

PERSPECTIVES

ON PUBLIC COMMUNICATION • OFFICIAL MAGAZINE OF THE APCC®

September 2007

Volume 15

Number 9

Reaching for the Sky

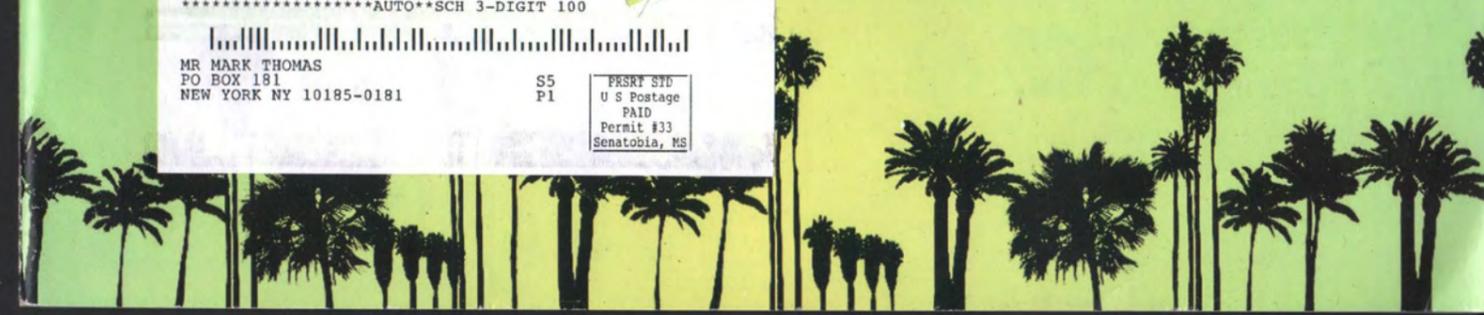
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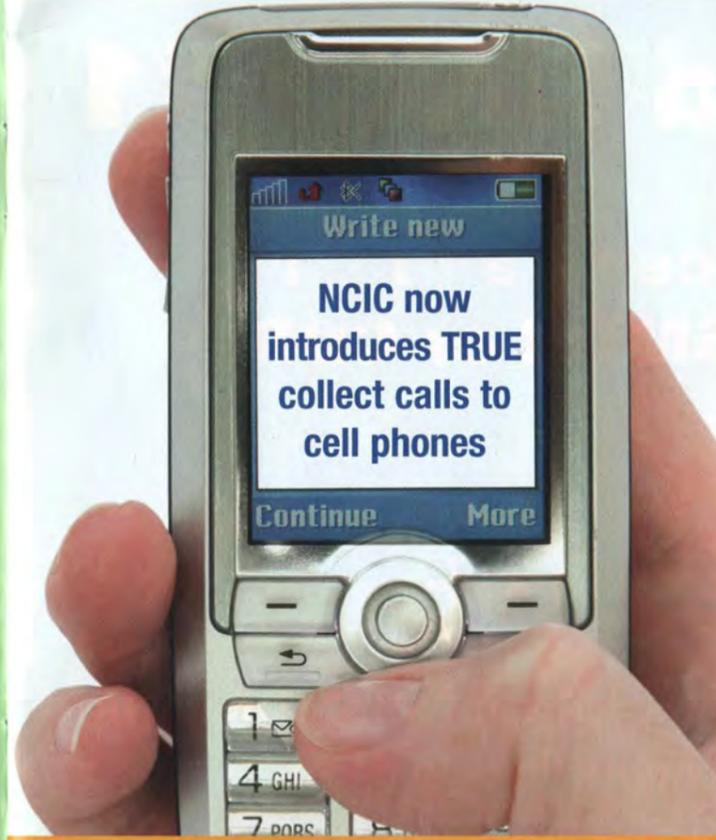
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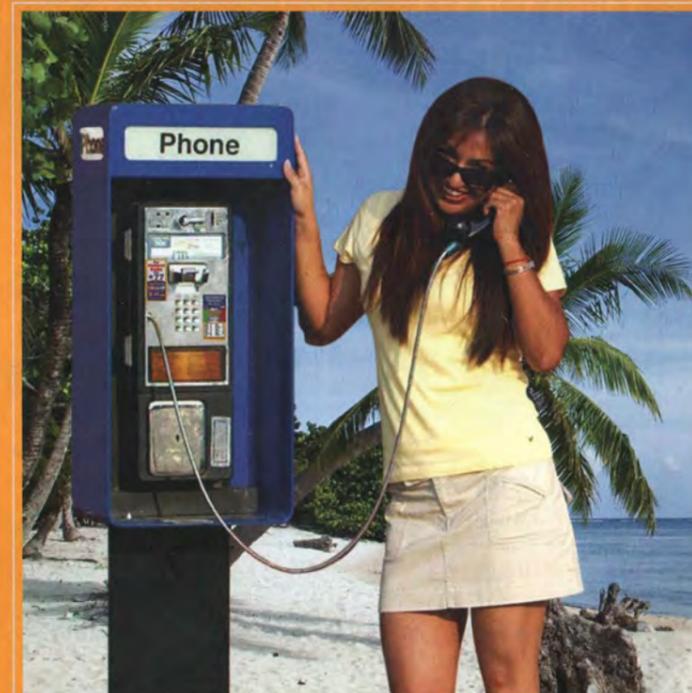
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Official magazine of the American
Public Communications Council Inc.

editorial

Our mission and our obligation

In an article I wrote earlier this year for *Perspectives*, I mentioned that one of the most frustrating issues for PSPs was the apparent slow pace at which the FCC seemed to move in addressing payphone issues. I went on in the article to explain that the pace of activity at the FCC was due to a large number and variety of factors. Following publication of the article, several readers commented to me that, while still frustrated, they had a better understanding of the FCC's delays and realized that the primary cause was not that the agency was simply ignoring the concerns of the payphone industry.

Those reactions, coupled with positive comments I received following the legal and regulatory sessions at the recent APCC show in Miami Beach, have caused me to want to address another source of similar frustration for PSPs — the seemingly slow pace of progress in getting some carriers to pay the dial-around compensation rightfully owed to PSPs. While a sizable number of carriers are paying dial-around compensation, it is an understandable source of frustration for PSPs that many carriers continue to shirk their dial-around payment obligations. (It should also be noted that APCC Services continues to obtain many new agreements from carriers resolving their past payment deficiencies and ensuring future payments for the benefit of our customers.)

First, be assured that the large majority of APCC's resources have been, and will continue to be, marshaled in the pursuit of dial-around enforcement and collections. Issues related to dial-around, including pursuing non-paying carriers, are the number one focus of APCC's legal and regulatory activities. We are pursuing non-paying carriers in the courts and at the FCC.

As a result of our success in getting the U.S. Supreme Court recently to rule in *Global Crossing v. Metrophones* that PSPs have the right to sue non-paying carriers in federal court, we are aggressively pursuing our dial-around litigation and are preparing for trial against AT&T, Sprint and Qwest. We have also filed a complaint in the U.S. District Court for the Eastern District of Virginia to force Network IP to pay the \$4.556 million the FCC awarded to the litigant

PSPs earlier this year. At the same time, we are actively pursuing our complaints at the FCC against the largest non-paying switch-based resellers.

Further, we expect the FCC soon will issue a favorable Order against Radiant Communications for its non-payment of dial-around. This case, a "Formal Complaint" under the FCC's procedures, is a model case that should bring definitive guidance in knocking down the many excuses put forward by non-paying carriers, and it will be a strong weapon in bringing all the non-payers to justice and collecting the compensation you are entitled to receive.

Second, in addition to its regular dial-around processing activities, APCC Services devotes a great amount of time and effort to analyzing call data to find non-paying and underpaying carriers. Such analyses have already borne fruit. During the first quarter of this year, for example, APCC Services analyzed multiple PSPs' LEC data and found previously unknown FLEX ANI problems with several IXCs, which had resulted in unpaid calls during several previous quarters.

Call data analysis by APCC Services related to intraLATA 800 calls also resulted in CLECs and SBRs being invoiced for previously non-compensated calls and the filing of complaints at the FCC against the responsible carriers for payphone-originated 800 intraLATA calls. In addition, APCC Services spends a great deal of time successfully negotiating with non-paying carriers to fulfill their dial-around payment obligations — a trend we believe will increase as our successes continue against non-paying carriers in the courts and at the FCC.

We understand and appreciate the frustration felt by PSPs over unpaid dial-around compensation, especially in the continuing environment of declining call volumes. And we know that "justice delayed can be justices denied." We take very much to heart the statement in APCC's mission statement that "we will be successful if total dial-around revenues are maximized." To us, this is not just a goal or a target. It is our mission and our obligation. And it's something in which we intend to succeed for our customers and for the American public that very much needs the public communications services our members provide.

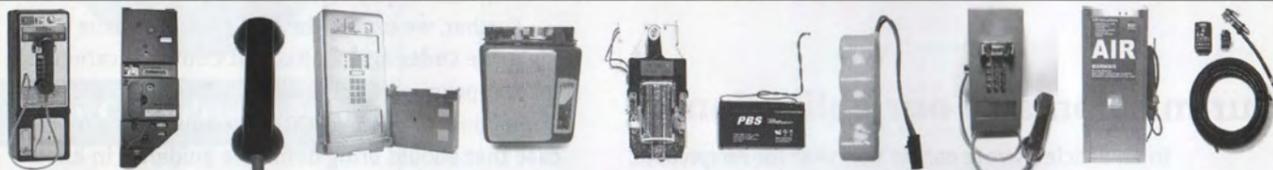
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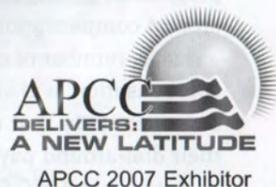
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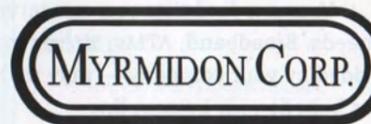
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APCC delivers: a new latitude

Want to shake things up in your business? From marketing to customer service to technology, APCC 2007 offered ideas to give your company new zip.

