

calRVDA

CALIFORNIA RECREATION VEHICLE DEALERS ASSOCIATION



Who We Are

Mission Statement:

To represent, enhance, and protect California RV dealerships.



CalRVDA represents most of the RV dealerships throughout the Golden State.



CalRVDA is the only organization in California representing RV Dealers.

Dedicated to the RVing experience, these entrepreneurial member companies strive to provide the utmost customer service and employee satisfaction.

CalRVDA Leadership



President

Steven Richardson
Camping World



Vice President

Mark Rosenbaum
Mike Thompson RV



Treasurer

Melina Rochin
ET Quality RV

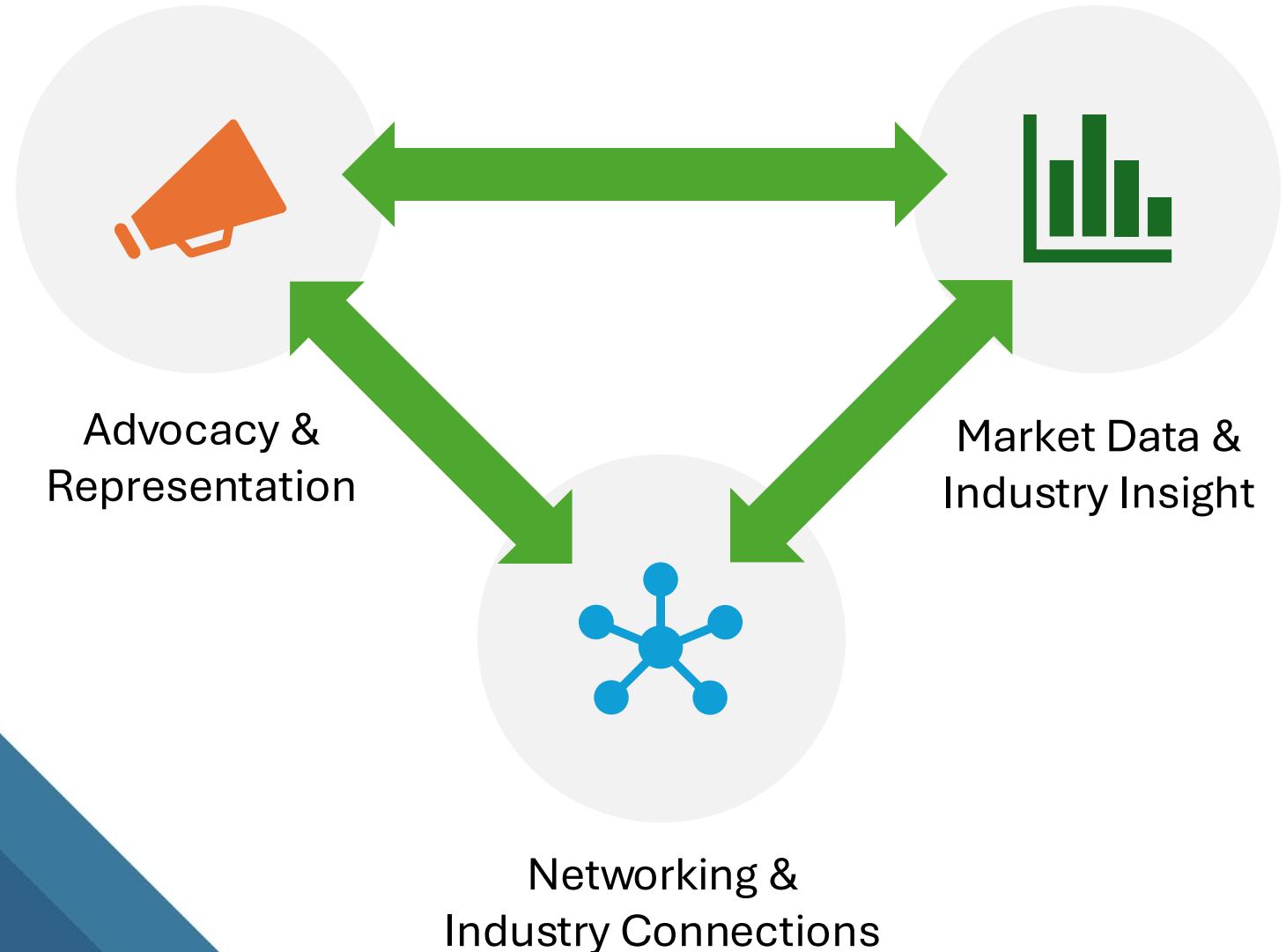


Secretary

RJ Lemke
Happy Daze RV



Why Join CalRVDA?



Advocacy & Representation by Aaron Read & Associates (ARA)

Governmental Affairs & Legislative Advocacy

- Legislative Representation
- Strong Relationships with Decision Makers
- (Ex: Governor's Office, Legislative Leaders, Labor Groups, Environmental Groups, etc.)
- In-depth Legislative/Political Insight & Guidance

Public Relations (Marketplace Communications)





The Role of ARA

As a statewide, member-driven organization CalRVDA is committed to a strong and effective advocacy in California's State Capitol on behalf of RV Dealers.

