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PERSPECTIVES

ON PUBLIC COMMUNICATION • OFFICIAL MAGAZINE OF THE APCC®

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PERSPECTIVES

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The FCC needs to act NOW

AT&T's December announcement that it is abandoning the payphone business makes it abundantly clear that if payphones are going to continue to be available to the American public, it will be through the efforts of the small business entrepreneurs that make up the independent payphone industry.

It also should be particularly clear to policymakers in Washington that payphones remain a crucial part of the American communications infrastructure. With about 7 to 8 million American households with no phone service of any type and billions of payphone calls still being made every year, payphones remain a daily lifeline for the public. And we have seen time and again the vital role payphones have played in providing the only reliable communications after hurricanes and blackouts and during national emergencies like 9/11.

Although the number of independent PSPs has decreased along with the payphones they are able to keep in service, there are still over 1,000 such companies in business. Cell phones are a major reason for the decrease, but in more recent years, a significant cause of continuing reductions is due to the FCC's failures to meet its obligations under the congressional mandate embodied in the Telecom Act of 1996.

New policy developments and rule modifications by the FCC could, of course, help ensure the continuing availability of payphones. *But what is critical today is simply for the FCC to enforce its existing policies and regulations.* Simply put, the FCC needs to let all of the carriers know — big and small carriers alike — that it is serious about its rules and policies and won't allow any continuing lack of compliance — or at best lip service — by the carriers. Two specific matters are of particular importance to the survival of independent PSPs.

It would be extraordinarily difficult to find a clearer example of an agency's failure to do its job than the way the FCC has handled its NST proceedings over the years. Congress, in 1996, made it clear that the FCC had the responsibility to stop completely and immediately what had been egregious discriminatory and anticompetitive conduct by the BOCs in overcharging their competitors, the small independent PSPs.

While the FCC did in fact adopt rules requiring cost-based rates for payphone lines, in many states, the BOCs were able to frustrate the congressional mandate by their machinations in various state proceedings. For the FCC not to once and for all enforce its already-stated preemption of any state decisions that had the effect of allowing the BOCs to keep the millions of dollars they willfully over-

charged, in some cases for over five years, is an abrogation of the agency's responsibilities that cannot be justified.

In its amendments to the Telecom Act of 1996, Congress also mandated that the FCC ensure that PSPs would be paid for coinless calls from their phones. The FCC's rules to effect this mandate have had a truly tortured history. And unfortunately, just when the carriers were finally coming in to some reasonable compliance with their responsibilities after several years of fits and starts, in 2004 the FCC's Tollgate rules were modified and significantly increased the difficulty and costs of ensuring that carriers make the required dial-around payments to PSPs.

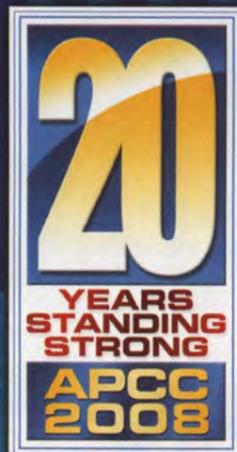
The 2004 rules expanded the number of carriers liable for dial-around payments from several handfuls to over 700 carriers and prepaid card providers. Independent PSPs have spent the last two years trying at great costs to get these carriers to comply with both their obligations to provide accurate quarterly data to allow for the tracking of compensable calls and to make the required dial-around payments.

To date, the FCC has taken only initial actions to enforce its Tollgate rules notwithstanding that there continue to be a significant number of carriers that have been identified as thumbing their noses at the FCC requirements. To be clear — and blunt — the FCC needs to move now to let all of these carriers know that continuing failures to comply will cost them a lot more than simply coming into compliance with their clear obligations.

Independent PSPs have shown a real willingness to resolve disputes through reasonable commercial settlements. However, it is abundantly clear that some of these carriers will never make the required payments or even negotiate in good faith to resolve outstanding disputes so long as they have the view that the FCC simply doesn't have the desire or wherewithal to enforce its own rules in an effective way.

While there may be less need today for a payphone on every corner in America, the public still relies heavily on payphones. Independent PSPs can continue to deploy their payphones if the FCC would simply carry out its decision-making and enforcement authority over payphones as envisioned and mandated by Congress more than 10 years ago.

Daniel P. Collins
Corporate Counsel



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Have you ever been working on something at your desk that you weren't able to solve, but then the minute you get up to get a cup of coffee the answer comes to you in the kitchen?

Sometimes, a fresh perspective and a change in mindset can be all that are needed to put you and your business on a whole new path toward success. So says Jim Cathcart, a featured speaker at APCC 2007 and the president and founder of Cathcart Institute Inc., which has written and published a wide variety of learning resources in the area of human development. In his session at the show, Cathcart discussed "Preparing Your Sales Arsenal: The Definitive Sales Planning Guide," and he talked about why he coined the term "relationship selling."

"If you make a sale, but you don't establish a relationship, that's what a vending machine does — that's a transaction," he explained. "The purpose of selling is to establish professional business friendships. When you go out to make a sale you're assuming that the purpose of the call is to establish a business friendship that is profitable for you and your customer. In short, you need to build business relationships to become more profitable." It makes sense that customers who feel comfortable with you and your knowledge will be more likely to buy your services.

To serve customers best — and thus to boost your sales the most — Cathcart recommends that payphone service providers (PSPs) change their thinking about selling to location owners on several levels.

Start with your premise

In any situation, the premise you start with will shape the conclusion you reach, Cathcart noted. "The way people think about their business determines the way it evolves," he said. "Do you think you have a hard-to-sell product?"

Cathcart used the example of bungee jumping to illustrate his point. On paper, it should be a hard sell, but in reality, it isn't. "Customers are urged to wrap a rubber band around their ankles and jump to their death. But you see people lined up to pay \$89 for this 15 second experience. Are the companies selling this as a high risk activity? No, they're selling thrills. And people are buying it," Cathcart said.

Think about how best to sell your product. What



problems do you solve? What feelings/goodwill does your product induce? Maybe the location owner isn't happy with his current payphone provider; you obviously could offer better service — problem solved.

