieren nach Hause oder zum nächsten Ferienziel oft eine beängstigende, rätselhafte Angelegenheit", meinte Mark Moyer, der für die neuen Telefonkarten verantwortliche Pac-Bell-Manager. "Wir haben diese offizielle Besuchertelefonkarte - ein Kartentyp, der unseren ausländischen Besuchern durchaus geläufig ist - in drei Sprachen herausgegeben, um den größten Besuchergruppen San Franciscos entgegenzukommen: Deutschen, Japanern, Briten, Australiern und Kanadiern. Bei der Gestaltung der Karte lag uns daran, eine wirkliche Reisehilfe zu schaffen, die aber nicht nur praktisch und benutzerfreundlich, sondern auch stilvoll ist - Spaß für Sammler und Souvenirliebhaber."

Allein im Raum San Francisco hat Pacific Bell über die Kartenmobile bereits 5000 Sätze von Besuchertelefonkarten an Auslandstouristen verkauft. Eine echt mobile, kaum rätselhafte Sache also...



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2 At tone, enter your code:

Wenn Sie den Signalton hören, geben Sie bitte Ihre persönliche Identifikationsnummer ein.
番号音が聞こえたら、あなたのコード番号を押してください。

Please phone customer assistance if you have questions, or refer to the instruction pamphlet provided. Falls Sie weitere Fragen haben, wenden Sie sich bitte an unseren Kundendienst oder an die beiliegenden gedruckten Anweisungen.
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3 Dial the number you are phoning.

Wählen Sie die gewünschte Telefonnummer.
おかけになりたい電話番号をダイヤルしてください。

T120

©Pacific Bell 1996
Made in the USA

Golden Gate Bridge, a cable car and the Palace of Fine Arts.

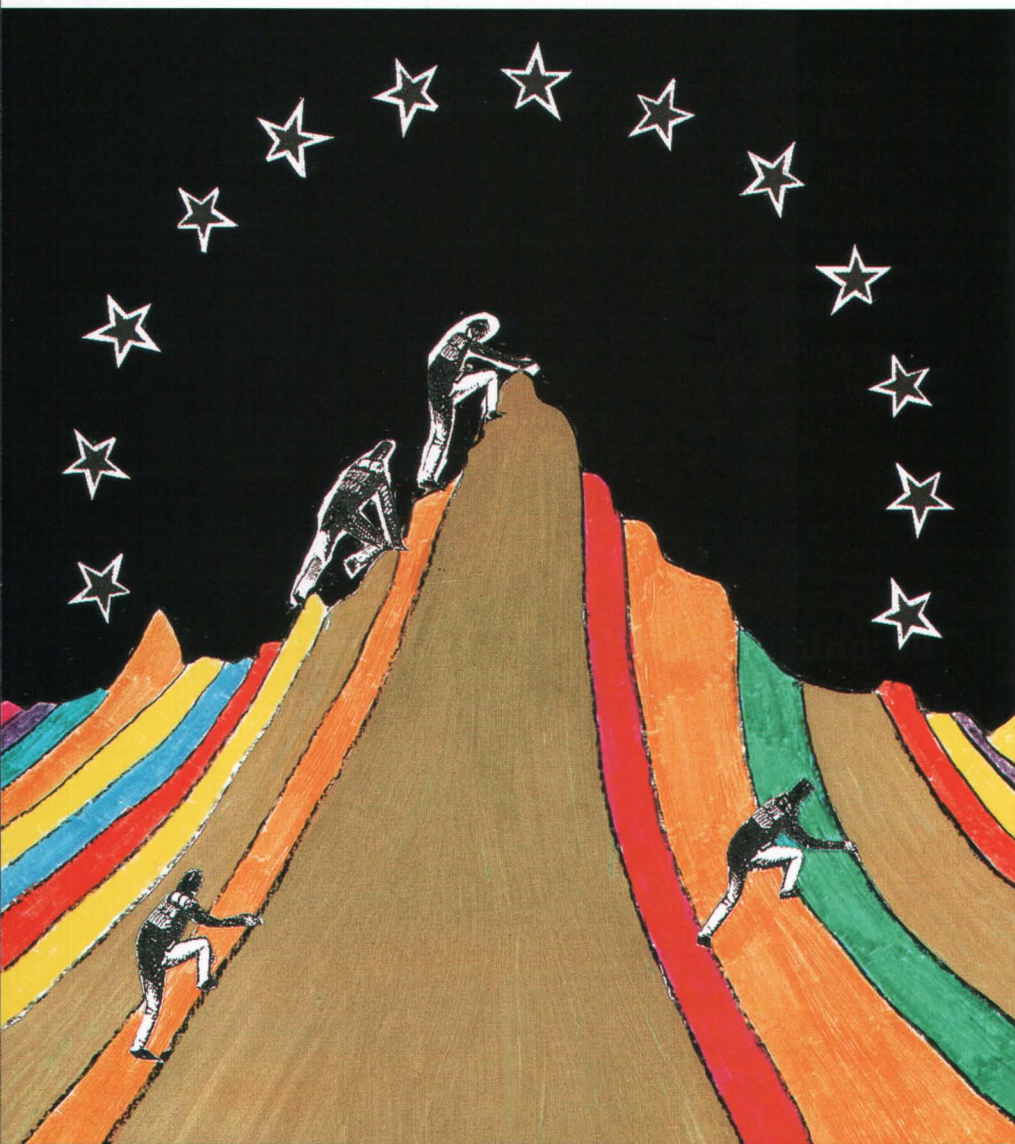
"When traveling internationally, using a phone to call home or your next destination can be intimidating and confusing," said Mark Moyer, prepaid card product manager of Pacific Bell. "We developed the Official Prepaid Visitor Card (a familiar product to international tourists) in three languages catering to San Francisco's largest international visitor groups--Japanese, Germans, British, Australians and Canadians.

"When Pacific Bell designed their Official Prepaid Visitor Card, they wanted to create a user-friendly tool for international visitors and we wanted our designs to be fun for collectors and souvenirs," said Moyer.

Pacific Bell has marketed 5000 sets of Visitors Cards to international tourists via Cardmobiles in the San Francisco area only. PT

Tristan Translations 415-474-2611
Internet TRISTANT@IX.NETCOM.COM

There's Gold In Them Thar Phonecards



Candace Wright

It is one of the biggest promotional campaigns ever... there are 134,000 phonecards included in this launching, or perhaps we should call it an "invasion of phonecards."

In the first series of collector phonecards are the 50 State Flags, plus 5 Military Insignia, 7 Cartoons, 4 Network cards and one very special FISH. That accounts for 67 different images, 2000 each for a total of 134,000 cards at 60 minutes per card, that represents over 8 million minutes of phone time. The phonecards were released and went on sale at the SoCal Show, at Disneyland in August.

And WHO is doing all this and creating such a stir? GOLDNET!

While GOLDNET is not yet a name on everyone's lips, that does not mean it's going to stay that way for long. GOLDNET is an Oregon based corporation that was started in 1992 for the purpose of producing the highest quality collector cards. The company was started by John J. Tollefsen, an attorney who practices in the states of Oregon and Washington. But that is only a part



Alabama

of the story. In December of 1994, Tollefsen founded New Atlantis, a company specializing in developing graphic interfaces on the Internet. By last December the business concept had grown to become IWBC... INTERNET WORLD BROADCASTING COMPANY. IWBC was formed to develop and maintain industry-specific information for consumers and advertisers. IWBC's mission is to redefine the information conduits on the Internet by offering technically sophisticated, highly informative and uniquely entertaining WEB sites. That, is a world literally unto its own.

Meanwhile, the phonecard industry continues to thrive. Bonny Darr, Executive Vice President of Operations manages the company. GoldNet has its own CPDI Call

a total of 134,000 cards at 60 minutes per card, that represents over 8 million minutes of phone time.

Control platform switch, cellular services, long-distance services, and store-front equipment sales of related telephone items. GoldNet is also able to offer pre-paid telephone debit cards for cellular phones. Recently, Mrs. Darr ordered 1,000 business cards for herself, each with 5 minutes of phone time. Simply amazing how many business friends she has asking for her card.

Coming this fall is the second collector series consisting of seven prints. These are from a group of



Colorado



Connecticut



Delaware



Florida



Georgia



Hawaii



Idaho



Illinois



Indiana



Iowa



Kansas



Kentucky



Louisiana



Maine



Maryland



Massachusetts



Michigan



Minnesota



Mississippi



Missouri



Montana



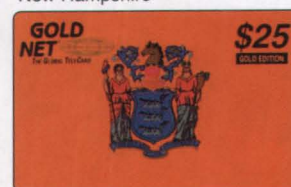
Nebraska



Nevada



New Hampshire



New Jersey



New Mexico



New York



North Carolina



North Dakota below Ohio



PREMIER

artists who line draw for Dark Horse and Marvel comics. The name of the Artist series is Studiosaurus. The prints are imaginative, offer stunning color and originality and should please most age groups. Then, in November the first cards of a group of local fishermen, affectionately known as the Bank Maggots, will be released. Included in that grouping of cards will be the famous *seventeen foot, Sturgeon* that was caught at Bonneville Dam in the heart of the beautiful Columbia River Gorge. Naturally, the Bank Maggots caught that prize and are still working on the one that got away. This card series will

GoldNet is also able to offer pre-paid telephone debit cards for cellular phones.

be a special one and will definitely be limited. The word is, you will have to buy the card from one of the Maggots while they are not fishing.

