

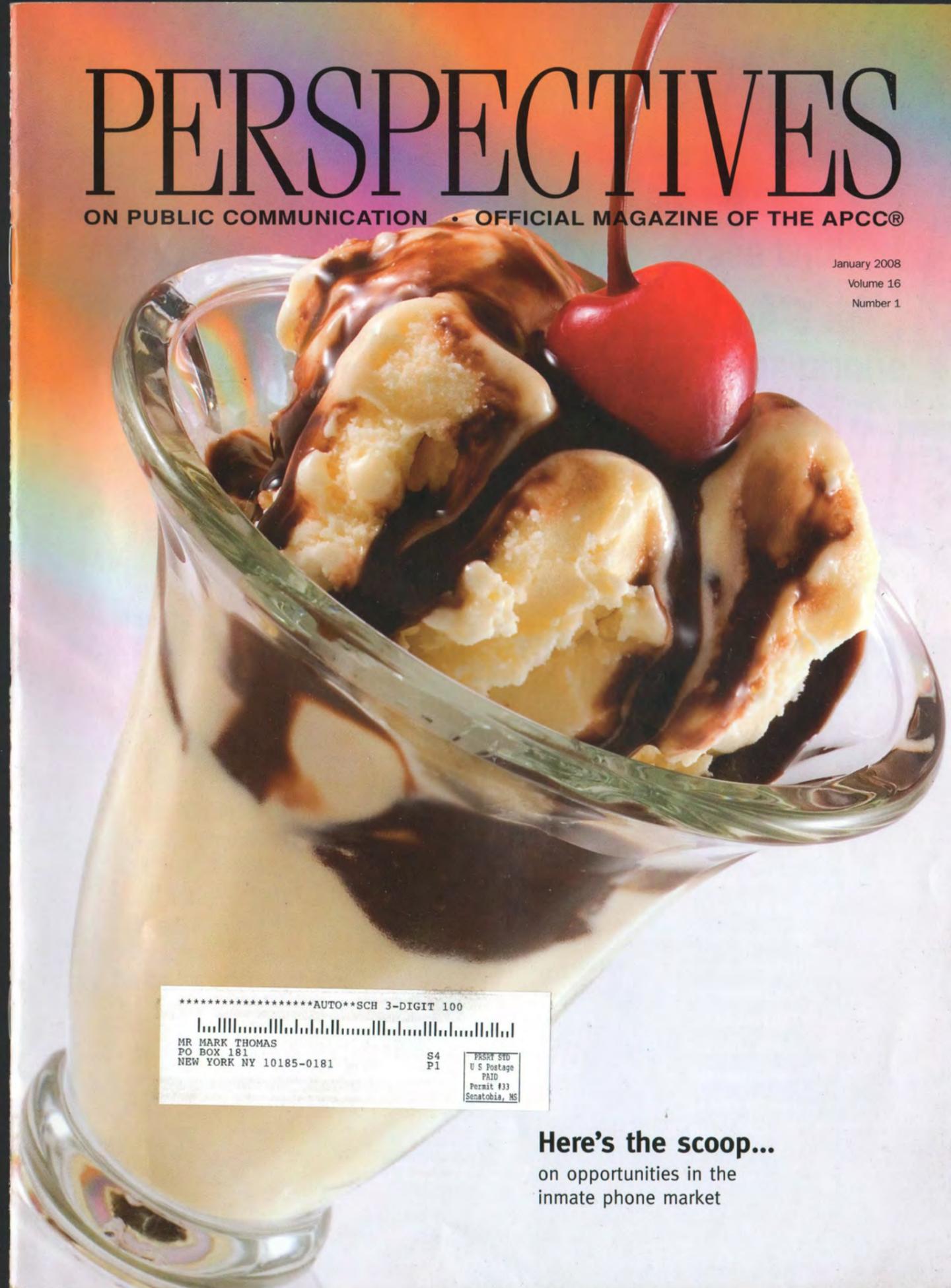
PERSPECTIVES

ON PUBLIC COMMUNICATION • OFFICIAL MAGAZINE OF THE APCC®

January 2008

Volume 16

Number 1



*****AUTO**SCH 3-DIGIT 100
MR MARK THOMAS
PO BOX 181
NEW YORK NY 10185-0181
S4
P1
PRESY STD
U S Postage
PAID
Permit #33
Senatobia, MS

Here's the scoop...
on opportunities in the
inmate phone market

2008 APCC Services' New Year's Resolutions

- ✓ **WE WILL...**continue to offer important educational opportunities at APCC 2008
- ✓ **WE WILL...**continue to provide our customers with the latest FlexANI 70 and dispute resolution updates
- ✓ **WE WILL...**continue to ensure that carriers comply with their Tollgate responsibilities
- ✓ **WE WILL...**continue our *aggressive* collection efforts against all non-paying carriers
- ✓ **WE WILL...**continue to offer the most knowledgeable customer support in the industry

Make the switch to
APCC Services today!

<http://www.apccsideas.com>

APCC
SERVICES

625 Slaters Lane • Suite 104 • Alexandria, Virginia • 22314 • Toll Free: 800-868-2722 • <http://www.apccsideas.com>

Lock Down Your Profits



Are you aware that the average county jail* bills over \$750 per phone per month in collect & credit card calls?

* City and county jails, half-way houses, work-release facilities and juvenile detention centers.

NCIC has developed a proprietary inmate platform that allows payphone providers to easily become inmate telephone providers. By simply placing a coinless payphone into the local jails or allowing NCIC to provide you with VOIP equipment you can tap into the inmate telephone market with no investment.

NCIC provides:

- The best web presence and obtains the leads for our customers
- The largest collect billing footprint in the operator service industry
- Credit card collect to cell phones
- Easy-to-use web reporting customizable for you and the jail
- International collect calling to Mexico, Canada and other countries
- In-house customer service 24/7
- A bi-lingual call center

Features & Benefits:

- No expensive on-site equipment
- Call recordings with web access
- Personal Identification Numbers (PINs)
- Detailed call reports
- Multiple language support
- Live and automated operator services
- Live monitoring via web interface
- Asterisk based VOIP platform developed by in-house engineers.
- VOIP interface allowing up to 24 phones per single DSL line
- Prepaid collect and prepaid PINs

Don't Miss Another Day!

Call us now at 888.686.3699

or email us at info@ncic.com



NCIC Operator Services

606 E. Magrill St. • Longview, TX 75601 • Fax: 903.757.4899
www.ncic.com

IS YOUR FACILITY IN A COMMUNICATIONS QUAGMIRE?

Legacy Inmate Communications Services Can Help!

With Legacy you have found a communications provider that can service all your communication needs directly—equipment, origination and termination of calling, validation, and billing!

- Fully Automated Inmate Calling
- Flexible Calling Reports for Administrative and Investigative Use
- On-Line Daily Revenue/Commission and Calling Reports
- Call Control
- PIN Applications
- Access Control
- Monitoring
- Direct Billing of all Unbillables!
- Inmate Advance Pay Family Calling Accounts



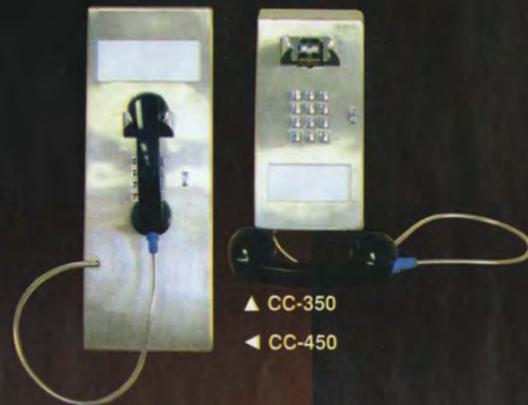
Call today to learn more!
800-577-5534
www.legacyinmate.com

Put justice on your side

The inmate phone market can be a tough business, and that's why you need the best product money can buy. That's where we come in. Our inmate phones give you the strength and reliability you need, and they're easy to install and maintain.

Features include:

- Durable 14-gauge stainless steel
- Tamper-resistant security screws
- Metal keypad is moisture, fire and shock resistant
- Heavy duty armored handset is hearing aid compatible and has an anti-static receiver
- Calling card service compatible
- Works with most autodialers and call controllers
- Reinforced window for customized instruction cards
- Built-in volume control button



COMMUNICATION CONNECTION
800.798.5616
www.payphone2000.com

WE'VE GOT IT

You've been looking for a new revenue opportunity, and we have it. Partner with us to offer phone service to inmate facilities. There is a lot of opportunity for you to sell this service to small jails in areas you're already serving. You make the sale, install dumb phones and an Internet circuit, and we handle the rest. Our Correctional Control Network is the most robust inmate calling and investigation network on the market today. Please see below for some of the features our system offers.

- ▶ Call recording
- ▶ Investigative alerts
- ▶ Web-based administration
- ▶ Live call monitoring
- ▶ Call blocking
- ▶ PIN PAN administration
- ▶ Prepaid debit cards
- ▶ Automated bank card collect (ABC)
- ▶ Reverse lookup
- ▶ Call detail
- ▶ One time name recording
- ▶ Custom voice prompts
- ▶ Network monitoring
- ▶ Call diversion alert
- ▶ Phone control



Customizing your telecommunication needs.

