



Focus on the Future

Guest Predictions: Barry Rubens

Guest Predictions is a regular feature in which we ask leaders in a number of professions questions that affect us all.

Barry Rubens Barry Rubens, Chief Executive Officer at Elauwit www.elauwit.com Rubens, 51, has served on the board of directors of Elauwit. Prior to joining Elauwit's board in 2009, he founded Davidson Telecom to provide telecommunications services to large shopping mall developers. He continues to be the majority shareowner of Davidson.

Previously, Rubens served as the senior vice president and chief financial officer of CT Communications, Inc. (NASDAQ: CTCL). During this period (1993-2002), CTCL successfully grew revenues from \$40 million to \$160 million. In his role as chief financial officer for CTCL, Rubens led the company into new business ventures including a partnership with Cingular wireless and a "Greenfield" initiative providing telecommunications services to developers in the Southeast. Rubens also had responsibility for leading the company's public offering and listing on the NASDAQ.

Rubens serves or has served as a director or officer for BellSouth Mobility's Carolinas PCS Partnership, Access/On, Carolinas FiberNet, DDR Broadband, Maxcom Telefonía, and AvidExchange.

Rubens is married with two children and lives in Davidson, N.C. He serves or has served as a director for Cannon School, United Way and the Boy Scouts of America.

Q: What do you see as the key emerging uses of the internet in the provision of services to enhance student living?

A: A wide array of services have become essential to the emerging life-style of the New Student, including: enhancements in the presentation of course work; the new world-wide entertainment network; and in the fundamentals of interpersonal communication.

Q: What surprising applications of the internet have you found for your field in recent time?

A: The way in which our clients elect to communicate directly with us through "short burst" messages, including Tweets, Texts and via Facebook. As a result we have adjusted the way in which we 'talk' to our clients to match their style.

Q: What have been the "Best Uses" of the internet for you for your field, recently?

A: Product opportunities, issue resolution, and the 'acquisition' of user preferences by reaching to a large number of students all at once.

Q: What should be avoided when dealing with the Internet?

A: Making assumptions of any kind without studying and asking how students are using electronic media is to be avoided at all costs.

Q: Which next steps related to the internet might you recommend?

A: Our student clients are the pioneers in a new global culture. Asking them what they see happening next is of ultimate value. We do our best to both observe and understand their 'consumption trends.'