

# RV EXECUTIVE TODAY

AUGUST 2014

2014 RV DEALERS INTERNATIONAL CONVENTION/EXPO • NOVEMBER 10-14

## SPECIAL PREVIEW ISSUE

page 10



### **ALSO:**

**Creating Service Superheros  
with Popcorn Empowerment** page 18

**Internet Scam Preys on RV Buyers** page 23



# MAKE IT EASY FOR YOUR CUSTOMERS MAKE IT PROFITABLE FOR YOU

Sell them the best in Service Contracts, Tire and Wheel Coverages, Gap and Appearance Protection Products. American Guardian Group of Companies can supply you with all this and great customer service, fast handling of claims, training, reinsurance and so much more. Let us help you grow your business!



Compass RV Protection is a trademarked product of American Guardian Group of Companies.  
Contact Kurt Harbeke at 800.579.2233 x4213 or [kharbeke@agwsinc.com](mailto:kharbeke@agwsinc.com) for more information | [agwsinc.com](http://agwsinc.com)



# Diversified Insurance Management

## RV DEALER INSURANCE SPECIALIST

*TRVA Endorsed Since 1981*

# Take The Proven Path

- 
- **Dealers Open Lot**
  - **Garage Liability**
  - **Commercial Package**
  - **RV Rental Operations**
  - **Workers Compensation**
  - **All Supporting Lines**

### The Diversified "Difference"

*As underwriting managers and an industry leader, we partner with our carriers to develop programs suited to the RV industry. Diversified's dealership expertise and underwriting involvement are your assurance of an unparalleled responsiveness to your unique coverage issues, questions and needs.*

**DIVERSIFIED**  
INSURANCE MANAGEMENT

Let Our Experience Make A  
***Difference For You!***  
**(800) 332-4264**



GE Capital  
Commercial Distribution Finance

Proud Supporter of  
**Go RVing**

# We're setting up camp and hope you'll join us...

With summer in full swing – the RV shows are right around the corner. Why not make our booth a destination on your journey? Stop by and talk to our team of professionals about ideas designed to help keep your business headed down the road to success.

- **RVDA Las Vegas, NV - November 9-14, 2014**
- **RVIA Louisville, KY - December 2-4, 2014**

Speak with one of our RV specialists today at **800-289-4488**

At GE Capital, what we know can help you grow.



[www.gecdf.com](http://www.gecdf.com)

© 2014 General Electric Capital Corporation. All rights reserved.  
All transactions subject to credit approval.  
14RV209



[facebook.com/GECDf](https://facebook.com/GECDf)



[@GEInventoryFin](https://twitter.com/GEInventoryFin)

# RV EXECUTIVE TODAY

C O N T E N T S

August 2014

## 10 Passport to Excellence

Later dates, a location in the heart of the Las Vegas Strip, triple the number of Vendor Training +Plus sessions and a new education track are just a few of the reasons to make RVDA's 2014 convention/expo your destination.



## 14 Bally's: The Center of the Action

Moving this year's convention/expo to a more central location opens a whole new universe of dining, shopping, and entertainment options for attendees. Here's a peak at what's in store.

14



## 18 Creating Service Superheroes with Popcorn Empowerment

What can spilled popcorn and a crying child teach dealers about employee empowerment? Find out from convention keynote speaker Doug Lipp, who once headed Disney's world renowned training team.

18



## 20 RVBusiness Top 50 Dealer Awards Returns to RVDA Convention

After a 3-year hiatus, RVBusiness will bring back its program to recognize outstanding RV retailers. An evening reception will be open to all badge-wearing convention attendees.

20



## 23 Alert: Off-Shore Internet Scam Preying on Potential RV Buyers

Would-be RV buyers in the United States are being conned out of thousands of dollars in deposit money for units that don't exist. Dealers are urged to help spread the word.

23



28



## 28 Country Star Neal McCoy Promotes Go RVing

Three-time platinum album singer Neal McCoy recently teamed up with Go RVing and two RVDA member dealers to shoot promotional videos for Jamboree in the Hills, one of the largest country music festivals in the U.S.

### IN EVERY ISSUE:

- |                                      |  |
|--------------------------------------|--|
| 6 Looking ahead                      | 31 Mike Molino RV Learning Center contributors |
| 7 Chairman's report                  | 32 RVDA endorsed products                      |
| 8 Officers, directors, and delegates | 34 RV industry's training calendar             |
| 9 Industry trends                    | 34 Advertisers index                           |





# Enjoying Real Face Time

*By Phil Ingrassia, CAE, president*

**L**ike a lot of people in the RV industry, I am "LinkedIn" through a number of online networking services. I've been able to connect with new people and benefit from the experience of others using industry sites and online groups directed specifically at association management.

But as great as these virtual tools are, I still feed off of the personal contact at industry events — state association meetings, manufacturer meetings, distributor shows, the National RV Trade Show in Louisville, and of course the RV Dealers International Convention/Expo.

Virtual connections remind me of the FaceTime app on my iPhone. It's great to see my 7 year-old son Tony on the phone, but it pales in comparison to really being there.

Personal networking consultant Georgina Stamp says the value of face-to-face meetings shouldn't be underestimated. Stamp says trade association events are one of the best ways to build a larger network of contacts for you and your company to reach important goals.

At the RVDA Convention/Expo, in addition to the outstanding education program that is coming together for November (see page 10), there is an emphasis on personal connection through both the expo and special events, such as the Young RV Executives Program, Vendor Training +Plus, and even the RVBusiness Top 50 Dealer Awards event, which is back this year after a hiatus of several years.

The RVDA Convention/Expo Committee and staff have worked hard to provide real face time between dealers, exhibitors, and industry friends that can open doors to new opportunities for everyone.

**"The RVDA Convention/Expo Committee and staff have worked hard to provide real face time between dealers, exhibitors, and industry friends that can open doors to new opportunities for everyone."**

The old saying "It's not what you know, it's who you know" is still relevant, and it can be difficult to have a true personal connection online or over the phone. Making that personal connection is why so many dealers and business partners look forward to attending the RVDA Convention/Expo each year.

On a related note, as you make your hotel plans for Las Vegas, please book your room at either Bally's or the adjacent Paris hotel and casino. Not only do you increase your chances of making more personal connections with other convention attendees, but you help fill the association's required room block at those properties. Keeping everyone together at Bally's and Paris helps ensure that future conventions will maintain the content and quality you've come to expect.

Thanks for your support, and I look forward to seeing you in Las Vegas.

## RV EXECUTIVE TODAY

**PRESIDENT:**  
Phil Ingrassia, CAE

**VICE PRESIDENT FOR  
ADMINISTRATION:**  
Ronnie Hepp, CAE

**EDITOR:**  
Mary Anne Shreve

**GRAPHIC DESIGNER:**  
Ginny Walker

### RVDA STAFF

Chuck Boyd  
DEALER SERVICES MANAGER

Hank Fortune  
DIRECTOR OF FINANCE

Jeff Kurowski  
DIRECTOR OF INDUSTRY RELATIONS

Julie Anna Newhouse  
MARKETING MANAGER

Brett Richardson, Esq., CAE  
DIRECTOR OF LEGAL AND REGULATORY  
AFFAIRS

Julianne Ryder  
MARKETING COMMUNICATIONS SPECIALIST

Patricia Williams  
ACCOUNTING CLERK

### MIKE MOLINO RV LEARNING CENTER STAFF

Karin Van Duyse  
CHIEF

Liz Fleming  
EDUCATION COORDINATOR

Tony Yerman  
RV SERVICE CONSULTANT

Isabel McGrath  
TECHNICIAN CERTIFICATION REGISTRAR

*RV Executive Today* is published monthly by the Recreation Vehicle Dealers Association of America at 3930 University Drive, Fairfax, VA 22030-2515. Periodicals postage paid at Fairfax, VA 22030 USPS No. 062450. Issued monthly to all RVDA members as a membership benefit paid for by their dues.

**Postmaster please send address changes to:**  
*RV Executive Today*, 3930 University Drive,  
Fairfax, VA 22030-2515 *The annual subscription  
rate of \$30 is a part of membership dues.*

**Editorial/Business Office:**  
3930 University Drive, Fairfax, VA 22030-2515  
Phone (703) 591-7130 FAX (703) 359-0152

*RV Executive Today* (ISSN #1088-873X)  
Volume 18, Issue 8

**For advertising information contact:**  
Julie Newhouse, Marketing Manager,  
(703) 591-7130 x 103

# The Feeding of Your Dealership

By Jeff Hirsch, chairman



I believe it's critical for dealers to constantly funnel new information into their dealerships. Feeding the business with a steady flow of knowledge engages employees and nourishes growth.

Encouraging fresh ideas and new business models motivates your staff. When you send out a consistent message that you care about making the business better, employees believe they're part of a progressive company, an enterprise with a future.

As leaders, we must constantly find ways to challenge ourselves so that we, in turn, can challenge our employees. A stimulated mind inspires creativity in others, and that's crucial if you want to be an inspirational leader.

I was recently inspired by a comment from one of our master techs, who said, "A happy technician is a well-trained technician." He said that when someone is ill-equipped to handle a repair and is constantly stumped, he's miserable. Are we as an industry setting up our technicians for failure by failing to train them?

Today's competition is savvy and relentless. To compete and succeed, we need more than mere determination. We need training. We need skills. That's true not only for us dealers, but also for our managers.

I believe that, due to time constraints, many of us are doing less and less mentoring of our employees, even though we depend more than ever on their expertise and professionalism to run our businesses. Don't we owe it to them to provide the tools they need to do their jobs? Shouldn't we want managers who are capable of mentoring their staffs?

Fortunately, we're part of an association whose sole purpose is to deliver the tools we need to operate better, more profitable businesses. And one of its major information delivery systems, if you will, is the annual convention.

This year's event, which runs Nov. 10-14 at Bally's on the Las Vegas Strip, has already surpassed last year's convention in exhibitor and attendee pre-registration. There will be more than triple the number of Vendor Training +Plus sessions and many new workshops and first-time presenters. There will be programs for young executives and a new learning track on social media. The RVBusiness Top 50 Dealer Awards will return. The keynote address will be presented by the man who headed the renowned training program for the Disney empire. In short, it will be a feeding ground of new ideas and fresh perspectives.

**"I hope you'll bring as many of your people to the convention as possible – it's the best, most comprehensive one-stop opportunity to get training for all members of your leadership team."**

Our convention has grown and changed significantly in the past few years, so if you haven't attended in a while, this is the year to come back for a reintroduction.

RVDA scheduled the convention for later in the year at members' requests – dealers said they could spare more employees from the store after the busy fall season. Now we have the chance to make good on our intentions of mentoring our employees and investing in their futures. I hope you'll bring as many of your people to the convention as possible – it's the best, most comprehensive one-stop opportunity to get training for all members of your leadership team.

Here's something to contemplate as you're making your convention plans: Are you a coach or a mentor?

Both functions are important when it comes to helping other people develop, but they're different in some important ways. Coaching focuses on capability and potential. The agenda is set by the coach and typically addresses short-term needs.

The mentor, on the other hand, is an experienced practitioner who shares information and knowledge with the less-experienced. The mentor offers council and guidance, allowing the mentored to grow into his or her own. Mentoring is a learning relationship between two people that involves listening, questioning, directing, and supporting.

Be a mentor – bring your people to the convention. Ensure they're given the skills they need.

You can find more information about registration, Bally's, Partners in Progress meetings, the keynote speaker, exhibitors, and more in the following pages. Use this issue to start planning your convention strategy. The earlier you register, the better the rate you'll receive.

See you in Las Vegas!