Hot ideas, hot temperatures and a hot Latin beat greeted attendees at APCC's 2007 Conference & Expo, held in Miami Beach the last week of June. With the theme "APCC Delivers: A New Latitude," APCC delivered not only a new venue for its members' annual gathering, but also new ideas on how to hire the best employees, manage finances most effectively, develop a system for data management, and choose the right ancillary products to help boost income. From learning to excel at the basics to exploring new ideas for your route, APCC 2007 gave payphone service providers (PSPs) much food for thought.

Sales secrets

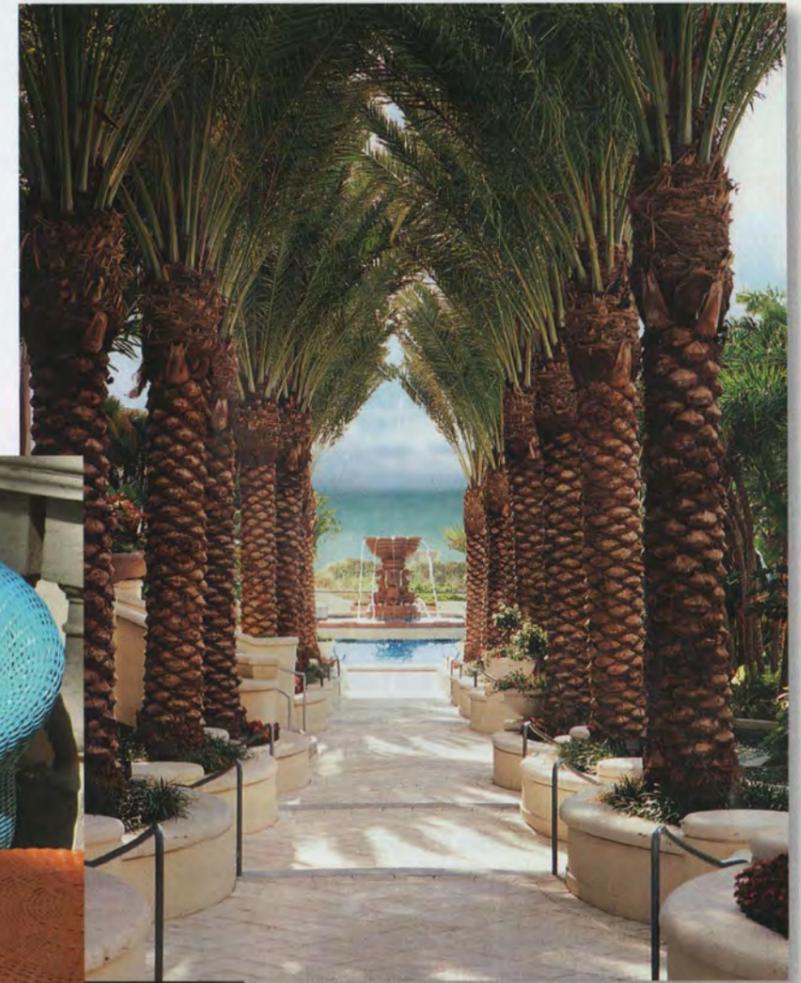
It is often said that attitude has everything to do with success, and the speakers at this year's show agreed on that point wholeheartedly. The first speaker to address the issue was Jim Cathcart, founder and CEO of Cathcart Institute Inc., a think tank of advisers to business owners. Cathcart, who also authored the book "Relationship Selling," shared his sales secrets during his talk on "Preparing Your Sales Arsenal: The Definitive Sales Planning Guide."

For optimal success, he said, people who are in sales must make a phenomenal shift in their thinking when on sales calls. Rather than go in and discuss all of the benefits of their product, salesmen should instead simply talk with and listen to the responses of the location owner. What is the location owner's greatest problem? What excites him? What would he like to change about his business? By building a relationship with the prospective customer, and delivering resources to solve his problems, the salesman will become a trusted business partner rather than being perceived as "just another vendor."

"If you make a sale, but you don't establish a relationship, that's what a vending machine does — that's a transaction," Cathcart said. "You need to build a business relationship to become more profitable."

You may find that you can serve more than a customer's payphone needs. Broadband, ATMs, air/vac machines and other offerings — provided by your company — may make the customer's life easier as well as benefit your bottom line.

(Editor's note: Cathcart has very graciously provided materials from his presentation, as well as a sales readiness E-book and an article on 21 great sales ideas, free of charge to the APCC. You can find the information on APCC's home page at www.apcc.net.)



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Innovate to thrive

Indeed, your bottom line will benefit if you diversify, agreed George Sowards, vice president of operations for Premiere Payphone Services Inc. and owner of the U.S. Payphone School. Sowards' session was titled "Innovations 2007: A Case Study Look at Real Business Opportunities for Today's PSP."

"I can't envision the world without a payphone or something like a payphone," he said. "It is a changing world. As payphone providers, we need to take a hard look and forget last year and 10 years ago. One answer to survive is to diversify. We're providers of services to the convenience store industry and that's how we need to think of ourselves. If we think just payphones, we're selling ourselves short."

PSPs have added bubble gum machines, crane vending machines, ATMs, air/vac/water equipment and new technologies such as VoIP (voice over Internet protocol), Internet kiosks, Wi-Fi and prepaid products to their businesses to generate additional income.

Adding more services "became crystal clear to me when I began paying \$3 a gallon for gasoline. Do you want to collect a few payphones or collect a few payphones plus a few air/vac machines?" Sowards asked.

While experts in the past have claimed that VoIP dial tone would make the world right for payphones, Sowards was clear on his thoughts on the matter: "I've had a guy tell me VoIP will save the industry. I don't believe that. The economics for broadband dial tone aren't there yet. We thought it would be just \$19 a month, but it's not. If you have a four payphone location, or four telephone lines going to machines, the VoIP dial tone economics make sense. If you have three or fewer, copper lines are still best.



▲ APCC Chairman James Kelly III (right) receives a key to the city from Michael Aller, chief of protocol, director of tourism for Miami Beach.

◀ Author and performance sales expert Jim Cathcart provided a lot of laughs at the Welcome Breakfast.

"VoIP technology has been perfected to get FLEX-ANI. The soft switch provides actual call detail, so there's no need to poll. Most VoIP problems have been identified and addressed. I still have copper line problems and that technology is a lot older. I'd say VoIP is 95 percent reliable for us."

Sowards noted that PSPs should be creative in getting to that magical four phone line threshold. If you have just two payphones at a store, perhaps add an ATM and give a free phone line rather than commission to the location owner. Or you can be creative another way — if the location owner already has broadband service, ask if you can piggyback onto his line. If the owner is concerned about how much broadband space the payphone will consume, run a few tests; you'll find that payphones require very little juice. Another option would be to sell broadband service to your customers, which would generate additional revenue for you.

Consider a CRM solution

Once you've secured more customers by listening to and solving their problems, and diversified your business to offer customers more solutions, you'll want to track all of the information you've gathered so you can make wise decisions in the future with less worry. Customer relations management (CRM), a software solution, can help.

"No matter how big or small your operations are, I believe you should centralize data to make strategic decisions," said Growson Edwards, director of business development for MicroPact Engineering Inc. during the session "CRM: Today's Tools to Optimize Time and Data."



Growson Edwards, "CRM - Today's tools to optimize time and data"



Jack Hardy, "Managing your money: Cash flow made easy"



Howard Meister, "Location, location, location"

CRM pulls data from across the organization to give one holistic view of the entire business. By considering information about customer requirements, preferences, trouble tickets, technician reports and more in one place, payphone providers can identify and manage trends in their business. "You'll be better able to determine priorities, lessen file maintenance, decide what parts of your business to trim out and what to optimize, and this will let you make tactical, strategic business decisions," Edwards explained.

CRM generally consists of two elements: A CRM strategy (defining what you hope to accomplish by collecting this data, which will determine which data you input) and a CRM technology solution (software that stores all of the data and allows you to sift through it).

To use this tool most effectively, Edwards recommends that PSPs first identify their CRM strategy — what questions they'd like to answer about their business, which will determine what types of data are collected. He cautioned that not every piece of data should be collected and stored since that wastes time and money; however, don't underestimate how much data you will collect. Over time, you likely will have a significant volume of data, so solutions such as Excel and MS Access may not allow you to sift through information as easily or effectively.

Choosing the proper software can be challenging. For a smaller company, "even spreadsheets are better than nothing," Edwards reported, but he added that small to medium-sized businesses could benefit from a more standardized solution. Salesforce.com is a sales-focused software solution that is available for as little as \$50 per month. He also recommends NetSuite, which incorporates more parts of the business, including operations and billing, and Microsoft's Dynamics CRM.

PSPs also may choose to purchase commercial off the shelf CRM software, which can be installed at their premises or hosted by an outside company.

"More important than the technology itself is to implement a way to track, store and analyze the data that drives your organization," Edwards concluded. "There are many technological components to CRM, but thinking about CRM in primarily technical terms is a mistake. The more useful way to think about CRM is as a strategic process that will help you better understand your customers' and operations needs, how you can meet those needs and enhance your bottom line at the same time. This strategy depends on bringing together lots of information about customers, operations and market trends so you can sell, market and operate your products and services more effectively."

Ensuring profitable locations

As George Sowards alluded to in his talk, nearly any location could be a good location for a payphone 10 years ago. Today, it's not as easy to find winners.

"The best locations today tend to be gas stations — the more inner city or urban, the better. Gas stations, convenience stores, busy grocery stores and shopping centers are good, too," noted Howard Meister, president of North Coast Payphones, during the "Location, Location, Location" session. "Today you need to take the time to do an analysis before installing a payphone. Watch the shopping pattern,



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A very popular debut

As a special treat for this year's attendees, APCC partnered with MicroPact Engineering Inc. to offer several computer classes as well as a computer lab that was open for seven hours on each day of the show so payphone providers could have their specific computer questions answered by an expert. This year's classes were:

- "Mastering basic Word documents," by Growson Edwards and Dale Bird, MicroPact Engineering Inc.
- "Web site design and development," by Ann Brigida, InfoComm International
- "Navigating APCC Services' IDEAS Web site," by David Rossé, APCC Services Inc.
- "Navigating the APCC Web site," by Dan Collins, APCC Inc.
- "Creating business spreadsheets," by Growson Edwards and Dale Bird, MicroPact Engineering Inc.

