



**For Immediate Release**  
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## **The National Golf Foundation Partners with VCT Corp to Introduce New Industry Communications Vehicle with the Launch of the *NGF Dashboard* eMagazine**

**Boston, MA – August 9, 2010** – The National Golf Foundation, a trusted resource for golf businesses for more than 70 years, announced today that it has leveraged VCT’s ePublishing managed services to create a cutting-edge, interactive eMagazine for NGF members and industry stakeholders. In addition to heightening awareness around unique membership benefits, educational resources, research reports and exclusive partner discounts, The *NGF Dashboard* eMagazine will also serve as a gateway to the NGF’s new website, and will help facilitate NGF’s efforts to grow its one-to-one relationships with its members.

Greg Nathan, Senior Vice President of Membership for the National Golf Foundation states, “NGF’s brand is well established and our work has always maintained a high level of quality, however, our communications have not always been elevated to an equal standard. This eMagazine, launched simultaneously with our completely redesigned NGF.org website, represents a very significant effort to improve the quality of our member and industry touch-points. The *NGF Dashboard* will help better define NGF with regard to: who we are, what we do, and who we do it for. VCT helped us create a more contemporary way to present the best golf business information to the industry and make NGF member benefits more real and accessible to golf courses and businesses. Outsourcing the development and ongoing production and management of the *NGF Dashboard* to VCT was a cost-effective way to alleviate pressure on our internal staff while creating what we think is a best-in-class product. Naturally, we believe that the better NGF’s resources and capabilities are understood, the more golf-related businesses will recognize how NGF membership can help them. Since NGF serves so many vertical groups in golf, from superintendents to appraisers to golf professionals to corporate CEOs, the *NGF Dashboard* will help us deliver a wealth of content every month that is relevant and timely. It may be a cliché, but we’re endeavoring to provide something for everyone, each and every month.”

With VCT’s sophisticated segmentation and personalization services, *The Dashboard* will have three special editions going out to more than 32,000 people who make their living in golf. Facility decision-makers who own and operate golf courses/clubs will automatically get content organized for them, as will two different business segments (1. Business who sell to Facilities and 2. Businesses that sell to Consumers).

Stephen Ready, President and CEO of VCT commented, “Our Company’s commitment to the success and longevity of the golf and club industries is demonstrated in our strong support of organizations like the National Golf Foundation. The opportunity to work collaboratively with NGF on this communications initiative is perhaps one of the best ways that VCT can continue to put this commitment to work. We are thrilled to be a part of NGF’s resource team, and look forward to supporting, protecting and building the NGF brand through the ongoing management and publication of the *NGF Dashboard*.”

Nathan adds, "We firmly believe that there isn't a golf-related business that we cannot help. Hopefully, the eMagazine will put us in a position where we can be of service to more people, simply because they'll have a clearer understanding of the ways we can support them."

**For a first-hand look at the inaugural issue of the *NGF Dashboard*, visit: [www.NGFdashboard.com](http://www.NGFdashboard.com)**

### **About the National Golf Foundation**

The National Golf Foundation, founded in 1936 and based in Jupiter, Florida, is the industry's knowledge leader on the U.S. golf economy. NGF delivers independent and objective market intelligence, insights and trends to fulfill its mission: To Keep Golf Businesses Ahead of the Game. NGF's 4,000 member courses, clubs, associations, media and golf-related businesses in every market segment rely on NGF research and resources to support their best decisions. For more information: [www.ngf.org](http://www.ngf.org)

### **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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