

# RV EXECUTIVE TODAY

JULY 2015

## Good Times for RV Rental Dealers

***Latest survey: Revenues are up,  
towables are popular***

page 10

***Also:***

Get the facts with "Quick Takes,"  
a new feature with data dealers  
can use page 9

Society for Certified RV  
Professionals recognizes newly  
certified employees page 24





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Help us celebrate two of our long-term member's induction into the

# RV/MH Hall of Fame



**Bert Alanko**  
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**Bill Thomas**  
Bill Thomas Camper Sales

Bert Alanko and Bill Thomas, two of our long-time RVDA members, will achieve lifetime milestones with their induction into the RV/MH Hall of Fame on August 3rd, 2015. Both have unselfishly served RVDA and its members for many years.

Make reservations for the reception, dinner and ceremony at [www.rvmhhalloffame.org](http://www.rvmhhalloffame.org). Tickets are \$150.00 per person. Space is limited, so reserve your seats ASAP and be a part of this momentous event. Come in the night before the induction ceremony to participate the next morning in the **2015 Hall of Fame Golf Classic** at Bent Oak Golf Course (breakfast at 7:00 am with a shotgun start at 8:30). The golf tournament will conclude with plenty of time to clean up and get ready to attend the cocktail reception preceding the induction dinner. The tournament is a great opportunity to socialize with RV industry movers and shakers from the RV manufacturing and RV supplier segments. **Only 144 spots are available for golf so call early because the tournament sells out every year.** More info is available at: <http://www.rvmhhalloffame.org/golf.cfm>.

**Induction Dinner | August 3rd, 5:30 - 9:30pm | RV/MH Hall of Fame | Elkhart, Indiana**



**800-378-8694 | [www.rvmhhalloffame.org](http://www.rvmhhalloffame.org)**

# RV EXECUTIVE TODAY

C O N T E N T S

July 2015

## 9 Quick Takes

This new monthly feature will take a look at statistics of interest to RV dealers. July's topic: Camping data.

## 10 RV Rental Revenue Up, Fleet Size Stable

The majority of dealers with RV rental operations enjoyed double-digit increases in their rental revenue last year, according to a survey from the Recreation Vehicle Rental Association.

## 12 Thinking of Starting an RV Rental Business? Here's One Successful Dealer's Advice

There's more than one business model for setting up a rental operation; here's how one longtime rental dealer structures his.

## 14 RV Industry Gets Temporary Exemption from Commercial Driver's License Requirement

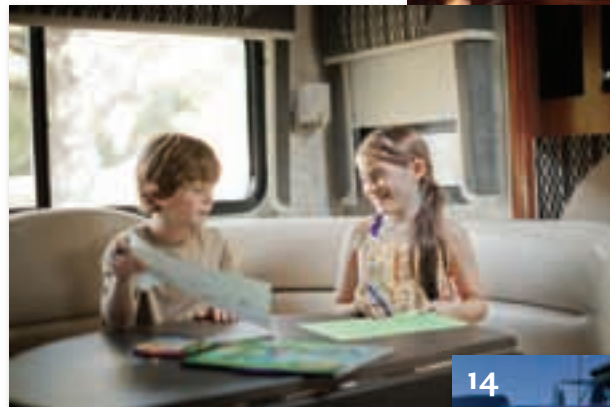
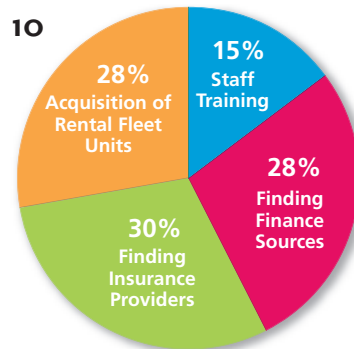
Most RV delivery drivers won't need a CDL under a two-year exemption granted by federal regulators. The exemption should help alleviate the kind of delivery delays that frustrated dealers last spring.

## 20 RVDA Members in the News

Dealers have been busy this spring with grand openings and Great Outdoors Month activities.

## 24 Certifiably Professional

With the RV market back in high gear, more dealers are investing in employee training to ensure that their customers have the best possible experience. Find out who's been recently certified or recertified.



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# Convention/Expo Planning Is a Team Effort

*By Phil Ingrassia, CAE, president*

One of the most active volunteer committees within RVDA is the Convention/Expo Committee chaired by Ron Shepherd of Camperland of Oklahoma in Tulsa. Ron heads a diverse team of dealers and associate members who spend a lot of time with staff putting together the entire convention/expo program. It also includes RVDA of Canada members and our partners in organizing the event.

The way RV dealers do business today is much different than it was 10 years ago, and so is the convention/expo educational workshop selection process. RV Learning Center Chief Karin Van Duyse works closely with Ron and the committee to seek out the best speakers on management, sales, fixed operations, rental, and marketing.

RVDA issues a call for workshop proposals early in the year. The committee members review and discuss specific topics of interest and then select the best presenters to deliver the message.

In making their decisions, committee members have much more information available than they did just a few years ago, including quick access to actual presentations through online video. More information means more work. Committee members spend hours sifting through websites and videos to bring you the best speakers.

Some of the results of all this preparation are outlined for you in this magazine on pages 16-17. There's also more to come. This year, the committee is developing a revamped F&I track to help dealers improve profitability and compliance in this important department.

The expo floor will also have more to see this year. In addition to the well-known RV companies that will have a big presence at the convention this year, there

**"The key to the event's success is participation – from dealers who invest in their people and attend, to our corporate partners, sponsors, and exhibitors, who demonstrate their commitment to continuing education through their financial support of the convention."**

are 18 new exhibitors as this edition of *RV Executive Today* goes to press.

Vice President for Administration Ronnie Hepp and Marketing Manager Julie Newhouse work with our corporate partners, sponsors, and exhibitors on all the details that go into making the expo a great place to do business and network.

The key to the event's success is participation – from dealers who invest in their people and attend and from our corporate partners (see page 18), sponsors, and exhibitors, who demonstrate their commitment to continuing education through their financial support of the convention.

Visit [www.rvda.org/convention](http://www.rvda.org/convention) to register and for regular updates. You can also get convention updates on LinkedIn, Twitter, and Facebook, and later this summer, RVDA will update the popular Convention/Expo Guidebook mobile app.

Stay tuned as the convention approaches – I look forward to seeing you in Las Vegas in November!

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

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

**Editorial/Business Office:**  
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*RV Executive Today* (ISSN #1088-873X)  
Volume 19, Issue 7

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# Good Business Indicators Abound So Far in 2015

By John McCluskey, chairman



**N**ow that we are well into the summer selling season, it is clear the RV business is headed for a banner year as the industry sets 30-year records for travel trailer and fifth-wheel deliveries in 2015.

The latest forecast from RVIA estimates manufacturers will ship 380,000 units in 2015, a 6.5 percent increase from the 356,735 shipped last year. The good news doesn't stop there. RV shipments are projected to reach 394,500 units in 2016, just topping the 390,362 produced in 2006.

The growth in unit volume continues to be fueled by towables. While motorhome shipments have certainly improved and are projected to reach just over 49,000 units in 2016, that's still a far cry from the most recent high-water mark of 70,800 in 2004. In any event, all indications are that business should remain strong for the foreseeable future.

We are fresh from a series of industry events in Washington, DC, which included meetings of the RVDA Board of Directors meeting, the Go RVing Coalition, and the technician certification board. As the RVDA board works with our industry partners, we always keep in mind our guiding principle to develop programs that make dealers better and stronger.