According to Bonny Darr, in the coming year GoldNet expects to develop more than 20 new series for the collector. For more information about GoldNet Call toll-free 1-800-406-1181 **PT**



Bonny Darr



Bank Maggots



Rhode Island



South Carolina



South Dakota



Tennessee



Texas



Utah



Vermont



Virginia



Washington



below West Virginia



Wisconsin



Wyoming



Navy



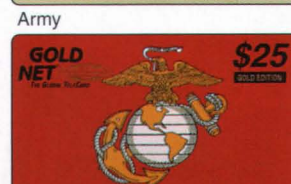
Air Force



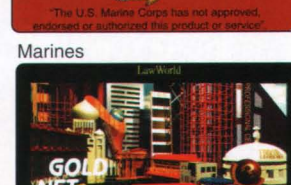
Coast Guard



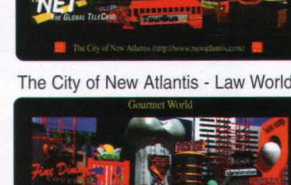
Army



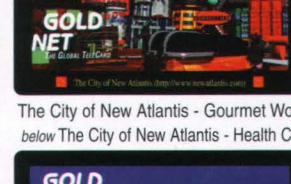
Marines



The City of New Atlantis - Law World



The City of New Atlantis - Gourmet World



below The City of New Atlantis - Health City



The City of New Atlantis - Health City



Sky Boy



Creeps



Event Horizon



Blazor



High Octane



New Guardian



Trekker



Volume 4 Number 4

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V. Conte
Victoria I. Conte,
President

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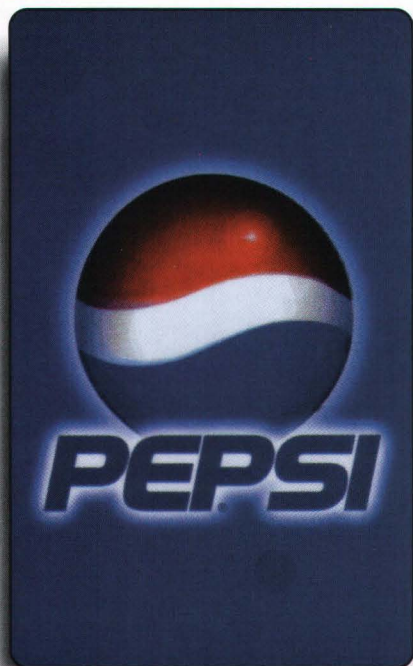
Model TCC-1 TCC-3 TCC-2



Model TCC 2500



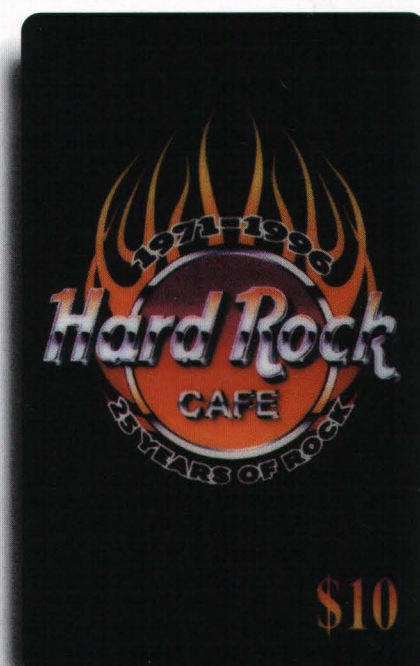
Model TCC-2000



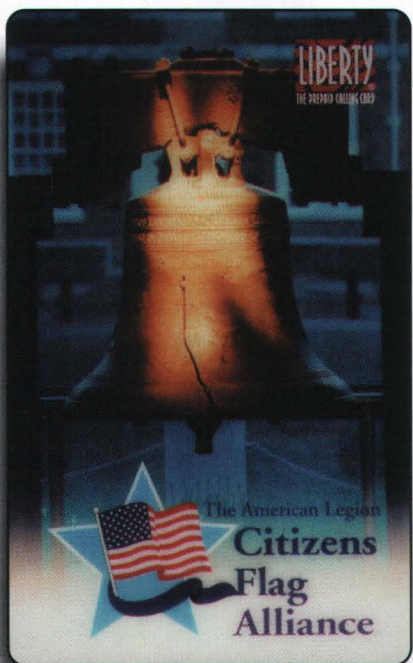
PEPSI COLA - ATCALL, INC.
RM-R



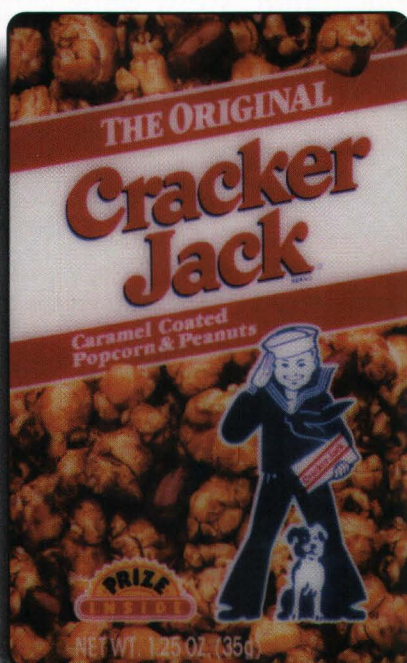
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RM-R



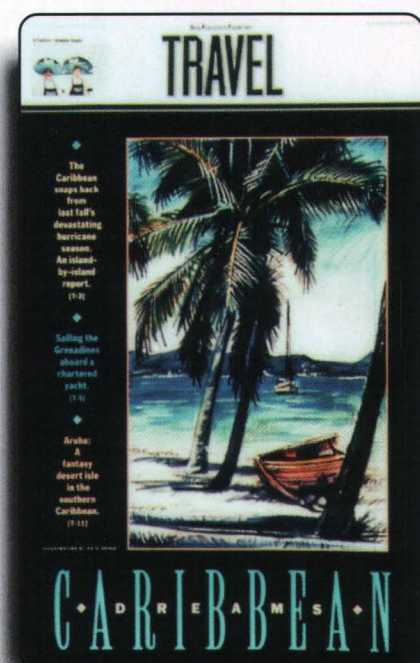
HARD ROCK CAFE - GLOBAL COMM. NETWORK
RM-R



AMERICAN LEGION - LIBERTY/QUEST
RM-R



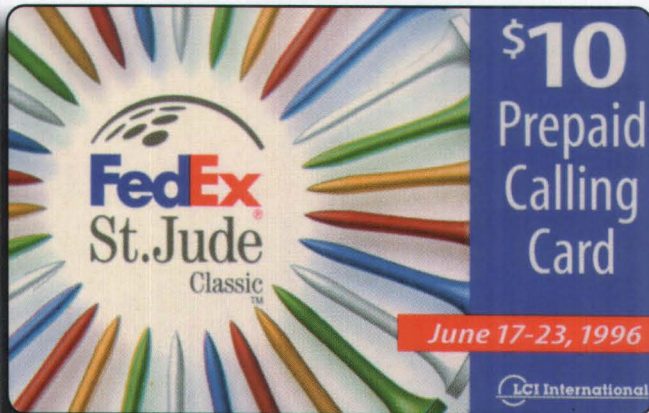
CRACKER JACK - USA CARD CO.
RM-R



CARIBBEAN - SAN FRANCISCO EXAMINER
RM-R

Premier Cards

Volume 4 • Number 4
Sept/Oct 1996



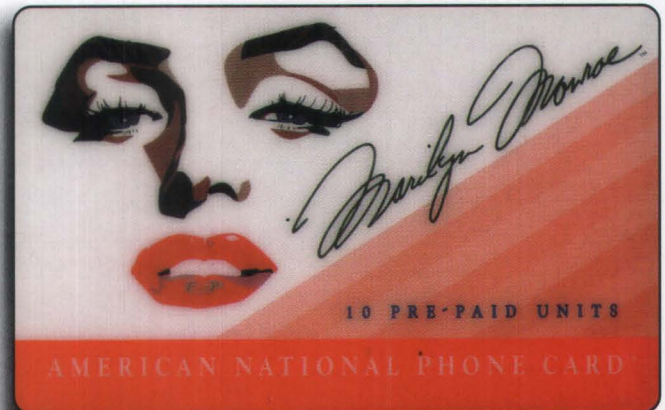
FED EX - LCI INTERNATIONAL RM-R



CRAYOLA - TELENOVA/KARS UNLIMITED RM-NR



WORLD BELL - WORLDBELL RM-R



MARILYN MONROE - AMERICAN NATIONAL PHONE CARD RM-R



BETTY BOOP - AMERICAN NATIONAL PHONE CARD RM-R



BANK MAGGOT - GOLDNET - RM-R

Telecard Collecting News



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!

or gimmick cards with no value.

Sportcall Ventures displayed their new football telecards featuring 400 NFL players. Each card can be purchased with 10, 30 or 60 minutes of phone time. A full set of cards is an astronomical 1,200.

Pinnacle All-Star FanFest in Philadelphia. This pre-Baseball All-Star Game event included a number of booths with telecards.

At the Classic Scoreboard booth, a 7-11 Ripken phone card was given to attendees. The card had "For Promotional Use Only" stamped and printed diagonally across the face and it did not have the 7-11 logo. A number on the

Telecard Collector's Club Listing

Southwestern Bell Collector's Club, 5400 Foxridge, Suite 300, Mission, KS 66202
Tel: 800-600-BELL

Bell Collector's Club, 40, chemin Rockland, Ville Mont-Royal Quebec Canada H3P 2V9
Tel: 514-343-4214

NYNEX Collector's Club, P. O. Box 5064, Lake Wylie, SC 29710. In April, the NYNEX Collector's Club distributed the 1995 Complimentary Official Collector's Club Member telecard. What will happen if Bell Atlantic and NYNEX merge and take on the Bell Atlantic name? Will the NYNEX club become the Bell Atlantic Collector's Club?

by Dan Busby

17th National Sports Collectors Convention in Anaheim. This convention included a number of telecard booths. Dottie Omori of Aiea, Hawaii issued 300 beautiful, 3-unit jumbo show cards. I picked up an interesting Mortal Kombat 3 minute, GTI card (with trophy edition slammer) from Craze, Inc. of Pearl City, Hawaii.

