

RVAA Membership Segments to Meet

RVAA's three distinct membership segments - the supplier segment, the distributor segment and the agent segment will meet individually during the association's 2008 Executive Conference at the Chase Park Plaza in St. Louis, MO. The meetings will be held during a special segment lunch to be held August 6, 2008.

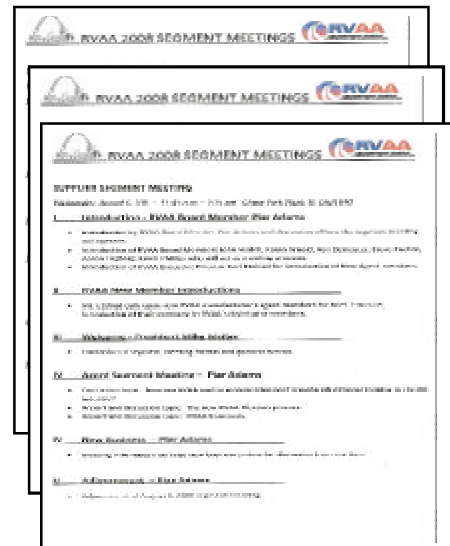
Individual segment meetings had been a component of the association since its inception in 1969 but began to disappear in the 1990's. In August 2006, the association introduced roundtable discussions at its Executive Conference in La Jolla, California and carried this on into the next year's event in Denver, Colorado.

"The RVAA Strategic Plan from 2007 called for the re-introduction of true segment meetings at RVAA's Executive Conference," noted association Executive Director Karl Etshied. "This kind of meeting involves following a specific agenda, having separation of the groups and allowing for groups to bring up new business that they would like to see brought before RVAA's committees and Board of Directors."

The meetings will be led by association Board members in each membership category, and the segments will discuss industry education, association standards and the association's election process in addition to any new business brought before the group.

Each attending member will have the ability to review the results of the segments on the following day by picking up notes of each individual meeting to be handed out at the RVAA Business Lunch on August 7, 2008. These notes will also be posted on www.rvaahq.com for those members who could not attend this year's event.

"We believe this truly gives the member a voice in the operation of the association," remarked Etshied. "The results of the meetings will not only be distributed at the Business Luncheon on August 7, but will also be reviewed at an RVAA Board of Directors meeting held on the closing day of the conference August 8. This information will then help build the framework for the work of the Board and Committees into the following year."



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