

RVAA Committee Update - May 2008

RVAA is governed by its Executive Committee and Board of Directors; however it is the work of its Committees and Task Forces that provides topics for discussion and projects for approval by the Board as a group. The process within the association mirrors that of any governmental body: committees and task forces develop study and provide a framework for programs and ideas and then recommend them for consideration by the Board. The Board of Directors then must take the time to consider each program and idea on its merits, using the work completed by the Committees and Task Forces as their measuring stick for determining whether a program or idea is appropriate for our association.

The Association has four standing committees – the Conference, Education, Finance and Membership Committees – which meet throughout the year. The Association's Nominating Committee meets in the spring of each year to help develop a slate of potential directors and when necessary, officers, for presentation to the Board and general membership. Task Forces are appointed throughout the year by the Association's President to provide more intensive study of particular items.

The following brief summaries represent only a portion of the work which RVAA's Committees and Task Forces engage in on a continuing basis. However it is provided to give a glimpse into the wide range of ideas and actions which are currently in the consideration phase for the RV Aftermarket Association.

CONFERENCE COMMITTEE

The RVAA Conference Committee – Co-Chaired by Board Members John Walsh and Mike Keller – has been hard at work planning the agenda and events for the 2008 event at the Chase Park Plaza in St. Louis August 5-8, 2008. One of the committee's pressing tasks was to acquire a keynote speaker for the program which was completed with signing of Terry Brock to the program in early 2008. RVAA will be returning to an introductory speaker format to provide an educational component to the conference that has been missing throughout its history.

Additional individual components of the conference – the popular RVAA Outing and Spouse Program – are overseen by Dave Majewski and Adrienne Cargo respectively. The committee is updated on the progress of these two events during the bi-weekly calls.

Additionally, the committee, which meets on a bi-weekly basis, has been reviewing format options for future conferences. The purpose of studying potential revisions to the format of the conference is to provide a framework within which RVAA members can have the most effective and valuable experience. The committee also continues to explore venues and facilities that can most effectively host the conference activities.

RVAAHQ Bulletin is a publication of:

Recreational Vehicle Aftermarket Association 54 Westerly Road Camp Hill, PA 17011
Phone: 717.730.0300 FAX: 717.730.0544 Website: www.rvaahq.com Industry Site: www.rvaftermarket.org

EDUCATION COMMITTEE

The RVAA Education Committee was formed by new RVAA President Mike McKay in August 2007 as a means of providing educational outreach efforts to the industry from the RV Aftermarket. The committee is chaired by association Board members Aaron Engberg and Kevin Phillips and, during the group's first year in existence, has taken on two extremely important association outreach efforts. The first involves the implementation of an aftermarket insert program in RVDA's RV Executive Magazine. On a monthly basis, RVAA President Mike McKay provides a brief aftermarket message followed by an article written by an expert on a subject that closely aligns with the targeted theme of that particular issue. The Education Committee has been at the forefront in attracting writers and developing a timeline for gaining materials and submitting them to RVDA. The first of these inserts appeared in January 2008 and has provided on a monthly basis a consistent message from the aftermarket to the over 1200 RV dealer members of RVDA.

The Committee expanded its educational reach by working with RVDA to develop a program of aftermarket specific education at the annual RVDA Annual Convention at the Rio Hotel in Las Vegas, September 25-28, 2008. The tract has nine individual presentations targeted at parts managers and provides knowledge that will assist RVDA members in attaining certification in this critical area of dealership operations. RVAA has developed a top-notch lineup of speakers to present these critical topics including industry veteran Chuck Marzahn and Gaylon Hughes from the RV Parts Academy.

FINANCE COMMITTEE

RVAA's Finance Committee is chaired by Treasurer Karen Arnold and meets on a monthly basis to review the association's financial statements and monitor the financial health of the association. In late 2007, the Committee worked to present to the Board of Directors a proposal which re-constructed the association's

fiscal year to align with RVAA's Executive Conference in August. The July 1 through June 30 fiscal year was approved by the Board in September 2007.

To further safeguard the association, the Finance Committee developed a series of financial policies and procedures. A set of policies was established in the areas of budgeting, conference, legal and financial services, and RVAA staff travel. Additionally, procedures were compiled that developed the role of the Finance Committee, Income deposit protocols, bank statement protocols, investment statement protocols, bank fees summaries and delivery of monthly financial statements. These policies and procedures were approved by the committee and sent to the RVAA Board for consideration where they were approved at the Board's December 2007 meeting Louisville KY.

Most recently, the Finance Committee focused on developing a budget for the association for 2009. This budget was forwarded to the Board of Directors for review and was approved via unanimous vote on May 23, 2008.

MEMBERSHIP COMMITTEE

The Association's Membership Committee takes on a variety of tasks based on its wide-ranging areas of responsibilities to include membership recruitment, development and retention, as well as the development and oversight of specific programs to enhance the RVAA member experience and increase membership value. Chaired by RVAA Board Members Kim Elston and Steven Fischer, the Committee has addressed a full-slate of topics thus far in 2007-08.

The committee thus far has developed a step-by-step membership approval process which has been lacking since the association's inception in 1969 and has also created electronic membership "Welcome" materials as well as a re-designed membership recruitment packet/presentation which walks the potential RVAA member through all phases of his potential membership.

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Membership Committee Continued from Page 2

The group also examined the association's communications structure and developed the www.rvaahq.com website as a members-only oriented warehouse for key association news and information. The website is tied directly with a new membership news tool – the "RVAAHQ Bulletin" – which is sent on a regular basis to RVAA members. Recognizing members' time constraints, the newsletter provides concise bullet-point informational updates with links to the RVAAHQ website where longer format versions of the stories can be located.

Additionally, the Committee continues to explore two broad-reaching initiatives that could have a positive impact on the association and industry as a whole. The first is the potential development of a new products website which could allow new members the ability to provide snapshot features and benefits information about new products. Contact information located on each new product profile could then lead viewers to learn more about the products. The Committee is currently working on finalizing components of the site for presentation to the RVAA Board of Directors at their June, 2008 meeting in Alexandria, Virginia.

The Committee has also taken the results of efforts by the Go RVing Committee on Excellence Task Forces to develop a program of standards and practices that would provide a level of achievement and subsequent recognition for RVAA members. The committee's work would represent a significant attempt at putting the finalized work of the Task Forces into action. Through this program, the association and its membership could work towards improving the level of customer satisfaction throughout the RV industry.

You Can Get Involved in RVAA Committees!

Participation in an RVAA Committee is an excellent way to help put your stamp on the future of RVAA and the aftermarket. Is it an excellent opportunity to expand your horizons and your business contacts in the RV Aftermarket segment. Committee rosters for 2008/09 will begin to be filled at the 2008 August Conference in St. Louis. Take a moment to consider joining one of our groups and speak to a Committee Chair at the conference or send an email to RVAA at karl@rvaahq.com!

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