



2025 IMPACT REPORT

"To Elevate, Educate, and Promote"

(574) 250-6886 | www.rvwa.org | info@rvwa.org

LETTER FROM THE PRESIDENT



As I reflect on another successful year at RVWA, I am extremely proud of what we have accomplished. Our year started with the inception of the RVWA Charitable Foundation and a strategic planning session to lay out our vision for 2028: to fine-tune our mission and the value we will continue delivering to our members, partners, and event sponsors. With this strong foundation, we hit the ground running!

I am proud of the Impact Highlights found in this report, and even more thrilled to see how this organization has been a catalyst to bring people together in order to connect an often segmented industry.

With members spanning the full industry, we are creating a space of mutual respect and learning - truly a place where women can thrive. Through this alliance we continue to break down barriers that enable us to work together as one and better ourselves, our communities, and the companies we serve.

In 2026, we plan on elevating our existing programs while expanding our offerings with some exciting new opportunities to help our members and partners grow. We'd like to thank our members and partners as we would not be able to make any of this possible without them - THANK YOU! Your support means everything to our organization and all those impacted.



— Susan Carpenter
RVWA President



MEMBERSHIP AT A GLANCE

Mission: To **elevate, educate, and promote** women in the RV industry.

Vision: Make the RV industry a place where women **thrive**.

Values: •Growth •Inclusivity •Engagement
•Positivity

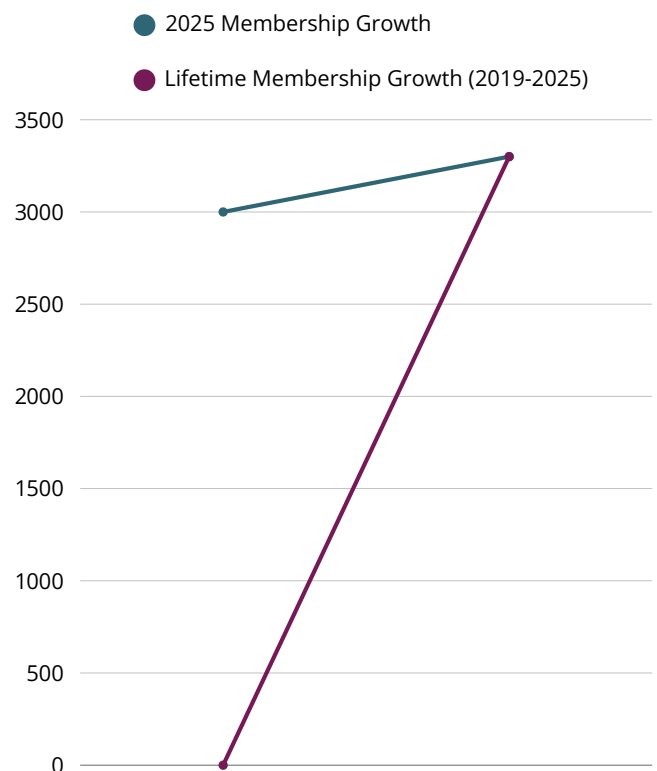


Representation Matters

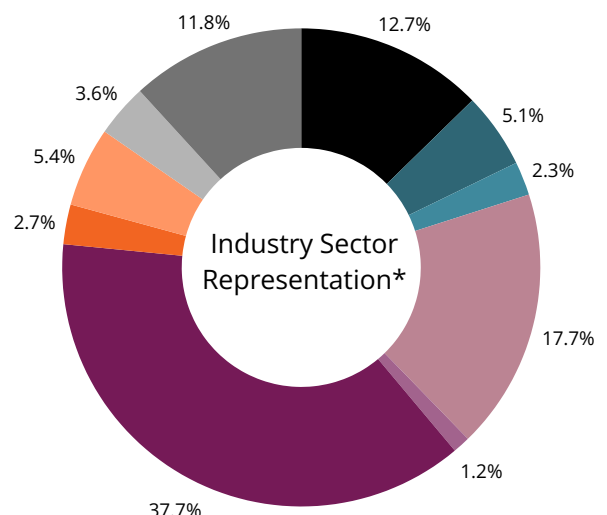
Our membership has sustained strong and consistent growth (avg. 22.6% YOY) as more women and men are seeing the value that RVWA brings to their overall development.

It is important to us at the RV Women's Alliance that we add value to members at all levels within the organization. From those just starting their career to seasoned professionals, we strive to have programming that members will find relevant and beneficial.

Our membership represents 570+ companies from all sectors and this diverse group provides ample opportunities for our members to engage and learn from those across the industry.



