

We've Got Heart

Tuesday, December 2
6:30 a.m. - 9:00 a.m.

KEC South Wing
Mezzanine Level Ballroom



Jim Sheldon



Richard Coon



Don Walter



Tom Stinnett



Gary LaBella



B.J. Thompson

Plan to be inspired at Outlook 2009, RVIA's market expansion showcase opening the 46th Annual National RV Trade show. The morning begins with a complimentary sit-down breakfast at 6:30 a.m. followed by a fast-paced, energetic multimedia event.

Hosted by RVIA Chairman of the Board **Jim Sheldon**, **Outlook 2009: We've Got Heart!** will feature:

- **“Straight From the Heart”** with RVIA President **Richard Coon** giving his thoughts on the industry and where it is headed.
- **“The Election is Over – Now What?”** with *Washington Times* Deputy Editorial Page Editor and CNN contributor **Tara Wall** discussing the political and economic landscape under the new President.
- **“Heartening Words from Go RVing”** with Go RVing co-chairs **Don Walter** and **Tom Stinnett** and RVIA Chief Marketing Officer **Gary LaBella** examining how the national advertising campaign is positioning the industry to grow as the economy improves.
- **“A Heart to Heart Talk with RVIA Public Relations”** from PR Committee Chairman **B.J. Thompson** and **LaBella**, examining critical issues facing the industry and reviewing recent media coverage, including RVTV, a highlight reel of the best in RV news and entertainment.
- Special Guests include rock-n-roll legends **The Drifters**, National Geographic's **Brady Barr**, Miss Kentucky **Emily Cox**, and diversity marketing experts **Gary & Valerie Berman**.



Tara Wall



The Drifters



Brady Barr



Emily Cox



The Bermans