

RVWA

RV WOMEN'S ALLIANCE
IMPACT REPORT



2022

**ELEVATE.
EDUCATE.
PROMOTE.**

President's Note



As I reflect on this past year, I am extremely proud of what we have accomplished. Our year started out with a new strategic plan that fine-tuned our mission, as well as the value we can and will continue to deliver to our members, partners, and sponsors. With this strong foundation, we hit the ground running.

I am proud of the Impact Highlights found in this report, and even more so thrilled to see how this organization has been a catalysts to bring people together, both men and women, connecting an often segmented industry.

"THROUGH THIS ALLIANCE WE CONTINUE TO BREAK DOWN BARRIERS THAT ENABLE US TO ALL WORK TOGETHER AS ONE, BETTERING OURSELVES, OUR COMMUNITIES, AND THE COMPANIES WE SERVE."

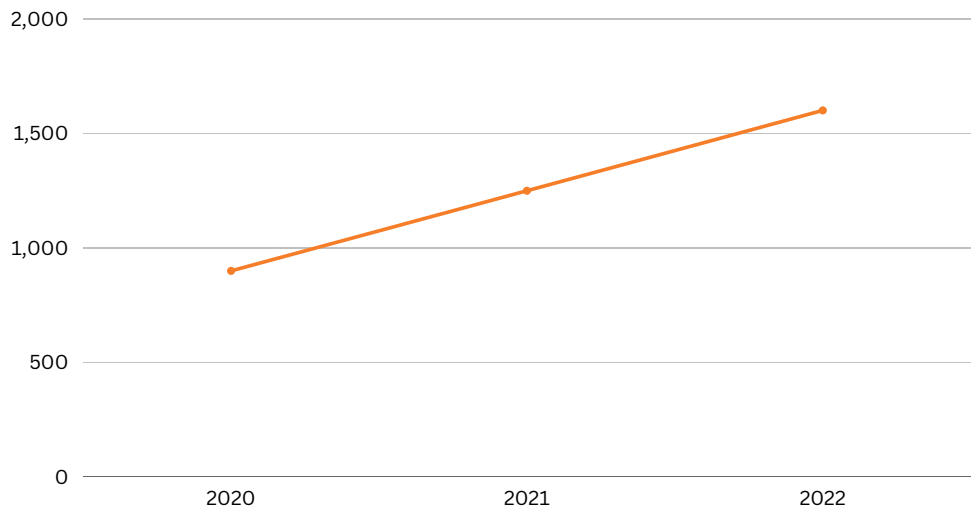
With members spanning the full industry, we are creating a space of mutual respect and learning - truly a place where women can thrive. Through this alliance we continue to break down barriers that enable us to all work together as one, bettering ourselves, our communities, and the companies we serve.

In 2023, we plan on elevating our existing programs while expanding our offerings of opportunities to our members and our partners. We'd like to thank our members and partners, without whom our work would not be made possible. Your support means everything to our organization and all those impacted.



Membership Growth

Our membership has sustained strong and consistent growth. More and more women are seeing the value RVWA brings to their personal and professional development.



Representation Matters

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

The membership of RVWA represents more than 550+ companies, including suppliers, manufacturers, dealers, aftermarket, and service companies. This diverse group provides ample opportunities for our members to engage and learn from those across the industry.



2022 Programs & Events



RVTI Women's Program

In 2022, the RV Women's Alliance partnered with the RV Technical Institute to offer an all-female RV tech class that graduated 22 women from the Level 1 program. The training program was so popular, it is being taken nationwide in 2023.



"WOMEN WANT TO LEARN NEW SKILLS AND WE ARE DEDICATED TO PROVIDING THE OPPORTUNITIES FOR THEM TO DO SO."

Mentorship Program

Mentorship has been a request from members since our inception. In 2022, we introduced a six-month pilot program where we worked with five pairs of women. With such positive feedback and growing interest in the program, we have launched a full scale initiative for 2023. Five pairs of women will go through a 12-month mentorship program that will begin with new women every quarter.



Making the RV Industry a place where women thrive!



Educational Symposium

The RV Women's Alliance took on its biggest event in 2022 with the inaugural Education Symposium. This event was two days of education and networking where women from all over the industry came together to learn more about becoming great leaders.

"MEMBERS CONSISTENTLY SAY THEY WANT EDUCATION AND NETWORKING AND THIS EVENT PROVIDED BOTH."

Member recognition is a core pillar of the RV Women's Alliance and we were honored to present the first ever awards to four outstanding recipients. It was important that we recognized those that are true champions of women within the industry, an up and coming leader, as well as a leader that has earned lifetime achievement for all her work within the industry.

"I LOVED THE WHOLE EVENT AND TRULY BELIEVE IT WILL CREATE A STRONGER COMMUNITY WITHIN RVWA."



