



**For Immediate Release**

January 15, 2010

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## **VCT Forms Partnership with Premier Club Services (PCS) to Provide “Member Activation Package”**

**Boston, MA – January 15, 2010** – In an effort to further its commitment to helping private clubs succeed, VCT Corporation, the industry leader in custom ePublishing and member communications solutions, announced today, that it has joined the PCS Industry Network, a subscriber benefit of Premier Club Services®. Created by the Club Managers Association of America (CMAA), Premier Club Services provides its subscribing member clubs with a distinct collection of innovative programs and resources for the successful operation of clubs.

In lieu of the current economic challenges facing the industry, VCT intends to expedite the adoption of ePublishing solutions by Premier Club Services subscriber clubs by offering a 2010 “member activation package” at a preferred subscriber-only price point. VCT will develop an educational “ePublishing Primer” to inform subscriber clubs of the importance of developing a brand-focused eCommunications strategy that cultivates member loyalty and engagement, especially during this economic downturn. VCT will offer PCS subscribers an affordable ePublishing managed service that will include the development of a club eMagazine designed to stimulate member engagement and significantly reduce costly administrative overhead.

Ron Rosenbaum, Senior Vice President of Marketing and Communications for CMAA commented, “We are pleased to be adding VCT to our PCS network of industry supporters and to be able to extend this much-needed service to our subscribers. VCT is an excellent compliment to our current roster of PCS Industry Network suppliers and we believe that their services will add value to the program for our subscribers.”

Stephen Ready, President and CEO of VCT added, “Our goal is to simultaneously expand the value of the Premier Club Services program by investing in the education of industry professionals, and helping clubs build lasting and profitable relationships with their members. We are proud to be associated with the Premier Club Services program as they continue to provide their subscribers with an assortment of products and services that are essential for successful club operations.”

### **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).

### **About Premier Club Services**

Premier Club Services® is a subscription service for clubs that aims to improve the relationship of the GM/COO and his or her board by providing innovative programs and resources for the successful operation of clubs. The Club Managers Association of America (CMAA) founded PCS in response to club managers' requests for products and services aimed at overall club operations. Since 1993, the PCS subscription has offered a unique collection of club-specific resources designed to assist club management professionals and Boards with the resources needed to operate their facilities at the highest level. Visit [www.premierclubservices.org](http://www.premierclubservices.org) for additional information.

For more information on VCT, visit us at [www.vctcorp.com](http://www.vctcorp.com)

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