Another problem you solve is that you provide a phone for the location owner's customers to use, which makes his life easier because people will not be asking to use his all the time. Also, by offering payphones to their customers, location owners are, in effect, telling them they value all of their needs. Customers can make calls to find out what grocery item they've forgotten, to ask for a ride home, etc.

Another important point is that customers can use the payphone for emergency purposes, which is especially important when the business is closed. For many reasons, by providing a payphone, a location owner is able to build customer loyalty. These are the types of nuances that should be covered in a sales call to potential customers.

A shift in focus

Business guru Jim Cathcart says the best way to approach sales is to focus on building relationships

Along the same lines, Daniel Burrus, a technology forecaster and business adviser, warns that one common customer premise is incorrect. For do customers always know exactly what they want? "Customers ask for what they want, but if they don't know what's possible, they will ask for too little," he has written.

Therefore, Cathcart advises, "Get customers to think bigger and tell them what's possible. Be perceived as a resource and partner in problem solving rather than as a vendor."

Of course, being a resource might mean that you'll have to offer more than just payphones.

Learn what you don't know

Too often, we get stuck in our ways. We think we know nearly everything there is to know in our given areas of expertise, or we tell ourselves we're just too busy to learn anything new.

That type of thinking can lead to disaster,

Cathcart warned. "Most salespeople tend to specialize in only a small fraction of their product line, and therefore, they regularly miss easy sales they could have made ... The world is changing more than you are, so you need to think about in what ways are you obsolete? Some of the things you know are no longer true," he said. Look at new technologies and how people are using them, and look at sideline businesses such as ATMs and air/vac/water machines. Then you can determine if it makes sense for you to expand your business.

Also, consider anew the ways that payphones can be used. "Be proactive in reminding people that payphones matter. They're a needed resource. Talk with emergency services and city planners in your area on being part of their strategy for keeping a secure, safe community," Cathcart advised. "We tend to think too small. Think of yourself as part of the solution and part of the fabric that makes the community what it is."

In addition, take a few minutes to reflect on what you'd like your future to look like. What's your dream? What skills will you need to develop, and what attitude should you cultivate to get there? "You need to look to the future to define the person you need to become," Cathcart said. "Ask yourself, 'How would the person I'd like to be do the thing I'm about to do?' Ask yourself this question each day to grow and evolve your business."

Develop a new mindset

Once you've decided where you want to go, prepare yourself to excel. "Your preparation starts with your mindset, how you think about the situation. Go into meetings thinking like a decision-maker and with a mindset to learn," Cathcart said.

"In sales, people go into a meeting and tell people about their products. Instead, you should go in and listen to prospective customers and solve their problems. It's a huge shift in mindset. [In the latter scenario,] you look at the customer's place of business beyond where to place a payphone and develop a continuing collaboration as business partners." That is, you may seek to meet some or all of the customer's telecom and equipment needs rather than just placing payphones.

By listening to a location owner's concerns, you may find you can provide even more solutions than you'd originally anticipated. For instance, maybe the owner is having trouble with his business telephone and/or lines. Since you have telecom expertise, you could offer to look at it for him. It could be an easy problem for you to solve, and you would build great customer loyalty by doing so. Some PSPs actually offer dial tone to location owners, which is a great service. But if that's too ambitious for you, perhaps you could suggest an alternative dial tone provider to your customer, or even a less expensive long distance carrier. That would be an easy way to help him, and again would build loyalty.

And for PSPs who are diversified, it's a no-brainer to offer many services to a location owner — payphones, ATMs, air/vac/water machines, vending machines, etc. Dealing with one provider of these services makes things a whole lot easier for location owners.

Over time, as you continue to solve challenges and build the relationship, trust will develop. "The higher the level of trust, the less need there is to use persuasion to make a sale," Cathcart said. "You become a partner instead and benefit from that perception."

Keep in contact

"Sales will increase in direct proportion to two basic numbers," Cathcart said. "The first is the number of times you contact the decision-makers, and the second is the number of times in your conversations with them you mention the benefits of working with you, the measurable value they'll receive."

That is, if you increase the number of times you talk with location owners and explain to them all of the benefits they'll receive by partnering with your company, the amount of business you do will increase. By connecting regularly, and sharing pertinent details, the location owner will feel that you both are invested in his company's success — and your own business will benefit as a result.

Cathcart notes in his book, "Relationship Selling: The Eight Competencies of Top Sales Producers," that business owners should "use a checklist to prepare your mind, appearance, customer information, company and product information ... so you can be at your best on every [sales] call." And once you arrive at a customer's location: "Look around, listen to others, notice what they talk about, what excites them, what scares them, what bothers them. Notice what is working and what is not, especially outside of your areas of interest."

By carefully observing your surroundings, and listening carefully to what the location owner says — and doesn't say — you may discover a market need that you can fill not only for his business, but for other companies in your area, too.

In the end, by making regular contact with location owners, listening to their concerns and responding with resources to solve their problems, both you and the businesses you serve will boost your bottom lines. ■

Editor's note: Jim Cathcart has very graciously provided APCC additional materials that are available on our Web site, www.apcc.net. Click on "Tradeshows," then "APCC 2007," then "Welcome Breakfast — Jim Cathcart." The Power Point slides are available from his presentation, as is his ebook titled "Sales Readiness: How Preparation Leads to Opportunity." Cathcart can be reached at Info@Cathcart.com, and his Web site is www.Cathcart.com.

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

A sales preparation checklist

Noted speaker and author Jim Cathcart offers 21 ways to increase sales now

Editor's note: In many fields, sales is what makes the world go 'round, and the payphone industry is no exception. You wouldn't be able to place a payphone unless you had the agreement of the location owner. And you can't get that agreement unless you make a sale.

Some payphone providers are exceptional at sales; others not so much. No matter which category you're in, this article will sharpen your skills and place you on more solid footing with your sales approach. This information has been excerpted from Cathcart's book "Relationship Selling: The Eight Competencies of Top Sales Producers."

