

# **RVAA HQ BULLETIN**

Bulletin # 1 – May 2, 2008

*For Members of the Recreational Vehicle Aftermarket Association*

## **NEW “RVAAHQ BULLETIN” PROVIDES TIMELY MEMBERSHIP COMMUNICATION**

RVAA has reformatted its communications structure to feature email “Bulletins” with direct links to expanded articles located at [www.rvaahq.com](http://www.rvaahq.com). This new format will allow for speedy delivery of information, news updates and important membership announcements. RVAA recognizes that time is valuable, and our new format will allow you to pick and choose the articles and information you would like to learn more about simply by clicking the appropriate links. Additionally, all information will be archived at the site for your availability on 24/7 basis. The association’s main industry website [www.rvaftermarket.org](http://www.rvaftermarket.org) will continue to be an outreach tool for providing news updates and information for businesses who have an interest in joining the Recreational Vehicle Aftermarket Association.

## **NEW MEMBER COMMUNICATIONS FUNCTIONS TO DEBUT NEXT WEEK**

RVAA members will have the opportunity to share their views on the industry, make company announcements, provide links to new products and dates and locations for upcoming events and shows at the “Member Forum” area in our Communications section of RVAAHQ. Additionally, members can provide comments for review by the Board of Directors at the “For the Board” section located on the same page. Both of these new interactive functions of RVAAHQ will be up and running by May 9, however you can view this section of the site now by clicking on <http://www.rvaahq.com/comm.html>.

## **RVAA CONFERENCE MAILING SCHEDULE**

RVAA will be mailing out electronic conference registration information on May 5th. As we did last year, an electronic format booklet and registration form (in both pdf and Microsoft Word formats) will be emailed to all RVAA members on the same day, and

you can immediately use this electronic document for learning about and signing up for our 2008 event! Hard copies of this information will also be mailed to the membership during the week, however you can register right away using the forms coming to your email on Monday afternoon. For a calendar of important timelines and dates for this year's Executive Conference, go to <http://www.rvaahq.com/conf.html>

## **TERRY BROCK TO ADDRESS 2008 CONFERENCE**

RVAA will kick off the 2008 St. Louis Conference with a bang as one of the nation's most respected marketing, technology and achievement speakers Terry Brock will address our group as a keynote welcome speaker during our August 6, 2008 breakfast. Mr. Brock's presentation will begin at 7:45 a.m. and will get everyone energized for their day full of business-to-business appointment sessions. To learn more about Terry Brock, and to register for his free "Achievement Update" electronic magazine, click on <http://www.terrybrock.com/whois.htm>

## **CONFERENCE DAY BY DAY AGENDA ANNOUNCED**

A day by day agenda for RVAA's 2008 Executive Conference August 5-8, 2008 was finalized during RVAA's March Board meeting at the Chase Park Plaza. For an overview of the agenda, click on <http://www.rvaahq.com/conf/08day.pdf>

## **RVAA BOARD MEETS IN ST. LOUIS**

RVAA's Board of Directors met in St. Louis for a tour of the conference facility and a Board meeting to discuss issues of importance to the association and its membership. For more information, go to <http://www.rvaahq.com/news/308meet.pdf>

## **RVAA ATTENDS INDUSTRY STRATEGY SESSION**

RVAA recently participated in a strategic session involving all segments of the RV industry held in Charleston, SC. For more information, click on <http://www.rvaahq.com/news/308participate.pdf>

## **RVAA PRESENTS AFTERMARKET “SITUATION ANALYSIS” AT CHARLESTON MEETING**

An “Strengths-Weaknesses-Opportunities-Threats” analysis, created by the RVAA Board of Directors, was presented to the industry during the Charleston, SC, Strategic Session. For a complete overview of the analysis, click on <http://www.rvaahq.com/news/308analysis.pdf>

## **RVAA CONTINUES TO PROVIDE STRONG ADVERTISING OPPORTUNITY WITH RVDA’S “RV EXECUTIVE MAGAZINE”**

RVAA continues its monthly inserts highlighting the aftermarket in each issue of RVDA’s “RV Executive Magazine.” In addition, RVAA has procured significant advertising savings for its members who choose to advertise. For more information, go to <http://www.rvaahq.com/benefits/rates.pdf>