

RV EXECUTIVE TODAY

DECEMBER 2015

**2016 RVDA
Chairman**

**Brian
Wilkins**

***He started
his career
as a CPA,
but his real
passion was
the family
dealership.***

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ALSO:

**Survey Shows
Dealers Expect Continued
Growth for Towables** page 14

**DSI Results: Dealers Want
Manufacturers to Improve on
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HOLIDAY GREETINGS

from the officers,
directors, delegates
& staff of RVDA



RV EXECUTIVE TODAY

C O N T E N T S

December 2015

10 2016 RVDA Chairman Brian Wilkins: "Growing Up, the Dealership Was All I Knew"

The association's incoming chairman earned his accounting degree but quickly realized the family dealership had a pull on him.

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The most recent Baird market survey shows dealers think towable sales will continue growing, thanks to more entry-level offerings and a spurt of young families buying their first RVs.

16 Manufacturers Making Strides in Reliable Products but Must Improve in Parts/Warranty

RVDA's latest DSI survey shows dealers want manufacturers to up their game when it comes to aftermarket parts and warranty support.

20 Quality Circle Awards Based on Record Number of DSI Survey Responses

Nineteen manufacturers were honored this year; a record 444 dealers submitted ratings.

22 Three Dealers With Long Histories of Service Receive Chairman's Awards

Former RVDA chairman John McCluskey bestowed three long-time RVDA supporters with Chairman's Service Awards at the 2015 convention/expo.

23 2015 James B. Summers Award Goes to Earl Stoltzfus

The owner of Stoltzfus RVs & Marine in West Chester, PA, "supports RVDA through thick and thin and provides the staff with feedback and new ideas throughout the year," says RVDA President Phil Ingrassia.

24-25 Highlights from the 2015 RV Dealers International Convention/Expo

Here's a little taste of what you missed if you weren't at Bally's in Las Vegas last month.



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Focusing on the Value of State Associations

By Phil Ingrassia, CAE, president

Many state and regional associations play an important role in the future and continued prosperity of the RV industry. It seems that regulatory activity is increasing in many states, and opportunities to promote RV travel are on the rise as well.

At the RVDA Board of Delegates meeting, held in conjunction with the RV Dealers International Convention/Expo, we were fortunate to have a wide-ranging panel discussion on how state groups, large and small, can get organized.

The panelists were:

- Phil Elam, Texas RV Association (TRVA)
- Bill Sheffer, Michigan Association of Recreation Vehicles and Campgrounds (MARVAC)
- Sheril Vergara, Oklahoma RV Association (ORVA)
- Lance Wilson, Florida RV Trade Association (FRVTA)
- Bob Zagami, New England RVDA (NERVDA)

These folks represent a mix of established state associations and relatively new organizations. There's no one way to get organized, and the success of these groups certainly illustrates that point.

FRVTA, MARVAC, and TRVA are all well-established state groups that have a long track record of legislative success and promotional activity through their RV retail shows. ORVA and NERVDA are relatively new organizations that are moving forward on educational and other initiatives, while working toward a larger advocacy presence for dealers and the industry in their states.

During the convention, RVDA also welcomed representatives from the

California RV Dealers Association, the newly reorganized Arizona RV Dealers Association, the Pennsylvania RV & Camping Association, and the RV Indiana Council; Alabama dealers also met to get an association established in that state. Of course, there were volunteer leaders from a host of other state and regional groups in attendance as well.

While all the organizations are different, one common theme emerged – the need for dealers in each state to reach consensus and work together. That can sometimes be difficult on a national level, but at the state level, competitive issues can make “togetherness” an even harder task. In some states, rather than have a specific RV organization, RV dealers have joined various auto dealer associations for legislative representation and member services.

The national RVDA's role in organizing state associations is one of support and guidance. RVDA does not dictate policy or organizational structure to any state group. The RVDA Board of Directors recognizes that some states do not have the size or organization to do everything, and have authorized RVDA to collect state dues, work together on member benefits, and provide help with statewide communications. RVDA has sample bylaws for state groups, an extensive library of state laws and regulations, and can help volunteer leaders find resources to manage a new association. Please contact us if you need help in your state.

Thanks to all of you who volunteer and support state associations, however they are organized. It makes our industry more visible and stronger in the long run.

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Let's Work Together to Raise the Bar on Customer Support

By Brian Wilkins, chairman



First, I want to thank you for electing me as your chairman of the board. It's truly an honor to follow John McCluskey, who did an outstanding job. I look forward to the next year, and in this issue, you can learn a bit more about my background on page 10.

After taking the gavel from John at last month's RVDA Annual Meeting, I discussed some of my thoughts regarding the future of the RV industry. I'd like to use this first column to share these thoughts with those of you who weren't able to make it to this year's convention. Below is an excerpt from what I said:

"Currently, many of us are experiencing good times, and that's great. But as I look at our industry, I think we all need to be careful of being complacent and thus risk missing our true potential.

As an industry, we need to work together to raise the level of back end support that we provide our customers through our parts and service departments.

As your chairman, I want to break down some of the barriers that seem to prevent this from happening.

If, as an industry, we are simply churning customers, we will never reach our full potential.

I want to share a quick story that I think helps support my concern. We recently sold a couple a new fifth wheel. Unbeknown to us, our customers had previously owned four fifth wheels – two of which they had to trade in because they had slide out issues that never got resolved.

The last one was two years ago, and at that time they decided to quit RVing.

"I am committed, as your chairman, to help bring the industry together so that we can work to raise the level of support we're offering our customers. In my view, this isn't a manufacturer issue or a dealer issue or a supplier issue – it's an industry issue, and we all need to work together to get better."

After deciding to give it another try, they were all set to come pick up their new fifth wheel. Unfortunately, we had to call them and let them know that, while doing their PDI, we had encountered a component failure.

We had to next-day a part and push their delivery back one day. And we had to explain that the component failure was the gear box on their slide out.

I'm sure you can imagine their reaction. Their response was, "In no way do we want this vehicle."

After our staff worked hard to convince them that we could make things right, the couple is RVing again. But I think it's a good example of the experience that too many of our consumers are having and why they are leaving our industry.

If we want to become an industry that ships 500,000 or 600,000 units a year, we need to do better.

I am committed, as your chairman, to help bring the industry together so that we can work to raise the level of support we're offering our customers.

In my view, this isn't a manufacturer issue or a dealer issue or a supplier issue – it's an industry issue, and we all need to work together to get better.

We know RVs are going to need parts and service, and we all have our piece of the puzzle to solve.

If, as an industry, we want to reach our full potential, then all segments need to be willing to have an open conversation on how we can get our customers back on the road more quickly and reduce the hassles of RV ownership."

I am very interested to hear your thoughts and ideas about what our industry must do to advance to that next level. If at any time you have thoughts to share or issues to discuss, please feel free to contact me at bwilkins@wilkinsrv.com.

Thanks again for this opportunity to serve this great industry, and I wish all of you a happy holiday season!

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QUICKTAKES

Info For The Big Picture

Outdoor recreation generates more than \$650 billion in annual spending.

America's national park system has 408 units, from the best-known parks in the western United States to small, urban historic sites.

Park visitation in 2015 was up 3.6% from last year.

Reservations to federal lands increased 19% in 2015.

RV sales in 2016 are forecast to reach 380,000, the sixth consecutive yearly increase.



Data from American
Recreation Coalition
(ARC)

DECEMBER

Introducing New RVDA Chair

By Mary Anne Shreve

RVDA's 2016 chairman, Brian Wilkins, is owner of Wilkins RV Inc. in Bath, NY. His experience with the RV industry started at an early age – as a youngster, he worked in his family's dealership after school. He has a long record of serving RVDA, including as chairman of the Mike Molino RV Learning Center Program Oversight Committee, as a member of the Tech Certification Board, and as a member of RVDA's board of directors and board of delegates. In this Q&A, he shares his thoughts on industry issues he hopes to address during 2016 with editor Mary Anne Shreve.

