

10/21/2010

Dear Friends,

I recently attended the RVDA Meeting as the MO Delegate and the MRVDA Meeting as President of the Association and missed seeing you at the Missouri Meeting! I wanted to take this opportunity to let you know what you missed at the meeting and why you should plan on attending next year's meeting.

The 21st Annual Convention was one of the strongest meetings that I can remember attending. We had some very high profile guest speakers and presenters and every attendee went away saying they were able to take valuable information home with them and put it to work. As one attendee said, "We always think that we don't have time to attend another function, but when you do take the time you leave with more knowledge than you had when you arrived!" This is a great statement about what you missed by not attending the convention.

The Director of the Missouri Department of Tourism told us how we would be able to reach out of state visitors through their department resources. RH Power & Associates, Inc. introduced new services and marketing techniques that included social media and SMS texting technology to us before it goes out nationally. Manheim Auctions instructed on how to use their auction service to meet the needs of finding good used pieces to add to our inventory. Steve Hughes, a nationally known motivational speaker, spoke on how to "Look & Sound Smart When We Talk". Randy Sobel, one of the top trainers for the recreational vehicle industry, showed us how to hire top performers. Dealer Services Supervisor with the Missouri Dept. of Revenue was there to answer questions on topics that affect our dealerships everyday business practices. RVIA was represented by Bruce Hopkins to let us know how the \$14 Billion dollar industry is progressing. Yes, my friends, we may think that we are small fish, but the school of us makes a HUGE contribution to the whole economic picture. RVDA was represented with a recap of what was accomplished by a Kansas Dealer that recently got the recreation vehicle industry exempted from the FinReg Bill in Congress. Representative Bob Dixon gave us a legislative update on how the State of Missouri will deal with the year ahead and what the Highway Commission has on tap for the upcoming year. Both Director and President of the Missouri Assoc. of RV Parks & Campgrounds were there to support our business as we support their business. It was a full day of education that you could not get anyplace else and I am sorry to say that you missed it.

We had sponsors attending the meeting that you do business with and they were there to support us as we support them which included Diversified Insurance Mgt., Protective, Stag-Parkway, Coast Distribution, RH Power & Assoc., NTP Distribution, GE Capital, ADP Lightspeed, Zurich Direct Underwriters, Banterra Bank, RV Web Services, Manheim Auction, RVDA and RVIA. These sponsors would very much like to see you at the 2011 convention.

Please put the following dates on your calendar for next year and plan on attending the convention at the Chateau on the Lake in Branson on October 16-18, 2011. Dealers that attended the 2010 convention are "On The Road To Growth for 2011" and we won't be left behind!

Sheri Wheelen-President of Missouri RV Dealer Assoc.