

RV EXECUTIVE TODAY

JULY 2016

MIDSUMMER MODELS

What's new in the motorhome market

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**Consumer
Activity Spikes
on GoRVing.com**

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All in the Family
Keeping sanity & profitability
in family-owned dealerships

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Also:

Protective
Asset Protection



*Protective's XtraRide program
celebrates 25th anniversary as
RVDA's exclusively endorsed
service agreement. page 12*



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RV EXECUTIVE TODAY

C O N T E N T S

July 2016

10 Manufacturers Introduce New Motorhome Models at Midsummer

Several reintroductions, a lithium-ion battery-operated model, and lots of plush interior upgrades are among the season's new offerings.

10



12 25 Years of Peace of Mind: Protective's XtraRide RV Service Agreement

The XtraRide RV Service Agreement Program has enjoyed RVDA's exclusive endorsement for 25 years, bringing profit opportunities for dealers and quality protection for customers. Protective Life Insurance Company's Bill Koster discusses the program's history and future in this special Q&A.

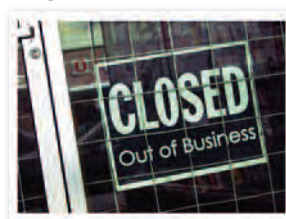
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14 What to Do When an RV Manufacturer Goes Under

When manufacturers cease operations, dealers can find themselves with tens of thousands of dollars of uncollectible debt. Here's advice for making the best of a bad situation.

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15 Keeping Sanity and Profitability in Family-Owned Dealerships

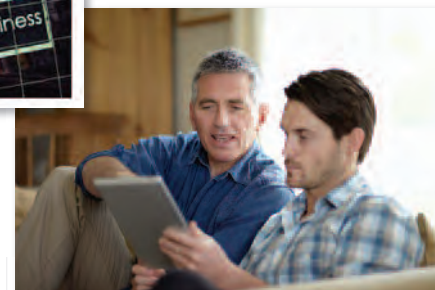
Only 33 percent of family owned businesses survive the transition from first-generation ownership to the next generation, according to the Small Business Administration. Here's a strategy for improving the odds.

18



18 Dale Carnegie Leadership Course Will Be Offered to Young Execs at RVDA Convention

Dale Carnegie's Cory McGuire will present a special half-day training session in conjunction with the Nov. 7-11 convention. Attendees will learn how they can create employees who care about the dealership and want to see it succeed.



20 Certifiably Professional: See Who Recently Got Certified or Recertified

Shouldn't your employees be on this quarterly list of trained professionals?

20



22 Web Activity Spikes at GoRVing.com

Visits to the website's "Find Dealers" directory were up 56 percent over last year, and the number of leads in the industry-only section has shot up more than 300 percent this season.

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RVDA Member Benefits Continue to Expand

By Phil Ingrassia, CAE, president

As an RVDA member, you have access to a line of association-endorsed products and services that are designed to help dealers in a number of business areas. A list of these member benefit programs appears in each issue of this magazine (see page 30) and in the member services area of www.rvda.org.

If you haven't taken a look at the list of endorsed products and services in a while, I urge you to do so. From the N.A.D.A. RV Appraisal Guide, to shipping discounts with PartnerShip, there are a number of programs that can save dealerships money on products and services used every day. For instance, in the fourth quarter of 2015, RVDA members enrolled in the PartnerShip program shipped more than 1,600 Fed Ex Express packages and together saved more than \$11,000.

The most recently added member benefit is the RV Industry Data Program from Statistical Surveys. Members receive a 10 percent discount on customized reports through this program. Dealers using the online tool say it provides important data on where new units are being registered and which dealers sold which units by make, model, and length.

Some dealers tell me they achieve enough savings through these various programs to pay for the cost of RVDA membership several times over. Most of these member benefits are managed through the RV Assistance Corp. (RVAC), RVDA's wholly-owned subsidiary chaired by Jeff Hirsch of Campers Inn.

Jeff, along with the RVAC and RVDA boards and staff, are working on additional programs to add value to

"Some dealers tell me they achieve enough savings through various endorsed-products programs to pay for the cost of RVDA membership several times over."

membership that will be rolling out through the next few months.

It's important to recognize companies that have been longtime supporters of dealers and the association, and we're fortunate to have long-term relationships with so many endorsed product and service providers.

The oldest agreement in place is with Spader Business Management. And Protective's XtraRide program is celebrating its 25th anniversary as RVDA's exclusively endorsed service agreement as the association begins its 2017 fiscal year this month (see page 12 for more).

Thanks to all of our endorsed product and service partners, and thanks also to the RVDA members who use these programs. Your participation makes RVDA a stronger association.

Have a great July!

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Time to Fix the Warranty Process?

By Brian Wilkins, chairman



Since becoming RVDA chairman last November, I've been fairly vocal regarding our industry's need to improve the availability of replacement parts. I've heard from many of you in response and have been fortunate to hear support from all segments of the industry. Some of you have also raised concerns regarding product quality and warranty support. I've chosen to focus on replacement parts availability because I see it as the bigger issue and feel we should focus on one issue at a time. That said, I do agree that product quality and warranty support are areas where we can improve.

Specifically, warranty support and the burdensome processes our industry have in place to process warranty claims are very inefficient and should be looked at.

Warranty support has been a contentious issue between dealers and manufacturers for as long as I've known this industry. Manufacturers fear false claims and fight to keep warranty expense low, and dealers feel manufacturers and suppliers do so by making it difficult to process claims, not by improving quality.

In the end, the ones who suffer are the consumers who get stuck in the middle of this broken process.

How do we fix it? Let me offer some thoughts. First, the flat rate reimbursement offered by manufacturers and suppliers is generally less than industry guidelines provided within the RVDA Service Management Guide or the Spader Management Flat Rate guide. Diagnostic times are generally not covered or are a struggle to get covered. Non flat rate jobs often result in a negotiation to determine how much time will be covered. The result is that warranty repairs tend to be the least profitable work completed by a dealership and thus the work that employees are least eager to take on.

Many dealership personnel are paid on commission or incentive based pay plans. If you were in their shoes, what work would you prefer to take on and complete? I recently heard from a disgruntled dealer who was losing his best flat rate technician because the tech was frustrated with warranty reimbursement rates. Another dealer believes that, because of these lower rates, more dealers are assigning these repairs to their entry level technicians, leading to an increase in warranty rework.

Does it make sense to have compensation policies that chase good technicians from our industry? Does it make sense to have compensation policies that increase

warranty re-work? Obviously not. We need policies that reward dealerships and personnel for completing warranty repairs.

I was once told that "warranty shouldn't be a dealership profit center." That kind of mindset isn't aligned with reality. In today's world, as vehicle sales become more competitive due to the internet, dealerships rely on their service departments to be a profit center and can't do so when warranty compensation rates aren't aligned with retail rates.

Second, many warranty jobs require authorization that includes multiple phone calls and emails to the manufacturer or supplier. The process is extremely inefficient and ties up hours of employee time that could be spent performing actual repairs. The process is frustrating and erodes the morale of both manufacturer and dealership personnel.

