

RV EXECUTIVE TODAY

JANUARY 2015

Manufacturers Debut New Models

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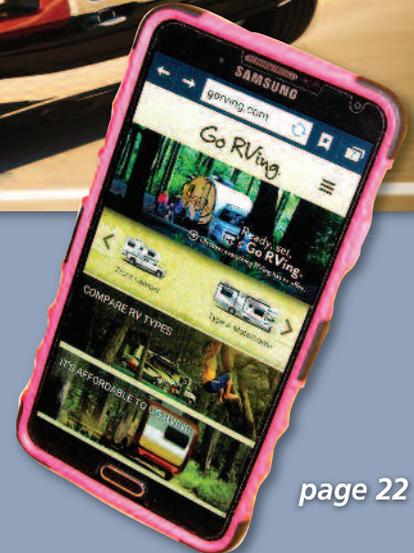
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Dealers and hitch manufacturers, prepare for aluminum pickups



Go RVing Consumer Impressions Top 4 Billion

New mobile and tablet optimization project helps boost digital page views by 20%



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C O N T E N T S

January 2015

10 Manufacturers Debut New Models

Retro-styling, full-wall slide outs, heated underbellies, beds that rise to the ceiling – all of that and more was on display at the annual National RV Trade Show.

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14 Recognition Program Announces First Group of Certified, Recertified Individuals

The Society of Certified RV Professionals' recognition program is honoring 38 technicians and fixed-operations professionals who earned certification or recertification during the past quarter.



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15 Tony Yerman: Certification is "Like a Mental Toolbox"

The first in a new series on the reasons and rewards for professional certification and training focuses on RVDA Service Consultant Tony Yerman, who was recently honored for his longstanding status as a Master Certified Technician.

18 RV Dealers and Hitch Manufacturers – Prepare for Aluminum Pickups

Steel and aluminum don't mix, and RV dealers and hitch manufacturers need to prepare for that fact, because Ford's aluminum-bodied F-150 pickups are now hitting the roads.



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20 Don't Expect Your Employees to be Excellent

Do you simply assume that your staffers are doing great things, or do you give them the necessary tools and measure their performance?

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22 Total Go RVing Consumer Impressions Top 4 Billion in 2014

Go RVing chalked up the highest number of consumer impressions in its history last year, thanks in part to a new mobile and tablet optimization project.



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The Ripple Effect of Lower Gas Prices

By Phil Ingrassia, CAE, president

One of the tenets of the RV business since I've been around is the idea that fuel availability is more important to the industry's overall health than fuel prices. During periods of high gas prices, RVIA commissioned consumer studies showing that consumers still believe RV travel is a good value – even when they're paying more at the pump.

Now that the price of gas is lower than it's been in years AND there's good availability, what does that mean moving forward?

Three economic factors that impact RV sales

RV retail scorekeeper Tom Walworth of Statistical Surveys talks about the RV industry's three-legged stool of economic factors that drive sales – interest rates, unemployment, and fuel availability.

"Of course fuel availability will impact fuel prices," he says. "This combination affects the overall cost of owning an RV. The sales of RVs will grow when the cost goes down. In addition, the buyer will load up an RV with more options, and we're seeing that with an increase in unit cost."

Another benefit to the RV industry is that when fuel costs go down, consumers are more likely to purchase vehicles more suitable for towing RVs. Riddhish Dubal, an automotive industry consultant for Alvarez & Marsal, told the *Financial Times* that most automakers regard \$3.50 a gallon as a tipping point in consumer sales decisions. "If you go lower, consumers historically purchase larger trucks and big SUVs," Dubal said.

Upgrading to a larger vehicle doesn't necessarily mean spending more on gas these days. Fuel economy for trucks and SUVs has improved significantly over the past several years. Ford is making waves with its aluminum framed 2015 F-150, and nearly all SUVs use the base tech-

nology of lighter sedan models to improve fuel efficiency. New technology means that many truck and SUV owners are enjoying good gas mileage with increased towing power.

More consequences

Of course, the rapid drop in oil prices has consequences for the domestic energy business.

Per-barrel prices of under \$70 "will ultimately slow U.S. production and could permanently stem future momentum in U.S. supply growth," Deutsche Bank analyst Stephen Richardson told the *Wall Street Journal* last month. He said it won't hit all oil producers the same way. Energy companies with high debt loads, poor reserves, and high operating costs will be hit harder.

But overall, most economists believe that lower gas prices are good for the U.S. economy. Before the recent plunge in prices, the average U.S. household spent about \$2,900 on gasoline. This represents approximately 4 percent of before-tax household income.

With gas under \$2.85 per gallon, the average household can potentially save \$670 or more per year, if consumption remains the same. Lower gas prices are also a key factor in boosting overall consumer confidence, which leads to more discretionary spending on RVs and other leisure products.

The bottom line seems to be that lower household fuel expenditures will lead to a higher level of disposable income for most people...and an economic factor that makes 2015 look like another good year for the RV business.

Have a great year!

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

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

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RV Executive Today (ISSN #1088-873X)
Volume 19, Issue 1

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Happy New Year! Taking Stock of Last Year and Looking Forward

By John McCluskey, chairman



For most of us in the RV business, 2014 was a good year. By the time the final industry numbers are in, total new unit shipments are expected to be close to 350,000, making 2014 the best year for RV production since 2007.

Our partners at the investment firm R.W. Baird, which monitors the publicly-traded RV companies, say dealer inventories are in line with retail demand and that our major manufacturing partners are in excellent financial health.

Taking a look at RVDA, we're coming off an extremely successful convention/expo that posted an increase in attendance of more than 20 percent, which is important to our financial performance in FY2015. In FY2014, which ended June 30, the association generated a slightly larger surplus than expected, which is welcome news. However, we need to continue to focus on building revenue for both RVDA and the Mike Molino RV Learning Center, because association finances aren't tied to how many sales we make but to how many dealers and dealership employees participate in member benefits and education programs.

Looking forward

The forecast for 2015 promises continued growth. As RVIA's Richard Coon pointed out last month in Louisville, key economic factors such as fuel prices, employment numbers, the stock market, and tow vehicle sales are trending in the right direction. All these favorable economic headwinds mean shipments are expected to top 360,000 in 2015.

With external factors going our way, we need to look inward at our dealership management practices to make sure we are in the right position to take advantage of a growing RV market. Next year's performance will be up to each of us as managers. Are we setting ourselves up for success?

At my dealerships, our management team works together to set goals for the year – both personnel development and budgetary. As the dealer principal, it's up to me to lead our managers in reviewing our staff to identify those who add value. We consider which employees always exceed, generally meet, or usually miss their goals.

Are you helping your staff meet goals by encouraging professional growth and setting up training or development plans for employees? These plans will obviously be different, depending on the person and his or her perform-

"It's our responsibility to lead the management team in developing initiatives that we have the resources, dollars, personnel, space, and expertise to accomplish. Good leaders delegate responsibility to those on the team most likely to be successful, and it's important to assign measurements so everyone is clear on what's expected for the year."

ance level. There comes a time when, if we as dealers have done all we can, it's up to us to identify employees who will not make it and move on.

I also develop budgets with my department managers and, once those are agreed to, we identify the key factors needed to reach our goals. We develop tracking measurements and set monthly and quarterly performance targets so we can see if we're on the right path throughout the year.