1 Prepare yourself to excel.

Use a checklist to prepare your mind, appearance, customer information, company and product information and the selling environment, therefore ensuring that you will be at your best on every call.

2 Make this contact the beginning of big things to come.

Expect this call to result in a business friendship with surprising potential. There is no way to know how much could come from a seemingly trivial contact.

3 Go with the intention of learning, not telling.

Don't rely on product knowledge to make you more persuasive. Listen to the concerns and interests of the prospect. They will teach you how to sell to them if you will just pay attention.

4 Know your competitive advantage.

Study your company and your products and services in relation to what your competitors offer. Know where and how you stand out, and where you don't. Be prepared to discuss these comparisons at any moment.

5 Know what to wonder about.

Know in advance what questions to ask by knowing what answers you need. Cultivate a strategic curiosity. Learn to be curious about the things that will advance your chance of making a sale.

6 Notice more.

Look around, listen to others, notice what they talk about, what excites them, what scares them, what bothers them. Notice what is working and what is not, especially outside of your areas of interest.

7 Target the people who are your best prospects.

Don't spend dollar time on penny contacts. Call on people who can and do make buying decisions. Best customers have patterns. Calling on people with similar needs, circumstances, and interests makes you more likely to create another best customer.

8 Dress like the professional they hope you are.

Don't dress for comfort, dress for impact. You don't need a three piece suit necessarily, but you can intentionally look more professional. Your work materials also say a lot about you. Control your nonverbal impressions.

9 Find the diamonds in your own backyard.

More business exists around you than you know. Look among your friends, neighbors, existing customers, past customers, colleagues, competitors and coworkers for the opportunities that others overlook.

10 Ask for specific referrals.

Tell people what your ideal customer or prospect looks like. Ask them who they know who fits this description. Then ask them to take a specific action to help you meet the

prospect: a telephone introduction, a testimonial letter, arrange a luncheon or coffee shop meeting, etc.

11 Build your brand identity.

Get yourself and your company known within your market area. Write articles, letters to the editor, offer expert input for reporters and editors, conduct surveys, provide free services to key people, donate your time to worthy causes, put your photo on your business card, share valuable ideas via e-mail. Create a broad awareness of yourself as an authority on what you do.

12 Build a fortress of great relationships.

It is not only who you know that determines the value of your relationships, it is whether they know you as a valuable business resource. Define who you need to know today and five years from today. Start now to cultivate the relationships and the reputation, which will expand your possibilities.

13 Learn to manage points of view.

Half your job is keeping yourself and others in the right frame of mind. Cultivate your ability to keep the focus on the things that matter most. Become a person who can put everything in perspective for others.

14 Manage tension during the sales process.

As tension rises, trust falls. Be aware of the ebb and flow of tension as the sale unfolds. Learn to reduce it when it gets in the way and to momentarily increase it to add urgency to the decision process.

15 Look like good news to your customer.

The way you are perceived by your customer determines how much resistance you will encounter as you sell. Learn to project a positive feeling among those you communicate with. Become a partner in problem solving, not a sales persuader.

16 Build a selling style that uses your sales strengths.

Use the combination of online communication, in person calls, telephone contacts, trade show attendance, and public speaking, which allows you to shine. Build a mix of activities to diminish your sales weaknesses and amplify your strengths.

17 Know the person and his situation.

Get to know the psychological needs of your prospect as well as knowing what his technical needs are. Sometimes the way someone wants to feel has more influence on his decision to buy than what he actually needs.

18 Give samples of the experience you represent.

A movie ticket doesn't buy you a seat in the theater; it buys you the experience of enjoying the movie. What experience does your product or service bring to people? Give them a way to sample the value of that experience through your presentation. One way to do this is to tell success stories of others who use your products.

19 Stay conscious of the meaning in what you do.

When a person doesn't find much meaning in what he does, he doesn't bring much value to what he does. Write down specifically how your product or service makes life better for those who buy it. Read this description every day briefly, to keep in mind the reason behind the purchase. It's not about buying; it's about benefiting from buying.

20 Know when and how to ask for the order.

Learn to recognize buying signals, how to ask differently with different people, when to let the customer sell himself, how to negotiate details and when to walk away. If you don't ask, you don't get. But how you do it often determines success or failure.

21 Deserve to have loyal customers.

Know how to cultivate dedicated clients. Be the kind of person people rave about. Become competition-proof by delivering more than people expect. Overfill your client's needs and be their business friend, even when they are not buying from you. ■

Jim Cathcart, who has worldwide recognition as a professional speaker, gave the keynote address at APCC 2007. He is the author of more than a dozen books and is the president and founder of Cathcart Institute Inc. His Web site is www.Cathcart.com.

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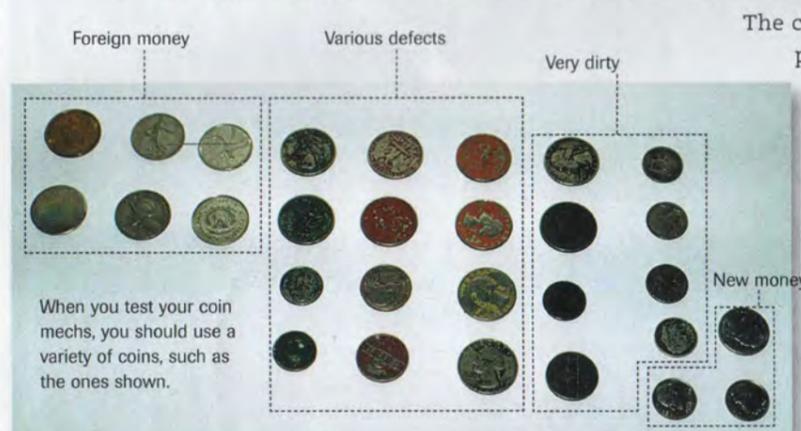
tech talk

by Steve Klein

Coin mechanisms: Your portal to profit

Here are the basics and a few good ideas for how to keep them operating consistently

Editor's note: Due to reader request, we will on occasion repeat popular columns from past issues. This column originally appeared in the May 2000 issue of *Perspectives*.