A visit to the Finish Line Racing booth was rewarding. They issued a beautiful show card for this convention. Their new Phone Pak Racing II set is stunning. I like their new Black Gold Limited set that includes a \$25 Megaphone XL Jumbo Die-Cut Phone Card inside every box. Finish Line Racing continues to deliver high quality products for the telecard collector. They refuse to issue one-minute cards

back of the card could be compared to a prize board at the booth. One of the possible prizes was a 5 minute 1996 All Star game card. This card, featuring the 7-11 logo and MCI time, was also given to each fan as they entered Veteran's Stadium for the All-Star Baseball Game.

Cash is dying. So writes James Gleick in the New York Times. He notes that smart cards will initially be used and thrown away; soon they will be reloadable. He also observes that smart card issuers can sell advertising space on the card itself. Recently, for example, residents of Singapore were using what looked like miniature Calvin Klein billboards to pass through transit-system turnstiles.

Smart cards are growing. More than 500 million were pro-

Telecard Issuers Code of Ethics

The telecard industry is in its infancy in North America. It is similar to the sportscard industry in the early 1950's. Yes, tobacco cards had been around since the late 1800's and some gum cards were issued in the 1930's. Still, the industry did not really take hold until the 1952 Topps issue (the one with the now-famous Mickey Mantle card).

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.

Can collectors mandate rules for card issuers? No. But collectors can vote with their pocketbooks. Collectors can refuse to buy cards issued by companies known to follow questionable ethical practices. One company has already felt the wrath of the telecard industry for alleged improper practices.

Focusing on my concern for telecards collectors, here is my first proposed ethical standard for telecard issuers:

1. Provide basic data on all cards issued. Card issuers should distribute news releases to the telecard press detailing the quantity (even if the cards are unnumbered) of each different version of every card issued. Other information is helpful to collectors, such as the date of issue, the name of the long distance provider, and the number of minutes/units of time or the dollar value of the card and the rate per minute.

Editorial comment: How can a collector decide the true value of a certain card if the card issuer had not revealed the number of cards issued? The collector is left to guess about scarcity. Consequently, a collector may pay more than a card is really worth.

How can a collector collect all the cards in a particular set, or more broadly, in a theme if there is no information provided about all the cards that were issued? Collectors love challenges, but they usually like to identify their collecting target. The target is a checklist of all cards issued.

From a collector's standpoint, it would be nice if all telecards were numbered and issued in limited edition runs. But unnumbered cards must be accepted as a part of acceptable issuing practices. But the refusal by a card issuer to disclose the number of cards issued is not a collector-friendly practice.

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.

duced in 1995. One in five pay telephones can accept these cards, which are used in more than 70 countries. The largest usage is in France where there are 23 million smart bank cards.

But there is resistance to smart cards. There is no national commitment to smart cards in the U.S. or Canada. Traditional credit card issuers could take a major revenue hit from the reduced need for online authorizations.

It is estimated that **2 million disposable prepaid cards will be sold in Atlanta and at the Olympics** by First National Bank, NationsBank, Wachovia Bank and Visa, all with the VISA Cash logo. The designs are beautiful, and not only commemorate the Olympic athletes, but also cater to card collectors. On the backs of the cards are marked the limited number of cards issued in each series and the series identification. First Union, for example, is issuing different multiple-

design series sets each month. There are packaged collectors' sets available by mail.

Why is business so attracted to smart cards? It's all about float. You buy a smart card for \$50. It'll probably take you a month to use it up. You multiply that by millions of people and that is a lot of float.

The U.S. Mint is studying the possibility of digital cash replacing paper-and-coin-based currency. Smart cards are cheaper to manufacture than coins and are longer lasting than bills.

Blockbuster is launching a magnetic stripe GiftCard that can be used to purchase items from Blockbuster chain stores. **AT&T** is introducing the concept of cellular telephone service based on smart cards to U.S. subscribers traveling abroad. This service won't be available in the U.S. anytime soon.

As **ticketless air travel begins to take off**, it won't be long before the airline industry will turn to smart cards for efficiency. After booking a domestic flight with a travel agent, smart card users arrive at the airport and hold the card in front of a panel on a terminal. It pulls information from the card and issues a print-out listing departure gate, boarding time, seat number and frequent flier mileage credit.

What impact will smart cards have on telecard collecting? Referring to smart card developments, Alvin Toffler recently commented, "It will change the world." Smart cards will definitely impact telecard collecting—it already has to a relatively small degree. How fast will the impact come? It depends on when electronic money achieves a certain level of penetration in the marketplace, a critical mass. **PT**

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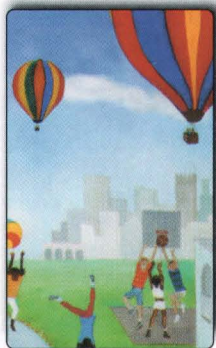
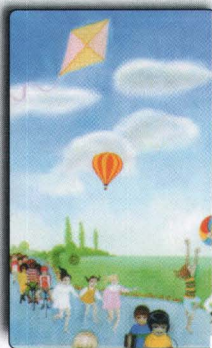
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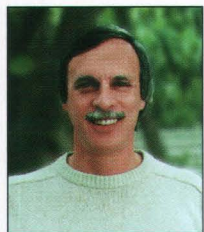
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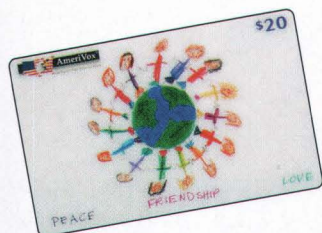
Love Makes A World Of Difference
San Francisco Artist -
Artist Margaret Keane



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>



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Children's Art On Phonecards

By Dr. Gary S. Felton

During the first five years of their existence—1992-1996—the world's phonecard magazines collectively have featured an abundance of articles about the various kinds of artwork on phonecard canvases. On one hand, there have been several hundred featured pieces about the particular *content* which is found on such canvases, ranging from landscapes to stamps to health themes to primitive folk art. On the other hand, a few articles have concentrated on taking a look at the *process* aspects of the artwork, ranging from color to form to light to texture. All of these contributions have added substantially to our general and our specific understandings about what we have out there to deal with, whether for actual use or collecting or both.

When we couple these understandings gained from reading with the images in advertisements in the publications and then go through all of the hands-on experience we gain from our viewing many of the hundreds of thousands of different phonecards issued throughout the world, it soon becomes apparent that almost all of the artwork, graphics, and illustrations which grace them is the work of adults. Further study of both the thematic content and the artistic signatures of phonecard art confirms that

indeed there is an exceptionally low frequency of any relationship to children. That such a finding is the reality of the picture is both striking and puzzling when we consider that a significant percentage of our users and collectors is not adults *and* constitutes a substantial proportion of the general population as well.

The above finding reflects much of what we encounter in our daily life. For example, in surveying the world at large it does not take long to realize that almost regardless of context we tend to minimize the role and the significance of children in the overall scheme of things. From family mealtimes to after-school programs, from

motion picture rating systems to summer vacation activities, from protective legislation to governmental health care funding and support services, children often are minimally acknowledged. As valuable resources of input, rarely are they consulted about *their* needs, and frequently are bypassed as potential recipients of the end product. These realities certainly are not everyone's goals, yet they are the truth and what we find around the globe.

The nature of these intellectual, emotional, and behavioral attitudes toward children goes way back in time. For example, most of us probably have run across the old rule "Children should be seen and not heard." It derives from the Athenian dramatist Aristophanes' work *The Clouds* more than 2400 years ago (423 B. C.!) and may be the earliest universally known reference about the subject. It clearly is *the* prevailing statement which reflects this general message about the proper place for children in the world.

The truth of the matter shows little presence of children's art on phonecards and almost nothing has been written about *that* children's art which *does* appear on these canvases. Now the reality is that there is some interlink between these two facts but the situation goes beyond that understandable connection. We still must acknowledge the existing



inequities and ask the deeper questions about why there is such infrequent presence of children's art across the board in the first place and as an industry and hobby we need to consider doing something to alter this evident imbalance.

Given the facts mentioned earlier about the representative percentage of children among our phonecard collectors and users, it makes sense that children and children's art be more widely embraced in the phonecard domain. We could significantly change the picture by consulting with children about what *they* would like to see on phonecards, including them in the design and creative aspects of the artwork on certain cards, talking with them about what they would respond to most on a phonecard and about its use.

At the same time that we begin to face these considerations we can recognize that there is a small amount of such artwork available here and there, so I have pulled together all that I could locate from various countries in order to present it here for viewing. I have studied several thousand phonecards and have extracted for this presentation the following 22 which derive from the production lines of 6 different countries, namely Australia (1), Croatia (1), Holland (3), New Zealand (7), South Africa (5), and the United States (5).

As we look over these 22 rare phonecards, we can see a limited variety of themes. The most popular format displays children in no particular alignment or in more organized groups and there are seven such cards reflecting this approach. Children also have produced five drawings which are perfectly in sync with the canvas on which they are painted in that each demonstrates one or more children involved with the telephone! In addition, four of the cards actually feature something other than a person in that they show some kind of object and/or animal. Furthermore, as one might expect, some of the phonecards depict a theme about family, either an individual person (one card) or collective family members (two cards). Finally, three of these cards present an image of

one unidentified figure. The age range of the different artists is four and a half to thirteen.

Overall, as we view the different canvases we can see fascinating, striking artwork that certainly is eye-catching and stimulating and which clearly shows an unbridled use of color. It is a kind of art that *all of us* have produced when we were children; thus, there is a universally familiar stimulus in our line of sight when we visually take it in. Given that people tend to orient towards what they are familiar with there might be an added note to keep in mind as we develop a greater involvement with children as artists in the phonecard world and that is the strong attention-generating and drawing power of their artwork. All in all, we have here a goldmine of talent at an end of the age spectrum that we have not utilized very much globally and for the reasons mentioned earlier would be a wonderful one to tap.