Many times we have our hands full just keeping up with business during growth cycles, but it's helpful to establish three key initiatives to accomplish in the next 12 months. Examples could be to expand your service capacity, get all techs certified, have all service and parts employees certified, improve product lines, add a location, expand parts offerings, or develop a business development center (BDC).

If a dealership can do three of the above, that's great progress. Three is a manageable number. Of course, as dealer principals, it's our responsibility to lead the management team in developing initiatives that we have the resources, dollars, personnel, space, and expertise to accomplish. Good leaders delegate responsibility to those on the team most likely to be successful, and it's important to assign measurements so everyone is clear on what's expected for the year.

As we put the hectic holiday season behind us, now is the time to set up 2015 for success. With proper planning and execution, it should be another good year for RV dealers, RVDA, and the RV industry!

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Towable RV Inventories Shrink for Sixth Consecutive Month

By Thomas Walworth, Statistical Surveys/The Thrive Group

U.S. and Canadian dealer inventories of towable RVs shrank in September because retail sales exceeded factory-to-dealer shipments for the sixth consecutive month, according to market research firm Statistical Surveys/The Thrive Group. Although wholesale shipments of towable RVs exceeded retail sales during January through March of 2014, retail exceeded wholesale each month thereafter.

In the motorhome sector, wholesale deliveries were greater than retail sales in August and September. Motorhome shipments also exceeded retail sales during each month of the first quarter of 2014 and again during May.

The September inventory index for towables was 115.7, which represents a slower rate of shrinkage when compared with 130.2 in August. There was only a marginal difference between the towable inventory contraction in September 2014 when compared with September 2013, when the inventory index was 114.2.

In the case of motorhomes, the September inventory index was 92.1, which represents a slower rate of expansion when compared with 82.9 in August, and 84.9 in September 2013.

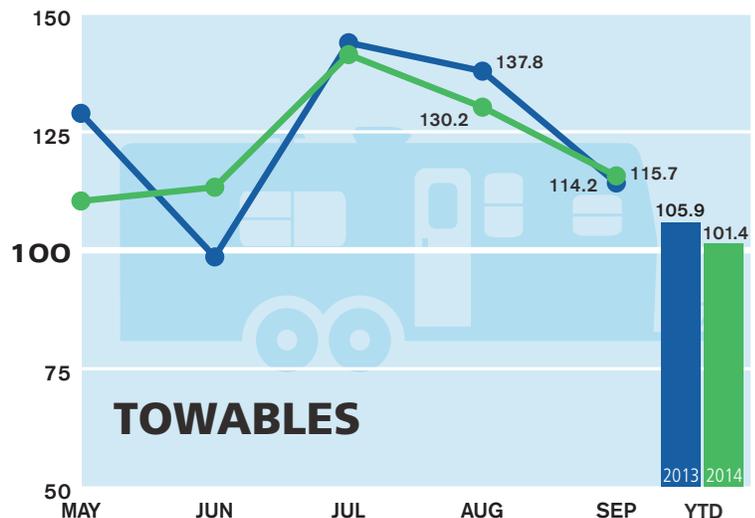
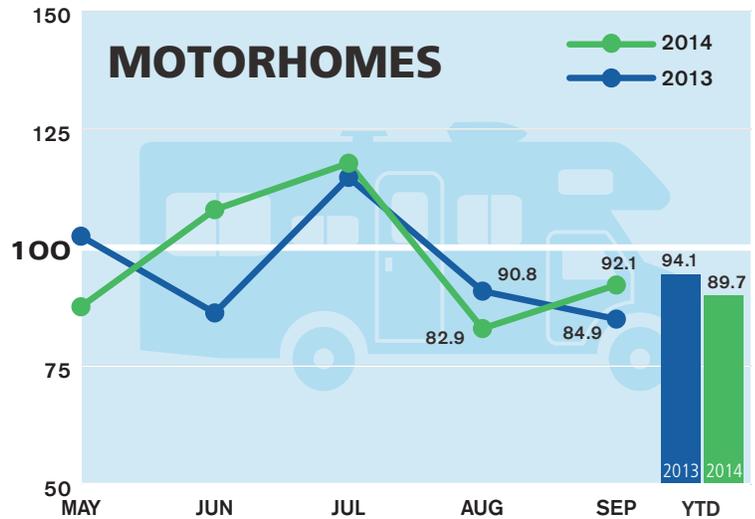
The 24,290 towable RVs retailed by U.S. and Canadian dealers in September represents a 12.5 percent increase when compared with the 21,591 units sold to North American consumers in September 2013. (U.S. towable retail sales were up 15 percent in September and 8.8 percent during the first nine months of this year. In Canada, towable RV retail sales were up 1.2 percent in September but were down 5.8 percent during the first nine months of this year.)

Year-to-date, towables retail was up 4.4 percent to 239,596 units, compared with 229,501 units sold to North American consumers during the first nine months of 2013.

Wholesale shipments of towables increased 11.1 percent in September to 21,000 units, compared with 18,900 units delivered to dealerships in September 2013. During the first nine months of 2014, towable shipments were up 9.1 percent to 236,332 units, compared with 216,700 delivered during the same portion of 2013.

In the case of motorhomes, 3,225 units were retailed

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



in September, a 15.1 percent increase over the 2,801 units sold in September 2013. Meanwhile, motorhome shipments increased 6.1 percent to 3,500 units in September, compared with 3,300 units shipped during September 2013. (U.S. motorhome retail sales were up 16.1 percent in September and 14.7 percent during the first nine months of this year, while Canadian motorhome sales increased 4.3 percent in September and were up 1.2 percent year-to-date.)

Based in Grand Rapids, MI, Statistical Surveys/The Thrive Group tracks RV retail sales for the RV industry. For more information, contact Tom Walworth at (616) 281-9898. The Thrive Group is a partnership between Statistical Surveys and Spader Business Management. ■

Manufacturers Debut New Mod

By Jeff Kurowski

RVIA's National RV Trade Show continues to be an important venue for new product introductions. A prime example is Winnebago Industries Inc.'s retro-styled Brave Class A motorhome, which also is available as the Itasca Tribute.

Winnebago's Middlebury, IN-based towables division displayed product during Open House Week in Elkhart last September, but the company's Forest City, IA-based motorhome operation did not.

At Louisville, Winnebago unveiled the full-wall slide 31C floor plan and the no-slide 26A floor plan. Although both resemble the front-end design of Winnebago Class As from the late 1960s and early 1970s, they include the floor plan features of a totally modern motorhome.



Winnebago Brave



EverGreen Imperial

EverGreen Recreational Vehicles, also based in Middlebury, showed a production model of its first motorhome, the Imperial Class B, at Louisville.

A prototype of the Imperial, mounted on a Mercedes-Benz Sprinter chassis, was shown during Open House Week. But since then, EverGreen acquired Skyline Corp.'s RV division

and, after deciding to keep the workforce at the former Skyline RV plant in Bristol, IN, EverGreen now is building Imperial Class Bs in the Bristol facility.

The Sprinter chassis, used by EverGreen for the Imperial, features a V-6 Mercedes-Benz 3.0-liter common-rail, direct-injection turbo diesel engine, and is wider than other Class B and C motorhome chassis, allowing for more storage space.