Carol MacDougall, APCC's director of conferences & education, is extremely pleased with the feedback she received about the lab. "Given that this was the first year we introduced a computer lab, we had no idea what to expect. The classes we offered were standing room only," she said. "The overwhelming consensus was 'More. More. More.' One attendee wrote on his form, 'These sessions were a BIG HELP!'"

APCC always aims to please, and plans are already under way to bring back the computer lab in 2008.

review historical data and keep an eye on the LEC [local exchange carrier] charges you receive since they're less in some territories."

Indeed, once a payphone is installed, it will literally pay to keep an eye on the LEC charges — and every other expense — via accounting tools. "You need to determine your route profitability by looking at the whole organization as well as at individual locations," said Pam Dennison, director of payphone operations for PSP Outsource Management, Louisville Operations Division, Hays Financial Consulting LLC. "You'll need to determine your margin for your route. We find you should be able to run

your route for less than \$50 per phone per month. That's the threshold that represents your operating costs *after* you've subtracted out LEC or CLEC [competitive local exchange carrier] expenses, commission and taxes. Below \$40 is better, and if you are an individual using your own truck, \$25 to \$35 is ideal.

"Once you've determined your operating cost margin, you'll be able to recognize the profit contribution per phone. It's essential to review your costs and revenues for anomalies on your route, such as LEC or long distance bills that are higher than others, or entire areas missing operator service revenue."

Dennison noted that to get a true picture of prof-

itability for each phone, it's crucial to incorporate all associated costs in your monthly analysis, including FICA, health insurance and accrued vacation costs for employees; maintenance, insurance, gasoline and depreciation for vehicles; and rent, utilities, insurance, office supplies, computers and phone equipment costs for office space.

"The effect of a 10 cents per gallon increase in price for gasoline over a year can be calculated, and you may decide to change collection schedules or routes as a result," she added. Tracking figures also could help you determine if you need to ask some technicians to take on more phones to ensure they're covering their costs.

Clearly, keeping detailed financial records helps PSPs run their businesses more efficiently. Such records also will serve as a useful tool in determining whether some processes or phones should be outsourced to save time and/or money, whether it makes sense to acquire another route or to pull out of certain locations, and to make other crucial business decisions.

And some day, if you decide to sell your business to enjoy more time at the beach, detailed financial records will help you get the greatest return on your investment. "I can't tell you how many people I've talked with who are selling but don't have their records in order," Meister said. "Higher quality records and contracts will yield a higher sales price."

Managing your money

Of course, payphone providers who aren't interested in selling simply want to make sure their businesses yield as much cash as possible. Jack Hardy, a small business mentor, noted that "managing cash flow effectively is the most important financial process

Extra credit

For the past four years, APCC trade show attendees have been offered a little something extra: bonus mini sessions put on by exhibitors. In 2007, four APCC exhibitors presented workshops with bonus material for payphone providers. This year's sessions and presenting companies were:

- "Small details that make a big difference: how to take a quantum leap in your payphone business by mastering the basics," by Talk Too Me
- "Valid not paid," by APCC Services Inc.
- "Brainstorm with the innovators: Q&A session," by CTI Operator Services
- "Using strategic partnerships," by EMBARQ Payphone Services Inc.

Welcome breakfast ►

"Location, location, location" session ▼



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you have to master. The biggest lie in business is 'Sell more to have more cash.' But with higher sales you have higher service costs and more equipment to buy. Your expenses increase. You must control growth based on your available cash."

Hardy added that it's essential to create strategies that support an ample cash flow. Effective marketing strategies can help. "Define what you do for the customer. What problems do you resolve? Look into your payphone usage at different locations and

From the floor...

At APCC 2007, nearly three dozen exhibitors presented products and services to help payphone service providers (PSP) increase revenues and optimize their route's performance.

Vendors showed off the latest offerings in air/vac/water machines, ATMs, amusement machines, advertising on payphones and handsets, software, new and refurbished equipment, and wireless services, among other must-have products.

"This show has been great. Everyone is very optimistic," said Bill Pope, president of NCIC Operator Services. "Payphone providers are looking for new products to enhance revenues, and I've heard a lot of good ideas. This industry has narrowed down to the survivors — true entrepreneurs who are making a good name for payphones. We're very happy with the traffic at our booth and being able to help these savvy businesspeople continue their success."

Jay Nelson, president of Excel Tire Gauge, a first-time APCC exhibitor, echoed Pope's impressions of today's PSP. "The attendees are very informed and educated and so enthusiastic," Nelson said. "The traffic has been terrific and steady. I decided to try APCC this year because two of my biggest accounts are payphone companies, and payphones are at the same locations where we'd like our air vending equipment to be placed. Between the people we've met, and the opportunities we've discussed, this is one of the best shows I've ever done."

To learn more about the products and services that were displayed at this year's show, please see Page 20 for the Exhibitor Profiles and Product Guide listings.



• America's Business Software



• ATM Express



• APCC Services



• Coast to Coast Entertainment

find out why people are using each phone. Who are they calling? For what purpose? Then build a marketing strategy based on that finding," Hardy advised. "Also consider how your phone locations are identified. How do you better brand your services? If you have phones at a mall, are your locations shown on the mall directory? What logo are you using, and what message does it send?"

If you decide to add more product lines, consider all associated costs upfront so you'll know exactly when the new line will cover its expenses and start generating profits. "Also, look abroad for ideas; don't limit yourself to the United States," Hardy said.

Another strategy to aid cash flow involves invoices. You'll collect money sooner by sending out invoices for semi-public phones throughout the month, rather



• Communication Connection



• CTI Operator Services



• Embarq Payphone Services



• FPTA Technologies



• G-Tel/Payphone.com



• JE Adams Industries



• Legacy International



• NCIC Operator Services



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than on only one day each month, and by reducing the number of days until invoices are paid. For instance, if you normally allow a customer 30 days to pay a bill, shorten the period to 15 days.

Cash outgo must be monitored as well. "Look at every expense in your operating costs and justify each one. Any new expense should be scrutinized to see if there's a way to avoid adding it to the business," Hardy said.

Hardy is a volunteer for the SCORE Association: Counselors to America's Small Business, a non-profit organization with 10,500 executive volunteers who have advised more than 7.5 million small businesses

on topics from writing a business plan to securing funding and performing optimal marketing. Hardy recommended that PSPs contact one of SCORE's 389 U.S. chapters when they need expert advice via the group's Web site at www.score.org. SCORE is a resource partner of the U.S. Small Business Administration (SBA), which also provides business counseling and can be reached at www.sba.gov.

Find and keep great people

If there's one thing that distinguishes one payphone company from another — after all, you all have similar products — it's the people who provide the service. Dedicated, hard working, customer-friendly employees can make the difference between a customer who decides to renew his contract with your business and one who is easily swayed by every person who walks through his door offering a higher commission rate.

"There's nothing more expensive than a bad hire," noted Vicki Abernathy, associate vice president of human resources and employee development for AlphaStaff Inc. during "The Human Factor" session. "It can cost 30 percent of the annual pay for a position to replace the employee by the time you find and train a replacement."

According to 6,000 companies interviewed in the 2006 Profiles International Survey, the most common

employee-related problems are difficulty hiring the right person (as cited by 72 percent of respondents), high turnover and poor performance (each cited by 47 percent of respondents).

To avoid hiring people who won't work out, Abernathy suggested several tips:

- **Develop the job first.** Don't hire someone, like a nephew, and design the job to suit them.
- **Write a job description.** "It doesn't have to be fancy or run four pages," she said. "Cover three things: what the person will do, how they will do it (individually or by managing a staff) and the required skills."
- **Ask open-ended questions.** "Prospective candidates should talk 80 percent of the interview time. Don't ask worthless questions like, 'Name the last five books you've read.' That doesn't tell you how they'll do the job. Ask open-ended questions such as 'How would you...,' 'Explain to me...' or 'When did you first...,' Abernathy said. "Spend \$99 to \$199 for a one day interviewing class, and you could save thousands and thousands of dollars between bad hires and lawsuits."
- **Test them.** "Give each candidate a piece of equipment and have them show you what's wrong and how to fix it. This is totally valid if every candidate has to do it," she said.
- **Check them out.** Check references and do a background check and credit check if they'll be handling money. Also consider instituting a drug-free workplace policy. It costs \$600 to put a drug testing program in place and \$30 per test, but you'll get a sizable discount on workers' compensation and could avoid lawsuits, Abernathy noted.

Once you've found a great employee, keep him by giving him the benefits he'll most value. What do employees really want? Medical insurance, paid time off, a retirement plan and disability insurance, Abernathy said. She added that many companies now offer vacation and sick leave in one bucket of paid time off to give employees more freedom in taking time off. Such a practice virtually eliminates having employees call in "sick" on Fridays during the summer.

Medical insurance is pricey, so Abernathy recommended that PSPs consider allowing employees to be eligible for coverage 90 days after they've started employment rather than from their first day and cover only the employed individual, allowing the worker to pay the premium to cover the rest of his family. A flexible spending account that can be used toward health care expenses allows



APCC was proud to host a State Attorneys meeting prior to the start of the show. Those in attendance included Newton Galloway of the GPCA (seated, left) and Craig Joyce of the Colorado Payphone Association (seated). In the back row are Mark Comley, MICPA; Bob Aldrich, APCC; Brooks Harlow, NPCC; Paul Besozzi, NEPC; and Nikki Shultz, IPA.

the employee to pay for insurance with pretax dollars, which lowers his taxes. The employer also benefits, since it does not have to pay payroll taxes on those funds.

Retirement plans can be expensive as well. Therefore, to join with other businesses to get group rates for insurance, retirement plans and other benefits, Abernathy suggested that payphone providers contact business associations (such as your local Chamber of Commerce), state government offices, the SBA, a credit union or a Professional Employer Organization (PEO; find a list at www.napeo.org). Most PEOs will require you to run your payroll through them, and they will charge you a fee of slightly less than 1 percent to 3 percent of payroll to provide benefits. However, even with this requirement, employers will likely save money overall, as the savings on insurance and benefits will be substantial. "Make sure the PEO you choose is accredited and has solid finances," Abernathy said.

In sum

To keep your finances on solid footing, "We need to get real smart about what's happening in this industry," Sowards said. By keeping a close eye on the finances each month, studying how best to meet customer needs, diversifying product and service offerings, and hiring and keeping great employees, PSPs will be well positioned to prosper for years to come.

