

# RV EXECUTIVE TODAY

JULY 2014

## THE SELLING CULTURE

*Making Sure the Entire Dealership is Involved*

page 10

### **ALSO:**

**5 Techniques to Improve F&I Sales Skills** page 12

**Warning Signs You Shouldn't Ignore in the Accounting Department** page 14



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# RV EXECUTIVE TODAY

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July 2014

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# Keeping an Eye on Light Vehicle Sales

By Phil Ingrassia, CAE, president

One of the things I most admire about RV dealers is their ability to gauge the demand for RVs in their market and then order their inventory to meet that demand.

When I ask dealers how they do it, I get a variety of answers. A little science, a little art, and an advanced degree from the school of hard knocks are common responses.

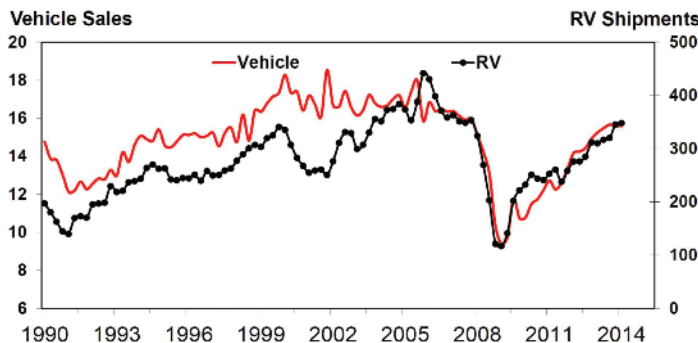
When I asked about the "science" part of the inventory management equation prior to the recession, several dealers told me they watched local housing starts as an indicator of their market's economic health.

According to the University of Michigan's Dr. Richard Curtin, who spoke last month during RVIA's Committee Week, that indicator may be changing.

Trends in housing starts showed a close relationship with RV shipments until 2009. Since the start of the recovery, the correlation is no longer holding true on the national level. Curtin says this has made housing starts a less reliable indicator of trends in RV shipments.

So what is the new indicator? Take a look at car and light truck sales for the past five years. While trends in vehicle sales used to show a weak correspondence with RV shipments, in the past decade, these two trend lines have become nearly identical. (See chart above right.)

Sales in the light vehicle segment, especially trucks and SUVs, continue to improve for most automakers. Demand for GM's new pickup trucks was strong in May. GM sold about 8 percent more Chevy Silverado pickups and 14 percent more GMC Sierras. GMC saw an overall 8 percent increase in sales. Cadillac climbed just over 6 percent, thanks to the Escalade SUV.



Source: Reuters-University of Michigan Surveys of Consumers/RVIA

At Chrysler, strong demand for Jeep and Ram pickups led the company to its 50th consecutive monthly advance. Jeep sales, fueled by the new Cherokee and Grand Cherokee, increased 58 percent, and Ram pickup deliveries were up 17 percent.

Ford truck sales dipped slightly in May, but analysts said consumers are most likely waiting for the introduction of the all-new 2015 Ford F150 full-size pickup truck later this year. So far, the new F150 is getting good advance reviews for its combination of power and fuel economy. Ford also has a new Super Duty in the pipeline for 2016.

Today's truck and SUV buyers have a lot of quality vehicles from which to choose, with more coming as automakers say they will continue to invest in new technology to boost power and fuel economy.

This is all good news for an industry dependent on tow vehicles. Of course, Curtin cautions that past performance is no guarantee of future results, but it appears that the corresponding trend lines for light vehicle sales and RV shipments will continue for the foreseeable future.

I hope you're enjoying summer so far, and thanks for your support.

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# A Legislative Victory for RV Dealers

By Jeff Hirsch, chairman



I hope all the dads out there had a great Father's Day. I felt like a king for the day, then reality struck Monday morning and I had to take out the trash.

We're six months into the year now, and many of us are evaluating inventory levels. This is a critical time, since we have a limited selling season left to make the necessary adjustments. In the same vein, this is a good time to take stock of some vital association issues.

One of the main reasons we belong to RVDA is advocacy. Currently, the top issue facing the association is the guidance issued last year by the Consumer Financial Protection Bureau regarding dealer-assisted financing. The guidance pressures finance companies to eliminate dealerships' ability to discount the interest rates offered to customers who finance their purchase. RVDA believes this will increase vehicle financing costs for consumers and limit the credit options available for vehicle loans. The CFPB issued this policy without first studying how it would affect the auto finance market and credit-challenged consumers – and without prior notice or opportunities for the public to comment.

Rep. Marlin Stutzman (R-IN) recently introduced a bill called the Bureau Guidance Transparency Act (H.R. 4811) that would rescind the policy and require more transparency and safeguards in the bureau's guidance-writing process. Specifically, the bill would require the bureau to provide a public comment period before issuing final guidance on regulations and to make public the studies, data, and analyses it used in preparing the guidance.

RVDA and its allies worked together to get the bill passed out of committee. Massachusetts was one of the strategic states that we targeted, seeking support from Democrats on this bipartisan issue. RV dealers were asked to call and write in for legislators' support of the Stutzman bill.

On June 11th, three of the Democrats that RVDA and its allies targeted joined with 32 Republicans to pass the bill out of the House Financial Services Committee. In a collaborative effort with RVIA, NADA, the American Financial Services Association (AFSA) and others, we were able to take a step closer in reforming the CFPB.

This victory is one example of the value of our association. Advocacy is like health insurance – until you actually need it, it's hard to see why you should pay for it. I thank Brett Richardson, our director of regulatory and

legal affairs, and Phil Ingrassia, who have championed this extremely important issue for all of us.

Another example of the value of RVDA membership: the annual RV Dealers International Convention/Expo, which takes place this year at a new time and locale. The dates are November 10-14, and we're moving out of the Rio to Bally's on the Las Vegas Strip. Register for the convention now and buy the plane tickets. With the industry on the upswing, we have some cash again, and now is the time to invest in our future. The convention is so big that it's impossible for one person to cover it all effectively, so bring your people along. It's time to invest in their future, too. See pages 22 - 23 for the registration forms.

## Here's a sample of some of the workshops you'll find this year:

- **Social Media/E-marketing** – a new education track will include search engine optimization, reputation management, and more.
- **Recruiting and retaining employees** – creative ideas for both. I'll definitely have someone from our company in this seminar. This is a real problem for many of us – where do we find the next generation of technicians and other key personnel?
- **Compliance** – This is one subject that keeps me up at night. We can never learn enough about what's required of us in an increasingly regulated environment.

My hat is off to the convention committee and staff for putting together an outstanding program that covers all aspects of our businesses.

*P.S. Here's an update on the transport driver shortage issue. RVIA has started working with a New Jersey company called the Employment Network. RVIA hopes the company will be able to add qualified transporters from around the country.*



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# RV Inventory Growth Slows

By Thomas Walworth, Statistical Surveys/The Thrive Group

**U.S.** RV dealers' towable and motorhome inventories continued expanding in March, but at much slower rates than during the first two months of 2014, according to data gathered by market research firm Statistical Surveys/The Thrive Group.

