

PERSPECTIVES

ON PUBLIC COMMUNICATION • OFFICIAL MAGAZINE OF THE APCC®

September 2008
Volume 16
Number 5



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APCC 2008

... and a good time was had by all



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APCC

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editorial

The Supreme Court's decision follows on to our victory last year when the court ruled, at our urging, that payphone providers do have the right under the Communications Act to sue the carriers in federal court for unpaid DAC. Following that decision, the carriers made every effort to frustrate and delay our litigation against them. In every effort, we have prevailed.

We now will be moving forward immediately to force the carriers, once and for all, to give us their switch records, which both we and they know can prove how much of our DAC money they failed to pay. And notwithstanding the carriers' efforts at obstruction, the trial court in the District of Columbia has already approved a "case management plan" designed to resolve over the next year all of the discovery issues necessary for us to prove our damages.

Cal Thomas, the nationally syndicated columnist, recently observed that "The business leader who puts principles and ethics before profit and corner cutting surely influences his or her employees." (Cal Thomas, *The Washington Times*, May 9, 2008.) Perhaps one of these days with the management changes that have occurred and are occurring at these carriers, we and their stockholders and customers will see some improvement in their commitments to "principles and ethics" and not just hollow words in their vaunted ethics manuals and programs.

With hundreds of millions of dollars at stake and even with FCC-approved interest on our claims growing at hundreds of thousands of dollars each and every month, these carriers may instead just continue with their obstructionist tactics. But the road is now clear and it leads only to one place: Each of them now, ultimately, will have to give us the hard evidence of their misconduct in not paying the dial-around compensation that was due to our customers.

Willard R. Nichols

Willard R. Nichols
President

Supreme Court rules in our favor – again

For the second time in just over a year, the U.S. Supreme Court has derailed the continuing and increasingly desperate attempts by Sprint and AT&T (and Qwest) to stop our ongoing litigation to collect the millions of dollars in dial-around compensation that the carriers failed to pay.

We now will be moving forward immediately to force the carriers, once and for all, to give us their switch records, which both we and they know can prove how much of our DAC money they failed to pay.

Those of you who attended APCC 2008 know that the day before we began our meeting in Las Vegas (June 23), the Supreme Court released its decision finding that APCC Services could represent its almost 1,400 PSP plaintiffs with a single case brought against each one of the individual carriers. (The carriers, in an attempt to frustrate our litigation, or at a minimum, severely limit our damages, had argued that we were required instead to bring almost 1,400 individual suits for collection against each of them.)

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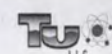
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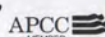
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by Tracey Timpanaro

APCC

marks its 20th anniversary at APCC 2008

From far out ideas to covering the basics, APCC 2008 delivered top notch advice for payphone providers

Celebration was certainly in the air at APCC 2008 June 24-26 at Caesars Palace in Las Vegas. With the theme "20 Years Standing Strong," the American Public Communications Council Inc. marked its 20 year anniversary and at the same time celebrated another major win at the U.S. Supreme Court.



The court's decision, handed down the day before the start of the show, found that APCC Services Inc. had standing to pursue, on behalf of its customers who had assigned their claims to APCC Services, the lawsuits it filed in federal court against the major carriers for their failure to pay dial-around compensation.

With this news and the wit and wisdom provided by Welcome Breakfast guest speaker Larry Winget, the show certainly started off with a bang. Winget, who is known as the pit bull of personal development, has a unique way of cutting through the clatter to reveal simple but important truths about how to succeed in business.

"Succeeding is not that hard — we make it hard," Winget said. "If we buy into the idea that it's hard, then we have an excuse for not doing what we need to do to succeed. It is the simple stuff that makes the biggest difference."

Some of the tenets he addressed are to take responsibility for what you do, flexibility

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While the inmate market has its challenges, Cotton said there are good opportunities for PSPs to pursue. He explained that each state has different guidelines for inmate facilities, and that there is new technology available that makes it easier to get into the market.

He explained some of the basics of setting up such a system and talked about some of the features that are important to offer. He also addressed sales and marketing issues, RFPs and revenue projection. Afterward, he turned the mic over to Townsend, who provided an update on key legal and regulatory issues that are facing the industry.

There is a petition at the Federal Communications Commission and a bill before Congress that would address the rates that can be charged from inmate phones. It's a complicated, multifaceted issue that is being watched closely by the industry, by inmate advocacy groups, and by the facilities themselves. The outcome could have a significant impact on the industry.

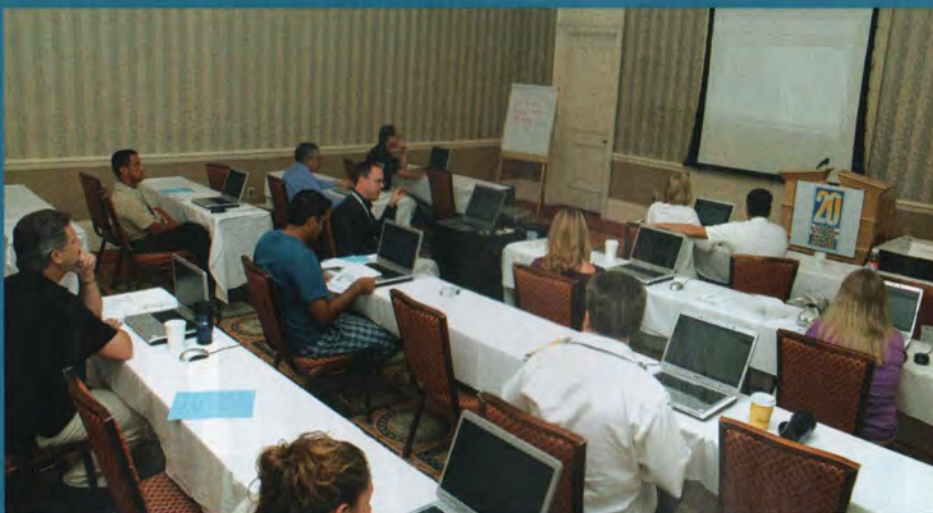
Creative thinking

The next session, "East Coast Keeping You in the Game: Small Change Adds Up," switched the focus back to a traditional payphone route. However, the speakers did a good job of encouraging PSPs to think way outside the box. Leading the session were Alan Rothenstreich, director of projects for TCC Teleplex, and Les Shafran, executive director of the Independent Payphone Association of New York.

Work smarter, not harder

With the theme of "work smarter, not harder," APCC and MicroPact Engineering were pleased to present Computer Lab and Programming Clinic classes at this year's show. Back by popular demand from an outstanding debut at APCC 2007, the classes covered a wide variety of topics and rounded out the general education package offered to attendees. Topics included:

- Mastering Basic Word Documents
- The Basics of Managing Excel Spreadsheets
- Payphone Programming Clinic
- Accessing Dial-around Information on APCC Services' IDEAS Web Site
- Using Excel Spreadsheets to Analyze Data Files



David Rossé leads a clinic on "Accessing Dial-around Information on APCC Services' IDEAS Web Site."

