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**National Club Association Forms Strategic Communications Alliance with VCT  
*Partnership Offers Advanced Member Benefits***

**(Washington, D.C. – May 18, 2011)** — The National Club Association (NCA) and VCT Corporation have joined together in a strategic communications alliance in support of industry-wide education and enhanced member benefits for private clubs. This partnership is centered on a mutual commitment to support the interests and growth of private clubs by providing education, best practices and added value benefits to clubs and members.

“We’re thrilled to announce our partnership with VCT,” Susanne Wegrzyn, President & CEO of NCA commented. “We’re confident that VCT will make a valuable contribution to our mission to educate clubs about the changing priorities of today’s members, and provide them with innovative solutions to help their leaders succeed.”

Stephen Ready, President & CEO of VCT Corporation added, “This unique partnership with NCA will allow us to help deliver resources and education that will prepare today’s clubs for a successful future. Clubs contend with so many factors—growing communication challenges, variable member needs, and greater demands for value. It is an honor to work with a forward-thinking organization like NCA to provide clubs with actionable solutions.”

NCA will be collaborating with VCT on the development and launch of a new and improved version of the association’s member publication, *NCA CONNECT*. This newly revamped e-magazine, exclusively for NCA members and subscribers, will provide an innovative platform for NCA resources, educational opportunities, webinar registrations, and excerpts from various NCA publications, as well as NCA

Corporate Partner offerings. In addition, VCT will contribute to the development of NCA's annual *Trends & Issues: A Private Club Perspective* publication, with a focus on changing demographics, dynamic member preferences, and how these factors impact clubs' membership involvement and communication needs.

In conjunction with NCA, VCT will host a series of regional workshops, strategic communications webinars and customer success initiatives designed to help clubs maximize member engagement and satisfaction. These educational programs will discuss solutions that blend traditional and new communications methods designed to increase member retention and fulfillment, as well as a plan of action for addressing the next generation of private club members.

Working with NCA, VCT is developing a specialized Member Satisfaction Solution that will enable NCA member clubs to take advantage of VCT's 360° approach to member communications. NCA members will have access to an initial "communications and member satisfaction assessment" to help participating clubs to understand the benefits of an effective strategic communications plan to increase member engagement.

#### **About NCA**

*Since 1961, the National Club Association (NCA) has served as the primary advocate for private clubs, representing their business, legal and legislative interests, while providing a wealth of invaluable resources to address educational needs of clubs related to operations, model club practices and effective leadership. For more information, visit [www.nationalclub.org](http://www.nationalclub.org).*

#### **About VCT**

*VCT is a private club-centric, lifestyle-driven 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](http://www.vctcorp.com).*

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