

# RV EXECUTIVE TODAY

FEBRUARY 2016

## Training for Success

*The RV market is booming.  
Can your employees  
keep up?*

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**New tow-worthy models  
from an unexpected source**

page 16



**Show season gets  
off to a healthy start**

page 14



**Automotive franchise  
system under the  
microscope**

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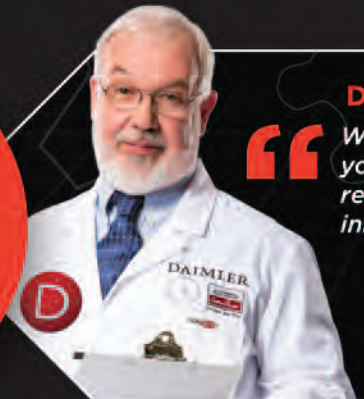
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C O N T E N T S

February 2016

## 10 Gearing Up for Opportunity

The RV industry is back, sales are booming, and customers are ready to buy. Is your staff ready to seize the opportunity? Give them the tools they need to succeed.

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## 12 New Website for RV Techs Is a Hit

Have you visited [www.RVTechnicianToday.com](http://www.RVTechnicianToday.com) yet? It's the RV Learning Center's new online resource for technicians. Find the most recent recalls, how-to repair articles, and more.



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## 14 2016 Show Season Starts off in High Gear

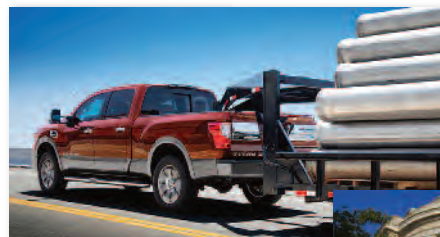
Low gas prices are boosting sales at some exhibiting dealerships and, as one show director said, "It's a really good time to be in the RV industry right now."

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## 16 Asian Automakers Eying the RV Tow Vehicle Sector

Honda and Nissan aren't gunning for domination of the lucrative tow-vehicle market – they're just hoping for a small slice of it. Both automakers introduced new pickup models at the North American International Car Show in Detroit last month.

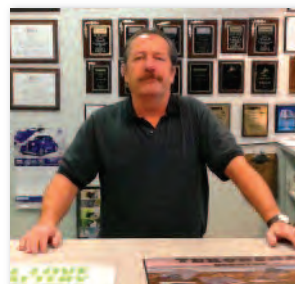


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## 18 FTC Kicks the Tires on Motor Vehicle Retailing

The agency has renewed its scrutiny of the franchise system, holding a recent hearing on whether state franchise laws help or hurt consumers.

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# FTC Focus on Vehicle Retailing Is Misguided

*By Phil Ingrassia, CAE, president*

Washington, D.C. is the site of many public forums and hearings, both in Congress and through various federal agencies. In the vast majority of cases, the purpose is to give lawmakers and regulators a chance to address a particular problem that faces the nation.

A few weeks ago, RVDA attended a Federal Trade Commission (FTC) public forum to examine whether the independent motor vehicle dealer franchise model – regulated in most cases by state dealer franchise laws – reduces or increases competition.

The context for these discussions is somewhat remarkable in light of the 17.5 million cars and light trucks sold in the United States in 2015. That's a 5.7 percent increase over 2014 and the highest sales recorded in 15 years. RV shipments were also strong, reaching pre-recession levels of about 370,000 last year.

So where's the problem? One industry observer said of the FTC event that "there's no need to spend precious time and resources trying to fix a competitiveness problem where there is no evidence that a problem even exists."

The counter argument boils down to something like this – the current manufacturer/dealer structure stifles innovation. Let's take a look at that statement. Can consumers use the Internet to access vast dealer inventories of cars, trucks, RVs, and boats? Check. Can they compare prices? Check. Are manufacturers continuing to innovate with new electronics, materials, powertrains, and even self-driving vehicles? Check.

So what's really going on here? Some companies, such as new auto market entrants like Tesla, are pushing federal regulators to modify a retail distribution model that they don't like and don't have

the political clout to change at the state level. They want to dismantle a system that provides consumers with multiple retail outlets in a market area and ensures competition.

By focusing on the direct-sale model of niche producers like Tesla, which makes luxury electric cars, and Elio Motors, which builds three-wheeled vehicles, the FTC ignores the much bigger picture. These two are small-volume producers whose products aren't in step with the vast majority of American consumers who need cargo room for their families and towing capacity for their RVs, boats, and work trailers. Most consumers need to trade in vehicles as well as get them serviced and maintained at a reasonable price. They are not Tesla buyers.

What's more, the chief economist of the Phoenix Center for Advanced Legal & Economic Public Policy Studies, George S. Ford, says the FTC has shown an "overt and ideological hostility" to sales through franchised dealers. He says the biggest question for consumers is how changes in the current system would affect vehicle pricing. He also says the agency has ignored studies by the Phoenix Center and others that show the current system promotes price competition among dealers and vehicle brands.

Through the years, dealers have demonstrated time and again that they provide an efficient way to sell and service new vehicles. Be assured that RVDA will continue to let regulators and Congress know about the value the nation's RV dealerships provide to all customers.

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# Make Employee Development Part of Your Company's DNA

By Brian Wilkins, chairman



**W**e've all heard the old joke about the managers who were discussing employee training. The first manager says, "What if we train them and they leave?" The second manager replies, "What if we don't train them, and they stay?"

How important is employee training? What type of training should we provide? Where do we find the best training for our employees? These are issues that all business owners ponder. Finding the balance between cost and benefit isn't always easy, but it's an important question.

Training is vital to ensure that our employees have the tools and skills needed to serve our customers and give them the experience they deserve. Good training also reduces employee turnover. Sylvie Woolf, who blogs for human resources firm ClearCompany, says that 40 percent of employees who receive poor job training leave their positions within the first year. I think we can all agree that a more experienced staff increases customer CSI, company sales and, ultimately, company profits. But we'll never develop that experienced staff if we don't invest in their development.

There are two types of training we need to provide our employees. The first is job-specific – a sales consultant learning product knowledge, a technician learning diagnostic skills, or a receptionist learning how to answer the phone are examples of employees learning their positions.

The second type of training is equally important but is often overlooked – educating employees on your organization's culture. They need to know your values and beliefs so that they treat your customers the way you want them treated. Do employees know

**"We teach our employees that the dealership's policies are meant to address 80 percent of the daily circumstances they face. But the other 20 percent of the time, they must use their intuition. It's at those times that their training in the dealership's culture and values kicks in and helps guide them to make good decisions."**

how important integrity is to you? Do they respect fellow employees? Do they know to treat customers as they would want to be treated themselves?

Every business has policies and procedures to keep things running smoothly, but they can't cover every contingency. We teach our employees that the dealership's policies are meant to address 80 percent of the daily circumstances they face. But the other 20 percent of the time, they must use their intuition. It's at those times that their training in the dealership's culture and values kicks in and helps guide them to make good decisions. Without that culture training, your customers might not receive the experience you want for them.

Where do we find this training? The RV industry has a great resource in RVDA's Mike Molino RV Learning Center (MMRVLC), with its abundance of programs and materials. There are two in particular that all dealers should take advantage of – the employee certification program and the annual convention/expo.