Some of the ideas discussed included:

- one payphone provider in New York City is experimenting with using some pedestals to refuel electric cars;
- if a city is looking to increase security surveillance, you could put video cameras in your pedestals (the Los Angeles County Sheriff's Dept. recently deployed a wireless video surveillance network in Lynwood, Calif.);
- TCC Teleplex worked out a deal with a billboard company to provide broadband service so the company could post live updates on its billboards in certain locations; and
- The Metropolitan Transit Authority in New York put out an RFP seeking ways to measure bus timetables. PSPs could put counters in their pedestals.

Rothenstreich also reminded attendees of the basics: thinking about who your customer is and what he needs, remembering that your techs are your eyes and ears in the field, and exploring partnerships with other businesses wherein you can use your existing resources.

Image is everything

Utilizing our collective resources as an industry is key to raising the visibility of the industry as a whole, according to the speakers who led the show's final session, "The National Perspective: Payphones, Public Perception, and the Power of Grassroots Initiatives." Speakers included Tracy Doherty Taylor, a principal with Williams & Jensen, and Allen

Hepner, senior vice president of Strat@comm — Strategic Communication Counselors.

Both speakers remarked on the importance of maintaining a positive image of our industry in the media and before key legislators and regulatory agencies. "Perception matters — what people see on TV and on the Internet and read in newspapers is important, and we need to be part of the debate," Hepner said.

Taylor said she is a strong advocate of the tag team approach. "It's very effective if payphone providers meet with congressional members in their respective districts and then we meet with them on the Hill," she said. "We need to keep raising our issues with them; it's a matter of repetition, like water over a stone."

Even though it is unlikely telecom legislation relevant to PSPs will be signed into law this year, it is an excellent time to get to know your representatives and make them aware of the importance of payphones and the many issues facing the industry. "This is a great time for us to spend time educating them about our industry and the challenges we face," Taylor said.

"It is also a great time to start, or in many cases continue, to build relationships with our natural allies. Reaching out to non-profits, community groups, homeless shelters, battered women shelters and other groups that represent payphone users is extraordinarily valuable. We can talk about how useful our phones are, but having actual users and their representatives send that message to the media and Congress is all the more valuable," she concluded.

Dancing the night away

As has become custom, the show concluded with a rousing party, this time to celebrate our 20 years together. And what a party it was. Held Thursday night at the Risque Lounge in The Paris Hotel, APCC's 20th anniversary '80s themed party was truly a hoot. The evening featured great food, excellent company and killer dance tunes that had the whole place moving. And of course, props to David Fielder for rockin' the house behind the mic.

It was a fitting end to a grand week of seminars, exhibit hall exploration, networking opportunities and just plain old fun. ■

Dennis Williams of FCT Communications Inc. contributed to this article.

Editor's note: There were so many good ideas presented at the show that it's hard to cover them all here. So stay tuned to *Perspectives* in the coming months for expanded coverage of these crucial topics.



While not everyone can claim the panache of this gentleman, the dance floor was packed during the latter stages of Thursday night's industry party.



ADAME PHOTOGRAPHY

Bonus sessions served up hot topics

Sailing into its fifth year, the Bonus Mini Sessions continued in their tradition of providing quality information on today's hot topics for PSPs. Run exclusively by exhibitors, this year's series included the following sessions:

- Computer-Savvy Office by MicroPact Engineering
- Air/Vacs for Profit by Excel Tire Gauge
- Ask the Tech: How to Interface a Phone Line for an ATM — and other installation, maintenance and repair tips by *Perspectives* magazine
- Inmate Telephone Services for the Payphone Provider by NCIC
- Inmate Opportunities by CTI
- Billing Wireless Subscribers by BSG Clearing Solutions



In addition to the general education sessions and the computer and programming clinics, APCC 2008 offered Bonus Mini Sessions.

Expo excellence

Continuing a longstanding tradition of excellence on the expo hall floor, APCC 2008 was no exception. A wide variety of vendors offered everything from traditional payphone fare to ancillary business opportunities. Attendees could peruse payphones, booths and enclosures, coin counters, software, OSPs, inmate telephone services, air/vac/water machines, ATM machines, vending systems and video surveillance equipment.

But the expo hall had a fun aspect as well. Exhibitors offered all sorts of goodies, everything from balls and Frisbees to iPods, cash giveaways and gas cards. One company, Talk Too Me LLC, even gave away

a Wii game that attendees tested throughout the show.

"Our 'Win a Wii' contest proved to be incredibly popular, and we had a phenomenal show in general," said Andrew Horton, vice president, sales & marketing. "Our booth location ensured a high level of traffic, and we enjoyed a good amount of quality time with PSPs, speaking with them about how to improve their businesses."

"We're confident that this year's show, like those before it, will prove to be a worthwhile investment for Talk Too Me."

To learn more about this year's exhibiting companies, please refer to the following.

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* as excerpted from the APCC 2008 Show Guide

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APCC Services, the nation's leader in dial-around billing and collection, offers a staff with a combined experience of over 25 years. As

the leading dial-around aggregator, APCC Services has pursued notorious non-paying carriers, and has received settlements from such carriers that have benefited APCC Services customers only. Additionally, APCC Services is the only dial-around aggregator that uses all customer processing fees for the betterment of the payphone industry through legal, regulatory, and lobbying efforts.

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Greg Carter, president
7411 John Smith Drive • Ste. 1500 • San Antonio, TX 78229
Phone: (210) 949-7000 • Fax: (210) 949-7101
E-mail: sales@bsgclearing.com
Web site: www.bsgclearing.com

New products and services: BSG is introducing Bill2Phone Mobile-Collect, a service which enables the ability to place collect calls to wireless telephone subscribers.

Other products and services: Dial-around compensation services, credit card processing, risk management solutions, mobile collect.

CO-SPEED LLC

Robert Wachel, chief technology officer
4405 E. Sahara Blvd. # 16 • Las Vegas, NV 89104
Phone: (877) 433-0902 x 820 • Fax: (310) 496-2747
E-mail: bob.wachel@cospeed.com
Web site: www.cospeed.com

New products and services: Long distance service, directory assistance, and operator services.

Other products and services: ACT120 — payphone conversion kit — dumb to smart, coin to COPT.

CTI OPERATOR SERVICES

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

New products and services: Inmate Services: Correctional Control Network — You've been looking for a new revenue opportunity, and we have it. Partner with CTI 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 (inmate) 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. Some of the features offered on CTI's Correctional Control Network are 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 division alert, phone control, and many other features. All features of the Correctional Control Network have been developed and tested in cooperation with law enforcement agencies. Contact us for a live demonstration of CTI's Correctional Control Network.