Q: You're an accountant – did you become a CPA in anticipation of taking over the family dealership?

A: Growing up, the dealership was all I knew. In fourth grade, I started out one day a week walking from school to the dealership and helping put away the Coast parts order. I was always a numbers person, to the point of being a numbers geek. In high school I took some accounting classes, and it always came easily to me. My father always pushed me in that direction – he felt that with an accounting degree, I could write my own ticket, whether I eventually went into the family business or not. So when I went to college, that was always my intent, to get a business degree, get certified, and then let the career chips fall where they may.

In New York state, with a bachelors in accounting but no Masters, you need two years of work experience before you can become a CPA, so I left the family business to get that experience. It didn't take long to realize that public accounting wasn't where I was going to be long-term. I think I realized that when I spent the first day on the job standing in front of the Xerox machine for eight hours. Growing up in a dealership, I'd gotten used to the excitement of having something new happen every day. That excitement and interest was something I didn't want to give up.

I did eventually go back for a Masters and for certification as a CPA. My CPA skills help



Brian Wilkins

Photo copyright Tom A. Mike

every day. Just being a numbers person helps you understand the financials and the factors that drive the business.

Q: Your grandfather started the business 79 years ago, and you acquired it in 2004. Did you feel a lot of pressure to keep it going, especially during the recession?

A: Very much so. One of the reasons I bought the dealership from my dad was because he had some health issues and didn't want to continue with our plans to build a new facility. He got involved with other investments and started planning his retirement. He just didn't see himself taking on the challenge of building a new facility, so I asked him to consider selling to me so I could do it.

I took the dealership on in 2004, spent a year settling into the role, built the facility in 2005, and opened it in 2006. I wouldn't say I had complete support from my father, who thought I was going too fast. Then, with the recession hitting

Mark Guinup & David McKie, Service Technicians



Photo copyright Tom A. Mike

man **Brian Wilkins**

within two years of us opening the new facility, there were absolutely times when I looked in the mirror and said, 'If I don't get through this, I'm going to have some egg on my face.'

I had never really experienced a tough market, which he reminded me of many times. But he was always a steadying force. He was there during the recession, providing advice on how to get through it.

Q: Describe your market and your customers.

A: Bath is a rural market. It only has 6,000 people, but we're just an hour away from Rochester, Buffalo, Syracuse, and Ithaca, so we're in the middle of a lot. We draw our customers from a good 40- to 80-mile radius. We also have customers who come from Pennsylvania, Maryland, and Virginia.

We're mostly a towables market. We sell a lot of travel trailers, and we do a good job with fifth wheels.

Demographically, we're seeing



Front row, left to right: Dawn Schirmer, Jason Rodbourn, Eric Perry, Mike Yanni
Second row, left to right: Jason Rodbourn, Lisa Rockwell, Rick Constantino

Photo copyright Tom A. Mike

our client base becoming more evenly balanced every year between Baby Boomers and Millennials. We're also seeing more and more families with young kids, which is obviously great for the industry. RVs are more widely publicized now than when we were young, and they're attracting attention from young families in their late 20s and 30s.

Q: What issues will you focus on during your term as chairman?

A: If there's one thing I'd love to get the industry to focus on, it would be improving back-end support for our customers, so we can make timely repairs and get them back on the road faster. A good example – I took a call from a customer who'd recently bought a new unit and had a slide out that wouldn't work. It was going to take three to four weeks just to get the parts. If I have a customer with a product he can't use in spite of the fact that he's making payments on it, that's not a good experience.

As an industry, we're all doing pretty well right now – the manufacturers are building as fast as they can, we're selling as fast as we can, and it provides a disincentive to slow down

continued on page 12



Pete Wyant, Service Advisor

Photo copyright Tom A. Mike

continued from page 11

and look at what's affecting the customer. That's a big issue.

Manufacturers and suppliers are removed from the customer and might not always see the situation. If one customer gets back to the manufacturer, dealers have already seen at least five at their service desk. That said, this isn't a manufacturer issue or a dealer issue, it's an industry issue. We all have our role in it, and it's time to sit down at the table and start talking about it.

Drew Fowler,
Service Advisor



Photo copyright Tom A. Mike



Aaron Eicher,
Service Advisor

Photo copyright Tom A. Mike

"When you find good techs, keep them happy. We don't lay off during the winter – we find a way to keep them busy, even if that means painting the building."

Q: *Your Bath facility alone has 20 service bays. Do you have trouble finding and keeping good techs?*

A: It's certainly a challenge, but we've worked our way through it. Right now we have 18 technicians between our two stores, and I'm really proud of the team we've put together. One tech's been with us for 22 years. Recently, we added four, which was difficult, but within 18 months, three of them had become certified.

When you find a good one, keep them happy. We don't lay off during the winter – we find a way to keep them busy, even if that means painting the building. We look for any type of skill – mechanical, refrigeration, carpentry – we're very broad in what we search for.

Q: *Do you require your techs to get certified?*

A: We start any employee who's been with us for a year, whether he's a technician or parts person, through the certification process. This is one of those things you can do in the winter to keep them busy. One of our senior techs took the new techs into our training room and had a group of them working together on the certification prep test. This works better than just giving them a book and saying, 'Here, go read this.'

Q: *You hold educational seminars at your dealership for RV owners – are they popular?*

A: We've done those off and on for 12 years and over the past two years they have really started to take off. We have techs, service writers, vendors, and parts managers lead them. We have a winterization class coming up, and even though we haven't even sent out the e-blasts yet, 40 people have already signed up after seeing it advertised on our website. We may get 80 to 100 people.

We've found that emailing directly to our customers to let

Brian Wilkins and Joe Stewart,
Retail Parts Specialists



them know about the seminars gets their attention better than direct marketing, which seems to get lost in the mail.

Q: *What's the background behind the Wilkins Family Charitable Foundation's annual charity golf tournament?*

A: My mother was diagnosed in 2007 with Alzheimer's. She was always the stabilizing force of the family. My dad had to work long hard hours and was practically a one-man show, so many times it was mom taking us kids away on vacations. She had a heart of gold and was a very giving person. Then she got sick. Seeing your parents work so hard to get ahead and then not be able to enjoy it was very sad.

When she was diagnosed, she went into overdrive to raise money for research. She'd do anything she could to raise a dime – she'd do bake sales, garage sales, participate in

walks. But we wanted to do something that would have a bigger effect. I'd seen other fundraising golf tournaments, so I got the family together in May of 2011 and we held our first tournament in August of that same year.

We weren't sure we could pull it off in two months, but we felt, 'We might not have another chance to do a tournament that Mom will be able to remember.' So we pulled it together and raised \$20,000 that first year.

Mom actually made it through three tournaments. She loved them, she took so much pride in them. And she understood what we were doing. The industry support for the event has been amazing. We getting approximately 140 golfers and sponsors that include Bank of the West, Heartland, Forest River, Blue-Ox, Brown & Brown, Lippert Components and Cargill Nutrition. ■



Brian Wilkins, Mike Yanni (left), Jason Rodbourn (right), Sales Managers with Rich Hetzel (background), Sales Consultants.



Don Davies, Detail Technician



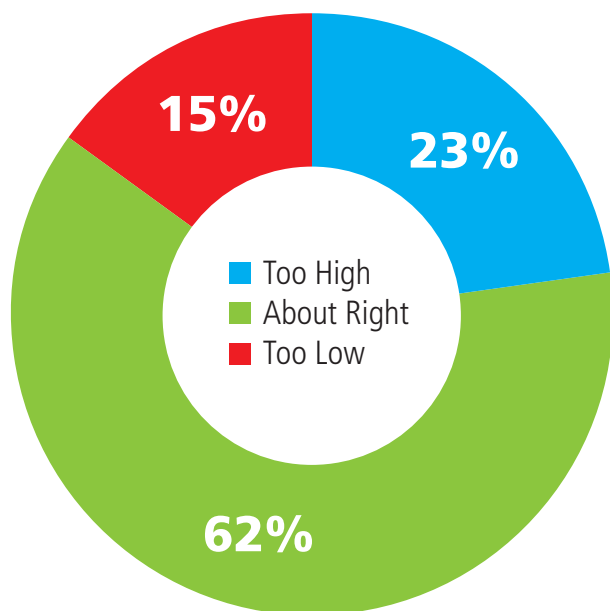
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Dealers Comfortable with Inventory Levels as Holidays Approach

By Jeff Kurowski, director of industry relations

Towable RV Inventory Comfort Level



"Travel trailers remain strong and so do smaller/lighter fifth wheels."