All features of the Correctional Control Network have been developed and tested in cooperation with law enforcement agencies. Call CTI today for a live demonstration of the Correctional Control Network.

800.672.9080
www.customteleconnect.com

Happy New Year

PERSPECTIVES

ON PUBLIC COMMUNICATION • OFFICIAL MAGAZINE OF THE APCC®

January 2008 • Volume 16 • Number 1

contents

8 Exploring opportunities in the inmate market

by Sara G. Stephens

OSPs and PSPs are partnering to offer service to this growing market.

psp spotlight

14 A true payphone veteran

by Sara G. Stephens

Buddy Childers has an old school philosophy that suits his business just fine.

last word

32 Tip talk

by Stacey L. Bell

PSPs share their favorite tips from APCC 2007.

DEPARTMENTS

• Editorial - 7 • State Briefs - 23 • Industry Briefs - 25 • Classifieds - 28 • Advertiser Index - 31



Cover design by Ellen Custer,
2d - A design collaborative

- APCC represents PSPs at the FCC, at state PUCs and on Capitol Hill.
- APCC produces a monthly magazine that helps PSPs maximize the profitability of their businesses.
- APCC hosts the largest annual trade show that focuses on products and services for PSPs.
- APCC keeps its members up to date on crucial legal and regulatory issues, including several special "members only" portions of our Web site.
- APCC advises its members on required federal forms and deadlines.
- APCC educates consumers and policymakers about the importance of payphones.
- APCC members receive significant discounts to attend APCC trade shows.
- APCC has 1,000 members. We'd love for you to join us.

Join today.

www.apcc.net

PERSPECTIVES

ON PUBLIC COMMUNICATION

PUBLISHER
Tracey Timpanaro

DESIGN
Sharon Cordell,
In Graphic Detail

CONTRIBUTING WRITERS
Stacey L. Bell, Dan Collins,
Flori Meeks, Sara G. Stephens

APCC PRESIDENT
Willard R. Nichols

APCC STAFF

Evelyn Bruggeman	Daniel P. Collins
Ruth Jaeger	Maria Kerr
Carol MacDougall	Willard R. Nichols
David Rossé	Helly Shareefy
Deborah Sterman	Tracey Timpanaro

Staff e-mail example:
hshareefy@apcc.net
(except Timpanaro: tat66@apcc.net)

APCC BOARD OF DIRECTORS

Chairman James Kelly III	
Michael Bright	David Cotton
Al Gerlach	Don Goens
Mason Harris	Lin Harvey
Greg Hogan	Janie Hughes
Ray Kadingo	Tom Keane
Rick Lubbehusen	Tammy Martin
Ray Mastroianni	Howard Meister
George Niden	Dennis Novick
Brian Oliver	Gary Pace
Bruce Renard	Walter Rice
Tom Rose	Martin Segal
Ralph Tipple	Vincent Townsend

APCC
625 Slaters Lane, Ste. 104
Alexandria, VA 22314
(703) 739-1322 • (703) 739-1324 (fax)
apcc@apcc.net

Perspectives magazine
625 Slaters Lane, Ste. 104
Alexandria, VA 22314
(281) 646-0051 • (281) 578-8423 (fax)
tat66@apcc.net

Display advertising
Classified advertising
Jannette Corcher
(864) 278-3013
jannettec@apcc.net

For subscriptions and address changes: www.apcc.net



Official magazine of the American
Public Communications Council Inc.

editorial

Maybe you're not calling back because you're too busy. I understand completely, but please know that we are very sensitive to your time concerns. If we call you for a story, the interview is usually around 30 minutes. In addition, we're very easy to work with and the questions we ask are easy for you to answer.



I also wonder if you're not calling back because you think you have nothing to contribute. Let me assure you that nothing is further from the truth. We've interviewed hundreds of PSPs over the years, and each one had something valuable to say — even the very smallest providers.

Something else you should realize — not only is *Perspectives* a valuable resource for your business, it's also an excellent educational and advocacy tool for audiences that are very important to us all — our elected legislators and public policy-makers at state PUCs and the FCC. These groups make decisions that are crucial to our businesses. Do you really want the only news they get about the independent payphone industry to be from the mainstream media, which likes to bury us (prematurely) at every turn?

I know times are tough right now — I get that. But in order to do our best in this situation, we have to stick together as an industry, and I believe that would be very difficult to do without a unifying tool like *Perspectives*.

The bottom line is that I'm not running a route, and therefore I can't produce this magazine without you. So the next time we call, please call us back. I know it will be a tremendous benefit to us, and I believe to you as well.

Tracey Timpanaro

Tracey Timpanaro
Publisher

We can't do it without you

I'm just going to be really honest with you guys: We need your help.

As most of you know, we interview PSPs every month when we're putting together articles for this magazine. In my 13 years at *Perspectives*, you all have been a tremendous asset in providing valuable information that we have been able to share with others in the industry.

Most of you also know that today's business environment is probably the toughest you've faced, and your company clearly needs all of your attention. My concern is that these challenges are impacting your availability and openness to helping us when we call on you for your expertise. Let me share the most recent example.

When working on a feature article recently for this magazine, freelance writer Flori Meeks called 26 payphone providers, and only 7 returned her call. That's not a very high percentage. To make matters worse, she called most of them twice, so that's almost 50 phone calls. That's a lot of phone calls.

The great irony in all of this is that most of you tell me how valuable *Perspectives* is to you and that you read it from cover to cover every month. For that value to be maintained, we need your help today more than ever.

Exploring opportunities in the inmate phone market

OSPs create new inmate phone service business using VoIP and partnerships with PSPs eager to enter this growing market

Payphone service providers (PSPs) have taken their time breaking into the inmate phone business, and with good reason. The industry had a well-deserved reputation of being confusing, complicated, and costly.

But a recent switch in operator service provider (OSP) strategies may be changing the face of the inmate phone service business. And small PSPs could stand to benefit, according to David Cotton, president and chairman of the board for the Southern Public Communication Association. Fifty percent of the association's work involves inmate communications, and the group represents 70 to 75 percent of all correctional facilities' phone calls today.

David Cotton has been personally involved with inmate communications since 1982.

"I've seen it grow up from the start," Cotton said. "I've worked for big companies and small companies and have sold some of my own. I've got jails as small as one phone and state contracts with as many as a thousand phones."

New trends create new business

Cotton recognizes the role that high commissions have played in large companies' ability to attract and retain their correctional institution customer base. But he points out a new trend in this market that looks beyond commissions and demands high technology that empowers law enforcement to do their jobs better and protect the general public.

Combine this trend with a matter of bottom-line basics for OSPs — call volumes from payphones have dropped significantly over the last five years — and you have the key to unlocking a new opportunity that works for all parties involved.

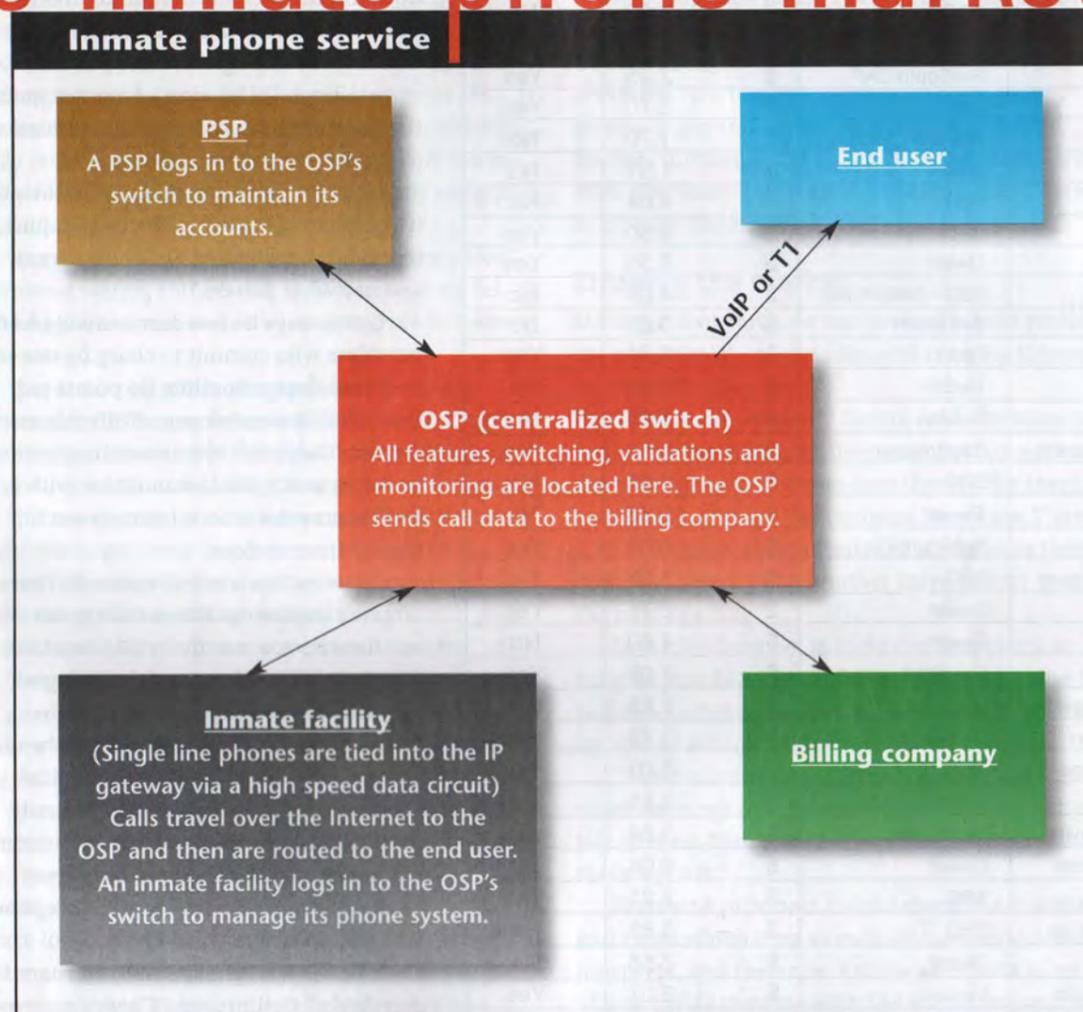
"The volume of calls from payphones is nowhere near what it used to be," Cotton explained. "Now imagine you're the OSP and you've made your money and built your company. Your lifestyle depends on calls made from payphones. The OSPs are put into the position of payphone providers," he said, "and they've come to the same conclusion that, in order to make money, they have to diversify."

