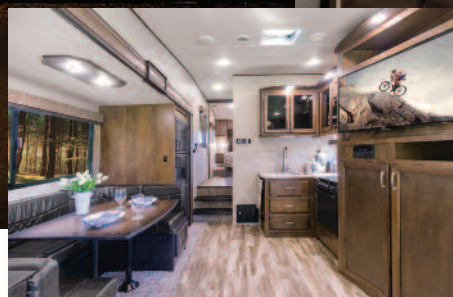


RV EXECUTIVE TODAY

JULY 2017

***Pulling in a
New Generation
with Light-Weight
Towables*** page 8



SPECIAL SALES SECTION

starting on
page 12



ALSO:

**Pet Peeves of a
Parts Person** page 19

**Who Made the Certified/
Recertified List?** page 18

Diversified Insurance Management

Putting All The Right Pieces Together

Commercial Insurance

- ***Complete Dealer Package***
- ***Dealers Open Lot***
- ***Garage Liability***
- ***Umbrella***

F & I / Sales Training

- ***Menu Selling***
- ***Compliance***
- ***Advanced Skills***
- ***Mentoring***
- ***Phone-Ups***
- ***Sales Coaching***

F & I Products

- ***Service Contracts***
- ***GAP***
- ***Tire & Wheel***
- ***Paint & Fabric***
- ***RV Insurance***



"Let Our Experience Make A Difference For You!"

800.332.4264

sales@rvbestquote.com

DIVERSIFIED
INSURANCE MANAGEMENT



RV EXECUTIVE TODAY

C O N T E N T S

July 2017

8 Pulling in a New Generation with Light-Weight Towables

Millennials and Generation Xers are becoming a bigger share of the outdoor enthusiast market, so RV manufacturers are designing more units that these consumers can afford and that appeal to their tastes.

8



12 Finding and Grooming a Sales Manager

Your next sales manager could be on your showroom floor right now or in another industry entirely. Here are thoughts on how to recognize a potential manager and what to do once you've found the right individual.

12



12



12 Most Common Sales Objections (and How to Respond)

Try these responses on the next customer who says "I need to go think about it."

16



18

16 What's Sizzling at Your Dealership This Summer?

RV Executive Today asked dealerships about their most successful summer sales campaigns – and heard about bunks and bunnies.

18 Certifiably Professional

Dozens of dealership employees became certified – or renewed their certifications – this spring through the Mike Molino RV Learning Center and the RVDA-RVIA RV Service Technician Certification program. Find out who the professionals are in this quarterly update.

19 Pet Peeves of a Parts Person

A parts manager dishes on what drives her crazy about dealing with technicians. Techs – any responses?

19



IN EVERY ISSUE:

- 4 Looking ahead
- 5 Chairman's report
- 6 Officers, directors, and delegates
- 7 QuickTakes
- 25 RVDA endorsed products
- 26 Mike Molino RV Learning Center contributors
- 27 RV industry's training calendar
- 27 Advertisers index



Twenty Years of Go RVing

By Phil Ingrassia, CAE, president

"How high is up?"

That was the question Tom Faludy, then of Carefree of Colorado, posed to the RV industry a little more than 20 years ago during the organizational meetings that would lead to the formation of Go RVing.

The RV industry had shipped about 250,000 new units to North American dealers in 1995 and 1996. In the 1970s, the industry had shipped roughly double those amounts. Of course, those '70s products were different, but still, many in the industry wondered what it would take to break through and push consumer demand to those levels once again.

The idea of a true national advertising campaign for RV travel, which had been kicking around for years, started to gain momentum.

After presentations by some of the best advertising agencies in the country, the industry rallied around the moniker of "Go RVing" and its initial theme:

Recreation Vehicles: Wherever You Go, You're Always at Home.

After months of intense discussion, the new unit assessment funding mechanism to pay for the national advertising program was approved by the RVIA and RVDA boards of directors. The associations formed Go RVing Inc., and it continues to be co-owned by both groups today.