Also in the motorized sector, Allied Recreation Group, which acquired the Monaco and Holiday Rambler brands in late 2013, resurrected at Louisville the Trek brand A motorhome, which was built by the now-defunct Monaco Coach Corp. The original Trek was built by Oregon-based Safari Motor Coach, which was a unit of Monaco before it went out of business during the Great Recession.

The 2016 Trek features a bed with a standard queen size mattress that rises to the ceiling, delivering all the benefits of a



Winnebago Brave



Winnebago Brave



Allied Trek



Livin' Lite Ignite

smaller motorhome with the living and storage space of a much larger motorhome, according to Monaco RV President Mike Snell. Trek's cutting-edge designs include four eye-catching exterior designs to match their car, trailer or other toys with their motorhome.

Another eye-catching unit at Louisville was Livin' Lite's laminated fiberglass Ignite toy hauler. The Ignite is the first model built by the Thor Industries Inc. subsidiary with fiberglass sidewalls instead of aluminum, said Mike Tribble, national sales manager. It also is the first Livin' Lite toy hauler with wood cabinet fronts, but all of the Ignite's framing is aluminum, so it won't rust or rot, he said.

The Venture RV division of KZ RV also focused on the light- to ultra-light segment of the towables market with its



Venture SportTrek

Sonic ultra-lightweight travel trailers and SportTrek lightweight travel trailers and toy haulers.

Sonic models can be pulled by a minivan or SUV. Their gross vehicle weight ratings (GVWR) range from 4,000 to 5,400 pounds and lengths of 21 to 27 feet, according to the Thor subsidiary.

The Sonic's one-piece seamless fiberglass roof prevents potential leaks, and it includes features such as a custom café latte mosaic backsplash, Chef Glass cooktop cover, and wood plank linoleum.

The SportTrek is an affordably priced series of travel trailers and toy haulers featuring the Under Shield enclosed, heated underbelly and the Comfort by Design furniture package.

The Starcraft RV subsidiary of Jayco Inc. displayed its luxurious Travel Star series of travel trailers and fifth wheels at Louisville.



Venture Sonic

continued on page 12



Venture Sonic



Starcraft Travel Star

Murphy bed, a 13-foot power awning, custom-milled maple cabinet doors, six-foot, eight-inch interior height and Corian countertops and back-splash.

Meanwhile, Gulf Stream Coach Corp. introduced at Louisville its 41-foot Innsbruck destination trailer. It provides maximum space, comfort, and convenience at an affordable price.

continued from page 11

Available with a two-year warranty, the Travel Star Galaxy comes with frameless windows, vacuum-bonded sidewalls, upgraded graphics, aluminum rims, and a colored front cap. The interior includes a seven-foot ceiling height and a 21-inch skylight with LED lighting.

Canadian Class B motorhome specialist Pleasure-Way Industries Ltd. showed its Plateau XL at Louisville. Powered by a Mercedes-Benz 3.0-liter Blue Tec diesel engine, the Plateau XL series features Ultra leather fabric, a 60- by 74-inch



Pleasure-Way Plateau

The 406FLR Innsbruck floor plan includes a 35,000 BTU furnace and was designed to be directly connected to a campground water line, hence no fresh water tank. ■



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More comfort on the move

Society of Certified RV Professionals' Recognition Program Announces First Group of Newly Certified and Recertified Individuals

The Society of Certified RV Professionals announces the first group of newly certified or recertified individuals from dealerships participating in its recognition program. Dealership participation in the program allows the society to publicize individuals' certification achievements on the national level.

A total of 75 individuals earned a certification between Aug. 1-Dec. 10, 2014 through the Mike Molino RV Learning Center or the RVDA-RVIA RV Service Technician Certification Program. Of those, 38 individuals are participating in the recognition program – 35 technicians and three fixed-operations professionals. (See chart for individuals' names.)

"On behalf of the entire RV Industry, we congratulate these professionals and their dealerships for their outstanding commitment to customer service and satisfaction," said RVDA President Phil Ingrassia. "They join an elite group of certified personnel who have successfully met the high standards of either the RV industry's technician certification program or the Mike Molino RV Learning Center."

To become certified, a technician must complete the Certification Career ladder, a comprehensive three-step testing process. Standards were developed by a team of RV industry technical experts under the supervision of the Michigan-based National Occupational Competency Testing Institute. Recertification requires additional education and training every five years.

The 22-year-old tech certification program is administered by RVDA and RVIA under the auspices of the RV Service Technician Certification Governing Board. The program tests, certifies, and recertifies techs in either a traditional certification or five specialty areas: appliance, body, chassis, electrical systems, and plumbing. For more information, visit www.rvtechnician.com.



Fixed-ops professionals can earn certification as parts managers, parts specialists, service writers/advisors, service managers, and warranty administrators through the Mike Molino RV Learning Center, which offers testing, certification, and recertification. The center's credentials were developed by experts at The Ohio State University's Center for Education and Training for Employment and a team of top-performing, demographically diverse working professionals. Suppliers, distributors, dealer-owners, and manufacturers were also involved in developing the programs. For information, visit www.rvlearningcenter.com.

Launched at the 2014 RVDA convention/expo, the Society of Certified RV Professionals promotes and recognizes certification among employees who work at RV dealerships. Certified personnel benefit the RV industry by improving the customer experience – certification lets consumers know that the technician working on their RV has superior diagnostics and repair skills. Recertifying and maintaining certification show an individual's ongoing commitment to staying current in an industry driven by changing technology and high consumer expectations. For more information, visit <http://tinyurl.com/SocietyofRVProfessionals>. ■

The Society of Certified RV Professionals' recognition program will publish a quarterly update of individuals at participating dealerships who have earned certification or recertification. To participate, see "Recognize Professionalism" on page 16.

FIRST IN A SERIES

The Society of Certified RV Professionals recently honored five individuals who have maintained their professional certifications for 10 years or more. The five received certificates and congratulations from RVDA leaders before a standing-room-only audience at the society's reception during the RVDA convention in November. *RV Executive Today* starts a new series this month that celebrates these individuals and explores their reasons – and rewards – for remaining certified.

Tony Yerman: Certification is “Like a Mental Toolbox”

By Mary Anne Shreve

Master certified technician Tony Yerman of Willoughby Hills, OH, grew up watching his father and uncle – home remodelers by profession – build RVs on the side. As a high school senior, Yerman himself converted a small van into a camper. By age 19, he had landed his first paying job in the parts department of a Winnebago dealership, where he learned about inventorying and ordering.

After working at several more dealerships, he decided to open his own business, Western Reserve Camper Specialties, which performed body repairs. During that time, he wrote the first edition of his popular textbook “The RV Damage Repair Estimator.” He eventually branched out into RV sales, taking on a Gulfstream franchise in 1999.

“Unfortunately, that didn’t last long, because by 2005 or 2006 you could start feeling the coming recession,” Yerman recalls. “The RV industry felt it long before the economy actually collapsed in 2008. Customers were no longer qualifying for loans, and more people were coming in with used units to sell than to buy.”

So he sold his business in 2006 and joined RVDA as its service consultant. Though he no longer works in a dealership, he has maintained his master technician certification for 11 years, and he also has certification as a service writer/advisor,



RVDA Service Consultant and Master Certified RV Technician Tony Yerman (left), and 2012 James B. Summers Award recipient Butch Thomas at a recent RVDA convention

service manager, and parts specialist.