Third, we have an extremely inefficient parts return process. Has anyone ever put a calculator to the amount of money this industry wastes with storing, tracking, locating, packaging and shipping defective parts around the country? The number has to be staggering and again, it's a process that's extremely frustrating to our employees.

Lastly, there's the experience we provide to our retail customers. One frustrating example of how warranty policies fail customers is the common requirement that warranty parts must be bought from the manufacturer. Can you imagine having to tell a customer that you can't use a part sitting on your shelf to fix their RV because it didn't come from the manufacturer?

The overall result is a process that's inefficient, costly, sacrifices quality, deflates the morale of industry employees, and most importantly, fails the retail customer.

Some say the cause is a lack of trust. Maybe it's just a reluctance to change the way we've always done things. The bottom line is that these archaic policies and procedures are costing all of us time, money, good employees, and precious customers. It's time to rework them. If we trust our business partners, then let's make the warranty process simpler. Instead of spending hours administrating warranty claims, let's spend more time providing our customers with a better experience. Isn't that what's most important?

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QUICKTAKES

Info For The Big Picture

You're Apt to have an App Soon

Small businesses have been slow to adopt mobile apps, but market analysts think that's about to change. For one thing, the cost of building an app has dropped dramatically. For another, some 70% of customers now reach small businesses via mobile devices, and customers spend the majority of their mobile time on apps.

Amount of time Americans spend each day on mobile devices:

2.5 hours

Amount of that time spent on apps: **86%**

Source: GeekWire



Why Did Your Company Decide to Build a Mobile App?

Increase sales **55%**

Improve customer experience **50%**

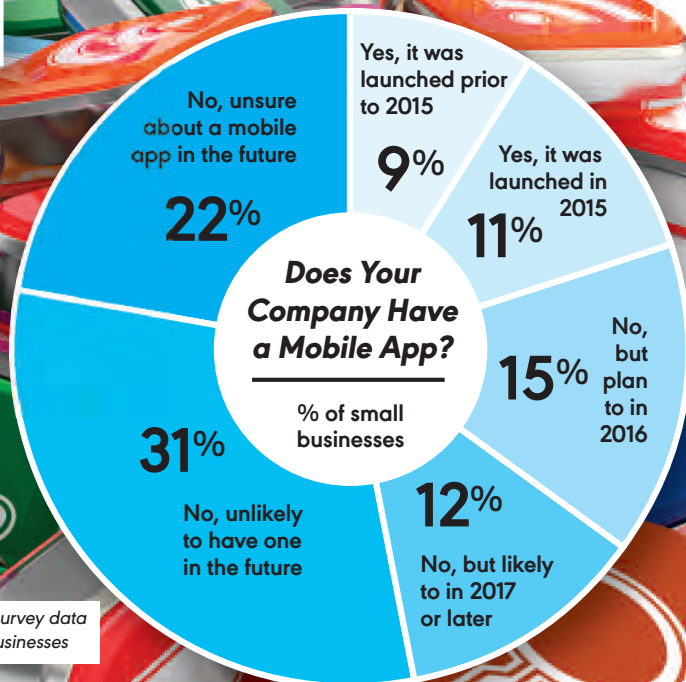
Become competitive in market **50%**

Internal needs **17%**

Parent company requires **14%**

% of small businesses

Source: Clutch 2016; survey data from 121 small U.S. businesses



Source: Clutch 2016; survey data from 352 small U.S. businesses

MANUFACTURERS INTRODUCE NEW M

By Jeff Kurowski

Summer is typically the time of year when RV manufacturers introduce new motorhome models to go along with chassis suppliers' model year changeovers, and several manufacturers unveiled new floor plans and interior features this spring.

Here, listed alphabetically, are some 2017 model year motorhomes that were recently introduced or will be introduced shortly:

Dynamax Isata

Forest River division Dynamax Corp. will re-introduce the Isata Class C motorhome on a Ford E450 chassis. Previous versions of the Isata didn't include a full-size cab over bunk and had much higher price points. In addition to the more familiar cab over look, the new Isata 4 Series will include upgraded amenities, a more contemporary interior, and sophisticated automotive style multi-plex wiring. The first Isata 4 Series floor plan will debut during Open House Week in Elkhart in September. Three more floor plans will be introduced later this year or in early 2017.



Dynamax Isata

Entegra Coach Insignia

Jayco Inc.'s Entegra Coach subsidiary re-introduced the Insignia diesel for 2017. Available initially in the 44B floor plan, the Insignia includes LED lit solid surface countertops, a Whirlpool residential 20 cubic-foot refrigerator, stackable washer/dryer, and JBL premium audio sound system.

Entegra discontinued Insignia production about four years ago but re-introduced it now to aim for gas engine Class A motorhome owners who are now willing to move up into a diesel engine unit.

The Insignia is mounted on a Spartan raised-rail chassis with a Cummins ISL turbocharged 450 HP engine, to which Entegra adds its exclusive X-Bridge frame. Exterior features include halogen high and low beam headlights, fog lights, daytime running lights, marker and turn lights the full length of the coach.

Forest River Sunseeker TS

Lightweight lithium-ion batteries and the Ford Transit diesel engine-powered chassis are among the additions to Forest River Inc.'s Sunseeker Class C motorhome line-up for 2017. Lithium-ion batteries have 10 times the lifespan of traditional lead acid batteries, charge faster, are 95 percent more energy efficient, withstand corro-

sion, won't freeze, and have fewer maintenance requirements. Forest River is equipping its Sunseeker with lithium-ion batteries in partnership with battery manufacturer RELiON and battery converter/charger manufacturer Progressive.

Using the Ford Transit diesel platform allows for greater fuel efficiency and maneuverability for the 25 foot/6-inch Sunseeker TS floor plan.

Newmar King Aire

Newmar Corp.'s 2017 King Aire features new front and rear caps, with full LED head and tail lights. In the cockpit, a custom-tuned JBL audio system provides the soundtrack, while fabrics from the Ralph Lauren Home Collection set an opulent tone.

Newmar King Aire



Forest River Sunseeker



Newmar King Aire

MOTORHOME MODELS AT MIDSUMMER

Below one of two Girard Nova side awnings sits a specially designed sidewall, where you'll find a 43-inch Sony 4K UHD TV paired with a Bluetooth-compatible Bose soundbar atop one of the tallest basements in the Class A motorhome category.

The King Aire is Newmar's top-of-the-line diesel pusher and is mounted on a Spartan K3 tag axle chassis equipped with a Cummins 600-hp engine, plus Newmar's STAR Foundation steel superstructure welded onto the chassis.

Thor Motor Coach A.C.E.

The 2017 A.C.E. gas Class A motorhome by Thor subsidiary Thor Motor Coach (TMC) fea-



tures interior upgrades including: reading lights in the cockpit; Dream Dinette booth; 12-volt MAXXAIR attic fan with FAN-MATE vent cover; lighted step well; exterior 32-inch LED TV on manual swivel; black tank flush system available on all floor plans, and an upgraded 15,000 BTU air conditioner.

Thor Motor Coach Gemini

TMC calls its Ford Transit diesel engine chassis-mounted Gemini Class C a Recreational Utility Vehicle (RUV). The Gemini 23TB floor plan includes rotocast storage compartments, keyless entry system, leatherette furniture, and a European 2-burner gas cooktop and convection microwave oven.