The coin mechanism is one of the most important pieces inside your payphone, since without a coin mechanism, you have no source of cash revenue.

While dial-around compensation and operator service provider (OSP) commissions are nice, no smart payphone service provider (PSP) wants to give up coin revenue. However, losing coin revenue is exactly what happens when the coin mechanism malfunctions.

There are several types of coin mechanisms available. We are going to address the mechanical type and some simple ways you can ensure the good operating condition of this important part of your payphone.

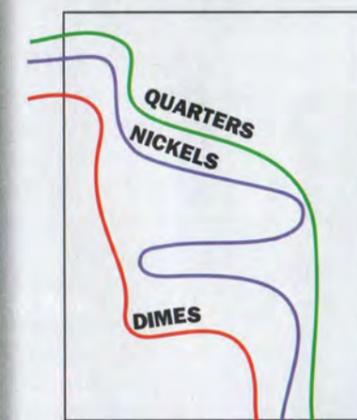
The basic mechanical coin mech has an entrance for the coins that is protected by a gate and often a plate that can block entrance when a jam occurs. The coins feed into the mechanism through various paths using levers, ramps, swivel-type devices, magnets, pins and springs. The coins are steered into stalls that feed to the trigger switches associated with the particular denomination.

Traveling coins

Next, let's talk about where each coin travels. You may want to take a mechanism and put it in front of you to learn the next steps. ▶



Klein mounted this coin mech on the wall for troubleshooting.



10¢
5¢
25¢

This coin mech is incredibly dirty. ▶

◀ This photo shows the dime door open.

This photo shows the dime door closed. ▼



▲ Top photo shows dime and nickel tester.

Bottom photo shows quarter tester. ▼



The quarter leaves the gate area and drops into the first testing area of the mechanism. Here, a seesaw lever with a counterweight and a latch does several things: the coin is sized,

weighed and mass-tested. If it passes these tests, it is dropped onto the first ramp, where it rolls to a pathway that steers the quarter to the far-left stall.

The nickel path is similar, but because the nickel is smaller than the quarter, it slips past the quarter tester and into the nickel tester section. The nickel tester uses a similar seesaw and lever rocker, but without a latch. As it navigates a path to the nickel stall, there is more zig-zagging action than the other coins take.

The dime drops past both the quarter and nickel test sections to the bottom dime tester. The dime tester seesaws the coin and dumps it to the left into a small portal. Here, a hanging lever tests the coin further and then steers the dime to the middle stall.

For all coin paths, there are strategically placed magnets to divert any ferrous metals that might happen to come along and cause them to end up in the coin reject path. The coin reject path also accepts the rejects from the different weighing and comparing areas for all the coin denominations. ▶



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- 🔒 Service is suspended to an ANI when the usage has reached a \$25 daily limit. The PSP is immediately notified by email of possible fraud.
- 🔒 Interdigit time out is designed to prevent any user from clipping onto the phone line and manually entering the dialing sequence.
- 🔒 PSP Globalcom sets a per minute cost cap to the PSP's account; this allows access to hundreds of countries with a single band for programming. PSPs can increase the cap, allowing more calls to other destinations.
- 🔒 When a call reaches a length of one hour, the PSP is immediately notified by email with a flagged call report of possible fraud.
- ✉ Email reports: Daily, restricted country, top destination, account balance, flagged calls, suspended ANI, trend, history, and more.
- 📶 Ringback Overlay delivers high completion rates!
- 📞 **SIT** SIT tones insure the return of coins when a call does not complete.
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This is all cool until something gets in the path of your coin as it is blazing toward your coin box.

Dirt is Enemy No. 1

Just what are some of the things that can go wrong? Unfortunately, there are many areas that can malfunction. But the No. 1 cause of problems is the filth that coins deposit into the mechanism as they make their trip through.

A good cleaning can cure most problems, but knowing where the jam is can help focus your efforts. The best first step is to clean all the ramps and guides in the coin path.

You should use a mild cleaner like Formula 409 or Windex. Take an old, stiff toothbrush and some paper towels and scrub out the ramps, levers and guides to make them as clean as possible. However, it's important that you not soak the mechanism with cleaner. Use enough to get the job done, because excess will just make cleanup harder.

After scrubbing, use the paper towel to blot up

the foamy dirt and loose debris. Pay careful attention and get into and behind various nooks and crannies within the mechanism. Open up the little door on the left side of the mechanism by unlatching the spring and get the dime path good and clean. Pop the door on the bottom right and clean the nickel path also.

After you are finished cleaning, carefully inspect the mechanism for missing hardware. Make sure all three counterweights are in place and are swinging properly. Check the two silver-colored swiveling bars on the lower left side for free moving action. If necessary, remove them to clean underneath. The top bar comes off by turning clockwise while lifting, and the bottom bar comes off by turning counter-clockwise while lifting.

Testing 1, 2, 3

After everything is reassembled, test the mechanism thoroughly. Make sure the mechanism is level as you test it, because if it is tilted, it can alter the test accuracy. I hang the mechanism from a screw in the wall so I can see all sides while I test it.

You should use a small selection of coins from the field as test pieces. I prefer to use some new coins, some old coins, some dirty coins, some clean ones and some slightly damaged ones.

You shouldn't expect the mechanism to accept every coin every time. The ratio should be around 95 percent, which means if you drop the coin 100 times, it should work 95 times. Since dimes are so light, they may reject slightly more often. The bottom line is that all the coins should be accepted almost all the time.

Also, don't forget to test the mechanism after it's re-installed in the phone. Sometimes external forces within the phone can affect the mechanism. If the mechanism works with the phone opened but then acts funny when the unit is closed, check the clearances inside the housing to make sure everything lines up.

Utilizing these methods should enable your phones to collect coin with as few problems as possible. Remember: It is better to have the coin mechanism working perfectly by instituting these maintenance measures than to have to continually go into the field to service an inoperable phone. ■

Steve Klein, a payphone advisor in Virginia, is vice president of technology for Jacqui Electric Co. in Virginia.

