

January 2008

RVAA President's Message

As 2007 comes to a close I thought it appropriate to take a minute and share with you some of the key activities your board has been engaged in these past several months:

Immediately following the conference, our Finance Committee and Board of Directors went to work on reformatting the association's fiscal process – most notable, re-alignment of our fiscal and membership years. We created an abbreviated nine month fiscal year (Oct. '07 thru June '08) and a complete new 12 month fiscal year running July 1, 2008 thru June 30, 2009. We created an incentive for members who pay their abbreviated nine month year and the following 12 month fiscal year by locking in 2007 conference fees for the 2008 conference.

Increasing the value of the after-market in the eyes of independent RV dealerships is a key initiative for our association. To this end we have been able to create a very positive relationship with our friends at RVDA. Starting in January the after-market message will be included RVDA's monthly publication to their membership (approximately 1,500 strong). Your Education Committee co-chaired by Kevin Phillips and Aaron Engberg are currently in the process of lining up people who are interested in contributing content. In addition to the articles, suppliers can run ads on the adjoining page for new or recently released products. There will be a limit of 4 products per issue. RVDA has offered RVAA member suppliers a flat fee of \$300/1/4 page. For anyone who understands advertising costs, this is a slam dunk! 1,500+ businesses equal a \$2/dealership cost. Member suppliers interested in getting key dealer exposure for their new products should contact Susan Charter at RVDA.

If you haven't taken a look at www.rvaftermarket.org, please do so. Our site has been given a facelift as well as some re-formatting. And the RV Aftermarket Update continues to evolve. Additionally, RVAA is working on the development of a members-only website www.rvaahq.com. This site will be ready for launch in the spring and will provide members with continuous access to information they can use on a regular basis.

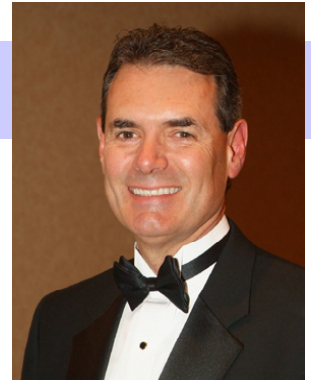
Our new, streamlined committee structure featuring Executive, Finance, Conference, Education and Membership is working well. I am proud to let you know that our chairs and co-chairs are doing an outstanding job on behalf of the association. The RV After-Market news letter will keep you posted on their activities and progress. If you see issues you would like to get involved in, please don't hesitate to let the committee chairs know of your interest. We need an active membership, so feel free to get in the game!

On November 26th your Board of Directors held their quarterly meeting in Louisville. They made a final decision on the format for the 2008 Executive Conference in St. Louis (August). Several other key issues were discussed and voted on as well. It was an engaging discussion and our Board is fully committed to working towards creating an association that truly provides a membership value for the aftermarket community.

As an association we can look back to an active and productive end of 2007. I want to thank all those who have contributed their time, energy and purse in the pursuit of moving the after-market forward.

Our future has never been brighter.

Mike McKay, President - RVAA



Mike McKay
StagParkway, Inc.
President - RVAA

Highlights of RVAA's Recent Activities...

*Initiation of RVDA "RV Executive" Advertising Insert Program

*Introduction of "RVAHQ" Monthly Newsletter

*Streamlined Committees evaluating a number of progressive programs

*RVAA website overhaul

*Revised fiscal and membership year to provide fiscal stability for the association

*Aggressive agenda of topics proposed for RVAA's Board's three upcoming face-to-face meetings