Thor Gemini



Winnebago Vista 29VE

Winnebago Industries' 2017 Vista gas Class A line-up includes the new 29VE floor plan, featuring an exterior kitchen, powered patio awning with LED lights, an exterior entertainment center with a

32-inch TV and sound system, and large exterior storage capacity with easy generator access.

The Winnebago Vista VE's 30-foot, 3-inch length allows for easy maneuverability, comes with a one-piece fiberglass roof with a 10-year guarantee, and four sleeping areas. ■

25 Years of Peace of Mind: Protective's

For 25 years, RVDA has exclusively endorsed the XtraRide RV Service Agreement Program, offered through the Asset Protection Division of Protective Life Insurance Company. The XtraRide program brings dealers increased profit opportunities while providing quality protection for their customers. A leader in the market, Protective has the ability to underwrite, administer, and market its own service agreement programs.

In this special Q&A, *RV Executive Today* talks with Bill Koster, Protective's vice president for RV and specialty products, about the program and what's ahead.



Bill Koster

Photo courtesy of RV Business

negative experiences with other insurance-related providers and wanted to tread lightly.

Fortunately, we were approved by the board after a review of all current service agreement providers. I wasn't convinced the endorsement would automatically increase our sales. It was certainly a leap of faith for both organizations.

Q. RVs have changed in 25 years, and so has the XtraRide program. What are some of the features of the platinum program that dealers and consumers value the most?

A. In the early days, we couldn't give away a travel trailer service agreement. I continually heard, "There's nothing to cover." Of course, that was before the advent of slide outs, LCD TVs, data ports, heating RVs with water, solar panels, and other technological advances.

"Consumers want to know their service agreement provider will be around to carry out its promises. Dealers want a program they feel confident will perform and may be able to provide backend profits."

Q. RVDA first endorsed what's now the XtraRide program in 1992 during what was a tumultuous time in the extended service agreement industry. You were highly involved in building a stable program that earned the association's exclusive endorsement. Describe some of the issues that led to this long-running Protective-RVDA partnership.

A. I distinctly remember creating the program with [former RVDA CEO and president] Bob Strawn. He was a great negotiator and was adamant about certain conditions of the program. Bob was looking to partner with a company that wouldn't create problems with the association or its dealers. However, Bob understood the importance of generating revenue for the association. Apparently, RVDA had had

"A strong service agreement program not only transfers the dealer's risk, but also gives the dealer the opportunity to profit from the transaction."



XtraRide RV Service Agreement

Our Platinum (exclusionary) program addresses the new technology and by default, anything we specifically do not desire to cover. Exclusionary coverage is much easier for the dealer to sell and is undoubtedly more beneficial to the consumer. The expansion of additional benefits – namely, trip interruption, travel, concierge, and pet – also has changed to keep up with the growing demand and lifestyle of the public. I'm equally impressed with the things that have not changed.

We've managed to stick to our beliefs and not compromise in spite of the growing number of competitors, and many of our top agents have been with me since the early 1990s.

Q. Are there any new XtraRide program offerings in the works?

A. I hesitate to mention anything specifically until our filings have been completed, but I can tell you we started a Voice of the Customer (VOC) initiative a couple of years ago, and it's been very useful in helping us identify specific needs.

I've always believed we have three distinct groups of customers – agents, dealers, and the retail consumer. When designing any program modification, we need to be cognizant of all three.

Q. Are there opportunities to offer service agreement protection in the service drive and to used-unit customers that some dealers may be overlooking?

A. Post-sale is, by and large, the greatest opportunity an RV dealer has to grow his service agreement business. If an average of six or seven out of 10 people leave the dealership without a service agreement, and 65 percent of all RVs sold this year are via private party dealings, the total numbers dwarf point-of-sale transactions.

As an industry, we need to place more emphasis on finding a way to drive the business back to a licensed dealer, and the dealers must have service drive and missed point-of-sale procedures in place to capitalize on this overlooked market. I believe dealers could not only double their service agreement numbers, but keep their customers away from internet sales.

Q. Protective has a somewhat unique position in that it controls all facets of the XtraRide program. What does this integrated structure mean for agents, dealers, and customers?

A. There are very few in the industry that own the administrator and the insurance company. I've experienced the third-party claims administration (TPA) format, and I can tell you that vertical integration is significantly healthier.

Not only are there economies of scale, but our risk managers take a very active role in certifying the adequacy of detailed reserve pricing and earning. Protective has been our underwriter for 21 years and can rely on an enormous database of service agreements to support our pricing models. My prior experience under the TPA format did not provide the same service and pricing levels.

In the long run, consumers want to know their service agreement provider will be around to carry out its promises. Dealers want a program they feel confident will perform and may be able to provide backend profits (reinsurance or retro). Our agents want a program that doesn't generate an exceptional amount of claim problems.

However, adequate insurance premium is not always in the forefront of the dealer's mind. I'm often reminded of Warren Buffett's quote, "Trust is like the air we breathe – when it's present, nobody really notices; when it's absent, everybody notices."

Unfortunately many people have a similar attitude about insurance. I'm grateful we have so many dealer customers who understand our value proposition and have been so loyal to us over the years.

Q. Dealer and consumer surveys show there are still some RV retailers who don't offer service agreements. It seems like a disservice to customers, given that manufacturer RV warranties are typically one year. What would you say to dealers who aren't offering the agreements?

A. I'm astonished some dealers don't understand the value of service agreements. We receive several phone calls a month from consumers who bought an RV but were never offered one. Many RVers appreciate the value of the program and want the product.

My guess is some dealerships may have been burnt by a previous provider, believe they don't have the right personnel, or don't understand the benefits.

A strong service agreement program not only transfers the dealer's risk, but also gives the dealer the opportunity to profit from the transaction. We're seeing some improvement in this area as a result of the increased number of outsourced F&I companies, but I agree that dealers who don't offer a service agreement may be doing their customers a disservice. ■



What to Do When an RV Manufacturer Goes Under

By RVDA staff

EverGreen RV has confirmed reports from dealers and the media that it suspended operations this month, creating challenges for dealers who have new products in inventory or who sold its units in the past. Here's information on how to handle sales of existing units, warranty obligations, financing, and other issues when a manufacturer goes under.

When manufacturers cease production, dealers can find themselves owed tens of thousands of dollars for warranty reimbursements and incentives that become virtually uncollectible. RVDA suggests the following:

1 Discuss with your dealership's attorney the possibility of titling the manufacturer's units in your dealership's name and selling them as used with a limited express warranty, or "as is."

2 Ask your service agreement provider if it provides/sells extended protection for out-of-business manufacturers' units. For instance, Protective's XtraRide offers a 12-month service agreement should the manufacturer's warranty be unavailable. Dealers may also sell the customer a longer term service agreement in addition to the 12-month term. XtraRide is exclusively endorsed by RVDA.

3 In some states, it may be illegal to sell a new vehicle without a warranty or to sell a vehicle as new if the manufacturer is no longer licensed to do business in the state.

