



## **The CBORD Group Welcomes Four New Off-Campus Payment Partners** *Off-campus programs strengthen and grow university One Card programs*

**For Immediate Release**

**March 6, 2009**

**Ithaca, NY**—CBORD Off-Campus Commerce, a division of The CBORD Group, Inc., today announced the addition of four new off-campus payment partners including University of Southern Maine, College of Wooster, Westfield State College, and East Tennessee State University. Each of these clients has partnered with CBORD® to expand their on-campus discretionary accounts to new locations off-campus in their surrounding merchant communities.

The new partners all share a common desire to grow the relevance and usage of their One Card programs by creating more options for student use of the ID card. With robust on-campus discretionary accounts already in place and actively used, opening up the accounts to off-campus locations was the next step for each in expanding student services.

"We had been interested in offering the off-campus payment option to our student body for quite some time, but the logistics of implementing it ourselves were daunting," says Deb Nightingale, Assistant Director, Campus Card Services, University of Southern Maine. "With CBORD Off-Campus Commerce, the day-to-day impact on our card office staff is minimal—while we still manage the growth and direction of the program, CBORD handles all of the back-end, from merchant recruitment and helpdesk to daily payments to participating merchants."

"We are very excited to be working with these institutions as they expand their One Card programs," says Shawn McCarthy, Managing Director, CBORD Off-Campus Commerce. "Our partnerships keep the university brand front and center, deepen the connection to the local merchant community, and provide an additional revenue stream to auxiliary services departments, which have recently been hard hit by budget cuts."

All four universities utilize CBORD campus card solutions—East Tennessee State uses CS Gold®, while College of Wooster, University of Southern Maine, and Westfield State use Odyssey PCS™. CBORD offers an industry-leading Central Server Solution for Odyssey PCS and CS Gold, providing real-time connections between universities and merchants, as well as eliminating modem banks, phone lines, and other hardware on campus.

### **About CBORD Off-Campus Commerce**

CBORD Off-Campus Commerce is a division of The CBORD Group, Inc. 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, cashless dining, campus ID 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 450 professionals. To learn more about CBORD, visit us at [www.cbord.com](http://www.cbord.com).

###

**Media Contact:**

Angela Sarno  
Senior Client Manager  
Email: [ars@cbord.com](mailto:ars@cbord.com)  
Phone: 323.663.6379



Don't care to receive CBORD College & University Press Releases in the future? Send an email to "[promos@cbord.com](mailto:promos@cbord.com)" with the subject line "Please remove my email address " and we'll take your address off our mailing list.