- RV Manufacturer • RV Marketing/Media
- Campgrounds/Outdoor Hospitality
- RV Supplier • RV Aftermarket
- RV Dealership • RV Associations
- Other • Distributor/Wholesaler
- RV Services/Repair



*based on 43.6% of membership divulging this information; 56.4% is unknown



RVWA CHARITABLE FOUNDATION & VISION: 2028



The RVWA Charitable Foundation was founded in 2025 as the 501(c)(3) non-profit arm of RVWA to foster education, provide scholarships, develop future leaders, and raise funding for RVWA programming.

Strategic Plan – Vision: 2028

We have worked to re-vamp our strategic vision for the next 3 years in order to:

- enhance member communication & onboarding
- increase membership value, outreach, & industry impact
- maximize value for members & corporate donors
- increase funding to support RVWA programming & Charitable Foundation efforts



2025 PROGRAMS

RVWA
RV WOMEN'S ALLIANCE

Women's RV Systems / Tech Class Program



In 2022, we partnered with RVTI to launch a women's only tech class program and graduated 22 Level 1 technicians in year one. Since its inception, the program has had 170 students finish a Level 1 or 2 class. Starting in 2025, we really wanted this program to be a resource for all women in the industry to broaden their skillset regardless of job title or desire to become a technician while learning from a female master-certified technician - we even held a class in Canada! - and we are excited to bring this knowledge to many more women in our industry.

Mentorship Program

Mentorship has been a consistent request from members since our inception. Thus, in 2022, we introduced a 6-month pilot program where we worked with 5 pairs of women. With such positive feedback and growing interest in the program, we launched a full scale initiative in 2023 to match new pairs every quarter what would go through a 12-month program. Since then we have had more than 65 pairs go through the program with plans to continuously connect new mentees and industry experts across all sectors holding a multitude of job titles.



2025 EVENTS

RVWA
RV WOMEN'S ALLIANCE



Community Service

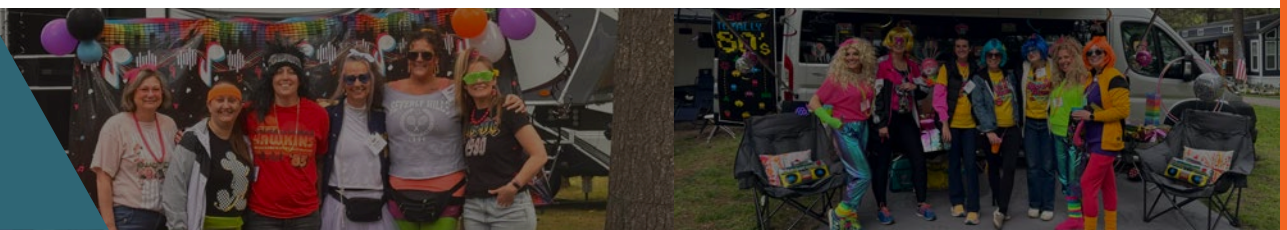
RVWA takes our impact on the community very seriously as it is a core tenant of our mission to create a space for women to thrive. We have consistently worked with Habitat for Humanity to host women's builds and helped Safe Haven of Elkhart gather needed supplies. From October 2024 - March 2025 we held a feminine hygiene drive to collect items in conjunction with I Support The Girls that culminated in a brunch on March 1st to kickoff Women's History Month where we collected over 49,000 items to be distributed across Indiana! We also volunteered at New Paris Speedway to help pack 500+ backpacks helping kids go back to school with the supplies they need. We find that women enjoy networking with a purpose and these initiatives are a great way to give back to communities while making meaningful connections.

RISE with RVWA

Beginning in 2024, we launched the RISE with RVWA campaign to celebrate Women's History Month throughout March. We wanted this initiative to highlight the impact women have had on the RV industry and the world as a whole through member spotlights and celebrating those making strides across all sectors. In 2025 specifically we hosted a weekly panel discussion with 4 experts in a different sector to learn how they have navigated various challenges trying to rise in today's evolving industry.

Spring Campout

2023 was our first annual Spring Campout where we welcome members to Indiana the first weekend in May for networking, food, crafting, wellness, community building, and more. This year was 80s themed and members came together to enjoy paint n' sip, 80s olympics, trivia, BINGO, karaoke, food trucks, yoga, hiking, costume contests, and our extremely popular campout crawl. This has become a staple favorite among members to enjoy making industry connections while camping in a carefree atmosphere.





Summer Discussion Series

Born of our popular “Lunch and Learn” series in 2020, we launched the Summer Discussion Series in 2023 to bring an hour-long monthly webinar where members can learn from an expert in their field. In 2025 we had 200 attendees partake in our 3-part series covering an Introduction to A.I., Debt to Wealth Strategies, and How to Find Your Elevator Pitch.

Inaugural Golf Scramble

In an effort to raise funding for our new Charitable Foundation, RVWA held its first annual golf scramble in June 2025 at Meadow Valley Golf Club with resounding success. Over 80 people came together for an 80s themed day of golfing fun accompanied by a catered dinner, 50/50 raffle, silent auction, and door prizes. We look forward to continuously growing this exciting event beyond 2026.