4 If you sell the vehicle as new, you must fully disclose on the vehicle and on the bill of sale the manufacturer's inability to pay for warranty work.

5 Review contracts with consumers who bought units to see if you assume responsibility for the warranty work. In some cases, paperwork may indicate that the only warranty is the manufacturer's warranty, and only the manufacturer is responsible for warranty work.

6 Have consumers who bring EverGreen units in for repairs sign a disclaimer acknowledging that if the dealership attempts a good-faith repair of any alleged defects, the dealership is not assuming any express or implied warranties provided by the manufacturer.

7 Check with lenders on financing options. In the recent past, some lenders have told dealers they will not accept financing requests for new or used units built by manufacturers who had gone out of business.

8 If a bankruptcy reorganization turns into a liquidation, discuss with your attorney whether your good faith effort to repair a customer's warranty issue, without seeking reimbursement, is inconsistent with your disclaimer of implied warranties, and whether you may be obligated for additional repairs.

RVDA will provide additional details on the EverGreen situation as they become available. ■

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Keeping Sanity and Profitability in Family-Owned Dealerships

By Christine Corelli

Only 33 percent of family owned businesses survive the transition from first-generation ownership to the next generation, according to the Small Business Administration. The reasons are usually the same – an inability to separate family from business needs, differences of opinion in how the business should be managed, intense rivalries, and ego clashes.

Often, the second and third generations have less appreciation for what their predecessors did to create the business, and some lack the same drive, commitment, and business savvy.

Is your family-owned dealership positioned for success? If something happened to you, would your business run like a well-oiled machine? Or do you see yourself in any of the following real-world cases I've dealt with?

CASE #1

The president of a successful equipment business announced he would turn the company over to his son when he retired within the year. The president was smart, well-liked, and respected by customers, employees, and suppliers. His son had worked in the business for 15 years but lacked leadership and interpersonal skills. It was obvious to the staff he lacked the ability to develop employee and customer relationships.

The president was suddenly hospitalized, and the son didn't know what to do. The employees lost even more confidence in him and worried that the company would fall apart when the president turned it over to him. They couldn't share their concerns with the president because, as smart as he was in business, he was equally blind about his son's abilities.

CASE #2

The founder of a popular restaurant wanted to turn it over to her son and retire. She put him in charge and took some vacation time. She stopped by a few weeks later to see how things were going, not knowing it was his day off.

Seeing several things that needed immediate attention, she told the assistant manager to call her



son and have him come in. The assistant manager hesitated, saying, "Bob told us never to call him for any reason on his golf day."

The owner was floored. Like most entrepreneurs, she'd worked sixteen-hour days for years to keep her business running, and it seemed her son was letting it all go. She also discovered he didn't treat employees well and didn't share her vision of opening more restaurants. The staff was frustrated and the business was in jeopardy.

She felt she couldn't retire and continued going in regularly to make sure her business survived until her son was responsible enough to run it.

CASE #3

A construction company owner handed the business over to his daughter and two sons. All three had been brought up in the business and were highly capable. The eldest brother was made president, the second son was appointed vice president, and the daughter headed up marketing.

The brothers disagreed and fought over every decision. Finally, the younger one left and started his own competing company. The result: Both companies are still in business, but the parents are brokenhearted, and the brothers haven't spoken in years.

Family owned businesses don't have to have these problems. I've worked with plenty of progressive business owners who have practices in place to

If something happened to you, would your business run like a well-oiled machine?

continued on page 16

ensure the next generation is capable of taking over. Here's how they manage a smooth transition of power.

Share vision and values.

Every family member needs to agree on the same vision for the business's future. If one person wants to keep it small and another wants to build an empire, it won't work. If one person just wants to make a living and another wants to make a fortune, that's another problem. If family members don't share the founder's vision, they must be comfortable enough to express their feelings. Ultimately, everyone must be on the same page to avoid constant conflict.

Set clear roles and responsibilities.

In many family businesses, especially start-ups, everyone does a little of everything. Whether your business is new or well established, family members' job roles and responsibilities have to be clearly defined.

Manage the family business like any other business.

Family businesses with informal management styles and disparities in leadership can frustrate employees and inhibit the business's growth and profitability. Every manager in the organization should lead in the same way,

setting high performance standards and being an example for staff.

Systems and procedures should be in place so that someone could step into your position if you had an accident or became ill. Someone else should have access to the books, and other family members and employees should be cross-trained.

Challenge the status quo.

Family business owners can unwittingly squelch progress, especially when relatives or younger employees propose new ideas. A common phrase – "But we've always done it this way." The owner is more comfortable with the status quo because that's how he or she achieved success. But that attitude frustrates employees and keeps businesses from staying up to date.

Manage conflict.

Feuding among family members poisons the work environment and impedes teamwork and customer service. Everyone must be committed to finding solutions and keeping their emotions in check. They must agree to do what's in the best interest of the business. If that can't happen, the owner should consider using an outside arbitrator or consultant to help work out the issues.

Establish healthy boundaries.

Husband-and-wife teams need to set and adhere to work/home boundaries. For example, don't discuss business after 6 p.m. or at home. Don't talk about business at dinner. If you're at a family event, don't discuss business for more than fifteen minutes. And by all means, don't argue in the workplace – it makes everyone uncomfortable.

Don't alienate employees.

Don't create two classes of employees – family and nonfamily. Review all employees' performances, and don't show favoritism or give special treatment to family members. For example, if a family member borrows a company vehicle, make sure other employees have access to it.

Nepotism destroys employee morale. Hire, promote, and pay people based on their actual merits and contributions to the business. If non-family employees believe promotions are out of their reach, they lose motivation and become resentful.

Don't write off personal expenses as business expenditures for a family member or allow relatives to use the company credit card for personal spending. Don't put family members on the payroll if they're not actually contributing to the business.

Create a culture of open communication.

Employees shouldn't feel that family members are more 'in the know' about what's happening with the

Do your fixed operations need fixing?



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business. If you plan to hire a family member or to retire and turn the business over to a relative, inform the staff.

If you're the person who'll be taking over the company, let employees know you want it to continue being a great place to work. They may be wondering if they're about to lose their jobs, so let them know you don't plan on making changes in staff, if that's your plan.

Make employees feel like family.

Treat employees as well as you treat customers. Make people feel they're working with you and not for you. Hold employee appreciation events and annual picnics. Take a different employee to lunch once a week. Give unexpected bonuses when you have a good quarter.

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Christine Corelli has authored six business books, including the bestselling "Capture Your Competitors' Customers and KEEP Them." She is scheduled to speak at the RV Dealers International Convention/Expo. To learn more, visit www.christinespeaks.com, or call (847)477-7376. ■

Who's Up Next?

It's a fact: Eventually you will leave your business behind. And once you're gone, the company you worked so hard to create probably won't survive – unless you have a succession plan in place. The time to start preparing the next in line is now, before you actually need him or her to take over.