Success has a thousand mothers and fathers, and that's certainly the case with Go RVing. The entire list of industry people who contributed to the outcome would fill this page. RVDA leaders like Tom Stinnett, Dan Pearson, the late Dave Altman, and former president Mike Molino were at the forefront of building dealer consensus.

On the manufacturer and supplier sides, Tom Corson of Coachmen, former RVIA president Dave Humphreys, and Tom

Go RVing

"Throughout the year, you'll be hearing more about the 20th anniversary of Go RVing as well as new initiatives in store for the program."

Faludy carefully built the necessary support that would push the program over the top.

So, how high is up?

It's an unanswerable question. The most recent shipment estimate for 2017 is 472,200 units, and 487,200 units are forecast for next year. I know Tom Stinnett and Tom Faludy are smiling about those forecasts.

Go RVing is not the only reason for the industry's growth. An advertising and promotion campaign without great products, and great retailers to sell them, would fail. The entire industry has delivered on the promise of Go RVing themes like "Life's A Trip" and "Find Your Away."

Go RVing has evolved. From those early TV spots and magazine ads to the digital, social, and event-driven advertising and multi-faceted marketing communications program of today, Go RVing remains an important part of the industry's future.

Throughout the year, you'll be hearing more about the 20th anniversary of Go RVing as well as new initiatives in store for the program. It's fun to look back to see how far the industry has come, but it's more important to focus on the road ahead.

I hope you're having a great summer, and thanks for your support!

RV EXECUTIVE TODAY

PRESIDENT
Phil Ingrassia, CAE

VICE PRESIDENT FOR
ADMINISTRATION
Ronnie Hepp, CAE

EDITOR
Mary Anne Shreve

GRAPHIC DESIGNER
Ginny Walker

RVDA STAFF

Chuck Boyd
DEALER SERVICES MANAGER

Hank Fortune
DIRECTOR OF FINANCE

Jeff Kurowski
DIRECTOR OF INDUSTRY RELATIONS

Paul Roberts
FIELD REPRESENTATIVE

Julie Anna Newhouse
MARKETING MANAGER

Eric Sisk
MARKETING COMMUNICATIONS SPECIALIST

Brett Richardson, Esq., CAE
DIRECTOR OF LEGAL AND
REGULATORY AFFAIRS

Terri Whiteside
ACCOUNTING CLERK

Dan Lopez
BUSINESS DEVELOPMENT CONSULTANT

MIKE MOLINO RV LEARNING CENTER STAFF

Karin Van Duyse
CHIEF

Liz Fleming
EDUCATION COORDINATOR

Tony Yerman
RV SERVICE CONSULTANT

Isabel McGrath
TECHNICIAN CERTIFICATION REGISTRAR

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:
3930 University Drive, Fairfax, VA 22030-2515
Phone (703) 591-7130 FAX (703) 359-0152

RV Executive Today (ISSN #1088-873X)
Volume 21, Issue 7

For advertising information contact:
Julie Newhouse, marketing manager
(703) 591-7130 x 103

Success Breeds Challenges for RV Industry

By Darrel Friesen, chairman



Some fantastic news came out for the RV industry last month – more than 470,000 units are projected to be produced in 2017, and the RVIA estimate for next year is a shade over 487,000.

While that's great news for manufacturers and dealers, it also exposes long-building issues: the need for more camp sites and for enhancements to customer support, especially in parts and warranty. It's hard to say which is the biggest challenge right now, but they could be termed problems 1 and 1A.

Campground capacity

The volume of new units entering the market is starting to exceed the inventory of campsites currently in existence in the private and public campground systems. Our own customers and consumer websites tell tales of limited campground availability in many parts of the country. In some popular tourist areas, there aren't enough RV parks, and it can be hard to get a reservation if you can find one.

