

# Industry Milestones



"I Dream of Things That Never Were, and Say ... Why Not?"

Robert F. Kennedy

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**Robert C. Huber, CMC, CPCM**, has been an industry pioneer, historian, forecaster, media resource, and campus card industry leader since 1982 and directly responsible for many campus card industry milestones and innovations including:

- 1982** Introduced first campus cards with ABA single **High Coercivity (HiCo)** magnetic stripes (non-erasable) at the University of Wisconsin – Stout (WI) and University of Utah (UT).
- 1984** Implemented first Campus Card System with "**Guaranteed 3-Second Response Time**" – a revolutionary technological achievement reducing transactions 15-30 seconds each.
- 1985** Implemented **Largest Food Service Campus Card System** in North America at Duke University (NC).
- 1985** Developed the "**All-Campus Card**" concept at Duke University (i.e., Single 4-Year Credential, Multiple Accounts, Multi-Applications, Single HiCo Magnetic Stripe).
- 1986** Introduced first "**Guaranteed 4-Year Photo All-Campus Cards**" in North America designed to be more durable and eliminate traditional annual campus card issuance.
- 1989** Implemented **Largest Campus Card Door Access & Alarm Monitoring System** in North America at The Pennsylvania State University (PA).
- 1990** Implemented **First Campus Smart Card System** (contact chip cards) at Queens College (NC), Hamline University (MN) and Loyola College in Maryland (MD).
- 1991** Founded **Robert Huber Associates** as first international dual-board certified "vendor independent" campus card business consultancy.
- 1992** Conducted first **NACUFS Campus Card Workshop** (Fort Collins, CO) for the National Association of College & University Food Services.
- 1993** Conducted first **NACAS Campus Card Workshop** (Atlanta, GA) for the National Association of College Auxiliary Services.

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- 1993** Conducted first **International Campus Card Presentation** (Washington, D.C.) for the CardTech / SecurTech International Exposition.
  - 1994** **Charter member** of the **National Association of Campus Card Users (NACCU)** and attended the 1<sup>st</sup> NACCU Annual Conference (La Jolla, CA).
  - 1995** Conducted first **CACUBO Campus Card Presentation** (Quebec, CAN) for the Canadian Business Officers Association.
  - 1996** Conducted first **CapCard Campus Card Workshop** (Las Vegas, NV) for the association of campus credit unions.
  - 1996** Published first international "**Campus Card Industry Forecast**" posted globally on [www.AllCampusCard.com](http://www.AllCampusCard.com) by Robert Huber Associates (Scottsdale, AZ USA).
  - 2005** Developed strategic plan for the **Colleges of the Fenway™** (Boston, MA), the first academic consortium of independent IHEs to **simultaneously** launch their new **Fenway Card™** which was accepted on all COF campuses (6) and at nearby local merchants.
  - 2008** Developed and produced the mobile "**Campus Card History Museum**" to commemorate the NACCU 15th Anniversary (Las Vegas, NV).
  - 2009** Implemented the **First Campus-Wide All Smart Card Campus** at Missouri Southern State University (MO).
  - 2011** Negotiated the **Largest Campus Card System** in North America at Miami University (OH).
  - 2012** Conducted first **UBTech Campus Card Presentation** that was **televised "live" worldwide** at first UBTech2012 (Las Vegas, NV).
  - 2013** Predicts the next generation of Campus Cards will use **Smartphone** mobile technology. [www.AllCampusCard.com/forecast/](http://www.AllCampusCard.com/forecast/)