The inventory index for towables was 68.8 in March, which means towable inventories expanded at a slower rate than in February, when the index was 41.8, or in January, when the index was at 41.7. However, towable inventories grew at a slightly faster pace in March 2014 than they did during March 2013, when the index was 71.8.

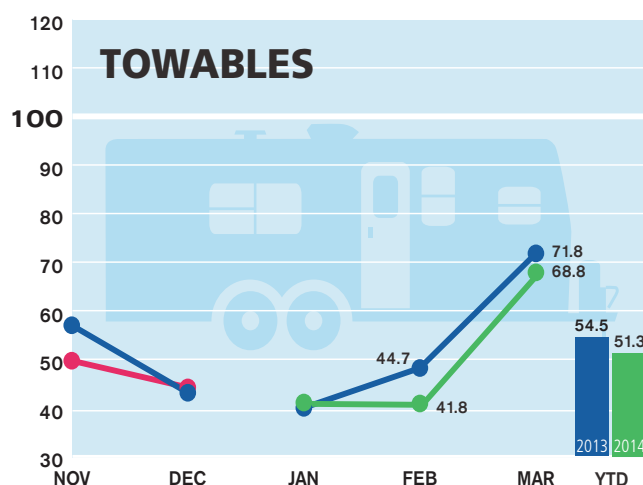
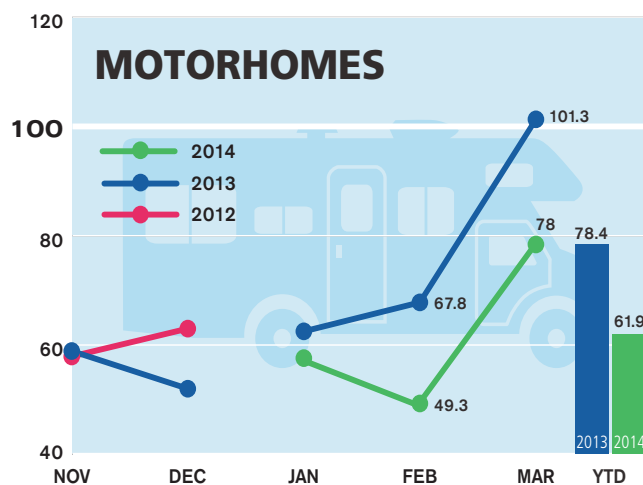
In the case of motorhomes, the March inventory index was 78.0, which means dealer inventories grew more slowly than in February, when the inventory index was 49.3, or in January, when the index was 57.6. During March 2013, dealers' motorhome inventories actually shrank by a small amount, as reflected in an inventory index of 101.3.

The 19,440 towable RVs retailed by U.S. dealers during March 2014 represented a 6.6 percent increase over the 18,234 units sold to consumers in March 2013. Wholesale shipments of towables were up 11.3 percent to 28,274 units in March, compared with 25,400 units delivered to dealerships in March 2013.

In the case of motorhomes, 3,214 units were retailed in March 2014, a 2.3 percent increase over the 3,141 units sold in March 2013. Meanwhile, motorhome shipments increased 32.9 percent to 4,120 units in March 2014, compared with 3,100 units shipped during March 2013.

For more information, contact Tom Walworth at (616) 281-9898. The Thrive Group is a partnership between Statistical Surveys and Spader Business Management. ■

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.



## 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. Visit both sites to download fact sheets on dealership best practices or the latest retail statistics, search the listings of training opportunities, and purchase CD-ROMs, publications, videos, or webcasts to enhance your dealership's knowledge. 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](http://www.rvlearningcenter.com), [www.rvda.org](http://www.rvda.org) and [www.rvda.org/convention](http://www.rvda.org/convention) your first source for all dealership information.



# Listen to Me, It Takes More Than a Sale

By Gary McGugan

*“Can you fix the mistakes our sales people make?”*

You'd be surprised how often conversations with new clients start with this question. Some business owners and managers seem to think that if I can just fix their people's mistakes, sales will grow and all will be well. In my view, there are actually very few 'rights' and 'wrongs' in selling.

Though we shouldn't ignore or offend customers or mislead or tell untruths, most selling practices are appropriate when used at the right time. Sales teams don't usually need advice to correct things they're doing wrong.

I've found that how well a salesperson identifies unique and individual customer needs determines selling success more powerfully than any formula for managing the process. We all respond more positively to salespeople who treat us as unique individuals with unique needs. So I help salespeople develop and hone the skills to make every customer feel special.

I'm not talking about superficial charm or flattery but the ability to ask customers good productive questions that advance the buying process. I'm talking about superior listening skills that can help clarify a buyer's desires, allowing the salesperson to propose ideal solutions for their customers' needs.

Few of us have studied the art of effective listening. Most salespeople rely on good intentions. Fortunately, most salespeople also have an innate desire to help and please customers, so they can be coached in developing practices that make customers feel unique.

But I caution clients that sales training alone may not generate a quantum leap in sales – it's just one component

## ***That's a Good Question!***

Help your sales team ask better questions that will advance the buying process. Here are suggestions from Gary McGugan.

- Open-ended questions that are hard to answer with a 'yes' or 'no' usually advance the buying process.
- Questions that focus on how a customer plans to enjoy a product usually accelerate a decision by engaging a customer on an emotional level.
- Questions directed toward each of the participants in a sales interview advance a sale by confirming or clarifying direction.
- Salespeople who listen intently to responses then confirm their understanding of the message they heard will advance the buying process.





# Person to Sell

of successful selling and shouldn't be done in isolation. Equally important is the dealership's selling culture – the look, atmosphere, and feel of the dealership, combined with the attitudes of the people who work there.

Customers' impressions start forming the moment they see an advertisement, drive to the dealership or visit the lot. Impressions continue to form and influence at every stage of the buying process. These impressions influence a customer as powerfully as anything a salesperson says or does.

Does your advertising and promotions appeal in some way to the uniqueness of a prospective customer, or simply convey a message about great prices and easy financing? Is the dealership lot easy to find, welcoming, and designed to put prospective customers at ease? Does staff warmly greet every visitor? Is every interaction with a prospect a friendly one, with questions asked and responses valued?

Business owners who want to get the best results from their investments treat selling as a dealership-wide team effort. Salespeople may not be involved in any of the situations I described in the previous paragraph, but progressive, savvy leaders make sure the culture and environment of the entire dealership support the training they give their sales staff.

A selling culture needs to consider every customer touch point – every interaction a prospective customer has with a dealership – and not just interactions with salespeople. Setting a goal of making every touch point positive will go a long way toward making prospective customers feel appreciated and unique. Have everyone at the dealership identify potential touch points and discuss how to optimize them.

I recently saw an online posting that boldly proclaimed, "Culture eats strategy for breakfast!" There is no more powerful attribute – positive or negative – for a business than its culture. Without a positive dealership selling culture, no amount of advertising and promotion or strategic planning can achieve optimum results. Culture directly affects bottom line profits; in fact, it may account for as much as a 50 percent differential in profits earned.

In the coming months when business usually slows down, take some time to observe, ask staff and customers for their opinions, and develop an action plan for creating a selling culture throughout your dealership. With such high stakes, you should make it a priority.