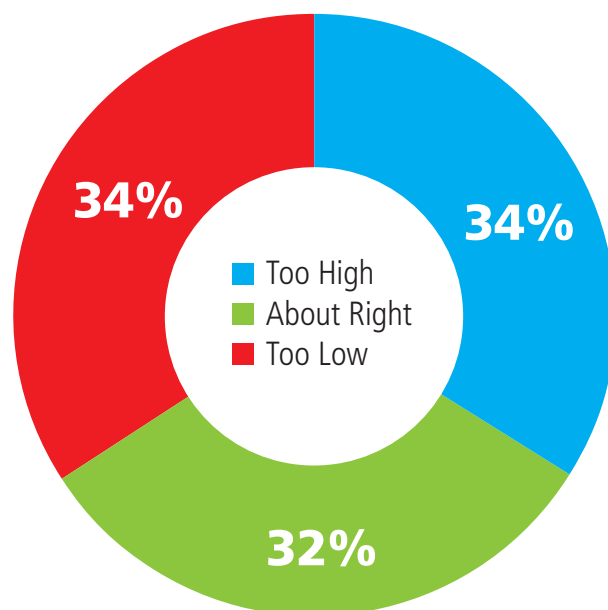
Towable RV retail sales grew at mid-single digit percentage rates and motorhome sales increased at "high-single digit to low-double digit" rates during the August-through-October period, according to investment firm Robert W. Baird & Co., which surveyed dealers in partnership with RVDA.

And even though towable RV sales now are above their most recent peak levels, dealers responding to the Baird survey believe growth will continue, because manufacturers are building more entry-level priced units, more young families are buying RVs for the first time, and automakers are building more pickups and SUVs capable of towing the most popular trailers.

"Travel trailers remain strong and so do smaller/lighter fifth wheels," said one dealer from the survey. "Luxury fifth wheels are softer for both new and pre-owned."

Another surveyed dealer said, "Our towables are great. We have gotten away from big-box manufacturers that have poor quality and customer service and have found brands that we can trust selling to consumers."

Used Towable RV Inventories



Dealers anticipate even more growth in the motorhome sector, according to Baird's survey. Their feeling is that, because motorhome sales now are only 55 percent of what they were at their most recent peak levels, motorhomes still are in recovery mode. As one dealer said, "Motorhome interest has increased over the past two years, and availability of new and good clean used inventory is hard to come by."

However, not all of the dealers who respond to the Baird survey experienced robust growth during August through October. Some experienced tepid growth because their local economies were sluggish, and others faced more aggressive competition in their markets.

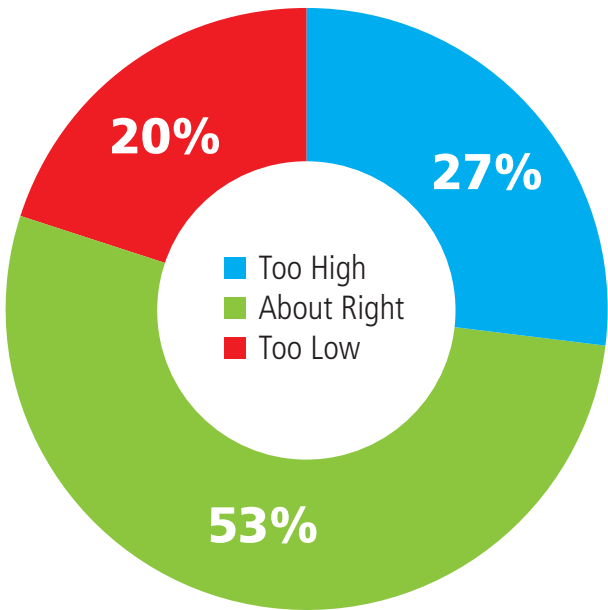
As one multi-location dealer said, "Retail has been pretty good in some areas and a little weak in others. Overall, a good year, but you better be careful with trade ACVs [actual cash values]." Another dealer said, "Our market is a blood-bath for motorized products."

But in general, both towable and motorhome dealers are comfortable with their inventory levels heading into the normally slow Thanksgiving and Christmas holiday seasons.

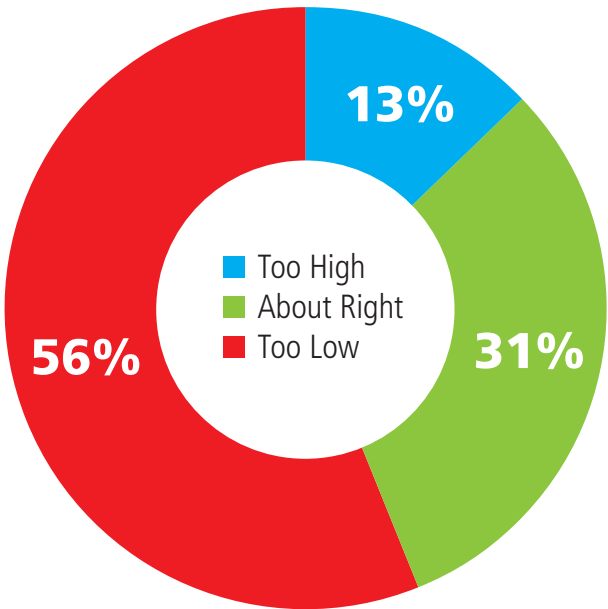
Towable inventories were at 133 days by the end of October, compared with 141 days a year earlier, and motorhome inventories were at 123 days, down from 141 days a year earlier. Both inventory levels are either "normal" or "appropriate" for the time of year, according to Baird.

"We're not super overstocked," one motorhome dealer said, "just too much aged." Another dealer said, "Towable inventory is OK. We're a little light in some areas and a little long in others... a normal year." ■

Motorhome Inventory Comfort Level



Used Motorhome Inventories



"Motorhome interest has increased over the past two years, and availability of new and good clean used inventory is hard to come by."

DEALERS:

Manufacturers Making Strides in Reliable Products but Must Improve Parts/Warranty Support

By Jeff Kurowski, RVDA director of industry relations

RV dealers were asked in this year's survey to rate their manufacturers on four factors: reliability/quality, parts, warranty, and sales.

Results from the 22nd annual RVDA Dealers Satisfaction Index (DSI) survey show manufacturers are doing very well when it comes to building reliable products but need to improve on their aftermarket parts and warranty support.

U.S. and Canadian RV dealers were asked in this year's survey to rate their manufacturers on four factors: reliability/quality, parts, warranty, and sales. The survey, which was modified to better focus on the areas of most importance to dealers, also asked retailers to rate manufacturers on

an "ultimate question" – How likely would they be to recommend the brand to a friend in a different market to handle at his/her dealership?

Towable RV products were rated separately from motorhomes, and both received aggregate ratings above 4.0 on 5-point scale for reliability/quality and sales. The aggregate rating for all towable RV manufacturers was 4.08 for reliability/quality and 4.14 for sales. The aggregate rating for all motorhome manufacturers was 4.04 for reliability/quality and 4.17 for sales.

However, the aggregate rating for all towable manufacturers for parts was 3.91 and 3.95 for warranty. For motorhome builders, it was 3.97 for parts and 3.96 for warranty.

The 22nd DSI survey described reliability/quality as, "The manufacturer builds RVs that are reliable; repairs, when required, are mostly limited to normal wear and tear."