**Chairman**

Jeff Hirsch  
Campers Inn of Kingston  
Kingston, NH  
(603) 642-5555  
jhirsch@campersinn.com

**1st Vice Chairman**

John McCluskey  
Florida Outdoors RV Center  
Stuart, FL  
(772) 288-2221  
john@floridaoutdoorsrv.com

**2nd Vice Chairman**

Brian Wilkins  
Wilkins R.V. Inc.  
Bath, NY  
(607) 776-3103  
bwilkins@wilkinsrv.com

**Treasurer**

Darrel Friesen  
All Seasons RV Center  
Yuba City, CA  
(530) 671-9070  
Darrel@allseasonsrvcenter.com

**Secretary**

Tim Wegge  
Burlington RV Superstore  
Sturtevant, WI  
(262) 321-2500  
twegge@burlingtonrv.com

**Past Chairman**

Andy Heck  
Alpin Haus  
Amsterdam, NY  
(518) 842-5900  
aheck@alpinhaus.com

**Director**

Will Jarnot  
PleasureLand RV Center Inc.  
St. Cloud, MN  
(320) 251-7588  
w.jarnot@pleasurelandrv.com

**Director**

Mike Regan  
Crestview RV Center  
Buda, TX  
(512) 282-3516  
Mike\_regan@crestviewrv.com

**Director**

Rod Ruppel  
Webster City RV Inc.  
Webster City, IA  
(515) 832-5715  
rod@webstercityrv.com

**Director**

Ron Shepherd  
Camperland of Oklahoma, LLC  
Tulsa, OK  
(918) 836-6606  
ron\_shepherd@camperlandok.com

**RVRA Representative**

Scott Krenek  
Krenek RV Center  
Coloma, MI  
(269) 468-7900  
scott\_krenek@krenekrv.com

**RVAC Chairman**

Tom Stinnett  
Tom Stinnett Derby City RV  
Clarksville, IN  
(812) 282-7718  
tstinnett@stinnetttrv.com

**RV Learning Center Chairman**

Jeff Pastore  
Hartville RV Center  
Hartville, OH  
(330) 877-3500  
jeff@hartvillerv.com

**DELEGATES****Alabama**

Rod Wagner  
Madison RV Supercenter  
Madison, AL  
(256) 837-3881  
rod@madisonrv.com

**Alaska**

Kevin Brown  
Arctic RV & Interior Topper  
Fairbanks, AK  
(907) 451-8356  
arcticrv@arcticrv.com

**Arizona**

Devlin Murphy  
Freedom RV Inc.  
Tucson, AZ  
(520) 750-1100  
dmurphy@freedomrvaz.com

**California**

Troy Padgett  
All Valley RV Center  
Acton, CA  
(661) 269-4800  
troy@allvalleyrvcenter.com

**Colorado**

Tim Biles  
Pikes Peak Traveland  
Colorado Springs, CO  
(719) 596-2716  
tbiles@pikespeakrv.com

**Connecticut**

Chris Andro  
Hemlock Hill RV Sales Inc.  
Milldale, CT  
(860) 621-8983  
chrisa@hemlockhillrv.com

**Delaware**

Ryan Horsey  
Parkview RV Center  
Smyrna, DE  
(302) 653-6619  
rdhorsey@parkviewrv.com

**Florida**

Rob Rothenhauser  
Ocean Grove RV Supercenter  
St. Augustine, FL  
(904) 797-5732  
rob@oceangrovervsales.com

**Georgia**

Doc Allen  
C.S.R.A. Camperland Inc.  
Martinez, GA  
(706) 863-6294  
docallen@csracamperland.com

**Idaho**

Tyler Nelson  
Nelson's RVs Inc.  
Boise, ID  
(208) 322-4121  
tyler@nelsonsvs.com

**Illinois**

Richard Flowers  
Larry's Trailer Sales Inc.  
Zeigler, IL  
(618) 596-6414  
richardff@larrystrailersales.com

**Indiana**

Nathan Hart  
Walnut Ridge Family Trailer Sales  
New Castle, IN  
(765) 533-2288  
nhart@walnutridgerv.com

**Iowa**

Jeremy Ketelsen  
Ketelsen RV Inc.  
Hiawatha, IA  
(319) 377-8244  
jketelsen@ketelsenrv.com

**Kansas**

Bill Hawley  
Hawley Brothers Inc.  
Dodge City, KS  
(620) 225-5452  
wildbill@pld.com

**Kentucky**

NeVelle Skaggs  
Skaggs RV Country  
Elizabethtown, KY  
(270) 765-7245  
nrskaggs@aol.com

**Louisiana**

Jim Hicks  
Southern RV Super Center Inc.  
Bossier City, LA  
(318) 746-2267  
jim@southernrvsupercenter.com

**Maryland**

Greg Merkel  
Leo's Vacation Center Inc.  
Gambrells, MD  
(410) 987-4793  
Admin-jacki@comcast.net

**Massachusetts**

Marc LaBrecque  
Diamond RV Centre Inc.  
W. Hatfield, MA  
(413) 247-3144  
info@diamondrv.com

**Michigan**

Chad Neff  
American RV Sales & Service  
Inc.  
Grand Rapids, MI  
(616) 455-3250  
chad@americanrv.com

**Minnesota**

Will Jarnot  
PleasureLand RV Center  
St. Cloud, MN  
(320) 251-7588  
w.jarnot@pleasurelandrv.com

**Mississippi**

Stephen (Snuffy) Smith  
Country Creek RV Center  
Hattiesburg, MS  
(601) 268-1800  
snuffy@countrycreekrv.net

**Missouri**

Sheri Wheelen  
Wheelen RV Center Inc.  
Joplin, MO  
(417) 623-3110  
sheri@wheelenrv.com

**Montana**

Ron Pierce  
Pierce RV Supercenter  
Billings, MT  
(406) 655-8000  
rpierce@pierce.biz

**Nebraska**

Tony Staab  
Rich & Sons Camper Sales  
Grand Island, NE  
(308) 384-2040  
tony@richsonsvr.com

**Nevada**

Beau Durkee  
Carson City RV Sales  
Carson City, NV  
(775) 882-8335  
beau@carsoncityrv.com

**New Hampshire**

Scott Silva  
Cold Springs RV Corporation  
Weare, NH  
(603) 529-2222  
scott@coldspringsrv.com

**New Jersey**

Brad Scott  
Scott Motor Home Sales Inc.  
Lakewood, NJ  
(732) 370-1022  
bscott@scottmotorcoach.com

**New Mexico**

Rick Scholl  
Rocky Mountain RV World  
Albuquerque, NM  
(505) 292-7800  
rscholl@rmrv.com

**New York**

Jim Colton  
Colton RV  
N Tonawanda, NY  
(716) 694-0188  
jcolton@coltonrv.com

**North Carolina**

Steve Plemmons  
Bill Plemmons RV World  
Rural Hall, NC  
(336) 377-2213  
steve@billplemmonsrv.com

**North Dakota**

Michelle Barber  
Capital R.V. Center Inc.  
Minot, ND  
(701) 838-4343  
michelle@capitalrv.com

**Ohio**

Dean Tennison  
Specialty RV Sales  
Lancaster, OH  
(740) 653-2725  
dean@specialtyas.com

**Oklahoma**

Ron Shepherd  
Camperland of Oklahoma, LLC  
Tulsa, OK  
(918) 836-6606  
ron\_shepherd@camperlandok.com

**Oregon**

Kory Goetz  
Curtis Trailers Inc.  
Portland, OR  
(503) 760-1363  
kgoetz@curtistrailers.com

**Pennsylvania**

Greg Starr  
Starr's Trailer Sales  
Brockway, PA  
(814) 265-0632  
greg@starrstrailersales.com

**Rhode Island**

Linda Tarro  
Arlington RV Super Center Inc.  
East Greenwich, RI  
(401) 884-7550  
linda@arlingtonrv.com

**South Carolina**

Gloria Morgan  
The Trail Center  
North Charleston, SC  
(843) 552-4700  
gmorgan497@aol.com

**South Dakota**

Lyle Schaap  
Schaap's RV Traveland  
Sioux Falls, SD  
(605) 332-6241  
lyle@rvtraveland.com

**Tennessee**

Roger Sellers  
Tennessee RV Sales & Service,  
LLC  
Knoxville, TN  
(865) 933-7213  
rsellers@tennesseerv.com

**Texas**

Mike Regan  
Crestview RV Center  
Buda, TX  
(512) 282-3516  
Mike\_regan@crestviewrv.com

**Utah**

Jared Jensen  
Sierra RV Corp  
Sunset, UT  
(801) 728-9988  
jared@sierrarvsales.com

**Vermont**

Scott Borden  
Pete's RV Center  
South Burlington, VT  
(802) 864-9350  
scott@petesrv.com

**Virginia**

Lindsey Reines  
Reines RV Center Inc.  
Manassas, VA  
(703) 392-1100  
rv8955@aol.com

**Washington**

Ron Little  
RV's Northwest Inc.  
Spokane Valley, WA  
(509) 924-6800  
ron@rvsnorthwest.com

**West Virginia**

Lynn Butler  
Setzer's World of Camping Inc.  
Huntington, WV  
(304) 736-5287  
setzersrv@aol.com

**Wisconsin**

Mick Ferkey  
Greeneway Inc.  
Wisconsin Rapids, WI  
(715) 325-5170  
mickferkey@greenewayrv.com

**Wyoming**

Sonny Rone  
Sonny's RV Sales Inc.  
Evansville, WY  
(307) 237-5000  
rentals@sonnyrvs.com

**VACANT**

Arkansas  
Hawaii  
Maine

**AT-LARGE**

Bob Been  
Affinity RV Service Sales &  
Rentals  
Prescott, AZ  
(928) 445-7910  
bobbybeen@affinityrv.com

Randy Coy  
Dean's RV Superstore  
Tulsa, OK  
(918) 664-3333  
rcoy@deansrv.com

David Hayes  
Hayes RV Center  
Longview, TX  
(903) 663-3488  
dhayes@hayesrv.com

Ed Lerch  
Lerch RV  
Milroy, PA  
(717) 667-1400  
ed@lerchrv.com

Scott Loughheed  
Crestview RV Center  
Buda, TX  
(512) 282-3516  
scott@crestviewrv.com

Mike Rone  
Sonny's RV Sales Inc.  
Evansville, WY  
(307) 237-5000  
mrone@sonnyrvs.com

Adam Ruppel  
Webster City RV Inc.  
Webster City, IA  
(515) 832-5715  
adam@webstercityrv.com

Rod Ruppel  
Webster City RV Inc.  
Webster City, IA  
(515) 832-5715  
rodruppel@gmail.com

Joey Shields  
Pan Pacific RV Centers Inc.  
French Camp, CA  
(209) 234-2000  
joey@pprv.com

Earl Stoltzfus  
Stoltzfus RV's & Marine  
West Chester, PA  
(610) 399-0628  
estoltzfus@stoltzfus-rec.com

Glenn Thomas  
Bill Thomas Camper Sales  
Wentzville, MO  
(636) 327-5900  
g.thomas@btcamper.com

Larry Troutt III  
Topper's Camping Center  
Waller, TX  
(800) 962-4839  
latroutt3@gmail.com

Bill White  
United RV Center  
Fort Worth, TX  
(817) 834-7141  
bill@unitedrv.com

**Participating Past Chairmen**

Bruce Bentz  
Capital R.V. Center Inc.  
Bismarck, ND  
(701) 255-7878  
bruce@capitalrv.com

Randy Biles  
Pikes Peak Traveland Inc.  
Colorado Springs, CO  
(719) 596-2716  
rwbiles@pikespeakrv.com

Debbie Brunoforte  
Little Dealer, Little Prices  
Mesa, AZ  
(480) 834-9581  
dbrunoforte@littleddealer.com

Rex Floyd  
Floyd's Recreational Vehicles  
Norman, OK  
(405) 288-0338  
rxflyd@aol.com

Crosby Forrest  
Dixie RV Superstore  
Newport News, VA  
(757) 249-1257  
info@dixieRVsuperstore.com