All of the above phonecards are individualized cards and are packaged as such. Although the signatures of all 22 of the cards shown are those of children and that is the focus of this writing, there is one additional work of art that I wish to present with these works. *Love Makes A World Of Difference* is a six-card tableau which has been extracted from the painting *Love Makes A World Of Difference* by San Francisco artist Margaret Keane. Her powerful art about children has been on the scene for more than four decades. The six-card masterpiece is so impactive and representative of children in our world, that it would not make sense to exclude it from this presentation. Therefore, I am including the 1994 major work with the children's art in the hope that it also will stir in all of us more consciousness about the specialness and importance of children in our realm. By extension, this effect will heighten our overall efforts to develop more phonecards and phonecard projects which feature children's art. PT

Telecards - Buy The Numbers



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.

What is this? Now some collectors only want certain series numbers on the cards that they buy. Are they nuts? Maybe a little, Maybe not!

I keep running into collectors that want low numbers, "Give me the lowest numbers that you have got," "I only buy low numbers," "Low numbers are my goal." Why all the emphasis on low numbers or specific numbers?

Okay, let's look at why. First it's historic. In days of old before the United States was a country the process of printing was very basic and copies of anything were hard to come by. Back then if you wanted a copy or a reproduction of an original, the

plates or reproduction media were soft and easy to wear out, so when 50 or 100 or more copies were made, each end product copy was just a little less clear than the one before.

Collectors of yore always wanted the lowest numbers and were ready to pay a premium for those low numbers because the reproductions were clean and sharp and considered to be of higher quality and value.

This of course is not true today. The high resolution laser scanners and digital imaging make the last reproduction as clear as the first. And the process is getting better and better...richer colors, higher and high-

"OK, OK! We don't want to get all sloppy here. Let's just say there are many emotional reasons for wanting certain numbers."

er resolution and improved media are the norm today.

This desire for low numbers still persists. Many collectors want to own the first of something, while others may want to own the last of the breed. I have clients that must have a certain number or number group or they will not buy the cards at all.

It's their lucky number, it's their birthday or their wife's birthday, it's the day that they were married, it's a million different dates that are of importance to them and to their life.

I get from this an important message about the collector: The collecting hobby is more than the gathering of stuff into organized piles. It is more than buying the final card in a series to complete a set. It is more than the profits that might be realized by holding on to a certain issue until it triples in value. It is personal and it is to a certain extent, emotion-

al. It can almost be characterized as a kind of love.

Do you remember that bike you got for your 12th birthday? It was a Schwinn Black Phantom for me. I must have loved that bike because I slept with it in my bedroom and it took me on great adventures. Well, when I saw the bicycle museum telecard album put out by TCM at a show sometime back, I dished out 30 bucks in a heartbeat. I wanted that bike again!

The numbers are important. The subject matter is important, and the telecard media is the perfect way to capture the memory, the feeling and the need that we have deep inside us to connect with the warmth of another time and a more simple place that we hanker for.

OK, OK! We don't want to get all sloppy here. Let's just say there are many emotional reasons for wanting certain numbers. And there are some practical reasons, too. The Oriental collectors think that the number 8 is lucky. They will buy the number 8, 88, 888 or cards with the

number 8 in them or on them or if they have the number 8 associated with them.

Also, any card numbered under 100 is prized, as are the 1st card in each subse-

quent group of 100...like 200, 500, 1000, etc. In addition, many of the alike digit cards are also asked for, like 11, 111, 222, 555, 1111, etc. There is a pony under all these numbers for all of those providers and producers of prepaid telephone collector cards.

That opportunity is as follows: If you can build a list of collectors that buy cards by the numbers, you can almost predict your sales trend for any issue of cards produced. The numbers buyers represent a bread and butter profit center that can make an investor comfortable in the knowledge that the investment is covered and risk free for the most part, if the card subject matter is attractive to the collectors in general.

The only thing that I can say about this numbers phenomenon is "Go Figure!!" Keep It Flowing! **PT**

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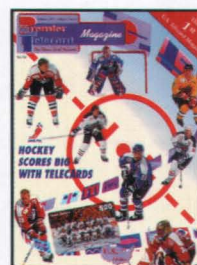
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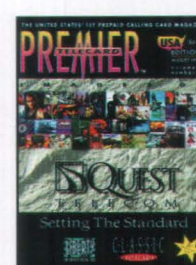
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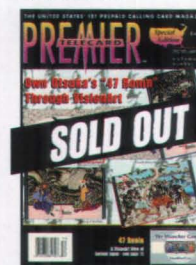
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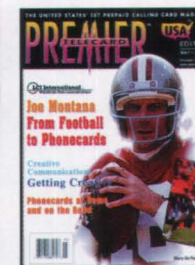
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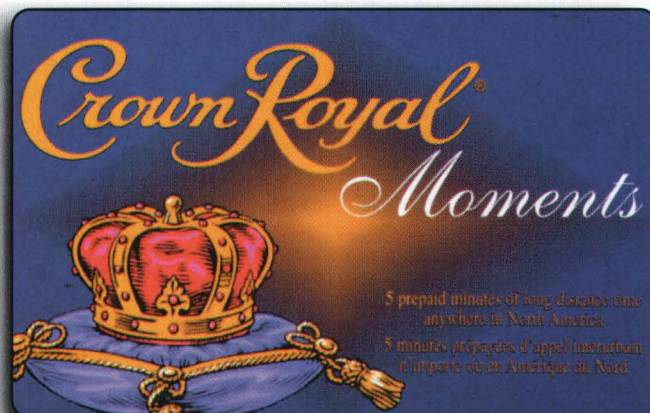
Crown Royal

It was no joke on April Fools Day when it was launched (April 1 '96), and it's still "no kidding" as Seagram Canada launched the largest, long distance calling card program ever seen in Canada.

Called "Special Moments"...purchasers of Crown Royal whiskey get to enjoy FIVE minutes of FREE long distance calling anywhere in North America. Marketing Director Sylvia Thaemlitz called this the most extensive program in the field of promotional calling cards in Canada. "Through this campaign, we are offering Crown Royal consumers a novel and extremely simple way of getting in touch with their loved ones by phone, and it's a perfect gift to give or receive: Free long distance calling and the outstanding taste of Crown Royal."

A rather unique clamshell package has been designed by Brookdale Plastics that fits around the neck of the 1.4 liter Crown Royal Rye Whiskey bottle. Each package contains the calling card as a permanent and convenient debit card for long distance calls, and because each card can be "recharged" by credit card, it's the perfect keepsake gift.

A total of 90,000 cards were produced for distribution that was launched initially in British Columbia, Alberta, Saskatchewan, Manitoba and Newfoundland. Subsequently,



New Brunswick, Nova Scotia, Quebec, Prince Edward Island and Ontario followed in May and June, to round out the national distribution of the "Crown Royal Connection" at Liquor Control Boards across the provinces of Canada.

The entire program was created by TransActive Communications Inc, with network phone services provided by ACC Long Distance, card production by NBS Card Systems.

As Ms. Thaemlitz says..."long distance calling cards are certainly here to stay." **PT**

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CATHY Goes Phonecards!

Here's a bit of a quiz for you!

This character appears in over 1300 newspapers throughout the United States, Canada and in 25 foreign countries!

This character is seen and read by over 70 million readers!

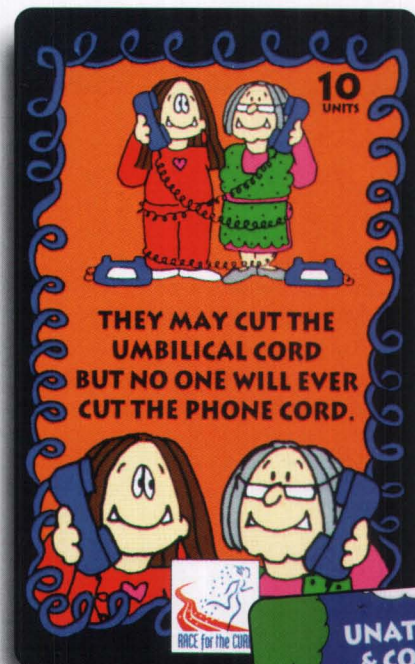
This character is a "she"... is enjoyed world-wide and recognized for her unique ability to reflect on day to day issues that face most women with more than a touch of humor.

Enough clues! The artist is Cathy Guisewite... the recipient of the 1992 Reuben Award for being the Outstanding Cartoonist of the Year...and we are talking about **CATHY**!

USA Card Corporation announced the release of the four-card set featuring **CATHY**. Robert Mish, CEO of USA

Card said "what distinguishes the **CATHY** phonecard from earlier applications of various comic strip characters is that the humorous panels were custom created by the cartoonist specifically for the phonecards." The artist is herself a phonecard user and collector.

The **CATHY** cards carry the logo "RACE for the CURE", support-



ing cancer research. The National RACE is held each year in June in Washington, D. C. and part of the proceeds from sales and recharges benefit the Susan G. Komen Breast & Cancer Foundation in Washington. "These phone cards are a great way to promote awareness for the National Race for the Cure campaign. I think a little humor makes the bigger issues more manageable" said Guisewite.



Each of the four cards has 10 units of initial time. For fund-raising purposes, the mintage is currently open; however, later this year a five unit set will be issued with a fixed mintage for collectors. The licensee for **CATHY** cards is Fiedler & Associates.

