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**CONTACT:**

Cindy Vizza  
202-822-9822  
[vizza@nationalclub.org](mailto:vizza@nationalclub.org)

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

**NCA Releases *2011 Trends & Issues Report* in Collaboration with VCT**

**Report Focuses Heavily on Several Key Topics Affecting Private Clubs**

**(Washington, D.C. – September 13, 2011)** — The National Club Association (NCA), in collaboration with VCT Corporation (VCT) as NCA's Strategic Communications Partner, announces the release of the highly anticipated *2011 Trends and Issues: A Private Club Perspective*. This NCA signature report, sponsored in part by VCT, McGladrey and the National Club Association Foundation, provides insight on the major topics affecting private clubs throughout the past year, including the latest in lifestyle, technology and communication trends that influence the way clubs prepare for their future.

Compiled from the latest online resources and printed reports and surveys, this publication covers U.S. Census data, industry and association surveys, media reports and news and trends from the hospitality, lodging, technology, lifestyles, and golf and fitness industries. This year's publication highlights some of the significant developments related to trends in the private club industry, including:

- Post-recession consumerism
- The rapidly changing demographic make-up
- Business and workforce issues
- Dining trends
- Communications technology

"We're thrilled to present our new and improved *2011 Trends and Issues Report*," Susanne R. Wegrzyn, President and CEO of NCA commented. "Keeping clubs and their leaders up-to-date on the

developments and research that affect the private club industry enables clubs to best meet their members needs and prepare for their future.”

Stephen Ready, President & CEO of VCT Corporation added, “This is such an integral publication for the future of private clubs and we’re delighted to have the opportunity to work with such a forward-thinking organization as NCA. Our philosophy resides on educating clubs about the importance of staying relevant in today’s market, and this report really accentuates the importance of fostering long-term member engagement, loyalty, satisfaction and activation.”

NCA members will receive one complimentary copy of the new *2011 Trends & Issues* report.

VCT, NCA’s Strategic Communications Partner, collaborated on the design and launch of this year’s report and provided content on communications trends and challenges for private clubs. McGladrey, NCA’s Strategic Alliance Partner, provided content and data for the report.

To order your copy of the 2011 Trends & Issues publication, visit  
[http://www.nationalclub.org/e\\_store\\_public/](http://www.nationalclub.org/e_store_public/)

**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 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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