- ARA protects and defends RV dealers in state legislative affairs
- ARA proactively sponsors new legislation that helps RV dealers
- ARA aggressively and effectively opposes harmful legislation
- ARA supports legislation that strengthens the entire RV industry
- ARA educates government officials about issues of concern to the RV industry
- ARA testifies in legislative committees and lobbies state legislators and regulators
- ARA maintains positive and direct links to chiefs of DMV, CHP, NMVB and CalTrans
- ARA also directly communicates with RVDA, RVIA, CTPA, Good Sam and CMCDA



Past Legislative Efforts

Below are a few examples of key legislative victories over the past years

Assembly Bill 1253 (Santiago-D) Personal income taxes: additional tax. – Oppose

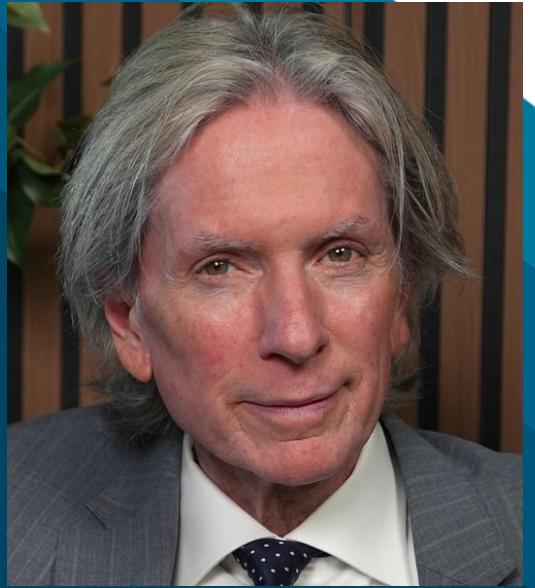
- Would have imposed an additional tax on higher-income taxpayers.
- Stopped in Senate

Senate Bill 1141 (Wilk-R) Consumer protection. – Oppose

- Would have made negative changes to the Tanner Consumer Protection Act.
- Stopped in Senate

Assembly Bill 759 (Linder-R) Recreational vehicles. – Support

- Authorizes RV dealers to sell remaining inventory after a franchise agreement ends.
- Signed by the Governor



Your ARA Team

- **Terry McHale**, *Executive Director & Legislative Advocate*
 - Email: tmchale@aaronread.com
- **Administration Team:**
 - **Belle Burnett**
 - Email: belle@CalRVDA.org
 - **Joelle McCoy**
 - Email: jmccoy@aaronread.com
 - **Vince Castellana**
 - Email: vcastellana@aaronread.com

Market Data & Industry Insight



Monthly Market Report

(\$3,600 value – included with membership.)



Industry insights from the leaders in the CA RV industry.

Market Data & Industry Insight

Monthly Market Report

(\$3,600 value – included with membership.)

- Access in-depth data from California DMV on what units are selling, where they're selling, and which dealers are moving them and so much more. (based upon new vehicle registrations through CA)
- This insider knowledge helps you benchmark performance, identify opportunities, and stay one step ahead of competitors.



Networking & Industry Connections



Building Valuable Relationships

- CalRVDA gives members access to the largest pool of RV dealers in CA in order to form strategic partnerships within the RV industry.

Networking Events

- Member events
- Conferences

Strategic Partnerships Within The RV Industry.

- RVDA (National)

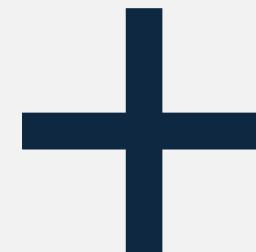
CalRVDA Annual Conference & Trade Show



2-Day Event



Guest Speakers



Included With Sign-Up:
Room, Food, & Entry To All Activities

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Why Your Membership Is Crucial To The Future Of RVing In The Golden State!

- The problems that need addressing are not going to go away
 - California Compliant Generators – Improving messaging surrounding CA Air Resources Board (CARB).
 - Future Use of Diesel – Navigating the uncertainties of CA's fossil fuel mandates.
 - Exacerbated Lemon Law & ADA – Issues that remain harmful to dealers and manufacturers.
 - Insurance Availability & Cost – Disincentivizes RV sales.
 - Wage / Labor & Cyber laws – Affect how dealers hold or transfer customer data and personal information.
- Member support will be vital to addressing these issues!

Memberships (Full or Monthly Payment Plans Available)

Dealer Membership: Voting Members - \$2,500 (Covers 10 rooftops, +\$250 per additional rooftop)

- **Requirements:** A recognized RV dealer with a dealer's license. To be a Dealer Member of CalRVDA or an out-of-state associate member, you must also be a member of the national association, RVDA.

Associate Membership: Non-Voting Members, Included on CalRVDA Website - \$3,000

- **Requirements:** A business enterprise which is involved in or with the recreation vehicle industry in California in a capacity other than at retail, and which is not required to have a dealer's license. (e.g., banks, suppliers, and non-sponsoring manufacturers)