CUSTOM TELEPHONE PRINTING



APCC MEMBER

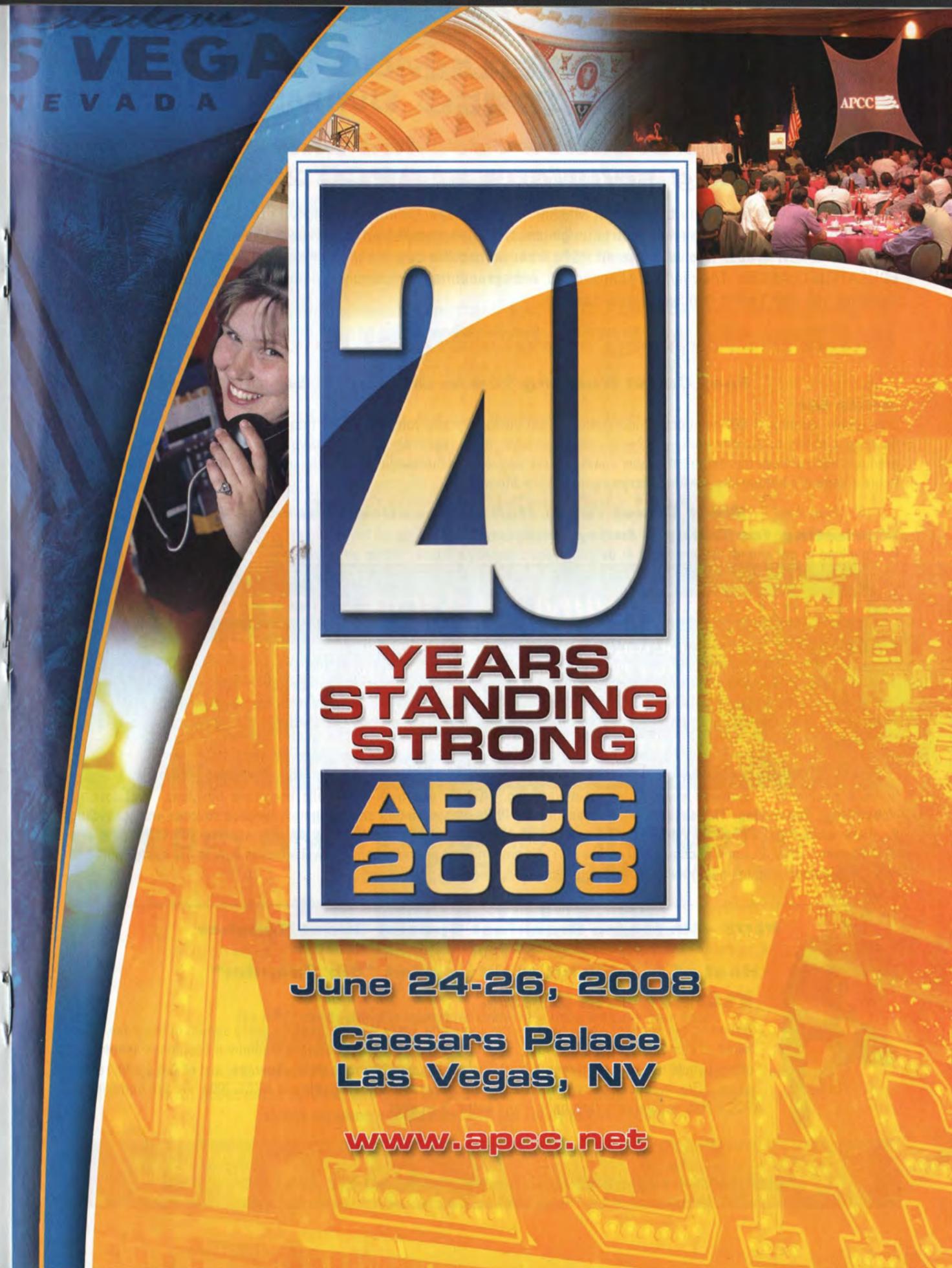
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20

YEARS STANDING STRONG

APCC 2008

June 24-26, 2008

**Caesars Palace
Las Vegas, NV**

www.apcc.net

APCC 2008 GENERAL EDUCATION CLASSES

PSPs share creative revenue and cost-cutting solutions at APCC 2008.

Whether you own a payphone business in Massachusetts, Texas, California or elsewhere, we are all facing similar challenges. APCC 2008 proves that even in tough times, resilient people and companies still find ways to compete and expand into new areas. We've gathered PSPs from across the country to lead an important series of GENERAL EDUCATION CLASSES. Their industry knowledge, entrepreneurial spirit, and willingness to share their success is so inspiring, you won't want to miss a single session.

What's working - from coast to coast.

("Anything for You"*) East Coast Keeping You in the Game: Small Change Adds Up

Semi-public phones. 1-800 numbers. Understanding your customers and your route. The future of your payphone business may lie in your ability to identify who your customers are and to think creatively about what you can bring to them. Learn what products and services this established east coast PSP is using to meet the needs of his customers while adding incremental value to his company's bottom line - without large capital expenditures.

("Wild, Wild, West"*) West Coast Town Hall: Innovative Products, Services, and Marketing for Today's Independents

Get involved to get ahead. Be proactive in defining your company's future. While other payphone providers are looking to sell, this west coast PSP is growing. Come find out how he's doing it in this dynamic idea exchange. We promise you this - his excitement for our industry's potential is contagious.

("Should've Known Better"*) Southern Hospitality: Business Opportunities and Regulatory Issues - Inmate Phones

It's rare to hear about growth potential in the payphone industry, but that is just what this session is all about. The number of independent public payphone providers moving into the inmate phone service marketplace has grown substantially over the last few years. Learn what's happening today to make this a viable opportunity for independents, the strategies and precautions required for success, and products available from some of the top vendors and manufacturers currently serving the prison marketplace.

