

EXHIBIT E

(10) Information regarding the technical competence of the applicant to provide its proposed local exchange services including:

(a) A description of the education and experience of the applicant's management personnel who will oversee the proposed local exchange services:

**CURRICULUM VITAE AND/OR RESUME OF MANAGEMENT
TEAM**

Yisrael Spitz

452 Broadway • Brooklyn, NY 11211 • (347) 436-7779 • yes@barrtell.com

Telebroad – New York, NY

President & CEO

2006 to Present

As president and CEO of Telebroad for fifteen years, successfully designed and completed the deployment of various products and services. Ability to locate market necessities and to create innovative solutions. Directed this start-up company in the major basic aspects of telecom industry, such as software and technology development, billing, sales and marketing. For Detailed information, please see www.telebroad.com

Datavoice Inc.

CEO

2007 – Present

As CEO Mr. Spitz manages the overall strategy and vision of the critically important relationships with all Datavoice's customers as he occupies the position as the Chief Executive Officer.

Datavoice installs audio and video surveillance systems as well as closed circuit TV monitoring along with the applications of our telephony this allows for remote monitoring of premises and integrates as an app into smart phones

Barr Tell USA, Inc.

CEO -

2010 to Present

Acquired this company in 2010 as a Competitive Local Exchange carrier in the State of New York. Since then, I have expanded this CLEC to also provide telephone service in seven other States, Connecticut, Florida, Illinois, Maryland, Massachusetts, New Jersey & Pennsylvania where we are directly inter-connected to the large Incumbent Carriers, i.e., Verizon & AT&T, etc. I have further expanded our service offerings and increased our foot print and revenue stream by offering additional add on features to our voice services that make our service unique as compared to other similar CLECs. And/or VOIP Service Providers.

SOS Telecom. – New York City **2003 to 2006**

Owner: Bernard Lefkowitz Tel: 718-871-3539

Director of Information Technologies

Professional strengths include:

Team Leadership
Training and Support Planning
Project Management
Advanced Technical Troubleshooting
Telecommunication Solutions
Telecommunication Protocols
Network Design and Configurations
Unified Messaging Integrations
Customer Relationship Management
Change Management
Vendor Relations
Installations and Rollouts
Customer Service
Acquisitions and Integrations
Unified Messaging
Routing & VOIP
Email/Desktop Faxing

Leadership Strengths:

Futurist & Strategic Thinker with Strong Technical skills and Cost-Effective Manner in all Problem-Solving

Always challenging the Status Quo to Enhance Organizational Efficiency with Best Practices in Quality & Initiatives

Ensures Cross-Functional Collaboration and Engagement of Employee Participation through Transitions, Modifications and Changes

Exemplifies Core Values-Exceptional Work Ethic, Integrity, Initiative, Accountability, Fairness and Tenacity

Core Competencies & Key Knowledge Areas:

- Consistently exceeds expectations and Meet Project Milestones, Deliverables, SLAs and Business Goals
- Manage Project Compliance with Fiscal/Budgetary guidelines, Specifications and Outcomes
- Analyze Scenarios & Anticipate Outcomes to Minimize Problems / Glitches within the Project Life Cycle
- SME in Wireless, RF Engineering, Fiber, Network Technologies, Design, Integration & Performance Enhancements

- Responsible for all aspects of deal sourcing, evaluation, and execution as well as operational management. Ubiquity
- Partners seeks to invest, develop and manage critical communications infrastructure throughout the United States.

