

RV EXECUTIVE TODAY

DECEMBER 2016

2017 RVDA
CHAIRMAN

**Darrel
Friesen**

*of All Seasons RV Center
in Yuba City, CA*

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ALSO:

**RV Dealer
Confidence Remains
High Heading Into
Off Season** page 10

**Annual DSI Survey
Results** page 16



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Holiday Greetings

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DIRECTORS, DELEGATES
& STAFF OF RVDA

RV EXECUTIVE TODAY

C O N T E N T S

December 2016

10 RV Dealers' Confidence Remains High Heading into the Off Season

Towable sales growth in the four to six percent range and healthy inventory turn rates made for strong dealer confidence at the end of the year.



12 Meet 2016 RVDA Chairman Darrel Friesen

The Yuba City, CA, dealer says finding a solution to the parts issue, addressing the effects of industry consolidation, and improving warranty reimbursement are some of the items on his plate for the coming year.

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16 DSI Survey Results: Manufacturer Performance Dipped Industry Wide in 2016

Motorhome and towable manufacturers' performance either slipped or remained flat, according to dealers who participated in RVDA's annual survey.

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18 15 Manufacturers Receive RVDA's Quality Circle Award

These companies were honored for their high-level performance in reliability/quality, parts, warranty, and sales.

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26 Jeff Hirsch of Campers Inn Receives 2016 James B. Summers Award

Hirsch, RVDA's longest serving chairman of the board, takes home the association's top honor.

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Election Aftermath

By Phil Ingrassia, CAE, president

Elections have consequences, and it was quite the experience being in Las Vegas at the RVDA convention with so many of you on election night. No matter who you voted for, it was certainly a night to remember! Now comes the governing part of our democratic process.

Regulatory environment

President-elect Donald Trump has vowed to make slashing regulations a cornerstone of his administration. What could he and a GOP-led Congress do quickly?

The Congressional Review Act allows the House and Senate to disapprove of rules with a simple majority within 60 legislative days after they were issued. The George Washington University Regulatory Studies Center determined that there are more than 150 regulations since May that could be repealed under the Congressional Review Act out of a total of 180 that have been issued in that same time frame.

For older rules, such as the Department of Labor's Overtime Rule (its effective date of December 1st is more than 60 legislative days past its enactment date), Trump can instruct agencies to revisit the regulations or provide guidance to not prioritize their enforcement.

Outdoor recreation

RVDA continues to work with a group of outdoor recreation leaders that includes the American Recreation Coalition to advance our members' interests with the incoming Trump administration and new Congress.

Last month, the U.S. House passed the Rec Act, which would require government agencies to report on the full economic impact that the outdoor recreation industry has on the U.S. economy - one of the

"President-elect Donald Trump has vowed to make slashing regulations a cornerstone of his administration... The administration and a continuing Republican-led Congress are almost certain to curtail the vehicle lending guidance by the Consumer Financial Protection Bureau (CFPB)."

main priorities of the outdoor recreation leaders group. The bill, HR 4665, requires the Department of Commerce to work with the Department of Labor and land and water management agencies to quantify the outdoor recreation economy in order to help lawmakers craft policy.

CFPB

The Trump administration and a continuing Republican-led Congress are almost certain to curtail the vehicle lending guidance by the Consumer Financial Protection Bureau (CFPB).

In another major blow to the CFPB, a federal appeals court has ruled that the "unchecked power" given to the director of the agency is unconstitutional and that the president has the power to fire the CFPB director at any time.

The real action starts next month. Stay tuned, and RVDA will do its best to keep you informed on the specific issues that impact the RV business.

Have a great New Year, and thanks for your support!

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Is This the Year We Tackle the Parts Issue?

By Darrel Friesen, chairman



This is my first column as RVDA's 2017 chairman of the board, a role I assumed at last month's convention, and I'd like to start by thanking my predecessor, Brian Wilkins, for his dedication to our association and its members.

Speaking of the convention - Wow! From the Vendor Training +Plus sessions to keynote speaker Ryan Estis to the education seminars to the vendors and their products and services, everything was bigger and better.

During his presentation at the opening session, Estis reminded us about how many once well-known, billion-dollar companies are now out of business. He talked about how outfits like Blockbuster, Circuit City, and Borders Books wouldn't or couldn't change to keep up with the marketplace. We as dealers need to continuously look at our businesses and the business environment so we can adapt and change. We can't get stuck in the "But that's how we've always done it" mentality.

This also holds true for our industry partners as well. The industry is changing. Consolidation is happening in every segment with manufacturers, suppliers, distributors, and dealers buying each other up. The workforce and retail consumer are also changing. Do you really think we can continue to do things like we did five, 10, or 20 years ago and survive, never mind thrive?

The parts issue is a huge problem that we need to tackle as an industry. It will take some work and investment from all sides. Millennials, who form a growing portion of our market, expect replacement parts to be available almost overnight, and they don't care about why we can't fulfill their expectations. "The car industry does it, so why can't you?" they often say to us. They're used to instant gratification.

We're not just competing against each other but also against other industries such as timeshare programs and cruises for consumers' discretionary dollars. Part numbers and a list of part numbers used in each floor plan are basic requirements. The manufacturers know these parts and numbers because they need to order them before they build the units. Twenty years ago, a now-defunct company used to include several pages of part numbers in their orange owners packets, so I know it can be done.

"Millennials, who form a growing portion of our market, expect replacement parts to be available overnight. 'The car industry does it, so why can't you?' they tell us. They're used to instant gratification."

On the dealer side, we need to train our people better. The Mike Molino RV Learning Center has many programs for training all aspects of dealership personnel except sales. Why aren't more dealers taking advantage of this? Past generations of RV owners would carry tool boxes with them in their RVs to make small fixes. Millennials don't carry tool boxes, and if there's not an app for it, they can't fix it. They won't wait around for weeks for the correct part while the manufacturer and dealership play the blame game.

Getting back to the convention, I also saw so many new and innovative products and services in the expo hall. What a great place for vendors to get quality time with dealers and their key personnel. It fits perfectly with all the great education courses that RVDA has developed for everyone at the dealership. I learn so much at these education tracks that my biggest complaint is that I want more. The courses are so new and relevant in today's fast-paced and changing environment.

As I said before - Wow! This wasn't my father's convention.

As we close out this year and prepare for the next, have a merry Christmas and a happy New Year.

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QUICKTAKES

Info For The Big Picture

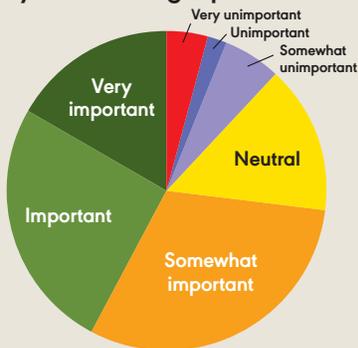
Consumers Use Online Reviews When They Choose

Studies show that consumers' online product reviews can influence whether other consumers choose to buy the same product. In one study, 70 percent of respondents said they check online reviews at least some of the time when researching a purchase. And the more negative reviews they read, the less likely they are to buy the product. Businesses can take consolation in another study finding: Only 1.5 percent of consumers said they usually leave negative reviews. The rest said they usually leave neutral to very positive reviews.

