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VCT Delivers Strategic Communications Plan as the Selected Communications Agency for The Country Club at DC Ranch

BOSTON, MA – July 13, 2011 — VCT Corporation, the industry's leading member communications agency, specializing in customized member communications solutions, today announced that it has been selected as The Country Club at DC Ranch's communications partner. VCT has worked collaboratively with The Country Club at DC Ranch to prepare a Strategic Communications Plan (SCP) that aligns member satisfaction solutions with the club's defined mission and objectives for member engagement, participation and retention. This initiative was developed in response to a thorough communications audit performed by VCT, to help Management and the Board of Directors objectively assess communications practices for its various member audience segments.

"VCT has been instrumental in bringing more clarity to our member communications strategy," stated, Paul Skelton, General Manager of The Country Club at DC Ranch. "We desired a deeper understanding of member preferences and behaviors to ensure that we were hitting the nail on the head with our communications. We approached VCT because of its reputation delivering impactful strategies for premier private clubs. The initial communications audit provided a wealth of information that has helped us better understand where our communications fall short in meeting member expectations, and what we can do to provide more value. We look forward to VCT providing us with the best of breed solutions to execute our strategy, as well as ongoing consulting for long-term success."

The Strategic Communications Plan (SCP) outlines essential communications success factors for the club based on the club-wide communications survey and a series of staff interviews. A detailed SWOT analysis included in the plan highlights the need for increased personalization for the club's various target audiences. To execute the plan, a variety of traditional and new communications methods will be leveraged by VCT's communications specialists and will be adjusted over time to consistently deliver value.

Maria Stavropoulos, Vice President of Client Services for VCT Corporation added, "The Country Club at DC Ranch's Management understands and supports communications as an integral part of Club viability and success. Recognizing the need for this type of in-depth audit is the first step toward identifying solutions that are shaping the future direction of club communications for generations to come. We're thrilled to be working with The Country Club at DC Ranch on such an intimate level because it really helps us to deliver the right solutions for member activation and satisfaction."

About The Country Club at DC Ranch
Genuine, welcoming, and warm in spirit, The Country Club at DC Ranch is North Scottsdale's premier private golf and country club, celebrating friends and families coming together to enjoy the best of times in a truly distinctive setting, including golf on the club's classic course designed by Tom Lehman and John Fought. The Club boasts a broad array of activities including tennis, fitness, swimming, exceptional dining venues and a variety of social events. Centrally located in Scottsdale, Arizona, the club is minutes from high-end shopping, world-class entertainment, and luxury real-estate.

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 loyalty. 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 achieve long-term success 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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