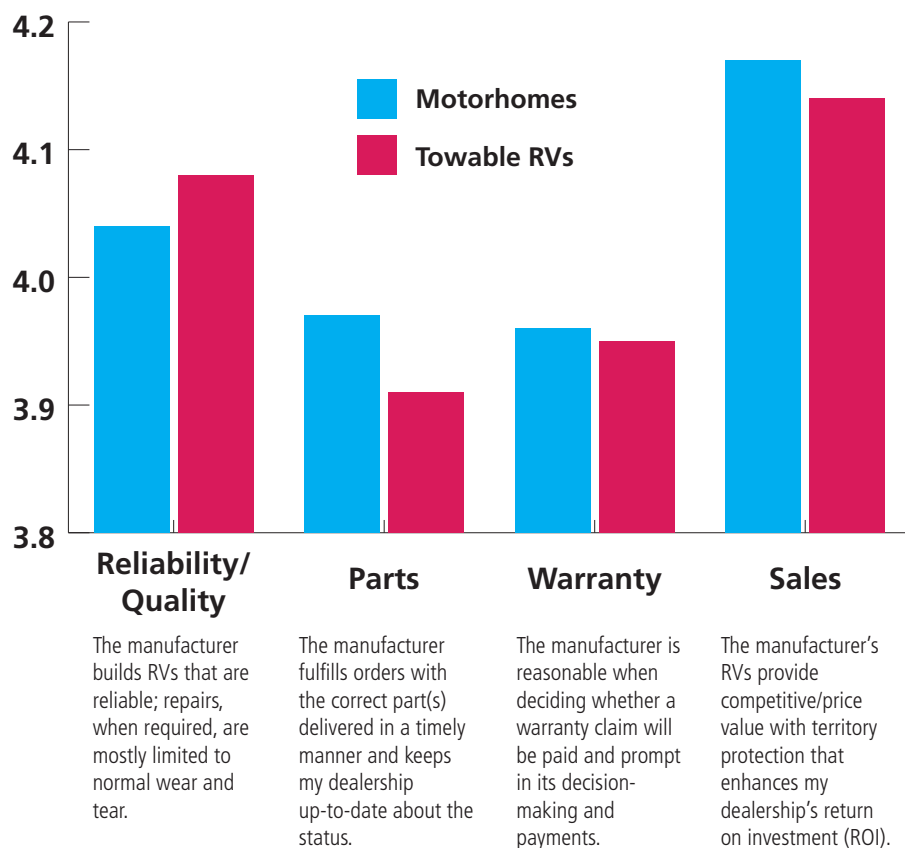
Parts was described as, "The manufacturer fulfills orders with the correct part(s) delivered in a timely manner and keeps my dealership up-to-date about the status."

Warranty was described as, "The manufacturer is reasonable when deciding whether a warranty claim will be paid and prompt in its decision-making and payments."

Sales was described as, "The manufacturer's RVs provide competitive/price value with territory protection that enhances my dealership's return on investment (ROI)."

The ratings for reliability/quality, parts, warranty, and sales were on a 1-to-5-point scale, with 1 being "poor" and 5 being "outstanding."

DSI KEY FACTOR RATINGS



continued on page 18

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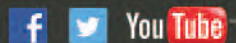
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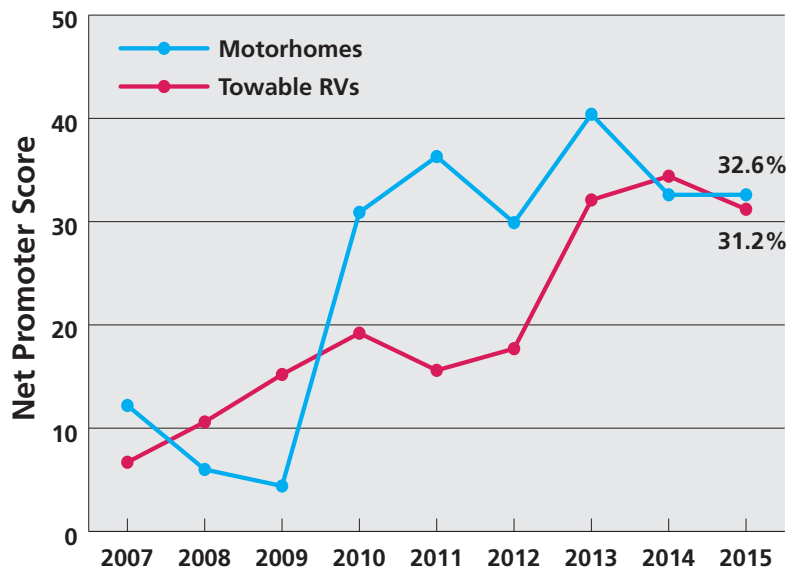


Since 2007, the DSI survey has included what best-selling business author Fred Reichheld calls “the ultimate question” – how likely are you to recommend the brand to a dealer friend in a different market? The ratings are on a 0-to-10 point scale, with 0 being “not at all likely” and 10 being “highly likely.” Dealers who rate a manufacturer’s products either 9 or 10 are dubbed “promoters,” while ratings of 0 through 6 are “detractors,” and those giving ratings of 7 or 8 are “passives.” The percentage of detractors is then subtracted from the percentage of promoters to determine the net promoter score, or NPS. The higher the percentage, the better.

The aggregate net promoter score for all towable RV builders in the 2015 DSI was 31.2 percent, and for all motorhome builders it was 32.6 percent.

The highest aggregate net promoter score for towables ever recorded was 34.4 percent in 2014, while the lowest was 6.7 percent in 2007, the first year it was included in the DSI. For motorhomes, the 2014 net promoter score also was 32.6 percent. The peak net promoter score for motorhome manufacturers was 40.4 percent in 2013, and the lowest was 4.4 percent in 2009, the year two of the largest motorhome builders filed bankruptcy.

NET PROMOTER SCORE TRENDS



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Quality Circle Awards Based on Record Number of DSI Survey Responses

By Jeff Kurowski, RVDA director of industry relations



RVDA honored RV brands built by 19 manufacturers with its Quality Circle Award in Louisville, KY, on Nov. 30. These brands/manufacturers/product categories received at least 15 dealer responses and scored 4.0 or above on a 5-point scale in overall dealer satisfaction in the association's 22nd annual Dealer Satisfaction Index (DSI) survey.

"The DSI Quality Circle Award recognizes the high level of success these manufacturers have had in working with their dealer business partners," says RVDA Chairman of the Board Brian Wilkins of Bath, NY-based Wilkins R.V. Inc. "Their commitment to continuously improving products and services ultimately helps dealers serve customers better and preserves our industry's share of consumers' discretionary dollars."

RVDA's survey asks dealers to express their level of satisfaction with manufacturers on four core issues: reliability/quality, parts, warranty, and sales. This year's survey was conducted between August and October. Four hundred and forty-four (444) U.S. and Canadian dealers responded this year, providing an all-time record 3,154 brand ratings, an average of about seven per dealer. ■

TOWABLE RV MANUFACTURERS/BRANDS RECEIVING AWARDS

(in alphabetical order by manufacturer)

Airstream

Coachmen . . . (Catalina Travel Trailers, Freedom Express Travel Trailers)

CrossRoads . . (Sunset Trail)

Forest River . . (Flagstaff Travel Trailers & Fifth Wheels/Shamrock Expandables, Rockwood Travel Trailers & Fifth Wheels/Rockwood Roo Expandables, Surveyor/r-pod)

Grand Design. (Momentum, Reflection, Solitude)

Heartland . . . (Big Country/Elk Ridge, Cyclone/Road Warrior/Torque/Edge, Landmark, North Trail/Wilderness, Prowler/Trail Runner)

Jayco (Camping Trailers, Eagle, Jay Feather, Jay Flight, Pinnacle, Toy Haulers, White Hawk)