Qualifications

- Designed, implemented and supported PBX and Telephone Switches. Experience includes hands-on deployment, vendor negotiations, customer pre-sales meetings, system design, and project and crew management.
- Very comfortable with troubleshooting and analyzing various media signaling protocols, including SS7, Frame Relay, H323, SIP, RTP and IAX.
- Excellent ability to troubleshoot problems related to the QOS of voice transmission. Excellent knowledge of the SIP debugging and handshaking process.
- Extensive use of network troubleshooting tools such as WireShark and PingPlotter.
- Integrated T1 PRI, BRI and ISDN circuits with multiple PBX and Key systems.
- Very familiar with setting up multiple port cards for Asterisk. This includes Sangoma and Zaptel cards.
- Designed and implemented Virtual PBX hosting services
- Installed and terminated CAT 5, CAT 6, burial and aerial cable
- Experience in developing client/server software applications, as well as comfortable with designing and installing Data Base software such as Microsoft SQL and MySQL based systems
- Experienced in Linux, including installing, writing and compiling modules in ANSI C. Additionally, experienced in network configuration, firewall settings, and remote access.
- Development of IP based PBX platforms and custom telephony applications based on Asterisk and other open-source frameworks.

Accomplishments

- Designed and implemented a Click-to-Call-Me website. Features include PC-to-Phone, Phone-to-Phone and PC-to-PC calls.
- Designed and implemented audio-conferencing systems.
- Founded & Managed an internet telephony provisioning company. Work included contracting carriers and selecting providers. Also, made available to customers services such as DIDs and Toll-free

numbering, carrier re-assignment and least cost routing. Work also included managing VOIP accounts, and billing. Clients included small to mid sized Businesses, call centers.

- Wrote a call accounting system for hotels and phone kiosks administration.
- Designed PBX Telephone systems and Connections that helped small businesses grow and follow their sales while also saving extra costs and largely improved their day-to-day Business performance.

Skills

Hardware/VOIP/Networking Infrastructure:

- Working knowledge of the public telephone system
- Telecommunication equipment configuration and programming, such as Muxes, Satellite Modems, DSU CSUs, Channel Banks. ADTRAN DSUs, NEWBRIDGE 3624 & 3630
- Worked with various IP telephony equipment, including Sonus, Cisco routers, Quintum, Audiocodes, Sitara, Nuera, Digium Wildcard X100P and TDM400P interface cards, Sangoma Wanpipe, and other Telephony products.
- Working knowledge of Cisco IOS for router configuration
- DHCP, DNS / Bind, Sendmail, Syslog, and SNMP
- SS7, SIP, H323, IAX
- Basic knowledge of ATM switching
- Expert in writing web-based telephony software. Applied web-based interfacing to the PBXs installed.

He has worked with and is proficient in a variety of telephony equipment that includes: Sonus, Cisco, Jupiter, Veraz, Quintum, Audiocodes, Nuera, Digium, Sangoma and other Telephony products and interface cards,

Software:

- PHP, MySQL, Microsoft SQL
- ANSI C, C++, Visual Basic 6
- Linux, Unix, Cisco IOS, Windows, Apple.

Other:

Multi-lingual: English, German, Hebrew and Yiddish

Education

2002 – Mesifita College of Stamford Hill, London –
Bachelor Degree of Computer Science,
Aggregate degree in International Studies.

Overall Mr. Spitz is responsible for providing advanced communication solutions to all business customers with an expertise in the telecom industry.

As a veteran in the industry, Mr. Spitz specifically provides Barr Tell with a great wealth of networking expertise, industry experience and leadership depth. Not only is he an expert in communication solutions, but he is also a dynamic leader with a passion for excellence and a champion for his customers, business partners and teammates.

Mr. Spitz has a knack for building great relationships with both his customers and business partners. As a seasoned communications expert he has successfully identified and implemented customer technology solutions across all product sets and verticals

His leadership skills, industry experience, competitive drive, creativity and successful sales background help to create an environment that supports achieving aggressive business goals for both Barr Tell and his customers.

His experience is in all aspects related and relevant to the services Applicant proposes to provide in the Application.

Mayer Rosenbaum COO

452 Broadway, Brooklyn, NY 11211

Tel: 212 4449911 x 1023

Email: mayer@telebroad.com

WORK EXPERIENCE

JNET ISP

2004- 2005

Customized service of Internet Content Filtering that allows customers to choose exactly what kind of content to block for each person or computer, based on filtering on high- speed bandwidth.

Big Apple Computers

CEO & Founder 2005 -2007

IT firm

TeleBroad

CTO

2006-2013

COO

2013 – Present

For Detailed information, please see

www.telebroad.com

Datavoice Inc.