Ernie Friesen  
All Seasons RV Center  
Yuba City, CA  
(530) 671-9070  
eefriesen@msn.com

Rick Horsey  
Parkview RV Center  
Smyrna, DE  
(302) 653-6619  
rhorsey@parkviewrv.com

Larry McClain  
McClain's RV Inc.  
Lake Dallas, TX  
(940) 497-3300

Tim O'Brien  
Circle K RVs  
Lapeer, MI  
(810) 664-1942  
t.obrien@circlekvs.com

Dan Pearson  
PleasureLand RV Center Inc.  
St. Cloud, MN  
(320) 251-7588  
d.pearson@pleasurelandrv.com

Cammy Pierson  
Curtis Trailers Inc.  
Portland, OR  
(503) 760-1363  
cammypierson@yahoo.com

Joe Range  
Range Vehicle Center Inc.  
Hesperia, CA  
(760) 949-4090  
range1937@msn.com

Dell Sanders  
J. D. Sanders Inc.  
Alachua, FL  
(386) 462-3039  
jdsrv@att.net

Marty Shea  
Madison RV Supercenter  
Madison, AL  
(256) 837-3881  
mjshea@madisonrv.com

Bill Thomas  
Bill Thomas Camper Sales Inc.  
Wentzville, MO  
(636) 327-5900  
Btcs1940@sbcglobal.net

Larry Troutt  
Topper's Camping Center  
Waller, TX  
(800) 962-4839  
larrytroutt@toppersrvs.com



# Retail Sales Almost Equal Wholesale Deliveries

By Thomas Walworth, Statistical Surveys/The Thrive Group

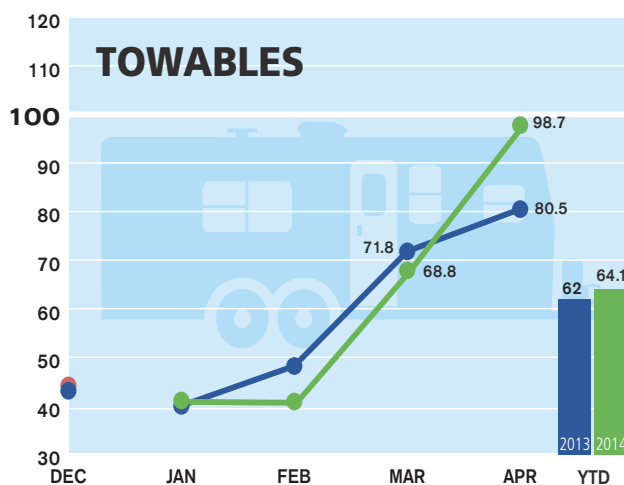
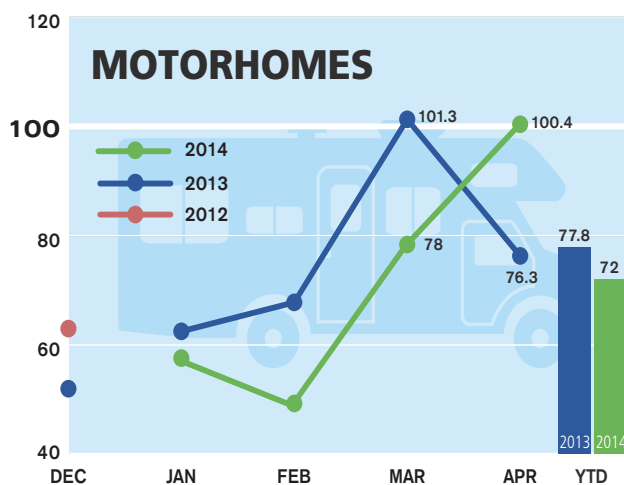
**R**etail sales of towable RVs by U.S. dealers in April almost equaled factory-to-dealer shipments, while a few more motorhomes were sold to consumers than were shipped wholesale that month, according to data gathered by market research firm Statistical Surveys/The Thrive Group. As a result, the April inventory index for towables was 98.7, and for motorhomes it was 100.4.

The inventory index of 98.7 for towables in April means towable inventories expanded at a much slower pace than in March, when the index was 68.8. In April 2013, towable inventory index was 80.5. In the case of motorhomes, the April inventory index was 100.4, which means dealer inventories shrank by a few units. The motorhome inventory index was 78.0 in March and 76.3 in April 2013, which means U.S. dealers' motorhome inventories expanded at relatively robust rates during both of those months. The 28,947 towable RVs retailed by U.S. dealers during April represented a huge 28.8 percent increase over the 22,472 units sold to consumers in April 2013. Wholesale shipments of towables were up a relatively modest 5.1 percent to 29,331 units in April, compared with 27,900 units delivered to dealerships in April 2013.

In the case of motorhomes, 4,108 units were retailed in April, a sharp 41.6 percent increase over the 2,901 units sold in April 2013. Meanwhile, motorhome shipments increased 7.7 percent to 4,092 units in April, compared with 3,800 units shipped during April 2013.

Walworth will present "How to Understand Today's Market Trends" with his colleague Scott Stropkai on November 12 at the RVDA Convention. For more information, contact Tom Walworth at (616) 281-9898. The Thrive Group is a partnership between Statistical Surveys and Spader Business Management. ■

When the RV Inventory Index is below 100, there's an expansion of dealer inventories. When the index is above 100, there's shrinkage. If the industry sold a unit at retail for every unit delivered at wholesale, the RV Inventory Index would be 100.



## Take Advantage of Your RVDA Websites

The RVDA, Mike Molino RV Learning Center and convention websites are the dealership employee's complete online resources. These innovative, interactive websites provide easy access to the critical resources that assist dealers and their employees in running the dealership effectively. Visit both sites to download fact sheets on dealership best practices or the latest retail statistics, search the listings of training opportunities, and purchase CD-ROMs, publications, videos, or webcasts to enhance your dealership's knowledge. RVDA member dealerships and any of their employees can have 24/7 access to most of RVDA's dealer specific information. Make [www.rvlearningcenter.com](http://www.rvlearningcenter.com), [www.rvda.org](http://www.rvda.org) and [www.rvda.org/convention](http://www.rvda.org/convention) your first source for all dealership information.



# PASSPORT TO EXCELLENCE

*New location, new time, new level of excitement over this year's RV Dealers International Convention/Expo*

By RVDA staff

**B**etter timing, a new location, and fresh new workshops are spurring early commitments and registrations for the **2014 RV Dealers International Convention/Expo**, themed **"Passport to Excellence: Education and Training."** RV dealers, manufacturers, suppliers, and educators will all convene at Bally's on the Las Vegas Strip from **Nov. 10-14** to participate in the largest event of its kind for RV retailers.

Excitement about the new venue was immediately evident when RVDA announced at last fall's convention that the event would be moving to Bally's. Aptly described as "the center of the

action," Bally's is at the heart of the famed Las Vegas Strip, surrounded by the most iconic casino properties, bright lights, and street attractions that characterize Las Vegas. Convention registrants will have easy access to all the nightlife the city has to offer. See *more hotel information on page 14*.

And by moving the convention to November – a full month later than usual – dealers will be able to bring more employees along for training and education.

"November is better for our dealers and will allow greater participation by more people," says RVDA Convention/Expo Committee Chairman John McCluskey of Florida Outdoors. "Employee development opportunities will be expanded, and we're aiming for maximum flexibility so

dealers can plan their schedules to include the convention."

**The Vendor Training +Plus program** will be back – and tripled in size – after its successful debut last year. These informative training sessions by industry suppliers and vendors will take place Monday and Tuesday. Education workshops from Tuesday through Friday will target the hot-button issues that affect every dealership department. Some will be repeated so that participants won't have to choose between one must-hear workshop and another. In addition, workshops will be shorter to keep presentations super-targeted and engaging.

The convention's expo hall will be filled to capacity with the RV industry's top manufacturers and suppliers of products and services. Exhibit space is selling faster than at any time since before the recession, reflecting the industry's renewed optimism and the keen interest in RVDA's annual event.

Adding to the excitement surrounding this year's convention is the return of the **RVBusiness Top 50 Dealer Awards** program after a 3-year hiatus. RV manufacturers are in the process of nominating their best dealers, and the honorees will be recognized at a reception open to all badge-wearing convention attendees on the evening of Wednesday, Nov. 12. These 50 individuals will be selected by an independent panel, based on their commitment to consumer care, business acumen,



Adding to the excitement surrounding this year's convention is the return of the RVBusiness Top 50 Dealer Awards after a 3-year hiatus.







civic involvement, and general professionalism. *See page 20 for more information.*

RVDA's Partners in Progress committees will also meet to work on important dealer-manufacturer issues, but the meetings will be spread more evenly throughout the week to ease dealers' schedules. Results from the association's annual Dealer Satisfaction Survey (DSI) will be available for discussion during these meetings. Six PIP sessions have been scheduled to date. *See page 12 for details.* Check [www.rvda.org](http://www.rvda.org) throughout the summer for additional listings.



If you've ever visited a Disney theme park and admired how the always cheerful staffers keep things running seamlessly, you can thank **Doug Lipp**, this year's keynote speaker. Lipp – an RV owner himself – headed the training team at Disney corporate headquarters in the '80s and is an internationally recognized expert on customer service, change, and global competitiveness.

In his presentation, "Even Monkeys Fall from Trees:

Learn from Mistakes and Embrace Change," he'll reveal how even topnotch companies like Disney need to constantly reassess themselves and adapt to changing markets.

*continued on page 12*

## AGENDA - AT-A-GLANCE \*

### Sunday, November 9

11:30 a.m. - TBD RVDA of Alberta Golf Tournament

### Monday, November 10

7:00 a.m. - 5:30 p.m. Registration desk open  
8:00 a.m. - 12 p.m. RVDA of Alberta Board of Directors meeting  
11:30 a.m. - 2:30 p.m. RVDA of America Board of Delegates lunch & meeting  
12:00 - 5:00 p.m. RVDA of Canada Board of Directors lunch & meeting  
2:45 - 5:00 p.m. Vendor Training +Plus sessions  
2:45 - 3:45 p.m. KZ RV Partners in Progress meeting

### Tuesday, November 11

7:00 a.m. - 5:30 p.m. Registration desk open  
8:15 - 9:15 a.m. Crossroads Partners in Progress meeting  
9:30 a.m. - 1:00 p.m. Vendor Training +Plus sessions  
9:30 - 10:30 a.m. Jayco Partners in Progress meeting  
10:45 - 11:45 a.m. Heartland Partners in Progress meeting  
12:00 - 1:00 p.m. Winnebago Partners in Progress meeting  
1:15 - 2:15 p.m. Concurrent workshops  
2:30 - 4:00 p.m. Opening General Session with Doug Lipp "Even Monkeys Fall from Trees: Learn from Mistakes and Embrace Change"  
4:00 - 7:00 p.m. Expo opens with reception in both halls

### Wednesday, November 12

7 a.m. - 5 p.m. Registration desk open  
7:30 a.m. Early bird continental breakfast  
9:00 - 10:00 a.m. Concurrent workshops  
10:15 - 11:15 a.m. Skyline Partners in Progress meeting  
10:15 - 11:15 a.m. Concurrent workshops  
11:00 a.m. - 3:00 p.m. Expo open (lunch served 12:30 - 1:15)  
2:00 - 3:00 p.m. Concurrent workshops  
3:15 - 4:15 p.m. Concurrent workshops  
4:15 - 5:30 p.m. Young Executives reception  
5:30 - 7:30 p.m. RV Business Top 50 Awards reception

### Thursday, November 13

7:00 a.m. - 5:00 p.m. Registration desk open  
7:30 a.m. Early bird continental breakfast  
9:00 - 10:00 a.m. Concurrent workshops  
10 a.m. - 1:00 p.m. Expo open (lunch served 12:30 - 1:15)  
10:15 - 11:15 a.m. Concurrent workshops  
1:00 - 2:00 p.m. RVDA of America Annual Meeting  
1:00 - 2:00 p.m. RVDA of Canada Annual Meeting  
2:15 - 3:15 p.m. Concurrent workshops  
3:30 - 4:30 p.m. Concurrent workshops

### Friday, November 14

7:30 a.m. Early bird continental breakfast  
8:00 - 9:00 a.m. Compliance workshop: "Compliance: The Current Legal Landscape and how it Applies to You"  
9:15 - 10:15 a.m. Compliance workshop

*\* Subject to change*

To register for the 2014 convention, reserve hotel rooms, check workshop subjects and times, exhibit, and more, visit our new website – [www.rvda.org/convention](http://www.rvda.org/convention). New updates are posted continuously, so check often!



continued from page 11

Of course, Lipp won't be the only new face at the 2014 convention/expo. Among the many first-time workshop presenters are **Don Tipton** and **Bob Clements**. Tipton is a fixed-ops consultant whose expertise spans every aspect of the business, from undercoating vehicles to managing multi location companies. His business, DTC Retail Consulting, assesses service and parts departments and body shops, identifying both problems and untapped profit



Don Tipton



Bob Clements

sources. He'll present "What Service Measurables Really Mean" and "Signature RV Service."

