

March 2008

## RVAA News

### Association Board Meets at Chase Park in St. Louis

RVAA's Board of Directors met March 11, 2008 at the Chase Park Plaza in St. Louis, MO for a productive review of projects and initiatives currently in process by the association and its various committees. The meeting concluded with a one-hour session dedicated to building an analysis report on the strengths, weaknesses, opportunities and threats (SWOT) currently facing the RV industry.

The meeting featured individual reports from Committee Chairs, including Aaron Engberg and Kevin Phillips reporting on the work of the Education Committee, Kim Elston and Steven Fischer discussing developments with the Membership Committee and Mike Keller and John Walsh reporting on highlights of discussions currently underway regarding the 2008 Executive Conference to be held in St. Louis.



Another primary function of this particular meeting was a tour and review of the facility at the Chase Park Plaza and the daily itinerary for the upcoming conference in August. The Board took an extensive tour of the hotel and all areas which will be used for the conference the night prior to the meeting and were enthusiastic about the potential that the Chase Park presents to provide an excellent facility for hosting appointment sessions and conference events.

"The first thing that the RVAA member will enjoy about the property is of course the rooms," commented RVAA Executive Director Karl Etshied. "Every room here is a suite, and they provide a great venue for hosting appointment sessions between suppliers and distributors. What is even more exciting about the Chase Park are the general meeting areas - there are some very unique locations for cocktail receptions, luncheons and our annual President's Banquet. We will really have the ability to provide a very positive experience for our members in both a business and a social sense."

The August conference will be held August 5-8, 2008 at the Chase Park Plaza with registration information for the event to be mailed to RVAA members at the end of April.



*For a tour of RVAA's Conference  
host facility click on  
[www.chaseparkplaza.com](http://www.chaseparkplaza.com)*

### *Learn More About This Story on RVAAHQ.*

- \* *For a report on the RVAA Board "SWOT" Analysis, click on the story under "NEWS"*
- \* *For a timeline of conference mailings and more information about the St. Louis, click on "CONFERENCES"*
- \* *For notes on committee developments and initiatives discussed at the Board meeting click on "COMMITTEES"*