Look for Miss **CATHY**, she can help you to make the right connection...and watch future editions of *Premier Telecard Magazine's* TelEvents for details and dates for next year's race. **PT**



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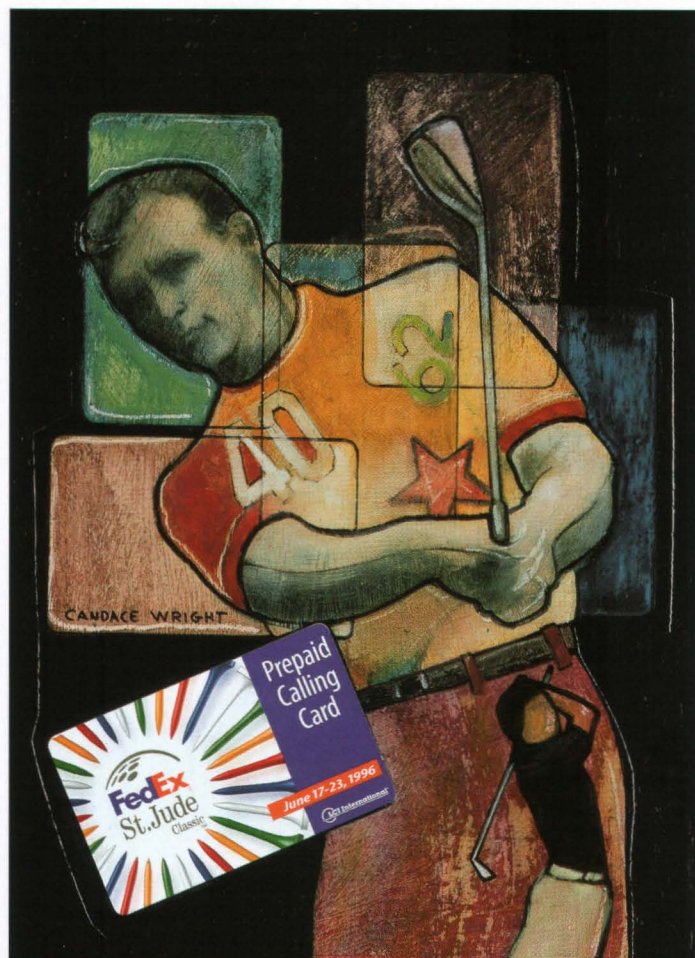
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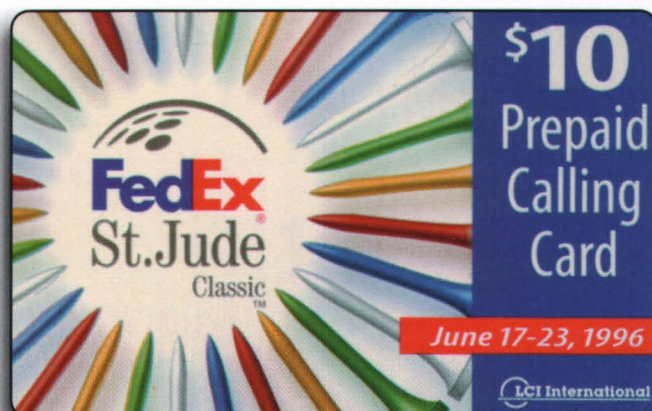


Candace Wright

Here's a great story and the best part of it all... it's really a WINNER.

Recently, LCI International, Inc. signed on with Federal Express and participated in the St. Jude Golf Classic which was held in Memphis, Tennessee. Maybe you remember when Pro John Cook missed setting a Classic record by shooting a 62 during the tournament. Of course, he was one of the winners. LCI International commissioned Chandler, Ehrlich and Company of Memphis, to do the artwork on the prepaid Long Distance Calling Card. As you can see the card is absolutely gorgeous. When Federal Express saw the card, they also ordered cards to pass out to clients and customers at their pavilion at the golf tournament.

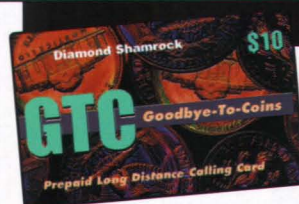
More winners yet to come! Lewis Weiss, Manager of Prepaid Services for LCI saw an opportunity to help the community. "We placed 40 minutes of calling time on the card, giving the purchaser an exceptional value." Proceeds from the cards, along with 20% of the recharge, benefits the kids at St. Jude Hospitals. Another winner came from the local community in Tennessee. A simple drawing was



held to raise more money for St. Jude. A gentleman who attended the Golf Classic won the use of a GIANT, SUPERCARD valued at \$1250. Giving him a year to use 5000 minutes.

So you see...winners galore in Memphis, Tennessee. Dollars--Prepaid Calling Cards--a great weekend for St. Jude Hospitals and especially--THE KIDS.

Our congratulations to LCI and FEDEX for producing a real winner. **PT**



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Say goodbye to coins and hello to a convenient, low-cost way to make long distance telephone calls -- with Goodbye-To-Coins (GTC), the prepaid long distance card from Diamond Shamrock.

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With the GTC prepaid long distance card you can do away with the hassle of having the right change for pay phone long distance calls, because the calls are already paid for! Just dial the 800 number on the back of your GTC card and follow the easy recorded instructions to make your call.

Here's Something to Talk About

GTC also gives you more minutes for your money, because we offer lower rates than most long distance calls from pay phones. Plus, it's the same rate, day or night, without the hidden fees or surcharges. And GTC is available in \$5 (.33 cents per minute), \$10 (.33 cents per minute), and \$20 (.25 cents per minute) denominations.

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GTC Call

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AT&T
Standard Rates

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When you use your GTC card, you'll always know how much you're spending. We tally the number of minutes you use and tell you how much time is left at the beginning of each call, and your time doesn't start counting until your call is connected. The GTC card can only be used for calls originated in the Continental U.S. Value will be affected on international calls.

Contact: Cheryl Neece
North American InTeleCom - a subsidiary of Diamond Shamrock

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Cards in Play in the U.S.A.



WorldBell

It's a beautiful, colorful card and it features a voice print...and believe it or not, this card TALKS...perhaps not to you but to your telephone.

Is there no end to the creativity and imagination involved with PHONE CARDS??

APPARENTLY NOT!!

World Bell created a prepaid calling card, which...to the best of our knowledge and that of its creator, may be the very first voice print phone card in this country.

World Bell has an original mint of 9,000 cards for distribution over the counter in the New York area. The cards retail for \$10 with 30 minutes of calling time. Of course, they are renewable 24 hours a day, seven days a week with live operator assistance. Here's something else: the cards are not limited to the United States or North America, but may be used worldwide.

The World Bell Private Label Prepaid Calling Card is manufactured by Continental Plastic Card Company and Interactive Telecard Services is one of the Switch providers.



If you are wondering what the "voice-print" says and to whom it belongs, Premier Telecard is happy to provide the answers as a public service. The card says..."the card you use to make the call"...and the voice is none other than the Chairperson of the Board, Eileen Schwenk. You're Welcome! **PT**

Three Tenors



It was the night of July 20, 1996...the setting was New York Giants Stadium and it was not a "hush" that fell over the stadium, rather a tumultuous roar from the many thousands on hand to welcome THE THREE TENORS in concert.

José Carreras • Plácido Domingo • Luciano Pavarotti

The audience was in for a wonderful evening hearing the world renowned, the world's most famous tenors, "live" on stage. What the crowd did not know was that a limited minting of some 15,000 prepaid phonecards was going on sale at the site of the concert. A limited edition authorized by The Tenors Concert Partnership to commemorate the event. This was a FIRST!

The planning that went into the production of the card

was almost as meticulous as preparing for the concert itself. Capital Group Communications of Roanoke, Virginia retained the services of Strategic Telecom Systems, Inc., and awayyyy they went. STS President, Anthony "Rick" Catinella and his staff worked tirelessly to produce an outstanding telecard. As you can see, the face of the card showcases the Three Tenors, the reverse side of this collectible is equally attractive. It spotlights The Three Tenors' logo and details the importance of the concert and the phonecard.

If you missed seeing the concert and the opportunity of securing your phonecard, here is a fulfillment number you may call: 1-888-982-2903. **PT**

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Cards in Play in the U.S.A.

A Piece Of The Rock!

If you think you have an unusual product tie-in with phone cards...then you haven't heard it all!

Split Set Products, a unit or division of Ingersoll-Rand Company, chose to provide prepaid calling cards to be given to customers and prospects on sales visits.

Now, here comes the "rest of the story." Split Set products include friction rock stabilizers that are used in underground mines and tunnels for rock support. To explain further, the rock stabilizer is a unique type of rock bolt, which consists essentially of a high-strength steel tube with a slot along its length. When this bolt is driven into a hole in the rock, the tube compresses and grips the rock radially along its length. Often times these "bolts" are installed in the roof and walls of a mine and these bolts hold the rock strata together. We might add that the product is also used on the surface, for control of slopes in highway cuts, building excavations and open pits. Millions of Split Set stabilizers are in use in more than 50 countries around the world.

LCI Produced the program for Ingersoll-Rand. Cards were released in June, 1996. **PT**

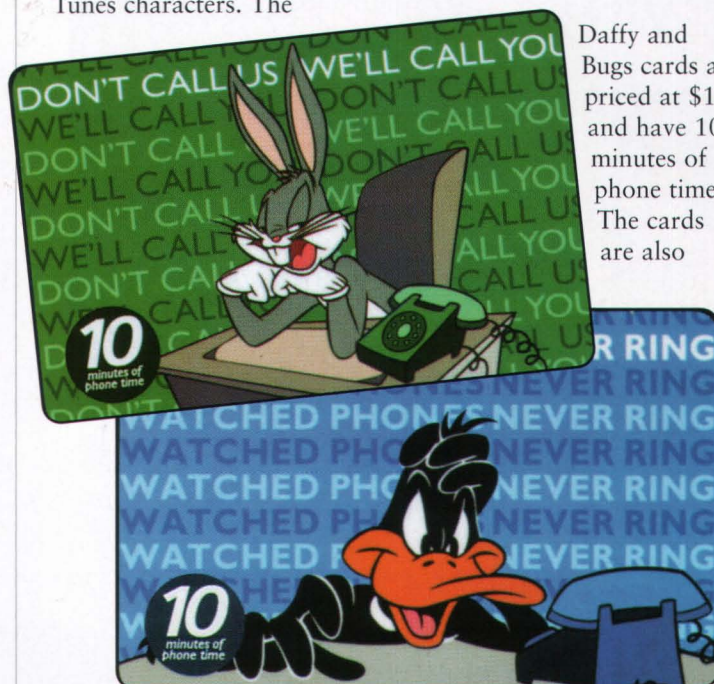


Looney Tunes Are Back!!