## What Did You Say Your Name Was?

How can you sell to customers if you haven't listened to what they want? Consultant Gary McGugan suggests sales managers ask their staffers these questions to find out if they're effective listeners.

- What are the names of your last three "ups"? The ability to remember individuals' names from three separate customer interviews usually confirms that a salesperson makes a genuine effort to know prospects and remember key things about their conversations. This contributes to making customers feel unique.
- What gap remains to closing a sale with each one? Top performers understand buyers' individual needs and concerns accurately. If a sale didn't occur during the visit, the salesperson should know precisely what obstacles stand in the way of closing the sale.

*Gary McGugan is a partner at NEEDS Selling Solutions, a consulting firm focused on selling and negotiation skills and customer service. Contact him at [gary.mcgugan@needssellingsolutions.com](mailto:gary.mcgugan@needssellingsolutions.com) or (905) 868-5223. ■*

# 5 Techniques to Improve F&I Sales Skills

By Nicole Armstrong



**ACE=**  
**A**cknowledge  
**C**larify  
**E**xplain

**F&I professionals** have dual roles – operations and sales. They need to stay current on funding requirements, lenders' guidelines, and industry laws. Equally important, they spend a lot of time selling. They sell the dealership's financing as a value-added feature, they sell the customer's deal profile to lenders, they sell the loan's terms to the customer, and they sell payment protection features to assist the customer in times of need.

Here are the five vital skills that turn a good F&I professional into a great one, along with techniques that will increase dealership profits, loan approvals, deliveries, and customer service.

## 1. Rapport-building

People buy from people they trust, so F&I professionals need to make a positive

first impression and start building rapport. Be warm and friendly. Avoid saying "no" to a customer. Negative words throw up walls that reduce the warm and fuzzy feeling.

For instance, if the customer is financing a unit for \$50,000 and wants a \$200/month payment, offer options with different down payments and terms instead of replying, "That's not available," which could cause the customer to walk away.

Treat every customer equally, including the credit-challenged. Customers with poor credit aren't necessarily less affluent – they may have low credit scores due to unavoidable and temporary circumstances such as divorce, illness, or an interruption in employment. Chances are they haven't received first-class treatment by other dealerships, so this is your chance to show them kindness. Dealerships that treat all customers respectfully experience stronger customer loyalty.

## 2. Listening

Focus your full attention on the person who is speaking and take mental note of the main points he or she is making. Discovery during the customer interview helps when it's time to close the sale. For example, if the buyer is the family's sole provider, offer credit life insurance to protect the family from an unfortunate event.

## 3. Objection handling

With practice, overcoming objections will become second nature. The ACE approach is a simple technique created by Bob Degroot from Sales Training International.

**A** = Acknowledge. Paraphrase customers' objections so they know they've been heard. This also gives them a chance to correct your interpretation and offer more information.

**C** = Clarify. Determine the cause of the objection. This narrows down the issue so you can deal with it effectively.

## ACE That Sale!

**Use the Acknowledge/Clarify/Explain method to overcome customer objections. Here are some examples how.**

**OBJECTION:** Customer doesn't want to purchase the extended service warranty.

**ACE:** "Your friend is a mechanic? That's great, but this warranty coverage offers more than just paying for repairs – there are towing allowances and coverage for traveling expenses and parts you need when your friend does the work for you."

**OBJECTION:** Customer has limited funds and doesn't want to purchase credit life.

**ACE:** "I can certainly relate to living under a tight budget. That's why I believe so much in credit insurance for protection. If you get sick or injured, your loan will be paid. This payment protection program gives you peace of mind that'll help you enjoy your new vehicle that much more. For only a few dollars a month, it really makes sense."



E = Explain. Reply to the concern or objection by reviewing benefits pertinent to the customer. It's important to ask for feedback so you can determine if you've answered their concerns.

#### 4. Persuasiveness

You must persuade customers not only that your dealership is the right place for their financing needs, but also that they should buy back-end payment protection features. Back-end product sales represent a significant opportunity for dealerships. F&I professionals need to offer all of the available products to all of the customers all of the time.

According to J.D. Power and Associates, 93 percent of customers want a sales consultant to explain their finance options in a non-pressurized setting and allow them to make their own decisions.

Use a menu or form with all the product and service information. This approach reduces pressured sales tactics by relaying the information in a consultative manner.

Lenders may also need some persuasion to approve or fund a loan package. Use the information you learned from your customer to show the situation in the best light. It's always better to build the case for an approval initially, rather than trying to get a negative decision overturned. By not wasting your lender's time, you'll also build a positive, long-lasting relationship.

#### 5. Persistence

Customers may not realize that loan approvals on RVs are harder to get than car and house approvals because lenders experience a greater loss rate on discretionary items. Explain to customers you're not the lender and are working diligently on their behalf to obtain the best financing package. Find alternative solutions. For example, know when a co-buyer can strengthen a deal, when and how to effectively rehash with an underwriter, and how to work with the sales team to place a customer into the unit that fits their qualifications.

Staying current with the dealership's products, services, and lenders' guidelines requires daily practice. Can you relate 10 benefits of financing through your dealership versus the customer's bank or credit union? Can you list 10 advantages of financing instead of paying cash? Can you do the same for all your payment protection features?



*Nicole Armstrong is vice president of sales and marketing for Priority One Financial Services, which has served the marine and RV industries since 1987. Acquired by Forest River Inc., a Berkshire Hathaway company, Priority One provides F&I managed services for dealers nationwide. For information, visit [www.P1FS.com](http://www.P1FS.com). ■*

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# 10 Symptoms of Poor Dealership Accounting

By Hardee McAlhaney

**D**ealer principals are rarely accountants and rely on their office managers to insure that accounting is correct and financial statements are accurate and timely. But dealers need to be on the lookout for signs of poor accounting. Here are 10 situations that should set off alarms.

## Financial statements are completed late.

If you're not getting monthly statements by the fifth business day after the month's end, the accounting department isn't closing on a timely basis. That's the general manager's or owner's fault. Insist that dealership activities for each month end on the last day of the month, and that statements are available by the fifth working day after the month's end. Financial results and analysis tend to get stale if not available on a timely basis, giving managers and owners an excuse to delay taking corrective action – "It's almost another month's end. Let's look at next month's statements."

## Bank account reconciliations aren't ready by the fifth business day after month-end.

Your accounting department should access online banking information several times a week and reconcile the accounts either every few days or weekly, not monthly. Principals should insist on having bank reconciliations either electronically or on paper by the fifth working day after month-end. This ensures a timely close and lets the principal review the reconciliation and ensure there are no unexplainable "adjusting entries." Don't be afraid to ask what any entry is for.

## The statement is never right.

If the office manager has to explain each month that the revenues or expenses in the financial statement aren't correct because they actually apply to another month, you're probably on a cash basis of accounting and not the accrual basis. These methods differ only in the timing of when transactions are recorded in the accounting system.

With cash basis, revenue is recorded when the funds are deposited in the bank, and expenses are recorded when the checks are written. Under the accrual method, revenue is accounted for when earned – such as units delivered – regardless of when the money for these activities is actually received or paid. The accrual method provides for matching revenue with expenses and reflects a more accurate picture of your profit in any given accounting period, month, or year. Get your numbers correct by using the accrual method of accounting.