## Go RVing

Go RVing continues to help fuel the resurgence of our industry with a \$15 million 2015 media budget that's increasingly focused on digital media. Visits to the Go RVing gateway consumer site were up more than 10 percent year-over-year at the end of the first quarter.

Go RVing's social media campaign is exploding, with more than 620,000 Facebook users following the site – and that number grows every day. As of early June, there were more than 8,900 Go RVing consumer leads in the system. Dealers participating in the optional Go RVing Dealer program can access leads in their area (see page 27). A big takeaway from the Go RVing meeting is that the program is using all traditional and developing media platforms to develop interest in RVing.

## RVDA Board of Directors

As we've communicated to you over the past several weeks, RVDA continues its efforts to require the Consumer Financial Protection Bureau (CFPB) to be more transparent. Along with allies at NADA and RVIA, we are working to get

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more co-sponsors on a bill (HR 1737) that would rescind the agency's guidance on vehicle lending that threatens the current model of dealer-assisted financing.

While Congress is in recess and many representatives are back in their home districts, let them know how important this issue is to your dealership. The talking points are simple: Don't let the CFPB make financing a vehicle less competitive or more of a hassle. The auto and RV industries are driving economic recovery, and it doesn't make sense for the Feds to make vehicle financing less accessible for our customers.

We are also taking steps to improve our member benefits programs available through the RV Assistance Corporation (RVAC). (See page 30 for a list of current programs). The budget the board of directors approved includes funding for a position to better communicate these benefits to you and develop additional programs to help your business.

RVDA volunteer leaders and staff are working on your behalf to improve the business environment in which we all operate. I urge you to take advantage of all the opportunities available to make the most of today's strong selling environment.

Thanks for your support.

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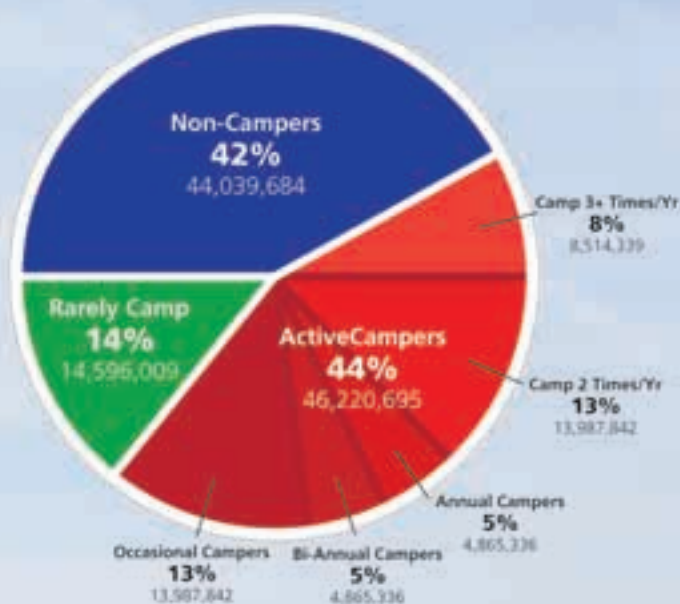
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# QUICKTAKES

## Info For The Big Picture



## WHO'S CAMPING?

The proportion of "active camper" households – meaning they camp at least occasionally – currently stands at 44 percent, representing a large number of households (46 million). Overall, this proportion of households who camp at least occasionally has risen by six percentage points over the past two years (from 38% to 44%) based on a similar study conducted in 2012. There is also an increase in the campers who camp bi-annually.

## AVERAGE \$ SPENT ON TRIPS BY AFFLUENT HOUSEHOLDS

Millennials  
\$6,200

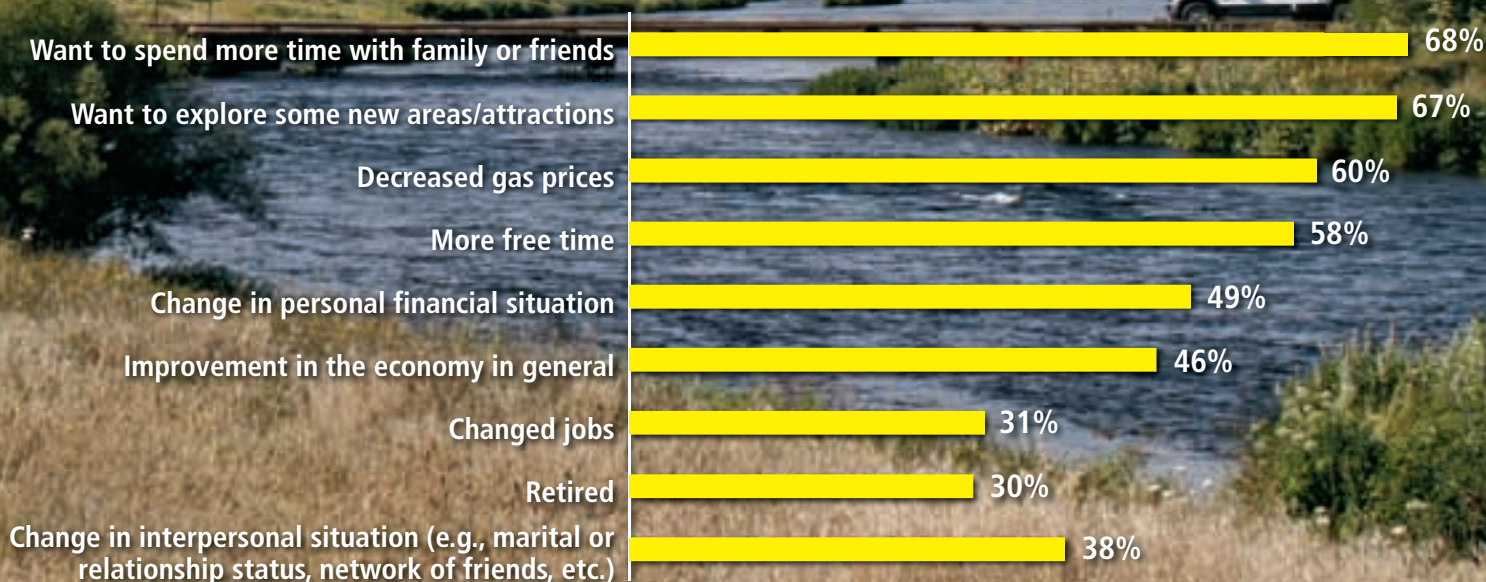
Gen X  
\$3,700

Boomers  
\$2,900

From Shullman Research Center

## REASONS FOR CAMPING MORE IN 2015

What has the most impact on your decision to camp more this year?



From KOA's 2015 North American Camping Report

# RV Rental Revenue Up, Fleet Size Stable

By Jeff Kurowski

*Last year was a good one for RV rental dealers, with the majority enjoying double-digit increases in their rental revenue. Some dealers even saw jumps of 50 percent or more, according to a survey conducted this spring by the Recreation Vehicle Rental Association (RVRA).*

**Only 9 percent** of dealers had lower rental revenue in 2014, and 15 percent made the same as they had the previous year.

But in spite of last year's revenue increases, many of the dealers who responded to the recent survey have small rental fleets and say there are various challenges standing in the way of expanding their operations for this year's peak season. The number of units that some dealers plan to add basically offsets the number that other dealers plan to subtract from their fleets. Consequently, it appears that this year's RV rental fleet will be about the same size as it was in 2014.

The biggest challenges facing dealers who rent are getting financing and insurance providers for rental units, and difficulty buying the types of RVs best suited for rental in their markets. A significant percentage of survey respondents also said staff training is a challenge.