Remember those good old days when going to the movies always included a cartoon? Porky Pig with his wonderful "that's all folks," Daffy Duck, Sylvester, Bugs Bunny, Tweetie Bird?

We can't bring those cartoons back but you can get your own prepaid phonecard of Bugs or Daffy, thanks to Fabulous Fonecards and the folks at Warner Brothers.

In June, Daffy and Bugs were released as part of a proposed collector's series that could bring back all of the Looney Tunes characters. The




Daffy and Bugs cards are priced at \$15 and have 10 minutes of phone time. The cards are also

renewable as so many of the fans wish to carry their favorite cartoon characters with them.

Fabulous Fonecards produced 2500 cards each for Daffy and Bugs. The Warner Brothers art department was retained to assure exact duplication of art and color. Caulastics, Inc. printed the series.

That's all folks....and thanks for the memories! **PT**




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Cards in Play in the U.S.A.



A Rare Bird?

The magnificent animal you see gnawing on a small tree branch is, as you can see, not a bird...but he is RARE. As rare as a 300 line screen print of Sultan, the White Bengal Tiger.

JET LITHOCARD manufactured the card, doing the scanning and color correction at their facilities in Downers Grove, Illinois. GAF Telecommunications produced 5000 cards for release in June of this year. You might be interested to know that the plates were destroyed



after the work was completed.

We should add that the fates were kinder for the White Tigers. There are approximately 250 in captivity today and virtually extinct in the wild. By the way, Sultan is a year old. **PT**

Tele-Events 1996

USTA Consumer Phone Card Expo

Sept. 6-8
Sponsored by Ameritech
Open to Public, Collectors
Chicago, Ill. (713)364-0961

National Card Fest

Sept. 6-8
Official U.S. Telecard Association Show
Navy Pier
Chicago, ILL (713) 364-0961

ACTA XXIV- America's Carrier Telecommunications Association

Sept. 8-12
Hyatt Regency
Hilton Head, S.C. 1(800) 881-2282

TeleCard World '96 East

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

CardEx 96

Oct 9-13
Conference and Exhibition
Maastricht Exhibition & Congress Centre
Maastricht, Netherlands
Phone: +31 (0) 43 383 8383
FAX +31 (0) 43 383 8300

National Assoc. Convenience Stores

Oct. 20-22
Convention Center
Las Vegas, Nevada
(703) 684-3600

Card Manufacturing Expo '96

Oct 21-25
Marriott Castle Harbour
Bermuda (609) 799-4900

79th Annual Conference Direct Marketing Assn.

Oct. 27-30
Convention Center
New Orleans, La.
(212) 972-2410

IBC Technical Services LTD

Oct. 30-31
Smart Card Developments in Phonecards
268 Orchard Rd. #18-02
Singapore 0923. +65-732-1970

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

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



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Domino's Coke C&W	\$12	Game "Ravage"	\$22
Ernie Ivan (Ford-Texico)		Pepsi Stuff-2 cards	\$20
Jumbo "I'm Back"	\$45	KYLE Pepsi	\$12
Am. Legion Phone Tag		McD's Hamb. U. error	\$150
Dog Tag-Lib/Quest	\$22	McD's Hawaii-Aloha (4)	
New Crayola Crayons	\$20	Digital Finish 1 of 11	\$150
McD's-Aina Haina-1st card	\$15	Barq's Root Beer	\$6
The "X" Files	\$10	Canada Dry-Penguins	\$22
Melrose Place	\$10	Ameritech Penguins	\$20
Beverly Hills 90210	\$10	Heineken Beer	\$22
Hendrix-Classic Rock	\$20	NBC Peacock	\$30
Blimpie's Coke (4)	\$50	Mickey Mouse-Thailand (2)	\$20
Power Rangers	\$6	Shaq O'Neal 5 cards	\$75
Pertucci Pizza-Proof	\$8	Many Topics Available	
Taco Bell Grand Opening	\$13	Photo copies with Catalogue	
Crown Royal Sample	Call		

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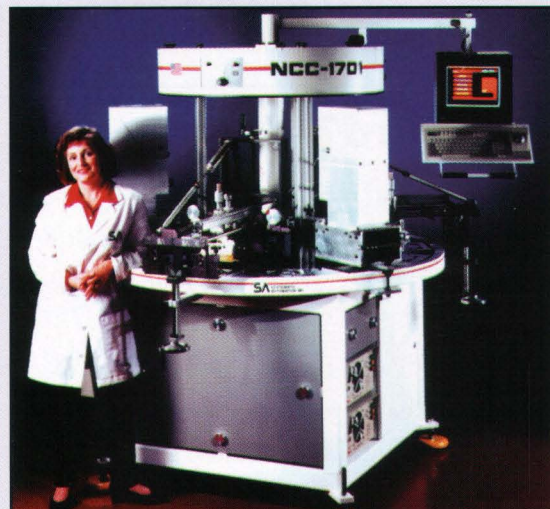
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NCCPRINT



Systematic Automation, Inc. of Bloomfield, Ct, announced the development of a patented new concept in rotary printing machines. The Model NCC allows printing and curing up to 10 colors. The need to quickly decorate and perform secondary operations such as ink jet print, inspect, riveting, ultrasonic welding, or assembly can all be incorporated in the NCC due to its modular open structure. The NCC also offers integrated components that results in substantial time savings. **PT**

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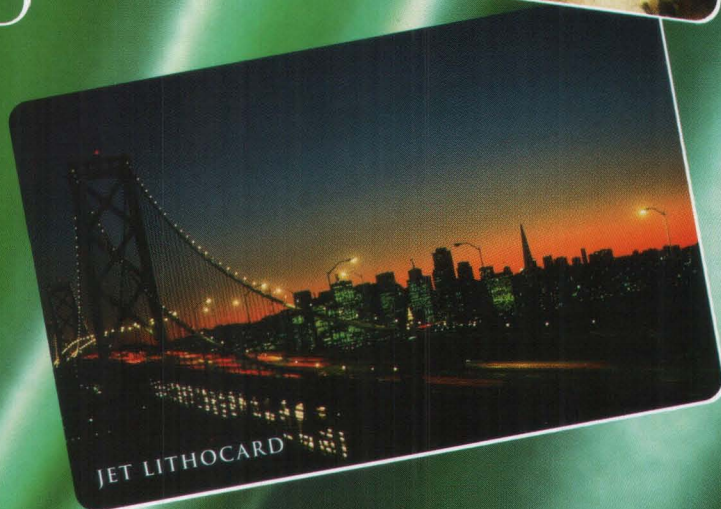
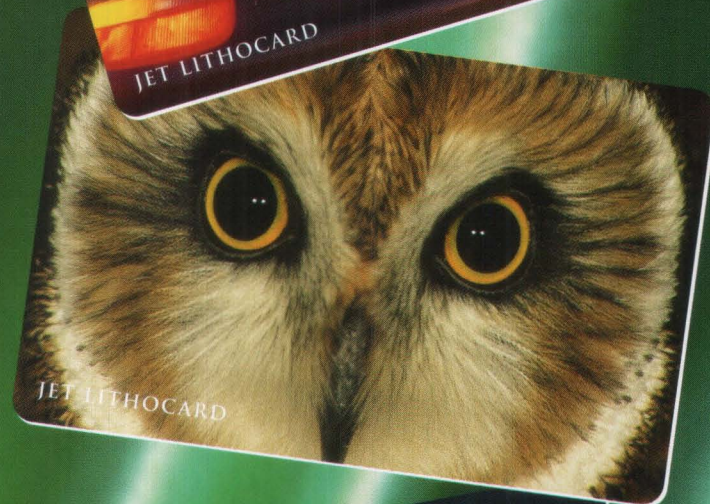
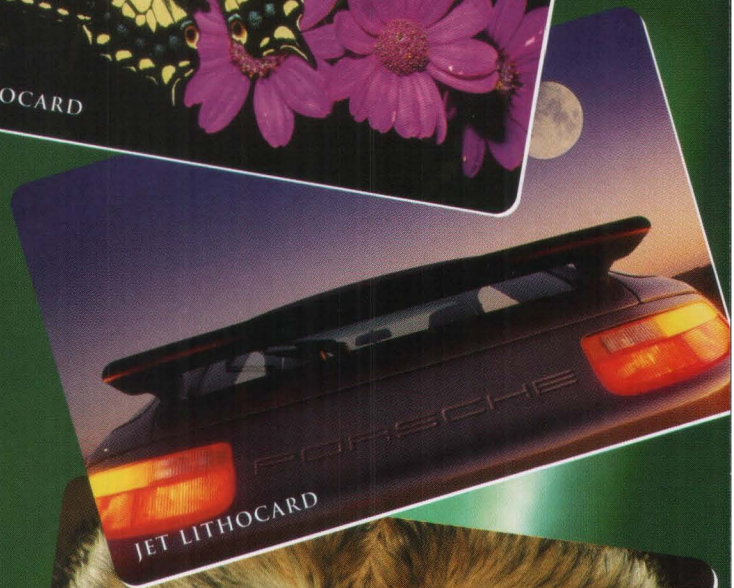
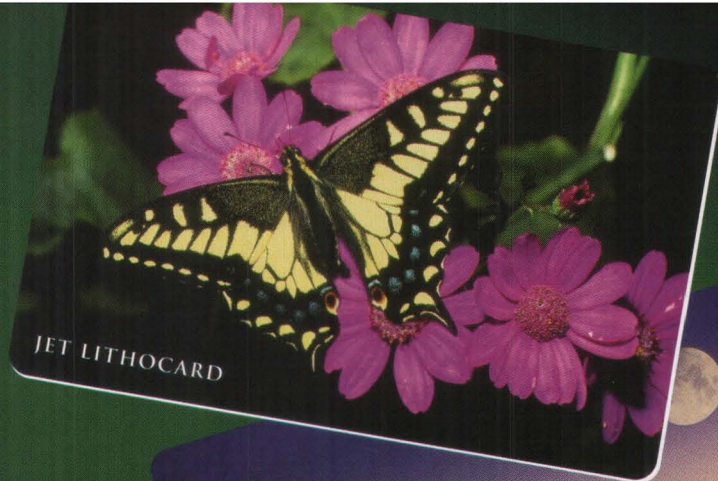
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708-932-5845 Fax**



MOBIL OIL + MCI =Successful Agreement

Mobil Oil Corporation has signed a multi-year agreement with MCI to produce prepaid long distance calling cards. The agreement with MCI is Mobil's first venture into the fast-growing prepaid phone card market. Under the terms of the multi-million contract, MCI is providing a complete range of advanced services including network transmission, platform services, multi-lingual customer support, marketing help and 24 hours a day, seven days a week service. There are almost 5000 participating Mobil stations and retails convenience store location in the United States that have the cards available for sale.

