Add your business to this list!

New Britain, Newington, West Hartford

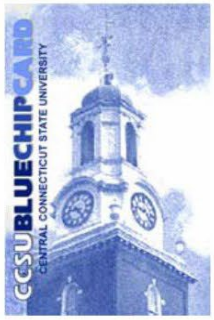
Berkshire Vending-CCSU, Burrito Loko & Mofongo Express, Central Gas, Chick-Fil-A, Domino's Pizza, Fresh Greens and Proteins, Halal Buns,Pepsi Vending-CCSU, Quick n Easy, So. Ramen, Stop & Shop #630, Subway (Stanley St.), Syriana Cuisine, Tony's Central Pizza, *Wings over Newington.*

Would your business like to participate in the Blue Chip Card Program?

Contact Thom King, Director of Auxiliary Service for Information Technology for more information.

860-832-0113

KingTL@CCSU.EDU



Central Connecticut State University Card Office
Willard-DiLoreto Hall Room D125
1615 Stanley Street
New Britain, CT 06050

CardOffice@ccsu.edu
Call: (860)832-2140
Fax: (860)832-0114
www.cardoffice.ccsu.edu

CENTRAL CONNECTICUT STATE UNIVERSITY

The Blue Chip Card

It's not just an ID, it's a campus everything card!

Merchant Guide

Tel: (860) 832-2140

About the Blue Chip Card

What is a Blue Chip Card?

One of the first things every new student, faculty and staff member must do when they arrive on campus is get a university identification card, otherwise known as the Blue Chip Card. The Blue Chip Card is a necessary and important part of the CCSU campus experience.

Blue Chip Card holders have the option to deposit money into a special Blue Chip account. This money can be spent on campus or at specific off campus locations that accept the Blue Chip Card.

Faculty, Staff and Students can purchase a variety of foods and services from you!

How does the Blue Chip Card Work?

The Blue Chip Card works like a debit card. Card holders make deposits into their Blue Chip account just like they would into a bank account. As long as funds are available, Blue Chip Card holders can make purchases. The only difference between the Blue Chip Card and a debit card is that Blue Chip Cards can only be used at locations that participate in the Blue Chip Card Program.

Do I need any special equipment to access Blue Chip accounts?

Participating merchants can access Blue Chip accounts through a Terminal via a leased line or telephone line. Your existing Credit Card Terminal may be compatible. An attached printer prints receipts and end of day totals.

Are there any other fees?

The Terminal with printer is leased from Off Campus Advantage (OCA) for a fee per month. You will contact OCA with any terminal difficulties or questions.

Who can I contact to join Blue Chip program?

If you are interested in joining this program, please call Phil Mazarakis at (617) 912-2001 or
send an email: phil.mazarakis@illumiatech.com

For payment issues contact, Merchant Services Help Desk at (877) 636-2002.
(If you are facing any problems in contacting Cbord , please reach out to us at CardOffice@ccsu.edu and we will follow up with them)

How would my business benefit?

INCREASED BUSINESS

Participating merchants report an increase in CCSU patronage. With the flexibility of the Blue Chip Card, students, faculty and staff are no longer tied down to making purchases on campus, they are free to use available funds at their favorite participating off campus locations.

HIGHER CHECK AVERAGES

On average, people paying with their Blue Chip Card spend more per transaction on than when using cash or credit cards. CCSU students, faculty and staff deposit money into their Blue Chip accounts for the sole purpose of spending it at locations on and off campus that accept the Blue Chip Card. When making a purchase with a Blue Chip Card they do not have to worry about the amount of cash in their pocket, or racking up credit card bills.

COMPETITIVE ADVANTAGE

Participating merchants have an advantage over their competitors. Members of the CCSU community know and trust businesses that accept the Blue Chip Card.

FREE MARKETING

One of the many perks participating merchants enjoy is free advertising on campus! The CCSU Card Office post's participating merchant's names on websites, fliers and bulletin boards.