While the multi-location national and regional companies that specialize in RV rentals typically offer motorhomes – primarily Class Cs – a high percentage of dealers responding to this year's

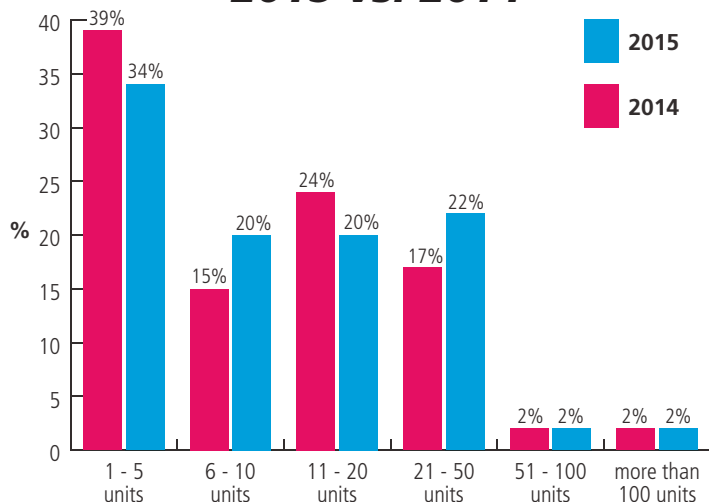
survey said they rent only towables. In fact, two-thirds of respondents said they will deliver trailers to where their customers plan to use them, so even customers without tow vehicles can rent a unit.

Long weekends appear to be the most popular time for RV rentals, with almost half of the dealers saying three nights was the average length of their rental contracts. Almost a quarter said four to seven+ nights was the average length of their contracts, and 8 percent said one or two nights was their average.

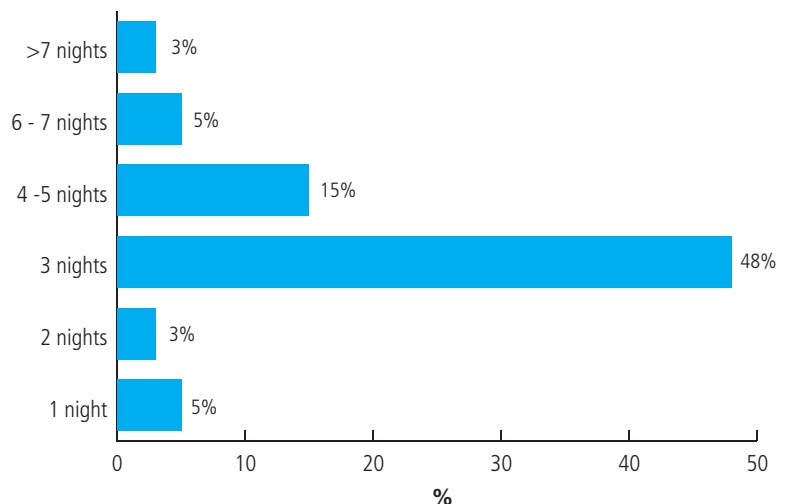
While couples and families with children are a big part of the RV rental market, dealers often see groups of men renting RVs for hunting/fishing trips and weekends at major sporting events. In those cases, the number of sleeping areas is important. Almost 70 percent of dealers say their rental customers want at least four separate sleeping areas and, in many cases, six or more.

RVRA is a unit of RVDA; the survey was conducted through the RV Retailer Intelligence program, a service of the RV Assistance Corp. (RVAC), a wholly-owned subsidiary of RVDA. ■

**Rental Fleet Size  
2015 vs. 2014**

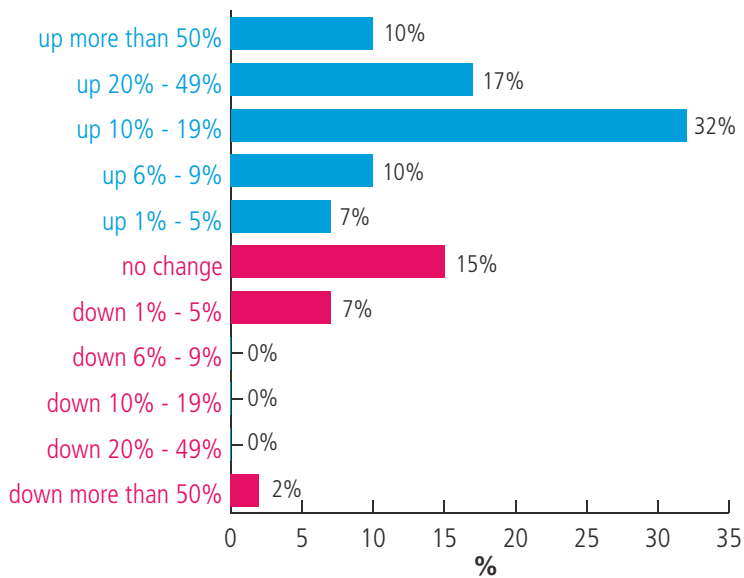


**Average Length of 2014  
Rental Contract in 2014**

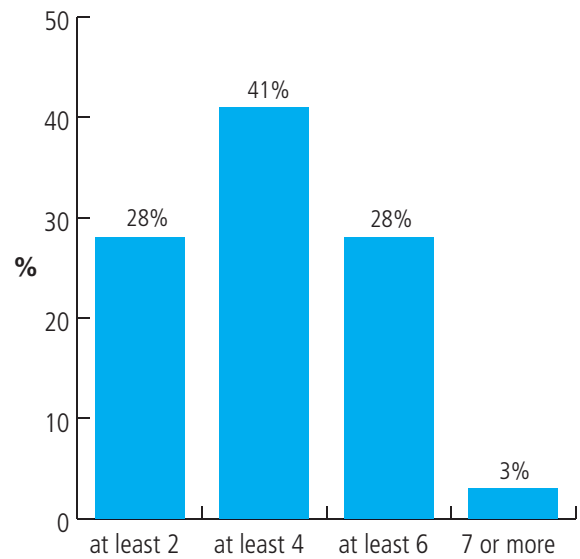




## Rental Revenue 2014 vs. 2013



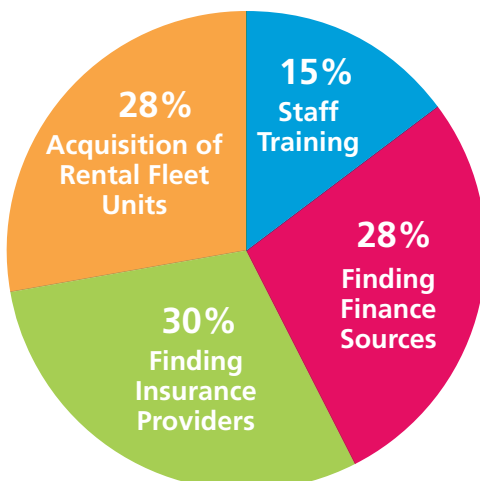
## How many sleeping areas do rental customers want?



