



# Envisioning the Future

## Core Ideology

### Our Core Purpose

To serve and support members as they provide positive RV and camping experiences.

### Our Core Values

- Provide customer service above all else
- Act with honesty and integrity
- Share knowledge and techniques for success
- Connect people with enriching life experiences.
- Value fellowship, friendship and family.

## Envisioned Future

### The Big Hairy Audacious Goal

To continue as the leading force in making California the best RV and camping destination in the world.

### Our Vivid Description

*CalARVC is recognized as the premiere state association in the RV park & camping industry. CALARVC leaders are distinguished as the most progressive and well trained in the country. CALARVC members are the best educated in the industry. CALARVC provides the most accessible & comprehensive RV park and campground management training available.*

*CalARVC has built strong and lasting alliances with other groups and entities, resulting in significant influence with RVIA, RVDA and other industry participants and leaders. CALARVC has been proactive in the legislative and regulatory processes and has cultivated multi-billion dollar investments throughout California RV parks & campgrounds.*

*CalARVC has led park owners in implementing best practices and striving for professional excellence in customer service.*