What marks the Mobil card "special" is that users can call from any phone—public or private, touch-tone or rotary—in the United States, to virtually anywhere in the world. In addition, the MCI cards can be used for interna-

tional origination and termination, recharged, one-touch call reorigination, speed dialing and many more outstanding services

David Ford, Marketing Director for MCI's prepaid markets said "the combination of Mobil and MCI in retail prepaid cards is an ideal match and a real winner for consumers." The cards are sold in three denominations, 15, 30 and 60 unit configurations. One unit is equivalent to one minute of domestic long distance calling at any time to anywhere in all 50 states, Puerto Rico and the United States Virgin Islands.

PrePaid calling cards, popular in Europe since the 70's...the Far East since the 80's and now, during the 90's, in the United States, which is threatening to outpace baseball trading cards. Industry analysts are predicting the United States prepaid calling card market will top \$1 billion dollars in this year of 1996.

Banks Target Prepaid Calling Cards

SmarTel Communications, Inc. announced the signing of an exclusive agreement with the American Bankers Association. The agreement designates SmarTel as the organization's official prepaid calling card and interactive communications partner.

The American Bankers Association (ABA) is the primary trade association for the banking industry. The membership includes the vast majority of individual banks and State Banking Associations throughout the country. Jonathan Slater, President and CEO of SmarTel said "The combination of the ABA's strong relationships and SmarTel's large bank-

ing industry track record is ideal." SmarTel has already implemented programs for four of the country's largest banks including Citibank, Chemical, Wells Fargo, and Bankers Trust plus numerous other financial institutions.

ABA members will be offered five specific products created by SmarTel. They include Promotional Phone Cards; Business Card Phone Cards; Phone Cards linked to customer credit cards; Interactive Phone Cards; and Retail Phone Cards.

SmarTel becomes the ABA's 13th endorsed service member for products and services offered to their membership.

The 6 Million Dollar Springboard

ING Capital, a wholly owned subsidiary of ING GROUP, one of the world's largest diversified financial institutions, has provided EXECUTIVE TELECARD with a \$6 million dollar financing program for working capital expenditures and debt refinancing. Executive Telecard experienced a 32 percent increase in revenues from fiscal year 1995 to 1996. The additional funds will be used to continue its growth through network expansion, world-wide brand development of World Direct™ and marketing.

ING Group is the largest financial services group in the Netherlands and is ranked first among providers of integrated financial services by Fortune Magazine (1995).

Mr. Loring Guessous, Senior Vice President of ING Capital's Media and Telecommunications Group stated, "ING is pleased to be partnered with a company that is uniquely positioned to grow in the international telecommunications arena."

Sounds like this may be the perfect relationship.

IDEALDIAL Deals Something New For The "net"

An eleven year old Denver-based service bureau, specializing in automated 1-800, 1-900, and Telecard interactive phone system applications, announced the creation of a brand new vehicle for revenue generation and collection over the internet—Internet Connect.

Internet Connect is the latest application from IdealDial to revolutionize the future of telecommunications. This application allows owners of popular home internet pages to charge interested web browsers for access into their home page, or even into designated areas of their web pages.

The idea of charging people for access into an internet site is far from new. However the concept IdealDial has created revolves around a completely updated idea. Instead of billing to credit cards, IdealDial has created a way to bill for access into a web site utilizing a 1-900 line that charges a flat fee to a phone bill and dispenses fraud controlled PIN passcode numbers.

IdealDial feels that the concept of Internet Connect will be the wave of the future.

Telefold Card Contacts

ATCALL 703-522-5252

GOLDNET 800-332-4880

GLOBAL COMM. NETWORK 818-755-9589

LIBERTY/QUEST 800-277-7682

USA CARD CO. 303-777-2491

SAN FRANCISCO EXAMINER 800-499-5700

LCI INTERNATIONAL 800-968-1287

TELENOVA/KARS UNLIMITED 800-505-6682

WORLD BELL 800-246-4210

AMERICAN NATIONAL PHONECARD 818-609-7666

George Burns

...And He Died So Young!



He was a CENTURY young and he brought to this planet almost a century of laughs and joy and his GRACIE.

The George Burns Commemorative Telecard was recently unveiled celebrating 100 years in the life of George Burns. The card is the first in a planned series with the full approval of the George Burns Estate.

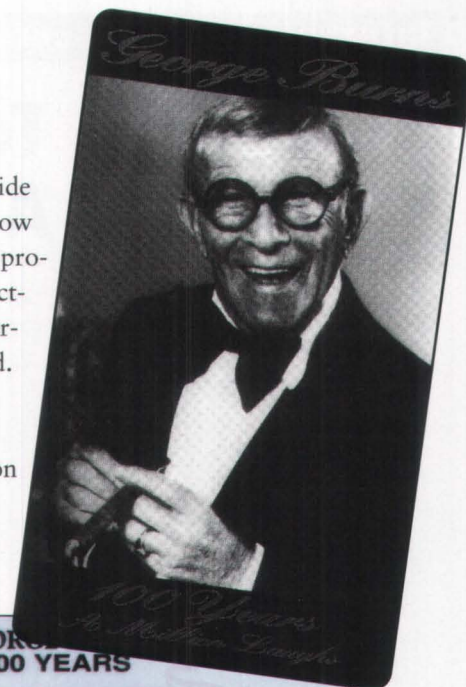
You'll note that the card carries 100 minutes of MCI network time and a face value of \$50. But the real value of this card will be written in the years to come. You are looking at the prototype of the card and there are only 100 of these made.

As for the actual telecards, there were only 1,996 minted. There is a DNA authentic seal on the card protecting its current and future value, assuring collectors that the card is a safe investment.

Note the reverse side of the card...in true show biz fashion... staged... produced... written... directed... even a final performance date of the card.

Say goodnight, Gracie.

Further information call Telecard One (954)942-8684. **PT**



\$50⁰⁰

GEORGE BURNS 100 YEARS

A. To place a call dial: **1-800-720-5967**

B. Listen for instructions then dial: [REDACTED]

C. Dial Area Code and Number that you want to call.

Customer Service is available by pressing "0" for the Operator after dialing the Access Number.

Staged by: Authority of the George Burns estate.

MCI Services: Choreographed by CommCard

Produced by: Telecard Service Industries

Written and Directed by: Telecard-One

Final (Expires) Performance: 1/1/97

Mintage: **Prototype 026 of 100** First Edition Release 6/1/96



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European Telecom "Free For All"



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 multi-national 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>.

Since the opening of the European Common Market is now hot in the process of creating an open market for its nation's telecommunications entities to enter each others markets and offer all kinds of goods and services, a ... "one for all" has developed.

It requires at least 60 hours a week to keep up. An almost impossible task. Furthermore this happens to coincide with the invitation again this year to speak at Telecom World's '96 Conference in New York, held from Sept. 25—Sept. 28. My subject this year is International Cards. "How to make Millions." Whatever the

organizers expect from me, I will have a heck of a time preparing to speak in any sensible manner about entering the overseas market with a prepaid phone card and make millions. At least within the foreseeable future.

It would have been easy and simple for me to start quoting all the names of all the companies entering the telecommunications field, but suffice it to say that there are large French building contractors, German steel and railroad companies, oil and petroleum firms, publishers. You name it, and they are there.

Telecommunications is a multi-billion dollar a year industry under all circumstances and now that the State and Government monopolies have been dissolved and many have already been or are in the process of being privatized, the additional factor of removing the barriers created by national borders creates unlimited opportunities for these huge multinationals. At the time when AT&T's TeleTicket was introduced internationally in May of 1992, there might have been 10 entities in the United States issuing Prepaid Phonecards.

By the time I had left TeleTicket in April of '93, there were maybe 150 companies and, I would not be surprised if by the end of 1995 there were more than 850 United States "phone companies" selling, marketing prepaid phonecards.

Companies as diversified in size and philosophies, knowledge or experience, as Peoples Telephone, NYNEX, Globalcom 2000, LDDS, Americomm, with their own corporate offices, to those, operated from a bedroom computer or the garage as "Bob & Jerry's Telecom," or the "Open Road," run by an automobile body shop operator and a staff of two, and last but not least the MLM companies. The face of this field has changed radically.

I do not foresee this being repeated in Europe. The players are all, with very few exceptions, huge national corporations or large multinationals or new entities created by these companies from var-

ious countries. And they are getting in on the ground floor, whereas MCI, Pacific Bell, etc, are relatively late entrants.

All in all, whatever I might prepare for the September Telecard World Conference will be old, stale, and a dozenfold times superseded by the time I arrive in New York. I better be careful. It doesn't take much to make a fool of yourself. Anyway, I will wait until the very last minute to get my material together.