Most dealers know about the RVDA/RVIA Service Technician Certification program, but did you know there are also certification programs available for your service managers, service writers, parts

managers, parts specialists, and warranty writers? Certification gives your dealership a competitive edge by adding credibility in consumers' eyes and by creating pride within your employees. Certified employees aren't only more knowledgeable, they're also more confident and take greater pride in their work.

The second RVDA resource that should be an element of our training programs is the RV Dealers International Convention/Expo, which will be held this year at Bally's on the Las Vegas Strip from Nov. 7-11. This RV retailer-focused event includes educational tracks for all dealership departments, vendor provided training, dozens of speakers and educators, and invaluable networking opportunities. It truly has become the "dealer event of the year."

The choice is ours: Do we want to be the manager who's afraid of his trained employees leaving, or the manager who's afraid of his untrained employees staying? I hope you agree with me that the former situation is worth the risk. Have a great month, and good selling!



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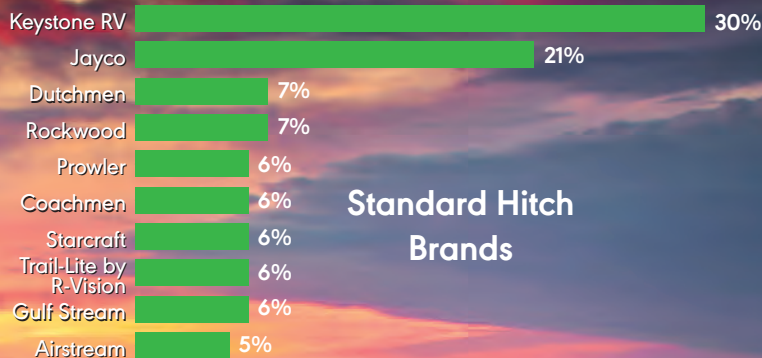
# QUICKTAKES

## Info For The Big Picture

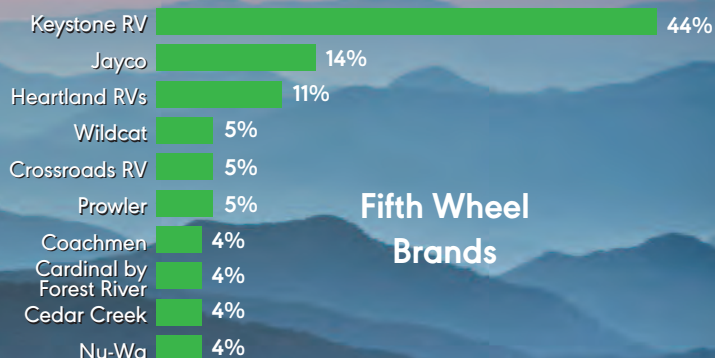
### NADA Guides' Top Researched RV Brands

Here are the top researched brands on NADAGUIDES.com in 2015 through the third quarter. The N.A.D.A. RV Appraisal Guide is an essential tool for determining the average market value of used RVs. Also available is RV Connect, a new online program that provides updated RV values, creates custom window stickers for both newer and older RVs, and more. These products are available at the RVDA members-only rate. Visit [www.rvda.org](http://www.rvda.org) for more information, or call (703) 591-7130.

#### TRAILER BRANDS

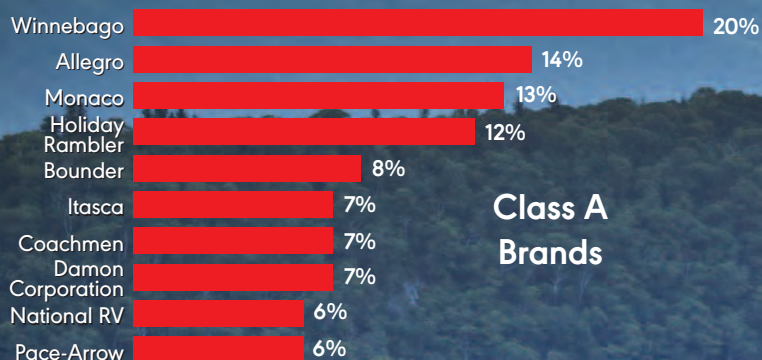


#### Standard Hitch Brands

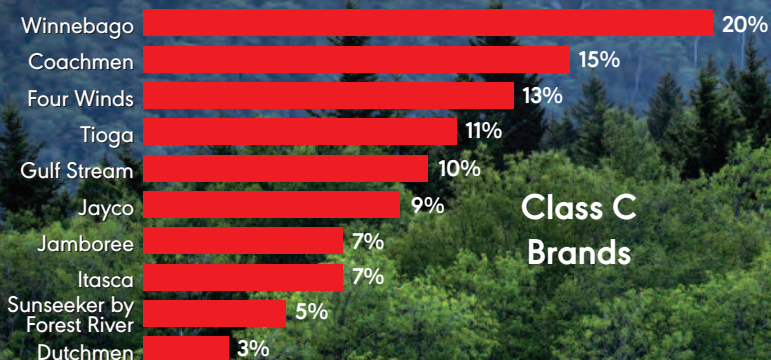


#### Fifth Wheel Brands

#### MOTORHOME BRANDS

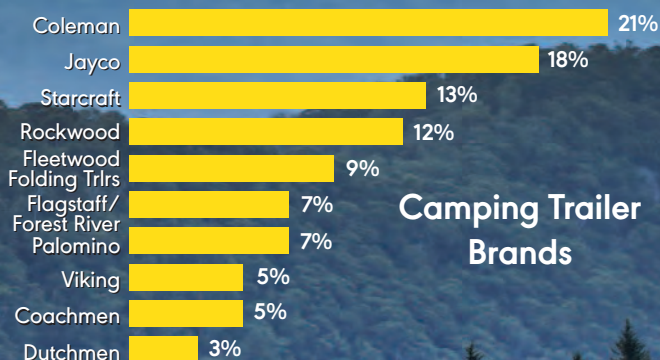


#### Class A Brands

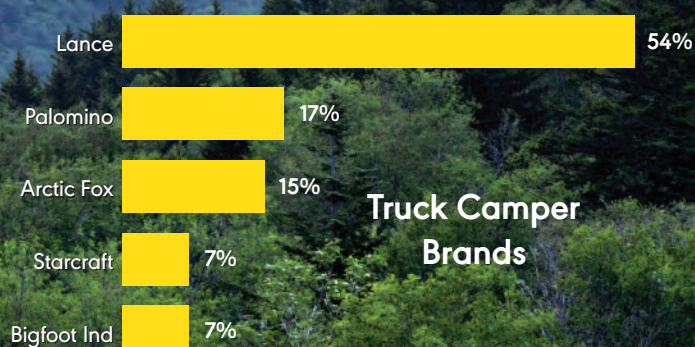


#### Class C Brands

#### RV BRANDS



#### Camping Trailer Brands



#### Truck Camper Brands



# Gearing Up for Opportunity

Prepare your staff for the sales season by giving them the tools they need to succeed.

