



For Immediate Release

July 21, 2011

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Florida Chapter CMAA Offers Member Satisfaction Benefits Through a Strategic Communications Partnership with VCT

BOSTON, MA – July 21, 2011 — The Florida Chapter of the Club Managers Association of America (FLCMAA) and VCT Corporation have joined together in a strategic communications alliance in support of enhanced member communication and additional member benefits for Florida's private clubs. This partnership is centered on a mutual commitment to support the interests and growth of membership-based clubs by providing value-added benefits and access to best practices and industry trends that will help clubs and their memberships thrive.

In conjunction with The Florida Chapter CMAA, VCT will participate in a series of educational communications-focused webinars and conferences designed to help clubs maximize member engagement and satisfaction. These educational programs will address solutions that blend traditional and new communications methods designed to increase member retention and fulfillment, as well as a plan of action for communicating with the next generation of private club members.

Christa Evans, Director of Strategic Communications Solutions added, "This dynamic partnership with The Florida Chapter CMAA will allow us to educate member clubs on the benefits of strategic communications planning and the impact these best practices can have in positioning clubs for success in this ever-evolving market. Our goal is to support forward-thinking organizations like Florida CMAA, who are thinking about their membership as private clubs must think of theirs – and develop solutions to address shifting member expectations and preferences."

Working with VCT, The Florida Chapter CMAA will also be developing a new "member satisfaction solution", the *Florida Chapter Spotlight* eMagazine, providing Chapter news and announcements, event highlights, educational resources and further opportunities for professional development, in a cutting-edge interactive format.

Erin Herzog Bisceglia, Managing Director for The Florida Chapter CMAA stated, "With the help of VCT Corporation, and their assessment of our current member communications efforts, we've identified the need for a more robust publication that offers easier access to industry insights, trends and other valuable information that will help our member clubs flourish. We're confident that through this initiative, and the education that VCT provides, our clubs will see and experience first-hand, the value of personalized communication."

About The Florida Club Managers Association of America (FLCMAA):

FLCMAA is the professional Association for managers of membership clubs. With close to 650 members across all classifications, our manager members run more than 300 country, city, athletic, faculty, yacht, town and military clubs. 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; to assist club officers and members, through their managers to secure the utmost in efficient and successful operations.

Our parent organization, the Club Manager's Association of America supports the advancement of the club management profession. The CMAA along with their internal Club Foundation sponsors research, funds industry education programs, provides financial assistance to educational institutions and awards

scholarships to outstanding students interested in the club management profession.

For more information, please contact the FLCMAA office at 561-691-6849 or info@flcmaa.org.

About VCT

VCT is a unique private club-centric, lifestyle communications firm, with a focus on taking a relationship marketing approach to member communications in order to drive engagement, activation and most importantly – member satisfaction. Responding to the growing communications and retention challenges private clubs face as demographics shift and member preferences continue to evolve, VCT provides a suite of services designed to achieve long-term success for its distinguished private club clients. For more information on VCT, visit us at www.vctcorp.com.

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