

“Who We Are”

DEFINITIONS:

Purpose
<ul style="list-style-type: none"> • <i>Explains our organization’s reason for existence – the “why?”</i> • <i>Answers “why are we doing the work that we are doing? What great problems are we solving, or what movement are we championing? What opportunity are we seeking to leverage? If we don’t do it, what are the consequences? Who will do this instead?”</i> • <i>The inspiration for people to do things that inspire them so that, together, each of us can change the world for the better.</i>
Vision
<ul style="list-style-type: none"> • <i>A future-oriented declaration of where the organization is going – the “what?”</i> • <i>Based upon our purpose, this is what we want to become.</i> • <i>What the future looks and feels like if our goals and intentions are accomplished.</i> • <i>Laid out to be the driving force of how the organization defines success.</i> • <i>It is like a guiding star on the horizon – forever pursued but never reached. The very fact that a vision can never be fully realized means that an organization can never stop stimulating change and progress.</i>
Values
<ul style="list-style-type: none"> • <i>The emotionally invested beliefs of the organization that guide our interactions every day.</i> • <i>What principles guide our decisions?</i> • <i>Core values require no external justifications; they have intrinsic value and importance to those inside the organization.</i>
Mission
<ul style="list-style-type: none"> • <i>An actionable vision statement – the “how?”</i> • <i>Describes what an organization does and for whom.</i> • <i>Answers the question “how are we going to make the vision a reality? How are we going to behave? How are we going to win? How do we define the objectives to measure whether we’re making progress?”</i> • <i>Centers around why is organization is best suited for the job, given the people it serves.</i> • <i>Helps to define the immediate goal and stay focused on the plan.</i>



“Who We Are”

Purpose

Explains our organization’s reason for existence – the “why?”

The Newmar Kountry Klub (NKK) enhances the quality of members’ RV experience by:

- Providing camaraderie with people who love the RV experience of traveling, meeting others, and creating lifelong friendships.
- Providing opportunities, in a way not generally available to individuals, to experience travel adventures at destinations with other members who love the Newmar RV lifestyle.
- Sharing practical knowledge about Newmar products.
- Building confidence related to travel and the Newmar RV lifestyle.
- Building and fostering a collaborative relationship between Newmar and NKK members.

Vision

A future-oriented declaration of where the organization is going – the “what?”

The Newmar Kountry Klub (NKK) strives to be a community of fun-loving members who love the RV lifestyle and welcome others while we live, work, and play in our beautiful Newmar products.

It is our goal to embrace the future and provide a variety of opportunities for our members:

- To be RV lifestyle ambassadors while fulfilling dreams for travel adventures.
- To make memories and deepen friendships with an ever-expanding circle of lifelong friends.
- To be an RV Klub that gives you the freedom to break the mold and enjoy access to unique opportunities to travel destinations and activities that enrich the lives of our members.
- To assist members in their journey by mentoring growth in the RV lifestyle and within the Klub.

NKK members strive to continue the Newmar RV Lifestyle through the enduring appeal of Newmar products, the strong, mutual bonds of member friendships, and benefits of club membership.

Values

The emotionally invested beliefs of the organization that guide our interactions every day.

- | | |
|--------------|---------------------------|
| • Welcoming | • Communication |
| • Respectful | • Transparent |
| • Inclusive | • Positive Attitude |
| • Integrity | • Personal Responsibility |

Mission

Actionable vision statement – the “how?”

Our Newmar owner family is the reason we exist. The NKK is a diverse community of Newmar owners and units with a commitment to fun, fellowship, and adventure. It is our mission to create an inclusive club where all Newmar owners and products are WELCOME:

- We welcome, educate our members, and enhance the Newmar lifestyle experience to promote an RV experience that creates life-long friendships and lasting memories.
- The NKK strives to offer members unique opportunities not easily available when acting on your own:
 - Chapter, State, Regional, and International Rallies
 - Social Gatherings, Caravans, and Special Events.
 - Access to Newmar Executives, factory technicians and sales, service, and parts experts.
- We are an avenue of open lines of communication that listens and responds.

This is not just a club – it’s a Klub where friends become FAMILY!