According to Clements, approximately 15 percent of all salespeople make 70 percent of the sales. In his book, "The Eight Great Sales Secrets in the World," he discusses the skills those top sellers have mastered and the secrets to their success. His company, Bob Clements International Inc., offers onsite dealership development programs aimed at improving the efficiency of service and parts departments. Clements will also present "Creating a High Performance Parts Department" and "Turn Your Service Department into a Cash Machine" on Thursday, November 13.

There will also be tracks for dealers, GMs, and managers in sales, service, parts, and rental operations.



Recognizing that training and education are important for all dealership staff members, RVDA has expanded the education

program to include sessions for young executives and a new track that focuses on digital marketing and social media. Check RVDA's convention website, [www.rvda.org/convention](http://www.rvda.org/convention), frequently for regular updates on workshop titles. You can also register online, view the exhibitor list, download the convention app, and much more. ■

## Partners in Progress Brand Committee Meetings

Brand committee meetings are confidential – only dealers who sell new rolling stock from a manufacturer can attend that manufacturer's session. Ratings from the annual Dealer Satisfaction Index (DSI) survey will be reviewed during brand committee meetings. Dealers will meet first without company executives so they can formulate questions. More brand committee meetings will be added as schedules are confirmed, so check the convention page on [www.rvda.org](http://www.rvda.org) frequently.

### MONDAY, NOVEMBER 10

2:45 - 3:45 p.m. KZ RV

### TUESDAY, NOVEMBER 11

8:15 - 9:15 a.m. Crossroads  
9:30 - 10:30 a.m. Jayco  
10:45 - 11:45 a.m. Heartland  
Noon - 1 p.m. Winnebago

### WEDNESDAY, NOVEMBER 12

10:15 - 11:15 a.m. Skyline





**IMAGINE THE POWER OF THIS ADVERTISEMENT -  
EXCLUSIVELY BY YOUR DEALERSHIP!**

**THIS RV COMES WITH A**



▼  
**UNLIMITED  
TIME**

▼  
**100% PARTS  
& LABOR**

▼  
**NO  
DEDUCTIBLE**

Exclusively Offered At

**[(Dealer Name)]**

**RV WARRANTY FOREVER!**™

**NWAN®**

Service. Quality. Efficiency.

**877.222.1645**

**www.RVWARRANTYFOREVER.com**

\*Only applies to qualifying units, see dealer for exclusions. See RV Warranty Forever™ agreement for details on coverage and exclusions. Proof of annual maintenance is required.

© NWAN, Inc. 2014



# BALLY'S: CENTER OF THE ACTION

With this year's move to a locale on the Las Vegas Strip, convention attendees will have a whole new universe of dining, shopping, and entertainment options. Here's just some of what's in store for you at Bally's.

- More than 9 casual-to-sophisticated **restaurants**, bars, and eateries offering American, Asian, and Southwestern cuisine
- **Bally's Spa** – 13,000 square feet of "Ahhhh" with massages, facials, body scrubs and wraps, wet and dry saunas, hot tubs, and a state-of-the-art fitness center
- **Bally's Salon** – color, cut, styling, nails, tanning, and more
- **Blu Pool** – a giant palm tree-surrounded heated outdoor pool with cabanas, DJ, frozen cocktails, and a deep end
- Comedy, musical, and dinner **shows** in two theaters
- A **shopping** promenade of stores
- 8 championship-caliber **tennis** courts – the Strip's biggest tennis complex
- **Golf** at the Cascata and Rio Secco courses

## And for those staying at the nearby Paris hotel:

- 11 **restaurants**, including Gordon Ramsay Steak, Martorano's, and Eiffel Tower
- "**Jersey Boys**" hit musical, Napoleon's piano bar
- 360-degree view of the city from the observation deck of the 46-story-high **Eiffel Tower** ■

## A LINQ to More Fun

Also within steps of Bally's is The LINQ, a brand new outdoor shopping/dining/entertainment district featuring the High Roller, the world's tallest observation wheel. Opened in March after two years of construction, it features 28 glass-enclosed cabins that slowly ascend 100 feet higher than the London Eye. Passengers can get unparalleled views of the Las Vegas Strip and the surrounding valley by day or night.







## Stay in the Block

Specially priced blocks of rooms are available to RVDA convention attendees at both Bally's and Paris. Rooms at Bally's start at \$129 per night and at \$159 per night at Paris. Book your accommodations by Oct. 9 to qualify for the group rate. You can register online by going to [www.rvda.org/convention](http://www.rvda.org/convention) or by phoning (800) 358-8777; be sure to use code SBRVD4.



## Remarketing from RVT.com

Now you can reach our RV buyer audience... Internet wide!



Call 1-800-282-2183 or [RVT.com/remarketing](http://RVT.com/remarketing)



# ...AND AT THE END OF THE DAY

(right) SEA  
Thai  
Restaurant

(below)  
Nathan's  
Famous  
Hot Dogs



After an intense day of learning and networking, it's time to kick back and refuel. There are plenty of dining options in Bally's and adjoining Paris. You'll find cuisine ranging from Thai to French to Mexican and restaurants that are geared to both elegant, leisurely meals as well as quick bites. Here are a few.



(above) Eiffel Tower Restaurant

(below) Mon Ami Gabi Restaurant



## FREE ONLINE PREVIEW

Ongoing Affordable/Customized Training  
For All Dealership Sizes & Skill Levels



**THE #1  
RV SALES  
TRAINING  
COMPANY  
IN NORTH  
AMERICA**

Earn your Associates of Sales Science  
[www.SobelUniversity.com](http://www.SobelUniversity.com)

Available online 24/7  
for a limited time.  
Call 253-565-2577 to get started.



(above) BLT Steak Restaurant and Sterling Brunch (inset)



# That First Time...

How Do People Experience RVing That First Time?

**Renting, That's How!**

**RVDA  
Convention  
November 10-14, 2014  
See ya there!  
Booth  
201-203**

**You rent 'em,  
We insure 'em**

**Rental Insurance  
Since 1978**

**MBA**  
**INSURANCE**  
© net

Call MBA for your rental quote **1-800-622-2201** [www.MBAinsurance.net](http://www.MBAinsurance.net)



# Creating Service Superheroes with Popcorn Empowerment

By Doug Lipp

**D**oug Lipp, who headed the training team at Disney corporate headquarters, is this year's convention keynote speaker. An RV owner himself, Lipp will present "Even Monkeys Fall from Trees" during the opening general session on Nov. 11.

Are the people who pay for your goods and services "customers" or "guests?" Are the people working in your organization "associates," or "employees?"

The debate about how best to address customers and employees consumes valuable time, energy and money in many organizations, but merely changing the nouns won't ensure a culture dedicated to world-class customer service or create a motivated and engaged workforce. It's like

expecting a fresh coat of paint to bring a dilapidated, rundown building up to code.

Just as paint won't improve the structural integrity of a facility, training interventions and clever words for customers and employees won't necessarily improve a business – unless there's leadership support.

Assessing and clarifying organizational values is a precursor to future improvement. Let's start with the fundamental value of trust. Picture the following scenario in front of "It's a Small World" at Disneyland:

Timothy, a custodial cast member, is scurrying about sweeping up trash



when he hears a child crying. Making his way through the knot of guests surrounding the commotion, he spots the problem – a small boy in tears is staring at the ground and stomping his feet in anger. An empty popcorn box and scattered kernels tell the story. Making matters worse, the boy's father is

scolding him for his carelessness. This is definitely not "The Happiest Place on Earth" for the boy, his father, or the scores of guests watching.

Timothy kneels down next to the boy and says, "I'm sorry about your popcorn." Instantly, two things happen: Dad stops yelling, and the



## READ WHAT OTHER DEALERS SAY ABOUT A WORLD OF TRAINING FOR BOTH SALES AND SERVICE TRAINING

"If you want real-life training that sticks, A World of Training is the training company to use." **Nathan Hart, Walnut Ridge Family RV, New Castle, Indiana**

"A World of Training is responsible for helping us take the dealership to the next level by implementing structure and monitoring processes to make sure we are successful," **Mark Primeaux, Primeaux RV, Lafayette, Louisiana**

"I have been a client of A World of Training for several years. They are experts in all departments. They have helped us set up great systems and processes that we use every day." **Jamie Dodd, Dodd RV, Yorktown, Virginia**

"The training was great and everyone is excited for the next round. The managers are also excited to use your ideas to help their ongoing training process." **Clifton Lewis, Lewis RV Center, Oklahoma City, Oklahoma**

Call **NOW** to schedule a **FREE** profit potential evaluation  
Off: (866) 238-9796 Cell: (813) 951-6586



**A WORLD OF  
TRAINING**

**RVDA**   
■ ASSOCIATE MEMBER ■



child nods his head and stops wailing. Timothy then says, "Mickey Mouse told me he saw you drop your popcorn and knows you're really sad right now." Pausing for a moment to let this message sink in, Timothy continues, "and Mickey Mouse wants to know if you'd like this big, fresh box of popcorn."

Timothy pulls out a box of popcorn from behind his back and offers it to the boy.

Imagine the impact this gesture has on the child, his father, and the many guests who've gathered. Timothy is equally buoyed by the interaction.

Unfortunately, some organizations seem determined to undermine employee trust, morale, creativity, and effectiveness with restrictive policies. Far too many organizations spend more time worrying about the cost of the popcorn than about creating a culture that promotes staff unity and morale.

Handing out free stuff is certainly not the answer to every problem. The organization that constantly rectifies problems by doling out free goods and services ("comping") is probably plagued by more fundamental issues. Yet, even companies with the best products and tightest service standards must prepare for the inevitable customer complaints and requests.

Unfortunately, too few are well prepared. "I'll have to ask my supervisor" is a refrain heard at companies with poor organizational health and disgruntled customers. These outfits have some things in common:

- **Potential problems aren't discussed.**
- **Resolution strategies aren't considered.**
- **Employees aren't trusted.**

The managers at Disney University and their counterparts who run operations at theme parks and resorts relentlessly consider potential problems and possible resolutions.

Asking themselves, "What do we do when operations don't go according to the script," managers and cast members constantly assess and role-play guest problems and solutions.

That box of popcorn cost Disney mere pennies, but the message it conveyed to guests and cast members was worth its weight in gold. It said, loudly and clearly, that Disney cares about the happiness of its guests and that it trusts its cast members to solve common problems.