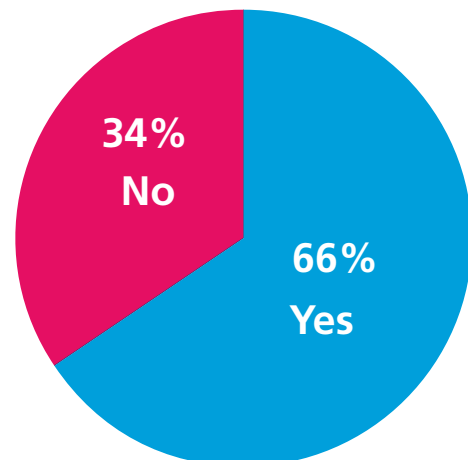
### Reasons for not expanding the rental fleet

- It's hard to get funding when you're small
- Haven't had an increase in demand
- Would need to add staff, which could hurt profitability
- The season is too short for the cost of inventory
- Can pick from new or used unit inventory if needed
- Insufficient cash flow for additional units

## Biggest Challenges Facing RV Rentals



## Do you deliver rented towables to where customers will be using them?



# Thinking of Starting an RV Rental Business?

## Here's One Successful Dealer's Advice

**Martin Onken** owns Expedition Motor Homes Inc., an RV rental company in Calabasas, CA. He will be a Mini Rental School presenter at RVDA's 2015 annual convention.

**Q:** Your business is a managed-fleet RV rental company – explain how that works.

**A:** This rental model is designed to help both owners and RV rental companies. Owners get income and tax deductions, which make their RVs more affordable. That, in turn, may enable the owner to afford a more expensive RV than he could have afforded without the financial help.

The rental company benefits by having more RVs and a greater variety of models to rent, without the financial investment. Other benefits include work for the service department, parts sales for the parts department, and a potential pool of high-quality used models for the sales department.

There are many variations of this rental model, and they all share these characteristics:

- The RV owner uses a company to manage and rent his unit for profit.
- The company rents the RV to responsible people.
- The rental company and the owner split the income, usually 50/50.
- The owner gets certain tax deductions in addition to the income.
- The owner retains full ownership and gets to use his RV when he wants.

**Q:** Do you see an increase in demand for RV rentals? If so, what lifestyle and demographic factors are driving that demand?

**A:** The demand for RV rentals has always been strong. Many rental companies had annual double-digit revenue growth before the recession.



sion. Even during the recession, most prudently operated rental companies remained healthy. During the past two to three years, the demand has started to approach the revenues of the early to mid-2000s. Fueling this renewed demand are multi-family groups traveling together and overseas visitors. There's also a trend developing of one-way trips, as families try to make better use of their limited vacation time.

At our dealership, we're seeing a return of previous customers who deprived themselves of traditional vacations during the recession years but are now resuming affordable, regional trips.

**Q:** Where can dealers who want to start a rental operation go for information and training?

**A:** There are three established ways for an existing dealership, or a start-up, to get professional information and training on starting a managed RV rental business. First, RVDA's annual convention offers workshops, vendors, and networking opportunities to get started. When I first investigated the industry about 15 years ago, I went to the convention and got a great "eye opener" about insurance, pricing, fleet composition,

marketing, and accessories. With that information, I felt I was ready to start Expedition Motor Homes, with a mighty fleet of two units!

Second, for those who want to learn all the ins and outs, attend the MBA RV rental school. In addition to quality instruction and supportive documents like the Rental Operations Manual, students can brainstorm with peers, the instructors, and suppliers who are all dedicated for that three-day period to answering all their questions and concerns.

Third, a new rental department or company may want to hire a professional consultant to work with them on the specifics of starting and running the company, improving profit, and reducing risks. This can take the form of ongoing consultation, or consulting for specific projects or problems. Consultants can be management companies or individuals, like me, who have done it and want others to succeed in the business, too.

After the start-up phase there are groups and peer mentors who gather dealers together regularly to exchange information to grow and improve their businesses. Whatever stage of development an RV rental business is in, there is support available to help them become successful. ■



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# RV Industry Gets Temporary CDL Exemption

By Brett Richardson, RVDA Director of Legal & Regulatory Affairs

Last year, the RV industry suffered from inventory delivery delays due to a lack of qualified commercial drivers. That pressure has subsided, thanks in part to industry efforts to help solve the dilemma.

RVIA asked the Federal Motor Carrier Safety Administration (FMCSA) to exempt the RV industry from its Commercial Driver's License (CDL) requirements when transporting RVs for business purposes. Currently, RVs are considered commercial motor vehicles when they're being transported from a manufacturer's facility, or when dealers take them to RV shows and rallies.

RVIA noted that RV shipments consistently jump during February through June, and that each unit must be individually transported. This results in units piling up in RV transporters' yards because there aren't enough CDL-qualified drivers available. The seasonal driver shortage

creates delays in deliveries to dealerships, and consumers, in turn, may have to wait weeks or months for delivery of their purchase.

In pressing for the exemption, RVIA also noted that delivery drivers have substantially more experience operating RVs than do RV owners themselves who operate their units for recreational purposes. And

manufacturers and transport companies have a far greater economic incentive to train and monitor their RV drivers because of their greater liability exposure.

CDL operators are required to have specialized training and clean driving records, and to

maintain burdensome logs of their hours and undergo drug and alcohol testing. RV owners who use their units for personal purposes don't face these same demands.

RVDA, along with several RV state associations (Pennsylvania, Indiana, and Florida) submitted comments in support of RVIA's request.

FMCSA recently granted that request by allowing a two-year exemption from the CDL requirements. Under the exemption, drivers who deliver newly manufactured motorhomes and RVs to dealers or trade shows before retail sale (drive-away operations) won't be required to have a CDL.

The exemption covers employees of all U.S. drive-away companies, RV manufacturers, and RV dealers transporting units between manufacturing sites and dealer locations and for movements prior to the first retail sale.

Drivers engaged in drive-away deliveries of RVs with gross vehicle weight ratings of 26,001 lbs. or more won't need a CDL as long as the empty RVs have gross vehicle weights or gross combination weights of 26,000 lbs. or less. RV trailers towed by other vehicles must weigh 10,000 lbs. or less. RV units with a combined gross vehicle weight exceeding 26,000 lbs. are not covered by the exemption.

Despite this temporary exemption from the CDL requirements, RV dealers are still required to display USDOT numbers when an RV qualified as a commercial motor vehicle is used for business purposes.

The CDL exemption ends April 6, 2017. RVIA is required to report to FMCSA any accidents involving RVs covered by this exemption. If all goes well during this period, it may be possible to petition the FMCSA for a permanent exemption. ■



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\*\$30 applicable fee dealers on contract.  
Contracts must be for at least 3 months. Call for details.





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# VENDOR TRAINING +PLUS OFFERS TRAINING ON THE LATEST PRODUCTS

VENDOR TRAINING +**Plus**

**V**endor training +Plus topics are designed to help dealership management increase profitability through increased knowledge of the latest products and services on the market. The sessions begin on Monday, Nov. 2, and continue through Tuesday, Nov. 3. Vendor Training +Plus is free for all full convention registrants, so dealers should plan to arrive early in the week to take full advantage of these

extra sessions. Registered dealers can bring additional staff to attend Vendor Training +Plus at the special rate of \$205 per person. This two-day fee includes the training sessions and Tuesday's reception in the expo halls.

\* This is a partial schedule – for updates, check the 2015 RV Dealers International Convention/Expo website frequently at [www.rvda.org/convention](http://www.rvda.org/convention).

