

FRIDAYS AT FOUR  
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News comes our way about the debit wristband. According to the Green Sheet, The Pay Pass contactless prototype was tried at a recent Giants Stadium game on September 10<sup>th</sup>. MasterCard gave prepaid devices worth \$25 to 5,000 fans at the game. MasterCard wanted to test the wearable band at an event where people would be less inclined to carry handbags or a lot of cash.

The game was sold out. According to Peter Kullman of the Giants, \$120,000 was purchased by use of the wristband. Band usage was 95.2%, generating over 8,000 transactions. And another interesting factor was that when asked if they would use the band again, 87 percent said yes. For more information you can go to the web and search under PayPass.

Staying with that theme, the carnival group North American Midway Entertainment has agreed to work with Fireside Mesh Networks based in Los Gatos, California. NAME states they now are working with over 130 events annually including 10 of the top 50 Fairs in the United States. The new system was showcased at the recent CNE in Toronto. At that event, two wireless e-ticket systems were set up for admission gate tickets and midway ticket sales. The system handled 77 point of sale terminals, 45 debit-credit card terminals, 55 gate PDA scanners, 58 ride scanners, 50 game scanners, as well as various back office systems. For more information you can go to [HYPERLINK "http://www.firetide.com"](http://www.firetide.com)

A recent article talks about “the Third Place”. This is the informal gathering place where citizens are able to gather and meet away from work and home. These are critical to our society and places like Starbucks are becoming this “Third Place”. For more information on this concept you can read the writings of Ray Oldenburg.

Many events are tying in with the American Idol craze and holding local competitions. Watch out. The latest move in the online world is online talent contests according to Business Week. Epic Records, Universal Music Group and EMI are teaming with web site MusicNation to turn online music contests into big business. In January 15 week contests will kick off. Weekly online votes by judges will be held.

This from the latest issue of Fast Company Magazine. In an article about Rob Curley, who helps newspapers become more hip and works to integrate the hard news with the internet site, Curley talks about the Lawrence, Kansas World Journal. “WE wanted to find out how to engage the 18-24 year olds”. His team did it by remaking Lawrence.com. We made this site into a hip location for news that was sent to us by them for their own

edition. Then we took the traditional online edition of the World Journal and created an ad rich weekly tabloid called the Deadwood Edition. ( HYPERLINK "http://www.fastcompany.com" [www.fastcompany.com](http://www.fastcompany.com).)

Our book suggestion is a book written by Walter Smith called **Coming to Concurrence**. **Thanks to Jim Spaeth in his column in Media Week for letting us know about this book.**

Remember to visit us at HYPERLINK "http://www.gfstrategies" [www.gfstrategies](http://www.gfstrategies) for more insights. And we can help you with your food and beverage program, to work with you to increase your net revenues from this area, from looking at your current food service operations to helping you with seeking a new food service operation, to managing your large events where you collect a percentage of the revenues.

And we will be part of a panel at the upcoming IAFE convention on Food Trends, to be held on Monday afternoon December 4<sup>th</sup>.

Until next time, we close with this quote.

“WE are not retreating. We are advancing in another direction.

- General Douglas MacArthur