COO 2007 – Present

As COO Mr. Rosenbaum manages the day to day operations, the infrastructure, the monitoring and the overall network to make sure the services are reliable, dependable and available 99999% of the time.

Datavoice installs audio and video surveillance systems as well as closed circuit TV monitoring along with the applications of our telephony this allows for remote monitoring of premises and integrates as an app into smart phones.

Barr Tell USA, Inc.

COO -

2010 to Present

Barr Tell was acquired in 2010 as a Competitive Local Exchange carrier in the State of New York. Since then it has expanded as a Competitive Local Exchange Carrier (CLEC) to provide telephone service in seven other

States, Connecticut, Florida, Illinois, Maryland, Massachusetts, New Jersey & Pennsylvania. Barr Tell is directly inter-connected to the large Incumbent Carriers, i.e. Verizon & AT&T, on a TDM basis. Barr Tell offers voice, texting and data services to Businesses. With its own 'in house' software team it has developed and provided many handy applications and additional add on features that are included in our voice services. These 'extras' make our services unique and stand out as compared to other similar Service Providers.

Education

Toras Chessed Yeshiva

Great Offley, near. Hitchin, North Hertfordshire, UK 2001 -2004

Overall Skills & Responsibilities

Mr. Rosenbaum entered into the telecommunications industry around 2004, and has since held several, operational, financial, engineering, and marketing roles in a couple of small Internet and telecommunication firms, where his knowledge and experience has constantly grown and expended with all the latest technological advancements.

Mr. Rosenbaum's Cloud Computing Skills include stack knowledge such as AWS, OpenStack or Azure; understanding cloud architecture that builds on the basics of traditional Web Services and APIs; and a good grasp of networking and virtualization.

His knowledge of Network Engineering and IT Support Skills has been used in various processes required to implement, support, maintain and troubleshoot communication networks not only within our company but between interconnecting us with our upstream and downstream providers and other organizations, vendors and customers.

Mr. Rosenbaum has a very thorough knowledge of various types of networks such as LAN, WAN, WLAN and metropolitan area networks (MAN) which have aided as a key to success and growth in his knowledge of telecommunications.

His ability to adroitly handle various network crisis and/or malicious malware attacks that ordinarily could severely affect a company's business, has made Mayer an asset in fool proofing our network infrastructure

Mr. Rosenbaum is an Accomplished Telecommunications Professional through his hands on experience, who is practiced in all aspects of design, installation, and support of voice and data transmission and PBX switching technologies, Key Systems and Telecommunications Engineering in addition to a having a sound knowledge of call center support and call management systems. This has enabled him to fulfill his responsibility in the administration of our business

He has an exceptional knowledge of designing, installing, and troubleshooting structured cabling and wiring systems as well as a good knowledge of the installation, implementation, and maintenance of telecommunications equipment with an outstanding ability to use everyday hand and power tools has made him an expert in collaborating with customer business leaders, identify their requirements and presenting reliable solutions within all aspects of telephony

Among his many technological Skills on the internal networking side his ability to administer routers, switches, gateways and oversee all facets of telecom infrastructure and environment as well the integration of cross-platform telecom systems allowing a familiarity with a wide range of devices and equipment.

He is Self-Motivated, highly organized and is quite able to multitasking provides familiarity with many PROTOCOLS such as TCP/IP, Data Link Control (DLC), FTP, HTTP, TFTP, ATM, FIDDI
Protocols: Systems Network Architecture (SNA), Internetwork Packet Exchange/Sequenced Packet Exchange (IPX/SPX), X.25

As well as various OPERATING SYSTEMS from Microsoft, Linux versions of Unix and various Network infrastructure Environments such as TDM, SONET, ISDN, LAN/WAN and VOIP

His ability to implement quality of service (QoS) features and functionality ties back to his broad knowledge of telecom and networking protocols, as well as implementation and telecom practices.