Keystone (Alpine/Avalanche, Bullet/Premier, Cougar/X-lite, Fusion/Impact, Hideout/Retreat, Montana/Big Sky/High Country, Outback/Terrain, Passport/Elite, Raptor/Carbon, Springdale/Summerland/Residence, Sprinter)

KZ (Durango/Durango Gold/Venom, Sportsmen/Sportsmen Sportster/Sportsmen Classic, Spree/Spree Connect/Spree Escape MXT/Vision)

Lance (Travel Trailers/Toy Haulers, Truck Campers)

Prime Time . . (Avenger, Crusader/Sanibel, LaCrosse/Tracer, Spartan)

Starcraft (AR-ONE)

Venture (SportTrek/Sonic)

MOTORIZED RV MANUFACTURERS/ BRANDS RECEIVING AWARDS

(in alphabetical order by manufacturer)

Airstream

Coachmen Class C's

**Jayco/
Entegra Coach**

**Leisure Travel
Vans/Triple E**

Newmar

Pleasure-Way

Roadtrek

Tiffin

**Winnebago/
Itasca**

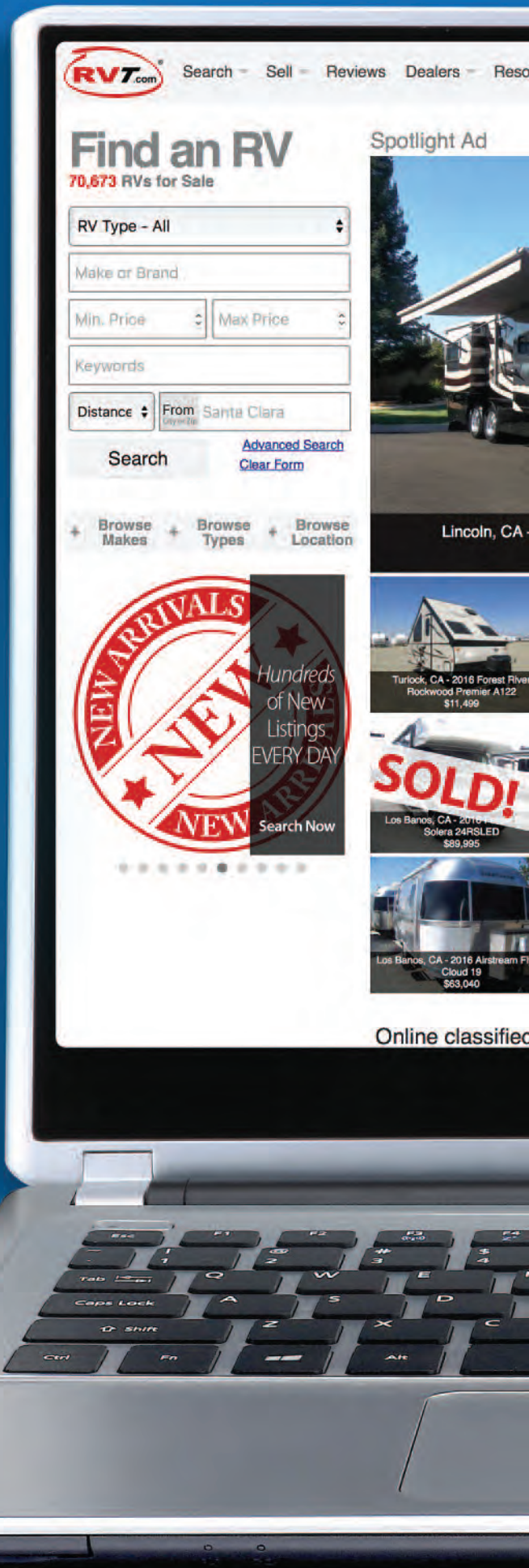
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Three Dealers With Long Histories of Service Receive Chairman's Awards

2014-2015 RVDA Chairman of the Board John McCluskey honored three dealers with Chairman's Service Awards during RVDA's annual meeting at the 2015 RV Dealers International Convention/Expo. The annual award allows the retiring chairman to personally recognize individuals who made a significant contribution to the association and the industry.

First to be recognized was Mick Ferkey of Greenway Inc. in Wisconsin Rapids, WI. Ferkey is a former RVDA board member and serves on both the Mike Molino RV Learning Center board and on the RV/MH Hall of Fame board. In honor of RVDA's 45th anniversary, he organized a project to recognize past RVDA chairmen by lining the Hall of Fame's walkway with bricks engraved with their names.

"Mick got on the phone, raised the money quickly, and it was all in place by the Hall of Fame Dinner in August," said McCluskey. "It's a great tribute to our leaders past and present."

The second Chairman's Service Award was presented to Tom Stinnett of Tom Stinnett Derby Center RV in Clarksville, IN. McCluskey honored him for having served for more than 20 years on RVDA's board of directors and for more than 10 as chairman of the Recreation Vehicle Assistance Corp. (RVAC). "Tom's continuous work on behalf of RVDA and RVAC is truly remarkable," said McCluskey. "He remains co-chairman of the Go RVing Coalition, as well as a member of the RVDA Board of Delegates as a participating past chairman, but we'll miss his steady presence on the RVAC and RVDA boards."

McCluskey also honored past chairman Jeff Hirsch of Campers Inn, Kingston, NH, who is the longest tenured chairman in RVDA history. "When I took this position, many of the past chairmen told me that I'd be pushed and pulled in many directions but that past leaders would always have my back," said McCluskey. "This award goes to someone who was always there with his guidance and support this past year – my immediate predecessor Jeff Hirsch."

McCluskey lauded Hirsch for helping the board move the convention to Bally's and adjusting the dates to early November. Hirsch was also involved in launching new programs such as the Society for Certified RV Professionals and the Young RV Executive Program. He just became RVAC's new chairman. ■



(above) Dealer Mick Ferkey with immediate past RVDA chairman John McCluskey



(left) Dealer Tom Stinnett with immediate past RVDA chairman John McCluskey

(right) Past chairman Jeff Hirsch with immediate past RVDA chairman John McCluskey



2015 James B. Summers Award Goes to Earl Stoltzfus

Earl Stoltzfus of Stoltzfus RVs & Marine in West Chester, PA, received RVDA's highest honor, the James B. Summers Award, at the annual meeting held during the 2015 convention.

Stoltzfus is a former RVDA board member and is currently a member of the board of delegates. He is a past chairman of the board for the Pennsylvania RV and Camping Association. His achievements include earning RVDA's Top Quality Dealer of the Year Award, and having one of the first RV dealerships to become an employee stock ownership company.

RVDA President Phil Ingrassia made the presentation during the convention, citing Stoltzfus' deep involvement in the association over many years. "Earl supports RVDA through thick and thin and provides the staff with great feedback and new ideas throughout the year," he said.

Stoltzfus received the award while surrounded by past JBS recipients gathered on the stage.

The James B. Summers Award was created in 1986 and is named after RVDA's first chief staff officer in recognition of service to the association.



Each year, the board of directors chooses a recipient by secret written ballot from nominations made by members. Every effort is made to keep the name of the honoree a surprise until the annual meeting. ■



2015 James B. Summers Award Recipient Earl Stoltzfus (left) shows off his JBS ring to Steve Plemmons of Bill Plemmons RV World.