- **Make sure he/she can read a financial statement and understands that revenue is nice, but profit is all that matters.**
- **If he/she doesn't have a business degree, enroll them in a Business 101 course.**
- **Hire a consultant to work with your successor to identify strengths and work on weaknesses.**
- **Make sure he/she understands your original vision for the company and can communicate it to the rest of the organization.**
- **Ask yourself if this person will maintain a business that your employees would want to continue working for.**

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Dale Carnegie Leadership Course Will Be Offered to Young Execs at RVDA Convention



Cory McGuire

Employees who feel good about their jobs and supervisors outperform those who don't by 200 percent, says Cory McGuire, president and CEO of Dale Carnegie Training of Nevada. Conversely, an inability to get along with their supervisors is the number one reason employees leave jobs.

These are two major reasons why leaders and managers need to care about their workers' engagement at the dealership, McGuire says. Employee engagement is measured by how happy an individual is with his or her job, organization, and supervisor.

"We as leaders have a huge responsibility to ensure we build relationships based on mutual trust and respect with the people who report to us, since that [element] is at least 33 percent of the overall measurement of employee engagement," she says.

Young RV executives will have the chance to learn about building relationships when

Corey McGuire's "How Smart Leaders Create Engaged Employees" will show what managers can do to create workers who care about the business and want to help drive it to the top."



McGuire leads a special half-day course at the 2016 RV Dealers International Convention/Expo. **"How Smart Leaders Create Engaged Employees,"** offered Tuesday, Nov. 8, from 8:00-11:45 a.m., will show what managers can do to create workers who care about the business and want to help drive it to the top.

Participants will learn about behaviors that affect employee engagement and specific actions they can take to develop enthusiastic and inspired employees – the type who care about work and want to be part of a success story.

"As leaders of our organizations, we have the responsibility to ensure employees are proud to work with our organization, have good relationships with us, and like their jobs," says McGuire.

See a video preview online by visiting www.rvda.org/convention. Space in the course is limited to 50 participants. Registration for this session and its \$99 fee are separate from registration and fees for the RV Dealers International Convention/Expo. To sign up, use the form on page 19.

This Young RV Executives leadership course is sponsored by Gulf Stream Coach Inc., whose support helps keep the cost affordable. The 2016 RV Dealers International Convention/Expo, slated for Nov. 7-11 at Bally's in Las Vegas, features educational sessions, keynote speakers, and an expo of the industry's top companies. For more information and to register, visit www.rvda.org/convention. ■

Ingrassia Recognized for 20 Years with RVDA



The RVDA Board of Directors recently expressed its appreciation for president Phil Ingrassia's 20 years of dedicated service to the association. Chairman of the board Brian Wilkins (left) presented Ingrassia with a plaque at the board's recent meeting.

How Smart Leaders Create Engaged Employees

Presented by Cory McGuire, Dale Carnegie Training of Nevada

Tuesday, Nov. 8, 8:00 - 11:45 a.m.

Co-located at the 2016 RV Dealers International Convention/Expo, Bally's Las Vegas, NV



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City _____	State/Prov _____ Zip/PC _____
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2. Registration Fee:

Enrollment is limited and a maximum of four registrants per dealership are eligible to participate.	\$99/person
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CANCELLATION / REFUND POLICY: All cancellations must be in writing and received by August 31, 2016, to qualify for a refund. A \$30 administrative fee will be deducted from each refund request received by August 31, 2016. No refunds will be made after August 31, 2016. *The Mike Molino RV Learning Center is a tax-exempt organization as described in section 501(c)(3) of the Internal Revenue Code. Contributions may be tax deductible as charitable donations.

Certiably Professional



The Society of Certified RV Professionals' recognition program publishes a quarterly update of individuals who have earned certification or recertification from either the Mike Molino RV Learning Center or the RVDA-RVIA RV Service Technician Certification program. The following list includes only individuals whose dealerships have chosen to participate in the recognition program. If you'd like to join the program, complete and return the form below.

RECERTIFIED

Ryan Brackey Recertified Master Technician
Andrew Ratcliff Recertified Master Technician
Dennis Swift Recertified Master Technician
Kevin Wydick Recertified Master Technician
Travis Hicks Recertified Certified Technician
Michael Terry Recertified Certified Technician

NEWLY CERTIFIED

Kurt Heinen Master Technician
Brian Oglesbee Master Technician
Christopher Anderson Certified Technician
Danila Beaver Certified Technician
Richard Brault, Jr. Certified Technician
David Derby Certified Technician
Jesse Gorich-Kizewski Certified Technician
Brian Holmes Certified Technician
James Letourneau Certified Technician
Craig Liska Certified Technician
Brian Moore Certified Technician
Paul Newby Certified Technician
Ricardo Ochoa Certified Technician
Brian Moore Certified Technician
Harland LaPrath Plumbing Specialist
Eric Louderback-DuSchene Plumbing Specialist
Nicolas Jackson Body Specialist
Michael Joens Electrical Specialist

Mike Molino RV Learning Center Certifications:

RECERTIFIED

Randy Worzalla Service Writer/Advisor

NEWLY CERTIFIED

Henry William Conoly, II Parts Manager
Shelby Bartlett Parts Specialist
Mel Christine Bridges Parts Specialist
Christian S. Silveria Parts Specialist
Suzie Stephenson Parts Specialist
Joseph Stewart Parts Specialist
William Heinrich Service Manager
Terry Reed Service Manager
Wayne R. Robertson Service Manager
Anthony L. Yerman Service Manager
Patrick Clyde Service Writer/Advisor
Jonathon P. DeSanzo Service Writer/Advisor
Sachiko T. Hartley Service Writer/Advisor
Vickie Miller Service Writer/Advisor
Jeff Pyne Service Writer/Advisor
Jamie Renegar Service Writer/Advisor
Shon Smathers Service Writer/Advisor
Nathan Stonehouse Service Writer/Advisor
Anthony L. Yerman Service Writer/Advisor
Laurie Gill Warranty Administrator

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 have a news release program that recognizes 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. Each announcement includes 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. May 2015

Did You Know?

Benefits Extended to Your Tow Vehicle

Did you know that **Protective Asset Protection's XtraRide® RV Service Contract Program** extends many of its benefits to the tow vehicle or vehicle in tow? Our roadside assistance, towing and optional tire and wheel coverage protect not only the customer's towable but also the tow vehicle. Motorhome owners benefit from coverage for the vehicle in tow.

In the unfortunate event the covered RV, tow vehicle, or vehicle in tow becomes immobile, our towing coverage applies. The condition of a customer's tow vehicle might not be at the top of his or her mind when they're buying an RV, but very few things can do more to ruin a vacation than a tow vehicle breakdown while on the road. If the tow vehicle breaks down, contract holders can rest easy knowing the truck pulling their camper will be towed to the nearest repair facility.

Roadside coverage is also extended beyond the covered RV. Protective Asset Protection will assist if the tow vehicle or vehicle in tow has a flat tire, runs out of gas, requires a jump start, or needs lockout assistance. The towing and roadside benefits are a phone call away and available in the United States and Canada 24 hours a day, 365 days a year.



Under our optional tire and wheel coverage, tire and wheels on new and used vehicles are protected against road hazards. The tire and wheel coverage extends to the tow vehicle or to the vehicle in tow while contract holders are camping. Coverage applies even if the tow vehicle or vehicle in tow is not connected to the RV. In other words, if the customer's tow vehicle has tire damage from a pothole on a trip to the grocery store while camping, it is covered! Please see the XtraRide coverage booklet for exact terms and conditions.