Many of the current public campgrounds were constructed during the Eisenhower Administration and need maintenance and to be brought up to current standards. When these sites were constructed, officials never imagined the size and features of today's RVs. In addition to larger spaces with more hookups, today's campers require WiFi, not only for safety reasons, but also for access to social media. People want to be able to share the beauty of the great American outdoors and at the same time advocate for our lifestyle.

One way to modernize and increase the National Parks' campsite capacity is to create additional public-private partnerships on federal land. This is the path favored by the recently formed Outdoor Recreation Industry Roundtable, which includes RVDA and RVIA.

Last month, Interior Secretary Ryan Zinke indicated that he was considering privatizing his department's



"The good news is that everyone seems to be working together for the common good. There's no time like the present to tackle the challenges that will affect our future."

campgrounds to offset billions of dollars in deferred maintenance costs. It's an interesting idea. New partnerships could create revenue for the government while private businesses develop campsites that the public can use. A win-win proposition.

Parts issue

We also need to improve performance in parts and warranty support if we want to keep the new entrants to the RV industry happy and the growth continuing. Last winter, members of all segments of the industry met to address this subject and form a task force. Members decided to use the Six Sigma quality control process made famous by General Electric CEO Jack Welch to determine the strengths and weaknesses of the RV industry.

This process includes gathering data to determine where in the parts supply process things are getting bogged down and what can be done to improve the interaction between dealers, suppliers, and manufacturers.

As a member of this working group, I am encouraged by the progress since we started, and we expect to have recommendations for all segments of the Industry in the next couple of months.

The good news is that everyone seems to be working together for the common good. There's no time like the present to tackle the challenges that will affect our future.

Chairman
Darrel Friesen
All Seasons RV Center
Yuba City, CA
(530) 671-9070
darrel@allseasonsrvcenter.com

1st Vice Chairman
Tim Wegge
Burlington RV Superstore
Sturtevant, WI
(262) 321-2500
twegge@burlingtonrv.com

2nd Vice Chairman
Mike Regan
Crestview RV Center
Buda, TX
(512) 282-3516
mike_regan@crestviewrv.com

Treasurer
Ron Shepherd
Camperland of Oklahoma
LLC
Tulsa, OK
(918) 836-6606
ron_shepherd@camperlandok.com

Secretary
Glenn Thomas
Bill Thomas Camper
Sales Inc.
Wentzville, MO
(636) 327-5900
g.thomas@btcamper.com

Past Chairman
Brian Wilkins
Wilkins RV
Bath, NY
(607) 776-3103
bwilkins@wilkinsrv.com

Director
Chris Andro
Hemlock Hill RV Sales Inc.
Milldale, CT
(860) 621-8983
chrissa@hhrvct.com

Director
Rob Rothenhauser
Ocean Grove RV
Supercenter
St. Augustine, FL
(904) 797-5732
rob@oceangrovervsales.com

Director
Roger Sellers
Tennessee RV Sales &
Service LLC
Knoxville, TN
(865) 933-7213
rsellers@tennesseerv.com

Director
Sherry Shields
Pan Pacific RV Centers Inc.
French Camp, CA
(209) 234-2000
sherry@pprv.com

RVRA Representative
Scott Krenak
Krenak RV Center
Coloma, MI
(269) 468-7900
scott_krenak@krenakrv.com

RVAC Chairman
Jeff Hirsch
Campers Inn of Jacksonville
Jacksonville, FL
(904) 783-0313
jhirsch@campersinn.com

**RV Learning Center
Chairman**
Jeff Pastore
Hartville RV Center
Hartville, OH
(330) 877-3500
jeff@hartvillerv.com

DELEGATES
Alabama
Rod Wagner
Madison RV Supercenter
Madison, AL
(256) 837-3881
rod@madisonrv.com

Alaska
Corbin Sawyer
Great Alaskan Holidays
Anchorage, AK
(907) 248-7777
csawyer@greatalaskanholidays.com