By RVDA staff

**B**efore the busy spring sales season gets underway, take some time to hone your staff's skills. Make sure that everybody – from sales managers to master technicians – has the knowledge and tools they need to excel.

In a super-competitive market filled with good products, it's a dealership's personnel that distinguishes it from other retailers. An educated, professional staff is what brings customers in and keeps them coming back.

**The not-for-profit Mike Molino RV Learning Center has training resources for almost every department and position in the RV dealership, even the greeter/receptionist.**

The not-for-profit Mike Molino RV Learning Center has training resources for almost every department and position in the RV dealership, even the greeter/receptionist. It offers everything from study guides and videos to convention workshops and distance learning. The center also sponsors free webinars throughout the year that keep dealers up to date on environmental, safety, and HR issues. Other materials are available in

print, CD, and digital formats.

The center's sole purpose is to help dealers operate more efficient, profitable businesses through increased knowledge and professionalism, using the most convenient and cost-effective tools possible.

Learning center chairman Jeff Pastore once needed convincing about the benefits of training. Now he's a believer. "I've heard all the excuses: 'We don't have the time,' or 'We don't have the money,' or 'Certified employees will look for jobs at the competition,'" he says. But experience has shown him that training and certification make for happier employees who are more likely to stay. "They're more productive, and you'll see an increase in customer satisfaction. And with training, the dealership just makes more money."

Certification is one of the center's primary goals. To increase professionalism throughout the RV dealership,



the center offers certification in five professions: parts manager, parts specialist, service manager, service writer/advisor, and warranty administrator. To help individuals prepare for certification, the center consulted with industry experts and individuals who actually perform these jobs, then developed learning guides that explain the information and skills needed for each position. The principle-based guides can benefit both new and experienced employees.

The RV Learning Center also offers online readiness quizzes so individuals can gauge their preparedness for the certification test. Since each question ties to a job's specific skill or ability, the quizzes help pinpoint gaps in an employee's knowledge. These tests take only 10 to 20 minutes to complete and provide instant feedback. Prep test results have shown to be good predictors of whether an individual will pass the certification exam. Information about the tests, certification requirements, and applications is available on the center's website ([www.rvlearning-center.com](http://www.rvlearning-center.com)). ■



**"Training and certification make for happier employees who are more likely to stay. They're more productive, and you'll see an increase in customer satisfaction."**



# Tech Certification: How to Get There From Here

By RVDA staff

**T**here's more than one way to become a master certified technician. If you've never held an RVDA-RVIA certification, you must first take the Registered Technician test, which determines whether you have basic knowledge in areas such as propane, electricity, and other skills. This is a timed, online test consisting of multiple-choice questions.

*Note: If you're already a certified technician or have an expired certification, you're exempt from taking the Registered Technician test.*

Once you've passed, you can choose from one of two paths that will lead you to certified and potentially master certified status – either take a comprehensive test

that covers all of the subjects required for certification or master certification, or work through five individual specialties.

The five specialties are plumbing, appliances, electrical systems, chassis, and body. A technician can become a certified specialist in any one of these areas or choose to work through all five to achieve certified status.

Once a tech either holds all five specialties or passes the comprehensive certification test – and meets a time-in-service requirement – he or she becomes a master certified RV technician.

Whichever path you choose, the Mike Molino RV Learning Center offers online study courses to help you prepare at your own



pace and without having to leave the dealership.

*For more information on how to become certified and to enroll in preparation courses, visit [www.rvtechnician.com](http://www.rvtechnician.com) or use the form on page 26. ■*

## CERTIFIABLY PROFESSIONAL

Get your team's skills up to speed during RV Professional Certification Week March 13-19

**The RV industry is on fire**, and you need employees who can handle the heat. The Mike Molino RV Learning Center can certify your parts and service managers, service writers/advisors, parts specialists, technicians, and warranty administrators. Start preparing your staff now for certification, using the center's extensive array of products and programs.

**Everyone who successfully passes the certification test during the week of March 13-19 will receive a free one-year subscription to RVTechnicianToday.com**, the industry's only comprehensive website solely for RV repair professionals. Visit [www.rvlearningcenter.com](http://www.rvlearningcenter.com) for more information. ■





# New Website for Techs Is a Hit

**RV Technician Today**  
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FOR RV SERVICE PROFESSIONALS

**RVTechnicianToday.com** is an online, subscribers-only resource for RV service professionals. Less than a year old, it has already become one of the industry's most comprehensive sites for RV technicians. It provides continuously updated information on training, certification, technical repairs, new products, recall listings, customer service tips, safety issues, videos, and advice from industry experts.

RVTechnicianToday.com was designed with input from actual technicians to ensure easy navigation – subscribers are never more than a click or two away from what they're looking for.

Technicians and other service professionals can find information on the homepage about recalls, the RV Learning Center, and new products, while drop-down menus direct them to specific topics such as videos, features, and training. The website has indexes of articles by topic – plumbing, body, accessories, safety, etc. – so browsers can easily track down the information they're looking for.

Visit [www.rvtechniciantoday.com](http://www.rvtechniciantoday.com) for a preview or to subscribe. ■



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## PAINLESS LEARNING: Free Noontime Webinars

How's this for convenience – free, 60-minute noontime webinars that keep you posted on important safety, environmental, and HR topics? The Mike Molino RV Learning Center offers these events two or three times a month through an alliance with RVDA associate KPA, a dealer services and Internet marketing provider.

The format is generally a 40-45 minute presentation by a subject expert, followed by a 15-20 minute question/answer session. Participants view the presentation slides through one of the most popular and easy to use web-conferencing platforms, Go-To-Meeting, and have the option of hearing the presenter through telephone dial-in or VOIP.

If you can't make the live presentation, the center offers an archive of recorded webinars on its website. ■

Check the RV Learning Center's website  
[www.rvlearningcenter.com](http://www.rvlearningcenter.com) or  
[www.RVTrainingCalendar.com](http://www.RVTrainingCalendar.com) often for  
information about upcoming events.



# Best Sellers from the RV Learning Center

**Y**ou can purchase RV-specific texts and guides online from the RV Learning Center's store (visit [www.rvlearningcenter.com](http://www.rvlearningcenter.com)). Here are two of its most popular titles.



## The Damage Repair Estimator

Written and published by RVDA Service Consultant Tony Yerman, a master certified technician, this manual provides average times and costs of making RV repairs and purchasing parts. The estimator helps service

departments prepare consistent, data-supported claim estimates for RV owners and insurance companies, a growing source of revenue from reimbursements for collision, storm,

and vandalism repair. The estimator is available as a printed, 300+ page manual.

## Service Management Guide

The 11th edition of this industry favorite was updated by more than a dozen RV repair experts and has more than 100 pages of average work times for the jobs technicians perform most frequently. It also includes management guidance, from training opportunities to job descriptions to tool lists. This flat-rate manual is an excellent tool when working with service contract and insurance companies. It's available as a print manual and a CD-ROM. To order these publications, visit the center's website. ■



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# 2016 Show Season Starts off in High Gear

*Low interest rates and fuel prices are stoking consumer interest in RVs*

*By Jeff Kurowski*

**F**rom Tampa to Boston to Kansas City, the 2016 RV retail show season has by all indications gotten off to a healthy start.