Automated Bankcard Collect — CTI leads the way once again by developing and being the first OSP to offer Automated Bankcard Collect. With Automated Bankcard Collect, your customers can now complete collect calls to millions upon millions of phones that would otherwise fail validation. This new product is available on both CTI Operator Services and "Collect Calls Dial *11". Imagine the revenue potential. **FLEX ANI Identifier** — CTI's free FLEX ANI Identifier can help you increase your dial-around compensation! How? FLEX ANI Identifier is an automated system which continuously monitors and records FLEX ANI coding digits. PSPs are automatically notified via e-mail of any payphones that are identified with the incorrect FLEX ANI coding digits. This gives PSPs an opportunity to immediately contact their LEC in order to correct the FLEX ANI and therefore minimize lost dial-around revenue. CTI also maintains history on its Web site of all FLEX ANI codes which can be viewed and/or downloaded at any time. With FLEX ANI Identifier, there is no need to run complicated programs.

Other products and services: CTI continues its dedication to the success of the payphone industry. CTI pioneered innovative products such as "Collect Calls Dial *11", the standard for calling collect on over 300,000 payphones. **PCA (Pre Call Advertising)** — offer your dial-around callers an option to complete a collect, calling card, or credit card call through the PCA network and receive a generous commission. **FLEX ANI Identifier** — helps increase your dial-around compensation. **Automated Bankcard Collect** — completes collect calls to CLEC and cell phones. CTI offers quality Operator Services with the highest commissions. **Direct-Dial Long Distance (1+)** and **Directory Assistance** — CTI continues to offer qualified professionals dedicated to your success and the #1 Web-based reporting in the industry. It's no wonder more and more PSPs count on CTI to grow their payphone business.

EMBARQ PAYPHONE SERVICES INC.

Jo-Ellen Hahn-Boos, vendor & products manager
9300 Metcalf Ave. — Mailstop KS0PKB0301-3050
Overland Park, KS 66212
Phone: (913) 534-3218 • Fax: (913) 534-2799
E-mail: joellen.hahnboos@embarq.com
Web site: www.embarq.com

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

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

ENCLOSURES INC/MANOR TOOL

John Creighton, sales
920 Ivanhoe St. • Schiller Park, IL 60176
Phone: (800) 800-7899 • Fax: (847) 678-6937
E-mail: johnc@manortool.com
Web site: www.enclosuresinc.com

EXCEL TIRE GAUGE

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

Products and services: Excel Tire Gauge provides electronic air inflation for gas stations and C-Stores. It is fast, safe, and more importantly, accurate. It is the most advanced inflation equipment available offering enhanced image and better service for customers. We are actively pursuing distributors to grow regional and national accounts.

FPTA TECHNOLOGIES

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

New products and services: Advertising, credit card processing, and water vending.

Other products and services: Full suite of payphone support services: 0+/0-, 1+, * collect calling, dial tone, DA, etc.

G-FIVE LLC

Geri Gonzales, customer service
4554-C Caterpillar Road • Redding, CA 96003
Phone: (530) 243-9390 • Fax: (530) 243-5390
E-mail: g.gonzales@gfive.com
Web site: www.gfive.com

Products and services: Domestic and international operator services, domestic and international direct dial, Star Collect products, Mexico Collect, automated bank card commissioning program, auto 211, dial-around collection processing, custom rate tables at very low prices, payphone routing assistance, free account analysis and trouble shooting.

G-TEL/PAYPHONE.COM

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

Products and services: GSM fixed-wireless terminal with least cost router.

INCOMM (formerly Datawave)

Pierre Saez, national sales director
145 Rte. 46 W. • Wayne, NJ 07670
Phone: (973) 774-5054 • Fax: (973) 774-5076
E-mail: psaez@incomm.com
Web site: www.incomm.com

Products and services: Intelligent vending system offering point of sales activation for prepaid phone cards with remote monitoring, diagnosis, and sales reports.

LEGACY INTERNATIONAL INC.

Curtis A. Brown, president/CEO
10833 Valley View St. • Ste 150 • Cypress, CA 90630
Phone: (800) 577-5534 • Fax: (800) 700-1116
E-mail: info@golegacy.com
Web site: www.golegacy.com

New products and services: Legacy is proud to introduce the latest addition to their extensive line of superior products and services. "iCON," Legacy Inmate Communications Operating Network System is a fully turn-key solution to the confusing world of inmate and correctional facility calling.

Other products and services: A long line of superior operator, local dial tone, long distance, and international services.

Exhibitor profiles... (continued)

MICROPACT ENGINEERING INC.

Natalie Gladd
2250 Corporate Park Drive • Ste. 400 • Herndon, VA 20171
Phone: (703) 709-6110 • Fax: (703) 709-6118
E-mail: ngladd@micropact.com
Web site: www.micropact.com

Products and services: MicroPact Engineering, Inc. has gained a national reputation as the developer of a new generation of advanced data-tracking software — as well as gaining recognition for its applications, pioneering value across many industries. MicroPact has extensive experience in the design, development, implementation, and ongoing maintenance of various business management applications and reporting systems. MicroPact's flagship product, entellitrak, is a highly configurable Web-based data-tracking and process management application. Visit www.micropact.com or call 1-866-346-9492 for more information.

NAVIGATOR TELECOMMUNICATIONS

Roger Stricklett, vice president, sales - public communications
8525 Riverwood Park Drive • PO BOX 13860 • North Little Rock, AR 72113-0860
Phone: (800) 238-9716 • Fax: (888) 464-1638
E-mail: roger.stricklett@navtel.com
Web site: www.navtel.com

Products and services: Navigator offers a suite of telecommunications services for the payphone provider, including local and long distance, 800 numbers, NavTrack dial-around reporting tool, personalized service, and a large multi-state coverage area. Additionally, we offer no-nonsense dial tone for ATMs.

NCIC OPERATOR SERVICES

Denise Van Fossen, events director
606 E. Magrill St. • Longview, TX 75601
Phone: (903) 757-4455 • Fax: (903) 757-4899
E-mail: denise.vanfossen@ncic.com
Web site: www.ncic.com

New products and services: Inmate telephone services for payphone providers. Collect calling to cell phones for payphone and inmate telephone applications. Prepaid collect for payphones at halfway houses, jails, and detention facilities. Credit card collect. Message collect.

Other products and services: Operator services, payphone referral services, 1+, international 1+, directory assistance, 211 services, live operator assistance, Web-based reporting, weekly commissions, *77 dial-around program, international collect calling.

NORTH ATLANTIC INC.

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

New products and services: Surveillance and video analytics software, digital video recorders, equipment, and monitoring. Learn about this exciting industry from payphone vendors like yourself, who have enjoyed remarkable success by leveraging their skills as IPPs, to help satisfy the fast growing demand for security products and services. If you are seeking a new profit center that includes reoccurring revenue, high margins and virtually unlimited demand, please visit us in booth # D-5. You won't want to miss it!

Other products and services: New & refurbished Protel payphones, boards, parts & accessories. Protel authorized & certified board and component repair center. New & refurbished QuorTech/Elcotel payphones, boards, parts & accessories. Factory-trained QuorTech/Elcotel board repair services. GTE/Quad & Western payphone replacement parts for Protel, QuorTech/Elcotel, Ernest & Intellicall including: handsets, batteries, all replacement parts and locks. GTE/Quadrum, Mid Size & Western new and refurbished payphone housings. Coinless & inmate phones & parts. Security products for payphones, booths, pedestals, binders, signs, TTY machines, coin scanners, line share devices, and much more. Please visit us in booth # D-5 where SAVINGS, QUALITY, and SERVICE will be on display!

