



**For Immediate Release**  
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**Contact:**  
VCT Media Relations  
617-566-7055 ext. 215  
[media@vctcorp.com](mailto:media@vctcorp.com)

## **Detroit Athletic Club Enhances Member Satisfaction with VCT's LoyaltyBuilder™ "ePublisher" Service**

**Boston, MA – June 29, 2010** – VCT Corporation (VCT) announced today that the Detroit Athletic Club, one of the finest private city clubs in the country, has chosen VCT as its ePublishing partner in the launch of a new initiative designed to improve member awareness, satisfaction and retention. Recipient of the Michigan Quality Council's *Michigan Quality Leadership Award*, this prestigious institution leveraged VCT's managed services to introduce a highly brand-focused eCommunications Program that incorporates specialized segmentation strategies to speak to its members' individual needs and interests.

Stephen Ready, President & CEO of VCT stated, "Detroit Athletic Club is an elite organization that is strongly committed to upholding the traditions and elegance of its history. When a private club this deeply rooted in the traditions of its past challenges themselves to meet the changing needs of its members by partnering with VCT, we feel truly honored. As eNewsletters and eMagazines continue to change the way members access important club information, we're proud to be chosen as Detroit Athletic Club's partner in making its vision of 'ultimate member satisfaction' a reality."

The LoyaltyBuilder™ ePublisher service is unprecedented in the private club industry in VCT's ability to provide unique content across various segments of membership based on membership type or preferences. The ability to provide this level of customization is not only an effective and efficient solution for increasing activity at a private club, but it also raises the bar in terms of achieving maximum member satisfaction.

VCT provides its ePublisher fully-managed service as an alternative to self-managed 'eblasts' - providing clubs like Detroit Athletic Club with a more professional, efficient and cost-effective option for delivering content that matters to members on an individualized basis.

Ready continued "DAC's new interactive eMagazine helps the club communicate its value by offering relevant content in an easy-to-navigate 'quality read'. And by leveraging the sophisticated reports that VCT prepares after each Issue, the eMagazine has also quickly become a valuable resource for better understanding its members. It's extremely satisfying to know that not only has VCT been instrumental in helping DAC execute the design and functionality to achieve maximum performance, but VCT's ongoing, fully-managed service has also helped to streamline the publishing process and ease the burden on club staff."

### **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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