Editor's note: Coverage of the trade show's legal and regulatory sessions will be featured in an upcoming issue of *Perspectives*. □

Stacey L. Bell is a freelance writer who specializes in business and marketing issues. She is based in Tampa, Fla.

Exhibitor profiles . . .

* as excerpted from the APCC 2007 Show Guide

AMERICA'S BUSINESS SOFTWARE

John Vranich, owner
P.O. Box 585 • Carmichael, CA 95609
Phone: (916) 483-7266 • Fax: (916) 473-7453
E-mail: john@abs-mist.com
Web site: www.abs-mist.com

Products and services: MIST 10.0 was released mid 2007. Not only does 10.0 have many new improved features for payphones, it expands into the air/water, vacuum, and ATM markets. MIST 10.0 handles equipment other than payphones. You have the ability to pay commissions on the number of vends. Also, 10.0 has Adjusted Amounts (for commissions) on all Revenue and Expense fields. In other words, you can collect \$100 in coin but use an adjusted amount of \$80 to pay commissions. MIST works in conjunction with Aplus and JetPoll. Aplus is a repair and collection software that automatically dispatches work orders based on the trouble codes. JetPoll is a software program that interfaces your coin counter with a bar-coding system. You swipe a bar-coded label as you count the coin.

APCC/APCC SERVICES

Ruth Jaeger, president & general manager, APCC Services
625 Slaters Lane • Ste. 104 • Alexandria, VA 22314
Phone: (703) 739-1322 • Fax: (703) 739-1324
E-mail: rjaeger@apcc.net
Web site: www.apcc.net

New products and services: APCC and APCC Services staff will welcome you and be on hand to discuss the subject most important to PSPs: dial-around billing, collection, and enforcement.

Other products and services: APCC represents over 1,100 payphone service providers and vendors of payphone products and services, and we continue to champion PSP federal legal and regulatory issues. APCC offers Perspectives, a monthly trade magazine; hosts an annual public communications trade show; offers discounts on industry products and services; and provides membership-specific information via its Web site, www.apcc.net.

With a combined experience of over 20 years, APCC Services' staff of professional account managers are the industry experts in dial-around billing and collection. APCC Services is the only aggregator in the industry that uses its customer processing fees to improve the state of the industry through legal, regulatory, and lobbying efforts. APCC Services customers are encouraged to stop by the booth and enter to win a personal computer.

ATM EXPRESS INC.

Brian Haynes, sales
145 Regal St. • Ste. 7 • Billings, MT 59101
Phone: (877) 271-2627
E-mail: sales@atmexpress.com
Web site: www.atmexpress.com

Products and services: ATM processing, ATM reporting, ATM machine sales and tech support.

AT&T

Tina Wong, account/sr. network project manager
430 Bush St., 3rd Floor • San Francisco, CA 94107
Phone: (415) 774-1987 • Fax: (323) 843-9520
E-mail: tina.wong@att.com

CLEARTEL COMMUNICATIONS INC.

Tiffany Starkey, sales
2855 S. Congress Ave. • Delray Beach, FL 33445
Phone: (561) 454-5086
E-mail: tstarkey@cleartel.com
Web site: www.cleartel.com

COAST TO COAST ENTERTAINMENT

Gary Balaban, manager
4000 Bordentown Ave. • Ste. 16 • Sayreville, NJ 08872
Phone: (732) 238-0096 • Fax: (732) 238-4404
E-mail: gary@coastentertainment.com
Web site: www.cranemachines.com

New products and services: A great addition to your route. Add plush toy crane machines. Great ROI!

Other products and services: Plush toy crane machines and plush toy refills.

COINMACH CORP.

James P. McDonnell, sr. vice president
1017 East Morehead St. • Ste. 100 • Charlotte, NC 28204
Phone: (704) 375-1947 • Fax: (704) 375-7951
E-mail: jmcdonnell@coinmachcorp.com

Products and services: Outsourced payphone installation, service, collection, and removal offered to owners of payphones.

COMMUNICATION CONNECTION

Ron McKaye, president
P.O. Box 670 • 483 Port Leon Drive
St. Marks, FL 32355
Phone: (850) 925-1100 • Fax: (850) 925-0170
E-mail: ron@payphone2000.com
Web site: www.payphone2000.com

New products and services: We will offer refurbishment and repair solutions, also cost-effective alternatives for the international payphone provider.

Other products and services: Complete payphones, payphone parts, and accessories.

CTI OPERATOR SERVICES

Kevin C. Lush, VP sales & marketing
6242 N. Desert Inn Road • Las Vegas, NV 89146
Phone: (702) 368-3324 • Fax: (702) 368-0363
E-mail: klush@customteleconnect.com
Web site: www.customteleconnect.com

New products and services: Automated Bankcard Collect — CTI leads the way once again by developing and being the first OSP to offer Automated Bankcard Collect. With Automated Bankcard Collect, your customers can complete collect calls to virtually any num-

ber in the world, including millions upon millions of cellular phones. This product is available on both operator services and "Collect Calls Dial *11." Imagine the revenue potential.

FLEX ANI Identifier — CTI's free FLEX ANI Identifier continues to help PSPs around the country to increase their dial-around compensation! How? FLEX ANI Identifier is an automated system which continuously monitors and records FLEX ANI coding digits. PSPs are automatically notified via e-mail of any payphones that are identified with the incorrect FLEX ANI coding digits. This gives PSPs an opportunity to immediately contact their LEC in order to correct the FLEX ANI and therefore minimize lost dial-around revenue. CTI also maintains history on its Web site of all FLEX ANI codes which can be viewed and/or downloaded at any time. With FLEX ANI Identifier, there is no need to run complicated programs or make continuous FLEX ANI 8XX test calls.

Other products and services: CTI continues its dedication to the success of the payphone industry. CTI pioneered innovative products such as "Collect Calls Dial *11", the standard for calling collect on over 340,000 payphones. PCA (Pre Call Advertising) — offers your dial-around callers an option to complete a collect, calling card, or credit card call through the PCA network and receive a generous commission. FLEX ANI Identifier — helps increase your dial-around compensation, and now Automated Bankcard Collect, which delivers additional revenues via credit card completion of CLEC and cell phone traffic. CTI offers the highest quality operator services with the best call completion and the highest commissions in the industry. Direct-dial long distance (1+) and directory assistance at competitive rates. CTI continues to offer qualified professionals dedicated to your success and the #1 Web-based reporting in the industry. It's no wonder more and more PSPs count on CTI to grow their payphone business.

EMBARQ PAYPHONE SERVICES INC.

Jo-Ellen Hahn-Boos, vendor & products manager
9300 Metcalf — Mailstop KSOPKB0301-3006
Overland Park, KS 66212
Phone: (913) 534-3218 • Fax: (913) 534-2799
E-mail: joellen.hahnboos@embarq.com
Web site: www.embarq.com

New products and services: Operator services — Combine strength with one of the industry's leading service providers. By partnering with EMBARQ, you will receive exceptional call quality, competitive domestic and international rates, online management tools, branding options, reliable service and much more. EMBARQ Operator Services delivers a complete package that helps you maximize revenue with minimal effort.

Other products and services: Collection and maintenance services — Establish a strategic partnership with EMBARQ to expand and improve field operations coverage, lower expenses and improve customer service. EMBARQ has been in the communications business for over 100 years. The average tenure of our payphone service technicians is 15 to 18 years, with many (50) exceeding 30+ years. EMBARQ takes pride in delivering dependable, reliable, and quality service.

EXCEL TIRE GAUGE

Jay Nelson, president
11 Knight St. • Warwick, RI 02886
Phone: (401) 732-8420 • Fax: (401) 384-6157
E-mail: jay@exceltiregauge.net
Web site: www.excelbr.com.br

Products and services: Excel Tire Gauge manufactures air vending equipment for gas stations and c-stores. Speed and accuracy: better service and image. Perfect fit for the air vend business. Digital LCD adjusts to precise desired pressure. Return airflow indicates how much air is required. When tire is properly calibrated, the equipment will stop and beep.

FPTA TECHNOLOGIES

Patsy Kilpatrick, director of sales & marketing
9432 Baymeadows Road • Ste. 140
Jacksonville, FL 32256
Phone: (800) 927-5050 • Fax: (904) 425-6010
E-mail: pkilpatrick@fpta.com
Web site: www.fpta.com

Products and services: Exciting new promotions on our top products and services — visit our booth for all the details. Come learn about our brand new credit card details. Come learn about our brand new credit card processing with "first data" (check verification) and other service industries best deals: 0+/0-, local dial tone, 1+, DA, Amber Network wireless hosting, and turnkey inmate systems.

G-FIVE LLC

Geri Gonzales, customer service rep
P.O. Box 493731 • Redding, CA 96049
Phone: (530) 243-9390 • Fax: (530) 243-5390
E-mail: g.gonzales@gfive.com
Web site: www.gfive.com

New products and services: G-Five is thrilled to offer new 2007 1+, 0+, direct collect calls, and a brand new lower priced payphone dial tone from Cleartel. 0+ products include zero bad debt commission structures, using either consumer sensitive or more aggressive rate plans.

Other products and services: G-Five offers the most competitive 0+ and dial tone options, including a full array of direct dial collect products. International 0+ and 1+ and competitive 0+ commission structures, including Canadian 0+ calls.

G-TEL/PAYPHONE.COM

Don McSwain
16840 Clay Road • # 118 • Houston, TX 77084-4067
Phone: (281) 550-5592 • Fax: (281) 550-1028
E-mail: don@payphone.com
Web site: www.payphone.com

New products and services: New indoor payphones; new international payphones; new wireless payphones.
Other products and services: All payphone parts and accessories.

Exhibitor profiles . . . continued

INDUSTRIES JARO INC.

H. Paul Guevin
1730 St. Charles Blvd. • Drummondville,
Quebec Canada
Phone: (819) 477-5151 • Fax: (819) 477-5011
E-mail: info@industriesjaro.com
Web site: www.industriesjaro.com

Products and services: Internet kiosks, refurbished equipment, pedestals and enclosures, masts and signage. Indoor and outdoor use.