Popcorn empowerment is my term for an organizational culture that's crafted carefully and methodically. Timothy's problem-solving strategy is just one example of a culture that's dedicated to trust and service excellence... and not focused on slapping a coat of paint on problems. ■

*Excerpted from "Disney U: How Disney University Develops the World's Most Engaged, Loyal and Customer-Centric Employees"*

# 20 hotel TVs sit unwatched while their guests are off having fun with spreadsheets.



5 YEARS AHEAD, JUST  
LIKE OLD TIMES.

VISIT  
**SPADER20**  
**.COM**

1-800-772-3577  
INFO@SPADER.COM

# "TOP 50 DEALER" PROGRAM RETURNS TO CONVENTION

**A**fter a 3-year hiatus, *RVBusiness* is relaunching its RVBusiness Top 50 Dealer Awards, and the recipients will be recognized at an evening reception during the RV Dealers International Convention/Expo.

Magazine officials say they're bringing back the program at dealers' request and because "it's the right

thing to do" in supporting industry efforts to elevate the RV arena.

The program will select 50 U.S. and Canadian dealerships for their business acumen, civic involvement, commitment to consumer care, and general professionalism. Selections will be made by an independent panel of industry experts. Manufacturers have been asked to nominate their best dealers – not just their largest dealers – and applications have been forwarded to those retailers.

Dealers won't be ranked from one to 50, but 10 dealerships will be recognized as being "Blue Ribbon" retailers above and beyond the rest. The RVBusiness Innovation Award will also be given to a dealer who has taken a creative approach to his or her business, and the RVBusiness Spirit Award will be presented to a dealer who has excelled in charitable giving. Press release templates will be available for dealers to distribute to their local and regional media, and Top 50 logos will be available for use in dealers' promotions. ■

## Evening Reception Open to All

The Nov. 12 reception will be open to all badge-wearing convention attendees. For complete information about the convention/expo, slated for Nov. 10-14 at Bally's on the Las Vegas Strip, visit [www.rvda.org/convention](http://www.rvda.org/convention). Please direct questions about the awards program to RVBusiness Publisher Sherman Goldenberg at (574) 457-3370 or [sgoldenberg@rvbusiness.com](mailto:sgoldenberg@rvbusiness.com).

## TECHNICIAN CAREER LADDER

MASTER CERTIFIED TECHNICIAN

Master Score on Test

Certified Specialist in All Areas



Certified Technician

Optional Paths

Registered Technician

Technician  
Certification Candidate

Certification Test

Plumbing  
Appliances  
Electrical Systems  
Chassis  
Body

Certified Specialties

## A PROMISING CAREER CLIMB

Give your business a leg up with the revamped RV Technician Certification Program.



# Vendor Training +Plus Triples in Size for the 2014 Convention/Expo



**V**endor Training +Plus topics are designed to help dealership management increase profitability through increased knowledge of the latest products and services on the market.

The hour-long sessions take place Monday, Nov. 10 from 2:45 - 5 p.m. and continue on Tuesday, Nov. 11 from 8:15 a.m. - 1 p.m. Vendor Training +Plus is free for all full convention registrants, so dealers should plan to arrive early in the week to take full advantage of the extra sessions.

Registered dealers can bring additional staff to attend Vendor Training +Plus at the special low rate of \$195 for Monday and Tuesday of the convention. This two-day fee includes the training sessions, admission to the opening general session, and the opening reception in the expo hall, where attendees can learn about the newest products and services available to dealers.

Visit the convention website at [www.rvda.org/convention](http://www.rvda.org/convention) for updates and more information. ■

## MONDAY 11/10

### Schedule To Be Announced

For updates, check the 2014 RV Dealers International Convention/Expo website at [www.rvda.org/convention](http://www.rvda.org/convention).

## TUESDAY 11/11

9:30	<b>B&amp;W Trailer Hitches</b> <i>Gregg Lafferty</i> "American-made Products – Information, Installation and Increasing Profit, the American Way"	<b>Blue Ox</b> <i>Mike Thelander</i> "Chassis Performance: Giving Your Stock Motorhome a High Performance Makeover"	<b>Carefree of Colorado</b> <i>Kevin Jastrem</i> "Ordering Made Easy! Come Learn about CareFree's New Product Configurator"	<b>Titan Tire</b> <i>Randy McMann</i> "Hydraulic Disc Brake Conversions"	<b>Wheeler Advertising</b> <i>Ron Wheeler</i> Details to come	<b>IDS - Integrated Dealer Systems</b> <i>Mark Berggren and Mario Britz</i> "Unleash the True Potential of Your IDS CRM to Grow Business"
10:45	<b>AL-KO Axis Inc.</b> <i>Kary Royer</i> "Towing Safety System by AL-KO Axis"	<b>Auction123.com</b> <i>Tracy Amato</i> "Online Marketing Tools and Strategies to Drive Local Traffic to Your Inventory"	<b>Brown &amp; Brown Recreational Insurance</b> <i>Shawn Moran &amp; Janet Scavo</i> "Finding the Profit in Cash Transactions"	<b>Lippert Components</b> <i>Steve Paul</i> "Lippert Component's Aftermarket Program"	<b>Spader Business Management</b> <i>David Spader</i> "Leadership Development for Your Dealership – Part 1"	
12:00	<b>ALLY Financial</b> Details to come	<b>Evergreen RV</b> Details to come	<b>Spader Business Management</b> <i>David Spader</i> "Leadership Development for Your Dealership – Part 2"	12:00 - 1:00 pm  <b>TBA</b>	12:00 - 1:00 pm  <b>TBA</b>	12:00 - 1:00 pm  <b>TBA</b>
1:00						

(As of July 23)

# Exhibitors as of August 7

For information on exhibiting, please contact Julie Newhouse at [jnewhouse@rvda.org](mailto:jnewhouse@rvda.org)



A World of Training  
ADP Lightspeed  
Adventure On Earth  
Airstream, Inc.  
AIRXCEL RV Group  
Alde Corp  
+ AL-KO Axis, Inc.  
[Allied Recreation Group](#)  
+ **Ally Financial**  
American Guardian Warranty Services, Inc  
America's RV and Marine Auction  
[Arrow Distributing, Inc.](#)  
Atwood Mobile Products, LLC  
+ Auction123.com  
+ B & W Trailer Hitches  
**Bank of the West**  
Bison Coach  
+ Blue Ox  
Brasher's Northwest Auto Auction  
[Brasher's Sacramento RV, Marine & PowerSports Auction](#)  
+ **Brown & Brown Recreational Insurance**  
+ Carefree of Colorado  
[Cirrus Solutions](#)  
Coach-Net  
[Coast Distribution System](#)  
CornerStone United, Inc.  
Covideo By EasyCare  
CrossRoads RV  
Cruiser RV, LLC  
Cummins Onan Generators  
Dealer Spike RV  
**Diversified Insurance Management, Inc.**  
Dometic Corporation  
Dutchmen Manufacturing, Inc.  
EasyCare RV  
[EEZ RV Products](#)  
+ EverGreen Recreational Vehicles, LLC  
[Fleetwood](#)

**GE Capital Commercial Distribution Finance**  
Girard Systems/Products  
Heartland Recreational Vehicles  
Holiday Rambler  
[Holland Bar Stool Co.](#)  
+ IDS - Integrated Dealer Systems  
IHS Automotive  
Infinite Creative Enterprises  
Keystone RV Company  
KZ RV  
Lance Camper Manufacturing Corporation (LCMC)  
LIFESTYLE Luxury RV  
+ Lippert Components, Inc.  
+ Livin Lite Recreational Vehicles, Inc.  
Marine One Acceptance Corp.  
Marzahn & King Consulting, Inc.  
**MBA Insurance, Inc.**  
Medallion Bank  
Merrick Bank  
Mobile Sleep Components  
MOR/ryde International, Inc.  
Mudd Advertising  
NADAguides & NADAguides.com  
[NextGear Capital](#)  
Northpoint Commercial Finance, LLC  
NTP Distribution  
NWAN/National Automotive Experts  
[Omnia Group, The](#)  
Pacific Coachworks, Inc.  
Parallax Power Supply - A Division of Connecticut Electric, Inc.  
Pettes & Hesser, Ltd.  
[Phoenix American Warranty Co., Inc.](#)  
PowerMax Converters  
Progress Mfg., Inc.  
**Protective**  
[PullRite / Pulliam Enterprises](#)  
[Rainmaker Software](#)  
Reese  
Roadtrek Motorhomes, Inc.

## KEY

**Partners** ..... **Bold**  
[Sponsor](#) ..... [Orange](#)  
Vendor Training +Plus ... +  
[New Exhibitor](#) ..... [Blue](#)

Robert Weed Plywood Corporation  
RV DealerPro Training  
RV PRO Magazine  
RV Trader  
RVDA  
[RVing Accessibility Group, Inc.](#)  
RVM Promotions  
[RVmenu, LLC](#)  
[Sebrite Financial Corp.](#)  
Sobel University  
+ Spader Business Management  
Stag-Parkway  
Statistical Surveys, Inc.  
Sys2K / RV 123  
[TCF Inventory Finance, Inc.](#)  
Tekonsha  
**Thor Industries, Inc.**  
Thor Motor Coach  
+ [Titan Tire](#)  
U.S. Bank Recreation Finance  
United States Warranty Corporation  
[US Equity Advantage](#)  
[Warrantech Automotive, Inc.](#)  
+ [Wheeler Advertising, Inc.](#)  
Williams and Stazzone Insurance Agency, Inc.  
Wolters Kluwer Financial Services  
Xantrex Technology / Schneider Electric  
Zamp Solar, LLC



# RVDA ALERT: Off-shore Internet scam preying on potential RV buyers

By Jeff Kurowski

**T**he old saying "If it sounds too good to be true, it probably is" is unfortunately ringing true in the case of a scam website, [www.rv-wheels.com](http://www.rv-wheels.com). Con artists thought to be working from Nigeria are bilking thousands of dollars in deposit money from would-be RV buyers in the United States. And there's little that can be done because the perpetrators are outside the reach of U.S. law enforcement agencies, according to investigators with the Newton County, MO, police department.

Officers from the southwest Missouri county became involved because [www.rv-wheels.com](http://www.rv-wheels.com) has been directing buyers to the site of a former RV park south of Joplin, MO, according to detective Fred Engberg. The campground went out of business years ago, although some "old FEMA trailers" there are rented to occupants on the property, Engberg told RVDA.

Wheelen RV Center in Joplin, a longtime RVDA member, has been fielding questions from consumers and recently notified RVDA about the scam. Marty Wheelen said people from as far away as Georgia have traveled to Joplin to pick up motorhomes they intended to buy from the website's operators, only to find there was no motorhome.

Similar off-shore scams have directed prospective RV buyers to other locations around the country to pick up nonexistent RVs, Engberg says.

An RVDA staffer called the phone number listed on the [www.rv-wheels.com](http://www.rv-wheels.com) website, posing as a potential buyer, but there was no answer. However, someone returned the call a few minutes later and said that the motorhome the staffer inquired about could be viewed either in Joplin or at another location of the staffer's choosing.

"Please call [before traveling to Joplin], because other people are interested in that unit and it might be sold before you come out," the caller added.

Although there's virtually no chance that the people who lost deposit money will be able to recover it, Engberg hopes that putting the word out about this scam will prevent others from being victimized. ■



## Geared To Suit Your Dealership

A reliable and affordable software solution that handles sensitive data and enhances productivity for any size dealership.

### Sys2K's Infinity DMS Provides:

- ✓ Unlimited Forms At No Charge
- ✓ Unlimited Updates At No Charge
- ✓ Unlimited Phone Support 24/7
- ✓ Infinite Data Storage Capabilities

See a Free Demo!

We moved from another DMS because we were looking for better reports and more functionality. Infinity allows us to have visibility between our dealerships, more capabilities and advanced management tools.