FCC and the "NOT- SO- FREE" Toll Call

The International Scene is normally my domain in this magazine, but I will diverge from this rule for once in order to express my surprise at the contents in a notice issued June 14th by the United States Telecard Association (Ooops! It has now been renamed, the INTERNATIONAL Telecard Association).

When is a Toll-Free 800 or 888 call no longer toll-free? When you have to pay 25 cents to use a toll-free number. Apparently the FCC decided to propose a rule change which would make a prepaid phonecard provider pay 25 cents (or more) to a payphone owner each time someone would dial a 1-800 access number. Mind you, not to place a call using a prepaid phonecard, no it is enough just to dial the number. If the line is busy, or the number no longer exists, they still have to come up with a quarter.

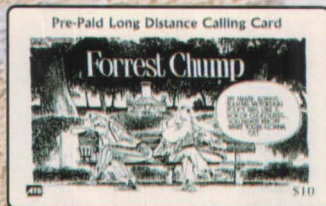
In the end, it is the user who will wind up paying this "surcharge." This is an enormously advantageous period for business and industry. Unfortunately, not for the consumer who is already being "nickel and dimed" to death by banks or the post office. Today, a standard letter, First Class that used to cost 21 to 32 cents to deliver within a reasonable length of time, let's say, 2-3 days, now costs \$3.05 and is called "Priority Mail."

Apparently international "Air Mail" no longer can be counted upon to deliver a letter within Europe in less time than it takes to grow a beard. What used to cost a short while ago 50 cents is now 60 cents, and if you still want the letter delivered to Europe in less than two to three weeks, you'll have to pay a minimum of \$3.75, and this service is now called "Global Priority." Same thing, another name and another price.

Who asked the FCC for this "Telecard" surcharge? Did the FCC itself initiate this idea or was it a specific industry group? Curiouser and Curiouser. **PT**



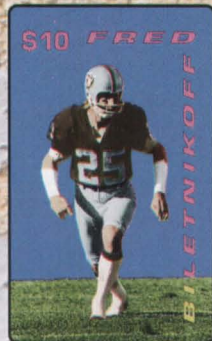
Premiere Comm. / Sallman Art
June 1995 / \$10 face / 5,000 issued
5 card set for \$40



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



Premiere Comm. / John Deere Art
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3 card set for \$28



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

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Kelcards / Chynna Phillips
Sept 1995 / \$10 min. / 1,000 issued
\$6



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



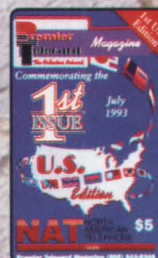
Premiere Comm. / Lyons Aviation Art
July 1995 / \$10 min. / 10,000 issued
3 card set for \$25



Premier Telecard Magazine / Keane Puzzle
March 1994 / \$5 face / 2,000 sets issued
Set of 6 cards for \$80



Premier Telecard Magazine / 1st Edition
July 1993 / \$5 face / 2,000 sets issued
Set of 8 cards for \$80



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

From Coast to Coast Premier Telecard Was There!

A busy, busy month for the PhoneCard folks around the country.

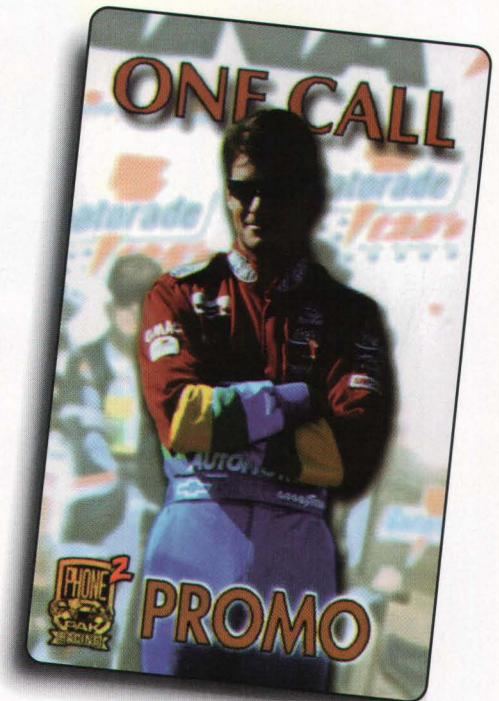
The American Tele-Card Expo took place in Miami, Florida the weekend of June 5th, 6th and 7th...attracting thousands of aficionados to a weekend of technology, techniques, fun and awards.

The Keynote Address entitled, "Boldly Going Into the Future" was presented by actor and phonecard entrepreneur, William Shatner, who talked about the future of telecom entertainment and how he became involved in the industry.

An integral part of the festivities was the presentation of the 2nd Annual Phone Card Excellence Awards presented by the Publisher of Inte-Card News. There were over 500 cards competing in eleven different categories and judged by the Art Institute of Houston and a graphics design firm. Our congratulations to all who participated. *Here are the winners:*



From all reports it appears that this year's show was among the most successful of the year. For American Tele-Card and Inte-Card News it's time to get back to the planning board...ready to take the show on the road...on to Chicago for the 3rd Annual American Tele-Card Show. The date: April 2-4, 1997.



Meanwhile, on the West Coast, tens of thousands of additional visitors were in Anaheim, California, June 24-30 and they were not there to visit Disneyland. The 17th National Sports Collector's Convention, held at the Anaheim Convention Center, attracted visitors from all over the world.

This year, in addition to 700 sports card booths, the show included a Phone Card Pavilion reflecting the ever increasing interest and business of pre-paid phone cards. The Pavilion showcased exclusive dealers and issuers of phone cards but we also found others scattered throughout the convention center. Many sports card dealers have included pre-paid phone cards, in their mix and the trend appears to be growing.

There were a few commemorative phone cards issued for the show, most notably, the Finish Line Racing show card. By the way, they also had one of the busiest booths at the convention featuring the "Party Machine." The Party Machine, or as some prefer, the Money Machine, is a Plexiglas enclosed wind tunnel the size of a telephone booth.

Each contestant entered the machine for 20 seconds to grab all the whirling "bonus bucks" they could. Each bonus buck was worth \$2.50 and was redeemable for merchandise at the dealer shown on the coupon.

Look for the Phone Card Pavilion to become a regular feature at the National Sports Collector's Convention as phone card collecting continues to grow. There are currently over 2 million collectors world-wide and that number grows by over 1,000 per day in the United States alone. **PT**

MOST ORIGINAL DESIGN—Razor Cartoon Cards, Designed by Everette Hartsoe, printed by Continental Plastics and Marketed by Mercury Marketing

MOST INNOVATIVE USE OF A CARD—Little League Fan Card, Designed by Phoneworks, Printed by Plastic Card Corp. and Marketed by Northeast Little League.

Two cards tied for **BEST SERIES**: Montreaux Detroit Festival Collector's Edition, Designed by Greg Presley, Printed by Monarch Plastics and Marketed by Atcall, Inc. And Faberge Eggs "The Forbes Imperial Egg Collection," Cohen & Company, Designer. Printed by Moore and Marketed by MCI Communications.

BEST USE OF INTERACTIVE FEATURES—was won by Notes On Call, Designed by Phoneworks and Marketed by Notes On Call.

BEST USE of a PHONECARD in a CONSUMER PROMOTION—Gillette NCAA Series. Designed by Winston Taylor and Brilliant Color Cards. Brilliant Color also printed the cards and Marketed by Gillette, Winston Taylor & SCA.

BEST USE OF A PHONECARD IN A BUSINESS -TO- BUSINESS PROMOTION: How To Succeed In Business Without Really Trying, managed by Smartel.

BEST USE OF COLOR: Heather Graham Captive Card, Designed by Ad Impact, Printed by Custom Plastic Card and Marketed by Sally Schoeneweiss.

BEST PACKAGING: It's A Wonderful Life—Cleo Promotion Designed by Roger Puls, Printed by Continental Plastic and Marketed by ATS Network Communications (now LCI International).

BEST PHONE CARD DISPLAY: Try One Today, Designed by Durhams Adv., Printed by Colorfast and Marketed by DeltaCom.

IMAGE AWARD: ELVIS CHRISTMAS CARD AND COMPACT DISC, Designed by David M Eastic & Dr. Gary Felton, Brilliant Color Cards did the printing and Marketed by BMG Australia, LTD & Amerivox.

THE PHILANTHROPIC AWARD was given to Granger Community Service Card which was designed by an 8th grade student, Daniel Kwak. The card was printed by Travel Tags and Marketed by Hudson Consulting Co.

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

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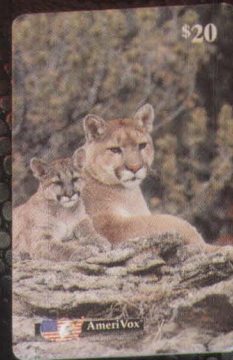








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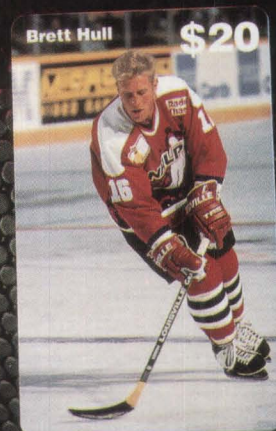
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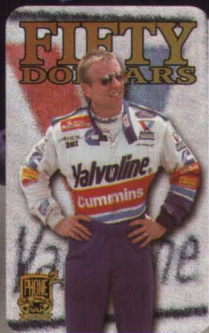
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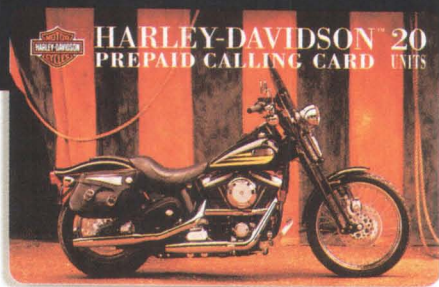
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