



Strategic Goals and Objectives

**Recreational Vehicle Aftermarket Association
Established April, 2007
Elkhart, Indiana**

RVAA

Mission Statement:

We are dedicated to the growth and efficiency of the RV aftermarket by establishing and promoting programs and industry partnerships to enhance the RV lifestyle.

GOAL # 1 – Executive Conference

To Improve the Value of the Executive Conference for all membership segments.

- 1.1 Add segment meetings to RVAA Executive Conference in August 2007
- 1.2 Add full educational tract by 2008 at Executive Conference.
- 1.3 Survey NAW Members by June 2007 on conference management and develop a document of conference options by September 2007.
- 1.4 Explore the expansion of trade show format for RVAA Executive Conference 2008.

GOAL # 2 – Membership Development

To Increase membership to include all suppliers, distributors and agents who qualify for membership under our current bylaws.

- 2.1 Have new member committee focus on former members, supplier members from distributor prospect list and smaller organizations who do not currently belong.
- 2.2 Provide a copy of the strategic plan to prospective members.
- 2.3 Investigate ways to increase our exposure and improve our image at major national trade shows – investigate a state-of-the-art display booth for RVAA.

GOAL # 3 - Education

To create meaningful educational content for RVAA members and RV Industry community.

- 3.1 Develop a committee to develop educational content internally for RVAA members and externally for the RV industry.

GOAL # 4 – RVAA Leadership

To Identify and develop the future leadership of RVAA.

- 4.1 Increase the involvement and participation of RVAA members in association activities.
 - Encourage new members to get involved in at least 1 committee in their first full year Of RVAA membership.
 - Use membership wide call/webcast to share the plan and request help in its implementation
 - Develop a set of realistic expectations of what members should expect from RVAA and what is expected in return.

GOAL # 5 – Aftermarket Advocacy

To act as an advocate for the aftermarket and educate dealers on the value of the aftermarket.

- 5.1 Manage the aftermarket tract at RVDA Convention and include professional speakers by September 2007
- 5.2 Develop a relationship with RVDA to publish content for their RV Executive Publication by May 2007.
- 5.3 Actively promote and educate our members on Best Practices upon their publication.
- 5.4 Produce and present an educational program on Best Practices at RVAA Executive Conference in 2007.
- 5.5 Attend and promote the aftermarket with a booth by September 2007.
- 5.6 Create a value statement/handout on the value of the aftermarket by December 2007.
- 5.7 Expansion of website to include industry relevant content by July 2007.
- 5.8 Include links with all relevant industry association websites on RVAA's rvaftermarket.org website by June 2007.

GOAL # 6 - Member Services

To Ensure that we have ongoing feedback on member needs and satisfaction.

- 6.1 Make exit calls to all non-renewing members
- 6.2 Invest in purchasing the appropriate software to track pertinent data on our existing members.
- 6.3 Reconstitute division meetings between Supplier, Distributor and Agent/Affiliate member groups.
- 6.4 Look into group insurance discounted rates.
- 6.5 Look into group freight/shipping discounts.
- 6.6 Develop a complete estimate of the aftermarket dollar volume region/state and/or along with growth projections.
- 6.7 Analyze Go RVing Committee on Excellence data as to customer satisfaction with aftermarket warranty, quality, selection and price.
- 6.8 Distribute information from other sources (i.e. NAM, NAW, Howe & Hutton) that would be valuable to our members
- 6.9 Construct a new member profile form containing standardized information on their products and services to enhance new members' integration into RVAA.
- 6.10 Develop a written set of goals and objectives for RVAA's www.rvaftermarket.org website.
- 6.11 Explore the benefits of developing a member-wide intranet set or enhancing the functionality of the members-only site to provide additional intra-member communication functions.
- 6.12 Create a weekly email communication to RVAA members and industry.
- 6.13 Develop and promote to RVAA members webinar format for new product introduction and archive on www.rvaftermarket.org.

GOAL # 7 – Association Management

To continue to manage and administer the association in a professional manner.

- 9.1 The Board will engage in a formal budget process to be approved by the Board each year prior to the end of the RVAA fiscal year.
- 9.2 We will review, periodically adjust and enforce our Bylaws and other policy documents consistent with the Guiding Principles and Mission of the Association.
- 9.3 Create a plan to insure continuity of operation of RVAA in the event of the loss of the Executive Director.