("Faith"*) Central Time on Business Strategies: Leave No Rock Unturned

Route consolidation. Expense sharing. Local advertising. AT&T's exit from the public payphone business. Networking. Networking. Networking. This session will be presented by PSPs who are intent on finding new revenue sources and are willing to share what they've found. Where can you find new business opportunities? How do you analyze your strengths and weaknesses? Why do some succeed and others fail? An unvarnished presentation that will address how to cut costs, where to look for additional capital, and how to protect your assets.



PLUS - Welcome Breakfast Special Guest Speaker Larry Winget

Host of A & E's hit reality series "Big Spender"

It's Called Work for a Reason!

Based on the speaker's new book by the same title, Larry Winget takes on every aspect of business. From sales to customer service, to teamwork and leadership, Winget attacks traditional business wisdom and offers simple truths in his direct, thought-provoking, and hilarious style. Now the host of A & E's hit reality series, "Big Spender," Larry Winget was the highly rated guest speaker at APCC 2003. On the occasion of APCC's 20th anniversary, he's back - and better than ever.

*Can you name the artists who sang these 1988 hits? "Anything for You" - Gloria Estefan; "Wild, Wild West" - Escape Club; "Should've Known Better" - Richard Marx; "Faith" - George Michael. There will be more fun and 1980's trivia challenges on-site at APCC 2008!

APCC 2008 COMPUTER LAB and PROGRAMMING CLINIC

Work smarter. Not harder.

Introduced at the 2007 conference & expo, APCC's Computer Lab received enthusiastic reviews and standing room only crowds. We've expanded upon that success in 2008.

The APCC/Micropact 2008 Computer Lab and Programming Clinic will offer hands-on instruction on how to make computers work for you. Plus - we've added some key classes on programming your pay phones and how to use APCC's exclusive web site tools to better manage your dial around.

Computer Lab and Programming Clinic classes are open to all registered APCC 2008 attendees. Detailed descriptions of the classes can be found on APCC's web site, www.apcc.net. Just click on the APCC 2008 "Computer Lab and Programming Clinic" link.

- **Mastering Basic Word Documents**
- **The Basics of Managing Excel Spreadsheets**
- **Using APCC Services' Exclusive Web Site Tools to Better Manage Your Dial Around**
- **Using Excel Spreadsheets to Analyze Data Files**
- **Payphone Programming Clinic**

EXHIBITOR BONUS MINI SESSIONS

APCC's 2008 conference program will include a continuation of the popular Bonus Mini Sessions - the powerful information-packed series run exclusively by APCC exhibitors and highlighting some of the products, services, and resources available on the Expo Hall floor.

Bonus Mini Sessions are open to all registered 2008 attendees.

A CURRENT LIST of APCC 2008 BONUS MINI SESSIONS is posted on APCC's website, www.apcc.net. Just click on the APCC 2008 "Bonus Mini Sessions" link.

20th ANNIVERSARY INDUSTRY CELEBRATION

We're going to party like it's... 1988!

Thursday, June 26, 2008

7:00 pm - 10:00 pm

No APCC tradeshow is complete without a little let your hair down, blow off some stress fun. This year, we're partying 1980's style.

Not sure what to wear to APCC's 20th Anniversary Industry Celebration? The look for this party is all about color, volume, and hair. So pull out the acid-washed jeans, tease up the hair, throw on some sunglasses, and get ready to have some fun.

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.**

Attention Golfers!

Information on the APCC 2008 golf tournament is now available on APCC's web site, www.apcc.net.

Just click on the APCC 2008 link "**Golf Tournament**" for your update!

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

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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

		EARLY BIRD Prior to May 30	After May 30	Amount Due
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)

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

CHECK: Check # _____

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Fax: 703.739.1041

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

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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**

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legal & regulatory

by Dan Collins

APCC Services files opposition to Sprint/AT&T petition to U.S. Supreme Court

On Dec 7, APCC Services Inc. filed an opposition (opposition) to a Petition for a Writ of Certiorari (petition) that Sprint and AT&T had filed with the U.S. Supreme Court in October of 2007. Sprint and AT&T filed the petition asking the Supreme Court to overturn a lower court ruling that APCC Services had standing to sue Sprint and AT&T on behalf of its customers who had assigned their claims to APCC Services.

In arguing that the Supreme Court should deny the carriers' petition, APCC Services stated that the decision of the lower court was correct and did not conflict with any prior decision of the Supreme Court or any other court of appeals. APCC Services also argued that the carriers' petition should be denied as it did not raise an issue of general importance. APCC Services also noted that further review would be especially inappropriate to prolong an eight-year delay in resolving the preliminary issue of standing.

Under Supreme Court procedures, the petition and APCC Services' opposition were to have been distributed to the justices in mid-December for a conference on Jan. 10. The Supreme Court's decision was scheduled to be released on Monday, Jan. 14 (after press time). It is expected that the Supreme Court will deny the carriers' petition.

FCC publishes list of items on circulation

On Dec. 4, the Federal Communications Commission (FCC) announced that it would begin publishing on its Web site a list of items before the commission that have been circulated to the commissioners and are pending action by the full commission. FCC Chairman Kevin Martin previously informed Congress of his intent to take steps to ensure equal access to information, particularly in regard to the disclosure of information about proposed rules that are scheduled to be considered by the commission.

The list, which the FCC intends to update weekly, can be viewed by going to <http://www.fcc.gov/circulation/>.

Commissioner Adelstein nominated to additional term

On Nov. 30, President Bush announced his intention to nominate FCC Commissioner Jonathan Adelstein to serve an additional five-year term on the commission. Of the announcement, Adelstein stated, "I am deeply honored that the President has



Jonathan Adelstein

announced his intention to nominate me to serve another term as Commissioner of the Federal Communications Commission." FCC Chairman Kevin Martin said, "If confirmed, I look forward to continuing to work closely

with Commissioner Adelstein. He has served admirably on the commission since 2002. The commission has greatly benefited from Jonathan's substantial telecommunications experience and his long record of public service."

The nomination for the new five-year term, which would expire on June 30, 2013, still must be confirmed by the U.S. Senate.