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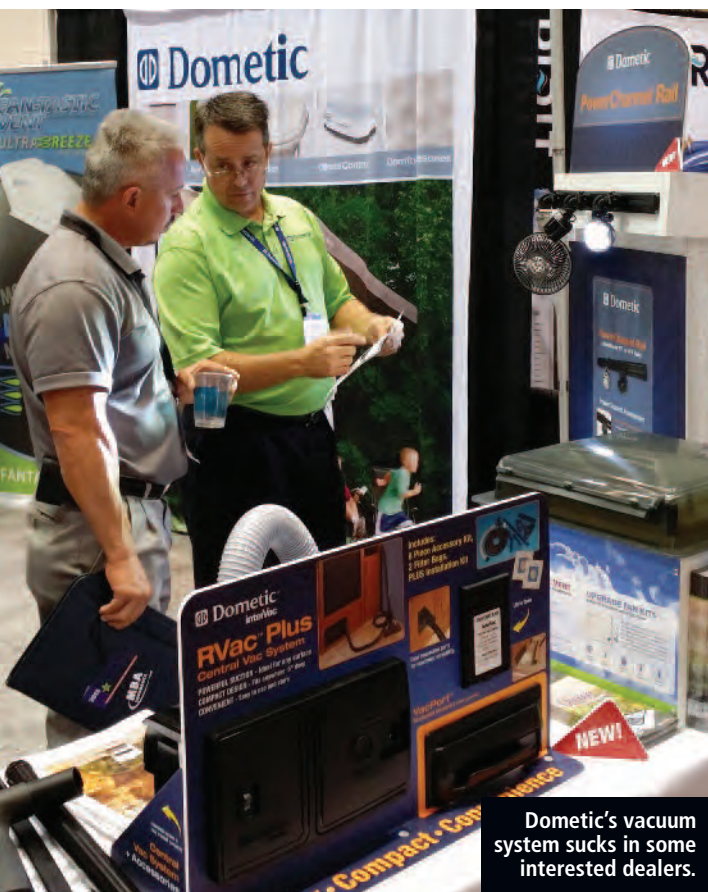
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Kristy Peel of RV Trakk shows off pet products designed for the dog on the go.



Exhibitor Randy Sobel, president of Sobel University, presented workshops on principle-based selling techniques.



Speaker Bob Clements thinks big during the Society of Certified RV Professionals' Monday evening reception.



Participants in the "Adaptability" special session, list strategies for their dealership.

CONVENTION/EXPO HIGHLIGHTS



RVDA of Canada President Eleonore Hamm and Ryan Holtz, the keynote speaker during RVDA of Canada's annual meeting, kick back at the association's annual reception.

Motivational speaker Scott McKain meets one of his many fans at the book signing GE sponsored after his performance during the general session.



RVBusiness' reception prior to its RVBusiness Top 50 Dealers Awards presentation Wednesday evening



Tonya DeVane of The Omnia Group advised dealership managers on how to hire and retain multiple generations in the workplace during her Vendor Training +Plus session.

Young RV Executive" strategies for differentiating themselves from the competition.



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Many Thanks to the 2015 RV Dealers International Convention/Expo Partners

John McCluskey, outgoing RVDA chairman, and incoming chairman Brian Wilkins recognized these companies for their generous support of the annual convention.

PLATINUM



Commercial Distribution Finance Left to right: Wilkins, Bob Parish, Tim Hyland, John McCluskey, John McElvey, Bill Hughes, Chris Forsyth

GOLD



Protective Asset Protection Left to right: Wilkins, Bill Koster, McCluskey, Brian Fetherston, Jaime Pais, Christine Schlueter, Paul Sheldon

SILVER



(left) Ally Left to right: Wilkins, Nancy Clayton, Tammy Linkfield, Bill Thompson, McCluskey, Kevin Wrate, Jeff Stowe



(right) Thor Industries
Left to right: Wilkins, Matt Zimmerman, McCluskey, Bob Martin, Andy Cripe, Bob Wheeler

BRONZE



MBA Insurance Left to right: Wilkins, Bert Alanko, Josephine Johnson, McCluskey, Ally Moncayo, Alanna Paterson, Carlos Avila



TCF Inventory Finance Left to right: Wilkins, Anthony Perrelli, Natalie Bouchard, McCluskey, Robert Wagner



Bank of the West Left to right: Brad Colman, Mylene Huynh, Dave Russell, John McCluskey, David Ashby, Nick Webb, Bob Rop, Brian Wilkins



Diversified Insurance Management
Left to right: Wilkins, McCluskey, Greg Artman, Terry McMillan, Ed Wilkins, Rob Wing, Bruce Johnson



Brown & Brown Recreational Insurance
Left to right: Shawn Moran, Todd Moody, Mike Neal, McCluskey, Gene Giles, Wilkins, Tim Larimore

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RVBusiness Announces Top 50 Dealer Award Recipients



RVBusiness recognized top U.S. and Canadian RV retailers during an awards reception it held during last month's 2015 RV Dealers International Convention/Expo. A panel of industry experts selected the winners based on their penchant for cutting-edge digital marketing, selfless charitable giving, and open-minded approach to servicing all traveling RV owners, not just their own customers.

Eligible dealers are nominated by North American RV manufacturers for their business acumen and professionalism in a national program that was first launched in 2008 by RVBusiness magazine and marketing communications agency BJ Thompson Associates. The independent program today is underwritten by Ally Financial Inc., Cummins Power Generation, Dacor Corp., Dometic Corp., Freightliner Custom Chassis Corp., Lippert Components Inc., Protective Asset Protection, and GE Capital Commercial Distribution Finance (CDF).



In addition to the Top 50 awards, five Blue Ribbon dealers were recognized:

- Greenway RV Sales & Service, Wisconsin Rapids, WI
- Guaranty RV Super Centers, Junction City, OR
- Tennessee RV Supercenter, Knoxville, TN
- Veurinks' RV Center, Grand Rapids, MI
- Woody's RV World, Calgary, Alberta

Also receiving special recognition this year were the following two dealerships:

- Universal Marine & RV, Rochester, MN, recipient of the Arthur J. Decio Humanitarian Award, sponsored by Ally Financial Inc. and named after the iconic philanthropist and Skyline Corp. founder for over-the-top charitable giving
- Mount Comfort RV, Greenfield, IN, recipient of the Gaylord Maxwell Innovation Award, sponsored by Lippert Components Inc. and named for the late RV consumer advocate, teacher and columnist that goes to a retailer for out-of-the-box business creativity

The rest of the 2015 class (in alphabetical order) includes:

- Affinity RV Service, Sales & Rentals, Prescott, AZ
- Alliance Coach RV Sales and Service, Wildwood, FL
- Alpin Haus, Amsterdam, NY
- American RV Sales & Service Inc., Grand Rapids, MI
- ArrKann Trailer & RV Centre, Edmonton, Alberta
- Big Country RV, Bend, OR
- Bill Plemmons RV World, Rural Hall, NC
- Blue Dog RV, Post Falls, ID
- Bucars RV Centre, Balzac, Alberta
- Bullyan RV, Duluth, MN
- Camperland of Oklahoma, Tulsa, OK
- Campers Inn RV, Kingston, NH
- Carolina Coach & Marine, Claremont, NC
- Coachlight RV Sales, Carthage, MO
- Coates RV Center, Hugo, MN
- Crestview RV Center, Buda, TX
- Dixie RV SuperStores, Hammond, LA
- ExploreUSA RV Supercenter, Plano, TX
- General RV Center, Wixom, MI
- Giant RV, Montclair, CA
- Hartville RV Center, Hartville, OH
- Hayes RV Center, Longview, TX
- Hilltop Trailer Sales, Fridley, MN
- Lazydays RV, Seffner, FL
- Lifestyle RVs, Grain Valley, MO
- Little Dealer Little Prices, Phoenix, AZ
- Mike Thompson's RV Super Stores, Santa Fe Springs, CA
- Minard's Leisure World, Weyburn, Saskatchewan
- Modern Trailer Sales, Anderson, IN
- Noble RV Inc., Owatonna, MN
- Pan Pacific RV Centers Inc., French Camp, CA
- PleasureLand RV Center, St. Cloud, MN
- Poulsbo RV Inc., Kent, WA
- Rangeland RV, Balzac, Alberta
- Rich & Sons RV Headquarters, Grand Island, NE
- Richardson's RV Centers, Riverside, CA
- Southern RV Supercenter, Bossier City, LA
- Steinbring Motorcoach, Garfield, MN
- TerryTown Travel Center Inc., Grand Rapids, MI
- Thompson Family RV, Davenport, IA
- Voyager RV Centre, Winfield, British Columbia
- Walnut Ridge Family RV Sales, New Castle, IN
- Wilkins Recreational Vehicles Inc., Bath, NY ■