PSPs have diversified their revenue streams with advertising on payphones, air/vac/water machines, ATMs, and so on. "They've had to fight and scratch to stay in business. And the OSP is in the same boat," Cotton said.

OSPs now are incorporating new voice over Internet protocol (VoIP) technology, enabling them to send voice data over the Internet, rather than using the public switched telephone network (PSTN), and thereby reducing charges by telephone companies. Because OSPs have processed collect calls made from payphones and the hospitality market, they naturally are starting to apply this technology to the inmate market by adding features that correctional customers already were demanding (for more information, please see sidebar).

Their next challenge was to find a partner to help sell the idea. Payphone providers are perfect for the task. As a group, PSPs might have much to gain from such an alliance as a means of augmenting declining payphone business.

the inmate phone market



"It's a natural progression, and all the payphone provider has to do is go and sell the jail, install single-line sets, and a high speed data circuit," Cotton said. When a call is made from that facility, the call travels over the Internet to the OSP, who then completes the call, handles the billing, and provides all the features.

"The OSP has, in essence, taken on the confusion, complication, and costliness. So it makes sense that a lot of PSPs are doing it."

(Editor's note: The ability for OSPs to integrate VoIP into their service offerings could be in some doubt because of a pending action at the FCC and ongoing litigation in the federal courts.)

Some unique challenges

"OSPs have entered this business as a matter of survival," Cotton said. "PSPs are using it as a means to diversify and augment their own businesses. It's a good partnership if they get it right."

Inmate phone rates

In states where the PSC has established a rate cap, the rates listed are the maximum rates allowed for a 10-minute inmate local collect call. In states where there is no rate cap, the rate listed is the PSC-approved LEC rate.

State	Rate Source	Total Rate	Rate Cap?
Alabama	BellSouth	\$ 1.75	Yes
Alaska		N/A	N/A
Arizona	Qwest	\$ 1.95	Yes
Arkansas	SBC	\$ 3.50	No
California	SBC	\$ 3.70	No
Colorado	Qwest	\$ 2.90	No
Connecticut	SBC	\$ 3.80	No
Delaware	Verizon	\$ 2.25	No
Florida	BellSouth/CAP	\$ 2.25	Yes
Georgia	Cap	\$ 2.70	Yes
Hawaii	Hawaiian Telcom	\$ 1.70	No
Idaho	Qwest	\$ 1.91	No
Illinois	SBC	\$ 4.64	No
Indiana	SBC/CAP	\$ 3.50	Yes
Iowa	Qwest	\$ 2.55	Yes
Kansas	SBC - SWB Public	\$ 4.05	No
Kentucky	Bell South	\$ 3.00	No
Louisiana	Cap	\$ 2.31	Yes
Maine	Verizon	\$ 3.44	No
Maryland	Verizon	\$ 1.35	No
Massachusetts	Cap/Verizon	\$ 4.50	Yes
Michigan	SBC	\$ 4.45	No
Minnesota	Qwest	\$ 2.55	No
Mississippi	BellSouth/Cap	\$ 3.00	Yes
Missouri	SBC	\$ 3.26	No
Montana	Qwest	\$ 2.76	Yes
Nebraska	Qwest	\$ 4.80	No
Nevada	Cap/SBC	\$ 2.08	Yes
New Hampshire	Verizon/Cap	\$ 1.55	Yes
New Jersey	Verizon	\$ 1.79	No
New Mexico	Qwest	\$ 3.03	No
New York	Verizon	\$ 3.25	No
North Carolina	Bell South	\$ 1.64	Yes
North Dakota	Qwest	\$ 6.04	No
Ohio	SBC	\$ 2.25	Yes
Oklahoma	SBC	\$ 3.85	Yes
Oregon	Qwest	\$ 2.58	No
Pennsylvania	Verizon	\$ 2.07	Yes
Rhode Island	Verizon	\$ 4.60	No
South Carolina	BellSouth	\$ 2.60	Yes
South Dakota	Qwest	\$ 3.15	No
Tennessee	BellSouth	\$ 1.00	Yes
Texas	SBC	\$ 6.15	Yes
Utah	Qwest	\$ 2.75	No
Vermont	Verizon	\$ 2.15	Yes
Virginia	Verizon	\$ 1.25	No
Washington	Qwest	\$ 1.65	No
West Virginia	Verizon	\$ 2.75	Yes
Wisconsin	SBC	\$ 4.45	Yes
Wyoming	Qwest	\$ 4.80	No
Average		\$ 2.98	

This information was excerpted from a chart from Technologies Management Inc. For more information, please visit www.tminc.com.

Getting it right starts with understanding that the inmate phone business differs dramatically from the worlds these entities know. "You're not dealing with the corner store," Cotton said. "It's law enforcement, and they carry guns."

Tongue-and-cheek comments aside, Cotton illustrates the breadth of interactions with whom this market deals: law enforcement, Congress, state public service commissions (PSCs), special interest groups, the Federal Communications Commission (FCC), and the general public.

"If a company is operating unethically, it's going to be called to the carpet quick," he said. "You've got to do what you say, and say what you do."

Cotton says he has seen inmate phone providers who commit to charging one rate and then charge another. He points out that many law enforcement officials are elected. They can't risk frustrating voters, and they won't risk this outcome with a service provider who is inconsistent or, worse, unscrupulous.

Cotton offers a recent example: One inmate's mother had been calling her son five times a month for 10 years (and obviously planned to continue doing so for his lifetime sentence). "An inmate phone provider went in there and started charging more, so the call that used to cost her \$12 now cost her \$30. Naturally, she called the public service commission. We just can't afford bad publicity from one provider to generate a bad perception with policymakers."

"There's enough business out there for everybody," Cotton said. "There's no reason for unethical behavior."

High OSP rates helped drive people away from payphones to cell phones, according to Vincent Townsend, president of the North Carolina Payphone Association and president and founder of Pay-Tel Communications Inc. Pay-Tel was founded in 1986 and entered the inmate phone service industry in 1988. The company now has more than 3,000 inmate phones, and serves 177 facilities in the Southeastern United States.

"The sad part of the inmate phone industry today is that people are willing to charge higher rates to justify paying higher commissions," he said. "That has been very bad for our industry. Too many people have taken the eye off the customer." Townsend contends that the cell phone era was hastened because PSPs let OSPs charge higher and higher rates on payphones, which drove people away from using payphones.

Because certain inmate providers may continue to charge unreasonable rates, significant pressure has been generated at the regulatory level to dramatically reduce the rates that can be charged. A bill in Congress and a petition at the FCC are both attempting to do just that.

"Don't look for ways to charge the highest rates," Townsend warns, "otherwise, your business model will be shot to smithereens when you have to lower your rates."

This lesson on ethics also applies to business partnerships PSPs may form with OSPs in entering the inmate phone market. In this situation, the PSP must stay on top of the rates being charged for each facility.

"If I were going into business today," Townsend said, "the single most important thing I would do to avoid abusing relationships with my client is to make sure the rates being charged comply with your state's regulations, and are not excessive rates."

Townsend also recommends that the PSP ask for guarantees to which the OSP will adhere — rates upon which both parties agree. It should be clear that any deviation is just cause to terminate the contract.

The diligent PSP will not cease his efforts here, but rather establish monitoring methods to check on the rates. "I'd place test calls myself every single month, unbeknownst to anyone," Townsend said. "Place local collect calls, interLATA, intraLATA, and interstate. Set things up so the bills come to you from people you know in these locations. It's one way to make certain the rates you're allowed to charge are being charged."

Exploring the market

U.S. prisons could continue to see an increase in the number of inmates during the next five years, according to an analysis by Pew Charitable Trusts. The Pew report was released in February 2007. It projects an increase of

13 percent during the five-year period, from about 1.53 million in 2006 to around 1.72 million by 2011. The increase is attributed to mandatory minimum sentences, a decline in inmates being granted paroles, and a general crackdown on crime. The study also reports that in some states a high rate of repeat offenders plays a role in boosted prison populations.