## MONDAY, NOVEMBER 2

2:45 - 3:45

### Diversified

Greg Artman

*A Leadership Primer*

## TUESDAY, NOVEMBER 3

8:15 - 9:15

### Omnia

Carolyn Eagen

*Manage and retain the Four (sometimes Five) Generations in Today's Workplace and KEEP your coveted skilled talent!*

9:30 - 10:30

### AIRXCEL Inc.

Rick Link

*Learn about Suburban's New IVV60 On-Demand Water Heater that features Suburban's exclusive 2-Stage Self-Modulating Combustion System*

9:30 - 10:30

### Lippert Components

Steve Paul & Jarod Lippert

*Turnkey Profit Center Programs from Lippert Components*

9:30 - 11:45 (2-hour session)

### IDS

Mark Berggren & Ajay Thakur

*Using New IDS Technology to Improve the Customer Experience*

10:45 - 11:45

### Diversified

Greg Artman

*Cash Conversions*

10:45 - 11:45

### RV Inspection Connection

Terry Cooper

*Increasing Your Bottom Line with Certified Pre-Owned RVs*

12:00 - 1:00

### eBAY Motors

Clayton Stanfield

*The Online (Sales) Playbook Workshop*

12:00 - 1:00

### Genius Monkey

Jeremy Hudgens

*Technology & Big Data: What It Means To Your RV Lead Generation*

## LIST OF EXHIBITORS AS OF JUNE 15

VISIT [WWW.RVDA.ORG/CONVENTION](http://WWW.RVDA.ORG/CONVENTION) FOR UPDATES ON THE EXHIBITORS.

A World of Training

ADESA Specialty Auctions

Airstream Inc.

AIRXCEL RV Group

**Silver Partner:**

**Ally Financial**

American Guardian Group of Companies

America's RV and Marine Auction

Aqua-Hot Heating Systems Inc.

ARI

Arrow Distributing, Inc

Arterra Distribution

ASA Electronics

Auction123.com

**Bronze Partner:**

**Bank of America Merrill Lynch**

**Bronze Partner:**

**Bank of the West**

Bison Coach

Blue Ox

Bob Clements International Inc.

Brasher's Northwest Auto Auction

**Bronze Partner:**

**Brown & Brown Recreational Insurance**

Carefree of Colorado

CDK Global

Cequent Performance Products

Cirrus Solutions

Coach Lift

Coach-Net

Coast Distribution System

CrossRoads RV

Cruiser RV LLC

Cummins Onan

Dealer Spike RV

Dexter Axle Company

**Bronze Partner:**

**Diversified Insurance Management Inc.**

DRV Luxury Suites LLC

Duratain Inc.

Dutchmen Manufacturing Inc.

EasyCare RV

EBay Motors

**Bronze Partner:**

**Forest River**

**Platinum Partner:**

**GE Capital, Commercial Distribution Finance**

Genius Monkey

Haulmark Industries Inc.

Heartland Recreational Vehicles LLC

Highland Ridge RV Inc.

IDS - Integrated Dealer Systems

IHS Automotive

Infinite Creative Enterprises Inc.

Infinity Luxury Woven Vinyl

Keystone RV Company

KZ RV

Lance Camper Manufacturing Corporation (LCMC)

Level 5 Advertising

Lippert Components Inc.

Livin' Lite RV Inc.

Marzahn & King Consulting Inc.

**Bronze Partner:**

**MBA Insurance Inc.**

Medallion Bank

Merrick Bank

Mobile Sleep Components (RV Mattresses)

MORryde International Inc.

NADAguides & NADAguides.com

National Automotive Experts/NWAN

Newmar Corporation





12:00 - 1:00

### AGWS

Charles Campbell

*Maintaining profits and compliance in today's legal environment*

1:15 - 2:15

### RV Inspection Connection

Terry Cooper

*Learn How a Certified RV Inspection of Your Rental Units Can Reduce Your Headaches*

1:15 - 2:15

### WFCO

Tom Ryan

*Why WFCO products are The HEARTBEAT of Today's RV's*

1:15 - 2:15

### RV Dealer Pro Training

Don Reed & Tim Kintz

*Leading From the Neck Up to Bring Your Net Up*

NextGear Capital  
Northpoint Commercial Finance LLC  
NTP-STAG  
The Omnia Group  
Pettes & Hesser Ltd.  
Phoenix American Warranty Co. Inc.  
Pirit Heated Hose  
Priority One Financial Services Inc.  
Progress Mfg. Inc.

### Gold Sponsor: Protective

Riverside Travel Trailer  
Roadtrek Motorhomes Inc.  
Robert Weed Plywood Corporation  
RV DealerPro Training  
RV Inspection Connection  
RV Trader  
RVM Promotions  
Sobel University

Spader Business Management  
Spartan Chassis  
Statistical Surveys Inc.  
Suburban Propane  
Sys2K / RV123.com  
**Bronze Partner:**  
**TCF Inventory Finance Inc.**  
**Silver Partner:**  
**Thor Industries Inc.**  
Thor Motor Coach Inc.  
Tom Manning & Associates Inc.  
Tuson RV Brakes LLC  
U.S. Bank, Recreation Finance  
United States Warranty Corporation  
Vision Selling Systems  
WFCO Electronics  
Wheeler Advertising Inc.  
Wolters Kluwer Financial Services  
Zamp Solar LLC

## AGENDA-AT-A-GLANCE\*

### Monday, November 2

11:30 a.m. - 2:30 p.m. RVDA of America Board of Delegates lunch and meeting  
12:00 p.m. - 5:00 p.m. RVDA of Canada Board of Directors lunch and meeting  
2:45 p.m. - 5:00 p.m. Vendor Training Plus+ Partners in Progress meetings  
2:45 p.m. - 3:45 p.m. KZ RV Partners in Progress meeting  
5:15 p.m. - 6:30 p.m. Society of Certified RV Professionals reception with Bob Clements

### Tuesday, November 3

8:00 a.m. Dealer lounge opens  
8:15 a.m. - 2:15 p.m. Vendor Training Plus+ Partners in Progress meetings  
12:00 p.m. - 1:00 p.m. PrimeTime Partners in Progress meeting  
12:00 p.m. - 2:00 p.m. Learn How Renting Will Enhance Your Sales, Service, Parts and F&I Business - an RVRA special session in partnership with the MBA RV Rental School  
2:30 p.m. - 4:00 p.m. Opening general session and keynote address  
4:00 p.m. - 7:00 p.m. Expo open with receptions in both halls

### Wednesday, November 4

8:00 a.m. Dealer lounge opens  
9:00 a.m. - 10:00 a.m. Concurrent workshops  
10:15 a.m. - 11:15 a.m. RVDA of America annual meeting  
RVDA of Canada annual meeting  
Parts & service management track workshop  
11:00 a.m. - 3:00 p.m. Expo open (lunch served at noon)  
Noon Lunch served in both halls of expo  
2:00 p.m. - 3:00 p.m. Concurrent workshops  
3:15 p.m. - 4:15 p.m. Concurrent workshops  
4:15 p.m. - 5:30 p.m. Young Executives reception

### Thursday, November 5

8:00 a.m. Dealer lounge opens  
9:00 a.m. - 10:00 a.m. Concurrent workshops  
10:15 a.m. - 11:15 a.m. Concurrent workshops  
11:00 a.m. - 2:00 p.m. Expo open (lunch served at noon)  
Noon Lunch served in both halls of the expo  
2:00 p.m. - 3:00 p.m. Concurrent workshops  
3:15 p.m. - 4:15 p.m. Concurrent workshops  
4:30 p.m. - 5:30 p.m. Concurrent workshops

### Friday, November 6

7:30 a.m. Coffee service  
8:00 a.m. - 9:00 a.m. Compliance education  
9:15 a.m. - 10:15 a.m. Compliance education

\* Subject to change

# LEARN HOW TO **STAND OUT** FROM YOUR COMPETITORS!

Get your Passport to Excellence: Education and Training



**A**n educated, well-trained staff sets your dealership apart from the competition and wins over more customers with its professionalism. RVDA's convention/expo, slated for Nov. 2-6 at Bally's in Las Vegas, offers a week's worth of training opportunities for virtually every dealership employee. Here's just some of what you'll find:

