

## **Manhattan Woods Golf Club to Launch “The Manhattan Woods Times”**

**Boston, MA – March 25, 2009** - VCT Corporation ([www.vctcorp.com](http://www.vctcorp.com)) announced today that Manhattan Woods Golf Club, located in West Nyack, New York, will be collaborating with VCT to launch “The Manhattan Woods Times,” a new member eMagazine designed for the exclusive enjoyment of the Manhattan Woods membership. Overlooking the New York City skyline, with a golf course ranked one of Golf Digest’s 100 Greatest, this “perfect city escape” will rely on VCT to improve the quality, consistency and entertainment value of its member communications.

Jay H. Lee, Director of Operations at The Manhattan Woods Golf Club, stated, “VCT’s ePublishing services are great for a club like Manhattan Woods. We expect it to be a key element in our program of continuous improvement at the club. We currently have a lengthy list of projects underway or pending, and have also launched a member appreciation program and expanded our member advisory board, so the communication around those efforts is critical. It’s great to be able to publish a member eMagazine (or ‘eZine’) of great quality without having to learn any technology.”

Stephen Ready, VCT’s President & CEO commented “Our charge is to help private clubs deliver a more personalized member experience, communicate more efficiently and effectively, and improve member relationships. Delivering a professional looking ePublication or eNewsletter that supports the work the club is doing from an operational perspective is what our LoyaltyBuilder service is all about. We’re delighted to be working with the team at Manhattan Woods to communicate their brand, and deliver increased member loyalty and activation.”

VCT offers the LoyaltyBuilder™ ePublishing program as a fully-managed service, which makes it a great alternative for club marketing directors wanting to deliver something to their members and prospects that says “we’re the best, and here’s another example why,” complete with the back-end metrics reporting that tells you what your members and prospects are interested in. Added Jay Lee, “With our new ability to customize content and promotions based on underlying member profiles and amenity interests, this service is exactly what we need to engage our members on a one-to-one basis—with eNewsletter content that is relevant to them. We are looking forward to delivering a true “lifestyle read” to our members, and making sure “The Manhattan Woods Times” becomes a “must-read” amongst the membership.”

Continued Ready, “This is a perfect fit for VCT’s relationship-driven ePublishing services. Members today are looking for more: more convenience, more value, and in this case, more return on their lifestyle investment both in and outside of their home clubs. VCT ePublishing allows Manhattan Woods to deliver all of that, and create content-rich eMagazines and communications that are valued by the membership and deliver results and revenues for Manhattan Woods.”

### **About Manhattan Woods Golf Club**

Overlooking the New York City skyline - Manhattan Woods is close enough for convenience - and far enough for a tranquil escape. Positioned on over 200 acres of the lower Hudson Valley’s most breath-taking terrain, the Club maintains a peerless commitment to member service and guest comfort. Membership at Manhattan Woods Golf Club provides access to one of the area’s most exciting and challenging course layouts, designed by Gary Player, as well as full clubhouse amenities. One of the finest caddie programs in the region ensures the consistent enjoyment and navigation of the course for you and your guests. World-class instruction, unsurpassed practice facilities, exquisite cuisine and detailed concierge-level service ensure an exceptional experience, on the course and in the Clubhouse. For more information on Manhattan Woods Golf Club, visit [www.mwgconline.com](http://www.mwgconline.com)

### **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, The 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.

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