When applied to the call volumes associated with these inmates, it's understandable why the numbers look so good for inmate phone service providers. "It's totally the opposite of payphone graphs in general, which have shown a steady decline," Cotton said. "This is just one reason why PSPs may want to consider broadening their services to include this market."

Entering the market

Making it into this new market is all about finding the windows of opportunity, and entering through them before they shut.

"It's a short window," Cotton said, "because most facilities have a four- to five-year contract with a provider. You can't just go over there, offer them a better deal, and get the business tomorrow. There's a lot of homework involved, and if you miss the window, you have to wait another three to four years for the next opening."

So a PSP's best bet is to do the homework as early as possible. This includes finding out who the facility's current provider is, when the contract is up, and to whom the bid must be submitted.

"The key is timing," Townsend said. "Find out when their current contract expires. If it's next year, talk to them this year. If it expires in 2009, talk to them in 2008."

Payphone providers should check the counties and cities where they already do business to find prospects, and then check those prospects in terms of how viable they are with the PSP's business plan.

CITY JAIL REVENUE EXAMPLE

200 beds generating \$50 monthly per bed = \$10,000 gross (OSP collects)

PSP receives 68%	\$6,800
Less 50% paid to facility	\$5,000
Total net to PSP	\$1,800*

(*to cover costs such as the data circuit, phone bills if applicable, maintenance, etc.)

Specifically, payphone providers should analyze the historical rates of the largest phone provider in the area. "Stay in line with collect call charges set by your state PSC or those rates previously set by the local LEC for the inmate market, or you won't be a viable choice," Townsend said.

"We get Technologies Management Inc. (TMI) to provide us with current rates for the various states we do business in," Townsend said. "It tells us which states are regulated and what the rates are for local calls." Within jails, 80 to 90 percent of inmate calls are local, Townsend explained. "Make certain you know the regulated rate and if it makes sense with your business plan."

Finding the opportunities

A PSP's first inclination might be to jump on the Internet and Google his way to inmate phone request for proposals (RFPs).

"You're in for a rude awakening if you think that's how you get to be successful," Cotton warns. "If an RFP is out on the Internet, everyone and his brother are going to bid on it," he said. "You're going to have the big boys out there, probably 20 or 30 companies, bidding against you."

Because most RFPs require five years of experience and references from similar size facilities, these contracts are difficult for the newcomer to land. "If you're not local and don't have experience, you're not going to get it," Cotton said.

"You can't depend on the Internet solely to get your leads," he said. "You have to work."

Cotton recommends starting out local and starting out small, building your reputation gradually. Most city jails, county jails and private facilities don't go out to bid, and many of these facilities do not put out an RFP. And most of these contracts are won by local people with small- to medium-sized companies.

"Sheriffs and many chiefs of police are elected," Cotton said. "If they can get their phone service from a local company, with the features they need, they're going to do it locally."

Cotton said that most of the contracts he gets are from direct relationships. "Nothing beats a face to face," he said. Some of these smaller facilities don't even have a contract, and you can get one right away. Others have a contract with a provider across the nation. "He looks at you as a local, someone who votes, your family and employees vote," Cotton said. "If you provide him with the same service, he's going with you."

Establishing personal relationships and turning them into prospects involves simple but effective efforts. Here's what Cotton recommends:

1. Draw a 100- to 200-mile radius circle where your technicians are already servicing phones.
2. Within this area, identify all city jails, county jails and private facilities.
3. Make a spreadsheet to track your information.
4. Make phone calls to introduce yourself.
5. Visit the facilities and let them see you in person.
6. Send out pamphlets and brochures describing your services.
7. Attend city council meetings to understand local needs.
8. Go to the state sheriff's association meeting and get a tabletop display so they get to see you and know you.

"If you do these things," Cotton said, "you'll get one location. Then two. Then three and four. Then they're calling you. Then, when you go against the big boys, you have a track record you can use."

"I'm not saying 'don't' try to hit a home run," he explained, "but the idea is to get on base and be in the game. And you have to be in your own yard." ■

Sara Stephens is a freelance writer who is based in Houston. She has more than 20 years of experience writing and editing for technology and computing publications.

Inmate phone system features

OSPs and PSPs are partnering together to offer phone service to the inmate market. OSPs use VoIP and other technology in their switches to offer the "smarts" of the phone service, while PSPs sell the service to the facilities and install dumb phones and other equipment on site. Here's a breakdown of what the market has demanded in inmate payphones; all of these features are available via this platform.

Blocking: This feature is useful in a number of situations. Judges don't want calls from inmates, and neither do witnesses. These people can have their numbers automatically blocked or unblocked from an inmate's calling capabilities.

3-way call detection: One way inmates can get around their call blocking is to call a third party and have that person call you in turn. Three-way call detection prevents this type of detour.

PIN activation: Some facilities issue each inmate a personal identification number (PIN) to use anytime he or she makes a call. This lets the system administrator easily review specific calls made by the inmate and also allows the administrator to restrict the inmate's phone usage, if necessary. The PIN system is not infallible, according to Cotton. "One inmate may use another's PIN," Cotton said. "But it works 85 to 90 percent of the time."

Recording: Recording used to be a rarity, mostly for logistical reasons. It required using tape, recording devices, and bulky equipment. Now PC recording has made recording and storage much more practical, and the feature has become almost mandatory in correctional communications. Millions of conversations now are recorded and stored. The recordings become tools for prison officials to use in protecting prisoners and witnesses. And recently, they have proven instrumental in issues of homeland security. "In today's world, recording is 99 percent of the time mandated by an RFP," Cotton said. "Most organizations provide it, and in the last five years it has become standard."

Advanced features

Hot number notification (also called "specified number notification"): This feature notifies interested parties when an inmate dials a specific number.

"Let's say I've arrested a gang member and I know the phone numbers of other gang members," Cotton said. "As soon as one of the numbers is dialed, police authorities can be notified."

Voice and speech recognition: As the term suggests, this feature places a microphone in the phone. The inmate must speak his name and have his voice recognized and cleared to talk before placing a call. "There's still no way to completely stop one inmate from impersonating another," Cotton said. "But it gives you the same thing as hot number id."

Cotton explains that if anyone uses certain words, such as "kill," "Islamic," "murder," "rape," and so on, the system can send a notification to the appropriate officials. "It helps them be proactive instead of reactive," Cotton said. Other technologies can also be employed. Some maximum security prisons, for example, choose fingerprint and retina scans over voice prints.

Video visitation/video arraignment: This technology is being used to save money and to protect the general public. With a \$20 camera, you can provide great imaging to facilities.

"Previously, if an inmate was injured, or was being arraigned or needed to speak to an attorney, he'd have to be taken out of the facility and loaded in a van," Cotton said. "The facility would have to pay for security, so there were additional costs, and of course, the chance for escape."

With video visitation, a simple kiosk is placed in a room. The inmate is then able to video conference with his attorney or the doctor's office. For visitation purposes, families can hook up a camera at home or visit their library with a DSL connection; instead of having to travel to the facility, they can make a video visitation.

Cell phone detection: The smuggling in of cell phones has become a real problem in correctional facilities. A prepaid cell phone has value in that it can't be tracked, so gang members can still run their businesses from inside. With cell phone detection, anytime a cell phone is activated, the appropriate officials can be notified. The units can be quite costly, but are gradually becoming more cost-effective, Cotton said.



CUSTOM TELEPHONE PRINTING

APCC MEMBER

25¢ A MINUTE

Your Source For...

Uppers & Lowers,
Aluminum Signage,
Vault Door Covers,
Backer Cards, Handset Labels
and so much More!!!

Call us for a
FREE sample pack!
Phone: 800-753-5300
or 815-338-0000
Fax: 800-933-5303
or 815-338-0009

Visit our Website at: www.customtel.com
Email us at: sales@customtel.com

psp spotlight

by Sara G. Stephens

A true payphone veteran

Buddy Childers is a throwback to the days when milkmen and postmen thought of route customers as family

Buddy Childers got a letter from BellSouth attorneys two years after hanging his payphone shingle. They said that the former Georgia state representative had named his payphone company, Bell Grant, in violation of Bellsouth's copyright. And they "requested" he change it. Childers did so, albeit reluctantly. The name, after all, was not arbitrarily chosen.

For 36 years, Childers had worked at BellSouth. Thirty-one of those years were spent in the local exchange carrier's (LEC's) payphone division. Not long after Childers retired, the stock market plummeted. Childers lost a lot of money and was determined to get it back. When BellSouth announced it was getting out of the payphone business, Childers saw the opportunity and grabbed it.

"I knew that for at least a while, there would still be a need for payphones," he said. "So I set out to get the payphones as [BellSouth] was getting out of the business."

Childers started buying payphones, one by one, already in place. All he had to do was service them. "It was a windfall for me," said Childers, who now owns between 80 and 85 payphones.

Childers has renamed his business to Grant Telecommunications Inc. He doesn't like having to drop the "Bell," but the best part, named for his grandson, Grant, still remains.

For many years, Childers worked with his brother-in-law, also a BellSouth retiree. The two of them worked around 15 hours a week, and that's the way Childers expected things to continue — until the time of the writing of this article.



Dr. Ann Moss of Ward's Pharmacy is one of Childers' favorite customers.