- Streamlined education sessions with new speakers
- Wi-Fi equipped dealer lounge
- Free smartphone app for convention schedule planning
- Vendor Training +Plus sessions on Monday and Tuesday
- Workshops and reception for up-and-coming young RV executives
- Society of Certified RV Professionals education recognition and networking



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# 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. 2-6, 2015**  
**Bally's on the Las Vegas Strip**

## 2. 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
<b>First Registrant</b> – includes Vendor Training +Plus, a \$205 value!	<b>\$659</b>	<b>\$919</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 Vendor Training +Plus, a \$205 value!	<b>\$639</b>	<b>\$919</b>	<b>\$</b>
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>			
<b>Third Registrant</b> – includes Vendor Training +Plus, a \$205 value!	<b>\$639</b>	<b>\$919</b>	<b>\$</b>
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>			
<b>NON-MEMBER DEALER</b> – includes Vendor Training +Plus, a \$205 value!	<b>\$1,299</b>	<b>\$</b>	
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.*			<b>\$</b>
<b>VENDOR TRAINING +Plus ONLY</b> Dealership must have one full convention registrant to bring additional employees JUST for Vendor Training +Plus. The cost is \$205 per person and includes Vendor Training +Plus training on Monday, Nov. 2 and Tuesday, Nov. 3, 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>
			<b>TOTAL</b>
			<b>\$</b>

## 3. Payment Information:

☐ **Full Amount** or ☐ **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.

☐ Check enclosed  
 Charge my: ☐ Visa ☐ MC ☐ Amex ☐ 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, 2015, to qualify for a refund. A \$50 administrative fee will be deducted from each refund request received by July 31, 2015. A \$100 administrative fee will be deducted from each refund request received between August 1, 2015 and August 31, 2015. No refunds will be made after August 31, 2015. \*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.

## PleasureLand RV Opens 6th Dealership

**T**he PleasureLand RV family of dealerships opened its sixth dealership, located at 17395 State Highway 371 in Brainerd, MN. The new location features a 14-acre sales display lot and a 28,000-square-foot facility with the area's only indoor showroom. The new dealership has 10 50-foot service bays and specializes in complete body repair, service needs, and accessory installation. It also has a large RV parts and accessory store.

The new location has more than 150 new and pre-owned motorhomes, mini motorhomes, fifth wheels, toy haulers, travel trailers, destination trailers, park models, and tent trailers on display.

The company also opened PleasureLand RV Budget Lot and Surplus Store of Brainerd, located at 16599 State Highway 371. This store offers pre-

owned RVs, as well as a selection of new travel trailers, tent trailers, cargo trailers, ice fishing houses and hunting cabins. This location also books RV rentals and sells discounted parts, appliances, doors, windows, and furniture.

PleasureLand RV Center was founded in 1971 and is family-owned and operated, with headquarters in St. Cloud, MN. ■



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## Neff Brothers RV Celebrates Opening of New Facility

**N**eff Brothers RV recently celebrated the grand opening of its new facility in Lorain, OH. The family-owned and operated business decided to remain in the community where it had operated for the past 10 years but move to a larger and better-suited building that would allow the company to expand. The new location is 4500 Grove Avenue.

The celebration included a ribbon-cutting ceremony hosted by Lorain's mayor, live music, a giant bounce house and other family entertainment, and the debut of its new travel trailer line. Neff Brothers RV also raffled off a weekend RV getaway, with ticket proceeds going to the Second Harvest Food Bank of North Central Ohio. "We love to be involved



with the city, community members, and other local businesses that are helping Lorain to thrive," says general manager and co-owner Angela Dudziak. ■

**Have some good news? Send it to us for inclusion in the Member News column. Email [mashreve@rvda.org](mailto:mashreve@rvda.org).**



# Bill Thomas Camper Sales Takes RV to State Capitol for Great Outdoors Event

Special activities took place nationwide as the outdoor recreation community – including the American Recreation Coalition and RVDA – celebrated Great Outdoors Month. Missouri Governor Jay Nixon, The Coleman Company, and Missouri State Parks teamed up for a Great Outdoors Day at the state capitol, and RVDA member Bill Thomas Camper Sales provided a fifth wheel for visitors to tour.

In addition to viewing the RV, 84 people from across the state got the chance to camp out at the capitol grounds.

The event offered activities for kids and families all day long, from kayaking and shooting bows and arrows to climbing a climbing wall.

Governor Nixon noted that participating families were evenly split between those who had been camping before and those who hadn't. ■



\* CONSUMER IS 80% OF INTERNET USERS

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## RVDA Thanks RVIA's Richard Coon for Industry Service

**R**VIA President Richard Coon (right), who will retire at the end of September, gave his final update to the RVDA Board of Directors at its June meeting. In appreciation of his service to the industry, RVDA President Phil Ingrassia presented Coon with an Orvis fly fishing rod and reel. As RVIA president, Coon spearheaded initiatives to expand and improve technician education, create a unified North American RV market by harmonizing marketing efforts and RV standards between the United States and Canada, and upgrade the RVing experience for customers. Frank Hugelmeyer, formerly of the Outdoor Industry Association, will officially take over October 1. ■



## RVDA Board of Directors Approves Revised DSI Survey

*Edited by RVDA Staff*

**R**VDA's board of directors approved a revised Dealer Satisfaction Index (DSI) survey during its meeting last month in Arlington, VA. The annual DSI survey, entering its 22nd year in 2015, measures RV dealers' overall satisfaction with their manufacturers. The streamlined survey will concentrate on vehicle reliability/quality, parts support, warranty support, and sales support. The changes to the DSI questions were developed by the RVDA Industry Relations Committee, chaired by Debbie Brunoforte of Little Dealer, Little

Prices, and Randy Biles of Pike's Peak Traveland. The survey will be sent to dealers in August in both an online and paper version to give dealers maximum flexibility when responding.

"The RVDA board and the Industry Relations Committee worked hard to sharpen the focus on dealer and customer support issues," says RVDA President Phil Ingrassia. "Many manufacturers tell RVDA they use DSI results to adjust policies and procedures that affect dealers, so it's important for dealers to participate." ■



### The Advantage Repurchase Program

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or

**"Your Money Back If You Never Use  
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### With the Advantage Repurchase Program it's that Easy!

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# Certiably Professional



**T**he 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

**Robert Browne** . . . . . Master Technician  
**Jeffery Phillips** . . . . . Master Technician  
**Kevin Smith** . . . . . Master Technician  
**Ken Boyer, Jr.** . . . . . Master Technician  
**Richard Stull** . . . . . Master Technician  
**Michael Rhone** . . . . . Master Technician  
**Lance Chambers** . . . . . Technician  
**Jason Mummert** . . . . . Technician  
**Timothy Pope** . . . . . Technician  
**Lawrence Clark** . . . . . Technician  
**John Riddle** . . . . . Technician  
**Anthony Livelsberger** . . . . . Technician  
**Darren Gautreau** . . . . . Technician  
**Daniel Boyer** . . . . . Technician  
**Brian Hulings** . . . . . Technician  
**Michael Lanning** . . . . . Technician  
**William Hofer** . . . . . Technician  
**Rodney Wettling** . . . . . Technician  
**James King** . . . . . Technician