The mood was one of cautious optimism in Tampa, location of the Florida RV SuperShow Jan. 13-17. SuperShow attendance this year was a little below 63,000, meaning it didn't quite match last year's record crowd of almost 63,300, but show officials blamed stormy weather for the slight drop.

As far as the RV market is concerned, industry executives interviewed at the Tampa SuperShow said key indicators are pointing in the right direction. "Our portfolios continue to do well," says Tim Hyland, president of GE Capital's Commercial Distribution Finance unit. "Turns are good, aging is good. Dealers are feeling comfortable with their inventory levels."

"Families want to do things together," which explains the popularity of RVing.



Bill Koster, vice president of Protective Asset Protection, says he sometimes feels "there's too much uncertainty to buy." But experience tells him RV enthusiasts are determined, and that "people buy RVs because they want to go RVing, and they'll do so regardless."

While the stock market experienced turmoil in January due to plummeting oil prices, low fuel prices were boosting RV sales at Seffner, FL-based Lazydays, one of the largest SuperShow exhibitors. "Financing is still at an unbelievably low rate, and gas prices have been declining and have fallen to some of the lowest

numbers in years, so it's affordable to go (RVing)," says general manager Ron Fleming.

At the Mid-America RV Show in Kansas City Jan. 14-17, a total of 11 Missouri and Kansas dealers participated, and no one heard shoppers express any worries about gas prices, says Daryn Anderson of Olathe Ford RV Center. "One thing we don't hear anymore is concern about fuel prices," he says. "At a buck sixty-five a gallon, that's no longer an issue."

Meanwhile, the Boston RV & Camping Expo had great crowds the weekend of Jan 14-16, says Bob Zagami, executive director of



**"Financing is still at an unbelievably low rate, and gas prices have been declining and have fallen to some of the lowest numbers in years, so it's affordable to go (RVing)."**



the New England RV Dealers Association and sponsor of the show. "Despite torrential rain in the morning and a New England Patriots playoff game in the afternoon, the show opened strong on Saturday morning, and we had great crowds all weekend," Zagami says. "In fact, on Sunday we actually had complaints from some of our dealers that they didn't have enough staff on hand to deal with the spikes in attendance that had the aisles full of prospects as people had to wait to get inside the great units on display during the show."

The Huntington RV and Boat Show in Huntington, WV, Jan. 16-17 also attracted more shoppers than it did a year earlier, says Lynn Butler of Setzers World of Camping. "We had a good year last year and we were looking for a little bit of growth this year," she says. "Families want to do things together," which explains the popularity of RVing.

"It's a really good time to be in the RV industry right now," says Matt Rose, director of recreation vehicles for the RV Indiana Council, sponsor of the RV and Camping Show in South Bend, IN, Jan. 16-18. "The fastest growing segment of RV buyers is young families and young adults ages 24 to 34," Rose says. ■



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# Asian Automakers Eying the RV Tow Vehicle Sector

By Jeff Kurowski

**L**ower fuel prices are a good thing for automakers whose bread-and-butter products include pickups and SUVs, but a bad thing for those whose main output is sedans and smaller cars, such as the Nissan Altima and Honda Civic.

This helps explain why Nissan, and to a lesser degree, Honda recently introduced pickups which, by all indications, will provide more competition in certain segments of the RV tow vehicle market for established players Ford, GM, Ram, and Toyota.

Nissan began shipping its new 2016 Titan XD pickup to dealers during December and, during the North American International Car Show in Detroit last month, Cars.com named the XD and Nissan's Titan Warrior concept its Truck of the Year.

Nissan doesn't intend to turn the RV tow vehicle segment upside down. Rather, its goal is to capture 5 percent of the full-size pickup truck market, according to Nissan North American Chairman Jose Munoz. Nissan accounted for less than 1 percent of that market in 2015, according to *Automotive News*.

The Titan XD also shows Nissan doesn't believe North American consumers will shun diesel engine-powered vehicles despite the Volkswagen emissions-cheating scandal. The Titan XD can tow up to 12,300 pounds when properly equipped, because it's powered by a 5.0-liter V8 Cummins turbo diesel engine that can produce 310 horsepower and 555 lbs. per foot of torque.

"Since the majority of full-size pickup owners drive more than 10,000 miles a year, fuel economy is also critical," says Fred Diaz, division vice president and general manager of North America Trucks and Light Commercial Vehicles. "Titan XD's Cummins diesel is expected to provide a projected 20 percent better fuel economy than a gasoline-powered V8 while towing full loads."

The Titan XD also includes towing aids such as an integrated trailer brake controller, trailer sway control (TSC), tow/haul mode with downhill speed control and a trailer light check system that allows for one person hook-up operation – checking turn signals, brake lights and running/clearance lights from inside the Titan cab.

Honda Ridgeline



Nissan Titan



With the Titan XD, Nissan is attempting to fill a market niche between the typical half-ton truck, which can tow 9,200 to 12,000 pounds, and the typical three-quarter ton truck, which can tow 14,000 to 17,500 pounds. "The Titan XD is meant to fill that gap, offering the efficiencies of a half-ton and some of the more desirable capabilities of a heavy-duty truck," according to Gizmag.com.

Also shown at the Detroit show was the Nissan Titan Warrior concept, which has greater height – 81.5 inches versus 78.7 inches for the Titan XD – and is wider – 86.6 inches versus 80.6 inches for the XD. It has not been determined whether the Warrior will go into production, but if it does, Nissan evidently plans to equip it with the same Cummins turbo diesel as the Titan XD.

Honda's 2017 Ridgeline pickup also made its debut at Detroit. It competes directly against mid-size pickups, including the Chevrolet Colorado, GMC Canyon, Nissan Frontier, and Toyota Tundra.

The Ridgeline will begin appearing on dealers' lots prior to June 30, and its towing capacity is estimated to be between 6,000 to 7,000 pounds – not quite enough to pull a 2016 Jayco White Hawk 25BHS, which has a GVWR rating of 7,250 pounds, but enough to tow a Keystone Hideout, which weighs between 4,100 and 4,500 pounds.

"None of this is enough to make full-size pickup builders sweat," according to Marketwatch.com, when describing the Ridgeline. "It might not even be enough to best a properly equipped mid-size 2016 Toyota Tacoma, which can tote up to 6,700 pounds. But full-size trucks have grown ever bigger and brawnier, with capabilities far beyond what the average buyer will ever need." ■



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# FTC Kicks the Tires on Motor Vehicle Retailing

## AGENCY RENEWS ITS SCRUTINY OF THE FRANCHISE SYSTEM

By Brett Richardson, RVDA director of legal and regulatory affairs, and Mary Anne Shreve, editor

**T**he Federal Trade Commission (FTC) has begun its campaign to put the automotive franchise system under a microscope. Its investigation started with a public hearing late last month that focused on whether the traditional system stifles competition and innovation. Next, the agency plans to poll consumers about their experiences buying and financing vehicles at dealerships.