Yerman originally set the goal of becoming certified so he could be “the most professional and knowledgeable person possible,” and he continues to recertify “because it signifies I’ve kept updated and am still the best person.” But he admits he originally had a few qualms about his goal.

“I knew how to make the repairs, but to be quizzed on what I did or how I did it – that was

continued on page 16

RECERTIFIED

David Schmidt Master Technician
 Ernie Sparks Master Technician
 David Nelson Master Technician
 Christopher E. Johnson Technician
 Jeremy W. Troxell Technician
 Edward Muehlbauer . . . Technician
 Mark Formanek Technician
 Jeffrey Void Technician
 Paul Hauser Technician

NEWLY CERTIFIED

Michael Phillips Master Technician
 Norman Geary Master Technician
 Michael Cole Master Technician
 Jeffrey Young Master Technician
 Willie Langdon Master Technician
 Christian Cosgrove . . . Technician
 Edgar Salgado-Juarez . Technician
 Zane Goodwin Technician
 Stephen Rahe Technician
 Michael Cantafio Technician
 James Baker Technician
 Shane Wagner Technician
 Robert Stanley Technician
 Curtis Greene Technician

Bryan Byers Technician
 Timothy Pittman Technician
 Gregory Berndtson . . . Technician
 Daniel Hurley Technician
 David Hegr Technician
 Kevin Johns Technician
 Robert Kelly Technician
 Charles Bradshaw Technician
 John Oster Technician
 Adam Ratliff Technician
 Ryan Rossing Technician
 Jacob Ticer Technician
 Todd Wilson Service Writer/Advisor
 Darlene Fontenot Service Manager
 Anne Engelhardt Warranty Administrator

what scared me,” he says. “That fear of failure causes some people to hold back on doing something like this. And most techs read out of necessity – they read troubleshooting guides and instruction manuals because they have to. But to get certified requires broader knowledge.”

The effort was well worth it, he says. “Certification allows you to make more knowledgeable decisions. It gives you so much more to work with. It’s like a mental toolbox.”

He found he could fix problems faster, which made him more efficient and earned him more money. And he became a true repairer instead of a parts replacer.

Not only that, but certification affected how he interacted with customers, OEMs, and suppliers. “Other service advisors would watch me talk to people and realize I had something they didn’t. They could tell I handled people differently because I’d had that training.”

And customers notice that repairs are done differently in a shop with certified personnel, says Yerman. “The communication between service writers and technicians is better. You

do things in a more organized, rational manner. It’s clear that the service writer or technician knows what they’re talking about when they explain a repair to a customer, and that gives the customer more confidence in you.”

Yerman’s zest for knowledge also rubbed off on his colleagues. When he

With certification, he could fix problems faster, which made him more efficient and earned him more money. And he became a true repairer instead of a parts replacer.

didn’t have an answer to a repair problem, he’d hunt for information – a much harder task in the pre-Internet era. “Other techs would see the effort I was putting into it and would want to do the same,” says Yerman. “They’d think, ‘Yeah, I guess there’s information out there, but you have to go look for it, like this guy’s doing.’”

As a repair shop owner, Yerman pushed his own techs to become certified and bought a satellite dish so they could participate in the distance learning network program offered by the Florida RV Trade Association and the RV Learning Center. They’d spend an afternoon each week in the conference room studying a different subject,

then apply what they’d learned to actual RVs the following day in the service bays.

One tech in particular dug in his heels over getting certified, says Yerman. “He said, ‘What are they going to teach me that I don’t already know? I’ve got the tools, I know how to do it.’ But I couldn’t have him doing repairs if he couldn’t show that he knew things like safety codes and manufacturer specs.” The tech got certified and, though he never thanked Yerman for pushing him, he did acknowledge that “This worked out pretty good.”

Being recognized at the convention reception sponsored by the Society of Certified RV Professionals was a welcome and much appreciated gesture, says Yerman. In a field where some of the jobs are “kind of thankless,” he says, “it was nice to get some recognition.”

Technicians, even certified ones, don’t usually get much praise at the dealership. “It’s not like with the salespeople,” says Yerman. “There are lots of awards for top salesperson. They’re always getting some sort of praise, and the service department employees don’t.” ■

Recognize Professionalism!

Want to give your certified team members credit for their hard work and achievement? Their names can appear in the next update. Just return this form by email to info@rvda.org or fax to (703) 359-0152. More information about the Society of Certified RV Professionals and the recognition program is available at <http://tinyurl.com/SocietyofRVProfessionals>.



Authorization to Include Employee Certification Information



I understand that RVDA and the Mike Molino RV Learning Center are implementing a news release program that will recognize individuals who earn or renew a certified, master certified, or specialty certification, or service manager, service writer/advisor, parts manager, parts specialist, or warranty administrator certification in the previous quarter. The announcement will include the names of the individuals and the type of certification. Employers will not be identified.

I hereby grant permission for RVDA and the Mike Molino RV Learning Center to include the names and certifications of individuals employed at: _____

City: _____ State: _____ Phone: _____

in the quarterly announcement of those earning or renewing a certification. I understand that I may revoke this permission by emailing info@rvda.org.

Printed Name: _____ Authorized Signature: _____

Date: _____

RETURN by email to info@rvda.org, or fax to: 703-359-0152.

Rev. Dec. 2014

How to Write Job Descriptions that Bring You the Right People

Edited by RVDA staff

When it's time to hire a new employee, do you simply dust off an old job description, only to find out – after you've hired someone who wasn't the right fit – that the description is no longer relevant?

The hiring process begins with the job description, so spend the time and effort to develop one that's up to date and relevant to your specific position.

A well-crafted job description ensures that unqualified candidates self-select out and draws in better-matching candidates. Having up-to-date descriptions on hand saves time and money when you need to hire someone quickly.

Getting started

One option for creating an effective job description is to use an outside service that provides job analyses. The analyses typically involve interviews with supervisors and high performers to answer these questions:

- What daily tasks does the position require?
- What are the key skills required?
- How is success in the position measured?

At Caliper, psychologists and research and development team members help you uncover the answers. They use the information to create relevant, comprehensive job descriptions that will help you hire the right people for the right job.



It's important to revisit your job descriptions often – at least annually. With the world of work changing rapidly, positions' required skills also change. By making sure you've specified exactly what you need in the description, you help set up new hires for success.

RVDA endorsed provider Caliper Corp. is a talent management company that offers pre-employment assessments, mentoring and onboarding programs, leadership development, succession management, and more. Contact Caliper at (609) 524-1200 or email info@calipercorp.com. ■

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RV Dealers and Hitch Manufacturers – P

By Jeff Kurowski

Steel and aluminum do not mix, and RV dealers and hitch manufacturers need to prepare for that fact, because Ford Motor Co. started distributing its aluminum-bodied F-150 pickups to its dealers last month.

The traditional 2015 F-150 has a steel frame, so its coming to market most likely won't affect the travel trailer market, because a trailer hitch can be attached to the steel frame. However, most of the new F-150's body parts – including the rear cargo box – are made of aluminum, while fifth wheel and goose neck hitches are, at least for now, made from steel.

When aluminum and steel come together, a reaction called galvanic corrosion produces an effect similar to rust over time. And

Ford's new aluminum F-150 will require some changes to the materials used in hitches. Livin' Lite Recreational Vehicles is working with Ford on a line of aluminum truck campers, travel trailers, toy haulers, and fifth wheels.



there's even a small risk of fire if aluminum dust comes in contact with



a spark.