## NEWLY CERTIFIED

**Shawn Diamond** . . . . . Master Technician  
**Justin Stoddard** . . . . . Technician  
**Benjamin Karbowski** . . . . . Technician  
**Shane Forsythe** . . . . . Technician  
**Rodney Thibault** . . . . . Technician  
**Gerald Ross** . . . . . Technician  
**David Mckie** . . . . . Technician  
**Michael Wetteland** . . . . . Technician  
**Larry Turner** . . . . . Technician  
**Ryan Blossfield** . . . . . Technician  
**Christopher Bell** . . . . . Technician  
**Pam Neidlein** . . . . . Technician  
**Heather O'Day** . . . . . Technician  
**Corey Paz** . . . . . Technician  
**Tyler LaBelle** . . . . . Technician  
**William Eggett** . . . . . Technician  
**Spenser Roig** . . . . . Body Specialist  
**Craig Cinque** . . . . . Chassis Specialist  
**Craig Cinque** . . . . . Plumbing Specialist  
**Eric Louderback-DuSchene** . . . . . Chassis Specialist  
**Spenser Roig** . . . . . Plumbing Specialist  
**Sherri Finstad** . . . . . Warranty Administrator  
**Byron Thompson** . . . . . Service Writer/Advisor  
**Tony Gibbs** . . . . . Service Writer/Advisor  
**Andrew Harris** . . . . . Service Manager

**W**ant 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](mailto:info@rvda.org) or fax to (703) 359-0152. More information about the Society of Certified RV Professionals and the recognition program is available at <http://tinyurl.com/SocietyofRVProfessionals>.



### Authorization to Include Employee Certification Information



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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Phone: \_\_\_\_\_

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

Printed Name: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

RETURN by email to [info@rvda.org](mailto:info@rvda.org), or fax to: 703-359-0152.

Rev. Dec. 2014





## 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
- 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.

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

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

- The 11th Edition of the Service Management Guide offers extensive updates and additions provided by dealers, service managers, and technicians.
- Service Check Sheets provide a valuable reference for service managers and technicians.
- A great tool for working with extended service contracts.
- Available in 2 formats: printed on durable cardstock paper with a 3-ring binder, and as a searchable pdf document on CD-ROM.

The Service Management Guide is designed to provide reasonable guidance relative to the time required for competent technicians to complete assigned tasks. It is an important part of the service management system, but it is not intended to be the sole determinant of prices or rates charged in that sale of service.



Manual **or** CD-ROM:  
RVDA Members **\$175**  
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**Members save \$175!**

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

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

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

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

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

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

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

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

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

### **PAYMENT METHOD** (Please check one)

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

Credit Card: ☐ Visa ☐ MasterCard ☐ Amex ☐ Discover

Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_ Expires: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Billing Zip: \_\_\_\_\_



# GET 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)



# ONLINE TRAINING WITH FRVTA'S DISTANCE LEARNING NETWORK

## The DLN offers your dealership:

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

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

partner to provide distance learning opportunities to RV dealers and their employees. The Distance Learning Network is \$995 per year for each dealership location. Over 50 sessions available, 24 hours a day, seven days a week, with full access to training through July 31, 2015.



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

• **Service Writers/Advisors** – This three-hour program is valuable for both new staff and experienced personnel preparing for the RV Learning Center's Service Writer/Advisor certification.

• **Greeters/Receptionists** – This 50-minute session is suitable for all employees who need customer service skills. It includes a final exam and certificate of completion.

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

## The DLN offers online training for:

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

## 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: \_\_\_\_\_



# CONTRIBUTORS

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



Received From	Contributed 06/17/13 - 06/17/15*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 06/17/13 - 06/17/15*	Total Lifetime Pledge	Last Contribution
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Protective	\$62,358	\$194,916	01/07/15	Pan Pacific RV Centers, Inc.	\$2,000	\$41,500	10/20/14
RVDA of Canada	\$25,000	\$175,000	12/18/13	Bill Thomas Camper Sales, Inc.	\$10,000	\$36,000	03/06/15
Tom Stinnett Derby City RV	\$1,000	\$102,500	12/12/14	Reines RV Center, Inc.	\$6,500	\$31,525	12/31/14
PleasureLand RV Center, Inc.	\$14,500	\$96,850	01/05/15	Diversified Insurance Mgmt. Inc.	\$6,600	\$31,200	12/23/14
Horsey Family Memorial Fund	\$2,000	\$70,000	06/26/14	Pikes Peak Traveland	\$200	\$31,200	11/21/14
Campers Inn	\$20,000	\$66,000	02/25/15	Paul Evert's RV Country, Inc.	\$1,000	\$30,000	06/24/14
Bill & Kristin Fenech	\$10,000	\$62,500	09/24/14	Tiffin Motor Homes, Inc.	\$2,500	\$28,500	03/24/14
Ron & Lisa Fenech	\$10,000	\$60,000	10/08/14	Holiday World of Houston	\$2,000	\$27,000	06/11/15
Byerly RV Center	\$6,000	\$52,000	01/10/14	Bill Plennons RV World	\$5,000	\$25,000	06/13/14
RVAC	\$14,000	\$45,000	03/30/15				
<b>CHAMPIONS active donors* with a cumulative donation or pledge between \$2,500 and \$24,999</b>							
Jayco	\$5,000	\$23,500	12/08/14	Camperland of Oklahoma, LLC	\$1,000	\$5,350	06/26/14
Dixie RV Superstore	\$5,000	\$20,000	03/21/14	Good Life RV	\$2,000	\$5,100	04/24/15
Earl Stoltzfus	\$10,000	\$20,000	08/30/13	Don Clark	\$5,000	\$5,000	10/24/14
Greenway, Inc. (Rte 66 Dealer)	\$1,550	\$19,850	12/22/14	Don Gunden	\$5,000	\$5,000	12/31/14
Wilkins R.V., Inc.	\$3,000	\$19,600	06/26/14	Bob and Amy Martin	\$5,000	\$5,000	12/16/14
Alpin Haus	\$1,500	\$18,500	06/24/14	Route 66 RV Network	\$1,000	\$5,000	01/12/15
Hartville RV Center, Inc.	\$2,250	\$15,750	05/27/15	Best Value RV Sales & Service	\$2,000	\$4,750	05/01/15
AIRXCEL RV Group	\$2,000	\$13,000	10/27/14	Crestview RV Center	\$3,000	\$4,500	01/09/15
Mike and Barb Molino	\$275	\$11,586	01/24/14	Topper's Camping Center	\$750	\$4,250	11/25/14
Little Dealer, Little Prices	\$1,000	\$11,050	12/11/14	Phil Ingrassia	\$2,500	\$3,500	12/29/14
Affinity RV Service Sales & Rentals	\$3,000	\$11,000	06/15/15	Myers RV Center, Inc.	\$250	\$3,500	06/12/15
United States Warranty Corp.	\$2,000	\$10,250	06/15/15	J. D. Sanders, Inc.	\$750	\$3,500	06/12/15
Rich & Sons Camper Sales	\$2,000	\$10,000	11/14/13	RCD Sales Company, Ltd.	\$750	\$3,250	08/11/14
Folsom Lake RV Center	\$2,700	\$9,700	12/16/13	United RV	\$100	\$3,100	11/25/14
Motley RV Repair	\$1,000	\$9,075	09/13/13	A World of Training	\$3,000	\$3,000	11/20/13
Curtis Trailers	\$250	\$8,250	06/30/14	All Valley RV Center	\$1,000	\$3,000	11/10/14
Burlington RV Superstore	\$1,750	\$8,750	06/12/15	Highland Ridge RV, Inc.	\$250	\$2,750	04/20/15
Circle K RV's, Inc.	\$750	\$6,750	08/22/14	Hilltop Trailer Sales	\$500	\$2,622	06/09/15
Hayes RV Center	\$1,350	\$6,750	06/11/15	Alliance Coach, Inc.	\$1,000	\$2,500	06/08/15
Madison RV Supercenter	\$1,000	\$5,500	09/02/14	Onsite Temp Housing	\$500	\$2,500	05/08/14
<b>LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499</b>							
The Trail Center	\$600	\$2,450	11/21/14	Candys Campers	\$250	\$1,300	08/12/14
Noble RV, Inc.	\$755	\$1,905	11/20/14	Camp-Site RV	\$500	\$1,000	01/20/15
Dinosaur Electronics	\$650	\$1,900	06/08/15	Bill Mirrieles	\$500	\$1,000	05/01/15
Northern Wholesale Supply, Inc.	\$1,000	\$1,750	12/12/14	Tom Manning & Associates	\$1,000	\$1,000	07/11/14
Steinbring Motorcoach	\$500	\$1,750	12/03/14	NERVDA	\$1,000	\$1,000	11/23/14
Out of Doors Mart, Inc.	\$750	\$1,500	11/03/14	Prime Time Manufacturing	\$1,000	\$1,000	12/30/14
Skyline RV & Home Sales, Inc.	\$500	\$1,500	07/14/14	Beckley's Camping Center	\$500	\$1,000	06/12/15
Schaap's RV Traveland	\$1,000	\$1,350	12/19/14				
<b>BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999</b>							
American Guardian Warranty	\$900	\$900	06/01/15	Holiday Hour, Inc.	\$100	\$500	03/24/14
Bell Camper Sales	\$300	\$550	09/09/14	Niel's Motor Homes	\$250	\$500	06/11/14
Airstream Adventures Northwest	\$500	\$500	05/26/15	Ocean Grove Supercenter	\$500	\$500	06/04/14
Florida Outdoors RV Center	\$500	\$500	06/15/15	Tennessee RV Sales & Service, LLC	\$500	\$500	11/25/14
<b>SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499</b>							
Arlington RV Supercenter, Inc.	\$250	\$250	06/01/15	Black Book RV Value Guide	\$100	\$100	10/24/14
Foremost Transportation Inc.	\$250	\$250	05/04/15	John Peak	\$100	\$100	10/03/13
Modern Trailer Sales, Inc.	\$250	\$250	06/04/14	Keepers RV Center	\$100	\$100	12/10/14
Southaven RV Center	\$250	\$250	05/12/14	Mike Thompson's RV Super Stores	\$100	\$100	08/12/13
The Makarios Group, LLC	\$250	\$250	06/03/15	Northwest RV Sales	\$100	\$100	08/04/14
C.S.R.A. Camperland	\$200	\$200	12/12/14	RV Share	\$100	\$100	12/31/14
Starr's Trailer Sales	\$200	\$200	06/15/15	Setzer's World of Camping, Inc.	\$100	\$100	02/21/14
Happy Camping RV	\$100	\$200	11/07/13				
<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/ASE Master Certified Technical Service Agents.