### The start of a new phase?

After the FTC gained new powers to investigate dealership practices in 2010, it held several workshops on consumer-protection issues such as dealer reserve, spot deliveries, contract add-ons, and sales to military personnel. Surprisingly, though, it didn't act



on its new powers. Instead, it used its existing authority to start aggressively pursuing deceptive dealer advertising and disclosure violations.

Now, the agency appears to be ramping up to review the entire motor vehicle sales and distribution process. Explaining their reasoning, officials note that cars are one of the biggest consumer purchases, and "researching models and options is only part of the process – buyers also have to consider price negotiations, trade-in, and financing."

During the recent public hearing, panels of industry experts discussed whether state franchise laws are in the public interest and whether or not they harm competition. Specifically, panelists focused on how states regulate warranty reimbursement, automakers' ability to add or close dealerships, and their ability to sell directly to consumers.

### Tesla challenges franchise laws

Most states bar manufacturers from selling their vehicles directly to the consumer and mandate the use of independent, franchised dealers, similar to the RV industry's distribution process. But several new entrants into auto manufacturing are trying to bypass or overturn these restrictions and deal directly with the public.

Tesla Motors, an electric luxury-car manufacturer founded in the 2000s, has tried to avoid the franchise system by selling its products through its website and a network of stores in the 22 states that currently allow

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direct sales. The company has engaged in a legal battle in several states that have sought to prevent the Silicon Valley automaker from selling its cars. For instance, Michigan – home of the Detroit Three automakers – doesn't allow Tesla to operate stores.

During the public hearing, a Tesla lawyer called auto-dealer franchise laws nonsensical and said the traditional dealership model wouldn't work for his company. Tesla's stores are small and located in urban locales such as shopping malls.

But after the hearing, National Automobile Dealers Association President Peter Welch said that "research has demonstrated that intense competition among franchised dealers lowers new-car prices by hundreds of dollars." Consumers also reap benefits from the franchise system in the form of service, warranty work, recalls, and "the hundreds of millions of dollars that are invested in local communities."

The workshop also examined future trends – such as ride sharing and autonomous vehicles – that could affect new-vehicle sales and raise questions about the "fit" between the current regulatory framework and the future market. ■

## FTC TO SURVEY CAR BUYERS

**A**s part of its latest scrutiny of automotive retail, the FTC is looking for a research firm to conduct a survey on consumers' experiences buying and financing vehicles through dealers. The agency is looking for potential consumer protection issues that it could act on.

The survey will conduct in-person interviews of individuals who recently bought an automobile from a dealer and used dealer financing to make the purchase. The interviewers will review the consumers' purchase and finance documents and ask questions on how the price negotiations and trade-in processes went, whether the dealer offered additional products or services, and whether the dealer has been in contact since the consumer drove off the lot. ■

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# Certified Parts Manager Is Honored for His Service

By Tony Yerman



**P**arts manager David Smith has worked at All Seasons RV in Yuba City, CA for 10 years and has been certified for five years. "All Seasons RV wants all of its employees to be certified," he says. "It's a requirement here, and it's considered part of the job."

Smith was honored by the Society of Certified RV Professionals during its reception at the 2015 RVDA International Convention/Expo. "I was impressed by the event," says Smith. "I never thought I'd be rewarded for doing my job."

Most employees support the dealership's certification requirement, Smith says. There are three people in All Seasons' parts department, two of whom are certified, and a third who is relatively new and about to begin training toward certification. "I provide some of the training myself," says Smith. The new hire will also use the RV Learning Center's learning guide for parts specialist.

Smith hopes that the center will provide more continuing education unit (CEU) training opportunities. CEUs are required for recertification, and he feels that maintaining certification and recertifying are the biggest challenges he and others face in the certification process. "CEU access is very difficult to find," he says. He takes any training he can find from suppliers and from his distributor, NTP/Stag.

Sometimes, though, "I don't know what training qualifies for CEUs, or how many CEU units the sessions that I take are worth," Smith says. Most supplier training, like



**Parts manager David Smith of All Seasons RV in Yuba City, CA, says getting certified is "just part of the job" at his dealership.**

that which he receives from Dometic, is approved for CEUs. But other training sources haven't yet been approved, mostly because the presenters haven't submitted their program for review and CEU approval.

The RV Learning Center is currently working with NTP/Stag/Coast to qualify its online training modules for fixed-operations personnel, and over the past year, it has launched a larger effort to reach out to training providers whose programs might qualify for CEU credit. ■



**David Smith (far left) was honored by the Society of Certified RV Professionals during its reception at the 2015 RV Dealers International Convention/Expo.**



# Continued Education Credit Units (CEUs):

## What Training Qualifies and How Do I Find It?

By Tony Yerman

If you're certified as a technician, service manager, service writer/adviser, parts manager, parts specialist, or warranty administrator, you must recertify every five years. That requires accumulating Continuing Education Units (CEUs). The number of CEUs required and the time frame for accumulating them varies between the certifications. You can find that information on the "recertification requirements" pages of [rvtechnician.com](http://rvtechnician.com) and on the "why certify?" page of the Mike Molino RV Learning Center website ([www.rvlearningcenter.com](http://www.rvlearningcenter.com)).

### How does training qualify for CEUs?

Training providers must submit their materials to RVIA or the RV Learning Center so they can be reviewed for relevance. Reviewers use lists of competencies, duties, and tasks to determine whether the training supports professional development for the position. Some training may be applicable to more than one of the certified positions. Approved sessions are then assigned CEUs.

Anyone who becomes certified as a technician, service manager, service writer/adviser, parts manager, parts specialist, or warranty administrator automatically becomes a member of the Society of Certified RV Professionals. One of the benefits is that you'll receive a list of CEU training opportunities every month in the society's newsletter email. The info can also be found on [www.rvlearningcenter.com](http://www.rvlearningcenter.com)

Training providers must supply trainees with a certificate of completion or other record that shows the number of hours or CEUs that have been earned. The completion certificates are submitted

with the recertification application to prove that the CEU requirement has been met.

### How do I find training for CEUs?

Finding CEU training is getting easier because more suppliers, distributors, and manufacturers are realizing that their training can qualify for CEU credit and help individuals maintain certification. They are becoming more interested in supporting the certification programs and are providing materials for review.

And RVDA and the RV Learning Center are also making it easier to find these CEU training opportunities. [RVTrainingCalendar.com](http://RVTrainingCalendar.com) provides a calendar listing of all types of training – keep it on your favorites and in your browser settings for easy, daily reference. ■

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



# New 11<sup>th</sup> Edition Service Management Guide (Flat Rate Manual)

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

- The 11th Edition of the Service Management Guide offers extensive updates and additions provided by dealers, service managers, and technicians.
- 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**  
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## New 11<sup>th</sup> Edition Service Management Guide (Flat Rate Manual)

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

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

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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

Total Amount \$ \_\_\_\_\_

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# 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.

Make checks payable to RVDA. ☐ Check here for leads delivered by U.S. mail.