Buddy Childers (left) very much enjoys visiting with his customers. In this photo, he talks with David Stephens of the Cass grocery store.



"My brother-in-law was not interested in growing," Childers said. "He didn't want to give any more time, so he's leaving the business. I don't think he really enjoyed the time he put into it. But I enjoy it. It's not work to me. It's fun. It's fun to service the phones and talk to the customers. It gives me something to do."

Active in all aspects

It makes sense, then, that Childers will replace his brother-in-law with only one employee, so he can continue to be involved in all aspects of the business. "I do installation, collecting — the whole bit," he said. "I don't know that there's any part of it I don't enjoy."

This enthusiast's approach to his work extends even to clearing payphone troubles. "You diagnose the trouble, repair it, and move on," Childers said. "I take pride in all my phones," he explained. "Every time I go on a phone, I clean it up really well. You won't find any graffiti on any of my phones."

Childers said he would advise any payphone service provider (PSP) with employees to make sure their phones stay clean and neat. "Graffiti begets graffiti," he said. "It doesn't take that long to clean — maybe five to 10 minutes." His technique is simple but effective: take a wet rag, get some dirt with gravel in it, and work over the graffiti. "The gravel acts like sandpaper," he said. "And I always keep some touch-up paint on hand to keep my booths looking clean and new."

The workload is manageable. Childers' payphones are all in Georgia, within five counties. He drives 30 to 45 miles to service the phones and averages around 11,000 miles a year. He checks his phones every morning via modem. He seldom has a customer call him about a troubled phone. "I usually have them cleared before the customer even knows they're out," he said.

Grant Telecommunications boasts a strong cross-section of locations, including convenience stores, a hospital, and several factory break rooms, which are his strongest producers.

But Childers said all his locations are good. "If the phone's not making money, we take it out and put it somewhere else," he said. A current example is a car wash location that's not producing much, although Childers is not certain of the cause. "You just don't know why some locations work well and others don't," he said. Although all of Grant Telecommunications' phones are currently making money, Childers said he tends to take down one payphone a month.

His strategy for finding new locations is simple. "There are still a lot of convenience stores around," he said, "because a lot of people are not as aggressive in the payphone business anymore. Historically, we just go looking around for another convenience store."

What next?

Childers speaks cautiously but optimistically about plans to grow his business. "I'm 69 years old and not a young man," he said. "I'm not looking to build." Still, Childers plans to bend the ear of David Cotton, president and chairman of the Southern Public Communication Association, about voyaging into the inmate payphone market. "I worked with BellSouth and know inmate services is the business to get into," he said. "They're not going anywhere, so it's a business that's not going to fade away."

If he were younger, Childers said he would get into high speed Internet. "Telephones as we know



◀ Childers (right) visits with Wayne Sanders at a convenience store, which was one of Childers' original locations.

them will be over computers," he said, "and there are companies springing up everywhere that provide that service today."

"I'd advise any younger person to get into that business," he said. "If they would like to contact me, I'll put them in touch with people who can help them."

The future of payphones

Despite his love of the industry, Childers is at heart a realist. The biggest challenge is trying to keep the phones working and finding locations where they can generate enough revenue to stay in business. "If people are going to stay in business, they're going to have to look for other ways to generate revenue," he said.

"We've weathered the storm by getting with companies that provide the best 0+ income," Childers said.

But primarily, Childers sees the impact cell phones have had on the payphone business. Bottom line: He does not recommend that people enter the industry at this point.

"People can make some money, but they have to work harder and stay on top of it," he says, adding that he'll pass his business on to Grant if it's still there. "He's 12 years old now. By the time he's ready, I don't know where the industry will be."

A little bit of politics

Childers served in the Georgia state Legislature for 30 years. His views on politics are understandable — and noteworthy.

"The political system is important for everybody — business and non-business," Childers said. "With the stroke of a pen, the government can change the direction of your business. That's why it's so important to have a good state association to pull political clout. One voice is not as viable as the voice of 300 people."

True to his word, Childers is a member of the Georgia Public Communications Association, and the American Public Communications Council Inc. (APCC). "The Georgia association has

done a really good job negotiating with BellSouth to get our rates down so we can afford to stay in the PSP business," he said. "If we were still paying the rates we used to, we'd be out of business."

He said he also appreciates the regulatory battles the APCC has fought on behalf of payphone providers. He noted that dial-around compensation has dropped considerably in the last two quarters, though. "We don't know the cause of that," he said.

On a personal note

Childers chaired the Georgia state Legislature's health committee. Fifteen years ago, he was diagnosed with prostate cancer. He's still fighting it to this day.

"My advice to any male over 45 years of age is to get a PSA test," he said. "Otherwise, they're playing Russian roulette."

He offers marital advice, too. "My wife and I have a relationship where she does things she wants to do, and I do the same," he said. "It's worked pretty well for us."

And his final bit of advice is to PSPs everywhere. "I think everyone knows that customer relationships are very important," he said. "Even though we pay them a commission, a lot of times commissions are not as important as service. That's why it's critical to keep phones working and keep your customers happy." ■

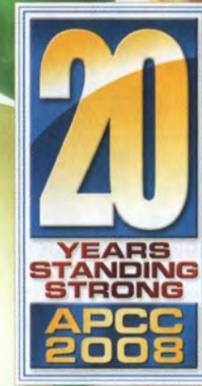
Sara Stephens is a freelance writer who is based in Houston. She has more than 20 years of experience writing and editing for technology and computing publications.

20
YEARS STANDING STRONG
APCC 2008

June 24-26, 2008
Caesars Palace
Las Vegas, NV
www.apcc.net

With over a dozen state and national parks within easy driving distance, Las Vegas is the ideal starting point for many outdoor adventures.

APCC 2008. Imagine the possibilities.



APCC 2008: 20 Years Standing Strong **20th Anniversary Highlights and Special Events**

Come celebrate with us.

APCC will be commemorating our 20th anniversary at Caesars Palace in Las Vegas, Nevada, June 24 – 26, at APCC 2008.

- Twenty years ago, five payphone owners had a vision – to establish an organization that would support the independent owners of payphones nationwide and to represent their issues to legal and regulatory bodies. That vision became the American Public Communications Council, Inc.
 - Today, APCC represents nearly 1,000 member companies and thousands of dedicated professionals who work diligently to protect the independent public communications industry.
- APCC 2008 celebrates the spirit, resiliency, and on going legal & regulatory efforts on behalf of the independent payphone industry. We invite every public communications professional to make plans to join us for this milestone event.**

EDUCATION SESSIONS

Wednesday, June 25 and Thursday, June 26

- Revenue solutions. Advance your business 20 creative ways through information shared in the APCC 2008 **general education classes**, exhibitor-run **Bonus Mini Sessions**, and the expanded **computer lab**. **Innovation is no longer optional.**

EXPO HALL

Wednesday, June 25 and Thursday, June 26

- Solutions your business needs to meet today's challenges – that's what you'll find in the APCC 2008 Expo Hall. Meet one-on-one with strategic partners and discover the many companies ready to meet the needs of the independent public communications industry.

20TH ANNIVERSARY INDUSTRY CELEBRATION

Thursday evening, June 26

- Remember the '80s? Pull out those acid-washed jeans, dust off the Members Only jacket, frizz up that hair, and put on those aviator sunglasses. APCC makes history again with a one-of-a-kind party celebrating 1988 in all of its overflowing coin box glory.
- This fun-filled evening, including dinner, music, dancing, contests, prizes and a few surprises, will cap off the APCC 2008 experience in true retro style. Mark your social calendar now. This is a can't miss tradeshow event. **Rock on!**

**Visit www.apcc.net
for complete APCC 2008 details and updates.**



Registration and Hotel Information

3 Easy Steps to Register for APCC 2008

1. Complete the APCC 2008 Pre-Registration form.

You'll need to choose between the All Inclusive Package or the Expo Hall Package. Details about what each package includes can be found on the pre-registration form.

2. Mail or fax completed form to:

Fax: 703-739-1041

Mail: APCC, Inc.
ATTN: APCC 2008
625 Slaters Lane, Suite 104
Alexandria, VA 22314

3. Contact Caesars Palace Hotel to make your room reservation.

Call Caesars Palace directly at 1.800.634.6661 or register online at www.apcc.net. Simply click on the **APCC 2008 Hotel and Attendee Registration Information** link and follow the directions for online registrations. APCC's contracted room rate with Caesars Palace is just \$169.00 a night. Be sure and reference **APCC Group Code SCAPC8** to access this special rate. Important note: you cannot go to the Caesars Palace web site and input APCC's group code. When registering online, you must use the special link provided on APCC's web site only. Pending availability, the **cut-off date for all registrations using the APCC Group Code is May 30, 2008.**

Golf, anyone?

APCC is looking into hosting a golf tournament as part of APCC 2008.

Details will be posted on APCC's web site, www.apcc.net, as soon as they are available.

APCC 2008's Host Hotel Caesars Palace, Las Vegas, Nevada *An Exceptional Hotel for a Milestone Event*

From the moment you walk through the doors of Caesars Palace Hotel in Las Vegas, Nevada, you know you have arrived at one of the most prestigious resorts in the world. Caesars Palace delivers on all of the important details that make the difference between an ordinary visit and a spectacular stay in Las Vegas.