Ed Collier, Collier RV Super Center

CRM | Sales Management / F&I | Unit Inventory | Rental  
Parts | Service | Accounting | Payroll | Reporting  
Manager's Dashboard | Mobile Apps | Cloud Hosting

407.358.2000  
[www.sys2k.com/rvda](http://www.sys2k.com/rvda)

**SYS2K**  
Dealership Software

# 2014 RV DEALERS INTERNATIONAL CONVENTION/EXPO

Nov. 10-14 • Bally's on the Las Vegas Strip



## NEW DATES! NEW LOCATION!

Better timing, a new venue on the Las Vegas Strip, and an exciting line-up of new education sessions are waiting for dealers at the 2014 RV Dealers International Convention/Expo. Join us at Bally's from Nov. 10-14 for:

- Insight into how great companies embrace change from keynote speaker Doug Lipp, who helped shape Disney University's world-famous customer service training
- An expanded Vendor Training +Plus program
- A new education track on digital marketing and social media
- Partners In Progress meetings for many manufacturers
- A larger expo hall with more first-time exhibitors
- Easy access to Las Vegas nightlife
- Low convention rates so more dealership employees can attend

## 2014 PARTNERS

GOLD



SILVER

AVAILABLE

PLATINUM



GE Capital

BRONZE



VISIT [WWW.RVDA.ORG](http://WWW.RVDA.ORG) FOR MORE INFORMATION AND TO REGISTER.

Presented by:



Follow the conversation on:





# 10<sup>th</sup> Edition Service Management Guide (Flat Rate Manual)



The expanded Service Management Guide offers over 100 pages of average work unit times for the most basic service functions performed by competent RV technicians.

- The 10<sup>th</sup> Edition of the Service Management Guide offers extensive updates and additions provided by dealers, service managers, and technicians.
- It also offers all new Service Check Sheets that provide a valuable reference for service managers and technicians.
- It is a great tool for the service department when working with extended service contracts.
- The Service Management Guide is also available in CD-ROM.

*The Service Management Guide is designed to provide reasonable guidance relative to the time required for competent technicians to complete assigned tasks. It is an important part of the service management system, but it is not intended to be the sole determinant of prices or rates charged in that sale of service.*

Manual or CD-ROM: RVDA Members \$164.95 Non-Members: \$330.00

Manual and CD-ROM: RVDA Members \$275.00 Non-Members: \$550.00

Order Online at <http://www.rvlearningcenter.com>. Note: prices are subject to change without notice.

## Order Form – 10th Edition Service Management Guide (Flat Rate Manual)

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

☐ RVDA Member ☐ Non-RVDA Member Manual - # of Copies: \_\_\_\_\_ CD-ROM - # of Copies: \_\_\_\_\_

Method of payment (Please check one)

☐ Check enclosed (Made Payable to: Mike Molino RV Learning Center)

☐ Send an Invoice (members only) Credit Card: ☐ Visa ☐ Master Card ☐ American Express ☐ Discover

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Billing Zip: \_\_\_\_\_



10/13

RVDA, 3930 University Dr, Fairfax, VA 22030 (703) 591-7130, Fax (703) 359-0152, Email: [info@rvda.org](mailto:info@rvda.org)

## YOU ASKED FOR IT - YOU'VE GOT IT!

**NEW DATES:** Nov. 10-14 • **NEW LOCATION:** Bally's on the Las Vegas Strip



**RVDA** members said they wanted a convention location on the Las Vegas Strip and later dates so they could bring more employees. Well, we heard you! The 2014 RV Dealers International Convention/Expo will be in the center of the action – Bally's on the Las Vegas Strip – and take place a full month later than previous years.

Between our new, central location and more convenient dates, this is the year to participate in the premier annual networking event for RV dealers.

And flexible registration rates combined with early bird discounts make it possible for more of your staff to share in this learning opportunity.

Education is the passport to better-managed, more productive dealerships,

and this year's

### VENDOR TRAINING +Plus

convention offers something for everyone. Vendor Training +Plus sessions will give you and your staff valuable face time with vendors and business partners and are included in your full registration. They're also available at a special low rate for employees who can only spend a day or two away from the dealership.

#### ADVANCED FULL REGISTRATION RATE

**SAVE 25%!**

**\$659**

for first dealership registrant

**\$599**

per each additional registrant

If you've registered for the convention and want to bring employees to attend just the Vendor Training +Plus program, you can register them for that program for \$195 per person. The Vendor Training +Plus badge will also give the holder access to the expo and the opening reception on Tuesday, Nov. 11.

*RVDA dealer members only – expires 8/29/14*

The Young RV Executives program, with events specifically focused on the needs of younger executives and new managers, returns for a second year.



#### Make the 2014 RV Dealers International Convention/Expo your destination for:

- A rich learning experience bringing together approximately 60 educational sessions on subjects driving your dealership today
- A new education track dedicated to social media and Internet-based marketing
- Business opportunities in the expo, where dealers can meet more than 100 manufacturers, vendors, and suppliers
- Mike Molino RV Learning Center's shorter, streamlined workshops for dealers/GMs, service writers/advisors, marketing and sales staff, parts and service managers, and rental operators
- Partners in Progress dealer/manufacture meetings, now spread out from Monday through Thursday so dealers can attend more workshops
- Social events and networking opportunities

FOR MORE INFO VISIT  
[WWW.RVDA.ORG/CONVENTION](http://WWW.RVDA.ORG/CONVENTION)  
AND REGISTER TODAY!

Presented by:



Follow the conversation on:





# DEALER REGISTRATION FORM

1. *Registration Information. Please copy this form if adding registrants.*

Company Name _____	
Phone _____	Fax _____
Address _____	
City _____	State/Prov _____ Zip/PC _____
Email _____	



Nov. 10-14, 2014  
Bally's on the Las Vegas Strip

2. *Registration Fees:*

First registrant locks in today's lowest rate for all future dealership personnel!	Advanced by 8/29	Late	Amount
<b>First Registrant</b> – includes <b>Vendor Training +Plus</b> , a \$195 value!	<b>\$659</b>	<b>\$879</b>	<b>\$</b>
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>			
<b>Second Registrant</b> – includes <b>Vendor Training +Plus</b> , a \$195 value!	<b>\$599</b>	<b>\$879</b>	<b>\$</b>
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>			
<b>Third Registrant</b> – includes <b>Vendor Training +Plus</b> , a \$195 value!	<b>\$599</b>	<b>\$879</b>	<b>\$</b>
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>			
<b>Fourth Registrant</b> – includes <b>Vendor Training +Plus</b> , a \$195 value!	<b>\$599</b>	<b>\$879</b>	<b>\$</b>
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>			
<b>I would like to add a contribution to the Mike Molino RV Learning Center to promote education for our industry.*</b>			<b>\$</b>
<b>VENDOR TRAINING +Plus ONLY</b> Dealership <b>must have one full convention registrant</b> to bring additional employees JUST for Vendor Training +Plus. The cost is <b>\$195</b> per person and includes Vendor Training +Plus training on Monday, Nov. 10 and Tuesday, Nov. 11, and Tuesday's reception in the Expo. Photocopy this form to add more registrants for Vendor Training +Plus.			
Name _____	Badge First Name _____	Email _____	<b>\$</b>
Name _____	Badge First Name _____	Email _____	<b>\$</b>
			<b>TOTAL</b>
			<b>\$</b>

3. *Payment Information:*

<input type="checkbox"/> <b>Full Amount</b> or <input type="checkbox"/> <b>Easy Pay</b> (credit card only: 3 equal installments will be charged to your credit card, first on date received, then at 30 and 60 days). If neither box is checked you will be charged the full amount in one payment.		<input type="checkbox"/> Check enclosed Charge my: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Amex <input type="checkbox"/> Discover	
Name on Card _____	Card # _____	Expires _____	Security Code _____
Billing Address _____	City _____	State/Prov _____	Zip/PC _____

**MAIL OR FAX A COPY OF THIS FORM TO:** RVDA of America, 3930 University Drive, Fairfax, VA 22030-2515 • (703) 591-7130 • Fax: (703) 359-0152 • www.rvda.org  
 RVDA of Canada, 204-6411 Buswell St, Richmond, BC V6Y 2G5 • (604) 718-6325 • Fax: (604) 204-0154 • www.rvda.ca

**CANCELLATION / REFUND POLICY:** All cancellations must be in writing and received by August 31, 2014, to qualify for a refund. A \$30 administrative fee will be deducted from each refund request received by July 31, 2014. A \$100 administrative fee will be deducted from each refund request received between August 1, 2014 and August 31, 2014. No refunds will be made after August 31, 2014. \*The Mike Molino RV Learning Center is a tax-exempt organization as described in section 501(c)(3) of the Internal Revenue Code. Contributions may be tax deductible as charitable donations.

# Country Star Neal McCoy Promotes Go RVing

**G**o RVing and two RVDA dealer members recently teamed up with country music artist Neal McCoy to produce four RV-themed videos promoting Go RVing's sponsorship of the popular Jamboree in the Hills country music festival, which was held last month in Belmont, OH.

The videos featured footage of McCoy performing pop-up concerts at campgrounds in Tennessee and Texas prior to his appearance at Jamboree in the Hills, plus interviews conducted with him in and around RVs at the campgrounds. The vignettes were showcased on concert promoter LiveNation's website, Facebook, and Twitter accounts and also appeared on GoRVing.com.

The first videos were filmed at the Nashville Kampgrounds of America (KOA) and featured a Grand Designs Solitude fifth-wheel travel trailer provided by RVDA member Cullum & Maxey Camping Center. The second taping occurred at Yogi Bear's Jellystone Park at Whispering Pines in Tyler, TX, and featured a Forest River Georgetown type A motorhome provided by RVDA member Southern RV Supercenter. TRVA assisted in arranging the unit for the Texas shoot.

## Jamboree in the Hills

Jamboree in the Hills is one of the longest running and most popular country music festivals in America. The event features 25 hours of live music from country music legends, current chart toppers, and rising stars, and draws 100,000 fans each

Go RVing teamed up with country singer Neal McCoy to produce promotional videos in conjunction with the Jamboree in the Hills country music festival.

Neal McCoy filmed a video at Yogi Bear's Jellystone Park at Whispering Pines in Tyler, TX. The RV in back was supplied by Southern RV Supercenter.



Neal McCoy performed at the Nashville Kampgrounds of America in front of an RV provided by Cullum & Maxey Camping Center.



year. It boasts an on-site campground that accommodates 10,000 campers.

In conjunction with LiveNation, Go RVing had RV displays at the festival grounds and at the campground for attendees to tour. It also sponsored an on-site pop-up concert with McCoy at the campground. Go RVing was also a sponsor of the Jamboree in the Hills online sweep-

stakes that gave away as the grand prize an RV rental for four at the festival campground, plus event tickets, transportation to the festival, and spending money. ■



# GET ON BOARD WITH GO RVING!

*Away*

*is a place that can be as far as the horizon. Or as close as this afternoon.*

## The Go RVing dealer tie-in program is back...

and better than ever! The "Away" campaign returns to the emotion-driven family focus of past campaigns, along with continued emphasis on the affordability and accessibility of the RV lifestyle for multigenerational families. This optional program also gives dealers, state dealer associations, and their agencies options to use materials connected to the national campaign.

### Here are the highlights:

#### Leads – Plus Program

24 hours a day, 7 days a week, Go RVing dealers signed up for the tie-in program can access via the Internet Go RVing leads that are prioritized according to the consumer's purchase timeframe.

#### Digital RV Image Library Pictures on GoRVing.com

Go RVing dealers signed up for the program have access to multiple all-new, high resolution images of consumers enjoying a variety of RV products. These images can be used in advertising, Yellow Pages ads, websites, and other promotional materials.

