



## PRESS RELEASE

### ***Club Networker*, a new e-Magazine for the golf and private clubs' industries, to launch in January, the CMAE and VCT Corporation announces**

(St Andrews, Scotland – December 11, 2008) The Club Managers Association of Europe (CMAE) has selected VCT Corporation, the leading supplier of e-Publishing and membership loyalty solutions to the golf and private clubs industries, to produce its new, monthly e-Magazine.

*Club Networker*, which will be launched in January, will target club managers, industry suppliers and professionals, owners and operators, committees and boards, plus sports organisations and governing bodies.

The highly interactive electronic magazine, produced by VCT, will feature industry news, trends and developments, conference announcements and educational updates, including information on the CMAE's own Certified Club Manager qualification.

VCT's sophisticated and easy-to-use interactive e-Magazine will enable subscribers from across Europe and beyond to select news and articles specific to their own region or country, creating relevant, personalized content.

"*Club Networker* magazine will benefit the whole of the golf and private clubs industries, and we are encouraging all industry professionals and stakeholders to sign up for a free subscription," said Jerry Kilby, CMAE Chief Executive Officer.

"VCT, whose e-Publishing and membership loyalty solutions are second to none, is an invaluable partner in this project and we are very excited about the newsletter they have created which is highly advanced in its interactivity and usability."

The CMAE is welcoming contributions for content, relevant to the golf and private clubs industries – article ideas and proposals should be sent to the editor for consideration.

Stephen Ready, President and CEO of VCT, said: "In these challenging economic times that we all face, it's more important than ever for organizations to communicate best practices to their members. We're excited to be a part of this path, and to be working with the CMAE for the greater good of the industry, and its many constituencies across the globe."

The first issue of *Club Networker* will be published in January. For a free subscription, or editorial submissions, e-mail Sharon Reekie at the CMAE, writing 'Club Networker Free Subscription' in the subject box: [sharon.reekie@cmaeurope.plus.com](mailto:sharon.reekie@cmaeurope.plus.com) or visit [www.clubnewsmaker.net/clubnetworker](http://www.clubnewsmaker.net/clubnetworker).

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## **ABOUT CMAE**

The Club Managers Association of Europe (CMAE) is a non-profit making professional association with members involved in the management of sports clubs (golf, tennis, sailing, rowing, rugby, football, cricket), health & fitness clubs, leisure, city and dining clubs located throughout Europe.

The CMAE is also the pan-European 'umbrella' organisation for a variety of national professional associations for club managers and secretaries. National associations can affiliate to the CMAE, thereby giving their membership access to the CMAE education programme and other CMAE international activities and events.

CMAE is closely aligned with the Club Managers Association of America (CMAA) and actively participates in the annual World Conference for club managers and other international events.

## **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, Golf Inc., 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.