ASSOCIATE MEMBER BENEFITS

**Associate Member Online Buyers Guide:** High visibility as a “preferred provider” across the club industry’s top private, social and recreational clubs through this online directory, which includes links to your organization’s website.

**NCA Website:** NCA’s online hub for club industry information and resources – *members-only pages available only to NCA members.*

**Opportunity for Editorial Consideration:** Associate members are always the first choice for consideration when NCA is looking for editorial contributions for *Club Director* magazine and *NCA CONNECT*, our monthly e-newsletter.

**Discounts on Advertising:** Associate members receive a discount on advertising for all NCA periodicals, publications and the website.

**Sponsorship Opportunities at the National Club Conference and NCA Regional Conferences:** Network with current customers and meet potential clients at NCA conferences and events, held throughout the year. Insightful, educational programs cover industry trends, policy issues and developments in Congress and the courts.

**Special Member Alerts:** Keeping you up to date on key developments in legislative, legal and regulatory matters affecting the private club industry – *as needed.*

**Club Director:** NCA’s flagship magazine covers the private club industry, focusing on governance, business guidance and industry analysis – *quarterly subscription.*

**Washington Weekly Update:** An insider’s perspective on our government relations work in Congress and the federal regulatory agencies – *weekly e-newsletter.*

**NCA CONNECT:** Covers the latest news, trends and analysis of the issues affecting the private club industry – *monthly e-newsletter.*

**National Club Association SmartBrief:** Weekly digest of industry-related news articles compiled from a wide array of news sources – *e-newsletter delivered each Wednesday.*

**Trends & Issues:** NCA’s popular trends report covers topics ranging from demographics and lifestyles to operational areas and the economy – *annual report.*

**Member Consultations and Resource Center:** NCA’s staff will search our specialized database of more than 5,000 abstracts to assist members in answering their questions – *customized consultations and resources free for all members.*

**NCA Publications:** A collection of books for private clubs devoted to human resources, operations, legal, governance and planning topics – *member discounts on all publications and book bundles.*
What is the National Club Association?
Over the last 50 years, NCA has become the voice of the private club industry, lobbying Congress and state legislatures and representing private club interests before federal regulatory agencies. NCA also serves as a key informational resource and the authoritative clearinghouse for clubs. While other organizations serve the needs of individual club employees, NCA represents and serves the needs of clubs themselves.

How can NCA’s services benefit my company?
NCA provides invaluable information to our members. We assist our members with a wide-array of issues, such as the impact of the health care reform law on private clubs, the financial outlook for the club industry, tax-exempt and private status, marketing and membership recruitment issues, and much more. In most cases, we are able to provide our members immediate answers to their questions. We also continue to expand our unparalleled educational resources to help our members best understand the most pressing issues of the club industry today, so they can most effectively strategize for the future of their club or business.

Who are NCA’s members?
NCA’s membership consists of the top private membership clubs in the United States, such as golf, country, city, yacht, athletic, beach and social clubs, representing thousands of club officers, directors, committee chairs and management personnel. The entire club is our member, and access to our resources and services is given to club leadership. In addition, businesses and individuals with an interest in the private club industry are eligible for associate membership. Our associate members include leading providers of a variety of club services and products, such as accounting, architecture, fitness equipment and website design, as well as state golf associations and allied organizations within the private club industry.

What is NCA’s mission?
To defend, protect and advance the interests and well-being of private, social and recreational clubs. We are here to provide our associated members with the access and knowledge needed to fully pursue their interests in the club industry.