Arizona
Devin Murphy
Freedom RV Inc.
Tucson, AZ
(520) 750-1100
dmurphy@freedomrvaz.com

Arkansas
Michael Moix
Moix RV Supercenter
Conway, AR
(501) 327-2255
mmoix@aol.com

California
Troy Padgett
All Valley RV Center
Acton, CA
(661) 269-4800
troy@allvalleyrvcenter.com

California
Joey Shields
Pan Pacific RV Centers Inc.
French Camp, CA
(209) 234-2000
joey@pprv.com

Colorado
Tim Biles
Pikes Peak Traveland
Colorado Springs, CO
(719) 596-2716
tim@pikespeakrv.com

Connecticut
Chris Andro
Hemlock Hill RV Sales Inc.
Milldale, CT
(860) 621-8983
chrissa@hhrvct.com

Delaware
Ryan Horsey
Parkview RV Center
Smyrna, DE
(302) 653-6619
rdhorsey@parkviewrv.com

Florida
Rob Rothenhauser
Ocean Grove RV
Supercenter
St. Augustine, FL
(904) 797-5732
rob@oceangrovervsales.com

Georgia
Doc Allen
C.S.R.A. Camperland Inc.
Martinez, GA
(706) 863-6294
docallen@csracamperland.com

Illinois
Richard Flowers
Larry's Trailer Sales Inc.
Zeigler, IL
(618) 596-6414
richardf@larrystrailersales.com

Indiana
Nathan Hart
Walnut Ridge Family
Trailer Sales
New Castle, IN
(765) 533-2288
nhart@walnutridgerv.com

Iowa
Adam Ruppel
Good Life RV
Webster City, IA
(515) 832-5715
adam@glrv.com

Kansas
Bill Hawley
Hawley Brothers Inc.
Dodge City, KS
(620) 225-5452
wildbill@pld.com

Kentucky
NeVelle Skaggs
Skaggs RV Country
Elizabethtown, KY
(270) 765-7245
nrskaggs@aol.com

Louisiana
Brian Bent
Bent's RV Rendezvous
Metairie, LA
(504) 738-2368
brian@bentsrv.com

Maine
Linda Mailhot
Seacoast RV
Saco, ME
(207) 282-3511
seacoastrv@seacoastrv.com

Maryland
Greg Merkel
Leo's Vacation Center Inc.
Gambrells, MD
(410) 987-4793
greg@leosrv.com

Massachusetts
Brian Sullivan
Campers Inn of Raynham
Raynham, MA
(508) 821-3366
bsullivan@campersinn.com

Michigan
Chad Neff
American RV Sales &
Service Inc.
Grand Rapids, MI
(616) 455-3250
chad@americanrv.com

Minnesota
Brad Bacon
PleasureLand RV Center
St. Cloud, MN
(320) 251-7588
b.bacon@pleasurelandrv.com

Mississippi
Chris Brown
Aberdeen RV Center Inc.
Aberdeen, MS
(662) 369-8745
chris@aberdernrv.com

Missouri
Ted Evans
Mid America RV Inc.
Carthage, MO
(417) 353-4640
tevans@midamericarv.com

Montana
Russell Pierce
Pierce RV Supercenter
Billings, MT
(406) 655-8000
russellpierce@pierce.biz

Nebraska
Tony Staab
Rich & Sons Camper Sales
Grand Island, NE
(308) 384-2040
tony.staab@richsonsrv.com

Nevada
Darcy Walker-Fitch
Johnnie Walker RVs
Las Vegas, NV
(702) 458-2092
dfitch@jwrvlv.com

New Hampshire
Scott Silva
Cold Springs RV
Corporation
Weare, NH
(603) 529-2222
scott@coldspringsrv.com

New Jersey
Brad Scott
Scott Motor Home
Sales Inc.
Lakewood, NJ
(732) 370-1022
bscott@scottmotorcoach.com