For a complete overview of all that Caesars Palace has to offer, log on <http://www.harrahs.com/casinos/caesars-palace/hotel-casino/property-home.shtml>

APCC Group Code for all room reservations at Caesars Palace:
SCAPC8



PRE-REGISTRATION FORM

APCC 2008 CONFERENCE & EXPO
JUNE 24-26, 2008 • CAESARS PALACE • LAS VEGAS, NEVADA

ATTENDEE INFORMATION (One form per registrant. Please duplicate form for additional registrants.)

Name: _____ Title: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Country: _____ Email: _____

Phone: _____ Fax: _____

REGISTRATION OPTIONS

REGISTRATION OPTIONS		EARLY BIRD		Amount Due
		Prior to May 30	After May 30	
ALL INCLUSIVE PACKAGE Entrance to all APCC 2008 events including Welcome Breakfast, all education sessions, all Expo Hall events, the computer lab and the 20th Anniversary Industry Party.	APCC/APCCS Rate*	\$245	\$295	\$
	Additional Member Rate (if you are registering multiple attendees from the same member company)	\$195	n/a	
	Non-member Rate	\$495	\$595	
EXPO PACKAGE Entrance to all Expo Hall events and the computer lab. Tickets to other APCC 2008 events may be purchased separately.	APCC/APCCS Rate*	\$95	\$125	\$
	Non-member Rate	\$145	\$195	
INDIVIDUAL CONFERENCE SESSION TICKETS (pricing is per session)	All Attendees	\$50 (times the number of sessions purchased)		\$
WELCOME BREAKFAST TICKET	All Attendees	\$35		\$
APCC 20th ANNIVERSARY INDUSTRY PARTY TICKET	All Attendees	\$50		\$
*APCC/APCCS rate is available to APCC members and APCC Services customers only.		TOTAL DUE		\$

PAYMENT INFORMATION (Payment must accompany registration form)

CREDIT CARD AMEX MC VISA Credit Card # _____ Exp. Date _____

Cardholder's Name: _____ Cardholder's Signature: _____

CHECK: Check # _____

DIAL AROUND DEDUCTION

(Available to current APCCS Dial Around Customers Only)
I authorize APCCS to deduct the TOTAL DUE above from my July 2008 Dial Around Payment.

APCCS Dial Around Account Number: _____

Mail or fax form to:

APCC 2008 • 625 Slaters Lane, Suite 104 • Alexandria, VA 22314
Fax: 703.739.1041

For the latest updates on APCC 2008, log onto www.apcc.net

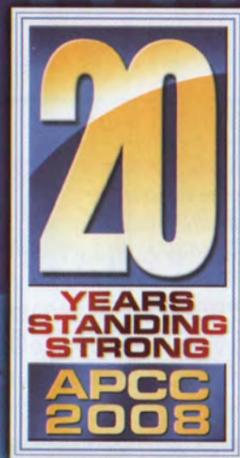
EARLY BIRD PRICING SPECIAL

Register before the
May 30, 2008 pre-registration deadline
to save \$\$ OFF on-site prices.

HOTEL INFORMATION:

CAESARS PALACE HOTEL
LAS VEGAS, NEVADA
PH: 800-634-6661

Cut-off date: May 30, 2008
APCC Group Code: SCAPC8



APCC 2008

June 24-26, 2008

Caesars Palace
Las Vegas, NV

For attendee information,
contact Helly at (703) 739-1322, ext. 231
or email APCC2008@apcc.net

For exhibitor information,
contact Jannette at (864) 278-3013
or email jannettec@apcc.net

20 Years Standing Strong

state briefs

New York

The Independent Payphone Association of New York (IPANY) held a general membership meeting on Nov. 14 in East Elmhurst New York. The meeting included reports on recent legal and regulatory developments, 211 usage, developments in the new services test (NST) rate and refund proceeding, and Verizon's dial-around compensation shortfall.

It was reported during the meeting that IPANY staff continued their bimonthly meetings with the New York City Department of Information Technology and Telecommunications (DoITT) to discuss and resolve issues such as disproportionate fines, move-to-the-curb applications, building line fees, review of notices of violations, 211 implementation, reduction of building commissions to the city and presubscription to designated long distance and operator services. While substantial progress has been made in attempting to correct the disproportionate fines charged by DoITT, such as a \$2,000 penalty for a lost quarter in a payphone, it was reported that a good deal of work remains in bringing reasonableness to the fines.

It also was reported that IPANY continued to actively participate with other state associations in a cooperative effort to secure a favorable ruling by the Federal Communications Commission (FCC) on retroactive NST refunds. If the commission ultimately rules unfavorably on the IPANY petition for refunds, the association will continue to pursue the issue at the FCC and in the courts.

The IPANY Holiday Party was scheduled to take place on Dec. 12.

NCPA, SCPCA

The North Carolina Payphone Association (NCPA) and the South Carolina Public Communications Association (SCPCA) held a joint meeting in Charlotte, N.C. on Nov. 15 and 16. The meeting opened with a dinner reception on Nov. 15. Following a meeting of the NCPA board of directors, the morning session on Nov. 16 began with opening comments by NCPA President Vince Townsend and SCPCA President Walter Rice.

The comments were followed by a presentation by American Public Communications Council Inc. (APCC) President Randy Nichols, who updated attendees on recent developments in several areas, including the ongoing litigation against AT&T, Sprint

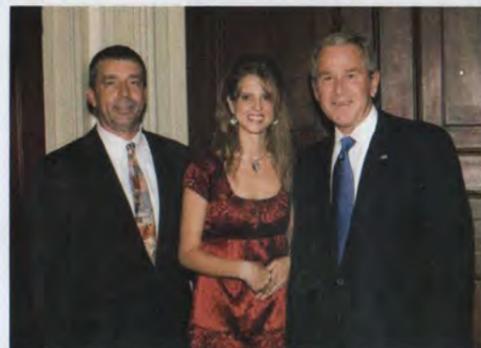
and Qwest, the status of complaints filed at the FCC against nonpaying carriers and the collection and enforcement efforts by APCC Services. The afternoon session of the meeting included presentations by vendors and the meeting concluded with a dinner reception.

The date and location for the next joint meeting of the NCPA and SCPCA will be announced in early 2008.

SPCA, TPOA

The Southern Public Communication Association (SPCA) and the Tennessee Payphone Owners Association (TPOA) will be holding a joint meeting Feb. 20-21 at The Peabody Memphis Hotel in Memphis, Tenn. Highlights of the meeting will include:

- board of directors and general membership meetings;
- APCC legal and regulatory updates;
- NST litigant meetings;
- revenue enhancement sessions;



David and Amanda Cotton with President Bush

- Inmate 102 session focusing on sales, marketing and the bidding process (the session is open to any provider or vendor);
- correctional communications providers regulatory meeting;
- dial-around updates, including information on the latest Supreme Court ruling and collection efforts;
- southern state leaders meeting;
- vendor reception;
- hospitality suite; and
- product and services displays and demonstrations by vendors.

A discounted room rate of \$155 has been secured at the host hotel. Reservations can be made by calling 1-800-PEABODY (732-2629) and pressing 2. In order to receive the discounted room rate, reservations must be made by Jan. 31, and callers must identify themselves as being with the Southern Public Communication Association. The hotel can be viewed online at www.peabodymemphis.com/home.cfm.

For additional information, please contact Veronica at (866) 305-0836, or send an e-mail to veronica@southernpublic.org.

In other SPCA news, Amanda and David Cotton visited Washington, D.C. on behalf of the association in October 2007 to meet with congressional representatives and senators to encourage them to contact the FCC regarding the NST refund petitions currently before the commission. Several of the Congressional members agreed to assist with the NST petitions.

The Cottons also attended the Republican Governors Association meeting during their time in Washington. The meeting provided the opportunity to remind several governors and other elected officials of the important role payphones play in America. The highlight of the meeting for the couple was the opportunity to meet and speak with President George W. Bush, an experience they will not soon forget. ■

Go into your new venture with an old friend.

TU LLC now offers Quadrum coinless/inmate payphones:

- highly durable
- volume control
- 3 levels of transmitter sidetone reduction
- armor dial keypad
- ringers are an option
- variety of handset cord lengths
- replacement parts available



"Serving the payphone industry since 1985"

For information and pricing call

- Randy Pakos/Pat Soltis • Cheryl Barker • Jerry Sherman
- 800-735-6597 866-528-5352 877-528-5352

industry briefs

product news

Talk Too Me

Talk Too Me has announced a product line extension for its EncircleALL platform that will serve the inmate market.

EncircleALL Inmate solutions equips inmate service providers and payphone service providers (PSPs) to deliver products and services to inmate facilities, jails and halfway houses.

The service, which is available nationwide, enables clients to process inmate calls with little out of pocket investment. Talk Too Me offers clients a number of options to select based on their level of involvement in a project. Talk Too Me can provide complete oversight and commissioning for the facilities, or it can simply handle the validation and advance pay database integration. Clients also have access to online account management and reporting tools.

EncircleALL Inmate solutions includes Talk Too Me's I-REACH services, a patent-pending solution designed to increase call completions, and ultimately, result in more revenue for service providers and facilities.