JE ADAMS INDUSTRIES

Bob Woodard, sales and marketing manager
1025 63rd Ave. SW • Cedar Rapids, IA 52404
Phone: (800) 553-8861 • Fax: (866) 252-6694
E-mail: bwoodard@jeadams.com
Web site: www.jeadams.com

Products and services: Coin and free vend air, vacuum, air/water, air/vacuum and air/vacuum/water equipment.

LEGACY INTERNATIONAL INC.

Sheila J. Guerra, vice president, client relations
10833 Valley View St. • Ste. 150 • Cypress, CA 90630
Phone: (800) 670-0015 • Fax: (800) 700-1116
E-mail: sguerra@golegacy.com
Web site: www.golegacy.com

New products and services: operator services; domestic/international 1+ long distance; local dial tone; independent billing validation; inbound contact/call center; inmate communications.

Other products and services: local dial tone service; inmate communications.

MICROPACT ENGINEERING INC.

AJ Frickman, manager, business development
2250 Corporate Park Drive • Ste. 400
Herndon, VA 20171
Phone: (703) 272-2935 • Fax: (703) 709-6118
E-mail: bpaolicelli@micropact.com
Web site: www.micropact.com

Products and services: MicroPact Engineering Inc. is a SEI CCM Level III certified firm specializing in the development of enterprise commercial off-the-shelf (COTS) solutions under MicroPact's flagship product, entelliTrak, a highly configurable Web-based enterprise data tracking and process management application. Visit www.micropact.com, www.entelliTrak.com or call (866) 346-9492 for more information.

NAVIGATOR TELECOMMUNICATIONS

Curt Selman, vice president - sales
8525 Riverwood Park Drive • P.O. Box 13860
North Little Rock, AR 72113-0860
Phone: (972) 841-1465 • Fax: (972) 745-2119
E-mail: sales@navtel.com
Web site: www.navtel.com

Products and services: Navigator offers a suite of telecommunications services for payphone providers, including local and long distance, NavTrack dial-around reporting tool, personalized service, and a large multi-state coverage area. Additionally, we offer no-nonsense dial tone for ATMs.

NCIC OPERATOR SERVICES

Aline Harris, assistant
606 E. Magrill St. • Longview, TX 75601
Phone: (903) 757-4455 • Fax: (903) 757-4899
E-mail: info@ncic.com
Web site: www.ncic.com

Products and services: NCIC Operator Services will introduce Inmate Telephone Service Bureau, Message Collect Services, and Collect Calling to cell phones.

NORTH ATLANTIC INC.

Kevin Austin, president
301-A Brogdon Road • Suwanee, GA 30024
Phone: (800) 442-2388 • Fax: (678) 992-2039
E-mail: kevin@naicomm.com; sales@naicomm.com
Web site: www.paytelephone.com

New products and services: Security products, air machines & parts, coinless phones, line share devices, Protel 180mAh Nicad batteries, and more!

Other products and services: New & refurbished Protel payphones, boards, parts & accessories. Protel authorized & certified board and component repair center. New & refurbished QuorTech (Elcotel) payphones, boards, parts & accessories. Factory-trained QuorTech (Elcotel) board repair services. GTE/Quad & Western payphone replacement parts for Protel, QuorTech (Elcotel), Ernest & Intellicall, including: handsets, batteries, parts and locks. GTE/Quadrum, mid size & Western new and refurbished payphone housings. Coinless & inmate phones & parts. Variety of security products, booths, pedestals, binders, signs, TTY machines, coin scanners, line share devices, and much more. Please visit us in booth #D-32, where savings, quality, and service will be on display!

PAYPHONE211.COM

Alex Vong, finance manager
2355 Foothill Blvd. • Ste. 812 • La Verne, CA 91750
Phone: (626) 963-9190, (866) 432-2739
Fax: (626) 963-0832
E-mail: alex@payphone211.com
Web site: www.payphone211.com

New products and services: MEXICOLLECT — collect calls to Mexico, new revenue at no cost to you, handled by live operators in Mexico and with the unique advantage of sharing revenues for calls made from other locations not subscribed to the product.

Other products and services: AUTO211 — customer service system for refund/repair provides PSPs with: courtesy call (with extensive abuse control features), trouble ticket, or refund sent the next day; the average cost is 35 cents per ANI per month. PSP GLOBALCOM: international direct dial service designed specifically for PSPs, with very low rates with over 60 countries under 20 cents per minute, with extensive fraud protection, daily and monthly reports. XPRESSID: automated payphone signage: 4 color printing signage with very low prices and no minimums, and sponsorship up to 100 percent by participating carriers. INFOTECH: 6 field tests in fewer than 20 seconds. AUTOFLEX ANI: protect your DAC; overnight FLEX ANI testing and report of your complete route.

PERSPECTIVES ON PUBLIC COMMUNICATION MAGAZINE

Tracey Timpanaro, publisher
625 Slaters Lane • Ste. 104 • Alexandria, VA 22314
Phone: (281) 646-0051 • Fax: (281) 578-8423
E-mail: tat66@apcc.net
Web site: www.apcc.net

Products and services: Perspectives is the official magazine of the American Public Communications Council and is the only national magazine exclusively devoted to the independent payphone industry. The magazine focuses on day-to-day business issues for PSPs, such as route management, technical tips and customer service. Perspectives also covers key legal and regulatory topics and gives readers cost-cutting and revenue-generating ideas.

PHONE1 INC.

Dilowe Barker, chief operating officer
100 N. Biscayne Blvd. • Ste. 1200 • Miami, FL 33132
Phone: (305) 371-3300 • Fax: (305) 373-6540
E-mail: dbarker@phone1.com
Web site: www.phone1.com

New products and services: Phone1 offers payphone vendors the 1-888-4PHONE1 product to post on their payphones. Vendors can now "own" their exclusive toll-free number to the Phone1 platform. The vendor is able to market the number to hotels, motels, and any public location where collect calls can be generated. Commissions are paid to the PPT on all calls from the PPT's toll free number.

Phone1 still continues to lead the industry in international and domestic coin sent paid long distance service. Phone1's proprietary technology allows the payphone vendor to collect coins in the box by using Phone1's anti-fraud controlled call management platform.

Other products and services: Toll-free collect call programs, multilingual operator services, international and domestic coin sent paid long distance service.

PRIME POINT MEDIA

Barry Selvidge, founder
680 Engineering Drive • Ste. 170 • Norcross, GA 30092
Phone: (678) 966-0100 • Fax: (678) 966-0411
E-mail: bselvidge@primepointmedia.com
Web site: www.primepointmedia.com

New products and services: Offered exclusively by Prime Point Media and Quikker, "PrimeCasting" delivers free dynamic video and audio files, ring tones, games, and other media to wireless devices passing by our payphone enclosure ads. Installed on pedestals at no cost to providers, "PrimeCasting" units engage customers by broadcasting content via Bluetooth technology that prompts direct interaction with the advertiser's message.

Other products and services: Prime Point Media is the recognized industry leader for providing customized payphone advertising programs for many of the world's leading brands, including AT&T, Anheuser-Busch, Coca-Cola, Delta Air Lines, Ford, General Motors, HBO, MasterCard, McDonald's, Miller Brewing, Nike, PepsiCo, Procter & Gamble and Verizon. Our wide-ranging payphone locations database and powerful geo-demographic mapping system enables precision-targeted payphone advertising to reach any audience. There's no cost to participate in Prime Point Media's network and your locations will be marketed to our leading national advertisers.

PROTEL INC.

Ron Stewart, national sales manager
4150 Kidron Road • Lakeland, FL 33811
Phone: (863) 644-5558 • Fax: (863) 646-5855
E-mail: ron.stewart@protelinc.com
Web site: www.protelinc.com

New products and services: New accessories for air, vac, and water machines — air pressure sensor, base rate programmer, wall mount free vend. GSM cellular payphone and enclosure.

Other products and services: Payphone parts, air, vac, and water controller/monitor for remote collection of data for better servicing of machines and better cash accountability.

QUORTECH SOLUTIONS

Marilyn Sakelaris, marketing manager
2520 Manatee Ave. East • Bradenton, FL 34208
Phone: (941) 870-2276 • Fax: (941) 870-3563
E-mail: msakelaris@quortech.com
Web site: www.quortech.com

New products and services: QuorTech/Elcotel's Series 5-XG smart chassis offers expanded priority parsing capabilities, detailed station message detail recording (SMDR), faster polling speeds and improved remote diagnostics and troubleshooting. The Series 5-XG board is encased with a protective cover, utilizes a faster microprocessor, flash memory, and improved circuitry resulting in lower battery consumption.

Other products and services: international smart phones, stainless steel coinless sets.

SCAN COIN NORTH AMERICA INC.

Lloyd Kaiser, president
20145 Ashbrook Place • Ste. 110 • Ashburn, VA 20147
Phone: (800) 336-3311 • Fax: (703) 729-8606
E-mail: inquiry@scancoin-usa.com
Web site: www.scancoin-usa.com

New products and services: Scan Coin introduces a range of 3rd generation self-service coin counting kiosks for public access in supermarkets and similar public locations.

TALK TOO ME LLC

Rick Lubbehusen & Danny Smith, TTM sales
1605 Main St. • Ste. 711 • Sarasota, FL 34236
Phone: (866) 900-8255 • Fax: (941) 309-8255
E-mail: ttm@talktoome.com
Web site: www.talktoome.com

New products and services: Talk Too Me will be revealing the latest additions to the EncircleALL program. Get ready to experience the latest revenue generating services that are easy to implement and immediately contribute to your bottom line. We're also unveiling new opportunities that enable you to enter growth markets while continuing the day-to-day operation of your payphone business.

Other products and services: With the industry's most innovative, revenue generating services, EncircleALL helps PSPs of all sizes generate more calls, more coin, more OSP commission and more dial-around compensation. Discover how breakthrough services such as I-Test and I-Reach have revolutionized the businesses of PSPs, slashing costs and adding more cash to businesses just like yours.

Exhibitor profiles . . . continued

TELECOM PRODUCTS INC.

Bob Silber, owner
1136 North First St. • Garland, TX 75040
Phone: (972) 276-2901; (800) 460-2646
Fax: (972) 276-3451
E-mail: telecomswink@aol.com
Web site: www.tpitx.com

New products and services: Mechanical hose retractor for coin air machine; backs for inmate telephone switching equipment; payphone security products.

