



SCOTT SERBOUSEK

BIO:

Scott Serbousek was born and raised in Cedar Rapids, IA. He currently resides in Fenton, MO with his wife of 12 years, Jill, 2 dogs and 2 cats. He is a four-year member of the Alf Chapter and actively participates in FCRV programs such as DASAT, Conservation, and CAMP.

Scott is the treasurer of the St. Louis IOWA Club and has served as VP and Marketing Director. Scott has been instrumental in helping to re-establish and grow the club in the past 5 years. Scott helps organize events, including summer picnics, bus trips, trivia nights and other fundraising events. He won the 2010 Iowa Club Volunteer of the Year (with Jill) from the University of Iowa Alumni Association for the work they have done with the club.

Scott worked for Yellowbook for 10 years. During his time there, he held positions as Telephone Sales representative, Marketing Brand Manager and Associate Sales Manager. He was a President's Club winner for top sales numbers achieved in the company. Scott was responsible for corporate sponsorships, advertising and branding, and public relations. He was also responsible for managing sales representatives, business accounts, objectives and goals for the team, and training and developing new reps.

PLATFORM:

As one of the younger members of FCRV running for office, I feel that I would bring the perspective of a new generation to the trustees. We are well into the 21st century and with my strong leadership and successful sales & marketing background I see several areas that need improvement that could boost the growth of FCRV. We need to update FCRV's culture to include a more outdoors-oriented camping experience such as campfire cooking, walking/hiking, biking, fishing, and the smell of fresh air. We need to do more to appeal to the generation that is still camping and not just "RVing".

We have all heard the phrase "Where strangers become friends and friends become family," but we forget that new members are still strangers. An effort needs to be made to make them feel like family and teach them about the way the FCRV organization works. We need to be open to their ideas to improve the organization so that they are part of the FCRV family.

FCRV needs to focus on the younger generation without ignoring the retirees. If FCRV does not update our strategy and marketing to attract younger generations, the organization will dissolve as the long-time members retire from camping. A balance between old and new traditions and processes must be reached. If elected, I will work to implement new marketing strategies, as well as training and development at a national and state level to help recruit and retain new members which will help FCRV grow.