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Royal Palm Yacht & Country Club Taps into VCT to Launch New eCommunications Program

Boston, MA – September 17, 2010 – In an effort to raise the bar on its member communications, drive event participation, and most notably, better align its electronic touch points with the club’s overall brand image, Royal Palm Yacht & Country Club located in Boca Raton, Florida, announced today the launch of its new VCT-managed interactive weekly eNewsletter.

Mr. Donald Emery, CCM, CCE, General Manager and COO of Royal Palm Yacht & Country Club commented, “Royal Palm Yacht & Country Club is extremely dedicated to delivering a superior member experience and continually looking for ways to add more value to the daily lives of our members – both in and outside of the Club. Through our partnership with VCT, we sought to develop an eCommunications strategy that would open the doors to a more efficient, professional and interactive way to communicate with our members, while supporting our ongoing branding efforts. It is with great pride that we introduce this new weekly eNewsletter to our members.”

“We are thrilled to have the opportunity to work with a club so centered on the satisfaction and engagement of its membership,” stated Christa Farr Evans, CCM, Director of Strategic Solutions at VCT. “We are confident that through the launch of this exclusive member benefit, the Royal Palm Yacht & Country Club brand will be further enhanced — supporting the club’s efforts to grow member relationships, loyalty, and ongoing member activation.”

In addition to its standard ePublishing managed services, VCT’s editorial team consulted with Royal Palm Yacht & Country Club’s staff throughout the various stages of content development for its new eNewsletter. The end result is a layered communication providing members with targeted content including photo slideshows, recipes, golf instructional tips, club news and announcements, as well as eye-catching event promotions.

“We needed a one-stop solution to our communication woes,” Mr. Emery added. “Transitioning from reaching our members through a printed publication and inconsistent email blasts, to a fully-managed professional weekly eNewsletter, has proven to be the answer to our messaging problems. Working with VCT has enabled our staff to concentrate on the various areas of the Club where their service and expertise are needed most, all of which add to the enhancement of our members’ day-to-day experience.”

About Royal Palm Yacht & Country Club

For over half a century, Royal Palm Yacht & Country Club has been an elegant tradition among the elite clubs of South Florida. Today, it remains one of the few private, by-invitation-only clubs in the country. Their philosophy is that a club should exceed the expectations of their select membership while at the same time provide an enjoyable experience for the entire family. Royal Palm represents a unique

alternative in country clubs in its region. It starts with Jack Nicklaus Signature golf course, but goes much further than that. Unlike most area private clubs, Royal Palm has no residency requirements. Their diverse membership of all backgrounds is not only drawn from all over the greater Boca Raton/Ft. Lauderdale area but also from around the world.

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

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