Other products and services: Coin air machines with option for water and air combination; air vacuum and vacuum equipment; coin vault for either air machine, air/water, or air vac units.

THE RATE CENTER

(see listing for Worldwide Telecommunications Inc.)

TRANSACTION NETWORK SERVICES

Anthony DiCola, sales representative
11480 Commerce Park Drive • Reston, VA 20191
Phone: (703) 453-8347 • Fax: (703) 453-8599
E-mail: adicola@tnsi.com
Web site: www.tnsi.com

New products and services: Transaction Network Services (TNS) launches its new 800 database enabling TNS to provide a better service with real-time 800 updates without having to rely on 3rd parties for updates and support. TNS also announces the availability of its new prepaid platform. Visit us in booth D-26 for more details.

Other products and services: Transaction Network Services (TNS) is a leading provider in LIDB gateway services, fraud control, and BNA information. TNS also provides credit card authorization and settlement services and centric file transport along with other services designed to help our customers minimize bad debt and maximize revenues.

TU LLC

Cheryl Barker, sales
3286 Hoffman Norton Road • Warren, OH 44483
Phone: (866) 528-5352 • Fax: (305) 866-8928
E-mail: dcbarker@aol.com

New products and services: TU LLC will be introducing the Quadrum inmate product line.

Other products and services: TU LLC will be displaying new and refurbished GTE (Quadrum) and Western payphones, charge a call phones, and inmate phones along with Protel, Elcotel, and Intellicall smart phones, payphone parts, enclosures, pedestals, wood boothettes, payphone security, handsets, Abloy and Medeco locks, signage, repairs, and refurbishment.

WORLDWIDE TELECOMMUNICATIONS INC. AND THE RATE CENTER

Cheryl Lundy, operations manager
5331 Derry Ave. • Ste. Q • Agoura Hills, CA 91301
Phone: (877) 967-7746 • Fax: (818) 706-2889
E-mail: Cheryl@wtild.com
Web site: www.wtild.com or www.worldwideosp.com

New products and services: Worldwide Telecommunications Inc. (WTI) is proud to announce 1+ at 2 cents a minute. Yes, we now have domestic 1+ at a flat rate of 2 cents per minute. This is NOT VoIP!!! It is an all fiber network for excellent call quality. WTI also offers a range of international pricing, for example, Mexico City at 2.5 cents per minute. Come see us at our booth.

Other products and services: Worldwide Telecommunications Inc (WTI) is proud to be one of the industry leaders in providing operator services and long distance packages to payphone owners. Our packages can earn you up to 60 percent in commissions on operator services and have domestic long distance with pricing as low as 1.9 cents a minute. International long distance is available with pricing to Mexico City starting at 2.5 cents a minute. Don't forget to ask about our *88 collect call plans and free rate files. Come see us at our booth or give us a call today for a quote.

YOURATM.COM INC.

Tony Morales, president
1712 Garrett Road • Indian Trail, NC 28079
Phone: (704) 882-3760 • Fax: (704) 882-6627
E-mail: tony@youratm.com
Web site: www.youratm.com

Products and services: Employee Personal Spending Card — prepaid payroll card.

Exhibitor Product Guide . . .

* as excerpted from the APCC 2007 Show Guide

ADVERTISING

PRIME POINT MEDIA
TALK TOO ME LLC
YOURATM.COM INC.

AGGREGATORS

APCC SERVICES

AIR/VAC MACHINES

EXCEL TIRE GAUGE
JE ADAMS INDUSTRIES

AMUSEMENT MACHINE

COAST TO COAST ENTERTAINMENT

ATMs

ATM EXPRESS INC.
YOURATM.COM INC.

BILLING, COLLECTION SERVICES/SYSTEMS PROVIDER

CTI OPERATOR SERVICES
LEGACY INTERNATIONAL
NCIC OPERATOR SERVICES
TALK TOO ME LLC

BOARD COMPONENTS

COMMUNICATION CONNECTION
G-TEL/PAYPHONE.COM
NORTH ATLANTIC
PROTEL INC.
TALK TOO ME LLC
TU LLC

CASINGS AND HOUSINGS

COMMUNICATION CONNECTION
G-TEL/PAYPHONE.COM
NORTH ATLANTIC
PROTEL INC.
TALK TOO ME LLC
TU LLC

CHARGE-A-CALL/DESKTOP PAYPHONES

COMMUNICATION CONNECTION
G-TEL/PAYPHONE.COM
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CREDIT CARD AUTHORIZATION AND SETTLEMENT

TRANSACTION NETWORK SERVICES

DIAL-AROUND COLLECTION

APCC SERVICES
TRANSACTION NETWORK SERVICES

DATA LOCAL EXCHANGE CARRIER

TALK TOO ME LLC

DATA MANAGEMENT SOFTWARE

MICROPACT ENGINEERING INC.

Exhibitor product guide . . . continued

EDUCATION AND TRAINING

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NCIC OPERATOR SERVICES
PHONE 1 INC.
TALK TOO ME LLC
WORLDWIDE TELECOMMUNICATIONS

FRAUD CONTROL

TRANSACTION NETWORK SERVICES

HANDSETS

COMMUNICATION CONNECTION
CTI OPERATOR SERVICES
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TALK TOO ME LLC
TRANSACTION NETWORK SERVICES

INTERNET ACCESS SOFTWARE

TALK TOO ME LLC

INTERNET KIOSKS

INDUSTRIES JARO
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INTERNET SERVICE PROVIDER

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KEYPADS AND DIALS

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QUORTECH SOLUTIONS
TALK TOO ME LLC
TU LLC

LOCAL SERVICE RESELLER

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FPTA TECHNOLOGIES
NAVIGATOR TELECOMMUNICATIONS
TALK TOO ME LLC

LONG DISTANCE/INTEREXCHANGE CARRIER

CLEARTEL COMMUNICATIONS
CTI OPERATOR SERVICES
FPTA TECHNOLOGIES
G-FIVE LLC
TALK TOO ME LLC
WORLDWIDE TELECOMMUNICATIONS

LONG DISTANCE RESELLER

CLEARTEL COMMUNICATIONS
CTI OPERATOR SERVICES
FPTA TECHNOLOGIES
NAVIGATOR TELECOMMUNICATIONS
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EMBARQ PAYPHONE SERVICES
FPTA TECHNOLOGIES
G-FIVE LLC
LEGACY INTERNATIONAL
NCIC OPERATOR SERVICES
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WORLDWIDE TELECOMMUNICATIONS

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COINMACH CORP.

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SCAN COIN NORTH AMERICA

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psp spotlight

by Flori Meeks

He's got all the bases covered

Victor Rollo manages to keep his family a priority while he stays on top of developments at his business and in the industry

A day on the job has never been a boring proposition for Victor Rollo.

Before he joined his family's payphone business, the San Diego-area resident spent a year playing baseball in the minor leagues and a couple of years in front desk management at a posh Beverly Hills-area hotel, where serving big-name customers came with the territory.

Today, Rollo is vice president of operations and part owner of Rollo, Hodgman & Associates Inc., a family business that comprises two payphone operations, Rollo Communications and Western Tell, along with Rollo Insurance Agency, which provides life and health insurance for individuals and groups. Rollo does all of this while holding board positions with the San Diego

Payphone Owners Association (SDPOA) and aggregator Profitable Payphone Services. "It's an experience to be in the payphone business today," Rollo says. "There's so much information to keep up with: regulatory issues, dial-around, dial tone. I'm actively involved in so many facets of it."

A solid start

It was Rollo's parents, Ron and Sharon Rollo, who established Rollo Insurance Agency in Carlsbad, Calif., their home community. But working with them wasn't really on his radar when Rollo was a student at Pepperdine University in Malibu. Rollo already was juggling multiple responsibilities: school and baseball. After earning his business administration degree in 1985, he got an opportunity to join a Class A team,



Victor Rollo has had a lot of variety in his career — minor league baseball, hotel management, insurance, and now payphones.

the Salt Lake Trappers. The owners included actor and comedian Bill Murray and his brother, Brian Doyle-Murray. "It was a fun time," Rollo recalls. "They stayed with us for a few weeks, and we actually went out with them."



Even though Ron (center) is semi-retired, he's always available for his sons, Victor (left) and Charles.

After his year with the team, Rollo put his business training to work and took a position with a Westin Hotels' Century Plaza Hotel, just outside of Beverly Hills. By the time he left, he was the assistant front desk manager. "We had a lot of high end clients: Connie Chung, the vice president of the United States, a lot of people in the entertainment industry, athletes, presidents of corporations, high profile lawyers."

Family ties

While Rollo was building up his management skills, his parents were delving into a new venture. When a friend told Ron about a new vending opportunity on the horizon, payphones, Ron decided to give them a try. In 1987, he started buying equipment and building a route.

About one year after that, Ron started taking steps to expand the family's insurance business into Nevada. Ron asked Victor to join the company and help keep the operation running smoothly while he focused on the expansion. Victor accepted the offer and got licensed in health and life insurance in California and Nevada. In 1994, he started working with the payphone businesses, too. And in 1990, Rollo's younger brother, Charles, joined the company and became vice president of field services.

The payphone businesses held steady with about 100 San Diego-area phones until 2000, when the Rollos started aggressively growing their route. By the end of that year, the companies' payphone total had doubled. Today, the Rollos own, operate and manage 350 phones in San Diego and Riverside counties. "We're in anything and everything: gas stations, liquor stores, strip malls, fast food locations, restaurants, whatever works," Rollo says. The company even has an agreement with some area towing yards, which pay the Rollos to provide equipment for them.

Rollo estimates that he devotes about 75 percent of his time today to the payphone operations and spends the rest on the insurance company. Ron is semi-retired now, but the company CFO keeps himself available when his sons need a hand. Sharon has left the office entirely, but she still is a majority partner and the company president.

Working closely with family members adds something special to his work, Rollo says. "It can be a rewarding experience, and it can be a crazy experience," he says. "We're family, and we all love each

other. We don't always agree, but we can make decisions and move forward. I think it's more interesting than working with other people because of the dynamics."

Rollo said he especially appreciates the support he's received from his mother and father. "I couldn't ask for better parents," he says. "They've taught me so much."