PAYPHONE211.COM (ALLIANCE PAYPHONE INC)

Veronica Guzman, operations manager
2337 Foothill Blvd. • Ste. 812 • La Verne, CA 91750
Phone: (626) 963-9190, (866) 432-2739 • Fax: (626) 963-0832
E-mail: veronica@payphone211.com
Web site: www.payphone211.com

New products and services: PSP TELEMEDIA SUITE, revenue increasing applications to be announced at the show.

Other products and services: AUTO211: Customer Service System for refund/repair provides PSPs with: courtesy call (with extensive abuse control features), trouble ticket, or refund sent the next day; the average cost is 35 cents per ANI per month. PSP GLOBALCOM: International Direct Dial Service designed specifically for PSPs, with very low rates with over 100 countries under 20 cents per minute, with extensive fraud protection, daily and monthly reports. XPRESSID: Automated Payphone Signage: 4 color printing signage with very low prices, and sponsorship up to 100 percent by participating carriers. INFOTECH: 6 Field tests in fewer than 20 seconds. AUTO FLEX ANI: Protect your DAC; overnight FLEX ANI testing and report of your complete route. MEXICOLLECT: Collect Calls to Mexico: New revenue at no cost to you handled by live operators in Mexico with the unique advantage of sharing of revenues for calls made from other locations not subscribed to the product.

PRIME POINT MEDIA

Sher Wagner, director of industry relations
680 Engineering Drive • Ste. 170 • Norcross, GA 30092
Phone: (678) 966-0100 x 318 • Fax: (678) 966-0411
E-mail: swagner@primepointmedia.com
Web site: www.primepointmedia.com

Products and services: Prime Point Media is the recognized industry leader for providing customized payphone advertising programs for many of the world's leading brands, including AT&T, Anheuser-Busch, Coca Cola, Delta Airlines, Ford, General Motors, HBO, MasterCard, McDonalds, Miller Brewing, Nike, PepsiCo, Procter & Gamble, and Verizon. Our wide-ranging payphone locations database and powerful geo-demographic mapping system enables precision-targeted payphone advertising (both regular size payphones and "large-format" kiosks) to reach any audience. There is NO cost to participate in Prime Point Media's network and your locations will be marketed to our leading national advertisers.

PROFITABLE PAYPHONE SERVICES

Molly McClelland, director of marketing
PO Box 7606 • San Diego, CA 92167
Phone: (888) 329-8671 • Fax: (619) 367-9734
E-mail: mw@profitablepayphones.com
Web site: www.profitablepayphones.com

New products and services: Profitable Payphone Services offers an alternative to traditional aggregator services in that aggregator revenues, after expenses, are spent to fight the regulatory battles and issues that affect our industry. Take advantage of every possible source of income including the lowest available dial tone, operator services, and 1+ rates with the highest commissions on every call.

Other products and services: Our programs include local dial tone, 1+ long distance, operator services, and more.

PROTEL INC.

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

New products and services: "Smart" air and water machine and payment tower.

Other products and services: Payphones, retrofit kits for payphones, air & vac machine monitoring controllers.

QUORTECH SOLUTIONS INC.

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

New products and services: ePrism International Payphone Management System, capable of operating thousands of terminals, is the next level in remote management technology for overseas public payphone networks based on the latest server platforms, Windows Server 2003, and MSSQL database. QuorTech is the first manufacturer to adapt GPRS/EDGE wireless payphone technology (Blackberry, cellular TV features) into its Series 5XG board to manage payphones on high speed GSM-based public telephone networks.

Other products and services: An upgrade to Millennium payphones providing access to SMS (text messaging), E-mail, and TTY. Eclipse Interactive Digital Billboard and Social Networking compatible with all payphones or decommissioned payphone locations. Interactive advertising, access to Facebook, MySpace, Instant Messaging, E-mail, and Text Messaging. Series 5 XG board, Gemini III chassis, inmate stainless steel payphones, payphone parts, and subassemblies.

SCAN COIN NORTH AMERICA INC.

Per Lundin, executive vice president & chief operating officer
20145 Ashbrook Place • Ste. 110 • Ashburn, VA 20147
Phone: (800) 336-3311 • Fax: (703) 729-8606
E-mail: inquiry@scancoin-usa.com
Web site: www.scancoin-usa.com

Products and services: Self-service public coin counters.

TALK TOO ME

Rick Lubbehusen, executive director, sales
244 Shopping Ave. • Sarasota, FL 34237
Phone: (866) 900-8255 • Fax: (941) 309-8255
E-mail: ttm@talktoome.com
Web site: www.talktoome.com

New products and services: In addition to Talk Too Me's domestic and international operator services, 1+, 01+, 011+, and 411 services, we are now offering pay telephone programming and polling services. We also provide business services to inmate correctional institutions and backbone services to inmate service providers.

Other products and services: Talk Too Me will display all of our EncircleALL solutions, including domestic and international operator services, 1+ services, 01 and 011+ services, payphone programming and polling services, 411 DA services, rate file services, reporting and business support services, I-Test services, I-FLEXANI services, inmate correctional services and our exclusive patent-pending Collect to Credit Card Services that we refer to as I-REACH.

TELECOM PRODUCTS INC. (TPI)

Bob Silber, general manager
1136 North First St. • Garland, TX 75040
Phone: (972) 276-2901 • Fax: (972) 276-3451
E-mail: telecomswink@aol.com
Web site: www.tpitexas.com

New products and services: TPI is now in full production of our air/vac units. We continue to manufacture air and air/water machines and encourage our customers to use the stand alone vault for additional security of the air/vac units. Inmate enclosures, pedestals, wall mounts, and back plates also are available.

Other products and services: Coin air vending machines, air & water machines, air/vacs, payphone enclosures, pedestals, inmate enclosures, wall mounts, pedestals and back plates, keypad guards and lock brackets for payphone security.

TRANSACTION CLEARING LLC

Yvette Shipley, executive vice president, sales & marketing
500 North Loop 1604 E. • Ste. 250 • San Antonio, TX 78232
Phone: (877) LED-BILL • Fax: (210) 404-1742
E-mail: yshipley@transactionclearing.com

New products and services: Founded by knowledgeable, respected leaders who bring over 50 years of LEC clearing expertise and business experience, TRANSACTION CLEARING is the newest company in LEC clearing, providing billing and collection, data processing, accounts receivable management, back office support, and customer service solutions for zero plus, one plus, and enhanced service providers, such as digital merchants.

Other products and services: LEC billing/clearing.

