



CBORD's User Group Conference Hits New Highs in Orlando

State-of-the-art technology pavilion, educational sessions, and groundbreaking networking opportunities among highlights

Friday, November 9, 2007

Ithaca, New York—The CBORD Group, Inc., recently held its 28th annual User Group Conference (UGC) from October 10–13 at the Omni Orlando Resort at ChampionsGate in Orlando, Florida. This historical event marked the start of a new era for CBORD®: this latest conference was the first to bring together 700 client, vendor, partner, and CBORD employee participants.

“The total experience of the 2007 UGC was very positive,” remarked Jim Clinton, Director of Card Operations at the University of North Carolina at Chapel Hill. “I think that bringing all of the different groups together gave us the opportunity to meet people from different areas, and it gave CBORD the chance to showcase all of its technology at one time. It also gave our individual groups the chance to network and share ideas, which we have always enjoyed in past years.”

Among the highlights of the conference were a 30-booth, state-of-the-art technology pavilion, which featured both CBORD and partner products; a keynote speech by Daniel Burrus, one of the world's leading technology forecasters and business strategists; 170 client- and CBORD-presented sessions; and a multimedia jam-packed opening session and gala dinner/awards ceremony.

The following client sites were honored during this year's awards ceremony for their innovative uses of CBORD solutions:

- Visionary Award: Temple University Health System
- One CBORD Award: University of Colorado at Boulder
- Above & Beyond Award: Villanova University

Also recognized during the ceremony were the outgoing members of the User Advisory Council and CBORD's retiring Executive Vice President, Bruce Lane.

“As a User Group Conference, the CBORD event in Orlando was unlike any I have participated in before as a vendor,” said Imran Rahmani, CPP, Partner

Relationship Manager for NICE Systems. “The seminars were on topic and well attended, the technology pavilion was well presented and organized, and virtually every CBORD user there took the time to speak to the partners to learn how the displayed technology could benefit their organizations. This event has undoubtedly brought positive attention to the partnership between NICE® and CBORD and the strength of our combined offering for our collective client base. I’ve already cleared my calendar for the next one in San Antonio in ’08!”

The 2007 User Group Conference was unlike any other in myriad ways. But the heart of UGC—bringing together CBORD clients and employees, brainstorming and listening to one another’s ideas—remains the same and is only made stronger as the number of attendees and voices grows. “I have been to a lot of conferences and I have never seen one better planned and executed, or better received by the attendees. We collected many good ideas from our customers to improve the conference, improve our service, and improve our products. It’s really all about great customer relationships—personal relationships and execution/delivery on our commitments,” commented CBORD President Tim Tighe.

The 2008 UGC will be held in San Antonio, Texas. Considering the high bar that was set this year, there’s no doubt that next year’s UGC will exceed expectations and be as fulfilling and successful as this year’s conference.

About The CBORD Group

The CBORD Group serves colleges and universities, healthcare facilities, chain restaurants, supermarkets, continuing care facilities, corporations, and a host of other market segments. CBORD’s products are used in food service, catering, nutrition services, online ordering, meal plans, campus card privilege control, access control, integrated security, housing services, and other institution-wide activities. The CBORD Group serves more than 6,000 clients in the U.S., Canada, Europe, South Africa, the Middle East, New Zealand, and Australia.

The CBORD Group was founded in 1975. Today it employs more than 475 professionals. To learn more about CBORD, visit us at www.cbord.com.

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