



**For Immediate Release**  
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## Talking Rock Launches Multidimensional eMagazine

**Boston, MA – March 24, 2010** – VCT Corporation ([www.vctcorp.com](http://www.vctcorp.com)) today announced that it has been selected as the ePublishing partner for Talking Rock, managed by OB Sports Golf Management. Located amidst the scenic mountains of Arizona’s High Country, Talking Rock is a private master-planned community with all of the amenities of a private country club.

Looking to transition from a print to electronic member communication strategy, Talking Rock approached VCT with several goals in mind, including increasing member activation and retention, engaging members with entertaining content, as well as improving external marketing efforts. The new Talking Rock eMagazine solution created by VCT will help the community achieve these goals while also serving as an added-value offering to current members. Likewise, the eMagazine will serve as a high-caliber prospecting tool for the community’s real estate and membership departments.

Jim Leisenring, General Manager for Talking Rock stated, “We were drawn to VCT because of their fully-managed services. One of our goals for this project was to find a partner who could deliver a professional looking end-product that was conducive to the development of high-quality, personalized content that would really grab the attention of our members and prospects. VCT’s process allows us to re-focus our attention to content creation and nurturing member relationships, while their team assumes the more technical responsibilities associated with this cutting-edge communications solution. It’s also comforting to know that VCT will be a valuable resource in helping us plan and develop content, all the while remaining focused on industry trends and best practices for member engagement.”

“We were pleased to partner with VCT to take Talking Rock’s e-communication to the next level”, states Kris Strauss, Vice President of Sales and Marketing for OB Sports Golf Management. “Clearly the end result of the collective efforts of both VCT and our Talking Rock team has resulted in enhanced communication and engagement with the membership of Talking Rock.”

Stephen Ready, President and CEO of VCT stated, “While private golf communities are still very much desirable to today’s consumer, a creative marketing strategy is necessary in order to weather this unfavorable real estate market. Talking Rock attributes much of its success in recent years to its progressive marketing efforts and active membership base. We’re confident in this solutions’ ability to propel Talking Rock into new territory, yielding even higher results of member activation and retention.”

### **About VCT**

VCT is the private club industry’s leading marketing solutions company delivering custom communications and media programs designed to spur relationship marketing and member/customer retention, and as a result, drive increased revenue, profitability and growth. VCT is a forward-thinking strategic partner with expertise in both business-to-business and business-to-consumer custom media and custom ePublishing projects. Founded in 1999, VCT consistently delivers measurable solutions for a diverse base of clients, including ClubCorp USA, Empire Golf Management, Honours Golf, Club Managers Association of America (CMAA), Club Managers Association of Europe (CMAE) and individual private clubs spanning the globe. Visit [www.vctcorp.com](http://www.vctcorp.com) for additional company information or to view samples of our work.

### **About Talking Rock**

Located in peaceful, rural setting just minutes from Prescott, AZ, [Talking Rock](#) is a 3,600-acre private, luxury home community with a casual western lifestyle. The Jay Morrish-designed 7,350-yard championship golf course intertwines through more than 1,000 acres of preserved open space, presenting residents with the spaciousness of Arizona's high country. Talking Rock offers spacious custom home sites, as well as Ranch Cottages, Ranch Homes and custom homes designed in an authentic ranch style and built by the area's finest craftsmen. Talking Rock is a development of [Harvard Investments](#), a Scottsdale, Ariz.-based real estate development company respected for its high quality, residential projects throughout the Southwest. The Talking Rock golf course and Ranch Compound are professionally managed by [OB Sports](#). For more information on Talking Rock and Harvard Investments, Inc. contact 877-922-4440 or [www.talkingrockranch.com](http://www.talkingrockranch.com).

#### **About OB Sports Golf Management**

Talking Rock is professionally managed by OB Sports Golf Management, a diversified, golf-oriented company with a long history of success. The OB Sports collection includes 37 premier golf courses and country clubs throughout the United States. Known for its comprehensive and personalized services since 1972, OB Sports has become widely acclaimed as the leader in boutique-style golf course management. For more information on OB Sports, visit [www.obsports.com](http://www.obsports.com), call (480) 948-1300, become a fan of OB Sports on Facebook at [www.facebook.com/obsports](http://www.facebook.com/obsports) or follow OB Sports on Twitter at [www.twitter.com/obsportsgolf](http://www.twitter.com/obsportsgolf)