Take Advantage of Your RVDA Websites

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



Web Activity Spikes at GoRVing.com

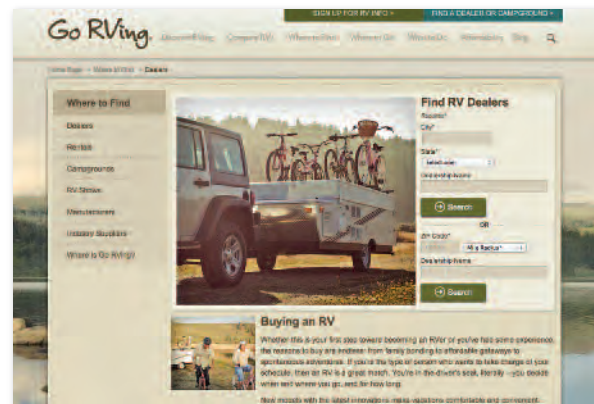
Go RVing

Compiled by RVDA staff

As a big summer for RV travel rolls on, web activity at GoRVing.com is picking up as well.

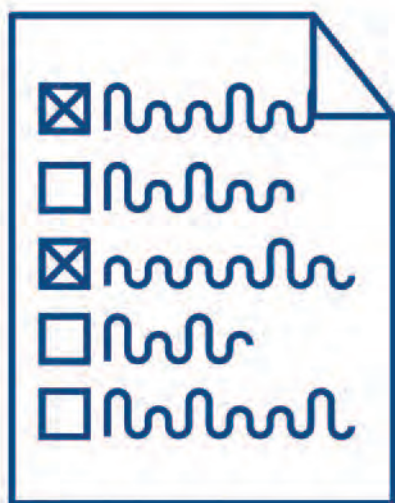
Thanks to an aggressive advertising and marketing communication strategy, active consumer leads available in the industry-only section of GoRVing.com stood at just over 81,000, compared to just over 25,000 a year ago.

Consumer interest in Go RVing's dealer locator section of its website is spiking as well. As of mid-June, visits to the "Find Dealers" directory were up 56 percent over 2015. Traffic to the RV rental dealer directory section increased 29 percent.



Traffic to the popular "Find Dealers" section at GoRVing.com is strong so far in 2016.

Bad habits are made in good times. Good habits are made in tough times.



A consistent, disciplined approach to managing your business allows you to create positive momentum throughout your company, keeping everything running smoothly in good times or bad.

Create good habits at Spader.com



More than 260 dealers are signed up so far this year to take advantage of the optional Go RVing Dealer Program, which includes 24/7 access to Go RVing leads prioritized according to purchase time frame.

Dealers have also received four new, full-color Go RVing posters featuring the popular "Away" campaign theme; these posters are ideal for display in the dealership or at special events. To sign up, visit www.rvda.org. Questions? Email Chuck Boyd at RVDA cboyd@rvda.org or call him at (703) 591-7130 x113. ■



GET GOING WITH GO RVING!

The Go RVing dealer tie-in program is back... and better than ever!

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

HERE ARE THE HIGHLIGHTS:

Leads – Plus Program

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

Digital RV Image Library Pictures on GoRVing.com

Go RVing dealers signed up for the program have access to multiple all-new,

high resolution images of consumers enjoying a variety of RV products. These images can be used in advertising, websites, and other promotional materials.

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



Get Going with Go RVing! Return this form TODAY!

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Dealer website: _____

Please enroll _____ dealership(s) at **\$250** each. Checks payable to RVDA.

☐ Check here for leads delivered by U.S. mail.

Credit card (circle): VISA MC DISCOVER AMEX

Credit card #: _____ Exp. date: _____

Cardholder: _____ Security code: _____

Signature: _____

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

GEAR UP FOR SUCCESS

RV DEALERS INTERNATIONAL CONVENTION/EXPO

NOVEMBER 7-11, 2016



GEAR UP FOR SUCCESS – experience the power of education during the 2016 RV Dealers International Convention/Expo Nov. 7-11 in Las Vegas. Bring your top performers for a week of training focused on dealers and fixed-operations managers, leadership development, networking, and competing in today's marketplace.



All of a dealership's gears – sales, service, parts, and F&I – must function together to keep the business running. Education powers the gears. With education tracks for dealer/GMs, sales, service, parts, F&I, rental, and social media/eMarketing, they'll learn about:

- **Cash conversions in F&I**
- **Advanced topics for the service department**
- **Leadership development for young RV executives**
- **New concepts for merchandising the store**
- **Digital marketing tips**
- **Latest ideas in Internet advertising, measuring effectiveness, and increasing ROI**
- **Mini rental school**
(included in registration fee)



ADVANCED FULL REGISTRATION RATE

SAVE
28%!

\$692

for first
dealership
registrant

\$671

per each
additional
registrant

If you've registered for the convention and want to bring employees to attend just the Vendor Training +Plus program, you can register them for that program for \$215 per person. The Vendor Training +Plus badge will also give the holder access to the expo and the opening reception on Tuesday, Nov. 8.

RVDA dealer members only – expires 8/31/16

You'll also meet dozens of exhibitors who serve RV dealers: insurance professionals, lenders, trainers, suppliers, and manufacturers.

The convention floor plan at Bally's allows the majority of events to take place in one area, increasing your chances of connecting with colleagues and staying on schedule. The centrally located dealer lounge, equipped with Wi-Fi and comfortable seating, is back this year. And a block of hotel rooms at Bally's and Paris offer convenient lodging and easy access to the nightlife along the Vegas Strip.

FOR MORE INFO VISIT WWW.RVDA.ORG/CONVENTION AND REGISTER TODAY!

Presented by:



Follow the conversation on:



DEALER REGISTRATION FORM

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

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



2. Member Registration Fees:

First registrant locks in today's lowest rate for all future dealership personnel!	Advanced 7/1 - 8/31	Regular After 8/31	Amount
First Registrant - includes Vendor Training +Plus, a \$215 value!	\$692	\$965	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>			
Second Registrant - includes Vendor Training +Plus, a \$215 value!	\$671	\$965	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>			
Third Registrant - includes Vendor Training +Plus, a \$215 value!	\$671	\$965	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>			
Fourth Registrant - includes Vendor Training +Plus, a \$215 value!	\$671	\$965	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>			
I would like to add a contribution to the Mike Molino RV Learning Center to promote education for our industry.*			\$
VENDOR TRAINING +Plus ONLY Dealership must have one full convention registrant to bring additional employees JUST for Vendor Training +Plus. The cost is \$215 per person and includes Vendor Training +Plus training on Monday, Nov. 7 and Tuesday, Nov. 8, and Tuesday's reception in the Expo. Photocopy this form to add more registrants for Vendor Training +Plus.			
Name _____	Badge First Name _____	Email _____	\$
Name _____	Badge First Name _____	Email _____	\$

3. Payment Information:

TOTAL

\$

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

MAIL OR FAX A COPY OF THIS FORM TO:

RVDA of America, 3930 University Drive, Fairfax, VA 22030-2515 • (703) 591-7130 • Fax: (703) 359-0152 • www.rvda.org

RVDA of Canada, Ste. 145, 11331 Coppersmith Way, Richmond, BC V7A 5J9 • (604) 718-6325 • Fax: (604) 204-0154 • www.rvda.ca

CANCELLATION / REFUND POLICY: All cancellations must be in writing and received by August 31, 2016, to qualify for a refund. A \$50 administrative fee will be deducted from each refund request received by July 31, 2016. A \$100 administrative fee will be deducted from each refund request received between August 1, 2016 and August 31, 2016. No refunds will be made after August 31, 2016. *The Mike Molino RV Learning Center is a tax-exempt organization as described in section 501(c)(3) of the Internal Revenue Code. Contributions may be tax deductible as charitable donations.