Eye on the details

While Charles focuses on maintenance, collections, installations and removals, Victor concentrates on the behind-the-scenes work, the elements inside and outside of the company that affect the bottom line. "That's where my strengths are, actively being able to manage the payphone business, paying attention to every detail to make sure we're maximizing our revenues." Rollo says he makes a point of examining each payphone's revenue. If it's down, he wants to know why and what he can do about it. "What is my phone making per day, per month, per year? If you don't pay attention to those details, I don't think you'll survive."

The Rollos' payphone companies also rely on supplemental income. They operate 28 air/vac/water machines, provide prepaid calling cards and sell the companies' services to other payphone service providers (PSPs) on a contract and on-demand basis. "I think that's a big key in this business," Rollo says. "We incorporate that (the outside payphone services) into our regular route."

Rollo says he's learned over the years to value the human aspect of doing business. "One of the keys to success is staying in contact with your location owners. People like it when you stop by and say hello. I wish I had realized that when I was getting started."

Doing this can be a bit tricky for Victor and Charles, only because they resemble one another. After a visit, the location owners don't always remember which brother came by, but they know one of them was there.

A bigger picture

Not only does Rollo keep a close eye on his own business operations, he considers it equally critical to stay on top of the industry as a whole. "It's not just about your locations. It's about what's going on with dial-around. What prepaid calling card compa-



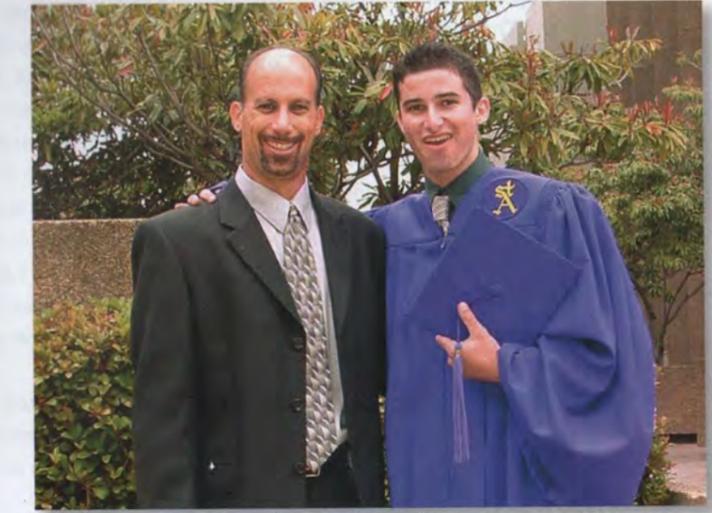
Charles (right), shown here with customer Marvin Smith, is the go to guy in the field.



Ron Rollo takes some time to visit with customer Marvin Smith, who owns the Mission Unocal station in Oceanside, Calif.



This liquor store is in Carlsbad, Calif.



Rollo has a great relationship with his son, Andrew, who is now a junior at Baylor University.



Rollo loves spending time with Brock and Alyssa; this photo was taken at Legoland.

nies are not paying? What's going on with the state commissions? What's going on with the carriers?"

Being active with the SDPOA has been invaluable in this area, says Rollo, who also is a member of the American Public Communications Council Inc. (APCC). He's been serving on the SDPOA's board since 2000. "The main focus of the association is working with the cities in San Diego County for the benefit of the operators here," Rollo says. The association also strives to keep members informed of state regulatory issues and helps resolve disputes among providers and vendors. "It's a close group here in San Diego," Rollo says. "We use each other for sharing information, and we try to be friendly and not step on each other's toes."

In fact, it was a group of association members who established Profitable Payphone Services, an aggregator that provides service to several thousand payphones. The proceeds it provides help offset the cost of its clients and members' advocacy efforts for PSPs. "Our main goal is to put the profits back into the industry," Rollo says.

Beyond the payphones

Despite his passion for his companies and the payphone industry as a whole, one of the most important aspects of Rollo's life has nothing to do with business. He's the father of Andrew, Alyssa and Brock, ages 20, 11, and 2. He says he has found it fascinating and rewarding to watch them develop three very distinct personalities. "One's in college, and my little one is in diapers," he says. "My 2-year-old son is very independent and very stubborn. He's so animated and expressive. Family is the most important part of my life."

Still optimistic

Rollo says he sees a solid future for his field. "Payphones are always going to be necessary," he says. "The prepaid calling cards need us, and there always will be locations that do well. The guys who survive will be the ones who pay attention to the details." □

Flori Meeks is a freelance writer who is based in Houston.

state briefs

Florida

A new state law that merges the structures for wireline and wireless 911 service is now in effect in Florida. The legislation was signed by the governor in May and affects virtually all cell and landline phones in Florida.

Revenue from the newly updated fee will be used to help create an enhanced 911 system that emergency responders can use to pinpoint the location of wireless callers.

Notably, payphones were the only voice service exempted from the new fee.

"This exemption demonstrates a dual recognition by lawmakers that payphones are already contributing to the 911 emergency calling system in an important way via free 911 public access being offered around the clock, and also that our industry faces significant financial challenges in maintaining public payphone deployment — which will not be helped by adding on another fee," said Bruce Renard, executive director of the Florida Public Telecommunications Association (FPTA).

"I would hope that any state now allowing the imposition of 911 fees on payphone lines within their jurisdictions would follow Florida's example and cease such counterproductive practices immediately," Renard said.

The FPTA has announced plans to pursue a legislative amendment this fall to specify that advertising on payphone enclosures for phones located on state owned public right-of-way is legal.

State law already allows advertising on other forms of street furniture, including bus stop shelters, benches and trash cans. "Payphone advertising should not be discriminated against, plain and simple," Renard said.

Further, payphone advertising provides a much-needed source of revenue for payphone service providers (PSPs), Renard said. Allowing payphone advertising helps to ensure that payphones can be deployed in more public interest locations, and thus continue offering vital services to the public.

The FPTA is addressing the issue of payphone advertising on several fronts. The association has been working with the Florida Department of Transportation (FDOT) to develop a payphone permitting system for phones on state owned right-of-way, and attempting, in that process, to have FDOT provide authorization for payphone advertising. "For now, we're working with our members just to help get their permits on file," Renard said.

Association members also have been encouraging the city of Miami to update its payphone ordinance to include express permission for payphone advertising as a means to help ensure continued deployment.

Colorado

The Colorado Public Utilities Commission (PUC) has relocated. The commission's new address is 1560 Broadway, Ste. 250, Denver, CO 80202. The commissioner's

weekly meetings are being held in the 9th floor conference room.

For more information, call (303) 894-2000 or (800) 888-0170. For consumer issues, call (303) 894-2070 or (800) 456-0858.

NARUC

National Association of Regulatory Utility Commissioners (NARUC) President Jim Kerr appointed Commissioners Maureen Harris of New York and Curt Stamp of Iowa to serve as co-vice chairmen of the Committee on Telecommunications to replace departing Commissioner Connie Hughes of New Jersey.

"Commissioners Harris and Stamp will help guide our committee as we address crucial issues that state regulators, consumers, and industry face each day," said Committee Chairman Tony Clark of North Dakota. "I am



Maureen Harris



Curt Stamp

state payphone association meetings calendar

Atlantic Payphone Association
(717) 790-9533
5:30 p.m. registration
6:15 p.m. dinner/meeting
Clyde's of Tysons Corner
December 6

Central Atlantic Payphone Association
(888) 930-9277
9 a.m. board meeting
11 a.m. general membership meeting
Sheraton Harrisburg-Hershey
Harrisburg, Pa.
December 5

Illinois Public Telecommunications Association
(847) 808-8988
Jimmy's Charhouse, Riverwoods, Ill.
November 6

Independent Payphone Association of New York
(914) 725-8500
6-8 p.m.
Crowne Plaza LaGuardia
September 19

Kansas Payphone Association
(913) 583-3119
6:30 p.m.
Wyndham Hotel
Overland Park
October 11

Midwest Independent Coin Payphone Association
(636) 922-5213
7 p.m.
Holiday Inn-Airport
St. Louis
September 12
December 5

Payphone Association of Ohio
(440) 951-0604
10:30 a.m.
Marriott Columbus Airport
October 4

San Diego Payphone Association
(877) 539-9604
9:30 a.m.
Cocos Restaurant
Genesee (San Diego)
September 20
November 15

All dates are subject to change; please verify with state associations prior to making travel arrangement.

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excited about working with my new vice chairs and look forward to pursuing our busy agenda."

New York

The Independent Payphone Association of New York (IPANY) unanimously elected several new board members during the association's June 20 meeting.

They include Richard Scarinci, R&B Communications Inc.; Alex Steiner, Phone Management Enterprises Inc.; and Bruce Sandys, BAS Communications Inc.

Doug Wohl of Nexus Payphones will serve on the board for two years to complete the term of Doug Clark of Crystal Public Payphones.

The board's next meeting will be Sept. 19.

IPANY members are hoping to capitalize on a New York City initiative that will place hundreds of surveillance cameras throughout lower Manhattan this year.

The Lower Manhattan Security Initiative was inspired by London's "Ring of Steel," a web of cameras and roadblocks intended to detect and deter terrorists.

During a July 12 meeting with New York City's Department of Information Technology and Telecom-

munications (DoITT), IPANY Executive Director Lester Shafran suggested using city payphone pedestals as mounts for some of the cameras. City payphone providers are constantly looking for innovative ways to use their resources, Shafran said. Supporting the camera initiative would be a way to help protect city residents and provide a boost to the payphone industry.

Texas

The Texas Payphone Association (TPA) voted earlier this year to cancel its summer meeting in Austin.

The need to meet was dramatically reduced with the passage of House Bill 1459. The bill, which was expected to go into effect in September, will remove payphone coin revenue from the state's sales tax base. (For further details, please see the August 2007 issue of Perspectives.)

The bill was a major focus during the TPA's meeting in February, when members visited their legislators to make a case for exempting coin revenue from sales tax.

TPA's board is expected to meet this fall to discuss revamping the association's operations. □

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legal & regulatory

Commissioner Tate names new legal advisor

On June 29, Commissioner Deborah Taylor Tate of the Federal Communications Commission (FCC) announced that Chris Moore was joining her office as a legal advisor. Moore previously worked as deputy director of the FCC's Office of Legislative Affairs as well as senior attorney-advisor in the Wireline Competition Bureau.