How often do you check online reviews?



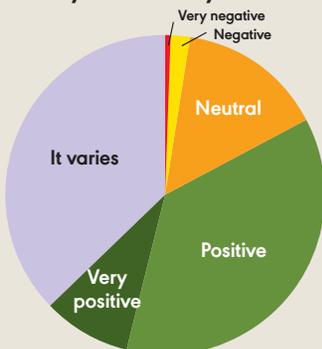
How important are online reviews to you when you're making a purchase?



Do you ever leave online reviews after making a purchase?



What types of reviews do you normally leave?



Data from Ask Your Target Market and Go Fish Digital



When researching a product or service you're going to buy, how many negative reviews does it take for you to decide not to buy that product or service?



RV Dealers' Confidence Remains High Heading Into the Off Season

By Jeff Kurowski

Although RV dealer confidence levels slipped a bit during the fall months, dealer confidence remained high as retailers headed into the off season, according to investment firm Robert W. Baird & Co., which surveys dealers quarterly in partnership with RVDA.

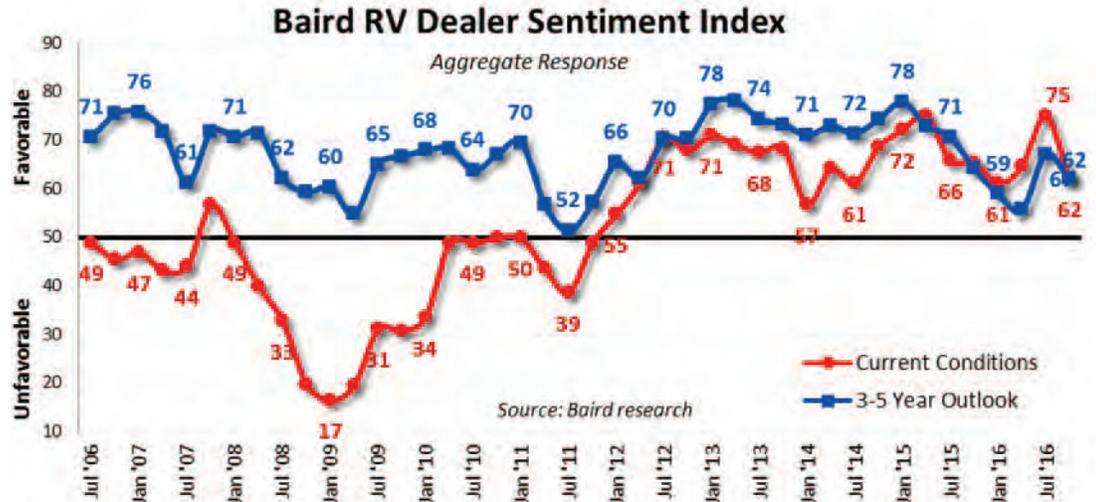
Dealer confidence had reached an all-time high during the third quarter. It remained healthy as the end of the year approached, due to towable RV sales growth in the four to six percent range and healthy inventory turnover rates.

New inventories are about right

In terms of days supply, towable inventory expanded to 120 days at the end of October, compared with 112 days a year earlier. For motorhomes, the days supply was 162 as of late October, versus 129 days a year earlier.

Within the towable segment, one dealer noted that he won't be able to replenish his Jayco or Lance inventories until March, while Keystone and Grand Design were able to keep him adequately stocked, except for Grand Design's Image brand.

Another dealer said he was "very low on towable product and hopeful that orders from the fall Open House will arrive sooner rather than later." But other dealers said they had too many towables in stock. One dealer said he was "far too high with laminated product," while another said his fifth wheel business was "down a lot!"



The Baird Dealer Sentiment Index measures how dealers feel about their current conditions and how they feel about the near future (the next three to five years). The index ticked down to 62, after reaching an all-time high of 75 during the previous quarter. The three- to five-year outlook ticked down from 64 to 62. The Baird firm believes the declines were "consistent with dealers indicating modestly slower retail demand and somewhat more mixed inventory levels." Still, it notes, "the index remains in positive territory - an encouraging sign."

In the motorhome segment, one dealer reported that his new inventory was in good shape and that "Winnebago inventory is coming quicker than last year, which will help on the amount of inventory needed to meet our sales goals."

Another dealer reported being "overstocked on Class Bs and Cs, under stocked on gas As." Another dealer added, "Access to more chassis from suppliers other than Ford will create needed competition and better product offerings long term. This also will assist with supply issues."

Industry consolidation is a concern

In general, the dealers in the latest survey reported the typical seasonal

slowdown in retail sales, and they didn't believe that the presidential election was having as much of an impact on the RV market as was the case during previous election years. One dealer wrote that "the election process is about two weeks away, and we are feeling some slowing," but he also reported that his inventory of certain pre-owned models was too low, while the wholesale for used units was so strong that auction prices were being driven up and "over what our (retail) market will support."

Another survey respondent commented that, "With an election year about to expire, a positive outlook for pump prices, and a constant employment rate at 'near full pool,' I feel the outlook for RV retail to be about as positive as possible."

More worrisome to some dealers than the presidential election is RV industry consolidation and its effect on customer service. As one dealer wrote, "Too much control by too few companies. Too many models. Poor service support to the dealers. Now all manu-

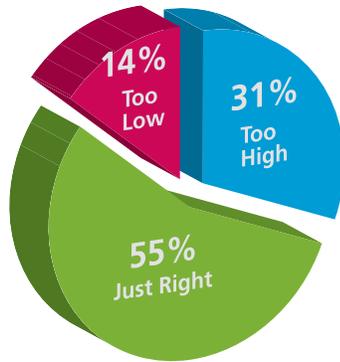
facturers want photos of every warranty item and more info on each repair but won't pay for all the costs of documenting everything to get paid on warranties."

Another dealer wrote, "I don't like government involvement, but with

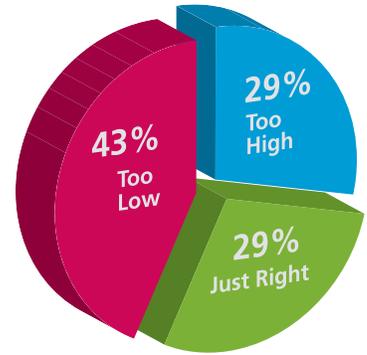
what is going on in the RV industry, it may be time for someone to step in and force the manufacturers to warranty products and do it fairly." ■

**Charts may not total 100% due to rounding.*

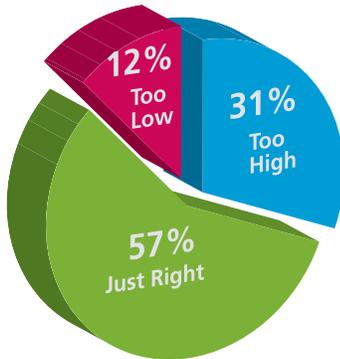
Towable RV Inventory Comfort Level



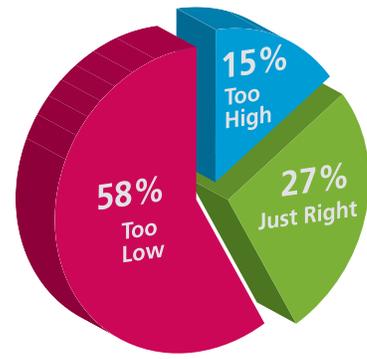
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Motorhome Inventory Comfort Level