TRANSACTION NETWORK SERVICES

Beka Horton, marketing analyst/PR executive
11480 Commerce Park Drive • Ste. 600 • Reston, VA 20191
Phone: (703) 453-8432 • Fax: (703) 453-8405
E-mail: bhorton@tnsi.com
Web site: www.tnsi.com

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

TU LLC

Cheryl Barker, sales
PO BOX 220 • Southington, OH 44470
Phone: (800) 735-6597; (866) 528-5352
E-mail: dcbarker@aol.com
Web site: www.triad-online.com

New products and services: TU LLC will be introducing their line of Quadrum 6Q and 7Q coinless prison phones and accessories offering maximum security for minimal pricing. TU LLC also will introduce their high security lock products.

Other products and services: TU LLC will be displaying a full line of Western and Quadrum payphones and parts, both new and refurbished, along with Protel, Elcotel, and Intellicall smart boards. TU LLC also will display their Quadrum line of coinless prison phones and high security products. TU LLC is your one stop payphone coinless and service provider.

WRG SERVICES INC.

Rob Whitehouse, sales executive
38585 Apollo Parkway • Willoughby, OH 44094
Phone: (800) 531-1230 • Fax: (440) 954-3670
E-mail: rwhitehouse@wrgservices.com
Web site: www.wrgservices.com

Products and services: WRG is a full service ATM partner providing equipment, repair, processing, and financing. Stop by the WRG booth to see our Genesis®, ATM, Apollo®, ATM & new low cost Genesis®LT ATM.

YOURATM.COM

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

Products and services: Alarm/monitoring system for ATMs/safes. Notification system when ATM is opened.

Learning to share

Here are the issues you need to consider if you'd like to put a payphone and an ATM on the same line

Payphone service providers (PSPs) are all too familiar with payphone usage dropping, and most of us are looking for new and creative ways to keep the revenue flowing. This article will interest those of you who are considering entering the ATM business, for we are going to address the topic of interfacing a payphone line for an ATM.

Many of our payphone locations would also make really good sites for ATMs. You may consider starting in the ATM business on your own, or you might align your company with an existing ATM business that would be willing to compensate you for your part in the deal.

Where it makes sense

There are several locations where the payphone is hardly making any money and is used very little, but the customer still wants a payphone at his location. This is the ideal setup to use the line also for an ATM. Remember, if the payphone is being used, the ATM won't be able to be used at the same time. Preferably the payphone and the ATM can "see" each other so that if someone is on the payphone, the ATM customer can wait a minute to use the ATM and vice versa.

This may seem a lot to ask of customers, but typically a setup of this type is in a small store where they can get used to a slight inconvenience. We have seen locations where the store uses the payphone line for Internet access through a dial-up modem. They tie up the payphone line for short periods checking e-mail and such.

One way around the tie-up issue with either Internet access or an ATM is to use a line sharing device, but then issues of incoming access complicate the process. The decision must be made as to which device (payphone or ATM) gets the priority to answer and at what time.

When selecting a line for an ATM installation, the expected load for the ATM and the load for the payphone must be considered. Because of the reporting requirements of the ATM, it is likely that the

ATM will be considered for precedence for incoming calls during daytime hours so it can access the info. it needs. The payphone can be programmed to pick up on the first ring after midnight, but the ATM should pick up calls on the second or third ring normally during daytime hours. The payphone should be set to 5 or more rings during the day.

A standard hookup

The actual physical hookup of the ATM is no different than a standard hookup using an RJ-11 jack and station wire. Using a power strip with a built-in surge suppressor for both the phone line and the power line is always a good idea. This protects both the ATM and the payphone, because a lightning strike could actually come in the power line and find its way to the payphone through the phone line on the AFTER side of the network interface device (NID) in the ATM.

The lightning protection in the NID is designed

to protect from strikes on the lines between the NID and the telco facility (central office). Think of it as a building with a guard at the front door, but if you leave a side door open, someone could sneak in the building that way. Lightning coming in the AC power line has no normal path to the payphone and phone line except through a device that uses both the AC line power and telephone line (ATM, credit card machine, fax machine, telephone answering machine, X10 house controller, etc.)

If the payphone has significant use, a dedicated line should be used for the ATM. A line can be ordered as a payphone line and hooked up to the ATM. Generally, we can get payphone lines cheaper than a regular line for an ATM.

For example, in my area, a basic payphone line costs about \$18 a month. We could bill our ATM customers \$24 a month for the line to make about a \$6 per month profit on the line. Not an outstanding revenue stream, but better to make, rather than lose, money on a line. The revenue all depends on the prevailing rates in your area and what the market will bear.

Most ATMs use an 800 access number, so there is no outgoing calling. The line will have to be reprogrammed as a non dial-around line with the providing phone company, as these calls are not eligible for dial-around compensation.

Yes, this means you will not receive dial-around compensation for calls made from the payphone. If the phone isn't being used that much, you're probably not missing much revenue, if any. Only you can decide if the revenue lost from dial-around will allow this particular location to still be profitable or if the profitability from the ATM can override the dial-around you won't receive.

Lastly, remember that your public service commission may have rules in place limiting how and what can be parallel on a payphone line that would affect the ability to add an ATM or any other device to the line. If in doubt, consult the agency and explain what you want to accomplish so they may advise you as to the best legal way to accomplish that task. ■

Steve Klein is president of technology for Jacqui Electric Co. He can be reached at steve@payphoneadvisor.com.

Editor's note: Steve Klein was a speaker at APCC 2008 and covered this material in a Bonus Mini Session titled "Ask the Tech: How to interface a phone line for an ATM — and other installation, maintenance and repair tips."



by Flori Meeks

Is your desk a

MESS?

A little bit of organization would do wonders for your efficiency. And it's not as hard as you might think.

As far as Christi Youd is concerned, claiming you don't have time to keep your desk organized makes about as much sense as saying you don't have the energy to exercise.

"Exercise creates energy, just like organizing gives you more time," says Youd, a professional organizer and president of Organize Enterprise LLC in American Fork, Utah. "Even if you do some organizing five minutes before lunch and five minutes at the end of the day, you'll save one to two hours you would have spent looking for things you need or recreating things you couldn't find."

Youd, who is a past president of the Utah Association of Professional Organizers, spends most of her time helping clients transform their clutter-filled environments into more productive, relaxing settings.

Her latest work, "Six steps to break free of paper clutter," addresses the all-pervasive symbol of an unorganized office: the paper-covered desk. "It's a real common challenge," Youd says. "Most people feel stumped about how to manage their active paperwork and files."

Tackling the clutter on your desk is doable, but it has to begin with your mindset, says professional organizer Standolyn Robertson, founder of Things in Place in Waltham, Mass., and president of the National Association of Professional Organizers. You have to be willing to make a few changes. "Consider your desk your headquarters," Robertson says.

"This is precious real estate. This is where decisions are made."

Give it a home

When clients turn to Youd for help with their desks, she instructs them to create a system for managing their active paperwork. "I usually recommend the most convenient drawer for what I call the tickler files," she says. Essentially, this system comprises 31 hanging files, one for each day of the month.

"Each evening, at the end of the day, pull out the next day's file, and prioritize the papers in order of what's most important," Youd suggests. "It's a revolving to do list that provides a home for the papers you need to work on."