## The prior month's employee bonuses are expensed in the month paid.

One final step in closing the month is calculating employee bonuses that are based on monthly results. Rewarding employees based on their department's activities will motivate them to improve their department's results. However, these



expenses should be calculated and accrued in the same accounting month that the bonus is based on. Otherwise, a major expense is based on the cash method instead of the accrual method. Make sure bonuses are expensed in the correct month so expenses are matched with revenues.

## The month-end is not the last day of the month.

Managers often claim they need to keep the books open for a few more days after the calendar month ends to pressure the sales team to deliver units. Once this practice starts, it becomes ingrained and happens each and every month. Having a final date for your sales teams to get units delivered is motivational, but use the last day of the month – that way, business doesn't get shifted from one month to another. The month ends when the month ends! Ask the office and sales managers when your month really ends for deliveries. Once everyone knows that the rule will now be the last day of the month, the pressure will be on just the same as extending the month, and the accounting will be correct.

*continued on page 16*



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## The work-in-process (WIP) balance is large and dated.

Techs get paid every payday, regardless of when the customer pays for the work. Until the work order is closed, the tech labor on that repair order is collected in an account called work-in-process or WIP. The parts associated with this work may also be included in WIP, although parts values on open work orders usually remain in the parts inventory until the work order is closed.

If the open work order is for a customer-pay unit that's not on your lot, you will probably not get paid. If it's for a delivered unit on an internal work order, the WIP will be charged to cost-of-sales when the work order is closed, but it's usually after month-end. The salespeople and management have received commissions or bonuses based on the gross profit that wasn't correct, resulting in overpayment.

Even worse, if the commission or bonus is recalculated and the adjustment is made to the next check, employees will get upset and productivity will drop. WIP needs to be reviewed daily or weekly, not just at month-end. You have poor accounting controls if someone isn't controlling WIP.

## New unit sales accounts aren't summarized by class, brand, or manufacturer.

The sales manager needs an analysis of year-to-date unit sales to determine the best-sellers. The monthly financial operating statement should summarize unit sales by class, brand, manufacturer, or model.

The DMS operating statement does a good job of analyzing unit sales on the departmental sales gross profit analysis page, the revenue and gross profit page, and the inventory analysis pages, but only if the sales accounts

are set up by your accounting staff for this kind of detailed accounting. The sales and cost-of-sales accounts have to be reviewed at year-end. Accounts for discontinued product should be eliminated from the DMS and new sales accounts added to the DMS.

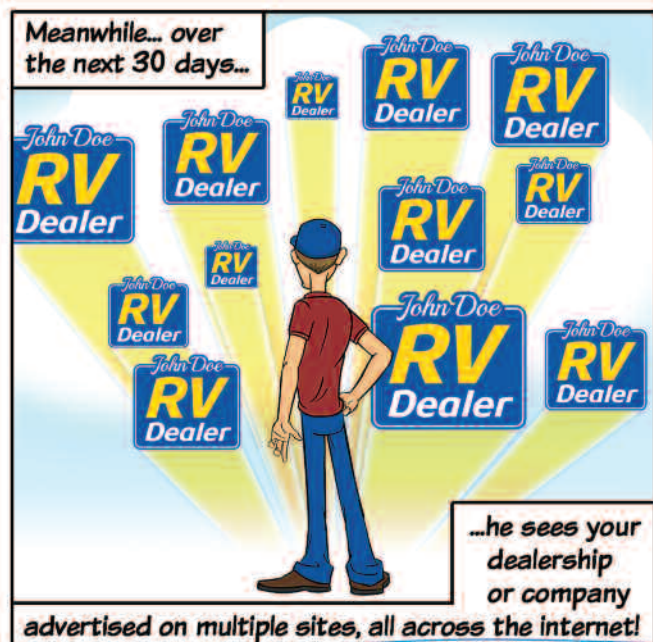
If the "new-other" sales account on your DMS has a lot of sales recorded, the office manager hasn't kept up with changing sales accounts. Review your DMS – make every line on the revenue, gross profit, and inventory pages a meaningful management tool.

## Vendors are always calling the accounting department.

Vendors and suppliers rarely call unless your dealership has past-due unpaid invoices, or they've received a check without an explanation of what the payment is for. Ask the office manager or employee responsible for accounts payable for vendor statements and the reconciliation to the

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accounts payable account.

Poor accounting can result in past-due invoices and slow payments to vendors and suppliers, leading to poor credit ratings for the dealership. Creditors may question your financial stability and stop shipping parts or providing services. Pauses in the work flow lower productivity, especially in the parts and service departments. These departments are difficult enough to manage without vendor and supplier problems.

### **Thirteenth-month adjustments are usually monthly expenses, not year-end expenses.**

Nothing is worse than a thirteenth-month statement with a significantly lower net income than the preliminary year-end statement, especially to creditors who received quarterly financial statements in which expenses or cost-of-sales aren't properly reflected.

The explanation for a loss in the fourth quarter is often "thirteenth-month adjustments." Year-end adjustments that increase expenses or cost-of-sales usually result from not accruing all expenses monthly or not reflecting the market value of your inventories before year-end adjustments. The value of used inventory or obsolete parts doesn't change on the last day of the accounting year, it changes throughout the year.

Follow established accounting principles for valuing inventories for all statements sent to your creditors. Monthly accruing of non-cash expenses such as depreciation and amortization will greatly improve the accuracy of the financial statements. If your office manager is waiting for the 13th statement to make these adjustments, the interim statements aren't accurate.

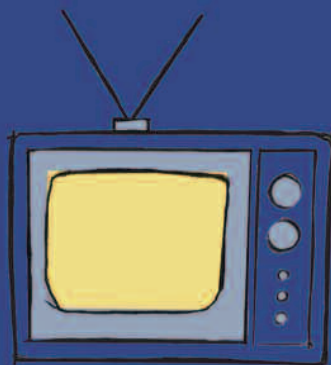
### **Monthly operating results aren't reviewed with the management team.**

The office manager should insist on monthly reviews of operating results with the management team. At a minimum, the office manager and general manager should share detailed revenue results for each department with the respective manager during a monthly meeting.

The more you involve the management team in their departments' performance, the more they'll control expenses and the better they'll understand their departments' contribution to dealership profitability. The managers' buy-in will improve your bottom line.

*Hardee McAlhaney of McAlhaney Consulting LLC is a financial management consultant for RV dealerships. Contact him at [hm@mcalthaneyconsulting.com](mailto:hm@mcalthaneyconsulting.com) or (321) 689-9238.*

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## Summer Preparedness: The Office Dress Code

From KPA

**W**ith summer temperatures here, your employees have no doubt changed their wardrobes. Inappropriate apparel can be dangerous and also create a distraction for coworkers. It's best to review and redistribute your dress code before problems arise.

To maintain a professional dealership image, your dress code should be clear, consistent, and safety conscious. In workplaces such as dealerships, it may be necessary to have multiple dress codes. You might need one for the shop and one for the sales floor, for instance. Whatever the case, make the policy appropriate for the employees' roles.