New Mexico
Bob Scholl
Rocky Mountain RV
World
Albuquerque, NM
(505) 292-7800
bob@rmrv.com

New York
Jim Colton
Colton RV
N Tonawanda, NY
(716) 694-0188
jcolton@coltonrv.com

North Carolina
Steve Plemmons
Bill Plemmons RV World
Rural Hall, NC
(336) 377-2213
steve@billplemmonsrv.com

North Dakota
Rod Klinner
Capital R.V. Center Inc.
Bismarck, ND
(701) 255-7878
sales@capitalrv.com

Ohio
Dean Tension
Specialty RV Sales
Lancaster, OH
(740) 653-2725
dean@specialtyas.com

Oklahoma
Lane Bell
Bell Camper Sales
Bartlesville, OK
(918) 333-5333
lane@bellcampersales.com

Oregon
Lisa Larkin
Gib's RV Superstore
Coos Bay, OR
(541) 888-3424
lisa@gibsrv.com

Pennsylvania
Greg Starr
Starr's Trailer Sales
Brockway, PA
(814) 265-0632
greg@starrtrailersales.com

Rhode Island
Linda Tarro
Arlington RV Super
Center Inc.
East Greenwich, RI
(401) 884-7550
linda@arlingtonrv.com

South Carolina
Gloria Morgan
The Trail Center
North Charleston, SC
(843) 552-4700
gmorgan497@aol.com

South Dakota
Lyle Schaap
Schaap's RV Traveland
Sioux Falls, SD
(605) 332-6241
lyle@rvtraveland.com

Tennessee
Jason Rees
Tennessee RV Sales &
Service LLC
Knoxville, TN
(865) 933-7213
jrees@tennesseerv.com

Texas
David Hayes
Hayes RV Center
Longview, TX
(903) 663-3488
dhayes@hayesrv.com

Utah
Jared Jensen
Sierra RV Corp
Sunset, UT
(801) 728-9988
jared@sierrarvsales.com

Vermont
Scott Borden
Pete's RV Center
South Burlington, VT
(802) 864-9350
scott@petesrv.com

Washington
LaDonna Meadows
Tacoma RV Center
Tacoma, WA
(253) 896-4401
ladonna@tacomarv.com

West Virginia
Lynn Butler
Setzer's World of
Camping Inc.
Huntington, WV
(304) 736-5287
setzersrv@aol.com

Wisconsin
Mick Ferkey
Greenway Inc.
Wisconsin Rapids, WI
(715) 325-5170
mickferkey@greenwayrv.com

Wyoming
Sonny Rone
Sonny's RV Sales Inc.
Evansville, WY
(307) 237-5000
rentals@sonnysrvs.com

Vacant
Hawaii
Idaho
Virginia

AT-LARGE
Rebecca Asplund
Blue Dog RV Inc.
Richland, WA
(208) 773-7878
rebecca@bluedogrv.com

Chase Baerlin
Bankston Motor
Homes Inc.
Huntsville, AL
(256) 533-3100
chase@bankstonmotor-homes.com

Bob Been
Affinity RV Service Sales
& Rentals
Prescott, AZ
(928) 445-7910
bobbeen@affinityrv.com

Barry G. Bender
RV General Store Inc.
Newcastle, OK
(405) 392-3700
barry@rvgeneralstore.com

Randy Bowling
Bowling Motors & RV
Sales
Ottumwa, IA
(641) 682-5497
rbowling@bowlingrvs.com

Ben Hirsch
Campers Inn of Jacksonville
Jacksonville, FL
(904) 783-0313
bhirsch@campersinn.com

Ed Lerch
Lerch RV
Milroy, PA
(717) 667-1400
ed@lerchrv.com

Scott Loughheed
Crestview RV Center
Buda, TX
(512) 282-3516
scott@crestviewrv.com