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Introducing New RVDA Chairman

By Mary Anne Shreve

RVDA's 2017 chairman, Darrel Friesen, runs family-owned All Seasons RV in Yuba City, CA. As a young man, he first considered becoming an electrical engineer and then an accountant. But his father, former RVDA chairman Ernie Friesen, told him, "I can't see you in a cubicle all day," and in the end, Darrel couldn't picture that, either. He had grown up working in his father's dealership and knew all of the departments well, so he returned to All Seasons and plunged into the industry. He has served as president of CalRVDA and has served as director and in several officer positions as a member of the RVDA Board of Directors. In this Q&A, Friesen shares his outlook on the RV industry with editor Mary Anne Shreve.



Darrel Friesen with business manager Kimberly Friesen and customer

Q: *What led you back to the family dealership?*

A: I had started out washing the units and cleaning the building. I had already worked in pretty much every department—one summer in parts, one summer in service. The idea was for me to get a well-rounded education in the different aspects of the dealership, with the intent that I would take over down the road, assuming I was interested.

Then I went to college, and that became my career for 10 years. First I wanted to be an electrical engineer, then I wanted to be an accountant. Finally, my dad said, "Do you want to come back and get involved in the business? You don't have to, but I need to know so I can make my own plans." That sort of focused me.

Q: *What's it like to take over the family business – any advice for how to cut drama and increase functionality?*

A: When I came back, maybe at first there was a little bit of me and my dad feeling each other out, because we both have Type A personalities. We'd each throw ideas out there and say, "So what should we do?" But for the past 20 years, it's been a great relationship – I'm amazed how much my dad learned while I was away at college.

After getting a degree, a person might come back and want to make a lot of changes, but they don't really understand the business. You have to learn the actual process. You need to calm down and see how things work. You can't make changes overnight.



Warranty/service writer Danielle Crawford and customer

Darrel Friesen



Q: Which family members work at All Seasons?

A: My dad, although he's semi-retired, and my sister. My mother oversees warranty payables and keeps oversight on the banking. I tried to "fire" her twice, but it didn't take. I kept telling her, "You need to go home and relax." She's worked hard all her life and deserves to enjoy herself.

Q: Why did you decide to get involved with RVDA's leadership team?

A: I saw how much it did for my dad to be RVDA's chairman and to be on the leadership team. You're volunteering your time, but you get so much more back.

And we have certain issues that we as dealers need to address. We still have the ongoing parts issue, and the consolidation that's going on at all levels of the industry is also changing the landscape. I don't

know if it's going to look the same in five years.

We still have a large lag time between ordering parts and receiving them. Our customers are used to going to the local Chevy dealership and getting the part the next day, and they don't understand why it can take six weeks to get an RV part. It's not a problem that dealers or RVDA alone can fix – we need to work with our partners.

And the manufacturers acknowledge that there's a problem. Five years ago, they'd tell me, "You're the only dealer complaining about this." They'd tell all of us that we were the only ones complaining. Now, they agree there's a problem. So I've seen some movement on the issue. You can't find a solution if you don't even recognize the problem.

Q: What will your priorities and projects be as next year's RVDA chair?



A: We really need to find a solution to the parts issue. We've all acknowledged the problem, now we need to come together to solve it.

Also, consolidation is really affecting the whole industry. We are seeing changes in the distribution process. Distributors add value to the process, but they need to figure out ways dealers can remain competitive if they want dealers to continue as their major retail distribution points for certain parts and accessories.

Top photo: Service technician Donnie Griffith (l) and service manager Paul Davis (r)

Bottom photo: Friesen and office assistant Sandy Pickard



Sales manager Dan Kendrick

continued on page 14

Q: *What are the biggest challenges facing the RV industry in the next several years?*

A: First, consolidation among dealerships and manufacturers will put more pressure on independent dealers. There are fewer product choices out there for the independents to carry.

Second, the Internet has created an opening for businesses that don't have a bricks-and-mortar facility or service capacity. We've invested millions in facilities, parts, employees, and overhead. For the long-term health of the industry, I would urge manufacturers to place an emphasis on supporting dealers who service what they sell. Customers show up at our dealerships all the time who want service that should have been done at delivery. They're orphan customers.

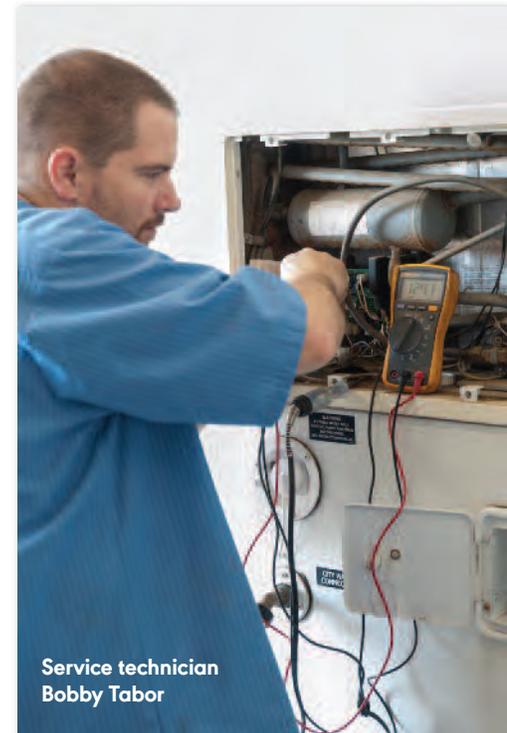
It's so short-sighted – if a customer buys a unit that wasn't inspected properly and then has problems with it, he's going to say, "Forget about



Parts person Jordan Benzel and customer

RVing, I'm going to get a boat up by the lake, or a cruise or a timeshare." We have to remember that we're competing for disposable dollars.

Warranty reimbursement is another related issue. As a dealer, I'm expected to take care of the online businesses' customers when they have problems with their units, but I generally lose money on warranty work – even when the customer bought from my dealership. Manufacturers need to pay dealerships fairly for the warranty work performed. ■



Service technician Bobby Tabor



Parts manager David Smith and customer



Friesen and DMV title clerk Valarie Jeffrey

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Dealers Say Manufacturers' Performance Dipped Industry Wide in 2016

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.

Motorhome manufacturers, on the whole, didn't do as well in 2016 at building reliable products or in providing aftermarket parts, warranty, and sales support for their dealers, according to results from the 23rd annual RVDA Dealer Satisfaction Index (DSI) survey.

And towable manufacturers' performance was either flat or down slightly when compared with 2015, said the dealers who participated in the DSI survey.