*To give dealers maximum flexibility, the Go RVing Dealer Leads-Plus Program also features a menu of other promotional items. These items are available separately.*

## Get on board with Go RVing! Return this form TODAY!

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Dealer website: \_\_\_\_\_

Please enroll \_\_\_\_\_ dealership(s) at **\$250** each.  
Make checks payable to RVDA. ☐ Check here for leads delivered by U.S. mail.  
Credit card (circle): VISA MC DISCOVER AMEX  
Credit card #: \_\_\_\_\_ Exp. date: \_\_\_\_\_  
Cardholder: \_\_\_\_\_ Security code: \_\_\_\_\_  
Signature: \_\_\_\_\_

Fax to (703) 359-0152, or mail to RVDA, 3930 University Dr., Fairfax, VA, 22030. For more information, visit [www.rvda.org](http://www.rvda.org) or send an email to [info@rvda.org](mailto:info@rvda.org)







## RV TECH CERT PREP COURSES



Every technician can have access to individual self-study training and certification preparation for all sections on the career ladder.

### Just getting started?

Take the **FREE** online **Candidate test** by clicking on "How to Become Certified" at [www.rvtechnician.com](http://www.rvtechnician.com)

#### REGISTERED TECHNICIAN

##### Course A. \$89

The **Registered Technician Course** prepares RV Service Technician Candidates to take the **Registered RV Service Technician test**. \*

### Already a Registered Technician?

#### Choose Your Path:

#### CERTIFIED TECHNICIAN PREP COURSE

##### Course B. \$249

Comprehensive Certification Preparation Course that represents the left side of the RV Service Technician Career Ladder. This course is preparation for testing as a **Certified Technician**. \*

#### CERTIFIED SPECIALIST PREP COURSE

##### Course C. \$69/specialty

Prepares a technician to be tested and certified\* in five areas of specialty:

- C1. Appliances \$69
- C2. Body \$69 *Coming Soon!!*
- C3. Chassis \$69
- C4. Electrical Systems \$69
- C5. Plumbing \$69

**ALL COURSES USE AN INTERACTIVE MULTIMEDIA ONLINE FORMAT.** Combines text, graphics, and video with mentor support. All content is online. No extra materials needed. Courses align with core knowledge areas of certification tests.\*

*\*Each fee offers access to the specific online preparation course and DOES NOT cover certification testing.*

**YES, I WANT TO REGISTER MY TECHNICIANS!** (Copy this form to register more than four.)

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

*Developed by RVIA and available through  
the Mike Molino RV Learning Center.*



Each technician **MUST** have a *distinct* email address that only they can access.

Indicate which **COURSE** a technician is choosing with A, B, or C. If choosing C, indicate chosen specialties by number.

Name \_\_\_\_\_ Email \_\_\_\_\_ Course \_\_\_\_\_ \$ \_\_\_\_\_ \*

Name \_\_\_\_\_ Email \_\_\_\_\_ Course \_\_\_\_\_ \$ \_\_\_\_\_ \*

Name \_\_\_\_\_ Email \_\_\_\_\_ Course \_\_\_\_\_ \$ \_\_\_\_\_ \*

Name \_\_\_\_\_ Email \_\_\_\_\_ Course \_\_\_\_\_ \$ \_\_\_\_\_ \*

Send progress reports and other notifications to the following supervisor:

TOTAL \$ \_\_\_\_\_ \*

Name \_\_\_\_\_ Title \_\_\_\_\_ Email \_\_\_\_\_

**Method of Payment** All registrations must be pre-paid in U.S. funds. Fees subject to change without notice.

☐ **Check enclosed:** Payable to the Mike Molino RV Learning Center **Credit Card** ☐ VISA ☐ MC ☐ AMEX ☐ DISCOVER

Cardholder Name \_\_\_\_\_ Billing Address \_\_\_\_\_

Acct # \_\_\_\_\_ Exp \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

Fax to (703) 359-0152 or mail to the Mike Molino RV Learning Center, 3930 University Dr., Fairfax, VA 22030. Call (703) 591-7130 to enroll by phone.

Form Created Feb. 2014



The Mike Molino RV Learning Center proudly recognizes these

# CONTRIBUTORS

\*Active donors are those who have contributed to the RV Learning Center since 07/01/12.



Received From	Contributed 07/01/12 - 07/15/14*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 07/01/12 - 07/15/14*	Total Lifetime Pledge	Last Contribution
<b>MAJOR GIFTS active donors* with cumulative donation or pledge of \$25,000 or more</b>							
Newmar Corporation	\$50,000	\$260,000	10/31/13	McClain's RV Superstore	\$7,000	\$42,000	06/30/14
RVDA of Canada	\$25,000	\$175,000	12/18/13	Pan Pacific RV Centers, Inc.	\$1,000	\$41,500	10/15/13
Bank of America Merrill Lynch Protective	\$5,000 \$50,199	\$173,000 \$161,162	04/29/13 11/22/13	RVAC	\$12,000	\$38,000	12/11/13
Tom Stinnett Derby City RV	\$1,000	\$102,000	11/25/13	Bill Thomas Camper Sales, Inc.	\$5,000	\$31,000	03/12/14
PleasureLand RV Center, Inc.	\$4,000	\$86,350	11/15/13	Pikes Peak Traveland	\$1,000	\$31,000	06/03/13
Horsey Family Memorial Fund	\$2,000	\$70,000	06/26/14	Paul Evert's RV Country, Inc.	\$2,000	\$30,000	06/24/14
Bill & Kristen Fenech	\$7,500	\$57,500	07/09/13	Tiffin Motor Homes, Inc.	\$5,000	\$28,500	03/24/14
Campers Inn of Kingston	\$23,578	\$56,000	10/08/13	Reines RV Center, Inc.	\$5,000	\$27,025	12/18/13
Ron & Lisa Fenech	\$5,000	\$55,000	08/27/13	Avalon RV Center, Inc.	\$1,000	\$26,500	04/12/13
Byerly RV Center	\$5,000	\$52,000	01/10/14	Holiday World of Houston	\$500	\$25,500	06/17/13
Fogdall Family Fund	\$6,000	\$43,100	03/05/14	Bill Plemmons RV World	\$7,500	\$25,000	06/17/14
<b>CHAMPIONS active donors* with a cumulative donation or pledge between \$2,500 and \$24,999</b>							
Diversified Insurance Mgmt. Inc.	\$6,600	\$21,000	02/21/14	American RV	\$1,000	\$6,925	10/04/12
Earl Stoltzfus	\$10,000	\$20,000	08/30/13	Circle K RV's, Inc.	\$500	\$6,500	06/30/14
Dixie RV Superstore	\$5,000	\$20,000	03/21/14	Hayes RV Center	\$1,050	\$6,150	06/13/14
Wilkins R.V., Inc.	\$3,000	\$19,600	06/26/14	Burlington RV Superstore	\$750	\$5,750	06/17/14
Greenway, Inc. (Route 66 Dealer)	\$5,250	\$18,550	06/11/13	Camperland of Oklahoma, LLC	\$1,000	\$5,350	06/26/14
Alpin Haus	\$1,500	\$18,500	06/24/14	Webster City RV, Inc.	\$2,000	\$5,100	05/05/14
Rivers RV	\$250	\$17,600	05/31/13	Madison RV Supercenter	\$1,000	\$5,000	08/08/13
Butch Thomas	\$1,000	\$16,000	11/30/12	Minnesota RVDA	\$5,000	\$5,000	01/11/13
Hartville RV Center, Inc.	\$2,250	\$15,750	06/10/14	Topper's Camping Center.	\$1,000	\$4,000	06/16/14
MBA Insurance, Inc.	\$1,000	\$15,100	05/17/13	Best Value RV Sales and Service	\$1,000	\$3,750	05/12/14
Mike and Barb Molino	\$775	\$11,586	01/24/14	Myers RV Center, Inc.	\$1,500	\$3,500	06/25/14
Affinity RV Service Sales & Rentals	\$3,000	\$11,000	06/24/14	A World of Training	\$3,000	\$3,000	11/20/13
AIRXCEL - RV Group	\$500	\$11,000	06/06/13	J. D. Sanders, Inc.	\$500	\$3,000	08/05/13
United States Warranty Corp.	\$2,000	\$10,250	04/30/14	RCD Sales Company, Ltd.	\$1,250	\$3,000	06/06/14
Little Dealer, Little Prices	\$5,000	\$10,050	01/23/13	United RV Center	\$1,000	\$3,000	09/20/12
Great Lakes RVA	\$10,000	\$10,000	02/27/13	RV Outlet Mall	\$750	\$2,550	06/05/13
Hemlock Hill RV Sales, Inc.	\$639	\$10,000	09/14/12	Alliance Coach, Inc.	\$1,000	\$2,500	04/11/14
Rich & Sons Camper Sales	\$4,000	\$10,000	11/14/13	Crestview RV Center	\$500	\$2,500	12/18/13
Folsom Lake RV Center	\$2,700	\$9,700	12/16/13	Onsite Temp Housing	\$500	\$2,500	05/08/14
Motley RV Repair	\$1,000	\$9,075	09/13/13	Phil Ingrassia	\$2,500	\$2,500	03/26/14
Curtis Trailers	\$1,250	\$8,250	06/30/14				
<b>LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499</b>							
The Trail Center	\$500	\$2,350	11/06/13	Skyline RV & Home Sales, Inc.	\$1,250	\$1,500	06/14/13
Hilltop Trailer Sales, Inc.	\$541	\$2,122	06/11/13	Out of Doors Mart, Inc.	\$500	\$1,250	09/18/13
Noble RV, Inc.	\$755	\$1,655	03/21/14	Bill Mirrieles	\$500	\$1,000	04/30/14
Dinosaur Electronics	\$400	\$1,650	06/18/14	Tom Manning & Associates	\$1,000	\$1,000	07/11/14
Lindsey Reines	\$1,500	\$1,500	12/20/13				
<b>BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999</b>							
Schaap's RV Traveland	\$500	\$850	11/14/13	Ronnie Hepp	\$300	\$625	08/24/12
Beckley's Camping Center	\$500	\$750	06/17/14	Holiday Hour, Inc.	\$200	\$500	03/24/14
Camp-Site RV	\$250	\$750	01/13/14	Ocean Grove Supercenter	\$500	\$500	06/04/14
Steinbring Motorcoach	\$500	\$750	11/21/12	Niel's Motor Homes	\$250	\$500	06/11/14
<b>SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499</b>							
Bell Camper Sales	\$200	\$450	08/26/13	Tennessee RV Sales & Service	\$250	\$250	02/21/14
Foley RV Center	\$250	\$250	09/01/12	Happy Camping RV	\$200	\$200	11/07/13
Mayflower RV, Inc.	\$250	\$250	07/27/12	Mike Thompson's RV Super Stores	\$100	\$100	08/12/13
Modern Trailer Sales, Inc.	\$250	\$250	06/04/14	John Peak	\$100	\$100	10/03/13
Karin Van Duyse	\$250	\$250	10/24/12	Amy Pennington	\$100	\$100	11/30/12
South Haven RV Center	\$250	\$250	05/12/14	Setzer's World of Camping, Inc.	\$100	\$100	02/21/14
<b>ENDOWMENTS</b>							
Kindlund Family Scholarship		\$270,000					



# RVDA Endorsed Products

## Certified Green RV Program TRA Certification Inc.

www.tragreen.com  
aleazenby@trarnold.com  
Phone: (800) 398-9282 Fax: (574) 264-0740  
TRA, the leading third-party green certification company, through its "Certified Green RV Program," measures, evaluates, and certifies RV manufacturers and verifies vendors for energy efficiency and environmental friendliness. This program empowers dealers to guide environmentally-conscious consumers in making better-informed decisions about their RV purchases, leading to increased customer satisfaction.

## Credit Card Processing Bank of America Merchant Services

https://rvdealer.bankofamerica.com  
jay.machamer@bankofamericamerchant.com  
(678) 784-0567  
Bank of America Merchant Services offers RVDA members an annual savings averaging 10-to-15 percent on each Visa and MasterCard swipe transaction. Advanced equipment provides fast authorization, around-the-clock support, and improved funds availability for those with a depository relationship with the bank.