If you want, you can supplement these files with papers outlining your thoughts and ideas on a project or add printouts of related e-mails. And in some cases, as projects stretch out over days or weeks, you might need to forward your papers from one day's folder to the next one. This way, you're still working on your most pressing projects, and you're freed from writing a to do list.

Not only does Youd recommend a filing system for active papers, she urges clients to set one up for filing reference materials, the papers they'll need to retain. "You'll say, 'I need sales and marketing, administrative files, client files and financials,'" Youd says. "Then you determine the groupings within these categories."



Stay loose

Once your papers have a home, they need to remain easily accessible. "If you need a crowbar to get the paper in, you'll procrastinate about doing the filing," Youd says. Don't resort to cramming. Further, it's easier to use a filing system with only a few broad categories. "The more files you have, then the more possibilities you have for where your papers could have been filed," she says. "Then you're spending more time looking, and you stop trusting your filing system."

The big questions

But before anything goes in a file folder, it should be going through a screening, Youd says. "When you sort your papers, you should run them through a filtering process. Ask yourself some questions."

The first question is, "Can I discard this?" If you're not sure, ask yourself what circumstances would require you to keep a paper. Another option, Youd says, is to discard papers you know you can get again if you need them. "The idea is keep the source, not the clutter."

If you have some papers that can't be tossed, ask yourself if you can delegate them. And if you do need to keep a piece of paper, ask yourself if you can handle it in 60 seconds or less. If the answer is yes, deal with it and move on. "If not, put it in your tickler file or the reference filing system," Youd says. "These questions allow you to eliminate as much paperwork as you can."

Robertson encourages clients to create files for their active paperwork as well. Really, she says, there should be an assigned home for everything in your desk. One drawer may have the active files, and another may house your tools and supplies, from paper clips to correction fluid. If you need to store personal items, like your lunch or your purse, give them a specific home, too. "Make sure everything around you are the things you need," Robertson says.

Worth the effort

Initially, it takes about 20 minutes to establish an active file system, Youd says. Organizing your papers within the system can take a little longer, depending on how much paperwork you have and how long it takes you to make decisions.

But for most clients, setting up new filing systems isn't especially difficult, Youd says. The tricky part is making paperwork management part of your regular routine. Youd likes to use an exercise involving Legos and a plastic container to help clients see what organizing can do.

When clients try to stuff the blocks in the container, they only can get a limited number in there. "But when they're carefully stacked, you can fit more of them into the container," Youd says. "Only by organizing during the day can you increase what you're able to do during the day without working for more hours."

"If you can learn the thought process, you can start entering papers as you work without taking very much time at all."

Ultimately, maintaining an organized, clutter-free desk can enhance your ability to work effectively, Robertson says. "It saves you time; it allows you to work more efficiently," she says. "And saving your time allows you to do billable things, rather than looking for things." ■

Flori Meeks is 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.

industry briefs

product news

NCIC, 3Cinteractive, TNS

NCIC Operator Services recently engaged with 3Cinteractive LLC (3Ci), a mobile application service provider (MASP), to utilize 3Ci's patent pending Text Collect operator services program.

The service is designed to place collect call charges to cellular phones on the receiving parties' mobile phone bill.

Mobile phone lines, which usually block collect calls, are starting to exceed landlines in the United States, 3Ci representatives say. With this situation in place, the collect calling and operator services markets have been unable to bill approximately 30 to 40 percent of attempted calls. 3Ci's Text Collect is intended to solve this problem and recapture a great deal of lost revenue for the industry.

For more information about Text Collect, call David Ellerstein of 3Ci at (561) 443-5505, ext. 116, or e-mail dellerstein@3cinteractive.com.

In other news, NCIC Inmate Telephone Services has selected Transaction Network Services (TNS) to provide a full suite of fraud and validation services for its North American network.

NCIC, founded in 1995, handles more than 3 million inbound calls per month.

The organization will use TNS' billed number screening, fraud control, ID Plus (name and number look up) and credit card authorization and settlement services. This will support the telecom solutions NCIC provides to inmate facilities.

"We have been a TNS customer since 1997 and over the years have continued to be very impressed with TNS' reliable service and built in redundancy," said NCIC President Bill Pope.

"The main benefit of extending our relationship with TNS is to help manage risk," Pope said. "When a call is made, TNS verifies that the party being telephoned will accept a collect call and can be billed for it before it goes through. The TNS team gave us the confidence they could deliver at a high level of service, making them a natural choice for us."

TNS also offers 24-hour help desk services with live support. "It is important to know that if there is ever a problem, a real live person will be there to assist us," Pope said.

Tony DiCola, director of fraud and validation for TNS, said the company is happy to be partnering with NCIC. "We pride ourselves in the high level of service we provide and the varied technologies we offer to the telecommunications industry," DiCola said. "Good fraud control is key to maintaining and promoting already tight profit margins. We can help organizations reduce potential exposure to loss when callers charge calls to credit, debit and prepaid cards. The ability to screen incoming calls also helps to control costs by decreasing the number of unbillable events."

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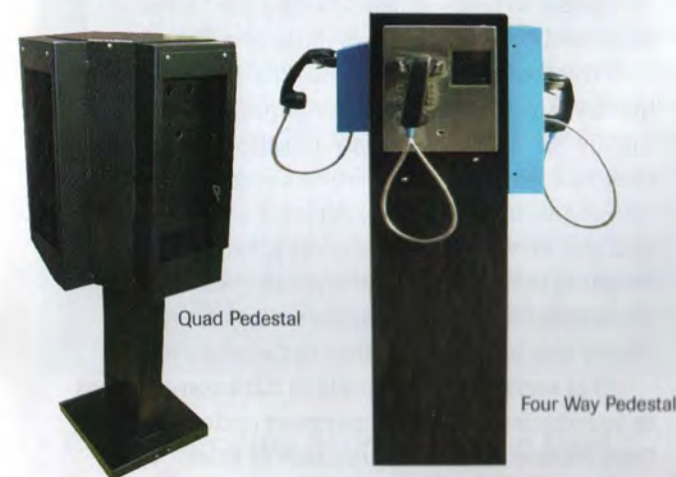
— industry briefs

Transaction Network Services is an international data communications company. For more information, visit www.tnsi.com, or call (703) 453-8432.

NCIC Inmate Telephone Services Inc. is a privately held retail/wholesale provider of inmate phone systems. For more information, visit www.ncic.com, or call (888) 686-3699.

Telecom Products Inc.

Telecom Products Inc. (TPI) of Garland, Texas is now manufacturing a full range of inmate products to add to its existing product lines, which include air/water and air/vac machines, rackmounts, pay-phones and enclosures.



TPI offers various styles of pedestals because each facility has different requirements. The styles include: the Standard Inmate Pedestal, the Rolling Pedestal, the Quad Pedestal and the Four Way Pedestal. Each pedestal is made of solid steel and has no entry points for inmates.