For the second consecutive year, U.S. and Canadian RV dealers were asked to rate their manufacturers on four factors: reliability/quality, parts, warranty, and sales. The survey, which was modified a year ago to better focus on the areas of most importance to dealers, also asked retailers to rate manufacturers on a so-called ultimate question: How likely would they be to recommend a brand to a dealer friend in a different market?

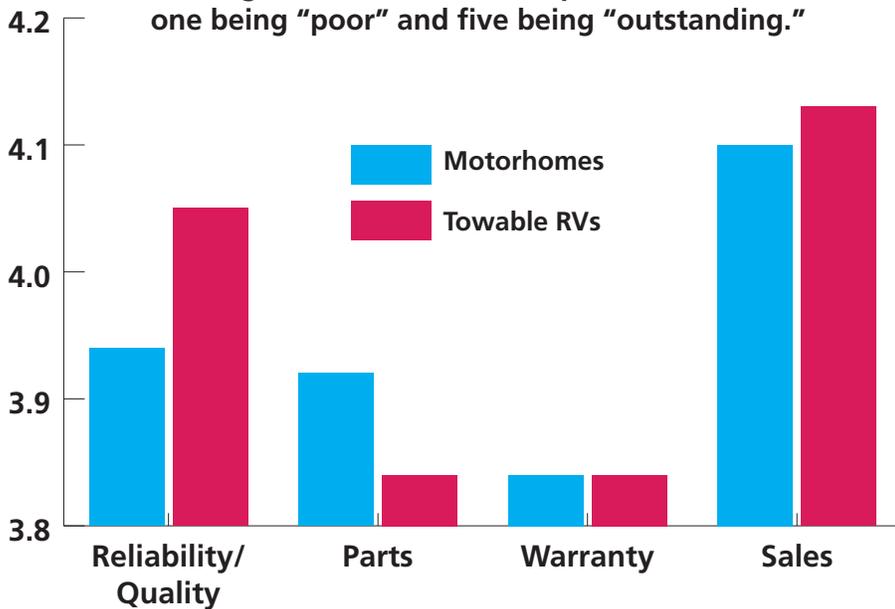
Towable RV products were rated separately from motorhomes. The aggregate rating for all towable RV manufacturers was 4.05 for reliability/quality, down from 4.08 in 2015, and 4.13 for sales, down from 4.14 a year earlier. The aggregate rating for parts was 3.84, down from 3.91, and for warranty, it was 3.84, down from 3.96.

The aggregate rating for all motorhome manufacturers was 3.94 for reliability/quality, down from 4.04 in 2015. For sales, it was 4.10, down from 4.17 a year ago. For parts, it was 3.92, down from 3.97. For warranty, it was 3.84, down from 3.96.

The DSI survey has included the ultimate question since 2007. The ratings are on a zero-to-10 point scale, with zero being "not at all likely" to recommend a brand to a friend and 10 being "highly likely" to recommend it. Dealers who rate a manufacturer's products either nine or 10 are dubbed "promoters," those who rate products zero through six are "detractors," and those giving ratings of seven or eight are "passives." The percentage of detractors is subtracted from the percentage of promoters to determine the

DSI SURVEY QUESTIONS

Ratings are on a one-to-five-point scale, with one being "poor" and five being "outstanding."



The manufacturer builds RVs that are reliable; repairs, when required, are mostly limited to normal wear and tear.

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

The manufacturer is reasonable when deciding whether a warranty claim will be paid and prompt in its decision-making and payments.

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

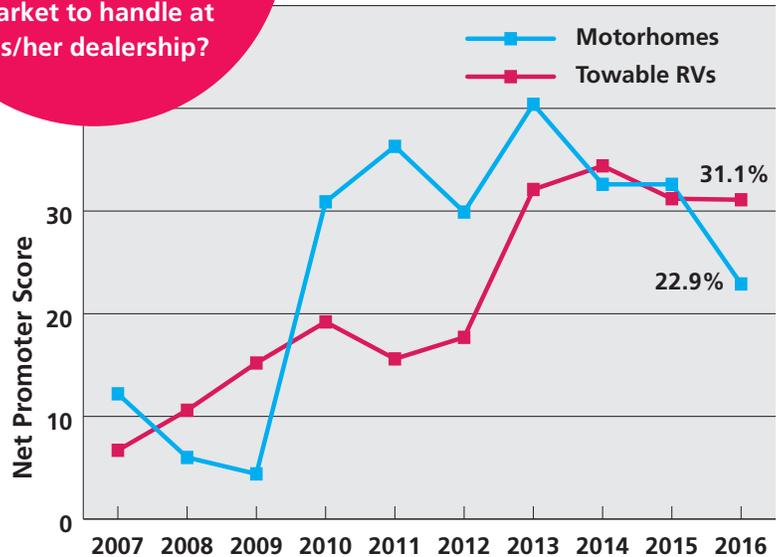
net promoter score, or NPS. The higher the percentage, the better.

The aggregate promoter score for towable RV builders in the 2016 DSI was 31.1 percent, compared with 31.2 percent in 2015. For motorhome builders it was 22.9 percent this year, versus 32.6 percent year earlier.

The highest 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 peak promoter score was 40.4 percent in 2013, and the lowest was 4.4 percent in 2009, the year two of the largest motorhome builders filed for bankruptcy. ■

ULTIMATE QUESTION
 How likely would you be to recommend the brand to a friend in a different market to handle at his/her dealership?

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15 Manufacturers Receive RVDA's Quality Circle Award

Edited by RVDA staff



RVDA honored RV brands built by 15 manufacturers with its Quality Circle Award in Louisville, KY, on Nov. 28, just prior to the opening of the National RV Trade Show. These brands/manufacturers/product categories received at least 15 dealer responses and scored 4.25 or above on a 5-point scale in overall dealer satisfaction in the association's 23rd 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," said RVDA Chairman of the Board Darrel Friesen of All Seasons RV Center in Yuba City, CA. "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 on four core issues: reliability/quality, parts, warranty, and sales. This year's survey was conducted

between August and October.

There were 481 dealer respondents who provided 2,755 brand ratings, an average of almost six per dealer. ■

TOWABLE RV MANUFACTURERS/BRANDS

(in alphabetical order by manufacturer)

- Airstream**
- Coachmen** . . . Apex Travel Trailers, Brookstone/Chaparral Fifth Wheels and Freedom Express Travel Trailers
- DRV** Mobile Suites/Elite Suites/Full House
- Forest River** . . XLR
- Grand Design** . Imagine, Momentum, Reflection, Solitude
- Gulf Stream** . . Vintage Cruiser/Vista Cruiser
- Heartland** North Trail/Wilderness
- Keystone** Fuzion/Impact, Montana/High Country, Springdale/Summerland/Residence
- KZ** Durango/Durango Gold/Venom, Spree/Spree Connect/Spree Escape MXT/Vision
- Lance** Travel Trailers/Toy Haulers, Truck Campers
- Venture** SportTrek/Sonic

MOTORIZED RV MANUFACTURERS/PRODUCT CATEGORIES

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- Pleasure-Way
- Tiffin

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2016 RV Dealers International Conve



CDK Global helps dealers manage their businesses at Lightspeed.