Shorts and sundresses may be appropriate for some dealerships, while others may adhere to a more tradi-



**DRESS CODE  
VIOLATION**

tional business dress code. Whatever code you define for your dealership, ensure that it's clear and concise and reflects the business's image.

The policy should also address the issue of non-compliance. Penalties shouldn't be left to a manager's whim. Inconsistencies in handling violations undermine the policy and could lead to litigation.

Finally, make sure that every dealership employee has a copy of the policy, especially managers. They're instrumental in enforcing the policy, so they need to know and understand the rules.

KPA provides HR management software for auto, truck, agricultural /heavy equipment, motorcycle, and RV dealers. If you have additional questions, please contact KPA at [info@kpaonline.com](mailto:info@kpaonline.com) or (800) 853-9659. ■



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# Relax — But Not Too Much

**N**eed ideas for what to put in your dress code? HR consulting firm KPA has a sample policy that can be tailored to fit your dealership's standards. It states that employees should wear clothing that's "comfortable and practical for work but not distracting or offensive to others." The KPA sample policy also contains a warning that employees who wear inappropriate items to work may be sent home to change and that "progressive disciplinary action will be applied if dress code violations continue." To see the entire policy, contact KPA at [info@kpaonline.com](mailto:info@kpaonline.com) or (800) 853-9659. Among its suggested list of acceptable and non-acceptable items:



- Conservative athletic or walking shoes, loafers, clogs, sneakers, boots, flats, dress heels, and leather deck-type shoes
- Dresses and skirts long enough to sit comfortably in public
- Khaki and dark-colored pants, wool pants, flannels, dressy capris
- Clothing with the company logo
- Dress shirts, sweaters, golf shirts
- Clothing with sports team, university, or fashion brand names



- Sun dresses and spaghetti-strap dresses unless a jacket or sweater is also worn
- Thongs, flip-flops, slippers
- Hats
- Tank tops, midriff tops, halter-tops, shirts with potentially offensive words or images
- Jeans, sweatpants, exercise pants, shorts, bib overalls, leggings, any spandex or other form-fitting pants such as biking pants
- Clothing that reveals too much cleavage or the employee's back, chest, stomach or underwear



# 2014 Convention/Expo to Open with Training Expert Doug Lipp

**N**orth America's top RV dealers will learn how the best organizations survive and thrive from the man who helped shape Disney University's world-famous customer service training. The opening general session of the 2014 RV Dealers International Convention/Expo will feature keynote speaker Doug Lipp, who headed the training team at Disney's corporate headquarters in the '80s and is an internationally recognized expert on customer service, leadership, and brand competitiveness.

Scheduled for Tuesday, Nov. 11, Lipp's presentation is called "Even Monkeys Fall from Trees: Learn from Mistakes and Embrace Change." He'll explain how leading companies aren't afraid of a constantly changing market and evolve to keep their businesses competitive. An RV owner himself, Lipp will share anecdotes, strategies and real-life situations that dealership personnel can relate to. His client list boasts top Fortune 500 companies, including Microsoft, Universal Studios and BMW.

The convention/expo begins on Nov. 10 with board meetings, education through Vendor Training +Plus, and Partners in

Progress meetings. Education will continue through Friday morning, Nov. 14, with time for

Partners in Progress meetings, receptions and meals in the expo hall, and sessions for all fixed-operations and rental managers.

Themed "Passport to Excellence: Education & Training," the convention program has been enriched to reflect the importance of training and education for all dealership staff, with programs for young executives and a new track on digital marketing and social media.

The convention/expo is supported by the following partners: Platinum Partner – GE Capital, Commercial Distribution Finance; Gold Partner – Protective; and Bronze Partners – MBA Insurance, Bank of the West, Diversified Insurance Management, and Ally Financial. See pages 22-23 for the registration forms. ■



## Hiring an Intern – LEGALLY

By Kim Kavanagh



**T**aking on interns used to be a straightforward process, but today there are a few pitfalls you need to avoid to stay out of trouble with the Department of Labor. Is the intern performing work you would normally pay someone to do? Is he or she categorized as an "employee" or a "trainee" as defined under the law? These are issues that can land you with a lawsuit.



**Even if an intern is earning class credit for the internship, he or she must be paid if all of the above criteria aren't met.**

Many interns are defined as employees and are required to be paid at least minimum wage under the Fair Labor Standards Act. Internships can only be unpaid in certain circumstances. All of the following must apply for an unpaid internship:

- The intern job and training description, even though it relates to the operation of the dealership, must be similar to what would be given in a vocational school.
- The training must be to the benefit of the intern and his or her education.
- The intern must not displace regular paid employees.
- The intern must work under close supervision of a regular dealership employee.
- The intern's employer must not receive any immediate benefit or advantages from the intern's activities. This means that if the intern is performing

routine work for the business on a regular basis (such as filing, clerical work, or assisting customers), then the dealership is, in fact, benefiting and could not exclude the intern from minimum wage. However, if the internship program is structured around a classroom or academic experience as opposed to the employer's actual operations, the internship will more likely be viewed as an extension of the individual's educational experience and will have a better chance of exclusion from the minimum wage.

- The intern is not necessarily entitled to a paid position at the completion of the internship position.
- The employer and intern must mutually understand that the intern isn't entitled to wages in relation to the internship.

Even if an intern is earning class credit for the internship, he or she must be paid if all of the above criteria aren't met.

*Kim Kavanaugh is an HR client advocate for KPA, which provides HR management software for auto, truck, agricultural /heavy equipment, motorcycle, and RV dealers. For information, contact KPA at [info@kpaonline.com](mailto:info@kpaonline.com) or (800) 853-9659. ■*



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and this year's

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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 \$195 per person. The Vendor Training +Plus badge will also give the holder access to the expo and the opening reception on Tuesday, Nov. 11.

*RVDA dealer members only – expires 8/29/14*

The Young RV Executives program, with events specifically focused on the needs of younger executives and new managers, returns for a second year.



#### Make the 2014 RV Dealers International Convention/Expo your destination for:

- A rich learning experience bringing together approximately 60 educational sessions on subjects driving your dealership today
- A new education track dedicated to social media and Internet-based marketing
- Business opportunities in the expo, where dealers can meet more than 100 manufacturers, vendors, and suppliers
- Mike Molino RV Learning Center's shorter, streamlined workshops for dealers/GMs, service writers/advisors, marketing and sales staff, parts and service managers, and rental operators
- Partners in Progress dealer/manufacture meetings, now spread out from Monday through Thursday so dealers can attend more workshops
- Social events and networking opportunities

FOR MORE INFO VISIT  
[WWW.RVDA.ORG/CONVENTION](http://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 _____	



Nov. 10-14, 2014  
Bally's on the Las Vegas Strip

2. *Registration Fees:*

First registrant locks in today's lowest rate for all future dealership personnel!	Advanced by 8/29	Late	Amount
<b>First Registrant</b> – includes <b>Vendor Training +Plus</b> , a \$195 value!	<b>\$659</b>	<b>\$879</b>	<b>\$</b>

Registrant Name _____	Email _____
Badge First Name _____	Please check here if you require special accommodations. <input type="checkbox"/>