## Disability Income Insurance/ Paycheck Protection Benefits American Fidelity Assurance Company

www.afadvantage.com  
Ted Brehoney  
ted.brehoney@af-group.com  
(800) 654-8489, Ext. 6530  
Dealerships can provide disability insurance to provide security for a portion of an employee's paycheck in the event they are unable to work due to a covered accident or illness.

## Emergency Roadside and Technical Assistance Coach-Net

www.coach-net.com  
dealersales@coach-net.com  
(800) 863-6740  
Coach-Net provides emergency roadside and technical assistance solutions to RV dealers throughout the U.S. and Canada and for many RV and chassis manufacturers, RV clubs, and customer membership groups. Coach-Net provides dedicated service using over 150 employees with advanced communications technology tools combined with an extensive database of more than 40,000 service providers. The company employs trained Customer Service Agents and RVDA-RVIA/AESE Master Certified Technical Service Agents.

## Employee Testing Caliper Corp.

www.calipercorp.com  
Ralph Mannheimer  
rmannheimer@calipercorp.com  
(609) 524-1214

For nearly a half-century, Caliper has consulted with over 25,000 companies on improving every aspect of their workforce – from hiring and selection to employee development and succession management. Starting with accurate, objective insights our consultants gain from our time-tested personality assessment, the Caliper Profile, we are able to help our clients reduce the high cost of turnover, help first-time managers excel and create solutions that are tailored, practical and adaptable. Whether you are looking to hire top performers, develop talent, build teams or transform your organization, we can help.

## Extended Service Agreements XtraRide RV Service Agreement Program

www.protectiveassetprotection.com  
(800) 950-6060, Ext. 5738  
The XtraRide RV Service Agreement Program is offered through the Asset Protection Division of Protective Life Insurance Company. The program has been exclusively endorsed by RVDA since 1992. The XtraRide programs and F&I solutions bring dealers increased profit opportunities while providing quality protection for their customers. Protective is dedicated to providing the RV industry with superior products and services given its ability to underwrite, administer, and market its own programs.

## Health Insurance Mass Marketing Insurance Consultants Inc. (MMIC)

http://www.mmicinsurance.com/RVDA/  
quotes@mmicinsurance.com  
(800) 349-1039  
MMIC contracts nationally with a number of health insurance companies to provide a wide variety of benefits. MMIC creates a customized insurance program best suited for individual dealerships. Coverage is available to individual members and those firms with two or more employees. With group coverage, all active full-time employees are eligible. Spouse and dependent children under age 19 (23 if full-time student) are also eligible. The cost of the coverage for the RVDA program may be paid in whole by the employer or shared with the employees. However, the employer's contribution must be at least 50% of the total cost.

## Lead Qualifier Program Customer Service Intelligence Inc. (CSI)

www.tellcsi.com  
bthompson@tellcsi.com  
(800) 835-5274  
The Scene: High Inventory-Low Sales. The Need: MORE SALES-New methods to meet circumstances. The Solution: CSI's Lead Qualifier Program. How it Works: Your sales leads are sent to CSI immediately following: initial contact with your sales staff – either in the showroom or by phone, website contact,

Go RVing leads, and anywhere else you might acquire leads. CSI then makes a personal phone call to each lead, captivating their attention before your competitor does and establishing impressive rapport! We will uncover the prospect's initial impression of your dealership and staff; fully qualify the lead including exact needs and time frame for purchase; and provide you with their DEAL MAKER!

## Pre-owned RV Appraisal Guidance N.A.D.A. Appraisal Guides & NADAguides.com

www.nada.com  
Isims@nadaguides.com  
(800) 966-6232, Ext. 235  
The N.A.D.A. RV Appraisal Guide is an essential tool for dealers needing to determine the average market value for used RVs. A new online program, RV Connect, is also available that provides updated RV values, creates custom window stickers for both newer and older RVs, and more. These products are all available at the RVDA "members only" rate.

## Propane and Propane Supplies Suburban Propane

www.suburbanpropane.com  
sholmes@suburbanpropane.com  
(800) 643-7137  
Suburban Propane offers discounts to RVDA members on propane along with attractive and safe equipment for refilling most any propane cylinder, 24-hour service, on-site "Train the Trainer" instruction for dealership personnel, signage, and a periodic review of filling stations by experienced safety experts.

## RVDA/Spader 20 Groups Spader Business Management

www.spader.com  
info@spader.com  
(800) 772-3377  
RVDA/Spader 20 Groups managed by Spader Business Management help dealers improve their management skills, recognize market trends, and solve problems. The groups include non-competing dealers who share experiences to develop best practices.

## Shipping Discounts PartnerShip, LLC

http://partnership.com/79RVDA  
sales@PartnerShip.com  
(800) 599-2902  
The RVDA Discount Shipping Program, managed by PartnerShip, provides RVDA members with substantial shipping discounts. RVDA members who enroll in the free program will save on small package shipments with FedEx and less-than-truckload (LTL) freight shipments with UPS Freight and Con-way Freight. Visit www.PartnerShip.com/79rvda for more information and to enroll.

**Visit [www.rvcareers.org](http://www.rvcareers.org)**

RV dealers can access resumes and post job openings through a partnership with Boxwood Technology at [www.rvcareers.org](http://www.rvcareers.org).



# AMERICA'S LARGEST RV SHOW HERSHEY

**Industry Days:  
September 8 - 9**

**Giant Center<sup>SM</sup>;  
Hershey, PA**



**Excitement**



**Party  
time!**



Enjoy a **FREE** party at  
Hersheypark  
complete with food, beer,  
wine and thrilling rides!!

**Motivation**



**Olympic  
Gold  
Medalist  
Misty  
May-  
Treanor**

Get motivated with her  
message of success both on and  
off the volleyball court.  
Breakfast and message followed  
by a Meet & Greet.\*

\*Photos and volleyballs available for purchase.  
Cash or personal check only.

**Education**

**RV Technician  
Training**



*Earn recertification hours*

**Profitable Service  
Advising**



with Chuck  
Marzahn &  
Gary Motley

*Earn RVDA  
CEUs*



**Register Today**

for education events and to see over 1,200 RVs outside  
and hundreds of booth vendors indoors and out!

Join our  
Mailing  
List



**www.largestRVshow.com or 888-303-2887**

RV Show & Training Entertainment & Service Personnel. All rights reserved. All photos and services subject to change. All trademarks and service marks are the property of their respective owners. © 2010 RV Show & Training Entertainment & Service Personnel.



Home  
Disclaimer  
Search Events  
Online Events  
Manage Events

Dealer/GM  
Sales  
Service  
RV Service Technician  
Parts  
F & I  
Rental

# THE RV Industry's

## CENTRAL TRAINING CALENDAR

<< Back		September 2014					Fwd >>	
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
	<b>Sobel</b> University Registration Begins <b>RV Electrical Services</b> Show Online Events	1 Show Online Events	2 Show Online Events	3 2014 NATDA Trade Show & Convention Show Online Events	4 Show Online Events	5 Show Online Events	6 Show Online Events	
7 Show Online Events	<b>Lippert</b> Components Training <b>Profitable</b> Service Advising <b>Norcold</b> Technician Training Building a Memorable Customer Experience <b>Oriented Brand</b> <b>Distributor</b> Showcase Show Online Events	8 <b>Motivational</b> Message by Misty May-Treanor <b>Atwood RV</b> Technician Training <b>Cequent</b> Performance Products Technician Training <b>Profitable</b> Service Advising <b>Thetford</b> Technician Training <b>Blue Ox</b> Presents: How Asking Questions Can Make & Save Money <b>Titan</b> International Technician Training	9 Show Online Events	10 Show Online Events	11 Show Online Events	12 Show Online Events	13 Show Online Events	
14 Show Online Events	<b>RV Technician</b> Certification Training - Hands- on, Onsite RVs Show Online Events	15 <b>Kelly</b> <b>Enterprises 3- Day Financial Center Seminar</b> Show Online Events	16 Show Online Events	17 Show Online Events	18 Show Online Events	19 <b>Sobel</b> University Course Grading Deadline Show Online Events	20 Show Online Events	
21 Show Online Events	<b>RV Service</b> Introduction Show Online Events	22 Show Online Events	23 Show Online Events	24 Show Online Events	25 Show Online Events	26 Show Online Events	27 Show Online Events	
28 Show Online Events	29 Show Online Events	30 Show Online Events						

### ONGOING ONLINE EVENTS:

Technician Certification Self-Study Prep Course	FRVTA's Distance Learning Network - Training for Every Position at Your Dealership	Customer Service Training through FRVTA's DLN	Service Writer/ Advisor Training through FRVTA's DLN
--	--	---	--

Go RVing®

Don't see your  
events listed? Visit  
[www.rvtrainingcalendar.com](http://www.rvtrainingcalendar.com)  
to upload your events to the  
calendar.

**RVDA Welcomes  
Our Newest Members**  
6/1/14 - 6/30/14

### Dealers

Bay Point RV Sales LLC  
Lakeside Marblehead,  
OH

Camper Kingdom  
Meridian, MS

Happy Days RV Sales  
Inc.  
Russellville, AR

### Rentals

ABS RV Rental  
Moreno Valley, CA

Rent My RV  
Lodi, CA

RV Rental By Advanced  
Willoughby, OH

USA Camper RV  
Yucaipa, CA

## ADVERTISERS INDEX

A World of Training (866) 238-9796 . . . . .	18	Protective (888) 326-0778 . . . . .	back cover
American Guardian Warranty (800) 579-2233 . . . . .	2	RV Pro <a href="http://www.rv-pro.com">www.rv-pro.com</a> . . . . .	35
Diversified Insurance Management (800) 332-4264 . . . . .	3	RVT.com (888) 928-0947 . . . . .	15
GE (800) 289-4488 . . . . .	4	Sobel University (253) 565-2577 . . . . .	16
MBA Insurance Inc. (800) 622-2201 . . . . .	17	Spader (800) 772-3377 . . . . .	19
NWAN (877) 222-1645 . . . . .	13	SYS2K (407) 358-2000 . . . . .	23
PRVCA (888) 303-2887 . . . . .	33		



# Think you are an RV PRO?

Take the multiple-choice industry knowledge quiz and test just how much you know.

a.

☐

*What four industry brands combined to form the new Allied Recreation Group?*

b.

☒

*What company owned Holiday Rambler from 1986 to 1996?*

*Who is the current Chairman of RVDA?*

*What does the acronym PDI stand for?*

*Aspen Trail is a division of what company?*

c.

☐

*What city did Arrow Distribution hold its annual distributor show at this year?*

d.

☐

[www.RV-Pro.com/quiz](http://www.RV-Pro.com/quiz)

*Quiz is updated every Monday*

Highest cumulative score  
for all quizzes in a month

**wins  
\$200**





# The BEST for You and Your Customers



There are good reasons why our XtraRide® service contract program has been exclusively endorsed by the RVDA for more than 20 years.

We give your dealership the **BEST** opportunity to:

- Offer one of the most comprehensive service contracts available
- Grow profitability
- Drive customer satisfaction



Find out what Protective Asset Protection can do for your dealership and your customers – so they can protect tomorrow and embrace today. Call us at **888 258 1901** or visit [protectiveassetprotection.com](http://protectiveassetprotection.com) to learn more.

**Protect Tomorrow. Embrace Today.™**

XtraRide Service Contracts | Post-Sale Programs

Dealer Experience Refund & Reinsurance Programs

F&I Training | On-Line Rating, Reporting & Contracts



\*An RVDA endorsed product or service is one that has been extensively evaluated by the RVDA to assure quality, dependability and overall value. RVDA and the RVDA Education Foundation receive compensation from a Protective company for business generated by RV dealers.

The XtraRide service contract program is backed by Lyndon Property Insurance Company, a Protective company, in all states except New York. In New York this product is backed by Old Republic Insurance Company.