RVBusiness' Top 50 Dealers reception has grown in size and popularity.



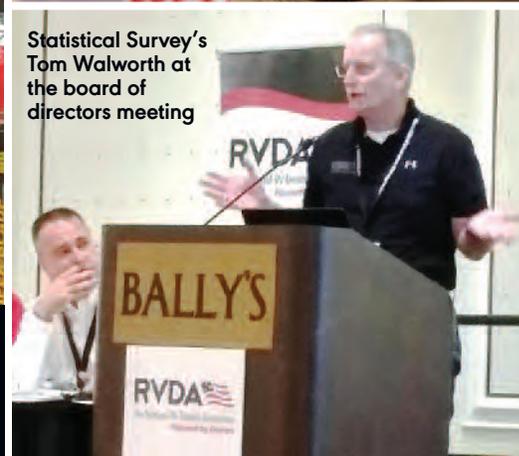
RVDA leaders took a moment to celebrate the 25th anniversary of the association's exclusive endorsement of Protective Asset Protection's XtraRide RV service agreement program.



David Goodison of ProResponse helps dealers stay in touch with their customers.



WFCO Electronics introduced its new product catalog and discussed troubleshooting for inverters during a Vendor Training +Plus session.



Statistical Survey's Tom Walworth at the board of directors meeting



Eye candy courtesy of Haulmark Motorcoach

Convention/Expo Highlights

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Author/speaker Ryan Estis helped the audience unleash their inner superheroes during his keynote presentation at the opening general session.

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Fifty workshops and 29 Vendor Training +Plus sessions were offered during the 5-day event.



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A World of Training's Michael Rees knows how to "Keep Them Coming Back" - audience members and dealership customers alike.



Expo neighbors Automotive Finance Corporation and ADESA Specialty Auctions



Jered, Lisa, and Randy Sobel of Sobel University

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 2016 RV Dealers International Convention/Expo. A panel of industry experts selected the winners based on their professional approach to every aspect of their businesses - from sales to F&I and service operations - as well as their civic and charitable practices.

"The industry in general has demonstrated an interest in raising the bar with regard to the quality of products and services over the past couple of years - the overall customer experience - and more so lately, as companies strive to keep up with a surprisingly robust marketplace,"

said RVB Publisher Sherman Goldenberg, whose Elkhart, Ind.-based firm works with BJ Thompson Associates in overseeing the annual Top 50 program.

Top 50 nominees are selected by manufacturers for their performance and professionalism, not sales volume. This year's honorees include U.S. and Canadian dealerships managing anywhere between one and 15 stores.

This year's program was sponsored by Ally Financial Inc., Cummins Power Generation, Dacor Corp., Dometic Corp., Freightliner Custom Chassis Corp., Lippert Components Inc., NTP-STAG, Protective Asset Protection, and Wells Fargo CDF.

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

- Affinity RV, Prescott, AZ
- Fraserway RV, Abbotsford, British Columbia
- Modern Trailer Sales, Anderson, IN
- Mount Comfort RV, Greenfield, IN
- Princess Craft, Round Rock, TX

Also receiving special recognition were the following:

- Veurink's RV Center, Grand Rapids, MI, winner of the Gaylord Maxwell Innovation Award sponsored by Lippert Components Inc.
- Windish RV Center, Lakewood, CO, winner of the Arthur J. Decio Humanitarian Award sponsored by Ally Financial Inc.

Here in alphabetical order are this year's Top 50:

- Affinity RV Service, Sales & Rentals, Prescott, AR
- Airstream Adventures Northwest & Bay Area Gladstone, OR
- All Valley RV Center Acton, CA
- Alliance Coach Wildwood, FL
- America Choice RV Ocala, FL
- American RV Sales & Service, Grand Rapids, MI
- ArrKann Trailer & RV Centre, Edmonton, Alta.
- Bill Plemmons RV World Rural Hall, NC
- Bish's RV, Idaho Falls, ID
- Broadmoor RV SuperStore, Pasco, WA
- Bucars RV Centre, Balzac, Alberta
- Bullyan RV, Duluth, MN
- Campers Inn RV Kingston, NH
- Coachlight RV Sales Carthage, MO
- Colerain RV, Cincinnati, OH
- Colonial Airstream & RV Lakewood, NJ
- Crestview RV Center Buda, TX
- D&D RV Center, Helena, MT
- ExploreUSA RV Supercenter, Plano, TX
- Fraserway RV, Abbotsford, British Columbia
- General RV Center Wixom, MI
- Giant RV, Montclair, CA
- Greenway RV Sales & Service, Wisconsin Rapids, WI
- Guaranty RV Super Centers, Junction City, OR



- Hartville RV Center Hartville, OH
- Hilltop Trailer Sales Fridley, MN
- Hilmerson RV, Little Falls, MN
- Jamatt RV Sales, Poteau, OK
- Lazydays RV, Seffner, FL
- Lifestyle RVs, Grain Valley, MO
- Midwest RV Center St. Louis, MO
- Minard's Leisure World Weyburn, Saskatchewan
- Modern Trailer Sales Anderson, IN
- Moix RV Supercenter Conway, AR
- Mount Comfort RV Greenfield, IN
- Noble RV, Owatonna, MN
- Palm RV & Marine Fort Myers, FL
- Pan Pacific RV Centers French Camp, CA
- PleasureLand RV Center St. Cloud, MN
- Princess Craft Round Rock, TX
- Rangeland RV Rockyview, Alta.
- RV City, Morinville, Alta.
- Tennessee RV Supercenter, Knox, TN
- United RV Center Fort Worth, TX
- Veurink's RV Center, Grand Rapids, MI
- Voyager RV Centre Winfield, British Columbia
- Walnut Ridge Family RV Sales, New Castle, IN
- Wilkins Recreational Vehicles Inc., Bath, NY
- Windish RV Center Lakewood, CO
- Woody's RV World Calgary, Alberta ■

Society of Certified RV Professionals Honors 5 Dealership Employees

Five dealership employees who have maintained their certifications were recognized for their long-term commitment to professionalism in their fields. The recognitions were held during the Society's evening reception and education session during last month's RVDA convention/expo. ■



Left: Leaders from throughout the industry attended the Society's reception, including Bill Koster from Protective Asset Protection and former RVDA chairman Debbie Brunforte.



Below: A World of Training President Michael Rees presented "Attributes and Characteristics: What Does it Mean to Be Professional?" He told attendees that professionalism requires not only knowledge and competence, but also the desire to create a positive impact on peers and customers. "First impressions die hard - they're much stronger than you think."



Front row honorees are, from left to right: parts manager Allen Cockcroft of Alliance Coach in Wildwood, FL; service manager Jim L. Godfrey of Broadmoor RV SuperStore, Pasco, WA; RV parts specialist Dan Hall from Winnebago Industries; warranty administrator Wendy Queen of Howard's RV; and service writer Lacey Pintado of Coach-Net/National Motor Club. **Back row RVDA leaders are:** 2017 RVDA Chairman Darrel Friesen, All Seasons RV, Yuba City, CA; Society chairman Mick Ferkey, Greenway RV Sales and Service, Wisconsin Rapids, WI; 2016 RVDA Chairman of the Board Brian Wilkins, Wilkins RV, Bath, NY; and RVDA President Phil Ingrassia.