In addition, Talk Too Me officials say the new program reduces bad debt, as it delivers advance pay revenue on a timely basis while eliminating the complexities of the old system for processing advance payments.

Validation and/or transmission is carried through a network that combines traditional and voice over Internet protocol (VoIP) services. The result is a reliable, fully redundant network that utilizes the cost advantages and features of VoIP where it's available without jeopardizing the round the clock provision of inmate calling services, said Abbie Forrest, president and CEO of Talk Too Me.

"After 3 1/2 years of integrating our traditional network with broadband and VoIP services, we have a solid appreciation of the associated pros and cons of each technology, not to mention an understanding of when and when not to utilize broadband for network connectivity," he said. "We have vigorously tested our integrated solution for several years, and we're confident in the EncircleALL solutions that form the backbone of our EncircleALL Inmate solutions."

For more information, call (941) 308-8255, or e-mail sales@talktoome.com.

Legacy International Inc.

Legacy International Inc. is now providing local payphone dial tone service in Texas and California.

"Legacy's dial tone product will breathe new life into the marketplace by further decreasing monthly expenses for our customers," said Legacy CEO Curtis Brown, who added that the company excels at both order processing and customer support.

The company's rates are as low as \$17.85 per month (plus the end user common

line [EUCL] charge) in Texas and \$19.75, which includes EUCL, in California.

Legacy has been providing operator service, directory assistance, long distance, international calling programs, discount and user programs, competitive local exchange carrier (CLEC), operator service billing and free trouble ticket/repair service to the payphone industry for more than 11 years.

"We are currently providing our myriad of operator service and long distance programs in all 50 states and have every plan to cover the map with our local dial tone product as the months progress," Brown said.

Within the next several months, the company will be offering dial tone in Arkansas, Connecticut, Illinois, Indiana, Kansas, Michigan, Missouri, Nevada, Ohio, Oklahoma and Wisconsin.

Legacy also is offering inmate communications services to the payphone industry. Its program includes off-site administration, automated inmate

calling, Web-based call reporting, call and fraud control service, PIN applications, monitoring and Inmate Advance Pay Family Calling Accounts.

"Legacy opened its Inmate Communications division about a year ago with one goal in mind: helping our clients diversity their revenue streams, thus increasing the likelihood of both our success," Brown said.

Legacy Inmate Communications has helped PSPs attain more than 600 city and county facilities during the last 14 months. "We will not only supply our clients with city, county and state requests for proposals (RFPs), we will do our utmost to help them win the bid," Brown said.

For more information, call (800) 577-5534, or visit www.golegacy.com.

TU LLC

TU LLC has introduced a new line of coinless payphone products.

are an option, and customers can select from a number of handset cord lengths.

Replacement parts are available as well, including keypads with electronics, handsets, cradle hooks and hookswitches.

For more information, call a TU sales rep: Randy Pakos, (800) 735-6597; Pat Soltis, (800) 735-6597; Cheryl Barker, (866) 528-5352; or Jerry Sherman (877) 528-5352.

people & places

Q3Telecom

Business leader Janie Hughes recently received the 291st star on the Palm Springs Walk of Stars. Her star was unveiled Nov. 3 at 538 N. Palm Canyon Drive, in front of the Palm Canyon Theater. The Palm Springs Walk of Stars, which was founded in 1992, honors individuals who have contributed to the charm, prominence and name recognition of the greater Palm Springs area. Their stars are placed on the sidewalks of the city.

Hughes started her career as an airline stewardess for Eastern Airlines and is now the sole



Janie Hughes

owner of the airport telecommunications company, Q3Telecom. The company has pioneered large payphone and public telecommunications projects in numerous airport venues, including the San Francisco International Airport and Los Angeles International Airport.

Hughes regularly donates her time and resources to charities throughout the Palm Springs area.

For more information about the Palm Springs Walk of Stars, visit www.palmspringswalkofstars.com. For more information about Q3Telecom, visit www.q3telecom.com. ■

Please send industry news to:

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



Quadrum 7Q and 6Q

The company has acquired the manufacturing and distribution rights to the Quadrum Coinless/Inmate Public Telephone Product Line. The products carry a one year warranty on materials and workmanship.

TU LLC is manufacturing the 6Q and 7Q phone models, which are FCC approved (Federal Communications Commission) and compatible with local phone companies' central office and private service provider switching systems.

The 6Q2 telephone is designed for use where space is limited or a small phone is desired. The units are 5.2 inches wide, 10.7 inches high and 2.3 inches in diameter.

The 7Q fits the footprint of a standard payphone and measures 7.5 inches wide, 21 inches high, 3.6 inches in diameter at the top and 4.6 inches in diameter at the bottom.

The phones are available in steel with Bell blue powdercoat paint or finely finished stainless steel. These phones are designed to be long lasting and withstand abuse.

All of these products are equipped with volume control and three levels of transmitter sidetone reduction, which eliminates the need for confidencer-type handsets. The security screws that attach the front cover to the mounting plate are available in pin-in-head and spanner styles. The phones also include an armor dial keypad with a 1/8 inch thick steel vandal-resistant plate. Ringers

US Interconnection Services Inc.

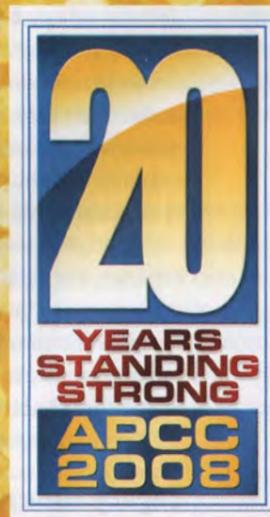
Announces...

**The lowest
Directory Assistance
rates in the industry.**

**Call us for a quote
866-631-USIS (8747)**

*For a complete listing of our products, visit
www.usis-corp.com*

Mark Your Calendar...



**June 24-26, 2008
Caesars Palace
Las Vegas
www.apcc.net**

FOR SALE

Happy New Year
ID TEL
Mfg. & Supply Corp.
RoHS Compliant Since 2006
DEMAND IT!

ID TEL handsets have been RoHS compliant since August 2006. RoHS restricts the levels of lead, cadmium, mercury, PBB, PBDE and other hazardous materials.

KEEP OUR PLANET GREEN!



55 CANAL STREET STATEN ISLAND, NEW YORK 10304
 718.876.6000/OUTSIDE NYC 800.628.8097 FAX 718.876.6003
 Email: sales@handsetsource.com Web site: www.handsetsource.com

AMERICAN PRODUCTS
 Manufacturer of AIRKING Air and Vacuum Machines
 Looking for an EASY way to earn more income?



Powder Coated Air K14-750 Economy Stainless Steel Vac K52

**Mention this ad and receive a FREE air or vacuum hose when ordering a machine!!
 Call us TODAY at 1-800-542-3336**

FOR SALE

Payphone route Texas Gulf Coast. 525 Protels with ECSII's. 12 month gross \$870,000. 99% c-stores. Serious inquiries only, call 979-299-7312.

N FORM PRODUCTS
1-800-677-6750

25¢ LOCAL CALLS

Local Calls 25¢

Aluminum Signs • Plastic Signs
 Decals for Handsets & Face Plates
 Security Screw Drivers
 Band Clamps • Directory Binders
 Custom Signs

FAST R.O.I.
 "A perfect addition to your business"



FIND OUT MORE NOW!
1-800-224-1717
 WWW.CRANEMACHINES.COM

WANTED

PAYPHONE ROUTES WANTED NATIONWIDE
25 PHONE MINIMUM
PLEASE E-MAIL CONFIDENTIAL INQUIRIES TO:
TROSE@CPMC.BIZ

FOR SALE

payphone.com Global Supplier of Public Telecommunications Equipment
 Quality. Selection. Value.

Protel 2000 Boards \$109
Protel 7000 Boards \$129
NEW Elcotel Series-5 XG Boards \$239
Intellicall AstraTel 2 Boards \$109
Premium 4.8V Batteries \$3.95
Refurb MS16 ECM \$29.99
Refurbished Coinless - Inmate \$75

Sign Up for Discount Pricing at **IPP.PAYPHONE.COM** **1-800-884-4835**

TOPS **TeleCom Printing Solutions, Inc.**
877-855-8557
 Fax: 888-491-8400

Llame a México! 3 Minutos Por \$1.00 A Todo México!
Directo Con Monedas
 Marque 01154 El Numero En México

Payphone Signage Aluminum labels



As fast as a speeding bullet **\$10.60** ea. **Bulletins**
800-856-4515

www.RateFiles.com

- Simple on-line user interface
- Pay on-line with credit card
- Become a member to access past purchases, update rate files, and re-order quickly and easily!!
- Fast!!!
- Searchable database
- Accurate (updated with the most current area code/prefix information)
- Most Current BOC and ILEC tariffs
- Instant access

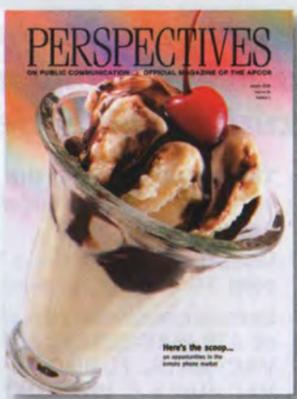
we accept most major credit cards

Are you managing payphones, ATMs, air or water machines?
M.I.S.T. is your solution
 (Management Information System for Pay Telephones)

- commission checks
- trouble tickets
- invoicing
- collection schedules
- profit reports
- and more

The company with the unlimited support plans
America's Business Software
 (916) 483-7266
 john@abs-mist.com

If you've been mooching someone else's copy of Perspectives, it's time to get your own.