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
- **Dealers/GMs** – This program features important topics for management, including lemon laws, LP gas licensing issues, and the federal Red Flags Rule.

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.



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: _____

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

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

- The 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**
Non-Members: **\$350**
Members save \$175!

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

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

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

Name: _____

Company Name: _____

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

Phone: _____ Fax: _____ E-mail: _____

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

Total Amount \$ _____

PAYMENT METHOD (Please check one)

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

Credit Card: ☐ Visa ☐ MasterCard ☐ Amex ☐ Discover

Card Number: _____ Security Code: _____ Expires: _____

Name on Card: _____ Signature: _____

Billing Address: _____ Billing Zip: _____

The Mike Molino RV Learning Center proudly recognizes

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

Received From	Contributed 6/09/14 - 6/09/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
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MAJOR GIFTS

Camping World and Good Sam	\$150,000	\$667,987	\$1,000,000	6/08/16
Newmar Corporation	50,000	235,000	260,000	12/15/15
Protective	73,917	235,079		12/07/15
Coach-Net	5,000	204,917		1/26/15
Tom Stinnett Derby City RV	1,500	103,500		12/28/15
Brown & Brown Recreational Insurance	20,000	20,000	100,000	3/21/16
Campers Inn	15,000	71,000	100,000	12/18/15
PleasureLand RV Center Inc.	14,500	94,850	96,850	12/15/15
Horsey Family Memorial Fund	2,000	71,000		6/26/15
Bill & Kristen Fenech	10,000	67,500		9/14/15
Ron & Lisa Fenech	10,000	65,000		8/04/15
Byerly RV Center	5,000	57,000		1/05/16
RVAC	14,000	52,000		4/08/16
Bill Plemmons RV World	7,500	20,050	50,050	6/09/16
All Seasons RV Center	1,000	38,049	47,049	12/14/15
McClain's RV Superstore	3,000	44,000		6/18/15
Pan Pacific RV Centers Inc.	2,000	39,500	41,500	12/04/15
Palm RV	7,500	7,500	37,500	2/18/16
Bill Thomas Camper Sales Inc.	5,000	36,000		3/06/15
Reines RV Center Inc.	6,500	35,025		12/31/15
Wilkins R.V. Inc.	3,900	20,500	33,000	1/08/16
Pikes Peak Traveland Inc.	1,700	32,700		6/26/15
Diversified Insurance Management Inc.	3,800	24,800	31,200	4/25/16
Paul Evert's RV Country Inc.	3,000	29,000	30,000	3/11/16
Holiday World of Houston	1,500	27,000		6/11/15

CHAMPIONS

Jayco Inc.	5,000	23,500		12/08/14
MBA Insurance Inc.	2,000	17,100	20,100	6/01/16
Greeneway Inc. (Route 66 Dealer)	2,300	20,850		12/21/15
Alpin Haus	2,000	19,500		6/18/15
Hartville RV Center Inc.	3,000	14,750	15,750	5/05/16
AIRXCEL RV Group	2,000	13,000		10/27/14
Mike & Barb Molino	300	11,886		7/21/15
Little Dealer, Little Prices	1,000	11,050		12/11/14
Affinity RV Service Sales & Rentals	2,000	10,000	11,000	6/15/15
Floyds Recreational Vehicles	250	10,500		4/13/16

Received From

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

LEADERS

The Trail Center
American Guardian Warranty
Leo's Vacation Center Inc.
NERVDA
Tacoma RV Center
Dinosaur Electronics

these CONTRIBUTORS



Contributed 6/09/14 - 6/09/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
1,000	10,075		9/17/15
2,000	9,250	10,250	5/06/16
10,000	10,000		10/23/15
3,361	10,000		8/12/15
750	8,750		8/24/15
1,250	7,500		6/09/15
5,250	5,750	6,750	11/03/15
1,250	6,750		6/12/15
850	6,750		6/11/15
3,500	6,500		9/17/15
4,500	6,500		12/23/15
1,000	6,000		8/24/15
1,000	5,850		6/23/15
3,000	5,750		4/11/16
1,000	3,100	5,100	4/24/15
5,000	5,000		12/31/14
5,000	5,000		12/16/14
2,000	2,000	5,000	2/16/16
1,053	4,553		6/19/15
2,000	4,500		12/29/14
1,349	3,849		9/17/15
500	3,750		6/22/15
500	3,500		6/12/15
1,750	3,405		1/21/16
200	3,200		11/10/15
500	3,050		6/22/15
500	3,000		4/11/16
500	2,622		6/09/15
1,000	2,000	2,500	5/23/16
1,000	1,000	2,500	10/29/15
1,000	2,500		6/19/15
600	2,200	2,450	12/10/15
2,100	2,100		6/01/16
2,000	2,000		3/11/16
2,000	2,000		12/18/15
500	2,000		6/15/15
650	1,900		6/08/15

Received From

Contributed 6/09/14 - 6/09/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
Candys Campers	750	1,800	6/06/16
Northern Wholesale Supply Inc.	1,000	1,750	12/12/14
Steinbring Motorcoach	500	1,750	12/03/14
Out of Doors Mart Inc.	500	1,750	10/13/15
Gib's RV Superstore	1,500	1,500	12/02/15
Schaap's RV Traveland	500	1,350	12/19/14
Camp-Site RV	500	1,250	1/29/16
Ocean Grove RV Supercenter	1,250	1,250	8/17/15
Ronnie Hepp	500	1,125	12/31/15
Bill Mirrielees	500	1,000	5/05/16
Tom Manning & Associates Inc.	1,000	1,000	7/11/14
Mount Comfort RV	1,000	1,000	9/30/15
Prime Time Manufacturing	1,000	1,000	12/30/14
Beckley's Camping Center	500	1,000	6/12/15

BENEFACTORS

Keepers RV Center	450	450	850	11/23/15
Tennessee RV Sales & Service, LLC	500	750		9/08/15
Bell Camper Sales	100	550		9/09/14
Airstream Adventures Northwest	500	500		5/26/15
Florida Outdoors RV Center	500	500		6/15/15
Holiday Hour Inc.	200	500		3/14/16
Kroubetz Lakeside Campers	250	500		11/01/15
Modern Trailer Sales Inc.	500	500		6/22/15
Niel's Motor Homes	250	500		6/11/14
The Makarios Group, LLC	500	500		6/03/16