Mr. Rosenbaum is responsible for development, implementation, and management of the network, infrastructure, telecommunications spend and utilization. He has excellent business acumen and strong communication and presentation skills and can communicate in several languages in addition to English

Mr. Rosenbaum has demonstrated an innate ability at problem solving, decision making and skills that continuously improve processes and performances.

Expert in writing web based telephony software. Applied web based interfacing to the PBXs installed.

Mr. Rosenbaum's experience is in all aspects related, relevant and strategically important to the services the Applicant proposes to provide in the CPCN Application.

Over 30 years in the field of telecommunications Mr. Barr has had a continuous learning experience throughout these years in a wide range of telecom jobs and a multitude of telecom facets. At the time of entry into the telecom arena there were 3 individual networks; one for voice communication another for video and another for data. Since each of these used separate networks there was quite a steep learning curve that required a separate knowledge of each.

Throughout the long experience there have been a vast number of job titles and an assortment of knowledge requirements for each. Most of these have been at the executive level and consisted of Upper Management positions as President; VP; Chief Operations Officer and Consultant. These varied positions involved areas such as Process Development / Product Launch / CRM / Negotiations / QA / Supplier & Customer Relations / Cost Control / Pricing / Purchasing and Systems Analysis & Planning

Mr. Barr continually focused on the objective goals of each situation and toward the final goal of positive results. Some of these were in specializing in strategic allocation of capital resources dedicated to systems and processes addressing the effective and efficient operations in support of revenue growth; instilling confidence in diverse, highly competitive and fast-paced telephony and communication environments. Mr. Barr has utilized technical, business and leadership skills to identify critical and necessary staff and relevant technical issues, implement effective solutions for tough problems for startups and to excel in establishing industry leadership. He has been directly responsible for initiating the tone and setting of many strategic goals, while leading the development, deployment, support and delivery of revenue generating communication infrastructure(s) and facility operations. Mr. Barr abilities also excel in setting and achieving long term vision to accomplish EBITDA goals within overall product portfolios. He has served as product champion by educating management on opportunities and risks associated with all forms of telephony and communication applications that focus on the strategic allocation of capital expenditures to achieve 'best practice' solutions.

- **Negotiated the sale of hundreds of thousands of dollars in telephony equipment and IP hardware, providing \$1M in capital to allow commercialization of business.**
- **Streamlined the soft switch installation process by cutting installation time 70%.**
- **Created total Customer Care program for joint venture partnerships and franchise client, enabling firm to retain \$4M VC funding.**
- **Drove software development project, generating \$10M in monthly revenue and 50 million in monthly minutes in the switching network.**

Special Skills: Strategic, motivated and tactical thinker/planner... Solid analytical, communicative and interpersonal skills... Establishing new policies and procedures... Building cohesive, cross-functional teams... Cultivate talent, instill value, and create a passion to be successful... Develop effective short and long-term technical, business, and operational strategies:

- ❖ **Scalability and Performance:** strategic allocation of capital resources into scalable, high-performance management solutions that can support a critical mass of customers – quickly and cost effectively;
- ❖ **Modularity:** initiate and direct projects supporting open modular solutions that provide a common operating environment to facilitate automation and service neutrality prior to the time when modularity was fully recognized;
- ❖ **End to End Management Visibility:** Implement management solutions that provide an end-to-end view of the customer's experience to ensure superior service levels;
- ❖ **Rapid Time-to-Market:** Direct and monitor time-critical projects on time and within budget constraints, while managing vendors to achieve agility and flexibility – quickly and confidently rolling out new services;
- ❖ **Aligning Investments and Cost Efficiency:** Provide visibility into investments from idea creation to launch; improve quality and speed of decision making with comprehensive views into project resource utilization and costs.

Technical Skills: Telephony: SBC(Session Border Controllers), IAD (Integrated Access Devices), Soft Clients, Lawful Intercept Telecom Licenses, Test Tools, Soft Switch Design and Deployment, Protocols - SIP, MPLS, MGCP, H323, SS7, ISDN. **Hardware:** IBM, SUN, CISCO, INTEL, AMD, EMC, NMS, Tekelec, Nortel, Multiple Media Gateways, Telecom and Networking Platforms. In addition, for the past 10 years Mr. Barr has been focused on making sure the telecom companies have been in with total compliance many different State's bureaus of the Secretary of State; Department of Revenue and Public Utility Commissions as far as multiple tax types, annual reports have all been filed on time..