Mike Noble
Noble RV Inc.
Owatonna, MN
(507) 444-0004
mnoble@noblerv.com

Mike Pearo
Hilltop Trailer Sales Inc.
Fridley, MN
(763) 571-9103
mike@hilltoptrailers.com

Mike Rone
Sonny's RV Sales Inc.
Evansville, WY
(307) 237-5000
mrone@sonnysrvs.com

Earl Stoltzfus
Stoltzfus RV's & Marine
West Chester, PA
(610) 399-0628
estoltzfus@stoltzfus-rec.com

Larry Troutt III
Topper's Camping Center
Waller, TX
(800) 962-4839
latroutt3@outlook.com

Tom Wegge
Palm RV
Fort Myers, FL
(239) 437-4402
tom@palmrv.com

Bill White
United RV Center
Fort Worth, TX
(817) 834-7141
bill@unitedrv.com

**Participating Past
Chairmen**
Bruce Bentz
Capital R.V. Center Inc.
Bismarck, ND
(701) 255-7878
bruce@capitalrv.com

Randy Biles
Pikes Peak Traveland Inc.
Colorado Springs, CO
(719) 596-2716
rwbiles@pikespeakrv.com

Debbie Brunoforte
Little Dealer, Little Prices
Mesa, AZ
(480) 834-9581
dbunoforte@littleddealer.com

Ernie Friesen
All Seasons RV Center
Yuba City, CA
(530) 671-9070
eefriesen@msn.com

Andy Heck
Alpin Haus
Amsterdam, NY
(518) 842-5900
aheck@alpinhaus.com

Rick Horsey
Parkview RV Center
Smyrna, DE
(302) 653-6619
rhorsey@parkviewrv.com

John McCluskey
Florida Outdoors RV Center
Stuart, FL
(772) 288-2221
john@floridaoutdoorsrv.com

Tim O'Brien
Circle K RVs
Lapeer, MI
(810) 664-1942
t.obrien@circlekrrs.com

Dan Pearson
PleasureLand RV
Center Inc.
St. Cloud, MN
(320) 251-7588
d.pearson@pleasurelandrv.com

Cammy Pierson
Curtis Trailers Inc.
Portland, OR
(503) 760-1363
cammypierson@yahoo.com

Joe Range
Range Vehicle Center Inc.
Hesperia, CA
(760) 949-4090
range1937@msn.com

Dell Sanders
J. D. Sanders Inc.
Alachua, FL
(386) 462-3039
jdsrv@att.net

Marty Shea
Madison RV Supercenter
Madison, AL
(256) 837-3881
mjshea@madisonrv.com

Tom Stinnett
Tom Stinnett's
Campers Inn RV
Clarksville, IN
(812) 282-7718
tstinnett@campersinn.com

Bill Thomas
Bill Thomas Camper
Sales Inc.
Wentzville, MO
(636) 327-5900
Btcs1940@sbeglobal.net

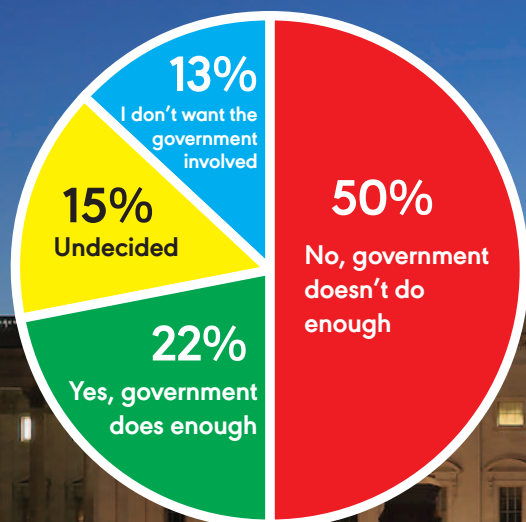
Larry Troutt
Topper's Camping Center
Waller, TX
(800) 962-4839
larrytroutt@toppersrvs.com

QUICKTAKES

Info For The Big Picture

Half of all small businesses in the United States feel the government doesn't do enough to support them, according to an annual survey conducted by Wasp Barcode Technologies. The survey, which was taken one week after the 2016 elections, shows that the smaller the company, the less satisfied the owner/manager is with the amount of support given to small business.