Reminder: Form 499-A filing deadline approaching

With spring will come warmer weather, longer daylight hours and, unfortunately for payphone service providers (PSPs), the filing deadline for the FCC's 2008 Form 499-A. Although the FCC will not release the exact filing date for Form 499-A until early March of 2008, the filing deadline typically falls on April 1.

Form 499-A consolidates a payphone provider's revenue from the previous year for purposes of determining payments to the Universal Service Fund, the Telecommunications Relay Service Fund, the North American Numbering Plan Fund, and the Local Number Portability Fund. All PSPs are required to file Form 499-A regardless of whether they meet the de minimus exemption threshold for purposes of contributing to the Universal Service Fund.

As in past years, the American Public Communications Council Inc. will post the form and an explanatory memo for members on its Web site once the filing deadline is set and the FCC formally releases the 2008 Form 499-A. ■

Dan Collins is corporate counsel for the APCC.

state payphone association meetings calendar

Illinois Public Telecommunications Association
(847) 808-8988

6 p.m.
Jimmy's Charhouse, Riverwoods, Ill.
March 13
July 15
November 11

Independent Payphone Association of New York
(718) 776-8179

6-8 p.m. Crowne Plaza La Guardia
March 12
May 14
July 9
September 10
November 12

Midwest Independent Coin Payphone Association
(636) 922-5213

Holiday Inn - Oakland Park (airport)
March 12
June 11
September 10
December 10

Payphone Association of Ohio
(440) 951-0604

10:30 a.m.
Columbus-Marriott
April 3
October 2

Southern Public Communication Association
Tennessee Payphone Owners Association
(866) 305-0836

February 20-21
The Peabody Memphis Hotel
Memphis, Tenn.

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

industry briefs

product news

ThinkGeek, Nabaztags

Wi-Fi users have two new gizmos available to them now to make life easier — and more fun.

ThinkGeek has introduced Wi-Fi Detector T-shirts, and Nabaztags offers Wi-Fi-enabled bunnies.

Not only can Nabaztags' bunnies send e-mails and SMS messages, they can update owners on a variety of information on the Internet, including weather, traffic and stocks.

The bunnies are pets that show emotion by changing colors and moving their ears. They stand about 9 inches high and are about 5.3 inches in width and diameter.

ThinkGeek's cotton T-shirts feature glowing bars that change as the surrounding Wi-Fi signal strength fluctuates. The shirts' animated decals are removable for washing,

and their battery packs are concealed in a small pocket sewn inside the shirt. The system runs on three AAA batteries, which customers purchase separately.

For more information about the bunnies, visit www.nabaztags.com. For more information about the shirts, visit www.thinkgeek.com.



people & places

OutdoorPartner Media Corp.

OutdoorPartner Media Corp.'s wholly owned subsidiary, Prime Point Media, has extended its payphone advertising agreement with Verizon through 2014.

Their current agreement gives Prime Point the exclusive right to sell wrapped advertising on Verizon's regular-sized payphone enclosures nationwide. It was set to expire in August of 2009, but was extended through September 2014.

In addition, the company has secured the right to build and sell advertising on large format payphone enclosures at certain Verizon payphone locations in New York City upon regulatory approval.

“Verizon has been a great business partner, and we look forward to continuing to work together over the next seven years,” said Mark Brodtkin, president and CEO of OutdoorPartner. “An extended relationship — on favorable terms — with the largest payphone provider in the U.S. is a cornerstone of the continued success of our payphone kiosk advertising network, which incorporates more than 350 individual payphone companies.”

Verizon is pleased with the extended agreement as well, said Gerard Doolan, manager of kiosk advertising for Verizon Public Communications. “We look forward to continued successes in wrapped advertising and exploring the additional opportunities with Prime Point Media regarding our large format payphone advertising.”

In other news, OutdoorPartner Media Corp. has secured its largest Bluetooth advertising contract to date.

The contract, which began in January 2008, is valued at more than \$800,000 and is the first part of a larger payphone kiosk/Bluetooth advertising campaign planned for 2008. The campaign will comprise payphone kiosk displays in 13 U.S. markets along with a Bluetooth component in 11 U.S. markets.

Advertisers utilize OutdoorPartner's Bluetooth solution, PrimeCasting, to deliver rich digital content — videos, MP3s, games and coupons — onto the mobile phones of a highly targeted audience.

“This contract is the company's sixth Bluetooth contract and provides further evidence of the acceptance of our Bluetooth advertising solution, PrimeCasting,” Brodtkin said.

For more information, visit www.outdoorpartner.com or www.primepointmedia.com.

VideoKall

VideoKall Inc. has won the International Association of Money Transfer Networks' (IAMTN) World Payments Award for Excellence in Innovation. The California-based startup company accepted the award late last year during the IAMTN conference in London.

The VideoKall service will comprise video payphones at shopping malls in several U.S. states where Mexican, Filipino and Indian migrant workers are frequent visitors. The company also will be establishing a network of video payphones at shopping centers in Mexico, The Philippines and India.

The U.S. payphone sites will include cash loaders that dispense SMART cards for cash. The overseas locations will have cash dispensers that deliver local currency when users insert SMART cards loaded with value transferred during a VideoKall.

The VideoKall technology makes it possible for migrant workers and their relatives to have “virtual reunions” through public video payphones, while at the same time providing international electronic money transfer.

“I recognized from the outset that VideoKall was a technology which could really change the way in which people sent remittances,” said Lady Olga Maitland, CEO of IAMTN. “I predict that much as YouTube popularized video messaging, VideoKall will make video remittance transfers a popular alternative for many migrant workers. VideoKall stood out amongst the bids for the prize because of its humane and caring approach to its customers.”

Vince Waterson, chairman of VideoKall, welcomed the award. “I wish to pay tribute to IAMTN for their vision in creating this new award for excellence in innovation in money transfer services,” Waterson said. “As a startup company surrounded by 800 pound gorillas, you can only imagine how difficult it is for VideoKall to get recognition in the marketplace, and so today, IAMTN has placed us on a pedestal for the world to see.”

VideoKall's system is designed for simplicity and does not require the participants to have institutional identification or disclose their name. The company's Web site, www.videokall.com, will contain a list of the locations and phone numbers of its network payphones.