Communications Carriers: Dealt with a Multitude of Carriers on a Wholesale basis for Voice and Data Services on both a TDM level and also later for VOIP. These Carriers included every major Carrier both Domestic and International from AT&T, Belgacom (BICS), British Telecom, Deutsche Telecom, France Telecom, Telecom Italia, Level 3 through the alphabet to Verizon and Windstream as well as almost every PTT and Carrier around the World. These. Included many second and third tier Carriers for bandwidth allotment as peering partners and to purchase voice termination for millions of minutes of voice traffic. The number of Carriers were well over 100 individual companies of which I still have maintained relationships to date.

Education:

University of Akron, Akron, Ohio course work 1964 - 1965; **New Jersey Institute of Technology for Mechanical Engineering** (formerly Newark College of Engineering) for Mechanical Engineering 1965-1969.

Passaic School of Drafting, NJ 1964

Webinars, Workshops and Seminars from Equipment & hardware manufacturers such as Cisco, Solaris, Telco Bridges and Squire Technologies.

Selected Achievements

Negotiated the sale of leading edge telephony platform equipment, providing initial seed funding and capital to allow the commercialization of business. Cactus Communications wanted to commercialize, but lacked sufficient resources. Identified major roadblocks to commercialization and recommended prudent solutions. Sold Intellectual Property, enabling Cactus to meet its new business goals and commercialize the VoIP platform.

Streamlined the Soft Switch installation process at 60 Hudson Street, New York City for several Colocation clients, cutting installation time 70%. Client CTO sought advice on strategic direction for product application development. Defined the Soft Switch connectivity and configuration issues, features and functions. Automated the bundling of components, significantly reducing installation time and improved ROI and margins for client organizations.

Created total Customer Care program for wholesale/retail franchiser, enabling firm to retain \$4M VC funding. Consulting client, needed a comprehensive customer care program to maintain needed funding. Recommended a viable organizational structure and required resources. Identified support application. Developed a program to manage, monitor and evaluate customer inquiries, satisfying VC that critical area of business was meeting its standards.

Staffed and provided technical support for several Excel TDM Switching platforms in a multi-client business model for my own company, i.e. Colo Central at 60 Hudson Street. The facilities and infrastructure support package generated annual revenue of \$2.5M in facility leases and \$1M in technical support contracts. Engaged and led the team in a joint software development venture that designed and implemented telephony software applications to manage and monitor network devices, leading to significant performance enhancements and new revenue opportunities.

Career Summary

Vice President/Consultant Integrated Path Communications, LLC. March 2015 – Present

Assisting upper management with Telecom Regulatory compliance as well as Contract negotiations and many Agreements related to all aspects of expanding voice and data business.

Vice President Voice Stream Network, Inc. – August 2013 – 2018.

I was hired as a Part Time Consultant to assist this company in getting up and running as a new CLEC in 3 states, New York, Florida and Iowa, simultaneously. This company's main focus is on providing telephone based Chat service(s) as well as Audio Conference Bridges for both wholesale 'white labeling' to other Carrier entities as well as to its own Customer base. They are also working on mapping telephone numbers to any Audio content such as radio stations(from around the world) to Blogs and to Personal Broadcasting. Using phone numbers allows for any listener or participant to dial into an event from anywhere without using the Internet. My main duties are dealing with Carriers as well as all the Legal filings, forecasting and ordering of blocks of Phone numbers with the Quasi-governmental Agencies of NANPA, the Pooling Administration and NPAC.

Vice President EZ Mobile, LLC & Sonar Telecommunication, Inc. – January 2011 –2017.