Also available for the inmate market are back-plates, payphones and a variety of enclosures.

For more information, call (800) 460-2646, or visit www.tpitexas.com.

BSG Clearing Solutions

BSG Clearing Solutions recently launched Bill2Phone Mobile Collect, an automated billing solution that enables cell phone users to add incoming collect call charges directly to their mobile phone bill.

In an increasingly mobile society, with more than 260 million mobile devices currently in use, the ability to charge collect calls to mobile phone subscribers is critical, industry representatives say.

"We see thousands of collect call requests to wireless numbers that get blocked every month," said Milton Volz, president of American Roaming Network. "BSG is supporting a need that has been overlooked by the wireless industry for years."

The Bill2Phone Mobile Collect solution also enables operator service providers to deal with a single source for all their billing and payment needs.

"Opening up a convenient payment mechanism for mobile users is a natural progression for the telecom industry," said Greg Carter, CEO of BSG. "We're making collect calling more convenient and accessible for everyone involved."

Established in 1988, BSG Clearing Solutions provides payment services for digital media, communications providers and eCommerce merchants. For more information, visit www.bsgclearing.com.

North Atlantic Inc.

North Atlantic Inc. now offers a line of intelligent video surveillance equipment, including a PC-based Dell digital video recorder (DVR) box, software and monitoring services.



The synergies and skills required to sell, install and operate a payphone route can be leveraged to successfully sell, install and service video surveillance systems, company representatives say.

The video surveillance business model includes a high margin of revenue for the system, installation and service contracts, as well as recurring income for monitoring services.

Increased demand is being driven by several factors, including concern about safety and rising crime rates, new technology and the implementation of city and municipal ordinances requiring visual verification.

Visual verification means that an alarm must be visually verified by a monitored surveillance camera or a human guard before the police will respond. Where visual verification is not required, a police response typically costs between \$75 and \$200 for

each false alarm, and 98 percent of all alarms are false, North Atlantic states.

North Atlantic provides PSPs equipment, training and support to enter this market.

For more information, call (800) 442-2388 or (678) 992-2023 and ask for sales, or visit www.paytelephone.com.

ILD Telecommunications Inc., Intelis

ILD Telecommunications Inc. now offers Collect to Cell, a service that allows collect payment phone calls to be placed and billed to cellular phone subscribers.

Collect to Cell was launched on the Intelis Enhanced Operator Services (EOS) system.

"The Intelis platform's flexibility allowed us to quickly support new customer requirements in a rapidly converging telecommunications arena," said Greg Hall, vice president network engineering and operations, ILD. "Intelis' experience and expertise in operator service billing, call rating, validation, call branding and fraud control allowed them to fully understand our unique requirements and rapidly deploy this innovative Collect to Cellular product."

This service is an example of ILD's commitment to introducing innovative payment options, said Dave Hanron, ILD's vice president of sales. "We're servicing end users by completing and billing collect calls to cell phones, while increasing call completion rates for our operator service partners," Hanron said.

Wayne Wise, director of product management, Intelis, said he is pleased to be working with ILD on this service. "The ability for a platform to support landline and wireless convergence is a key requirement for the future of telecommunications," Wise said. "Once again, ILD is showing they are an innovative industry leader in the world of enhanced operator services."

ILD Telecommunication, a privately held company, provides payment processing, business process outsourcing and conference solutions to communication providers, digital merchants, Internet service providers, information and entertainment providers and other enterprises. For more information, visit www.ildtelecom.com.

Intelis provides turnkey and custom enhanced telecommunications solutions. For more information, visit www.intelis-inc.com.

In Memoriam

Long-time payphone industry member Joe Hutchinson of Scott Communications passed away in early June. Since the 1990s, Hutchinson had served as treasurer of the North Carolina Payphone Association (NCPA) and as vice president of the South Carolina Public Communications Association.

Hutchinson was instrumental in dealing with the public service commissions of both states in acquiring cost-based rates and refunds from BellSouth. He attended nearly every association meeting and was never one to sit on the sidelines — he was always asking questions and providing his valuable insight.

As an association officer he was always challenging the status quo, always asking the question: Are we doing everything we can to help our members? "Joe was not shy about asking the tough questions and we always knew we were not through debating an issue until Joe had asked his last question at least three times," said Vince Townsend, president of the NCPA.

Hutchinson was always the first to offer assistance to his fellow PSPs, whether it was help with servicing payphones or sharing his experiences in the business. He was a tremendous mentor to numerous PSPs that he helped get started in the payphone business. His wife Jeanie said he called them his "phone babies."

Hutchinson was an amazing man who gave unselfishly of his time to the extreme, said Larry Scott, president of the SCPA. "Joe made sure to make it around the room at every association meeting to talk to everyone, whether they were an old friend or someone new to the business," he said.

Hutchinson's high ethical standard and Christian businessman example will long be remembered and will serve as an example for all of us to live up to, Townsend said.



Joe Hutchinson

Communication Services for the Deaf

Communication Services for the Deaf (CSD) now offers a Public Access Videophone (PAV), an Internet-based system that features traditional payphone services while providing communications access to deaf, hard of hearing and speech-disabled people.

Callers have the option of communi-



cating with sign language through the video relay service or making standard text-based relay calls by using the keyboard as a telecommunications device for the deaf (TTY).

Features include voice over Internet protocol (VoIP) calls, video point to point service (when both callers are using videophones or Webcams), video relay service, Internet relay, Web browsing, e-mail, video mail, visual paging and alerts, unlimited locations, potential advertising

revenue, Smart Card capabilities, anti-vandalism measures and a camera that can provide supplemental security.

The PAV also is compatible with video cell phones.

CSD is a private, non-profit organization based in Sioux Falls, S.D. For more information, e-mail jwojdyla@c-s-d.org.

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PEOPLE & PLACES

Prime Point Media

Prime Point Media has signed new contracts authorizing its advertising on hundreds of large-format payphone kiosks in New York City.

Under the terms of the agreements, Prime Point Media now offers approximately 800 large-format panels in upper Manhattan, Brooklyn, Bronx and Queens for immediate sale to national and local advertisers. The company has also opened a New York office and has hired staff to sell the new inventory and service its clients locally.

"New York City is the No. 1 advertising market in the country and an important piece of our growth strategy," said Mark Brodtkin, CEO of Prime Point Media's parent company, Outdoor Partner Media. "Large format phone kiosks in New York City are a great addition to our extensive nationwide network of standard payphone kiosks, Los Angeles area large-format phone kiosks and lifeguard tower displays and our PrimeCasting Bluetooth application."

The addition of the New York advertising locations enhances the company's ability to place campaigns in major U.S. markets, said Dana Michaelis, Prime Point Media's senior vice president of sales and marketing. "We're excited because we know advertisers regard these New York City large-format panels as some of the best-positioned, highest-trafficked phone kiosk inventory in the country," Michaelis said. "This inventory is particularly effective for targeting neighborhood-specific pockets of ethnicity, point-of-presence and point-of-sale campaigns."