Just log on to www.apcc.net, go to the Perspectives section and sign up. It's that easy.

FOR SALE



ALL STAR HANDSETS

The Highest Quality New and Refurbished Handsets
At The Lowest Prices



New Handsets\$12.00 A-Grade Refurbished Handsets.....\$ 8.00 A-Grade Refurbished Long.....\$ 9.00	Yes We purchase all out of service handsets We pay up to \$0.50 for each + shipping Handset
---	--

Give us a Try,
1 Free A-Grade Refurbished Handset
**** For our existing customers call to receive details on our Loyalty Bonus ****

Contact Tim
 Phone ... (818) 269-3725 Fax ... (909) 988-6878
 4195 Chino Hills Pkwy., Chino Hills, CA 91709



We are proud to introduce our new Maximum High Security cabinet design...

- ▶ The 15000/15002 is the preferred cabinet design for many national petroleum chains.
- ▶ Quality products since 1972 with over 100,000 units placed.
- ▶ Largest manufacturer with a complete line of AIR MACHINES, AIR/VACUUMS, basic VACUUMS, TURBO POWERED COMBINATION VACUUMS & VACUUM ISLANDS.
- ▶ Many of our machines ship within 5 business days.




1.800.553.8861 (toll-free)
www.jeadams.com
 E-mail: sales@jeadams.com

PAYPHONE SERVICE & REPAIR

Sopchoppy Payphone Repair

PROTEL & ELCOTEL
Circuit Board & Components

- > Relays \$8.00
- > Coin Cos \$8.00
- > Key Pad \$12.00
- > 3-5 Day Turnaround
- > Certified + 25 yrs exp

\$\$\$ Sell Your Used Equipment For Top \$\$\$

The Sopchoppy Boys!
850-962-9100
 36 Mathis Rd., Sopchoppy, FL 32358







**WISHING YOU
 A VERY HAPPY
 AND PROSPEROUS
 NEW YEAR
 FROM EVERYONE
 AT APCC AND
 PERSPECTIVES.**

PAYPHONE SERVICE & REPAIR

JFT Corporation

We're the best, so give us a call.

We offer:

- sales and service
- installations
- route management
- repairs
- programming
- rate files, etc.
- appraisal and verification service

Superior service • All 50 states
 email: JFTCORP@earthlink.net • www.jftenterprises.com
 Ask for John • 914-709-1700



Special offer –
route maintenance
\$15 per phone



BELLCORE QUALITY REPAIR

- Handsets
- Relays
- Hoppers
- Dials
- Coin Tracks

The Largest Coin Inventory
in the U.S. Since 1984

Ric @ 800/544-0059

Buy. Sell.

We've got you covered either way.

Call Jannette at
864.278.3013

P. T. SOLUTIONS

since 1997

Circuit Board and Parts Repair
Ernest ~ Intellicall
Protel ~ Elcotel

BOARD REPAIRS

\$35 per board repair
\$30 for 25 or more
 6 months warranty
 3 - 5 day turn around time

WE REPAIR PARTS TOO
1-888-926-8057
 VISA and MasterCard accepted.

SHIP TO:
59 Lauderdale Lane,
Crawfordville, FL 32327
 Web site: www.electronrepair.com

FOR SALE



TELECOM PRODUCTS Inc.

MANUFACTURER OF COIN OPERATED
AIR & WATER MACHINES




- Air/Water Machines
- Payphone Enclosures
- Air Vacs
- Pedestals
- Security Vaults
- Inmate Products

CALL TODAY FOR MORE DETAILS
1-866-874-8210
WWW.TPITEXAS.COM

ADVERTISER INDEX

APCC	6
APCC Services	IFC
APCC 2008	17-22, 26
Communication Connection	3
Custom Teleconnect Inc.	4, IBC
Custom Telephone Printing	12
Legacy Long Distance	2
NCIC	1
Talk Too Me	BC
TU LLC	24
US Interconnection Service	26

Classified ads are accepted on a pre-paid basis only. Classified ad rates are \$1 per word with a 40-word minimum, or \$50 per column inch for display ads. Classified ads are accepted in written form only. To place an ad, please call Jannette Corcher at (864) 278-3013, or send your ad to:
 Perspectives magazine
 625 Slaters Lane, Ste. 104
 Alexandria, VA 22314

©2008 by the American Public Communications Council Inc. This publication may not be reproduced in whole or in part without the express written permission of the American Public Communications Council Inc. Perspectives is published 12 times per year by the American Public Communications Council Inc. Perspectives is offered for information purposes only. Statements of fact or opinion by authors or advertisers are believed to be true, but should not be considered as legal advice. If legal advice is required, contact your attorney. Perspectives reserves the right to reject any advertisement submitted for publication.

last word

by Stacey L. Bell

Tip talk

PSPs share the great ideas they learned at APCC 2007

Small changes can add up to a big difference. Consider, for instance, the effect that adding one new product — like ATMs or air/vac machines — could make to your bottom line. Or how much time you might save if you could automate more of your business processes.

Payphone providers found a bounty of helpful tips to benefit their businesses at APCC 2007. Attendees enjoyed information-packed educational sessions on marketing, business and operational issues and step-by-step computer labs showing them how to make the most of Word, Excel and APCC's Web site. Also valuable were the numerous networking events and hours spent in the exhibit hall. During in-depth conversations with colleagues and vendors, PSPs learned how particular product lines are affecting others' businesses as well as how to maximize income and minimize expenses in today's challenging environment.

Following are three attendees responses to the question, "What is the most valuable idea or information you learned at this year's show?"

Cathy Distrito, co-owner and office manager TransFlorida Communications Inc., Miami
Owns 100+ payphones as well as air/vac machines and Internet kiosks; 12 years in the business
"The bonus mini session 'Valid Not Paid,' which discussed why a dial-around payment report would show payphones that were validated for payment yet received zero compensation, was the best. I found out why this happens, how to check it out on my phones and what to do to get paid.

"I also found the computer lab session 'Navigating the APCC Web Site' valuable. I thought I knew everything that was on the site, but I found that there's even more information than I realized. For example, there are regulatory pages that show the latest activity with the FCC and other organizations and a helpful glossary of terms. Just learning under what titles to look for different information will be very handy."



ADAMIE PHOTOGRAPHY

Steven Giammanco, vice president ID TEL, Staten Island, N.Y.

Owns 30 payphones and a payphone supplies business; 23 years in the business

"The 'Innovations 2007: A Case Study' session pointed out that there are still a lot of opportunities besides payphones to increase your revenue. Air/vac machines, ATMs and other products — there are still locations available if you have the right salesperson."

David Swearingen, president Florida Public Telephone Co., Jacksonville, Fla.
Owns 300 payphones; 10 years in the business

"I missed the opening session on 'Preparing Your Sales Arsenal,' but I wish I'd seen it in person because I've heard it was great. The speaker's message was right on. He said PSPs should not go into a prospective location and tell them everything you're going to do for them; instead, we should ask them what they want. We need to orient our message from the location owner's perspective, not our own.

"I really enjoyed George Sowards' talk on 'Innovations 2007.' His presentation took a different approach. He discussed the whole history of communications, starting with smoke signals, and he showed where payphones were located along a scale that currently ends with wireless and other forms of advanced technology. We're in the middle of a communications evolution, and there are still lots of opportunities if we're willing to make some transitions." ■

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

*Wishing you great company
in the new year.*

CTI Offers:

- Operator Services
- Collect Calls Dial *11®
- Inmate Services
(Correctional Control Network)
- Pre Call Advertising
- FLEX ANI Identifier
- Directory Assistance
- 1+ Long Distance
- On Time Commissions
- Online Reporting



800.672.9080
www.customteleconnect.com



“Now you can put the proven revenue generating power of EncircleALL™ to work in your inmate business!”

For the past five years, EncircleALL™ has been the undisputed champion of revenue generation for Payphone Service Providers, and now you can bring the profit pulling power of EncircleALL™ to your inmate telecommunications business.

EncircleALL™ is the only inmate solution that features I-REACH™, the exclusive, patents pending service that increases the number of billable calls, generates more up-front revenue, enhances the number of available billing options and dramatically reduces your exposure to bad debt. Without I-REACH™ in your inmate business, you're simply missing out!

Talk Too Me can customize our inmate services so that you receive a tailor-made solution that will give you all you need to gain the competitive edge.

Whether you are searching for a full-featured solution that includes everything you need for your inmate business or you're just looking to reduce billing, validation and transmission costs, your next call should be to the team at Talk Too Me.

Call us today and learn how we have transformed more than 21 years of service excellence into the only must-have solution for your inmate business.



I-REACH™ is a patents pending product of Talk Too Me™

Powered By **TALK TOO ME** .COM
COIN-LESS SERVICES
866.900.TALK

Call Talk Too Me toll-free at
1.866.900.8255

© Copyright 2008 Talk Too Me, LLC All Rights Reserved