Credit card (circle): VISA MC DISCOVER AMEX

Credit card #: \_\_\_\_\_ Exp. date: \_\_\_\_\_

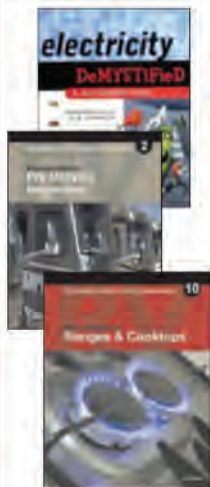
Cardholder: \_\_\_\_\_ Security code: \_\_\_\_\_

Signature: \_\_\_\_\_

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







# RV Service Textbooks

## SUMMARIES & ORDER FORM

**Published by RVIA, Available through The RV Learning Center**

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.

**SAVE 30% WHEN YOU ORDER A COMPLETE HARD COPY OR CD-ROM SET!**

See next page for details!

Textbook Title	Price	# books	Total \$
<b>Introduction to RV Service</b> — Provides an introduction to the RV industry, the various types of RVs and their structural characteristics and systems, the basic tools utilized by RV technicians, and safety in the RV workplace. Summaries of industry codes and standards and RV technician job classifications are also included as well as basic information on using RV service manuals. Developing and demonstrating solid customer relations and record keeping skills are also addressed.	\$19.95		
<b>Electricity Demystified</b> — 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		
<b>RV Electrical Systems</b> — Provides instruction on performing AC and DC voltage systems inspections and tests; servicing AC and DC power sources; servicing wiring/distribution systems; and maintaining, repairing and inspecting AC and DC devices.	\$49.95		
<b>RV Propane Systems</b> — Provides instruction on inspecting and maintaining propane containers and fittings; inspecting and maintaining the piping system; performing propane system tests; purging and filling containers; transferring propane from container to container; and burning off propane in a container.	\$49.95		
<b>RV Generators</b> — Covers the installation, maintenance and repair of RV generators, the generator section and control system. This includes inspecting, maintaining and repairing generator components and verifying battery voltage, fuel source and pressures, engine operation, output voltage and frequency, and governor operation.	\$39.95		
<b>RV Ranges &amp; Cooktops</b> — Provides instruction on the installation, repair and replacement of ranges and ovens. This includes verifying gas pressure; verifying grate clips installation; checking lines and fittings; repairing and replacing components; verifying range burners are not affected by operation of force air furnace or other appliances; and performing function test.	\$39.95		
<b>RV Water Heaters</b> — Covers the installation, repair and replacement of RV water heaters — Pilot, DSI (direct spark ignition) and Electric. Topics addressed include inspecting ignition systems, verifying gas pressure; troubleshooting the sequence of operation, repair and replacement of various components; draining and flushing the water heater and inspecting fittings for calcium deposits; checking fittings on the tank; inspecting and replacing the water tank; and checking lines and valves for motor aide.	\$39.95		
<b>RV Plumbing Systems</b> — Provides instruction on performing fresh water systems tests; inspecting and repairing fresh water storage tanks, distribution systems, and fixtures and devices; performing waste water systems tests; and inspecting, repairing and replacing waste holding tanks and drainage piping systems.	\$39.95		
<b>RV Heating Appliances</b> — Covers installation, repair and replacement of RV heating systems, including gravity, pilot and DSI (direct spark ignition furnaces). Topics examined include verifying pressure and electrical voltage; inspecting and cleaning burner, pilot, exhaust tube and air intake; troubleshooting the sequence of operation; repairing and replacing various furnace components; inspecting and correcting ducting and return air.	\$39.95		



# RV Service Textbooks

<b>RV Refrigerators</b> – Provides instruction on the installation, repair and replacement of absorption refrigerators (manual and automatic selection). This includes verifying proper venting, AC and DC power sources, propane gas pressure, and leveling; diagnosing and replacing electric and gas components; diagnosing and replacing the cooling unit; diagnosing, repairing and replacing the internal ice maker components; and performing function tests.	\$39.95		
<b>RV Air Conditioning</b> – Covers the installation, repair and replacement of air conditioning and heat pump units, including verifying air flow, assessing the integrity of the electrical system, and evaluating the integrity of refrigerant systems.	\$39.95		
<b>RV Pre-Delivery Inspection</b> – Introduces and explains the many important steps in inspecting the RV before delivering to the customer, including checking propane systems, pre-testing all appliances and accessories, testing and inspecting the AC and DC electrical system; checking safety items, lighting, window roof molding seals, and wiper blades; checking and lubing doors; visually inspecting chassis; checking lug nuts and tire pressure; testing water supply and drainage systems; and conducting a test drive.	\$39.95		
<b>RV Preventive Maintenance</b> – Examines what services to perform for preventative maintenance, including checking propane systems; servicing and adjusting appliances; testing G.F.C.s; winterizing and de-winterizing coach; checking safety items; checking and lubricating doors; checking exterior lights; checking window roof molding seals; changing oil and filter on power plants; checking wiper blades; visually inspecting fluid levels; servicing batteries; inspecting belts and hoses; changing chassis oil and filter and lubricating chassis; changing transmission oil, filter and gasket; visually inspecting chassis; checking lug nuts and tire pressure; flushing and refilling cooling system; and performing a test drive.	\$39.95		
<b>RV Brakes, Suspension &amp; Towing</b> – Covers the basics of brakes and brake controllers used in RV towable systems. References RV suspension systems as well as wheels and tires. Fully describes types of RV towing systems, hitches, wiring, and accessories. Includes information on troubleshooting, repair and replacement of stabilizer jacks and mechanical landing gear jacks. Textbook also covers vehicle weights, weight safety, weight labels, legal regulations, codes and standards.	\$39.95		
<b>RV Hydraulics</b> – Covers the basic principles and laws of hydraulics, hydraulic terminology, special tools and equipment and basic hydraulic circuits. The book introduces the technician to hydraulic system components and their functions. Includes information on performing hydraulic system maintenance, safety, and troubleshooting procedures.	\$39.95		
<b>Save almost \$200 – Complete Book Set</b>	<b>\$382.00</b>		
<b>TOTAL COST OF TEXTBOOKS IF PURCHASED INDIVIDUALLY</b>	<b>\$574.25</b>		
<b>ALSO AVAILABLE ON CD-ROM</b> (NOTE: Electricity Demystified is NOT on the CD-ROM, but will be included in hard copy format with your order.)	<b>\$382.00</b>		

Price includes shipping and handling. **Total Amount Enclosed: \$**

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**Mail this form to Mike Molino RV Learning Center  
or fax to (703) 359-0152.**

For more information call (703) 591-7130 or visit  
our website at [www.rvlearningcenter.com](http://www.rvlearningcenter.com)

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**Name on Card** \_\_\_\_\_

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## RV TECH CERT PREP COURSES



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

### Just getting started?

#### REGISTERED TECHNICIAN PREP COURSE

Course A \$89

The **Registered Technician** course prepares RV service technicians to take the **Registered Technician** test.\*

### Already a Registered Technician?

#### Choose Your Path:

#### CERTIFIED TECHNICIAN PREP COURSE

Course B \$249

Comprehensive certification preparation course that represents the left side of the RV service technician career ladder. This course is preparation for testing as a **Certified Technician**.\*

#### CERTIFIED SPECIALIST PREP COURSE

Course C \$69/specialty

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

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

#### ALL COURSES USE AN INTERACTIVE MULTIMEDIA ONLINE FORMAT.

Courses combine text, graphics, and video with mentor support. All content is online.  
No extra materials needed. Courses align with core knowledge areas of certification tests.\*

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

**YES, I WANT TO ENROLL MY TECHNICIANS!** (Copy this form to enroll more than four)

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

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



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

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

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

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

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

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

Send progress reports and other notifications to the following supervisor:

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

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

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

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

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

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

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

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

Call (703) 591-7130 to enroll by phone.