RVDA would like to thank its media partners for supporting RV dealers and the RV Dealers International Convention/Expo:

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Many Thanks to the 2016 RV Dealers International Convention/Expo Partners

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

PLATINUM



Wells Fargo Left to right: Wilkins, Tim Hilbert, Bob Parish, Mike Mekus, John McElvey, Sam Yourd, Tim Hyland, Paige Hungerford, Friesen

GOLD



Protective Asset Protection Left to right: Wilkins, Bill Koster, Friesen

SILVER



(below) Thor Industries
Left to right: Friesen, Ryan Juday, Aram Koltoukian, Bob Martin, Matt Zimmerman, Bob Wheeler, Bren Lauck, Jeff Runels, Troy James, Tim Markel, Josh Miller, Rick Deisler, Wilkins



(above) Ally Left to right: Friesen, Tammy Linkfield, Bill Thompson, Wilkins

BRONZE



MBA Insurance Left to right: Friesen, Bert Alanko, Josephine Johnson, Maureen Zello, Liz Phillips, Carlos Avila, Wilkins



Northpoint Commercial Finance Left to right: Friesen, Jeff Olander, Bob Eddy, Richard Molyneux, Wilkins



Bank of the West Left to right: Friesen, Dave Russell, Brad Colman, David Ashby, Wilkins



Diversified Insurance Management
Left to right: Wilkins, Tom Watters Sr., Greg Artman, Rob Wing, Terry McMillan, Friesen



Brown & Brown Recreational Insurance
Left to right: Wilkins, John Ellis, Todd Moody, Tim Larimore, Shawn Moran, Ed Woolwini, Janet Scavo, Mike Neal, Friesen

Bank of America Merrill Lynch



Not pictured:
Bank of America Merrill Lynch

Not pictured:
Forest River

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Opening Reception



Signage



Society of Certified RV Professionals Reception



Young RV Executives Reception

Jeff Hirsch of Campers Inn Receives 2016 James B. Summers Award



The highest award an RVDA member can receive was bestowed on Jeff Hirsch of Campers Inn, recognizing his long-term leadership and volunteer work serving the RV industry and RV dealers. RVDA President Phil Ingrassia

presented the award to Hirsch during the association's convention last month in Las Vegas.

"I've been fortunate to work with many great volunteer leaders during my time at RVDA, and there's no one more deserving to join the group standing behind me than Jeff," Ingrassia said. "As many of you know, Jeff is the longest serving chairman of the board in RVDA history, and he continues to work for all of us as RVAC chair."

Ingrassia described Hirsch's service as including "three stints on the RVDA Board of Directors, service on the RV Learning Center Board, and on the Go RVing Coalition."

In accepting the honor, Hirsch recalled his parents, who began the family business, as "pioneers of the industry who treated customers with



Jeff Hirsch, surrounded by past J.B. Summers award recipients, is congratulated by RVDA President Phil Ingrassia.

dignity and respect in the hope that they could give their sons a better life."

RVDA members choose the winner each year by secret ballot, and every attempt is made to keep the winner's name a surprise until the annual meeting. Hirsch was joined on stage by past James B. Summers Award recipients in attendance at the convention. ■



Jeff Hirsch with family members and staff from Campers Inn

RVDA Chairman Honors Four with Service Awards at Annual Meeting

2016 RVDA Chairman of the Board Brian Wilkins of Wilkins RV in Bath, NY, presented the RVDA Chairman's Service Award to two dealers and two industry partners at the RVDA Annual Meeting during the 2016 RV Dealers International Convention/Expo last month.

Dealer recipients were **Jeff Hirsch** of Campers Inn, headquartered in Jacksonville, FL, and **Mike Regan** of Crestview RV in Buda, TX. **Michael Neal** of Brown & Brown Insurance and **Tom Walworth** of Statistical Surveys Inc. were the industry recipients.

Wilkins thanked Hirsch for being "a wonderful mentor to me" and praised Regan for his "great understanding of

RVDA's finances and revenue stream." Wilkins said Neal "has always understood that if his dealer partners were successful, Brown and Brown would also be successful." And he said that Walworth is "the industry's retail scorekeeper who is incredibly accessible and speaks frequently at RV events throughout the year."

The award is presented annually by the outgoing chairman of the board to recognize individuals who have made significant contributions of time and effort to the association over an extended period. Honorees are chosen by the chairman. ■



Jeff Hirsch, Campers Inn



Mike Regan, Crestview RV



Mike Neal, Brown & Brown



Tom Walworth, Statistical Surveys



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New 11th Edition Service Management Guide (Flat Rate Manual)

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- Service Check Sheets provide a valuable reference for service managers and technicians.
- A great tool for working with extended service contracts.
- Available in 2 formats: printed on durable cardstock paper with a 3-ring binder, and as a searchable pdf document on 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 **\$175**
 Non-Members: **\$350**
Members save \$175!

Manual **and** CD-ROM:
 RVDA Members **\$290**
 Non-Members: **\$585**
Members save \$295!

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

New 11th Edition Service Management Guide (Flat Rate Manual)

Name: _____

Company Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

RVDA Member Non-RVDA Member I'd like to order the: Manual: _____ copies CD-ROM: _____ copies

Total Amount \$ _____

PAYMENT METHOD (Please check one)

Check enclosed (payable to the Mike Molino RV Learning Center) Send an invoice (members only)

Credit Card: Visa MasterCard Amex Discover

Card Number: _____ Security Code: _____ Expires: _____

Name on Card: _____ Signature: _____

Billing Address: _____ Billing Zip: _____

GET GOING WITH GO RVING!

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, 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 Going 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. 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 3930 University Dr., Fairfax, VA, 22030
For more information, visit www.rvda.org or send an email to info@rvda.org

ONLINE TRAINING WITH FRVTA'S DISTANCE LEARNING NETWORK

The DLN offers your dealership:

- Onsite training
- Group training
- No travel time or expenses
- Self-determined pace
- One fixed price of \$995 for the subscription term

The Florida RV Trade Association and RVDA's Mike Molino RV Learning Center

partner to provide distance learning opportunities to RV dealers and their employees. The Distance Learning Network is \$995 per year for each dealership location. Over 50 sessions available, 24 hours a day, seven days a week, with full access to training through July 31, 2017.

The DLN offers online training for:

- **RV Technicians** – The certification prep course helps technicians get ready for the certification exam. Your subscription includes unlimited access to



more than 50 training sessions, reviews, and test preparation sections. Also included are manufacturer- and supplier-specific advanced repair and troubleshooting classes designed to upgrade technicians' skills. Completion of these classes qualifies for recertification hours. Classes are available 24/7 throughout the program year, providing maximum flexibility.

- **Service Writers/Advisors** – This program is valuable for both new staff and experienced personnel preparing for the RV Learning Center's Service Writer/Advisor certification.
- **Greeters/Receptionists** – This 50-minute session is suitable for all employees who need customer service skills. It includes a final exam and certificate of completion.
- **Dealers/GMs** – This program features important topics for management, including lemon laws, LP gas licensing issues, and the federal Red Flags Rule.

