



**For Immediate Release**

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**Contact:**

VCT Media Relations  
617-566-7055 ext. 215

[media@vctcorp.com](mailto:media@vctcorp.com)

## **Golf Inc. Conference Panel to Focus on Communicating & Increasing Membership Value in the 'New Online World'**

**BOSTON, MA. (October 4, 2010)** - Stephen Ready, President and CEO of VCT will moderate a panel of industry leaders to discuss the topic of enhancing the private club member experience at the upcoming Golf Inc. Conference in Las Vegas, Nev.

What can clubs do now to add value to membership without increasing cost? The Marketing Session entitled *Private Clubs in the New Online World: Expanded Access & Benefits, Both Online and Off* addresses this question with the expertise of Jim Stegall, Executive Vice President, Managed Properties for Kemper Sports; Casey Ueberroth, President, Preferred Golf, part of the Ueberroth ownership family of Preferred Hotel Group; and Bruce Lucker, President and CEO of The Signature Group.

"With the average private club member gaining a great deal of experience online, every day, clubs should be looking at ways to expand the reach of their benefits and services, essentially creating a virtual clubhouse presence," says Ready who will be moderating the October 5<sup>th</sup> session. Taking advantage of technology to deliver exactly what tomorrow's members and golfers are looking for while driving incremental revenue will be a primary topic of discussion in this panel.

"Today's members crave convenience, especially in a world of heightened demands. Investing money in increasing membership value and really understanding how to leverage online communication touch points to initiate member spend is essential," adds Ready.

The Oct. 4-6 Golf Inc. Conference will be held at the MGM Grand Hotel & Casino.

### **About The Moderator**

*Stephen Ready is President and CEO of VCT, the leading provider of member communications managed services, custom ePublishing, and new member benefit solutions for private clubs. Stephen speaks about the future of the private club industry extensively, and brings insights, visions and best practices for the 'country clubs of the future' to audiences around the world. For the past 11 years, he has helped VCT's private club clients incorporate new strategies, tools, content and benefits into their member communication, activation and retention plans, and more recently has introduced a new concept in club eCommunications – 'thinking like a magazine publisher'. Stephen is a frequent contributor to the CMAA's Club Management Magazine and Premier Club Services' At Your Service publication, in addition to his role as Publisher of [ACTIVATE! eMagazine](#).*

Founded in 1999, VCT Corporation consistently delivers measurable solutions for a diverse base of clients, including ClubCorp USA, Troon Golf, National Golf Foundation, Toll Brothers, Inc., Honours Golf, CMAA, and **hundreds of distinguished private clubs spanning the globe**. For more information on VCT, visit us at [www.vctcorp.com/interactive-brochure](http://www.vctcorp.com/interactive-brochure).