<b>Second Registrant</b> – includes <b>Vendor Training +Plus</b> , a \$195 value!	<b>\$599</b>	<b>\$879</b>	<b>\$</b>
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Registrant Name _____	Email _____
Badge First Name _____	Please check here if you require special accommodations. <input type="checkbox"/>

<b>Third Registrant</b> – includes <b>Vendor Training +Plus</b> , a \$195 value!	<b>\$599</b>	<b>\$879</b>	<b>\$</b>
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Registrant Name _____	Email _____
Badge First Name _____	Please check here if you require special accommodations. <input type="checkbox"/>

<b>Fourth Registrant</b> – includes <b>Vendor Training +Plus</b> , a \$195 value!	<b>\$599</b>	<b>\$879</b>	<b>\$</b>
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Registrant Name _____	Email _____
Badge First Name _____	Please check here if you require special accommodations. <input type="checkbox"/>

<b>I would like to add a contribution to the Mike Molino RV Learning Center to promote education for our industry.*</b>	<b>\$</b>
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**VENDOR TRAINING +Plus ONLY** Dealership **must have one full convention registrant** to bring additional employees JUST for Vendor Training +Plus. The cost is **\$195** per person and includes Vendor Training +Plus training on Monday, Nov. 10 and Tuesday, Nov. 11, and Tuesday's reception in the Expo. Photocopy this form to add more registrants for Vendor Training +Plus.

Name _____	Badge First Name _____	Email _____	<b>\$</b>
Name _____	Badge First Name _____	Email _____	<b>\$</b>

3. *Payment Information:*

**TOTAL**

**\$**

<input type="checkbox"/> <b>Full Amount</b> or <input type="checkbox"/> <b>Easy Pay</b> (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"/> MasterCard <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, 204-6411 Buswell St, Richmond, BC V6Y 2G5 • (604) 718-6325 • Fax: (604) 204-0154 • www.rvda.ca

**CANCELLATION / REFUND POLICY:** All cancellations must be in writing and received by August 31, 2014, to qualify for a refund. A \$30 administrative fee will be deducted from each refund request received by July 31, 2014. A \$100 administrative fee will be deducted from each refund request received between August 1, 2014 and August 31, 2014. No refunds will be made after August 31, 2014. \*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.

# Go RVing Kicks Off Special-Event Marketing Efforts with Media Partners

*Edited by RVDA Staff*

**G**o RVing kicked off its special-event marketing efforts last month, bringing a hands-on RV experience to thousands of consumers throughout the country.

After tremendous success showcasing RV travel and camping at popular consumer events last year, Go RVing is expanding the number of on-site promotional events this year through media buys with promoter LiveNation and Outside, Country Living, and Garden & Gun magazines.

## GoPro Mountain Games

In partnership with Outside, Go RVing had an RV on display and interactive RVing activities at the GoPro Mountain Games, a family-focused festival held last month in Vail, CO. It attracted 50,000 spectators, with 5,000 touring the Go RVing exhibit.

Go RVing's sponsorship of the Gear Town booth included an RV set up in a mock campsite, complete with Lance Camper SURV and a lounge offering food and beverages. There were also on-site giveaways and sweepstakes with 20 prizes, such as YETI coolers filled with Go RVing premium items.

As one of the nation's largest celebrations of adventure sports, art and music, the event boasted an impressive list of sponsors, including GoPro, Eddie Bauer, and Travelocity.

## Country Living Fairs

Renewing the partnership from last year, Go RVing is once again teaming with Country Living to have a significant RVing presence at the three Country Living Fairs this summer and early fall.

The first event, held last month in Rhinebeck, NY, drew 19,000 attendees, with 2,000 touring the Go RVing exhibit of a Forest River Rockwood travel trailer. It will be followed by events in Columbus, OH, in September and Stone Mountain, GA, in October.

These on-site promotions give consumers the chance to learn more about RVing by touring an RV or by attending a Go RVing-sponsored seminar presented by Sisters on the Fly. Last year, 65,000 attended the Country Living Fairs, and 15,000 attendees toured the RVs.

## Jamboree in the Hills

For 36 years, more than 100,000 fans have flocked to Belmont in the rolling hills of eastern Ohio to take part in the longest running and most popular country music festival in America. This festival, which features 25 hours



*It was a beautiful day to tour the Go RVing display at the GoPro Mountain Games last month. Go RVing partnered with Outside magazine for exposure at this national event.*

of live music from country music legends and rising stars, also has an on-site campground that hosts 5,000 campers each year.

This year's event takes place July 17-20. In conjunction with LiveNation, Go RVing will have two on-site RV displays at the festival grounds and at the campground for attendees to tour. It will also sponsor a pop-up concert featuring Neal McCoy at the campground set outside the RV display.

Go RVing will also provide RVs as backdrops for two other McCoy concerts that will take place prior to the festival and be taped for use on the LiveNation/Ticketmaster website to promote Jamboree in the Hills.

Go RVing is also a sponsor of the festival's on-site sweepstakes, which will give away an RV rental for four to the 2014 festival campground, event tickets, transportation to the festival, and spending money.

## Southeastern Wildlife Exposition

Go RVing began its direct-to-consumer marketing drive earlier this year at the popular Southeastern Wildlife Exposition in Charleston, SC, in February. More than 3,000 event attendees were introduced to RV travel and camping while visiting the Go RVing display, which featured a Lance Camper travel trailer and a Forest River Rockwood Mini Lite travel trailer. Go RVing was participating at the expo for the second year through its media buy with Garden & Gun magazine, an event sponsor.



# 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.  
Make checks payable to RVDA. ☐ Check here for leads delivered by U.S. mail.  
Credit card (circle): VISA MC DISCOVER AMEX  
Credit card #: \_\_\_\_\_ Exp. date: \_\_\_\_\_  
Cardholder: \_\_\_\_\_ Security code: \_\_\_\_\_  
Signature: \_\_\_\_\_

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







## RV TECH CERT PREP COURSES

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



### Just getting started?

Take the **FREE** online **Candidate test** by clicking on "**How to Become Certified**" at [www.rvtechnician.com](http://www.rvtechnician.com)

#### REGISTERED TECHNICIAN

##### Course A. ~~\$89~~

The **Registered Technician Course** prepares RV Service Technician Candidates to take the **Registered RV Service Technician** test. \*

### Already a Registered Technician?

#### Choose Your Path:

#### CERTIFIED TECHNICIAN PREP COURSE

##### Course B. ~~\$249~~

Comprehensive Certification Preparation Course that represents the left side of the RV Service Technician Career Ladder. This course is preparation for testing as a **Certified Technician**. \*

#### CERTIFIED SPECIALIST PREP COURSE

##### Course C. ~~\$69/specialty~~

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

- C1. Appliances ~~\$69~~
- C2. Body ~~\$69~~ *(Coming Soon!)*
- C3. Chassis ~~\$69~~
- C4. Electrical Systems ~~\$69~~
- C5. Plumbing ~~\$69~~

**ALL COURSES USE AN INTERACTIVE MULTIMEDIA ONLINE FORMAT.** Combines text, graphics, and video with mentor support. All content is online. No extra materials needed. Courses align with core knowledge areas of certification tests.\*

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

**YES, I WANT TO REGISTER MY TECHNICIANS!** (Copy this form to register more than four.)

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ FAX \_\_\_\_\_

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



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

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

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

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

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

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

Send progress reports and other notifications to the following supervisor:

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

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

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

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

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

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

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

Fax to (703) 359-0152 or mail to the Mike Molino RV Learning Center, 3930 University Dr., Fairfax, VA 22030. Call (703) 591-7130 to enroll by phone.