DEALERSHIP REGISTRATION

Company Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Mentor Name: _____ Phone: _____

E-mail (at dealership): _____ Fax: _____

****High speed Internet access required. RVIA service textbooks not included****

_____ location(s) at **\$995 each** = payment due: \$ _____ (select payment method below)

PAYMENT METHOD Note: prices are subject to change without notice. Complete lower section and mail or fax to: Florida RV Trade Association, 10510 Gibsonton Drive, Riverview, FL 33578, (813) 741-0488, Fax: (813) 741-0688

PAY BY CHECK OR MONEY ORDER PAY BY VISA OR MASTERCARD

Name on Credit Card: _____ Card Number: _____

Security Code: _____ Expires: _____ Card Billing Address: _____

Card Holder Signature: _____

RVDA Endorsed Products



Certified Green RV Program TRA Certification Inc.

www.tragreen.com
aleazenby@trarnold.com
P: (800) 398-9282 F: (574) 264-0740

TRA, a green certification company, measures, evaluates, and certifies RV manufacturers and verifies vendors for energy efficiency and environmental friendliness. Dealers can 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/ASE Master Certified Technical Service Agents.

Employee Behavioral Assessment Omnia Group

www.OmniaGroup.com/rvda/
Carletta@OmniaGroup.com
(800) 525-7117 x1226

The Omnia Group's assessment solutions help dealers select the right person for the job, increase retention, develop top talent, improve communication, and build a strong workplace culture. In fewer than 15 minutes, the Omnia Profile reveals personality tendencies of candidates and employees, giving dealers the insight to select, retain, and develop their biggest asset. By navigating the complexities of human behavior, dealers can make more informed hiring decisions and increase retention to improve return on investment.

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)

www.mmicinsurance.com/RVDA/
quotes@mmicinsurance.com
(800) 349-1039

MMIC creates customized insurance programs best suited for individual dealerships. Coverage is available to individual members and 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.

Hiring Tools Employment Network-A Careerco Company

www.employmentnetwork.net
(718) 307-6258

The Employment Network is a network of pay-for-performance job sites. Its flagship site, FindTheRightJob.com, reaches more than 5 million job seekers monthly. Employers can drastically reduce their cost-per-hire by using The Employment Network's FindTheRightJob.com portal and other sites. Employers set the job requirements and only pay for candidates that meet them.

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. The Solution: CSI's Lead Qualifier Program. Your sales leads are sent to CSI following initial contact with your sales staff. CSI then makes a personal phone call to each lead, captivating their attention before your competitor does. 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!

Loan Origination and Warranted Loan Documents AppOne

www.appone.net
<http://www.appone.net/

AppOne is a web-based indirect loan origination platform designed to help recreational vehicle dealers and lenders manage the origination process of retail credit applications from lender submission to funding. It provides dealers and lenders access to a library of compliant and warranted loan documents. The loan documents are regularly reviewed for compliance with the latest the federal and state laws in all 51 U.S. jurisdictions. Dealers using AppOne also have access to their lender(s) on the AppOne Lending Network, a community of national, regional and local financial institutions. The network makes it easier for dealers to establish lender partnerships and secure financing for their customers.

Market Intelligence Program RV Industry Data Program from Statistical Surveys

Scott Stropkai, sstropkai@statisticalsurveys.com
(616) 281-9898 ext.128

Dealers receive a 10 percent discount on customized reports through Statistical Surveys' RV Industry Data Program. Using Tibco Spotfire software, the program provides dealers with data visualization and analytics

that can yield valuable insights for better decision making, including data on where new units are being registered and which dealers sold which units by make, model, length and axles.

Office Supplies Office Depot

www.officediscounts.org/rvda.html

RVDA members can save up to 80% on over 93,000 products at Office Depot and OfficeMax. Shop online or in any Office Depot or OfficeMax store for printing, cleaning, break room, and office needs. Enjoy free next-day delivery with online orders over \$50. Visit the website to shop online or to print off a free store purchasing card.

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

www.nada.com
lsims@nadaguides.com
(800) 966-6232, Ext. 235

The N.A.D.A. RV Appraisal Guide is an essential tool to determine the average market value for used RVs. A new online program, RV Connect, 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 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

www.PartnerShip.com/79rvda
(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 our website for more information and to enroll.

Software & Consulting Services KPA

www.kpaonline.com
ccreuziger@kpaonline.com
(303) 228-2383

KPA provides consulting services and software to automotive, truck, and equipment dealerships. Its Environmental Health & Safety product line provides on-site, on-call, and online services. Its Human Resource Management software ensures your business is in complete compliance with state and federal regulations. Users have access to on-demand advice from attorneys with expertise in the RV industry.

The Mike Molino RV Learning Center proudly recognizes

*Active donors are those who have contributed to the RV Learning Center during the past two years.

Received From	Contributed 11/30/14- 11/30/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
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MAJOR GIFTS

Camping World and Good Sam	\$150,000	\$667,987	\$1,000,000	6/8/16
Newmar Corporation	50,000	235,000	260,000	12/18/15
Protective	73,917	235,079		12/6/15
Coach-Net	5,000	204,917		1/26/15
Tom Stinnett Derby City RV	1,500	103,500		12/28/15
Brown & Brown Recreational Insurance	20,000	20,000	100,000	3/21/16
Campers Inn	20,000	76,000	100,000	6/15/16
PleasureLand RV Center Inc.	14,500	94,850	96,850	12/14/15
Bill & Kristen Fenech	10,000	72,500		8/23/16
Horsey Family Memorial Fund	2,000	72,000		6/14/16
Ron & Lisa Fenech	10,000	70,000		8/23/16
Byerly RV Center	5,000	57,000		1/5/16
RVAC	14,000	52,000		4/8/16
Bill Plemmons RV World	5,000	20,050	50,050	6/9/16
All Seasons RV Center	1,000	38,049	47,049	12/14/15
McClain's RV Superstore	2,000	44,000		6/18/15
Pan Pacific RV Centers Inc.	3,000	41,500	41,500	11/23/16
Palm RV	7,500	7,500	37,500	2/18/16
Bill Thomas Camper Sales Inc.	5,000	36,000		3/6/15
Reines RV Center Inc.	6,500	35,025		12/31/15
Holiday World of Houston	7,000	33,000		9/30/16
Wilkins R.V. Inc.	2,400	20,500	33,000	1/8/16
Pikes Peak Traveland Inc.	1,700	32,700		6/26/15
Diversified Insurance Management Inc.	3,800	24,800	31,200	4/25/16
Paul Evert's RV Country Inc.	2,000	29,000	30,000	3/11/16

CHAMPIONS

Jayco Inc.	5,000	23,500		12/8/14
MBA Insurance Inc.	2,000	17,100	20,100	6/1/16
Greenway Inc. (Route 66 Dealer)	2,300	20,850		12/21/15
Alpin Haus	2,000	20,500		7/5/16
Hartville RV Center Inc.	2,000	14,750	15,750	5/5/16
Mike & Barb Molino	550	12,136		8/14/16
Little Dealer, Little Prices	1,000	11,050		12/11/14
Affinity RV Service Sales & Rentals	2,000	11,000	11,000	6/15/16
Floyds Recreational Vehicles	250	10,500		4/13/16
Motley RV Repair	1,000	10,075		9/17/15