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ALL CD-ROM Tracks Include		ALL CD-ROM Tracks Include	
Tuesday Rental School & Friday Compliance Session (Also available on audio CDs)		Tuesday Rental School & Friday Compliance Session (Also available on audio CDs)	
API Code	Track/Title - Presenter(s)	API Code	Track - Title / Presenter(s)
01-15	Rental School: Learn How Renting Will Enhance Your Sales, Service, Parts and F&I Business.. Scott Krenek, Martin Onken & Dan Pearson - 2 CDs	14-15	Best Practices in Hiring and Retaining Talent in RV Retail ..Maryellen Adams
46-15	Compliance Session: Compliance and Your Dealership: What You Don't Do CAN Hurt You .. Richard Moore	17-15	Job Analysis: Key to Determining the Hiring and Development Criteria for Top Sales Performance .. Tom Schoenfelder
80-15	<i>D/GM Track on 1 CD-ROM – All sessions below plus Rental School & Compliance Session</i>	23-15	Has Your Dealership Budgeted For Wage and Hour Litigation? Who Is/Isn't Exempt In Pay Plans and Other Scary Stuff! ..James Hendricks, Jr.
02-15	Eliminating that Demarcation Line Between Your Departments ..David Foco	29-15	Displaying Dynamic Leadership in Your Dealership: How to Succeed In Business - Just Count the Ways .. Doug Dvorak
13-15	Overcoming Profit Pitfalls in Every Department in the Dealership ..Chuck Marzahn	35-15	Aligning Your Team for Results ..Christine Corelli
		41-15	Follow Me, I'm Right Behind You! How to Lead & Influence Others ..Jody Urquhart

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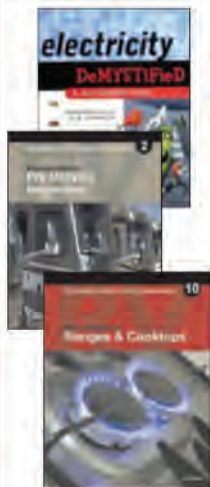
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05-15	Ethics for the RV Professional ..Bill Koster	39-15	Service Isn't a Department - It's About the Attitude .. George Dans
10-15	Turning Declines into Dollars - The Importance Of Expanded Finance Options for Your Dealership .. John Haymond	45-15	Structure Your Service Department to be Profitable .. Don Tipton
20-15	A Fast Track for F&I ..Greg Artman	85-15	<i>Social Media/eMarketing Track on 1 CD-ROM – All sessions below plus Rental School and Compliance Session</i>
26-15	Chemical Treatments/Protectants: A Hassle or Bringing Home the Bacon? ..Wade Weiss	04-15	How Positive Reviews Drive Traffic to Your Dealership ..Peter Martin
32-15	Using Influence with Integrity in F&I ..Richard Moore	09-15	Creating a Killer Online Video Strategy ..Phil Sura
38-15	Fighting Fraud: Safeguarding Your Business .. Duane Bunn	15-15	Driving Service Revenue to Improve Vehicle Sales .. Peter Martin
44-15	Successful Menu Selling ..Robert A. Harkins	19-15	Social Media & Website Content Analysis and Strategy ..Colleen Malloy
82-15	<i>Parts Track on 1 CD-ROM – All sessions below plus Rental School & Compliance Session</i>	25-15	Digital Marketing - What's Now and What's Next .. Samantha Scott
07-15	Take on the Mass Merchandisers, the Internet and Win! ..Bob Clements	31-15	Five Myths About Search Engine Marketing .. Colleen Malloy
12-15	Customer Care and Use Seminars - A Path to More Parts & Accessory Sales ..Greg Dewalt	37-15	Digital Marketing for Dealers ..Rich DeLancey
16-15	Creating a High Performance Parts Department .. Bob Clements	43-15	Appeal to the Eye, Engage for the Buy - Leveraging Visual Selling Techniques ..Samantha Scott
22-15	Digital Marketing for Parts: Mine the Gold in Your Market ..Rich DeLancey	86-15	<i>Rental Track on 1 CD-ROM – All sessions below plus Rental School & Compliance Session</i>
28-15	Developing a Powerful BDC for Parts & Service .. Joni Stuker	04-15	How Positive Reviews Drive Traffic to Your Dealership ..Peter Martin
34-15	Can They Sell at the Counter Or Are They Order Takers? ..George Dans	09-15	Creating a Killer Online Video Strategy ..Phil Sura
40-15	Are We Hiring Customer Facing Employees In Our Fixed Operations Departments? ..David Foco	19-15	Social Media & Website Content Analysis and Strategy ..Colleen Malloy
42-15	Managing for Sales Success ..Doug Dvorak	25-15	Digital Marketing - What's Now and What's Next .. Samantha Scott
83-15	<i>Sales Track on 1 CD-ROM – All sessions below plus Rental School & Compliance Session</i>	29-15	Displaying Dynamic Leadership in Your Dealership: How to Succeed In Business - Just Count the Ways .. Doug Dvorak
03-15	Principle Centered Selling ..Randy Sobel	31-15	Five Myths About Search Engine Marketing .. Colleen Malloy
08-15	The Customer of the Future - Will Tomorrow's Customer Be Yours? ..Christine Corelli	37-15	Digital Marketing for Dealers ..Rich DeLancey
18-15	How to Sell to Women ..Christine Corelli & Doug Dvorak	41-15	Follow Me, I'm Right Behind You! How to Lead & Influence Others ..Jody Urquhart
24-15	Just Close It - If You Don't Close, You Lose .. George Dans	43-15	Appeal to the Eye, Engage for the Buy - Leveraging Visual Selling Techniques ..Samantha Scott
30-15	Putting Principles to Work in Your Dealership .. Randy Sobel		
36-15	Obtain and Surpass Your Goals Thru Effective Appointment Setting & "Self Generating"! ..Joni Stuker		
42-15	Managing for Sales Success ..Doug Dvorak		
84-15	<i>Service Track on 1 CD-ROM – All sessions below plus Rental School & Compliance Session</i>		
06-15	Turn Your Service Lane Into a Selling Lane .. Budd Blackburn		
07-15	Take on the Mass Merchandisers, the Internet and Win! ..Bob Clements		
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15-15	Driving Service Revenue to Improve Vehicle Sales .. Peter Martin		
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27-15	Habits and Practices of the Exceptional Service Advisor ..Don Tipton		

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RV Service Textbooks

SUMMARIES & ORDER FORM

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These RV textbooks help technicians increase their knowledge and understanding of the various RV components and operating systems found in today's RVs, and also prepares them for the new testing requirements of the RV Service Technician Career Ladder. The complete set consists of 14 volumes —written by RV service experts, and the Electricity Demystified text.

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Electricity Demystified — Written in a step-by-step format, this practical guide begins by covering direct current (DC), voltage, resistance, circuits, cells, and batteries. The book goes on to discuss alternating current (AC), power supplies, wire, and cable. Magnetism and electromagnetic effects are also addressed. Detailed examples and concise explanations make it easy to understand the material.	\$14.95		
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RV Service Textbooks

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*Developed by RVIA and available through
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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.

