

NCA celebrates 35th anniversary with special events

WASHINGTON — The National Club Association will conduct several special events this year in observance of the private club association's 35th anniversary.

Special events in the coming year include a continuing series of Club Director magazine bites about NCA's formation and various accomplishments over the years, recognition of early NCA club members and associate members, and an anniversary edition of Club Director in October to celebrate the association's incorporation date.

Also planned are the introduction of new

services and technologies that will expand the NCA Resource Center and enhance the scope of information provided to National Club Association member clubs. A new fax-on-demand service will allow NCA members to request information 24 hours per day and receive an immediate response.

Also underway is further development of NCA's database and an improvement to the association's consultative services.

NCA promotes the business, legal and legislative interests of the approximately 1,000 private clubs it represents.

New club marketing firm formed

SILVERSPRING, Md. — WTS International, a tennis facility design and management firm, has formed a new wholly owned subsidiary called ClubServ to provide private golf club marketing and membership development services.

ClubServ will offer membership evaluation, planning, implementation and supervision of membership marketing for private golf and country clubs, city clubs and racquet/sports clubs worldwide.

Two key principals have been added to help with the start-up. Tom White, senior vice president, joins ClubServ with 17 years experience as general manager at three separate clubs and as a club consultant. He will be responsible for new business development.

Cheryl Joyce, vice president of club marketing and development, brings extensive experience in private club marketing and membership promotion. She has worked at numerous East Coast clubs including the Robert Trent Jones Golf Club at Lake Manassas, Va., as well as many other East Coast clubs.

WTS International has provided design, consulting and management services for tennis programs and fitness centers at private and commercial clubs, real-estate projects, hotels and resorts, spas and residential projects throughout the United States and overseas for the past 23 years.

WTS International and ClubServ are located at 12501 Prosperity Drive, Ste. 460, Silver Spring, MD 20904; telephone 301-622-7800.

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Golfer magazine

Continued from page 53

Distribution is not limited to just courses that advertise. This spring's Southeast Massachusetts/Rhode Island issue, for example, will go to 100 courses, even though just seven facilities have placed ads, according to regional Associate Publisher Sharon Francoeur.

"Private and public courses stock it," said Francoeur, when asked why a facility would carry a publication containing ads promoting competing courses. "It's a nice-looking magazine and provides golfers with something to read. Seeing how they move off the counter gives the course operator an idea of whether it would be worth advertising in the future."

Full-page ads cost roughly \$700 per issue, Ridley said. "We can get four-color ads to the marketplace for about the same price as spot-color or black-and-white tabloid ads in other publications."

The 5 1/2-by-8 1/4-inch, digest size is also a benefit, Ridley said. "If you put a pile of magazines on the table and ask someone to arrange them, the digest-size always ends up on top, which makes it the one people see first," he said.

Golfer is also available in Toronto; Simcoe/Muskoka (north of Toronto); Northern New Jersey; Southern New Jersey; Detroit; Columbus, Ohio; Sand Hills (Pinehurst), N.C.; South Carolina Sunbelt (Columbia/Greenville); Houston; Phoenix/Scottsdale, Ariz.; Palm Springs, Calif.; Tampa, Fla.; and Piedmont (Winston-Salem/Greensboro), N.C.

For more information contact Ridley at 770-962-7220.