As a result, a buffering material such as Teflon must be used to separate a steel hitch from an aluminum cargo box. A buffering material is also needed to separate steel fasteners

holding the hitch in place to separate them from the aluminum.

The 2015 F-150 isn't expected to be widely used for towing fifth wheels because its shorter cargo box and maximum towing capacity of 12,200 pounds means it can't tow some of the larger units on the market. A properly equipped aluminum bodied F-150 could, for example, tow a 2015 Jayco Jay Flight 38FDDS travel trailer, a

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40-foot, 8-inch travel trailer with a 10,950-pound gross vehicle weight rating. But it couldn't tow a 2015 Jayco Eagle 325 BHQS, a 37-foot, 9-inch fifth wheel with a 13,750-pound GVWR.

However, Thor Industries Inc.'s Livin' Lite Recreational Vehicles has a licensing agreement with Ford to produce a line of aluminum truck campers, travel trailers, toy haulers, and fifth wheels that will be sold through Livin' Lite dealers. As of mid-December, Livin' Lite was in the early stages of working with Ford designers to adopt design cues from the aluminum bodied pickups into its RVs.

Meanwhile, auto and truck enthusiast blogs and publications have speculated for months that Ford will unveil prototypes of aluminum-bodied, heavier duty F-250 and F-350

pickups as early as next summer. General Motors also plans to shift to an aluminum body for its Chevrolet and GMC pickups, two other popular RV tow vehicles.

Ford executives at the company's display at the National RV Trade Show last month said they hadn't been given a timetable for introducing aluminum bodies to Ford's larger F-series pickups. (Ford didn't display an aluminum F-150 in Louisville; instead, it featured its Transit Van, Class A motorhome chassis, and larger F-series pickup models.)

Ford is the first major tow vehicle manufacturer to substitute lighter-weight aluminum for steel as part of its effort to satisfy government fuel-economy standards that are being phased in by 2025. The aluminum-bodied F-150 weighs 700 pounds less

than the 2014 version and gets 26 mpg on the highway, a 13 percent improvement over the 2014 model. Automakers must achieve a fleet average of 34.1 mpg by 2016 and 54.5 mpg by 2025.

Ford has enough capacity at its Dearborn, MI, and Kansas City-area assembly plants to build 700,000 aluminum-bodied F-150s annually, but only time will tell how the truck-buying public reacts. Some consumers are skeptical about whether aluminum is sturdy enough to use with a work/tow vehicle, and others may be put off by the higher price. The top-of-the-line Platinum SuperCrew version of the 2015 F-150 is expected to cost around \$52,155, or about \$3,055 more than the comparable 2014 model. ■

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February 2-5
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Don't Expect Your Employees to be Excellent

By Fran Olsen



Are your employees reflecting the culture of your company... or are they deflecting it?

Does your company even have a clearly defined culture and a method for instilling that culture throughout your operations? Do your customers know what they can expect from you and your employees on a daily basis?

Customers have choice

Make no mistake: today's customers are very discerning. They know they have choices and don't hesitate to exercise their freedom. Businesses that were slow to realize this are now gone, for the most part. So please congratulate yourself for having been good enough to make it through the Great Recession.

But also know that what enabled today's success doesn't guarantee tomorrow's success. There's no room for complacency. Tomorrow will always bring a new set of challenges that require the best from every member of your organization.

Are you measuring customer satisfaction?

Are you giving your employees what they need to deliver the kind of customer service the dealership must offer in order to survive? Do you have a clear-cut idea of what A+ service should look like? The concept of excellence comes from the top down and can't be left to chance. Just 'expecting' that employees will do their best isn't

adequate. You need procedures. Track, measure, manage – this is the mantra for excellent performance.

Customer satisfaction index ratings have been in vogue for more than two decades, with both good and bad results. A dealership's CSI rating can be misleading if it isn't accomplished by having a carefully thought-out company culture in place. CSI ratings garnered through leading questions and pressure tactics might earn you a plaque from your higher-ups, but they do nothing to assure your company's future.

A culture of service

A clear-cut culture statement must be at the core of all your operations, and all employees need to understand the process, buy into the culture, and be given ongoing feedback on how they're performing. Again, simply expecting things to work out instead of monitoring them is foolhardy.

Tracking and measuring are the first two parts of the mantra; daily managing is what produces long-term, consistently excellent results.

Do you believe that attaining a CSI rating of 100 percent is a pipedream? Actually, excellence is only elusive if it's left to chance. The dream becomes reality through a culture, a plan, and daily diligence. Create a culture that's as clear and transparent as a lake, and institute processes that help employees carry out those cultural values whether the lake is still or tumultuous.

Fran Olsen, a charter executive in charge of corporate development with Customer Service Intelligence (CSI), focuses on the customer-centric aspect of sales. CSI is RVDA's endorsed provider of the Lead Qualifier Program, a consumer contact program designed to help increase sales. She can be contacted at folsen@tellcsi.com or at 800-TELLCSI. ■

Quality Circle Award Recipients Honored at Louisville

Fifteen manufacturers received RVDA's Quality Circle Award during a reception prior to the National RV Trade Show in Louisville. RVDA recognized the following companies for their high scores on the association's annual DSI survey:

Towables manufacturers/brands

Airstream

Forest River (Rockwood Travel Trailers & Fifth Wheels/Rockwood Roo Expandables)

Grand Design (Momentum, Reflection, Solitude)

Gulf Stream (Innsbruck/Amerilite/Conquest/Kingsport)

Heartland (Big Country/Elkridge, Big Horn/Silverado, Cyclone/Road Warrior/Torque, North Trail/Wilderness, Prowler/Resort, Sundance/Gateway, Trail Runner/Fairfield)

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

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

KZ (Sportsmen/Sportsmen Classic, Spree/Spree Escape/Spree Connect)

Open Range

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

Motorized manufacturers/brands

Airstream

Jayco/Entegra Coach

Leisure Travel Vans/Triple E

Pleasure-Way

Roadtrek

Tiffin Motor Homes

Winnebago/Itasca/Winnebago Touring Coach

In addition, Lance Camper Manufacturing Corp. and Newmar Corp. received honorable mention awards.



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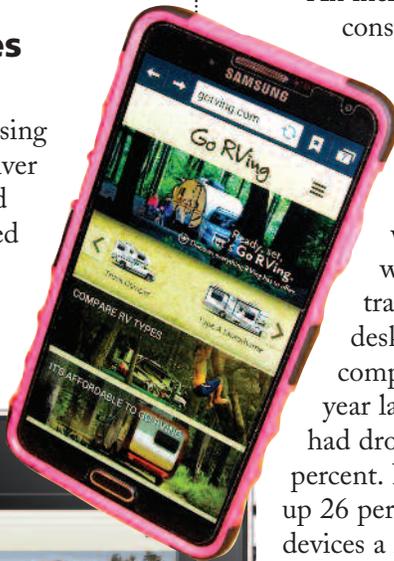
Total Go RVing Consumer Impressions Top 4 Billion in 2014

Edited by RVDA staff

Total Go RVing impressions topped 4 billion in 2014, the highest level in the history of the industry's advertising and marketing communications program, according to statistics shared during the annual Outlook Breakfast at the National RV Trade Show last month.

Digital drives campaign

Digital advertising is an important driver of impressions, and Go RVing launched an all-new mobile and tablet optimization project



that helped increase user sessions 18 percent over the previous year.