Advertisers and media buyers can request additional information and view an interactive inventory map at www.primepointmedia.com/nyc.

state payphone association meetings calendar

Central Atlantic Payphone Association
(717) 697-5948
Sheraton Harrisburg-Hershey
November 5

Illinois Public Telecommunications Association
(847) 808-8988
6 p.m.
Jimmy's Charhouse, Riverwoods, Ill.
November 11

Independent Payphone Association of New York
(718) 776-8179
6-8 p.m.
Crowne Plaza LaGuardia
September 10
November 12

Midwest Independent Coin Payphone Association
(636) 922-5213
Holiday Inn - Oakland Park (airport)
September 10
December 10

Payphone Association of Ohio
(440) 951-0604
10:30 a.m.
Columbus-Marriott
October 9
Conference calls:
September 18
November 20
December 18

San Diego Payphone Owners Association
(888) 289-0011
9:30 a.m.
Cocos Restaurant
La Jolla
September 18
November 20

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

Supreme Court justice quotes Dylan in APCC Services decision

A Supreme Court decision (see Page 9) involving APCC Services has been getting widespread attention recently because of the song lyrics Chief Justice John Roberts inserted in his opinion.

In its June 23 ruling, the court ruled that APCC Services Inc. has standing to pursue its dial-around claims in federal court against Sprint Communications Co. and AT&T Inc., even though it agreed to distribute any proceeds it receives from the lawsuit to the payphone providers who assigned their claims against the carriers to APCC Services.

The court ruled 5-4 in APCC Services' favor; Roberts was among the justices to write a dissenting opinion. His comments include a line from "Mr. Tambourine Man" by Bob Dylan.

Law professor Alex Long of the University of Tennessee told *The New York Times* that Roberts' dissent represents the first time a Supreme Court justice has quoted rock lyrics in an opinion.

FCC rejects Radiant arguments

On May 20, the Federal Communications Commission (FCC) released its decision in the formal complaint APCC Services Inc. filed in August 2005 against Radiant Telecom Inc., and its related companies Intelligent Switching and Software LLC and Radiant Holdings Inc., for their failure to pay dial-around compensation in the third and fourth quarters of 2004.

The FCC's decision was a significant victory for APCC Services, as the FCC rejected all of the defenses put forward by the defendant companies and found them liable for \$575,000, plus interest at

11.25 percent, for non-compliance with the FCC's tollgate rules during the third and fourth quarters of 2004.

The FCC also ruled that, as the defendant companies failed to provide the FCC with data showing actual completed calls, a surrogate would be used of all calls lasting more than 30 seconds in duration plus 50 percent of all calls of less than 30 seconds in duration to calculate the number of calls to be compensated in order to ensure that PSPs were adequately

compensated. The FCC also warned that other non-complying carriers will be subject to the surrogate call completion calculations as well as to additional significant forfeitures.

While APCC Services believes the FCC's decision should spur non-complying carriers to get serious about resolving their unpaid dial-around liabilities, the company plans to continue pressing the FCC for the release of additional sanctions against non-complying carriers. ■

"The absence of any right to the substantive recovery means that respondents cannot benefit from the judgment they seek and thus lack Article III standing," Roberts writes. "'When you got nothing, you got nothing to lose.' Bob Dylan, Like a Rolling Stone, on Highway 61 Revisited (Columbia Records 1965)."

A number of blogs have corrected Roberts' quote. The correct lyrics are, "When you ain't got nothing, you got nothing to lose."



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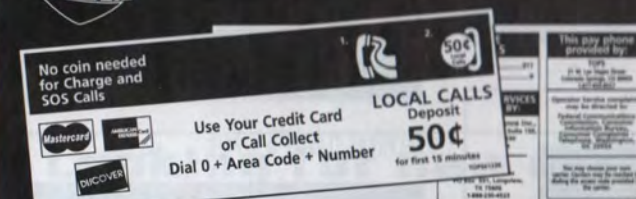
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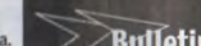


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last word

by Flori Meeks

Learning to love learning

Learning is an often-overlooked yet invaluable tool for your business

It's no secret that a number of payphone service providers (PSPs) are struggling these days. And sometimes, when you're in survival mode, the idea of learning how to improve your business seems like an extravagant use of time.

But learning, which always is a good idea, is especially valuable in the midst of a challenging business environment. This is the time when you need to be hearing about supplemental income opportunities, which ones work and what they involve.

It's hard to imagine a more opportune time for learning how to make your business run as efficiently as possible or exploring other businesses that have managed to adapt and to thrive.

Ample opportunities

The good news is, if you're in the payphone industry, learning opportunities are not difficult to find. The APCC's annual trade shows are all about learning. APCC 2008, for example, offered outstanding educational sessions (both big and small) that covered the hottest topics in the industry, plus access to an exhibit hall floor that featured myriad products and services for the industry. There were also ample opportunities to meet with people in the field and share ideas.

But you don't have to wait until 2009 to start learning more about your field. State payphone associations provide opportunities throughout the year to hear about the industry, to keep up with the regulatory issues and to network. These organizations can provide invaluable contact with industry veterans who can share the benefits of their experience. For you, it's just a matter of attending the meetings.

One of the most schedule-friendly learning opportunities you ever will find is reading. Books, newspapers and magazines go where you go, and they're available around the clock. Carving out the time to read them is one of the wisest investments you can make. A wealth of material is available on running a business successfully, from time management to effective communications.

Of course, as PSPs, you have access to a trade magazine specifically geared to what you're doing. The APCC's

Perspectives magazine is written with you in mind. Its articles are loaded with practical information and advice on a wide range of topics, from technical tips to route management to customer service.

Not only can learning better equip you for success, it can help you face the challenges that come with this industry. Knowledge can be the difference between frustration and hope, and between feeling overwhelmed and taking informed steps to transform your operation.

Further, if you become more adept at running an efficient, organized operation, you'll start freeing up that elusive time that you've been claiming you don't have for learning.

In another words, invest time in learning now, and there's a good chance you'll get that time back later, possibly in even larger quantities.

The world is flat

Ultimately, your continuous learning could be the factor that ensures your business' survival.

Thomas I. Friedman, Pulitzer Prize-winning author of "The World is Flat," posits that since the year 2000, lightning swift advances in technology and communications have flattened the world's business playing field.

He describes a poster he noticed while visiting a Chinese auto parts factory.

Every morning in Africa, a gazelle wakes up.
It knows it must run faster than the fastest lion, or it will be killed.

Every morning a lion wakes up.
It knows it must outrun the slowest gazelle, or it will starve to death.

It doesn't matter if you are a lion or a gazelle.
When the sun comes up, you better start running. ■

Flori Meeks is 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.

Editor's note: APCC 2007 speaker Jack Hardy, a consultant and small business mentor, contributed to this article.



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Over the last number of years we've learned why certain manufactured payphones had lower completion ratios in Operator Services, we've learned how to program all Intellicall payphones to place international Coin Calls, we've mastered so many issues...so you don't have to. Ensure a part of your future success and join us now!

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