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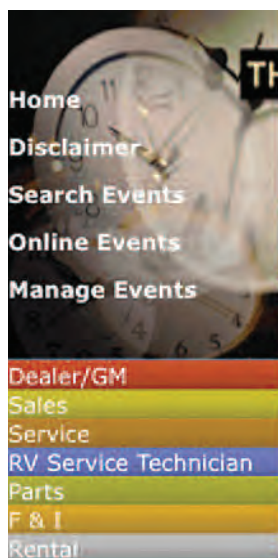
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CHAMPIONS active donors* with a cumulative donation or pledge between \$2,500 and \$24,999							
Jayco	\$5,000	\$23,500	12/08/14	A World of Training	\$6,500	\$6,500	09/17/15
MBA Insurance, Inc.	\$1,000	\$20,100	06/19/15	Madison RV Supercenter	\$1,000	\$6,000	08/24/15
Dixie RV Superstore	\$5,000	\$20,000	03/21/14	Camperland of Oklahoma, LLC	\$1,000	\$5,850	06/23/15
Greenway, Inc. (Rte 66 Dealer)	\$1,550	\$19,850	12/22/14	Good Life RV	\$2,000	\$5,100	04/24/15
Wilkins R.V., Inc.	\$3,000	\$19,600	07/02/15	Don Gunden	\$5,000	\$5,000	12/31/14
Alpin Haus	\$2,000	\$19,500	06/18/15	Bob and Amy Martin	\$5,000	\$5,000	12/16/14
Hartville RV Center, Inc.	\$2,000	\$15,750	05/27/15	Route 66 RV Network	\$1,000	\$5,000	01/12/15
AIRXCEL RV Group	\$2,000	\$13,000	10/27/14	Best Value RV Sales & Service	\$2,000	\$4,750	05/01/15
Mike and Barb Molino	\$325	\$11,886	07/21/15	Topper's Camping Center	\$1,053	\$4,553	06/19/15
Little Dealer, Little Prices	\$1,000	\$11,050	12/11/14	Crestview RV Center	\$3,000	\$4,500	01/09/15
Affinity RV Service Sales & Rentals	\$2,000	\$11,000	06/15/15	RCD Sales Company, Ltd.	\$1,349	\$3,849	09/17/15
United States Warranty Corp.	\$2,000	\$10,250	06/15/15	Myers RV Center, Inc.	\$500	\$3,750	06/22/15
Motley RV Repair	\$1,000	\$10,075	09/17/15	Phil Ingrassia	\$2,500	\$3,500	12/29/14
Don Clark	\$10,000	\$10,000	10/23/15	J. D. Sanders, Inc.	\$750	\$3,500	06/12/15
Hemlock Hill RV Sales, Inc.	\$3,361	\$10,000	08/12/15	United RV	\$200	\$3,200	11/10/15
Folsom Lake RV Center	\$2,700	\$9,700	12/16/13	RV Outlet Mall	\$500	\$3,050	06/22/15
Curtis Trailers	\$750	\$8,750	08/24/15	Highland Ridge RV, Inc.	\$250	\$2,750	04/20/15
Circle K RV's, Inc.	\$750	\$7,000	06/30/15	Hilltop Trailer Sales	\$500	\$2,622	06/09/15
All Valley RV Center	\$4,250	\$6,750	11/03/15	Alliance Coach, Inc.	\$1,000	\$2,500	06/08/15
Burlington RV Superstore	\$1,250	\$6,750	06/12/15	Onsite Temp Housing	\$1,000	\$2,500	10/29/15
Hayes RV Center	\$1,350	\$6,750	06/11/15	Skyline RV & Home Sales, Inc.	\$1,000	\$2,500	06/19/15
LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499							
The Trail Center	\$350	\$2,450	11/21/14	Candys Campers	\$250	\$1,300	08/12/14
Noble RV, Inc.	\$1,000	\$2,405	06/19/15	Ocean Grove Supercenter	\$1,250	\$1,250	08/17/15
Tacoma RV Center	\$500	\$2,000	06/15/15	Camp-Site RV	\$500	\$1,000	01/20/15
Dinosaur Electronics	\$650	\$1,900	06/08/15	Bill Mirrielees	\$500	\$1,000	05/01/15
Northern Wholesale Supply, Inc.	\$1,000	\$1,750	12/12/14	Tom Manning & Associates	\$1,000	\$1,000	07/11/14
Steinbring Motorcoach	\$500	\$1,750	12/03/14	Mount Comfort RV	\$1,000	\$1,000	09/30/15
Out of Doors Mart, Inc.	\$500	\$1,750	10/13/15	NERVDA	\$1,000	\$1,000	11/23/14
American Guardian Warranty	\$1,400	\$1,400	11/01/15	Prime Time Manufacturing	\$1,000	\$1,000	12/30/14
Schaap's RV Traveland	\$500	\$1,350	12/19/14	Beckley's Camping Center	\$500	\$1,000	06/12/15
BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999							
Tennessee RV Sales & Service, LLC	\$750	\$750	09/08/15	Holiday Hour, Inc.	\$200	\$500	06/19/15
Bell Camper Sales	\$100	\$550	09/09/14	Kroubetz Lakeside Campers	\$250	\$500	11/01/15
Airstream Adventures Northwest	\$500	\$500	05/26/15	Modern Trailer Sales, Inc.	\$500	\$500	06/2/15
Florida Outdoors RV Center	\$500	\$500	06/15/15	Niel's Motor Homes	\$250	\$500	06/11/14
SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499							
Keepers RV Center	\$350	\$350	06/22/15	C.S.R.A. Camperland	\$200	\$200	12/12/14
Starr's Trailer Sales	\$300	\$300	07/31/15	Black Book RV Value Guide	\$100	\$100	10/24/14
Arlington RV Supercenter, Inc.	\$250	\$250	06/01/15	Northwest RV Sales	\$100	\$100	08/04/14
Foremost Transportation Inc.	\$250	\$250	05/04/15	RV Share	\$100	\$100	12/31/14
Southaven RV Center	\$250	\$250	05/12/14	Rv Value Mart, Inc.	\$100	\$100	06/15/15
The Makarios Group, LLC	\$250	\$250	06/03/15	Setzer's World of Camping, Inc.	\$100	\$100	02/21/14
ENDOWMENTS							
Kindlund Family Scholarship		\$270,000					



THE RV Industry's

CENTRAL TRAINING CALENDAR

<< Back		January 2016					Fwd >>	
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
<div>ONGOING ONLINE EVENTS:</div> <div>Technician Certification Self-Study Prep Course</div> <div>FRVTA's Distance Learning Network - Training for Every Position at Your Dealership</div> <div>Customer Service Training through FRVTA's DLN</div> <div>Service Writer/Advisor Training through FRVTA's DLN</div>					<div> Sobel University Registration Begins</div> <div>Show Online Events</div>	<div>1</div> <div>2</div> <div>Show Online Events</div>		
<div>3</div> <div>Show Online Events</div>	<div> RV Technician Certification Training - w/hands-on</div> <div>Show Online Events</div>	<div>4</div> <div>Show Online Events</div>	<div>5</div> <div>Show Online Events</div>	<div>6</div> <div>Show Online Events</div>	<div>7</div> <div>Show Online Events</div>	<div>8</div> <div>Show Online Events</div>		
<div>10</div> <div>Show Online Events</div>	<div> RV Technician Certification Training RV Service Academy www.rvsa.net  Comprehensive Sales Course (3 cr)</div> <div>Show Online Events</div>	<div>11</div> <div>Show Online Events</div>	<div>12</div> <div>Show Online Events</div>	<div>13</div> <div> Write-Up and Close Course (2 cr)</div> <div>Show Online Events</div>	<div>14</div> <div>Show Online Events</div>	<div>15</div> <div>Show Online Events</div>		
<div>17</div> <div>Show Online Events</div>	<div> Spader Total Management 1 Workshop</div> <div>Show Online Events</div>	<div>18</div> <div>Show Online Events</div>	<div>19</div> <div> Sobel University Course Submission Deadline</div> <div>Show Online Events</div>	<div>20</div> <div> WEBINAR Professional Sales Skills: Overcoming Objections-7 Steps to Closing the Sale</div> <div>Show Online Events</div>	<div>21</div> <div>Show Online Events</div>	<div>22</div> <div>Show Online Events</div>		
<div>24</div> <div>Show Online Events</div>	<div>25</div> <div>Show Online Events</div>	<div>26</div> <div>Show Online Events</div>	<div>27</div> <div>Show Online Events</div>	<div>28</div> <div>Show Online Events</div>	<div>29</div> <div>Show Online Events</div>	<div>30</div> <div>Show Online Events</div>		
<div>31</div> <div>Show Online Events</div>								

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
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