Go RVing digital page views were up 20 percent in 2014, and there was a 13 percent increase in the average time spent on the GoRVing.com site, which illustrates strong consumer engagement.

An increasing number of consumers explore GoRVing.com via mobile devices and tablets. In 2013, 76 percent of the visitors to the website arrived via traditional desktop/laptop computers. Just one year later, that number had dropped to 56 percent. Now, tablets make up 26 percent and mobile devices a full 18 percent of traffic to Go RVing.

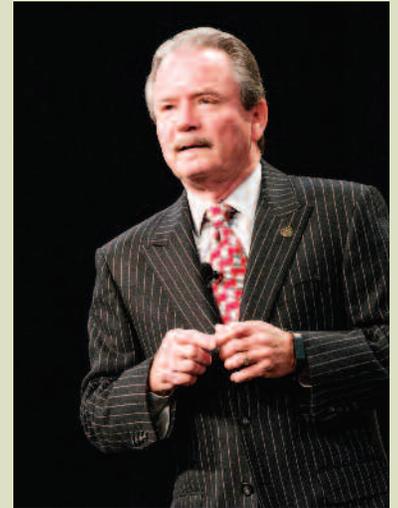
Go RVing's 2014 outreach also generated leads for dealers. Consumers who completed the lead form identified themselves as:

- 35% RV buyers
- 41% rental prospects
- 24% experienced RV owners (current or past)

Of total leads:

- 63% come from digital ad placements
- 28% from television
- 8% from print sources ■

What's ahead in 2015?



Go RVing Co-chairman Tom Stinnett addresses the industry at the Outlook breakfast during RVIA's National RV Trade Show.

In 2014, Go RVing spent \$13.2 million dollars on advertising and partnerships to help drive the industry forward. Based on the latest projections, Go RVing's media buy this year will top \$15 million – the highest level since 2007.

In early 2015, the program will launch a content-heavy microsite that will complement GoRVing.com. The new microsite will feature RV videos, pictures, and real RVers talking about why they love the RV lifestyle.

RVDA sent information on the 2015 Go RVing Dealer Program to dealers in mid-December. To sign up, see page 23.

GET ON BOARD WITH GO RVING!

Away

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

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

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

Here are the highlights:

Leads – Plus Program

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

Digital RV Image Library Pictures on GoRVing.com

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

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

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

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

Please enroll _____ dealership(s) at \$250 each.
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Fax to (703) 359-0152, or mail to RVDA, 3930 University Dr., Fairfax, VA, 22030. For more information, visit www.rvda.org or send an email to info@rvda.org



RVDA's Hepp and Richardson Renew Certified Association Executive (CAE) Designation

RVDA Vice President for Administration Ronnie Hepp and Director of Legal and Regulatory Affairs Brett Richardson have earned renewal of their Certified Association Executive (CAE) designation from the American Society of Association Executives (ASAE).

Among association professionals, CAE is an indication of demonstrated skill in leadership and expertise in association management. To earn and maintain the CAE credential, an applicant must have a minimum of three years' experience in nonprofit



Ronnie Hepp



Brett Richardson

organization management, participate in continuing education, pass a stringent examination in association management, and pledge to uphold a code of ethics.

ASAE is the leading authority in association management and the professional society for those who work in the association industry.

RVDA is the national association representing RV retailers. The association's members include RV dealers, RV rental operators, and RV aftermarket sales and service locations. ■

Associate members that provide advertising, marketing, promotions, and trade journal services.

Good Sam Enterprises

2575 Vista Del Mar Dr
Ventura, CA
P: (805) 667-4100
Toll Free: (800) 765-1912
F: (805) 667-4419
www.rv.net

Good Sam Enterprises

3431 S 257th Street
Kent, WA
P: (847) 229-6756
Toll Free: (800) 765-1912
F: (270) 495-6278
www.goodsamclub.com

Hearst Business Media

8335 Cherry Lane
Laurel, MD
P: (770) 533-5332
F: (301) 317-8330
www.blackbookusa.com

Horsepower 360 Marketing

2940 Hebron Park Drive,
#217
Hebron, KY
P: (859) 309-4434
F: (859) 309-4420
www.hp3sixty.com

IHS Automotive

26533 Evergreen Rd
Ste 900
Southfield, MI
P: (800) 464-7655
Toll Free: (800) 464-7655
F: (248) 809-4092
www.ihs.com

Key Connections, LLC

9650 Loblolly Pine Circle
Orlando, FL
P: (727) 967-2867
www.mykeystofun.com

LABOV

609 E Cook Rd
Ft. Wayne, IN
P: (260) 497-0111
F: (260) 497-0007
www.labov.com

Level 5 Advertising

13825 Sunrise Valley Drive,
Suite 150
Herndon, VA
P: (888) 602-4581
F: (703) 894-3324
www.level5advertising.com

Outpost RV Direct Mail Marketing

3221 Tyrone Boulevard N
St Petersburg, FL
P: (727) 347-6720
Toll Free: (800) 456-9222
F: (727) 344-0327
www.outpostgroup.com

RH Power & Associates Inc.

9621 Fourth Street NW
Albuquerque, NM
P: (505) 761-3150
Toll Free: (800) 552-1993
F: (505) 761-3153
www.rhpower.com

RV PRO Magazine

2800 W Midway Blvd
Broomfield, CO
P: (303) 469-0424 Ext. 239
Toll Free: (800) 669-0424
F: (303) 469-5730
www.rv-pro.com

RV Trader

150 Granby St
Norfolk, VA
P: (877) 354-4068
Toll Free: (877) 354-4068
F: (866) 443-1800
www.rvtrader.com

RVM Promotions

PO Box 100486
Fort Worth, TX
P: (386) 547-8013
F: (817) 420-9144
www.rvmpromotions.com

RVT.com Classifieds

P: (778) 424-5091
Toll Free: (800) 677-4484
F: (778) 484-5096
www.rvt.com

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726 Cherry Street, Suite
160
Sumas, WA

Canada
1102-1329 Ellis St
Kelowna, BC

Statistical Surveys Inc.

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Grand Rapids, MI
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Toll Free:
F: (616) 281-1876
www.statisticalsurveys.com

SureVista Solutions

241 E. Saginaw
East Lansing, MI
P: (800) 990-7202
Toll Free: (800) 990-7202
F: (517) 336-4454
www.rvdealerintel.com

Wheeler Advertising Inc.

600 Six Flags Drive
Suite 226
Arlington, TX
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Toll Free: (800) 678-7822
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www.wheeleradvertising.com

TECHNICIAN CAREER LADDER

MASTER CERTIFIED TECHNICIAN



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 to learn more.

www.rvtechnician.com



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 Careercor 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

RV dealers can access resumes and post job openings through a partnership with Boxwood Technology at www.rvcareers.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, 2015.



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.

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
- **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: _____

2014 RV DEALERS INTERNATIONAL CONVENTION & EXPO

Las Vegas, NV * November 10-14

Multiple Sessions on CD-ROM or Individual Sessions on Audio CDs

Purchase multiple sessions, grouped by RVDA Track, on ONE (1) CD-ROM or select individual sessions on audio CDs. CD-ROMs play in computers only. Some sessions may require multiple audio CDs due to session length and may appear in multiple Tracks. Questions? Please see API staff on-site or contact them post-convention.