Began work as an Independent Consultant to change the profile of these two companies (both owned by the same Management. EZ Mobile LLC is focused on Retail Distribution of Prepaid Telecom Products and Services from servicing thousands of Retail Shops throughout North America to also selling these services over their Internet Portal. They resell many brands of actual physical telecom cards, SIM Chips and 'Top Up' Cards to Pinless products from both other Manufacturers as well as their own Brands.

Sonar Telecom is an FCC Licensed 214 Carrier that is "Facilities based" meaning that it has its own Switching Platform Carrier. Sonar is now interconnected to approximately 80 - 100 Carriers around the world to whom they route their International Voice traffic. Through my

connections I was able to negotiate Interconnection Agreements with all these Carriers through various types of Contracts from a simple Wholesale Carrier Customer to both Reciprocal and Bi-Lateral Agreements. In addition, to selling a complete A – Z Voice ‘termination’ Route wholesale to any small Carriers these Routes or destinations are also used to produce their Retail Products for the Consumer prepaid arena (using EZ Mobile) In addition, these companies have also been Master Distributors for several Wireless Carriers as well as an MVNO for Sprint and Boost Mobile as well as a Reseller of Direct TV.

Vice President – Telebroad, LLC. – September 2010 – Present

When I sold Barr Tell USA to Telebroad in 2010, I was kept on not only as the President of Barr Tell, but also made the Vice President of Telebroad. My job responsibilities are to make sure that Telebroad, a retail arm of Barr Tell, is always in compliance with all the Regulatory Agencies and Taxing Authorities as well as to take care of all the work-related matters that might arise periodically. In addition, I act as their in-house legal authority for Contract Management and the writing of most Business related plans and/or agreements that are necessary.

President: Barr Tell USA, Inc.-June 2010-Present, Started a corporation, Barr Tell USA, Inc, while working for **Telx** (see below) in Jan 1998 so that I could be paid as an Independent Telecom Consultant in my Title for Telx, as the Director of Carrier Sales. In 2003, I filed a Petition in New York State for a Certificate of Public Utility and Convenience to provide the resale of telecommunications services as a CAP (wholesale). This business did not do well and became dormant until early 2010, when I was planning to retire. I then sold the business, but stayed on as part of Management and as Part Time Independent Consultant. The company was then upgraded to a CLEC in NY and NJ, where it now provides wholesale and retail phone service(s) as well as SMS Text Messaging having all of its phone numbers SMS or text enabled.

CTO: SurfXpress, L.L.C., 470 Vanderbilt Ave., Brooklyn, NY: 2007 – June 2010. In 2007 on a quest to expand Colo Network Corporation, I acquired an existing business that specialized in Web Hosting along with an associate, where each of us owned 50%. I was the Chief Technology Officer and ran this business on a day-to-day basis along with Colo Network. This business differentiated itself from Colo Network offering shared web hosting as well as dedicated servers for web hosting using both the Windows OS and Linux Operating Systems and front-end Control Panels. This business focused on Data Services rather than Voice. I sold SurfXpress in 2010

CEO and CTO: Colo Network Corporation, 470 Vanderbilt Ave., Brooklyn, NY - 2004 – June 2010. Continued the operation of the Colo Central Corporation, after downsizing, restructuring and moving the telecom infrastructure operations to Brooklyn, while modifying the name of the company. Re-established the company’s ability to upgrade and integrate voice, video and data utilizing the newer technologies such as Metro Ethernet and VOIP, while assisting in eliminating TDM connectivity and switching port fees with Carriers. As an infrastructure company we also focused on co-location services of small servers and platforms for independent and small Carriers. I then began working for Barr Tell USA & Telebroad full time.

CEO and General Manager: Colo Central Corp., 60 Hudson Street, NYC – 1999 - 2004. Launched a start up to provide infrastructure facilities and technical support to a middle market client base comprised of domestic Small Medium Business (SMB) and International SMBs

providing a commercial presence in the domestic market. Colo Central provided Project Management, technical/customer care and support services; also business and professional services relative to local, state and federal compliance with telecommunications and regulatory law, licensing and policies. Successfully planned and implemented innovative offerings focused on providing switching services especially for enhanced featured telephony applications such as prepaid phone cards and IVR related apps. Colo Central provided and hosted a private branded platform and management services establishing and supporting an affinity/ethnic market for prepaid calling card products. Colo is short for Co-Location.