The Mike Molino RV Learning Center proudly recognizes these

# CONTRIBUTORS

\*Active donors are those who have contributed to the RV Learning Center since 07/01/12.



Received From	Contributed 07/01/12 - 06/10/14*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 07/01/12 - 06/10/14*	Total Lifetime Pledge	Last Contribution
<b>MAJOR GIFTS active donors* with cumulative donation or pledge of \$25,000 or more</b>							
Newmar Corporation	\$50,000	\$260,000	10/31/13	Pan Pacific RV Centers, Inc.	\$1,000	\$41,500	10/15/13
RVDA of Canada	\$25,000	\$175,000	12/18/13	McClain's RV Superstore	\$6,000	\$41,000	08/05/13
Bank of America Merrill Lynch	\$5,000	\$173,000	04/29/13	RVAC	\$12,000	\$38,000	12/11/13
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	11/25/13	Pikes Peak Traveland	\$1,000	\$31,000	06/03/13
PleasureLand RV Center, Inc.	\$4,000	\$86,350	11/15/13	Paul Evert's RV Country, Inc.	\$1,000	\$30,000	04/01/13
Horsey Family Memorial Fund	\$1,000	\$69,000	07/01/13	Tiffin Motor Homes, Inc.	\$5,000	\$28,500	03/24/14
Bill & Kristen Fenech	\$7,500	\$57,500	07/09/13	Reines RV Center, Inc.	\$5,000	\$27,025	12/18/13
Campers Inn of Kingston	\$23,578	\$56,000	10/08/13	Avalon RV Center, Inc.	\$1,000	\$26,500	04/12/13
Ron & Lisa Fenech	\$5,000	\$55,000	08/27/13	Holiday World of Houston	\$500	\$25,500	06/17/13
Byerly RV Center	\$5,000	\$52,000	01/10/14	Bill Plemmons RV World	\$5,000	\$25,000	06/24/13
Fogdall Family Fund	\$6,000	\$43,100	03/05/14				
<b>CHAMPIONS active donors* with a cumulative donation or pledge between \$2,500 and \$24,999</b>							
Diversified Insurance Mgmt. Inc.	\$6,600	\$21,000	02/21/14	American RV	\$1,000	\$6,925	10/04/12
Earl Stoltzfus	\$10,000	\$20,000	08/30/13	Circle K RV's, Inc.	\$250	\$6,250	06/24/13
Dixie RV Superstore	\$5,000	\$20,000	03/21/14	Hayes RV Center	\$800	\$5,900	12/24/13
Wilkins R.V., Inc.	\$1,500	\$19,600	07/22/13	Burlington RV Superstore	\$500	\$5,500	06/19/13
Greeneway, Inc. (Route 66 Dealer)	\$5,250	\$18,550	06/11/13	Webster City RV, Inc.	\$2,000	\$5,100	05/05/14
Rivers RV	\$250	\$17,600	05/31/13	Madison RV Supercenter	\$1,000	\$5,000	08/08/13
Alpin Haus	\$500	\$17,500	06/21/13	Minnesota RVDA	\$5,000	\$5,000	01/11/13
Butch Thomas	\$1,000	\$16,000	11/30/12	Camperland of Oklahoma, LLC	\$500	\$4,850	07/02/13
Hartville RV Center, Inc.	\$1,250	\$15,750	10/18/13	Best Value RV Sales and Service	\$1,000	\$3,750	05/12/14
MBA Insurance, Inc.	\$1,000	\$15,100	05/17/13	Topper's Camping Center.	\$500	\$3,500	04/18/13
Mike and Barb Molino	\$775	\$11,586	01/24/14	Myers RV Center, Inc.	\$1,250	\$3,250	06/11/13
Affinity RV Service Sales & Rentals	\$2,000	\$11,000	07/01/13	A World of Training	\$3,000	\$3,000	11/20/13
AIRXCEL - RV Group	\$500	\$11,000	06/06/13	J. D. Sanders, Inc.	\$500	\$3,000	08/05/13
United States Warranty Corp.	\$2,000	\$10,250	04/30/14	United RV Center	\$1,000	\$3,000	09/20/12
Little Dealer, Little Prices	\$5,000	\$10,050	01/23/13	RV Outlet Mall	\$750	\$2,550	06/05/13
Great Lakes RVA	\$10,000	\$10,000	02/27/13	Alliance Coach, Inc.	\$1,000	\$2,500	04/11/14
Hemlock Hill RV Sales, Inc.	\$639	\$10,000	09/14/12	Crestview RV Center	\$500	\$2,500	12/18/13
Rich & Sons Camper Sales	\$4,000	\$10,000	11/14/13	Onsite Temp Housing	\$500	\$2,500	05/08/14
Folsom Lake RV Center	\$2,700	\$9,700	12/16/13	Phil Ingrassia	\$2,500	\$2,500	03/26/14
Motley RV Repair	\$1,000	\$9,075	09/13/13	RCD Sales Company, Ltd.	\$750	\$2,500	06/07/13
Curtis Trailers	\$1,000	\$8,000	06/03/13				
<b>LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499</b>							
The Trail Center	\$500	\$2,350	11/06/13	Skyline RV & Home Sales, Inc.	\$1,250	\$1,500	06/14/13
Hilltop Trailer Sales, Inc.	\$541	\$2,122	06/11/13	Dinosaur Electronics	\$500	\$1,250	06/06/13
Noble RV, Inc.	\$755	\$1,655	03/21/14	Out of Doors Mart, Inc.	\$500	\$1,250	09/18/13
Lindsey Reines	\$1,500	\$1,500	12/20/13	Bill Mirrielees	\$500	\$1,000	04/30/14
<b>BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999</b>							
Schaap's RV Traveland	\$500	\$850	11/14/13	Holiday Hour, Inc.	\$200	\$500	03/24/14
Steinbring Motorcoach	\$500	\$750	11/21/12	Beckley's Camping Center	\$250	\$500	06/06/13
Camp-Site RV	\$250	\$750	01/13/14	Ocean Grove Supercenter	\$500	\$500	06/04/14
Ronnie Hepp	\$300	\$625	08/24/12				
<b>SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499</b>							
Bell Camper Sales	\$200	\$450	08/26/13	Tennessee RV Sales & Service	\$250	\$250	02/21/14
Foley RV Center	\$250	\$250	09/01/12	Happy Camping RV	\$200	\$200	11/07/13
Mayflower RV, Inc.	\$250	\$250	07/27/12	Mike Thompson's RV Super Stores	\$100	\$100	08/12/13
Modern Trailer Sales, Inc.	\$250	\$250	06/04/14	John Peak	\$100	\$100	10/03/13
Karin Van Duyse	\$250	\$250	10/24/12	Amy Pennington	\$100	\$100	11/30/12
South Haven RV Center	\$250	\$250	05/12/14	Setzer's World of Camping, Inc.	\$100	\$100	02/21/14
<b>ENDOWMENTS</b>							
Kindlund Family Scholarship		\$270,000					

# 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/AESE 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)

http://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.

