

February 2008

RVAA Meets With RVDA, RVIA

RVAA President Mike McKay and Executive Director Karl Etshied spent two days in Washington, DC for individual meetings at the headquarters of RVIA (Recreational Vehicle Industry Association) and RVDA (Recreational Vehicle Dealers Association). The meetings were valuable in continuing to expand the association's relationships with these major industry groups and to exchange views of topics that are important to all segments of the marketplace.

The chief topic of discussion with RVIA involved the current state of the economy and potential additional threats to the industry from such issues as formaldehyde lawsuits currently in courts. RVIA economists currently have lowered the manufacturing estimates for the coming year beyond the 5% projected loss announced at the Louisville Show. The continuing economic slowdown and fears of continuing escalating gas prices have affected consumers and their enthusiasm for large ticket expenditures such as recreational vehicles. The projections are for economic improvement heading into 2009.

Discussions at RVDA focused on continuing partnerships between RVAA and the dealers' association in the area of communications with RVAA continuing to provide content and special membership advertising rates in RVDA's "RV Executive Magazine." The insert project was initiated in January 2008 and has increased the association's exposure throughout the dealership community with monthly aftermarket-themed content and a monthly message from RVAA's President Mike McKay

Discussions also took place regarding RVAA's involvement in the aftermarket educational tract which is presented at the RVDA Convention each year in Las Vegas. This year's event will be held at the Rio in Las Vegas September 23-26, 2008.

RVDA President Mike Molino provided Mr. Etshied and Mr. McKay with an introduction to several new initiatives being pursued by the dealer association and asked key staff members including Vice President Phil Ingrassia and Vice President Ronnie Hepp to participate and provide updates on projects which they are currently managing.



RVAA President Mike McKay (left) with RVIA President Richard Coon (center) and RVAA Executive Director Karl Etshied at RVIA Headquarters in Reston, VA.



President McKay with RVDA President Mike Molino at RVDA Headquarters in Fairfax, VA.