AWARD WINNERS

Trailblazer Award for Lifetime Achievement:

Debbie Brunoforte, Little Dealer, Little Prices, a Campers Inn Company

Leader of Tomorrow Award: *Alyssa Cox, Forest River*

Champion of Women, Individual: *Kim Gregory, Coach-Net*

Champion of Women, Company: *Winnebago Industries*

Making the RV Industry a place where women thrive!



Open House Breakfast

After a two year hiatus, RVWA hosted their second annual Open House Breakfast on Tuesday, September 26th. More than 140 people under the big tent to learn about the upcoming economic changes, network with one another, and have in depth discussions on topics ranging from Together Outdoors to marketing to deeper economic dives.

"WE FIND THAT WOMEN ENJOY NETWORKING MORE WHEN THEY CAN DO SOMETHING THAT GIVES BACK TO THE COMMUNITY WHILE NETWORKING."

Habitat for Humanity

Habitat for Humanity is an organization RVWA supports every year. Not only were we able to participate in a build in Elkhart this year, but also another build in California with members working to build homes in both locations. We find that women enjoy networking with a purpose and this is a great way to give back to communities while making meaningful connections.



Making the RV Industry a place where women thrive!

Creating an Impactful & Sustainable Organization

As we look to the future of RVWA, it is essential to build an organization that will stand the test of time and continue to drive value for our members, partners, and sponsors.

This year we have:

- Set a five year strategic plan
- Created an executive team succession plan
- Redesigned the RVWA.org website to provide a better experience for our members
- Published over 30 member recognition articles in partnership with RV Business

2023 Objectives

Educate

- Execute four virtual workshops
- Create a nationwide all-female technician class
- Continue the success of our Educational Symposium with a larger event and 20% increase in attendance
- Provide more options for one-on-one mentorship

Elevate

- Create new opportunities for our members to connect and grow by hosting a spring campout networking event
- Launch new discussion groups, providing relevant topic-based opportunities for our members to learn from each other in an open and welcoming space
- Build marketing and communication plans for RVWA events to increase participation in events by 20%

Promote

- Continue our member recognition program into new mediums and channels
- Encourage increased participation in our Awards Ceremony from our members and sponsors

2025 Vision

Our Image & Reputation

- We are a trusted resource in the RV industry
- We are professional
- We move the needle forward

Our Members

- Are RVWA evangelists
- Are diverse in every way: gender, level in the organization, industry segment, age, experience, ethnicity
- Are engaged, find value, interact, and utilize resources
- Are a consistent pipeline of volunteer leaders

Member Connections

- Forums
- Community service
- Mentoring
- Events

Member Education

- Workshops
- Symposiums
- Discussion Groups

Member Recognition

- Awards program
- Member spotlights

**Thank you for
your support!**

THE ENCOURAGEMENT, KNOWLEDGE, AND INCLUSIVITY THE RVWA OFFERS TO WOMEN ACROSS THE COUNTRY HAS ALREADY MADE AN ENORMOUS IMPACT AND WILL CONTINUE TO STRENGTHEN THE RV INDUSTRY'S FUTURE WITHOUT A DOUBT. OUR TEAM AT CENTURY CHEMICAL IS PROUD TO SUPPORT THE RVWA AND THE UNIQUE EDUCATIONAL OPPORTUNITIES AND INVALUABLE HUMAN CONNECTIONS THEY PROVIDE TO THEIR MEMBERS.

- DENYSE PONTIUS
PRESIDENT | CENTURY CHEMICAL CORPORATION

WE ARE A PROUD SUPPORTER OF RVWA. THIS ALLIANCE IS A VIBRANT, PASSIONATE, ENGAGED GROUP THAT SEEKS TO ELEVATE WOMEN IN OUR INDUSTRY. IT IS CHOCK FULL OF PROGRAMS THAT IMPROVE CAREERS AND LIVES.

- JOHN TINGHITELLA
PRESIDENT | RV DESIGNER

THE RVWA IS A GREAT ORGANIZATION TO HELP MEMBERS FURTHER THEIR PROFESSIONAL DEVELOPMENT IN THE RV INDUSTRY. WITH A VARIETY OF EDUCATIONAL, NETWORKING, AND VOLUNTEERING OPPORTUNITIES, EACH MEMBER CAN CUSTOMIZE THEIR EXPERIENCE TO FIT THEIR INDIVIDUAL NEEDS. I AM GRATEFUL FOR THE RVWA CONNECTIONS I HAVE MADE WITH SO MANY GREAT PEOPLE THROUGHOUT ALL FACETS OF THE INDUSTRY.

- LISA LIEGL REES
FOUNDER/CO-GENERAL MANAGER | EAST TO WEST RV

**Interested in supporting
RVWA?**

Reach out to Jessica Rider at
jrider@rvwa.org