Received From

United States Warranty Corporation
Don Clark
Hemlock Hill RV Sales Inc.
Curtis Trailers Inc.
Circle K RV's Inc.
All Valley RV Center
Burlington RV Superstore
Hayes RV Center
A World of Training
Crestview RV Center
Madison RV Supercenter
Camperland of Oklahoma LLC
Topper's Camping Center
Best Value RV Sales & Service
Good Life RV
Don Gunden
Bob & Amy Martin
ROUTE 66 RV Network
Phil Ingrassia
RCD Sales Company Ltd.
J. D. Sanders Inc.
Myers RV Center Inc.
Hilltop Trailer Sales Inc.
Noble RV Inc.
Skyline RV & Home Sales Inc.
RV Outlet Mall
United RV Center
Highland Ridge RV Inc.
Tacoma RV Center
American Guardian Warranty
The Trail Center
Alliance Coach
Austin Chapter of Texas RV Association
Onsite Temp Housing

LEADERS

Dinosaur Electronics
Leo's Vacation Center Inc.
Mount Comfort RV
NERVDA

these CONTRIBUTORS



Contributed 11/30/14- 11/30/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
2,000	9,250	10,250	5/6/16
10,000	15,000		10/7/16
3,361	10,000		8/12/15
500	8,750		8/24/15
750	7,500		6/9/16
4,500	6,000	7,000	7/15/16
1,250	7,000		6/14/16
700	6,850		6/20/16
3,500	6,500		9/17/15
4,500	6,500		12/23/15
1,000	6,500		11/30/16
1,000	6,350		6/22/16
1,803	6,053		10/7/16
2,000	5,750		4/11/16
2,000	4,100	5,100	6/24/16
5,000	5,000		12/31/14
5,000	5,000		12/16/14
2,000	2,000	5,000	2/16/16
2,000	4,500		12/23/15
1,099	4,349		6/17/16
500	3,750		7/11/16
250	3,750		6/22/15
1,500	3,622		6/27/16
1,600	3,505		6/20/16
1,500	3,500		8/8/16
750	3,300		6/20/16
100	3,200		11/10/15
500	3,000		4/11/16
1,500	3,000		6/17/16
2,400	2,600		11/1/16
600	2,550		11/21/16
1,000	2,000	2,500	5/23/16
2,500	2,500		6/27/16
500	1,000	2,500	10/29/15
550	2,200		6/14/16
2,000	2,000		3/11/16
2,000	2,000		10/17/16
1,000	2,000		12/18/15

Received From

Contributed 11/30/14- 11/30/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
Candys Campers	500	1,800	6/6/16
Northern Wholesale Supply Inc.	1,000	1,750	12/12/14
Ocean Grove RV Supercenter	1,750	1,750	6/14/16
Out of Doors Mart Inc.	250	1,750	10/13/15
Steinbring Motorcoach	500	1,750	12/3/14
Gib's RV Superstore	1,500	1,500	12/2/15
Schaap's RV Traveland	250	1,350	12/19/14
Camp-Site RV	500	1,250	1/29/16
Ronnie Hepp	500	1,125	12/31/15
Airstream Adventures Northwest	1,000	1,000	6/10/16
Beckley's Camping Center	250	1,000	6/12/15
Bill Mirrielees	500	1,000	5/5/16
Prime Time Manufacturing	1,000	1,000	12/30/14
Tennessee RV Sales & Service LLC	500	1,000	6/14/16

BENEFACTORS

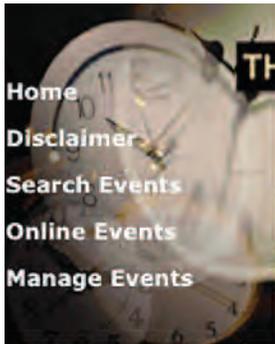
Contributed 11/30/14- 11/30/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed	
Keepers RV Center	700	700	850	6/14/16
American Family RV Inc.	500	500		9/2/16
Camp-Land RV	500	500		6/14/16
Florida Outdoors RV Center	500	500		6/15/15
Holiday Hour Inc.	200	500		3/14/16
Kroubetz Lakeside Campers	250	500		11/9/15
Modern Trailer Sales Inc.	250	500		6/22/15
The Makarios Group LLC	500	500		6/3/16

SUPPORTERS

Contributed 11/30/14- 11/30/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed	
Starr's Trailer Sales	450	450		6/16/16
Lou Novick	100	400		11/25/15
Carolina Coach & Camper	250	350		6/15/16
Liberty RV	250	300		9/6/16
Arlington RV Supercenter Inc.	250	250		6/8/15
Black Book RV Value Guide	150	250		3/16/16
Elizabeth RV	250	250		10/11/16
Foremost Transportation Incorporated	250	250		5/4/15
Tri-Am R.V. Center of East Tennessee	250	250		2/5/16
C.S.R.A. Camperland	200	200		12/12/14
Richard's RV ServiCenter	120	120		7/15/16
Chesapeake RV Solutions	100	100		2/29/16
RV Share	100	100		12/31/14
RV Value Mart Inc.	100	100		6/15/15

ENDOWMENTS

Kindlund Family Scholarship	\$270,000
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- Home
- Disclaimer
- Search Events
- Online Events
- Manage Events

THE RV Industry's

CENTRAL TRAINING CALENDAR

<< Back		January 2017						Fwd >>
Sun	Mon	Tue	Wed	Thu	Fri	Sat	7	
		ONGOING ONLINE EVENTS:						
4	5	6	7	8	9	10	11	
11	12	13	14	15	16	17	18	
18	19	20	21	22	23	24	25	
25	26	27	28	29	30	31		

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

Go RVing
 Don't see your events listed? Visit www.rvtrainingcalendar.com to upload your events to the calendar.

ADVERTISERS INDEX

American Guardian Warranty Services 800) 579-2233 x4213.....2	MBA Insurance (800) 622-220119	Sobel University (253) 565-257723
DealerPro RV (888) 553-010018	Protective Asset Protection (888) 326-0778.....back cover	Spader Business Management (800) 772-337717
Diversified Insurance Management (800) 332-42643	RV Rental Connection (844) 796-654511	Wells Fargo Commercial Distribution Finance (800) 289-448815
RV.com (800) 282-218335		

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CELEBRATING 25 YEARS

as the Exclusively Endorsed Service Contract Program of the RVDA

We are honored to have XtraRide® be the exclusively endorsed service contract program of the RVDA for 25 years.

Year after year we deliver best-in-class service to our dealers and their customers. RV dealers know they can trust XtraRide to protect their customers from the costs of unexpected mechanical failures and deliver ownership satisfaction that helps keep customers coming back.



Find out how Protective Asset Protection can help your dealership protect customers' tomorrows so they can embrace today. Call us at **888 326 0778** or visit 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.