

Prepaid Phones to Require ID?

New legislation advanced by U.S. senators Charles Schumer (D-NY) and John Cornyn (R-TX) would require buyers of prepaid cell phones to present identification and make phone companies keep prepaid buyers' information on file, something already done with users of landline phones and subscription-based cell phones.

The proposal was made in the wake of the attempted bombing of Times Square by an alleged terrorist who reportedly used a prepaid cell phone to arrange the purchase of the Nissan



Pathfinder that he attempted to turn into a car bomb.

Prepaid phones can be purchased and activated without signing a contract or undergoing a credit check, providing a high level of anonymity for users. The legislation is intended to deter terrorists and drug dealers from using the devices to anonymously coordinate illegal activities.

Some states already require prepaid cell phone users to register their identifications. The legislation from Schumer and Cornyn is the first federal proposal on the issue.

There is no companion bill on the issue in the House and it is unclear whether Schumer and Cornyn's legislation will be put into law.

Countries such as Australia, Germany and Japan already require registration of prepaid cell phone users to deter terrorism.

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HSI Chain Customer Makes the News!



YORK, Pa. -- Rutter's rules all day-parts, according to the 2010 "Best of York" survey published by the *York Sunday News*, which found the regional convenience store chain bested national brands including McDonald's, Burger King and Panera Bread when it came to meal offerings, the company stated.

Rutter's Farm Stores ranked No. 1 in the following categories:

- Breakfast -- quick service
- Lunch -- quick service
- Dinner -- quick service

Meanwhile, Rutter's Dairy received its 10th consecutive No. 1 ranking in the milk category. The dairy has won the category every year that the survey has been published, according to Rutter's

Rutter's was also No. 2 in coffee, behind Starbucks and ahead of Dunkin' Donuts

Based in York, the family-owned Rutter's companies include Rutter's Farm Stores, which operates 55 convenience stores; Rutter's Dairy, which serves Pennsylvania, Maryland, Delaware and New Jersey; and M&G Realty, a real estate development company

. -- *Convenience Store News*



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Cutting the Cord

According to data reported by the federal Centers for Disease Control and Prevention, one in four households has traded in their landline telephone for a cell phone.

As you may guess, the majority – 6 in 10 households – have both a landline and a traditional cell phone.

Other interesting facts from the report::

More than a third of people under age 35 have only cell phones. In contrast, only about 1 in 20 people age 65 and older rely solely on cell phones.

More than 4 in 10 renters had only cells. This is about triple

the rate for homeowners.



Adults living in the Northeast were less likely to have only a cell phone and no landline. In this group, 15 percent of adults relied solely

on a cell compared to other parts of the country which ranged from 22 to 26 percent.

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of persistence."*

-Japanese Proverb

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upcoming trade shows!



Never Forget Who Pays The Bills!

Do you ever imagine how things could be? I do, though not so much about changing the world or what it'll be like when I reach some big goal. My dreaming is often about . . . well, how things ought to be.

First, the reality part of the story: It was 8:57 on a Saturday morning. I was standing in front of what the Miller kids call a "haircut store." I needed a trim, but waiting forty-five minutes in a busy hair salon on a weekend to get one is not one of my life goals. So, as I always do, I arrived just before they opened at 9 a.m. And then, surveying the parking lot and seeing how many other people had a similar idea, I slipped out of my truck and went to lean on a pillar in the store's entryway, trying to look casual and not too obsessed with being first in line. At 8:58, I noticed a woman hurrying along the sidewalk toward me with key in hand. She came right up to where I was, did not acknowledge me, put her key in the salon door, unlocked and opened it just a bit, and then quickly squeezed through the newly created opening. When I moved to follow her, she turned and curtly said, "We're not open yet," and proceeded to shut and relock the door from the inside—right in my face.

That's when I began to dream.

"Good morning, sir! Wow, so, so good to see you! Isn't it just a

fine Colorado day? And it's not just about the weather—it's about you, because I know why you're here. You've come to fork over some hard-earned cash so that my colleagues and I can pay our bills, put food on our tables, and send our children to college. You, sir, at this moment, are the most important person in my world! We open in a few minutes. Would you like to come in and have a seat while you wait? Do you like coffee, sir? Great, I'll get a pot brewing right away. Welcome!"

Wouldn't that have been terrific? That's the sort of thing I dream about: organizations treating their customers like they're the most important people in the world. Unfortunately, for too many organizations—like my haircut store—it's only a dream. And the woman who shut and locked the door on my nose? She was the manager!

In Flipping the Switch, I suggest that service—real service—is simply doing for others that which we don't have to do. And it's true: Whenever a customer is absolutely delighted, it's because someone did something for them that they didn't have to.

Organizations have spent untold dollars, time, and energy on customer service training, and yet all we really need to do is follow this simple—and profound—idea. Keeping it in mind will help each of us remember to go above and

beyond for the people who pay our bills.

The salon manager didn't have to let me in, and, of course, she didn't. But think of the impression it would have made on me if she had.

Whether it's a nonprofit working with donors, a church and its parishioners, a government entity serving citizens, or a corporation moving products around the world, we all have customers and without them, no organization would exist. I know that may seem like an obvious thing to say, but it's easy to forget sometimes, especially for those individuals who are higher up or deeper inside the organization and don't deal directly with customers each day. But here's the deal:

Outstanding organizations never forget who pays the bills.

Who pays your bills? Whoever it is, visualize them as wearing a flashing neon sign around their neck with twelve-inch-high letters that read MAKE ME FEEL IMPORTANT!—and then do something for them you don't have to do.

(Excerpted from Chapter 24 of Outstanding!)

July

Independence Day: July 4

National Junk Food Day: July 21



August

National Golf Month

Watermelon Day: August 3

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