



**For Immediate Release**

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**The CMAA's Carolinas Chapter Launches "Carolinas Connection" as Part of a Special CMAA Chapter Offering from VCT**

**Boston, MA – October 14, 2009** – VCT Corporation (VCT) announced today the launch of the inaugural issue of *Carolinas Connection* ([www.clubnewsmaker.net/carolinascconnection](http://www.clubnewsmaker.net/carolinascconnection)), the new eNewsletter exclusively for the members of CMAA's Carolinas Chapter. This highly progressive Chapter of the CMAA has chosen VCT's custom eNewsletter managed service solution as they transition from a printed to an electronic member communications strategy.

This new eCommunications solution is now being offered to all 46 chapters of the CMAA through VCT. Corinne Grimaldi, Managing Director of the Carolinas Chapter added, "As we looked forward toward a digital future, we knew that we wanted an affordable, cutting-edge ePublication that our members would enjoy. VCT has provided us with the perfect solution that not only saves us money, but in the process also reduces the administration burden of a newsletter production. We sought out VCT for an interactive eNewsletter that was timely, convenient, and professional looking, and VCT delivered exactly what we were looking for!"

*Carolinas Connection* targets approximately 350 club managers within North and South Carolina. The monthly eNewsletter is a valuable source for chapter news and happenings, industry insights, reports and updates that all coincide with the chapter's mission to educate and advance friendly relations among its members. Not only is the Carolinas Chapter able to provide its members with valuable content in a more timely and cost effective manner, the eNewsletter also provides a showcase opportunity for sponsors and partners, and creates additional revenue streams for the Chapter.

Stephen Ready, President and CEO of VCT stated, "We couldn't be happier to partner with the Carolinas Chapter. VCT remains focused on supporting the CMAA and its efforts nationwide. Our partnerships with the various chapters of the CMAA and the CMAE are extremely important to us as we are all adapting to the changing communication trends in the private club industry. During these times of transition, our goal is to be a source of inspiration, education, and innovation to aide in the overall prosperity of this industry."

**About VCT**

VCT is the private club industry's leading marketing solutions company delivering custom communications and media programs designed to spur relationship marketing and member/customer retention, and as a result, drive increased revenue, profitability and growth. VCT is a forward-thinking strategic partner with expertise in both business-to-business and business-to-consumer custom media and custom ePublishing projects. Founded in 1999, VCT consistently delivers measurable solutions for a diverse base of clients, including ClubCorp USA, Honours Golf, Empire Golf Management, and individual private clubs spanning the globe. Visit [www.vctcorp.com](http://www.vctcorp.com) for additional company information or to view samples of our work. Please [contact us](#) to find out more about the CMAA Chapter ePublishing Package available now.

**About the CMAA Carolinas Chapter**

The Carolinas Chapter of the CMAA was founded in 1947 and, today, boasts approximately 350 members within North and South Carolina. This highly progressive chapter of the CMAA shares in the mission of providing the education needed to promote and encourage efficient and successful club

management, and to advance friendly relations among its members. The chapter holds four quarterly chapter-wide meetings and monthly regional meetings that enable its members to gain valuable education credit and networking opportunities. With the great support of its member base, sponsors and partnerships, the chapter, through its Carolinas Club Foundation, has awarded various scholarships to both students and managers and continues to raise money in contribution to the development, growth and image of the club management industry.

### **About the CMAA**

The Club Managers Association of America is the professional Association for managers of membership clubs. With close to 7,000 members across all classifications, its manager member base runs more than 3,000 country, golf, city, athletic, faculty, yacht, town and military clubs across the country. The Club Managers Association of America advances the profession of club management by fulfilling the educational and related needs of its members. The objectives of the Association are to promote and advance friendly relations among persons connected with the management of clubs and other associations of similar character; to encourage the education and advancement of its members; and to assist club officers and members, through their managers, to secure the utmost in efficient and successful operations. There are 46 senior chapters and more than 45 student chapters and colonies, both in the United States and abroad.