# TECHNICIAN CAREER LADDER

MASTER CERTIFIED TECHNICIAN

Master Score on Test

Certified Specialist in All Areas

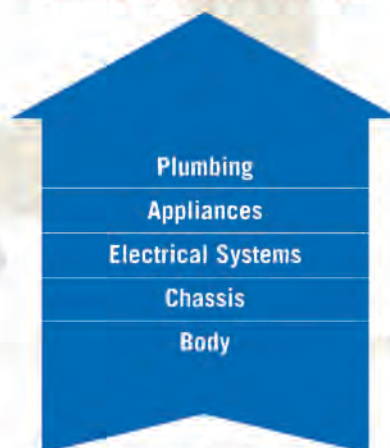


Certification Test



Optional Paths

Registered Technician



Certified Specialties

## A Promising Career Climb

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

Start your workforce – and your dealership – on the right path to success. The new RV Technician Certification Program is designed to streamline the certification process and adapt to the demands of a fast-paced business environment. The program makes certification more convenient and accessible than ever before.

- Improved, restructured program, featuring a two-path Career Ladder that allows candidates to pursue advanced technical specialties.
- Timesaving online testing options.
- Updated materials, textbooks, and online test-prep resources that reflect changing needs and industry trends.
- RVIA Trouble Shooter Clinics that track seamlessly with the specialty areas of the Career Ladder.

And the new RV Technician Certification Program will boost your bottom line. In a recent survey of more than 600 dealers...

- 80% confirm certified technicians make them more money than non-certified counterparts.
- 75% report certified technicians perform better quality work than non-certified counterparts.
- 72% believe certified technicians create more satisfied customers.

***It's time to take the first step. The certification process is just a click away. Visit [www.rvtechnician.com](http://www.rvtechnician.com) to learn more.***

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



# 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, 2016.

## 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 three-hour 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  
Phone: (800) 398-9282 Fax: (574) 264-0740

TRA, the leading third-party green certification company, through its "Certified Green RV Program," measures, evaluates, and certifies RV manufacturers and verifies vendors for energy efficiency and environmental friendliness. This program empowers dealers to guide environmentally-conscious consumers in making better-informed decisions about their RV purchases, leading to increased customer satisfaction.

## Credit Card Processing Bank of America Merchant Services

https://rvdealer.bankofamerica.com  
jay.machamer@bankofamericamerchant.com

(678) 784-0567

Bank of America Merchant Services offers RVDA members an annual savings averaging 10-to-15 percent on each Visa and MasterCard swipe transaction. Advanced equipment provides fast authorization, around-the-clock support, and improved funds availability for those with a depository relationship with the bank.

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

www.afadvantage.com

Ted Brehoney

ted.brehoney@af-group.com

(800) 654-8489, Ext. 6530

Dealerships can provide disability insurance to provide security for a portion of an employee's paycheck in the event they are unable to work due to a covered accident or illness.

## Emergency Roadside and Technical Assistance Coach-Net

www.coach-net.com  
dealersales@coach-net.com  
(800) 863-6740

Coach-Net provides emergency roadside and technical assistance solutions to RV dealers throughout the U.S. and Canada and for many RV and chassis manufacturers, RV clubs, and customer membership groups. Coach-Net provides dedicated service using over 150 employees with advanced communications technology tools combined with an extensive database of more than 40,000 service providers. The company

employs trained Customer Service Agents and RVDA-RVIA/ASE Master Certified Technical Service Agents.

## Employee Testing Caliper Corp.

www.calipercorp.com

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

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

## Extended Service Agreements XtraRide RV Service Agreement Program

www.protectiveassetprotection.com  
(800) 950-6060, Ext. 5738

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

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

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

MMIC contracts nationally with a number of health insurance companies to provide a wide variety of benefits. MMIC creates a customized insurance program best suited for individual dealerships. Coverage is available to individual members and those firms with two or more employees. With group coverage, all active full-time employees are eligible. Spouse and dependent children under age 19 (23 if full-time student) are also

eligible. The cost of the coverage for the RVDA program may be paid in whole by the employer or shared with the employees. However, the employer's contribution must be at least 50% of the total cost.

## 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.telcsi.com

bthompson@telcsi.com

(800) 835-5274

The Scene: High Inventory-Low Sales. The Need: More Sales-New methods to meet circumstances. The Solution: CSI's Lead Qualifier Program. How it Works: Your sales leads are sent to CSI immediately following initial contact with your sales staff, either in the showroom or by phone, website contact, Go RVing leads, and anywhere else you might acquire leads. CSI then makes a personal phone call to each lead, captivating their attention before your competitor does and establishing impressive rapport! We will uncover the prospect's initial impression of your dealership and staff; fully qualify the lead including exact needs and time frame for purchase; and provide you with their Deal Maker!

## Pre-owned RV Appraisal Guidance

## N.A.D.A. Appraisal Guides & NADAGuides.com

www.nada.com

lsims@nadaguides.com

(800) 966-6232, Ext. 235

The N.A.D.A. RV Appraisal Guide is an essential tool for dealers needing to determine the average market value for used RVs. A new online program, RV Connect, is also available that provides updated RV values, creates custom window stickers for both newer and older RVs, and more. These products are all available at the RVDA "members only" rate.

## Propane and Propane Supplies Suburban Propane

www.suburbanpropane.com  
sholmes@suburbanpropane.com  
(800) 643-7137

Suburban Propane offers discounts to RVDA members on propane along with attractive and safe equipment for refilling most any propane cylinder, 24-hour service, on-site "Train the Trainer" instruction for dealership personnel, signage, and a periodic review of filling stations by 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 more than 5,100 automotive, truck, and equipment dealerships. Its Environmental Health & Safety product line provides on-site, on-call, and online services. Its Human Resource Management software, a total HR solution designed in collaboration with leading labor and employment attorneys, 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.