50% of all small business owner/managers think government doesn't do enough to support small business.

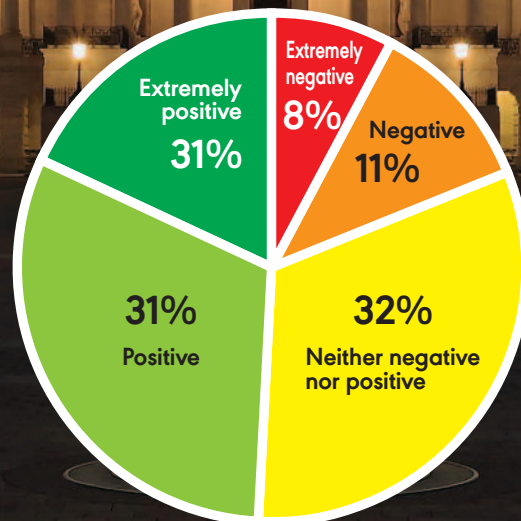


Only **14%** of businesses with **5 to 10** employees think the government does enough for small business, but **38%** of those with **101 to 499** employees think the government does enough.

How Small Businesses Feel About the Federal Government



Impact of new president on small business growth:



Pulling in a New Generation with Light-Weight

By Jeff Kurowski

The Millennial generation – people in their late teens to early 30s – and Generation Xers – those in their early 30s through early 50s – are becoming a bigger share of the outdoor enthusiast market, so RV manufacturers are designing more units that these consumers can afford and that appeal to their tastes. Here's a round-up of several new sub-brands and floor plans introduced by towable manufacturers this spring.

Reflection 150-Series by Grand Design

Grand Design RV Co. introduced in June the Reflection 150 Series of fifth wheels aimed directly at the huge segment of RVers who own, or plan to buy, a half-ton pickup. With dry weight starting at less than 7,000 pounds, Reflection 150 Series units can be towed by popular pickups such as Ford's F-150 series and the 150 series by Chevrolet, GMC, and RAM.

One of the key components of the Reflection 150 Series is its



Grand Design RV Co.
Reflection 150 Series

Grand Design RV Co.
Reflection 150 Series



230RL floor plan, which ranges in length from 26 to 34 feet and features a spacious master

turning point pin box, which allows for 90-degree turning radius capabilities without the need for a slider hitch, according to Micah Stanley, general manager for the Reflection series. This means the units can be pulled by extended cab/short box pickups.

"The 150 Series of fifth wheels targets a wider range of tow vehicles, giving more customers the opportunity to upgrade their RV without needing to upgrade their truck," Stanley says.

The first Reflection 150 Series model unveiled in June was the

bedroom up front with a large panoramic window, a rear living area with a 38-inch-deep slide out, 72-inch theater seating, refrigerator access when the slide out is closed, four-season insulation, all-in-one utility center, 17-foot awning, laminated aluminum framing, and a gel-coated fiberglass exterior.

Prime Time Launches Ultralight Tracer Breeze

The Tracer Breeze is Prime Time Manufacturing's latest entry in the ultralight towable segment. "We've



Prime Time Tracer Breeze

REV Group's R

Towable RV manufacturers aren't the only companies in the industry to introduce new products during the past few months. Renegade RV, which was acquired by REV Group last December, launched the Valencia Super-C motorhome built on the Freightliner Custom Chassis Corp. (FCCC) front-engine S2RV chassis, which is designed specifically for the RV industry. While towables builders are focusing this year on designing entry-level priced products to attract younger buyers, Renegade is sticking close to its roots by adding

Towables *Attracting Millennial and Gen-X Buyers Is the Goal*



Keystone Bullet Colt

struck the perfect balance of affordability for the budget-conscious family with a long list of features that will look impressive pulling into the campground," says Tracer product manager Shane Miller.