Alltel, Boingo Wireless

Alltel Wireless now offers Alltel Wi-Fi, a program powered by Boingo Wireless that provides customers with laptop access to thousands of hot spots throughout North and South America.

Users can purchase Wi-Fi access at wifi.alltel.com. “Wi-Fi is an excellent complement to Alltel's existing portfolio of wireless Internet solutions and is a good fit with Alltel's strategy to provide customers with more ways to connect wirelessly to the Internet, e-mail, or corporate intranet,” said David Maddox, director of product marketing for Alltel Wireless.

Alltel has 12 million wireless customers. For more information, visit alltel.com.

AT&T

In early December, AT&T announced plans to exit the payphone business by the end of 2008. The company said that existing contracts and customer service commitments will continue to be honored during the period that the business is being phased out.

AT&T says its Public Communications unit has continued to experience significant pressure from reduced payphone usage, primarily as a result of the growth of alternative communications choices, such as wireless phones and personal communication devices.

The company plans to phase out both public payphones and phones provided under contracts at government correctional facilities through the end of 2008. AT&T stated in its press release that all customers will receive advance notification of specific plans as well as information on other potential providers and product options.

The move affects AT&T payphones in the company's traditional 13-state service area only (i.e., former SBC territories — Arkansas, California, Connecticut, Illinois, Indiana, Kansas, Michigan, Missouri, Nevada, Oklahoma, Ohio, Texas and Wisconsin). BellSouth Corp., which was acquired by AT&T Inc. in late 2006, had previously exited the payphone business in its nine-state service area. AT&T's wholesale payphone services are not affected.

“This is the right time for us to take this step on behalf of our customers, employees and stockholders,” said David Huntley, senior vice president for Customer Information Services. “We expect that independent providers will pick up much of this business, and, as we exit the business, we will be able to refocus our resources to areas that offer stronger growth potential and greater opportunity for the company.”

AT&T indicates that payphones in the United States have declined across the industry from about 2.6 million phones in 1999 to an estimated 1 million phones today.

Huntley said the company will be attentive to the needs of both customers and employees during the 13-month process of phasing out the business.

Current AT&T Public Communications customers can call (800) 809-0878 with questions.

The American Public Communications Council Inc. (APCC) issued a statement immediately follow-

ing the AT&T announcement. In it, APCC President Willard R. Nichols stated: “It should really be of small surprise that AT&T is following its sister companies in abandoning the public communications marketplace. Fortunately, the 1,000 plus independent payphone providers that make up the APCC will, I am sure, step up to the challenge to keep many of AT&T's former payphones in service for the public. We saw this after BellSouth exited, when the many small entrepreneurs that make up the independent public communications industry worked to keep those phone locations in service. The same happened when Qwest exited the payphone business.”

Nichols went on to say: “The provision of payphone services remains an important — even critical — piece of the American communications infrastructure. Today, there still are billions of calls being made every year from payphones. And importantly, for poorer Americans, the payphone remains their very lifeline for communicating, whether to their jobs or to family and friends or in critical emergency situations.”

Perspectives magazine

In line with some of the changes that have been taking place in the industry, *Perspectives* will now be published six times per year instead of 12.

You can rest assured that we promise to deliver the same quality material we always have, but you just won't be seeing us as often. Production of the January and February issues is already complete. The remaining four issues for this year will be published in April, June, September, and November, and the magazine will arrive by the first day of the month as is our custom. Thereafter, we should be returning to publishing every other month.

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

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last word

by Flori Meeks

Una buena idea: Aprende español

PSPs who learn Spanish will find it very beneficial for their businesses

Steve Moore has two words of advice for payphone service providers (PSPs) trying to thrive in today's business environment: learn Spanish.

Moore, the owner of Consumer Communication in Fremont, Neb., speaks from experience. He's been able to communicate in Spanish for the last five years. "I look at the majority of my locations, and they're typically in areas where there are a lot of immigrants, mostly Spanish-speaking people," says Moore, who has 100 payphones on his route. "It's a great demographic.

"Being able to speak Spanish gives you instant credibility, and it's an easy sale."

First impressions

Most Spanish-speaking location owners can communicate in English, Moore said, but that's not necessarily the point. "When you speak to them in Spanish, it shows you made an effort to learn their culture, and they respect that."

Moore started learning Spanish about seven or eight years ago while traveling in Latin America. He and his wife took some classes in Guatemala and Mexico, and he continued the momentum on his own by reading. "It started mostly for pleasure, but it's become very beneficial for business," Moore says.

Learning to speak Spanish is a good idea for anyone in business today, says Tatiana Karmanova, director of the International Language Resource Center in Joplin, Mo. "The need is twofold," Karmanova says. "First, with the changing demographic in the United States, there is a large influx of the Hispanic population. Your customers and your employees will increasingly be Spanish-speaking."

Making it happen

Karmanova, who also is a language instructor, understands the reservations adults may have about delving into Spanish. "It is harder to learn as an adult, but I have students who are 80 years old, and they are learning."

Basically, she said, if you see the value of learning the language, you will have to carve out time to



do it. "It will be a long commitment, depending on how fluent they want to be. There are all sorts of community classes and continuing education programs, or you can hire a private tutor."

PSPs with limited time for learning also have the option of using technology. Students can use the resources at www.studyspanish.com, for instance, to teach themselves Spanish. Participants pay for audio CDs, which they use in conjunction with the Web site, but they also can access a number of free teaching tools there, including Spanish pronunciation tutorials.

Another option is the Rosetta Stone software program, which uses immersion to teach languages. Instead of showing students Spanish words with English translations, the program's interactive program relies on images to get ideas across. For more information, visit www.rosettastone.com.

Potential Spanish students can find more information about educational options at www.spanish-professor.com/tag/learning-spanish.

"This is a skill you have to learn by practicing," Karmanova says. "But the rewards are great." ■

Flori Meeks is a freelance writer who is based in Houston. She has 20 years of writing and editing experience, and has been writing for *Perspectives* for nine years.



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