

Independent RV Companies Unite to Form the Circle of Trust (COT) RV Family

Monroe, LA (PRWEB) February 10, 2005 -- Many independently owned RV related companies find it challenging to market to a mass audience and stay within their marketing budgets. In 2004, a loosely knit gathering of like-minded RV companies began a simple co-op effort of brochure exchanges, which snowballed to include industry players ranging from the widely known Blue Ox, to the husband and wife team that makes RV Bears, hand-made décor for the RV. This combined effort was so successful that the originators of these alliances began to lay the foundation for a larger arena to display companies in a cooperative manner. Part of their philosophy is to always keep in mind that no quality RV product should ever be excluded because of its budget, and that contributors to the project should have three primary qualities; an excellent customer service rating, a quality product, and a commitment to the future of the RV industry. The Circle of Trust RV Family was born, and its founders (Happy Camper Club, Inc., RV Education 101 and All Merchant Services) realized that there was a serious need for a public venue for this concept.

The Circle of Trust RV Family (www.circleoftrustrvfamily.org) was officially founded on New Year's Day, 2005. It provides a forum for any size RV business to participate as a nominated member in an association of companies, united in the ideals of networking together to share contacts, assist each other in mutual marketing efforts at no or low cost to other members, and explore creative ways to promote their products and services.

Having worked closely together for many years, Anne Pierson of Happy Camper, along with Mark and Dawn Polk of RV Education 101, created a means to make this possible. The RV Lotto was established, (www.rvlotto.com), a free online game with RV-related prizes, featuring a \$5,000 grand prize shopping spree. Matt Burt, with All Merchant Services and a Circle of Trust co-founder designed the RV Lotto. Burt stated, "This is the first RV Lotto game I've ever seen. I think the concept of giving RV related prizes instead of cash prizes will be very successful with the RV consumers." RVers can go to the game site, have fun playing the lotto and win some terrific RV related prizes. The Circle of Trust RV business family members who sponsor the game with prizes or discount coupons will get FREE advertising on the RV Lotto web site for the first six months, and low cost advertising afterwards, designed to put their products in front of a targeted group of RVers. Another advantage for Circle of Trust RV family members will be exposure through an informative weekly RV newsletter sent out to all of the RV lotto players along with the winning lotto numbers.

Any company bearing the "Circle of Trust RV Family" seal on its site informs the RV consumer of its excellent customer service, quality products and services and its commitment to the future of the RV Industry. The Circle of Trust RV Family will offer selected RV business family members a free user forum where they can

meet each other, network and promote their own products and ideas.

Anne Pierson stated, "By helping other companies get together we feel we can really contribute something amazing to the industry that will grow by itself. It is based on many of us working together, pooling our lists of contacts, our own experience, our areas of expertise, and being mentors to each other." Mark and Dawn Polk share her sentiments and state that, "We have always believed that we and our friends could accomplish more by sharing and working together than by looking for opportunities to make commissions from each other. A win/win situation is hard to turn down."

To apply for acceptance into the Circle of Trust RV Family e-mail admin@circleoftrustrvfamily.org, or call RV Education 101, or Happy Camper Club.

The criteria for acceptance in the Circle of Trust RV Family is an independently owned RV related business with an excellent customer service rating, a reputation for distributing quality products and or services, and a commitment to the future of the RV Industry.

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Press Contact: Mark Polk
Company Name: RV Education 101
Email: info@rveducation101.com
Phone: 910-484-7615
Website: www.circleoftrustrvfamily.org