SUPPORTERS

Lou Novick	100	400		11/25/15
Starr's Trailer Sales	300	300		7/31/15
Arlington RV Supercenter Inc.	250	250		6/01/15
Black Book RV Value Guide	250	250		3/06/16
Foremost Transportation Incorporated	250	250		5/04/15
Southaven RV Center	250	250		5/12/14
Tri-Am R.V. Center of East Tennessee	250	250		2/05/16
C.S.R.A. Camperland	200	200		12/12/14
Chesapeake RV Solutions	100	100		2/29/16
Northwest RV Sales	100	100		8/04/14
RV Share	100	100		12/31/14
RV Value Mart Inc.	100	100		6/15/15

ENDOWMENTS

Kindlund Family Scholarship	\$270,000
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RVDA Endorsed Products

Certified Green RV Program TRA Certification Inc.

www.tragreen.com
aleazenby@trarnold.com
P: (800) 398-9282 F: (574) 264-0740
TRA, a green certification company, measures, evaluates, and certifies RV manufacturers and verifies vendors for energy efficiency and environmental friendliness. Dealers can guide environmentally-conscious consumers in making better-informed decisions about their RV purchases, leading to increased customer satisfaction.

Credit Card Processing Bank of America Merchant Services

https://rvdealer.bankofamerica.com
jay.machamer@bankofamericamerchant.com
(678) 784-0567

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

Disability Income Insurance/ Paycheck Protection Benefits American Fidelity Assurance Company

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

Emergency Roadside and Technical Assistance Coach-Net

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

Employee Testing Caliper Corp.

www.calipercorp.com
Ralph Mannheimer
rmannheimer@calipercorp.com
(609) 524-1214
Caliper helps companies improve every aspect of their workforce – from hiring and selection to employee development and succession management. Its time-tested personality assessment, the Caliper Profile, helps clients reduce the high cost of turnover and helps first-time managers excel. Whether you're 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 creates customized insurance programs best suited for individual dealerships. Coverage is available to individual members and firms with two or more employees. With group coverage, all active full-time employees are eligible. Spouse and dependent children under age 19 (23 if full-time student) are also eligible. The cost of the coverage for the RVDA program may be paid in whole by the employer or shared with the employees. However, the employer's contribution must be at least 50% of the total cost.

Hiring Tools Employment Network- A Careerco Company

www.employmentnetwork.net
(718) 307-6258
The Employment Network is a network of pay-for-performance job sites. Its flagship site,

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

Lead Qualifier Program Customer Service Intelligence Inc. (CSI)

www.telcsi.com
bthompson@telcsi.com
(800) 835-5274
The Scene: High Inventory-Low Sales. The Need: More Sales. The Solution: CSI's Lead Qualifier Program. Your sales leads are sent to CSI following initial contact with your sales staff. CSI then makes a personal phone call to each lead, captivating their attention before your competitor does. We will uncover the prospect's initial impression of your dealership and staff; fully qualify the lead including exact needs and time frame for purchase; and provide you with their deal maker!

Market Intelligence Program RV Industry Data Program from Statistical Surveys

Scott Stropkai
sstropkai@statisticalsurveys.com
(616) 281-9898 ext.128
Dealers receive a 10 percent discount on customized reports through Statistical Surveys' RV Industry Data Program. Using Tibco Spotfire software, the program provides dealers with data visualization and analytics that can yield valuable insights for better decision making, including data on where new units are being registered and which dealers sold which units by make, model, length and axles.

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

www.nada.com
lsims@nadaguides.com
(800) 966-6232, Ext. 235
The N.A.D.A. RV Appraisal Guide is an essential tool to determine the average market value for used RVs. A new online program, RV Connect, 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

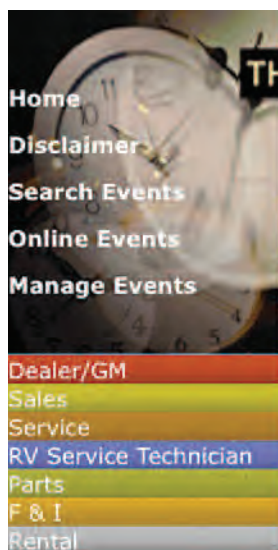
www.spader.com
info@spader.com
(800) 772-3377
RVDA/Spader 20 Groups managed by Spader Business Management help dealers improve their management skills, recognize market trends, and solve problems. The groups include non-competing dealers who share experiences to develop best practices.

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



THE RV Industry's

CENTRAL TRAINING CALENDAR

<< Back		August 2016					Fwd >>	
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
	1 Sobel University Registration Begins Show Online Events	2 Show Online Events	3 Comprehensive Sales Course (3 cr) Show Online Events	4 Show Online Events	5 Show Online Events	6 Show Online Events		
7 Show Online Events	8 RV Liquid Propane Systems Show Online Events	9 Kelly Enterprises 3- Day Financial Center Seminar Show Online Events	10 RV Inspector/RV Maintenance Tech Training Show Online Events	11 Show Online Events	12 Show Online Events	13 Show Online Events		
14 Show Online Events	15 Show Online Events	16 Show Online Events	17 Show Online Events	18 FREE Webinar: If I have a road club, should I cancel and buy a service contract? Show Online Events	19 Show Online Events	20 Show Online Events		
21 Show Online Events	22 RV Inspector/RV Maintenance Tech Training Show Online Events	23 Show Online Events	24 Show Online Events	25 Show Online Events	26 Show Online Events	27 Show Online Events		
28 Show Online Events	29 Show Online Events	30 Show Online Events	31 Show Online Events	ONGOING ONLINE EVENTS: <div>Technician Certification Self-Study Prep Course</div> <div>FRVTA's Distance Learning Network - Training for Every Position at Your Dealership</div> <div>Customer Service Training through FRVTA's DLN</div> <div>Service Writer/ Advisor Training through FRVTA's DLN</div>				

Go RVing

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

RVDA Welcomes Our Newest Members
5/1/16 - 5/31/16

Dealers

Amazing RVs
Houston, TX

Parris RV
Murray, UT

RV Roadway and Collision Center
Calera, AL

Aftermarket

Campfire RV
Lathrop, MO

Central Florida Bus Repairs Inc.
Lakeland, FL

Xpress RV
Pearsall, TX

Rentals

Luxurious Rentals LLC
West Palm Beach, FL

Luxury RV Rentals LLC
Glendale, AZ

ADVERTISERS INDEX

American Guardian Warranty Services

(800) 579-2233 x4213.....2

Protective Asset Protection

(866) 924-7035back cover

Dealer Pro RV

(800) 553-010016

RVT.com

(800) 282-218317

Diversified Insurance Management

(800) 332-42643

Sobel University

(253) 565-257714

MBA Insurance

(800) 622-22014

Spader Business Management

(800) 772-337722

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2017

CELEBRATING 25 YEARS

as the Exclusively Endorsed Service Contract Program of the RVDA

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

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



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

Protect Tomorrow. Embrace Today.™

XtraRide Service Contracts | Post-Sale Programs
Dealer Experience Refund & Reinsurance Programs
F&I Training | On-Line Rating, Reporting & Contracts



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

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