To order, circle API CODE(S) of selection(s), complete form below or submit business card. ALL orders mailed post-convention. Payment must accompany order. Transaction city/date may differ from convention city/date - no debit cards accepted. Allow 4-5 weeks for delivery. Post-convention credit card orders MUST include card billing address. Prices, list, fees, and availability subject to change.

ALL CD-ROM Tracks Include	API Code	Track - Title / Presenter(s)
Tuesday General Session & Compliance Education Session Also available on single Audio CDs API Code Track/Title - Presenter(s) 07-14 Tuesday General Session: Even Monkeys Fall from Trees: Learn from Mistakes and Embrace Change .. Doug Lipp 49-14 Compliance Education: Understanding Compliance Issues - and Solutions - with Back End Products .. Chip Zyvoloski 80-14 D/GM Track on 1 CD-ROM - All sessions below plus General Session & Compliance Education 01-14 Understanding and Preparing for the Affordable Healthcare Act ..Jeff Englander 08-14 Unlocking the Secret of Variable Gross Profit .. Chad Carr	14-14 How to Understand Today's Market Trends .. Tom Walworth & Scott Stropkai 19-14 If You Fail to Train, You Train to Fail! ..George Dans 24-14 9 Ways to Become a Better Leader ..Michael Rees 30-14 Beating the Odds: Crafting a Successful Lifetime Business Transition Strategy ..Don Bielen 35-14 Effectively Leading and Managing as a Young Executive ..David Spader 45-14 Selecting & Engaging Millennials ..Ricardo Roman	

**Parts, Rental, Sales, Service and
Social Media/eMarketing Sessions on Back**

Order Onsite and Save	<small>**MAIL</small>	<small>**POST- ON-SITE CONVENTION***</small>
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Sales Track - 10 Sessions	\$ 180	\$ 225
Rental Track - 10 Sessions	\$ 180	\$ 225
Service Track - 11 Sessions	\$ 200	\$ 250
Parts Track - 11 Sessions	\$ 200	\$ 250
Social Media/eMarketing Track - 10 Sessions	\$ 180	\$ 225
All Tracks - 6 CD-ROM Set...SAVE 39%	\$ 599	\$ 699
<small>Bonus! Includes Opening General & Compliance Session</small>		
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Per Audio CD	\$ 20	\$ 25
Audio CD 9 for 8 Pack / 1 Free	\$ 160	\$ 200
Audio CD 16 for 14 Pack / 2 Free	\$ 280	\$ 350
All Sessions on 49 CDs - SAVE 34%	\$ 649	\$ 699
Complete Audio CD Set INCLUDES Storage Case		
**Plus S/P - International requests higher		

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 audioprint@verizon.net**

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17-14	Selling More Parts Right Now ..George Dans	84-14	Service Track on 1 CD-ROM - All sessions below plus General Session & Compliance Education
22-14	How to Not be a Showroom for Amazon! ..Bob Phibbs	04-14	In Search of Technicians: Finding, Screening and Training the Right Candidates ..Betty Mills
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34-14	Creating a High Performance Parts Department .. Bob Clements	16-14	An In-House Body Shop: Lessons from the Trenches .. David Foco, Tina & Lee Pickard & Kathryn Carlson
40-14	Use Variable Pricing Strategies to Maximize Parts Profits ..Chad Carr	21-14	7-3-4-6-The Combination for Success in RV Service .. Chuck Marzahn
41-14	Educating Your Customers through Parts & Service .. David Foco	27-14	Driving Your Service Department Towards 100% Fixed Absorption ..Chad Carr
43-14	Turn Your Parts Department into a Profit Center .. Rod Davis	33-14	What Service Measurables Really Mean ..Don Tipton
82-14	Rental Track on 1 CD-ROM - All sessions below plus General Session & Compliance Education	39-14	Turn Your Service Department into a Cash Machine .. Bob Clements
03-14	Devil in the Details: Drafting Rentals Agreements .. Leslie Pujo	41-14	Educating Your Customers through Parts & Service .. David Foco
11-14	Developing & Maintaining Customer Relationships through Social Media ..Peter Martin	47-14	Signature RV Service ..Don Tipton
20-14	Law & Disorder: RV Edition ..Leslie Pujo	85-14	Social Media/eMarketing Track on 1 CD-ROM - All sessions below plus General Session and Compliance Education
26-14	Your Biggest Issues & Challenges: Ask the Experts Panel Discussion ..Pujo, Alanko, Bacon & Krenek	06-14	Ignite Your Online Sales - How to Sell More RVs with eBay Motors ..Tracy Amato & Kevin Lorell
32-14	RV Rental Market Trends ..Randall Jeremiah	11-14	Developing & Maintaining Customer Relationships through Social Media ..Peter Martin
38-14	Yelp Reviews and Your Online Reputation ..Peter Martin	18-14	Yes You CAN Be a Content Marketing Rock Star .. Evanne Schmarder
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83-14	Sales Track on 1 CD-ROM - All sessions below plus General Session & Compliance Education	38-14	Yelp Reviews and Your Online Reputation ..Peter Martin
02-14	Go RVing Canada: Optimized Digital Marketing Tactics for RV Dealers ..Cyrus Irani	44-14	Advanced Social Media Strategies ..Sheril Vergara
09-14	DNA of a Championship Sales Team ..Marc Wayshak	48-14	Advanced Digital Marketing Strategies ..Roger Vergara
10-14	Selling Like a Pro: Closing Sales Effectively and Effortlessly ..Bob Phibbs		
15-14	Championship Selling in the New Economy .. Marc Wayshak		
25-14	Managing Internet Leads in Today's Marketplace .. Tom King & Lisa Rockwell		

Be sure to ask about API's extensive "Digital Library" of sessions recorded at previous RVDA Conventions