Ready, Hitch, Tow, Camp!

We have heard from our members that many don't know how to tow their campers without help from family members or other campers. They have told us they wanted to learn how to tow independently – and we love helping women increase their knowledge as part of our core tenant to increase education – so we launched the first iteration of this program in 2024 with an expanded class in 2025. Participants learn how to properly load according to safe gross weight parameters, hitching various types of trailers, proper towing techniques, and how to set-up their camper.

Open House Breakfast

One of our most popularly attended events, the Open House Breakfast has become a staple to kickoff the annual Elkhart Open House Expo. Members come together for complimentary breakfast and networking activities lead by industry experts to enhance knowledge on relevant topics.

Educational Symposium

Since its inception in 2022, the Educational Symposium has become a cornerstone representing RVWA's impact on the RV industry that continues to surpass expectations every year. 2025 saw a record turnout with more than 170 attendees gathering in Chicago for networking, education, and industry awards to recognize those championing women across all sectors, evangelizing the benefits of RVWA, and leading the charge to create the next generation of outstanding leaders.

Award Winners

Leader of Tomorrow: Devyn Cady of Campers Inn RV
Champion of Women (Individual): Brandy Droptiny of Winnebago Towables
Champion of Women (Company): Campers Inn RV
Trailblazer Award for Lifetime Achievement: Jennifer Zachary of Transport US
Award for Outstanding Contributions: Chris Carpenter of CPG



BY THE NUMBERS

In-person Educational Programming

- Women's RV Systems/Tech Class Attendees
 - 2022 - 22
 - 2023 - 66
 - 2024 - 47
 - **2025 - 35**
- Ready, Hitch, Tow, Camp! Attendees
 - 2024 - 40
 - **2025 - 18**
- Educational Symposium Attendees
 - 2022 - 148
 - 2023 - 138
 - 2024 - 161
 - **2025 - 174**
- No Fear Negotiation Workshop Attendees
 - 2024 - 24

Virtual Educational Programming

- Summer Discussion Series Attendees
 - 2023 - 160
 - 2024 - 212
 - **2025 - 200**
- Women's History Month Discussion Panel Attendees
 - 2024 - 89
 - **2025 - 116**

Opportunities for Networking

- Spring Campout Attendees
 - 2023 - 130
 - 2024 - 104
 - **2025 - 115**
- Networking Happy Hour Attendees
 - 2023 - 100
 - 2024 - 123
- Open House Breakfast
 - 2022 - 140
 - 2023 - 150
 - 2024 - 158
 - **2025 - 166**
- Golf Scramble Attendees
 - **2025 - 81**



LOOKING AHEAD

2026 Objectives

Elevate

- 4th Annual Spring Campout
- 5th Annual Open House Breakfast
- Expand Mentorship Program
- Women's History Month Panel Discussions with Women Leading in the RV Industry

Educate

- Multiple RV Systems Tech Classes + Online Helper Launch
- 5th Annual Educational Symposium
- Multiple Ready, Hitch, Tow, Camp! Classes
- More Industry-Relevant Summer Discussion Series Topics

Promote

- More Membership Spotlights Highlighting Industry Strides Being Made By Powerful Women
- Enhanced Value to Members and Partners
- Provide Scholarships for Member Education
- Build Community Support through Volunteering and Charitable Foundation Events

DID YOU KNOW?

Companies have taken great strides in the past 10 years to create a more equitable environment for women, but progress is happening too slowly to make a significant change in the gender pay gap, inclusion of diverse employees, and corporate culture. At the current rate, it will still take almost 50 years for all women in corporate America to reach representative C-suite parity - assuming all companies take strides to do so in the first place.*

- women today make up 29% of C-suite positions compared to just 17% in 2015*
 - only 7% of women in these positions are women of color*
- despite holding 59% of Bachelor's degrees, women only make up 48% of entry-level employees and are 19% less likely to get promoted than men*
 - black women are 46% less likely to get promoted compared to men*
- women are still being paid 22% less than men for the same work**
 - women of color are paid up to 48% less than men**
- higher-educated women have an even wider pay gap - almost 24% at the advanced degree level**
- white women lose out on an average of \$400,000 in lifetime earnings because of the pay gap and women of color lose out on up to \$1.2 million in lifetime earnings**

Because women account for 42%-74% of household breadwinners, closing the gap could mean cutting the poverty rate in half and injecting over \$500 billion into the U.S. economy.**

*Women in the Workplace Report (2024): McKinsey & Company **"Women are paid less than men-and the gap is closing too slowly." (2025): Lean In

The RV Women's Alliance was created to make the RV industry a place where women can thrive and we have made it our core mission to do so through enhanced educational program and networking opportunities. Will you join us?!