## Employee Testing Caliper Corp.

www.calipercorp.com

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

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

## Extended Service Agreements XtraRide RV Service Agreement Program

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

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

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

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

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

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

## Hiring Tools Employment Network- A Careerco Company

www.employmentnetwork.net

(718) 307-6258

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

## Lead Qualifier Program Customer Service Intelligence Inc. (CSI)

www.telcsi.com

bthompson@telcsi.com

(800) 835-5274

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

## Pre-owned RV Appraisal Guidance

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

www.nada.com

lsims@nadaguides.com

(800) 966-6232, Ext. 235

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

## Propane and Propane Supplies Suburban Propane

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

Suburban Propane offers discounts to RVDA members on propane along with attractive and safe equipment for refilling most any propane cylinder, 24-hour service, on-site "Train the Trainer" instruction for dealership personnel, signage, and a periodic review of filling stations by safety experts.

## RVDA/Spader 20 Groups Spader Business Management

www.spader.com

info@spader.com

(800) 772-3377

RVDA/Spader 20 Groups managed by Spader Business Management help dealers improve their management skills, recognize market trends, and solve problems. The groups include non-competing dealers who share experiences to develop best practices.

## Shipping Discounts PartnerShip, LLC

www.PartnerShip.com/79rvda

(800) 599-2902

The RVDA Discount Shipping Program, managed by PartnerShip, provides RVDA members with substantial shipping discounts. RVDA members who enroll in the free program will save on small package shipments with FedEx and less-than-truckload (LTL) freight shipments with UPS Freight and Con-way Freight. Visit our website for more information and to enroll.

## Software & Consulting Services KPA

www.kpaonline.com

ccreuziger@kpaonline.com

(303) 228-2383

KPA provides consulting services and software to more than 5,100 automotive, truck, and equipment dealerships. Its Environmental Health & Safety product line provides on-site, on-call, and online services. Its Human Resource Management software, a total HR solution designed in collaboration with leading labor and employment attorneys, ensures your business is in complete compliance with state and federal regulations. Users have access to on-demand advice from attorneys with expertise in the RV industry.

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

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



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RV Service Technician

Parts

F & I

Rental

# THE RV Industry's

## CENTRAL TRAINING CALENDAR

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Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 Sobel University Registration Begins <a href="#">Show Online Events</a>
2 <a href="#">Show Online Events</a>	3 <a href="#">Show Online Events</a>	4 <a href="#">Show Online Events</a>	5 Comprehensive Sales Course (3 cr) <a href="#">Show Online Events</a>	6 <a href="#">Show Online Events</a>	7 <a href="#">Show Online Events</a>	8 <a href="#">Show Online Events</a>
9 <a href="#">Show Online Events</a>	10 <a href="#">Show Online Events</a>	11 <a href="#">Show Online Events</a>	12 <a href="#">Show Online Events</a>	13 <a href="#">Show Online Events</a>	14 <a href="#">Show Online Events</a>	15 <a href="#">Show Online Events</a>
16 <a href="#">Show Online Events</a>	17 <a href="#">Show Online Events</a>	18 Aqua-Hot Service Technician Certified Training Class <a href="#">Show Online Events</a>	19 <a href="#">Show Online Events</a>	20 Ally Legal Awareness Training - Plano Ally Social Media Training - Plano <a href="#">Show Online Events</a>	21 <a href="#">Show Online Events</a>	22 <a href="#">Show Online Events</a>
23 <a href="#">Show Online Events</a>	24 <a href="#">Show Online Events</a>	25 <a href="#">Show Online Events</a>	26 <a href="#">Show Online Events</a>	27 <a href="#">Show Online Events</a>	28 <a href="#">Show Online Events</a>	29 <a href="#">Show Online Events</a>
30 <a href="#">Show Online Events</a>	31 <a href="#">Show Online Events</a>					

**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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## 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

5/1/15 - 5/31/15

#### Dealers

Bama RV  
Dothan, AL

#### Aftermarket

Martin Automotive  
Washington, IL

North Texas RV Repair  
Krum, TX

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AGWS (800) 579-2233 .....	2	RV/MH Hall of Fame (800) 378-8694 .....	4
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an even **BETTER** opportunity to improve  
customer satisfaction and profitability.

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- Increased additional benefits coverage
- More term options



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

  
**Protective.**  
Asset Protection

\*An RVDA endorsed product or service is one that has been extensively evaluated by the RVDA to ensure quality, dependability and overall value. RVDA and the RVDA Education Foundation receive compensation from a Protective company for business generated by RV dealers.The XtraRide service contract program is backed by Lyndon Property Insurance Company, a Protective company. In all states except New York, in New York this product is backed by CNA Republic Insurance Company.