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

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



The Mike Molino RV Learning Center proudly recognizes these

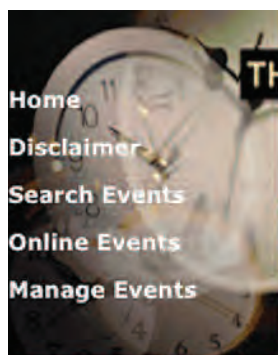
# CONTRIBUTORS

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



Received From	Contributed 01/21/14- 01/21/16*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 01/21/14- 01/21/16*	Total Lifetime Pledge	Last Contribution
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Camping World and Good Sam	\$75,000	\$1,000,000	06/22/15	McClain's RV Superstore	\$8,000	\$44,000	06/18/15
Newmar Corporation	\$50,000	\$260,000	12/15/15	Fogdall Family Fund	\$4,000	\$43,100	03/05/14
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Byerly RV Center	\$5,000	\$57,000	01/05/16	Holiday World of Houston	\$1,500	\$27,000	06/11/15
All Seasons RV Center	\$1,000	\$47,049	12/14/15	Bill Plemmons RV World	\$5,000	\$25,000	06/30/15
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Jayco	\$5,000	\$23,500	12/08/14	Crestview RV Center	\$4,500	\$6,500	12/23/15
MBA Insurance, Inc.	\$1,000	\$20,100	06/19/15	Madison RV Supercenter	\$1,000	\$6,000	08/24/15
Greenway, Inc. (Rte 66 Dealer)	\$2,300	\$20,850	12/21/15	Camperland of Oklahoma, LLC	\$1,000	\$5,850	06/23/15
Dixie RV Superstore	\$5,000	\$20,000	03/21/14	Good Life RV	\$2,000	\$5,100	04/24/15
Alpin Haus	\$2,000	\$19,500	06/18/15	Don Gunden	\$5,000	\$5,000	12/31/14
Hartville RV Center, Inc.	\$2,000	\$15,750	05/27/15	Bob and Amy Martin	\$5,000	\$5,000	12/16/14
AIRXCEL RV Group	\$2,000	\$13,000	10/27/14	Route 66 RV Network	\$1,000	\$5,000	01/12/15
Mike and Barb Molino	\$325	\$11,886	07/21/15	Best Value RV Sales & Service	\$2,000	\$4,750	05/01/15
Little Dealer, Little Prices	\$1,000	\$11,050	12/11/14	Topper's Camping Center	\$1,053	\$4,553	06/19/15
Affinity RV Service Sales & Rentals	\$2,000	\$11,000	06/15/15	Phil Ingrassia	\$2,500	\$4,500	12/29/15
United States Warranty Corp.	\$2,000	\$10,250	06/15/15	RCD Sales Company, Ltd.	\$1,349	\$3,849	09/17/15
Motley RV Repair	\$1,000	\$10,075	09/17/15	Myers RV Center, Inc.	\$500	\$3,750	06/22/15
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
Curtis Trailers	\$750	\$8,750	08/24/15	RV Outlet Mall	\$500	\$3,050	06/22/15
Circle K RV's, Inc.	\$750	\$7,000	06/30/15	Highland Ridge RV, Inc.	\$250	\$2,750	04/20/15
All Valley RV Center	\$5,250	\$6,750	11/03/15	Hilltop Trailer Sales	\$500	\$2,622	06/09/15
Burlington RV Superstore	\$1250	\$6,750	06/12/15	Alliance Coach, Inc.	\$1,000	\$2,500	06/08/15
Hayes RV Center	\$850	\$6,750	06/11/15	Onsite Temp Housing	\$1,000	\$2,500	10/29/15
A World of Training	\$3,500	\$6,500	09/17/15	Skyline RV & Home Sales, Inc.	\$1,000	\$2,500	06/19/15
<b>LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499</b>							
The Trail Center	\$600	\$2,450	12/10/15	Schaap's RV Traveland	\$500	\$1,350	12/19/14
Noble RV, Inc.	\$1,000	\$2,405	06/19/15	Candys Campers	\$250	\$1,300	08/12/14
Tacoma RV Center	\$500	\$2,000	06/15/15	Ocean Grove Supercenter	\$1,250	\$1,250	08/17/15
NERVDA	\$2,000	\$2,000	12/18/15	Ronnie Hepp	\$500	\$1,125	12/31/15
Dinosaur Electronics	\$650	\$1,900	06/08/15	Camp-Site RV	\$250	\$1,000	01/20/15
Northern Wholesale Supply, Inc.	\$1,000	\$1,750	12/12/14	Bill Mirrielees	\$500	\$1,000	05/01/15
Steinbring Motorcoach	\$500	\$1,750	12/03/14	Tom Manning & Associates	\$1,000	\$1,000	07/11/14
Out of Doors Mart, Inc.	\$500	\$1,750	10/13/15	Mount Comfort RV	\$1,000	\$1,000	09/30/15
American Guardian Warranty	\$1,600	\$1,600	01/01/16	Prime Time Manufacturing	\$1,000	\$1,000	12/30/14
Gib's RV Superstore	\$1,500	\$1,500	12/02/15	Beckley's Camping Center	\$500	\$1,000	06/12/15
<b>BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999</b>							
Keepers RV Center	\$450	\$950	11/23/15	Holiday Hour, Inc.	\$200	\$500	06/19/15
Tennessee RV Sales & Service, LLC	\$750	\$750	09/08/15	Kroubetz Lakeside Campers	\$250	\$500	11/01/15
Bell Camper Sales	\$100	\$550	09/09/14	Modern Trailer Sales, Inc.	\$500	\$500	06/2/15
Airstream Adventures Northwest	\$500	\$500	05/26/15	Niel's Motor Homes	\$250	\$500	06/11/14
Florida Outdoors RV Center	\$500	\$500	06/15/15				
<b>SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499</b>							
Lou Novick	\$100	\$400	11/25/15	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
<b>ENDOWMENTS</b>							
Kindlund Family Scholarship		\$270,000					





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# Go RVing

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THE RV Industry's CENTRAL TRAINING CALENDAR						
<< Back		March 2016				Fwd >>
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Sobel University Registration Begins Show Online Events	2 Show Online Events	3 Show Online Events	4 Show Online Events	5 Show Online Events
6 Show Online Events	7 Spader Total Management 2 Workshop Oxsmart Training and Education Show Online Events	8 Show Online Events	9 Show Online Events	10 FREE WEBINAR: GROW YOUR PROFIT BY ADDING A COMMERCIAL EQUIPMENT FINANCE PROGRAM Show Online Events	11 Show Online Events	12 Show Online Events
13 Show Online Events	14 RV Inspector/RV Maintenance Tech Training Show Online Events	15 Specialty Products F&I Sales Master Class Show Online Events	16 Show Online Events	17 WEBINAR: Expanding Your Customer Base to Include Service Customers Show Online Events	18 Show Online Events	19 Show Online Events
20 Sobel University Course Submission Deadline Show Online Events	21 RV Generators Comprehensive Sales Course (3 cr) Show Online Events	22 Show Online Events	23 Show Online Events	24 Write-Up and Close Course (2 cr) Show Online Events	25 Show Online Events	26 Show Online Events
27 Show Online Events	28 RV Technician Certification RVSA (RV Service Academy) <a href="http://www.rvsa.net">www.rvsa.net</a> RV Technician Certification Training (RV Training Center, Inc.) - w/hands-on RV Water Heaters	29 Show Online Events	30 Show Online Events	31 Show Online Events		

## ONGOING ONLINE EVENTS:

Technician Certification Self-Study Prep Course	FRVTA's Distance Learning Network - Training for Every Position at Your Dealership	Customer Service Training through FRVTA's DLN	Service Writer/Advisor Training through FRVTA's DLN
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**RVDA Welcomes Our Newest Members**  
12/1/15 - 12/31/15

### Dealers

Bonner Sports & RV  
Jersey Shore, PA

Camper City  
Buford, GA

### Aftermarket

Integrity RV Service Center  
Douglasville, GA

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