Director of Carrier Sales: Telx, 60 Hudson Street, NYC –Sept. 1997 – 1999. As a core member of the management team in creating policy and execution of the strategic plan, resulted in the successful and profitable launch of the company. Directly responsible for the successful deployment of the TDM switching platform leading to a profitable distribution of several pre-paid calling card product lines generating over 50 million minutes/month and yielding approximately \$10 million in revenue annually. Responsible for contract negotiation and overall business development with Telecom Carriers with buying and selling, as well as issuing Contracts for Customers for Co-location, Switch Partitioning and Switch Processing. In the process of introducing Carrier/Vendors to the company its focus changed into a neutral co-location facility from operating switching platforms. It is now one of the largest co-location companies in the United States known as Digital Realty.

Director of Sales & Marketing: DigiTec 2000 formerly Promo Tel, 8 West 38th Street, NYC – 1995 – 1997. After the acquisition of Direct Dial International, I immediately assumed the sales and marketing responsibilities continuing with the business development of distribution and sales channels. Digitec was a publicly traded company on the Bulletin Board (Sym: DGTT) pink sheets, therefore, Direct Dial International, a distribution and marketing company of prepaid phone cards provided instantaneous revenue and market share of the prepaid phone card business within the Tri-State New York region. The company was owned 20% by Walter Franks, head of the Tec Group in Jackson, MS. DigiTec continued the distribution of the prepaid phone card called the "Travel Card" until its demise. Afterward, I was directly responsible for negotiating a deal with the CFO of WorldCom in Jackson, MS to use their logo and continue with the brand of Prepaid cards called, the "F/X" Card. Through this CFO our company was set up with Patrick Jones of Premier Telecom in Atlanta to use his switching platform. I was also responsible for coordinating trade shows and doing Exhibitions at numerous major conferences, seminars and shows in addition to building up our market share.

Founder and owner: Direct Dial International, 34 West 37th. Street, NYC – 05/1994 – 10/1995 Direct Dial International was established as an entrepreneurial venture with a single signed contract from Richard Yellin, the President of Cable & Wireless to be the exclusive distributor in the tri-state area (New York, New Jersey & Connecticut) of their new phone card called, "Asia Direct" aimed at the Asian market. Direct Dial also succeeded in capturing dominate market share of the calling card business and distribution channel in New York of a competitive brand calling card, "The Travel Phone Card". The company was acquired by DigiTec.

Regional Distribution Manager: Cleartel Communications, Washington, DC 10/1993 – 7/1994 Developed the Tri-State retail market and distribution network for a line of pre-paid phone cards operating under the brand "Telefare". Directly responsible for developing the retail distribution network in the Tri-State region with over 200 retail store locations, segmented

into ethnic markets and generating a monthly revenue of approximately \$25,000 in both the domestic and international markets for a new industry. The channel for pre-paid calling cards was dynamic and rapidly changing requiring constant innovative changes to the distribution model, which Cleartel refused to, enter fearing margin erosion and profitability issues.

Regional Distribution Manager: Amerivox, California Company 11/1991 – 10/1993.

Amerivox was one of the first MLM companies to enter the pre-paid calling card market. Their business model of multi-level marketing shifted the risk in marketing to the distribution channel requiring commitment and resale to the retail channel. Their approach in 1992 to the prepaid phone card was pioneering a brand through an MLM distribution channel long before it was fashionable. As Regional Distribution Manager and independent agent, I developed the Tri-State distribution channel in conjunction with many others. The MLM business model proved to be the wrong approach with insufficient margin to support the overall distribution channel with a service base product, and the consumer had little protection in the overall relationship. These two issues proved insurmountable for Amerivox and the company vacated the market after one year.

Mr. Barr's experience is in all aspects related, are relevant and strategically important to the services Applicant proposes to provide in the CPCN Application.