



**For Immediate Release**  
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## **VCT Names Christa Evans, CCM Director of Sales**

**Boston, MA – February 2, 2009** – VCT Corporation announced today that club technology and operations specialist, Christa Evans, CCM will be heading up inside sales and business development efforts for VCT's Private Club division as the Company's appointed Director of Sales.

Prior to joining VCT, Christa was Vice President of Client Solutions at TTA, where she gained ten years of experience performing complete systems analysis for private clubs, to help identify current and future technology needs. Her proven consultative approach to determining how technology can improve operational environments and member satisfaction will be a valuable asset to VCT.

"We're thrilled to be welcoming Christa to our team," added Stephen Ready, VCT's President & CEO. "She is a true industry veteran—one who is uniquely qualified to help clubs make informed decisions that support successful club operations and member retention. Christa's transition will also serve to strengthen VCT's partnership with TTA, as the two companies work together to identify needs and deliver solutions to TTA's client base of private clubs."

Evans stated, "This opportunity is especially exciting for me in that it allows me to further pursue my passion of helping private clubs prosper through the use of best-of-breed solutions and services. VCT's relationship marketing approach, as well as its custom ePublishing service, is unprecedented in this industry – and I am excited about the progress private clubs across the country can make by embracing a more one-to-one personalized approach with their members in partnership with VCT."

Continued Evans, "I also look forward to cultivating the ongoing partnership between VCT and TTA and working with new and existing clients to help them achieve increased member loyalty and retention through their existing software systems (see "[VCT Announces Platform-Neutral eCommunications Management Services](#)"), as well as VCT's cutting-edge service offerings."

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**For more on VCT, please visit us at the following events in San Diego:**

[Golf Industry Show - Booth # 7743](#) - February 10-11, 2010

[You Are What You Communicate](#). Speaker: Stephen Ready -Tuesday, February 9, 2010, 4:30–6:00 pm.

**Christa can be reached at 617-566-7055 ext 228 or via email [cevans@vctcorp.com](mailto:cevans@vctcorp.com)**

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### **About VCT**

VCT is a unique private club-centric member communications and marketing firm headquartered in Boston, Massachusetts. Responding to the growing communications challenges private clubs face as demographics shift and preferences continue to evolve, VCT provides a suite of services designed to create long-term member engagement, loyalty, satisfaction and activation for its distinguished private club clients, as well as affinity groups and brands including ClubCorp USA, Troon Golf, Arnold Palmer Golf Management (APGM), Club Managers Association of America (CMAA), and the National Golf Foundation (NGF).

For more information on VCT, visit us at [www.vctcorp.com](http://www.vctcorp.com)

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