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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 12/11/12 - 12/10/14*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 12/11/12 - 12/10/14*	Total Lifetime Pledge	Last Contribution
MAJOR GIFTS active donors* with cumulative donation or pledge of \$25,000 or more							
Newmar Corporation	\$50,000	\$260,000	10/31/13	McClain's RV Superstore	\$6,000	\$42,000	06/30/14
RVDA of Canada	\$25,000	\$175,000	12/18/13	Pan Pacific RV Centers, Inc.	\$2,000	\$41,500	10/20/14
Bank of America Merrill Lynch	\$5,000	\$173,000	04/29/13	RVAC	\$12,000	\$38,000	12/20/13
Protective	\$50,199	\$161,162	11/22/13	Bill Thomas Camper Sales, Inc.	\$5,000	\$31,000	03/12/14
Tom Stinnett Derby City RV	\$1,000	\$102,000	12/05/13	Pikes Peak Traveland	\$1,000	\$31,000	06/03/13
PleasureLand RV Center, Inc.	\$2,000	\$86,350	11/15/13	Paul Evert's RV Country, Inc.	\$2,000	\$30,000	06/24/14
Horsey Family Memorial Fund	\$2,000	\$70,000	06/26/14	Tiffin Motor Homes, Inc.	\$5,000	\$28,500	03/24/14
Bill & Kristin Fenech	\$10,000	\$62,500	09/24/14	Reines RV Center, Inc.	\$5,000	\$27,025	12/18/13
Ron & Lisa Fenech	\$10,000	\$60,000	10/08/14	Avalon RV Center	\$1,000	\$26,500	04/12/13
Campers Inn	\$11,000	\$56,000	10/08/13	Holiday World of Houston	\$1,000	\$26,000	06/17/14
Byerly RV Center	\$6,000	\$52,000	01/10/14	Bill Plemmons RV World	\$5,000	\$25,000	06/13/14
Fogdall Family Fund	\$6,000	\$43,100	03/05/14				
CHAMPIONS active donors* with a cumulative donation or pledge between \$2,500 and \$24,999							
Jayco	\$5,000	\$23,500	12/08/14	Circle K RV's, Inc.	\$750	\$6,750	08/22/14
Diversified Insurance Mgmt. Inc.	\$6,600	\$21,000	02/24/14	Burlington RV Superstore	\$1250	\$6,250	12/09/14
Dixie RV Superstore	\$5,000	\$20,000	03/21/14	Hayes RV Center	\$1,050	\$6,150	06/13/14
Earl Stoltzfus	\$10,000	\$20,000	08/30/13	Madison RV Supercenter	\$1,000	\$5,500	09/02/14
Wilkins R.V., Inc.	\$3,000	\$19,600	06/26/14	Camperland of Oklahoma, LLC	\$1,000	\$5,350	06/26/14
Greeneway, Inc. (Rte 66 Dealer)	\$250	\$18,550	06/11/13	Webster City RV, Inc.	\$2,000	\$5,100	05/05/14
Alpin Haus	\$1,500	\$18,500	06/24/14	Don Clark	\$5,000	\$5,000	10/24/14
Rivers RV	\$250	\$17,600	05/31/13	Minnesota RVDA	\$5,000	\$5,000	01/11/13
Hartville RV Center, Inc.	\$2,250	\$15,750	06/10/14	Topper's Camping Center.	\$1,250	\$4,250	11/25/14
MBA Insurance, Inc.	\$1,000	\$15,100	05/17/13	Best Value RV Sales & Service	\$2,000	\$3,750	05/12/14
AIRXCEL RV Group	\$2,500	\$13,000	10/27/14	Myers RV Center, Inc.	\$1,500	\$3,500	06/25/14
Mike and Barb Molino	\$275	\$11,586	01/24/14	J. D. Sanders, Inc.	\$500	\$3,250	07/28/14
Affinity RV Service Sales & Rentals	\$3,000	\$11,000	06/24/14	RCD Sales Company, Ltd.	\$1,000	\$3,250	08/11/14
United States Warranty Corp.	\$2,000	\$10,250	04/30/14	United RV	\$100	\$3,100	11/25/14
Little Dealer, Little Prices	\$5,000	\$10,050	01/23/13	A World of Training	\$3,000	\$3,000	11/20/13
Great Lakes RV Association	\$10,000	\$10,000	02/28/13	RV Outlet Mall	\$250	\$2,550	06/05/13
Rich & Sons Camper Sales	\$4,000	\$10,000	11/14/13	Alliance Coach, Inc.	\$500	\$2,500	04/11/14
Folsom Lake RV Center	\$2,700	\$9,700	12/16/13	Crestview RV Center	\$500	\$2,500	12/18/13
Motley RV Repair	\$1,000	\$9,075	09/13/13	Phil Ingrassia	\$1,500	\$2,500	03/26/14
Curtis Trailers	\$1,250	\$8,250	06/30/14	Onsite Temp Housing	\$500	\$2,500	05/08/14
LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499							
The Trail Center	\$500	\$2,350	11/06/13	Skyline RV & Home Sales, Inc.	\$750	\$1,500	07/14/14
Hilltop Trailer Sales	\$500	\$2,122	06/11/13	Candys Campers	\$250	\$1,300	08/12/14
Noble RV, Inc.	\$755	\$1,655	03/21/14	Steinbring Motorcoach	\$250	\$1,250	12/03/14
Dinosaur Electronics	\$900	\$1,650	06/18/14	Schaap's RV Traveland	\$750	\$1,100	09/08/14
Lindsey Reines	\$1,500	\$1,500	12/20/13	Bill Mirrielees	\$500	\$1,000	04/30/14
Out of Doors Mart, Inc.	\$750	\$1,500	11/03/14	Tom Manning & Associates	\$1,000	\$1,000	07/11/14
BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999							
Beckley's Camping Center	\$500	\$750	06/17/14	Holiday Hour, Inc.	\$200	\$500	03/24/14
Camp-Site RV	\$500	\$750	01/13/14	Niel's Motor Homes	\$250	\$500	06/11/14
Steinbring Motorcoach	\$500	\$750	11/21/12	Ocean Grove Supercenter	\$500	\$500	06/04/14
Bell Camper Sales	\$300	\$550	09/09/14	Tennessee RV Sales & Service, LLC	\$500	\$500	11/25/14
SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499							
American Guardian Warranty	\$300	\$300	12/01/14	John Peak	\$100	\$100	10/03/13
Modern Trailer Sales, Inc.	\$250	\$250	06/04/14	Keepers RV Center	\$100	\$100	12/10/14
South Haven RV Center	\$250	\$250	05/12/14	Mike Thompson's RV Super Stores	\$100	\$100	08/12/13
Tennessee RV Sales & Service	\$250	\$250	02/21/14	Northwest RV Sales	\$100	\$100	08/04/14
Happy Camping RV	\$100	\$200	11/07/13	Setzer's World of Camping, Inc.	\$100	\$100	02/21/14
Black Book RV Value Guide	\$100	\$100	10/24/14	Starr's Trailer Sales	\$100	\$100	11/25/14

ENDOWMENTS
Kindlund Family Scholarship \$270,000

- Home
- Disclaimer
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- Online Events
- Manage Events

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

THE RV Industry's

CENTRAL TRAINING CALENDAR

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Sun	Mon	Tue	Wed	Thu	Fri	Sat			
	1	2	3	4	5	6	7		
Show Online Events	Show Online Events	Kelly Enterprises 3-Day Financial Center Seminar Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events		
	8	9	10	11	12	13	14		
Show Online Events	Comprehensive Sales Course (3 cr) Show Online Events	Show Online Events	Show Online Events	Write-Up and Close Course (2 cr) Show Online Events	Show Online Events	Show Online Events	Show Online Events		
	15	16	17	18	19	20	21		
Show Online Events	RV Generator technician training Show Online Events	FULL - Aqua-Hot Service Technician Certified Training Class Show Online Events	Show Online Events	Show Online Events	Sobel University Course Submission Deadline Show Online Events	Show Online Events	Show Online Events		
	22	23	24	25	26	27	28		
Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	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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 Don't see your events listed? Visit www.rvtrainingcalendar.com to upload your events to the calendar.

ADVERTISERS INDEX

American Guardian Warranty (800) 579-2233 2	RVT.com (800) 282-2183 17
Diversified Insurance Management Inc. (800) 332-4264 3	Sobel University (253) 565-2577 12
MBA Insurance Inc. (800) 622-2201 4	Spader (800) 772-3377 18-19
Protective (888) 258-1901 back cover	Truma www.truma-aquago.com 13
RV Business www.rvbusiness.com 21	

RVDA Welcomes Our Newest Members
 11/1/14 - 11/30/14

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Beaumont, CA
 - Bowlus, LLC
Henderson, NV
 - Dave Arbogast
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Troy, OH
 - Link RV Center
Rice Lake, WI
 - Ventura RV Connection
Ventura, CA

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