Before joining the FCC, Moore worked with the U.S. Department of Agriculture's Rural Utilities Service, where he helped develop strategies and policies with respect to telecommunications, broadband and Internet issues. Moore also previously served as a regulatory attorney for Sprint Corp. and as a counsel for the Kentucky Public Service Commission.

In announcing the addition of Moore to her staff, Tate said, "I welcome Chris' expertise and experience regarding our nation's most pressing communications issues, including broadband deployment and universal service. He possesses a unique understanding of the needs of citizens who live in rural areas of our nation."

Check APCC's Web site for regulatory fee update

At press time, the FCC had not set the exact due date for payment of its annual regulatory fee, however, the payment due date typically occurs in September. American Public Communications Council (APCC) members should check www.apcc.net for the latest updates on the payment date and for other information regarding the FCC's regulatory fee.

Once the FCC sets the payment date, APCC plans to post a regulatory fee guidance memo on the Web site for members to download and refer to when completing the FCC documents associated with the regulatory fee. □

Dan Collins is corporate counsel for the APCC.

industry news

people & places

US Interconnection Service

George Sowards, owner of US Interconnection Service Inc., has announced that Torre Mercogliano, Matt Gumtie and Ed Greenberg have agreed to join USIS and offer a variety of products and services to the payphone and hospitality industries. Initially, the company is offering aggregation of traditional operator services products, low cost 1+ rates, and competitive directory assistance rates. Additionally, USIS is scheduled to market a broadband or VoIP dial tone product specifically for payphone applications by September. "We're also working with a European-based Internet kiosk manufacturer on a state-of-the-art product that will be available later this year," Sowards says.

Sowards says this team of professionals has extensive experience in the payphone industry. He and his wife, Bea, have owned Premier Payphone Services since 1990 and have owned the US Pay Phone School for the last eight years. George is a charter member and is current president of the Kentucky Payphone Association. He has served as board member of the American Public Communications Council Inc. (APCC), as has Mercogliano. Mercogliano has owned a payphone route, sold network services, and been the president and CEO of a large West Coast payphone company.

Gumtie has been involved in the payphone industry since 1986. He has been a switch manager for an operator services company and managed the customer relations for a payphone company. "Gumtie is the best payphone programmer in the industry," Sowards says. Greenberg has been involved in Internet communications projects in the Silicon Valley for 15 years.

"Our goal is to market products and services that will either improve revenue performance or cut expenses for payphone providers," Sowards said. "We represent the top tier carriers and service providers of the industry. What sets us apart from other aggregators is that we can provide PSPs with programming assistance (because we know what works), user-friendly Web-based call detail reporting, and weekly/bi-weekly OSP commissions."

For more information, visit www.usis-corp.com, or call (866) 511-8748.

EMBARQ Operator Services

EMBARQ Operator Services now offers revenue opportunities for payphone service providers (PSPs).

Each time a payphone customer makes an operator-assisted long distance call through this service, the PSP receives a share of the revenue.

Payphone customers pay EMBARQ directly, eliminating the need for billing. Further, there are several rate options, and PSPs can shift from one plan to another in 48 hours.

EMBARQ provides its operator services in cooperation with ILD Telecommunications. The service utilizes an Excel switching platform backed by experienced compa-

nies, two U.S.-based call centers and more than 200 live operator stations.

The staff includes a number of multilingual operators who can provide callers access to more than 290 countries.

EMBARQ, which is headquartered in Overland Park, Kan., offers a wide range of communications services.

For more information, visit www.embarq.com.

In other news, EMBARQ Corp. is taking several steps to help consumers and businesses prepare their communication services to ensure they remain connected during severe weather and disasters.

First, EMBARQ and the Home Safety Council have created wallet sized emergency communication cards that include space for important phone numbers and medical information. The cards can be downloaded from EMBARQ's Web site and are available at EMBARQ retail stores in North Carolina, South Carolina, Texas and Florida.

The company also is instituting a free Corded Phone Give Away Program in Florida and North Carolina where customers can pick up a free corded phone at any EMBARQ retail store.

In addition, EMBARQ Payphone Services has committed to deploying portable phone banks in central locations after disasters in EMBARQ's 18-state territory.

EMBARQ's services range from local phone service to high speed Internet access. For more information, visit www.embarq.com.

BT, JCDecaux

Advertising firm JCDecaux has teamed up with BT Payphones to design a new payphone featuring scrolling advertisements.



The new phone represents the first new design of phone kiosks in the United Kingdom in 20 years, BT representatives say. The kiosks, called the Street Talk 6, have a payphone on one side and back illuminated, scrolling, six-sheet advertising on the other.

"This innovative design offers customers the benefit of continued access to a public payphone, whilst the six sheet advertising builds on our success in the outdoor advertising market, and will generate new revenue for the payphones business in the years to come," said BT Payphones Director Caroline Sheridan.

The first 10 kiosks were installed earlier this summer.

JCDecaux signed a five year contract with BT in January 2007 to provide advertising on BT payphones.

In Memoriam

Lesia Sawicki of Alexandria, Va. passed away on July 20, 2007. She was 50. Sawicki, who worked for the APCC from February of 1995 to May of 2004, served the association in a number of capacities. She served as assistant to former President Vince Sandusky, as a valued member of the trade show team and most recently as membership manager. Sawicki is fondly remembered by her family and her colleagues alike.

Carol MacDougall, director, conferences and education with the APCC, said Sawicki never lost her sense of humor. "Despite all she was going through, every time I spoke with her she made me laugh. It probably should have been the other way around, but she just had this great way of laughing at the oftentimes absurdity of life."

APCC board member Walter Rice, co-owner of R&T Communications, said, "I worked very closely with Lesia during my first few years on the board on many items that eventually improved our organization. Even with the changes in our industry, Lesia always managed to have a smile on her face and a hug ready when you approached her. I have thought of her often after she left APCC and kept in touch with her for several years afterwards."

APCC board member Vince Townsend, president of Pay-Tel Communications Inc., expressed similar sentiments. "Lesia's warm smile and caring spirit always made everyone feel welcome at the APCC events. Her spirit and energy would light the room, displaying her sincere desire to help the people she served. Even after leaving APCC, she contacted many of us when she ran across any information that might be helpful to our industry. Lesia was a true friend of the payphone industry and she will be sorely missed in countless ways."



DAVID ROSSE

Subway, NWP Media

The Subway restaurant chain has secured a yearlong outdoor advertising deal with NWP Media in the United Kingdom.



The agreement will see Subway's franchisees promote their outlets via NWP Media's network of roadside payphone kiosks in major cities and towns throughout the UK.

NWP has the second largest payphone network in the UK, after BT. It has more than 1,500 panels in London alone and targets specific demographic populations for its advertising.

"Our locations and impact in city centers are ideal for a brand like Subway, which regularly gets impulse purchase customers," said Derek Parkin, managing director of NWP Media.

Phone time survey

Men have swapped places with women as society's chatterboxes, a UK survey has found.

The average man is on the phone for 32 minutes a day, up from 22 five years ago. Women, on the other hand, spend a daily average of 26 minutes on the phone, down from 35 in 2002. These figures include all phone usage.

But women's decreased phone time doesn't stem from a lack of something to say. Women appear to prefer communicating using e-mail and text messages, states the study of 3,500 adults.

The survey was carried out by loyalty card company Nectar and the telecommunications firm Talk Talk.

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Thank you.

APCC would like to thank all those who attended APCC 2007 in Miami Beach in late June. If you missed it, don't worry — we'll still let you in next year. APCC staff is working on locations and dates as we speak, so stay tuned for details...

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Vicki Abernathy had tons of good advice for PSPs at APCC 2007. ▶



ADAME PHOTOGRAPHY

last word

by Stacey L. Bell

Perk up your business

These benefits will make employees smile without breaking your bank

Sure, employees love to have medical insurance and a retirement plan, but that's a tall order for most payphone service providers (PSPs). However, there are other benefits payphone providers can offer that will help keep employees happy and productive.

So says Vicki Abernathy, associate vice president of human resources and employee development for AlphaStaff Inc. During APCC 2007, Abernathy shared her top 10 ideas for lower-cost perks:

1. **Give transportation discounts.** Offer employees free or discounted bus or train passes, or give a gas allowance. In many cases, these discounts will be tax deductible for the employer.
2. **Plan pizza or bagel Fridays.** Or Thursday morning donuts. Or put out a bowl of seasonal fruits one day a week. You get the idea. Breaking bread with people almost always builds strong bonds.
3. **Offer flexible hours if possible.** Working from 9:30 a.m. until 6:30 p.m. might suit some people's schedules better than 8 to 5. Others might prefer the option of condensing a 40-hour work week into four days instead of five. If the job allows it, be reasonably flexible with your employees' hours.
4. **Distribute movie passes and discounted tickets to local attractions.**
5. **Offer gift cards or memberships.** Some employees might like a car wash gift card; others might enjoy a \$10 gift card to Starbucks. Or offer a health club membership. Awards can be handed out as the boss sees fit, or if you like, present an award when an employee — or the company — achieves a specific work goal.
6. **Allow telecommuting.** Again, if the job allows it, let someone work from home one or more days a week. This benefit costs employers little, but it's very valuable to some workers.
7. **Institute job sharing.** Some office administration, customer service and technical support positions lend themselves well to having more than one person covering the responsibilities. Be sure to clearly define the job and who will do what when. Employers will benefit from happier employees and having several specialists tackling the inevitable problems that arise in any job.
8. **Offer financial assistance.** Offer extremely low-cost loans to purchase a home computer, which the employee could pay back with deductions from payroll over time. Or establish ties with a local credit union so staffers can access lower-cost mortgages, car loans and life insurance.
9. **Create a referral program.** "Your good employees will refer people like them, so pay employees to recruit their friends," Abernathy said. Pay \$300 or send the employee and his or her spouse on a weekend trip. If you do the former, pay half when the friend is hired and the other half after the friend has successfully completed 90 days of employment.
10. **Build a positive atmosphere.** "Employees value feedback, so give it early and often," Abernathy said. "Saying 'thank you' can make a difference. Also explain to each employee how they fit in the business. When they understand the difference they make, they'll want to stay and work." □

Stacey L. Bell is a freelance writer who specializes in business and marketing issues. She is based in Tampa, Fla.



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