## Lead Qualifier Program

### Customer Service Intelligence Inc. (CSI)

www.tellcsi.com

bthompson@tellcsi.com

(800) 835-5274

The Scene: High Inventory-Low Sales. The Need: MORE SALES-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

Isims@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 experienced 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

http://partnership.com/79RVDA

sales@PartnerShip.com

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

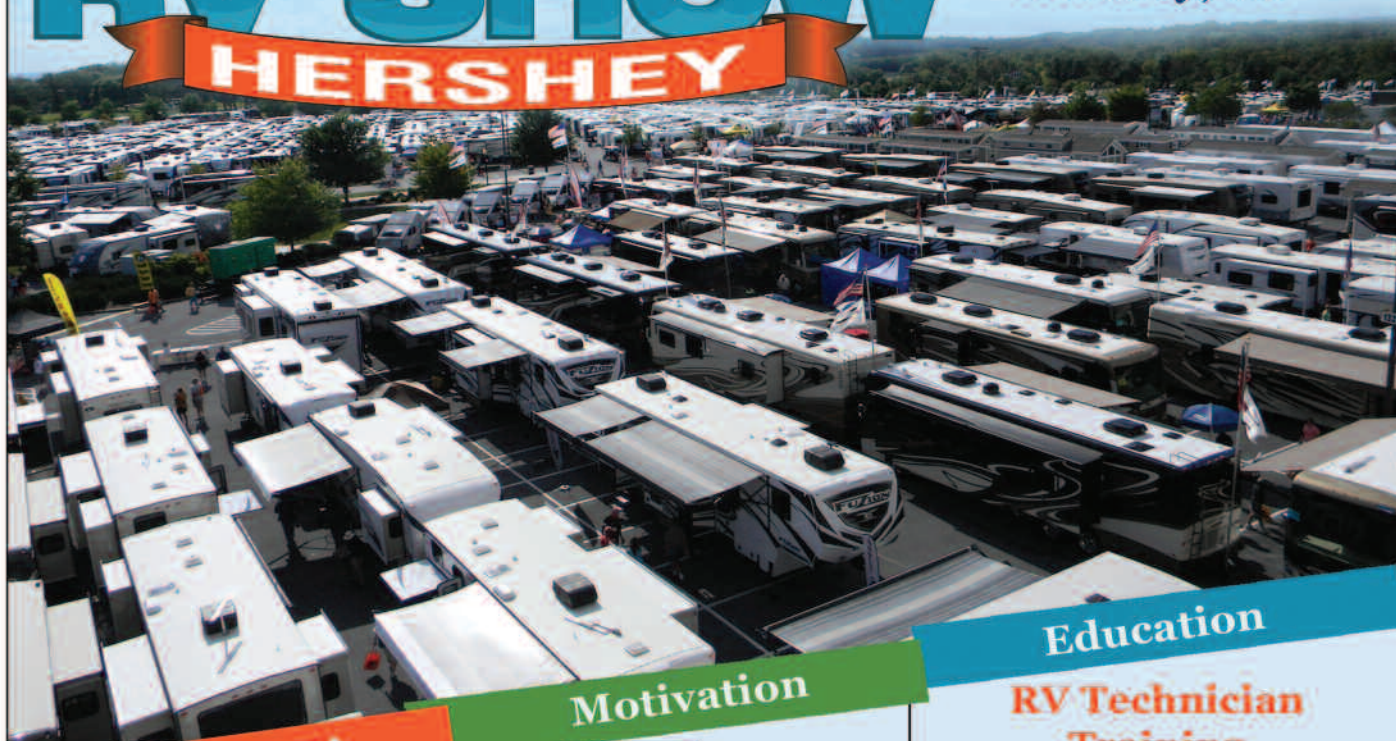
**Visit [www.rvcareers.org](http://www.rvcareers.org)**

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



# AMERICA'S LARGEST RV SHOW HERSHEY

**Industry Days:  
September 8 - 9**  
**Giant Center<sup>SM</sup>;  
Hershey, PA**



**Excitement**



**Party  
time!**



Enjoy a **FREE** party at  
Hersheypark  
complete with food, beer,  
wine and thrilling rides!!

**Motivation**



**Olympic  
Gold  
Medalist  
Misty  
May-  
Treanor**

Get motivated with her  
message of success both on and  
off the volleyball court.  
Breakfast and message followed  
by a Meet & Greet.\*

\*Photos and volleyballs available for purchase.  
Cash or personal check only.

**Education**

**RV Technician  
Training**



*Earn recertification hours*

**Profitable Service  
Advising**



with Chuck  
Marzahn &  
Gary Motley

*Earn RVDA  
CEUs*



**Join our  
Mailing  
List**

Over 1,200 RVs outside and  
hundreds of booth vendors  
indoors and out!

**#HersheyRVshow**

**Distributor Showcase**



**www.largestRVshow.com or 888-303-2887**



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Dealer/GM  
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# THE RV Industry's

## CENTRAL TRAINING CALENDAR

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Monthly Weekly Daily

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August 2014
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Sun	Mon	Tue	Wed	Thu	Fri	Sat
					Show Online Events	1 2 Show Online Events
3 Show Online Events	4 Show Online Events	5 Show Online Events	6 Show Online Events	7 Show Online Events	8 Show Online Events	9 Show Online Events
10 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 Show Online Events	19  Show Online Events	20 Show Online Events	21 Show Online Events	22 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						

Go RVing®

Don't see your events listed? Visit [www.rvtrainingcalendar.com](http://www.rvtrainingcalendar.com) to upload your events to the calendar.

**RVDA Welcomes Our Newest Members**  
5/1/14 - 5/31/14

**Dealer**  
AAA RV Sales and Rentals  
Oklahoma City, OK  
Airstream Adventures Northwest  
Fairfield, CA  
Coast To Coast RV Centers  
McKinney, TX  
Quality RV  
Linn Creek, MO  
Tonie's RV Inc.  
Salem, VA

**Aftermarket**  
RV Service and Care LLC  
Fairmont, WV  
RVTECH LLC  
Fort Myers, FL  
TLC Auto and Truck Center  
Farmingdale, NY

**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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# Think you are an RV PRO?

Take the multiple-choice industry knowledge quiz and test just how much you know.

a.

☐

*What four industry brands combined to form the new Allied Recreation Group?*

b.

☒

*What company owned Holiday Rambler from 1986 to 1996?*

*Who is the current Chairman of RVDA?*

*What does the acronym PDI stand for?*

*Aspen Trail is a division of what company?*

c.

☐

*What city did Arrow Distribution hold its annual distributor show at this year?*

d.

☐

[www.RV-Pro.com/quiz](http://www.RV-Pro.com/quiz)

*Quiz is updated every Monday*

Highest cumulative score  
for all quizzes in a month

**wins  
\$200**





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- Grow profitability
- Drive customer satisfaction



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