"No Sacrifices" is the Tracer Breeze's motto. Starting at 3,900 pounds, the travel trailer is easy to tow and can be pulled by many of today's crossover and mid-sized SUVs. Features include frameless windows, LED lighted power awnings, heated and enclosed underbellies, and walk-on roofs.

"Many of the items we've included with Breeze aren't typically found on products in its price range," Miller says.

Keystone Introduces Bullet Colt



Keystone Bullet Colt

The Bullet Colt travel trailer is Keystone RV Co.'s latest entry in the "luxury light-weight" market.

Weighing about 3,000 pounds and measuring 6 1/2-feet wide, the Colt was designed to satisfy the growing demand for easy-to-tow RVs that offer a full complement of features at a popular price, says Nick Sweazy, product manager.

Two floor plans, both 20 feet long, were brought out in June, with more models to come later this summer. All feature a fully equipped kitchen with a flush-

mounted covered range, convection microwave, gas/electric refrigerator, and U-shaped dinette in the slide-out that converts into a bed. Other interior features include a queen size bed and a tinted window at the front of the coach, a 24-inch TV, and roof-mounted A/C.

Sweazy says that the Colt should appeal not only to first-time buyers, but also to campers seeking adventure in out-of-the-way places, since the trailer is smaller and more maneuverable. It can be pulled by many vehicles without the use of mirror extenders, he adds.

Gulf Stream Vintage Cruiser Adds Two Bunk Bed Floor Plans

Gulf Stream Coach Inc. in May released two new Vintage Cruiser floor plans - the 19BFD and 23BHS,



Gulf Stream Vintage Cruiser Bunks

continued on page 10

Renegade Intros Valencia Super-C *By Jeff Kurovski*

another high-end motor coach to its line-up. "We believe the Valencia will turn heads and will usher in a new era of luxury motor coaches in the market," says Kevin Erdman, Renegade's director of sales and marketing.

"We saw the need for a high-end 'Super C' motor coach that offered all the amenities and features Renegade is known for," says Jim Jacobs, president of Decatur, IN-based REV Recreation Group. "This is a high-end product that falls at a price point that offers consumers a real value."

Not long ago, all Class C motorhomes were powered by gasoline

engines, while diesel power plants were found only in Class A motorhomes. FCCC's S2RV chassis is powered by a Cummins ISB 360-hp diesel engine with 800 lb. ft. of torque and has a 12,000-pound towing capacity.

The Valencia is offered in two floor plans - the 38BB and the 38VRW. The 38BB offers a spacious living area and large bunk beds, while the 38VRW offers a large living area up front with a spacious master suite at the rear of the coach. The new 'Super C' model has "all of the high-end features that Renegade owners have grown to expect, like solid-



cherry cabinets, high towing capacity, large fuel capacity, air-ride seating for driver and passenger, and adult size bunks," Erdman says. ■

Gulf Stream Vintage Cruiser continued...



both of which feature two rear bunk beds for RVers with families. The 22-foot 19BFD and 26-foot 23BHS both include a full dry bath, galley-style kitchen with stainless steel appliances, a roomy dinette, and a full-size Murphy bed. The 23 BHS also features a single slide out and sofa.

"The new floor plans come in direct response to numerous suggestions we've heard at RV shows, dealer open house events, and other retail activities," says Tim Dennig, national sales manager for Gulf Stream's lightweight division.

"RV-savvy couples love the Vintage Cruiser, but we've discovered that families do too, whether or not they've ever been camping before. We're excited about bringing the Vintage Cruiser experience to that huge family market."

The two new floor plans also include welded aluminum frames,



laminated fiberglass sidewalls, Azdel synthetic wall substrate (which replaces wood in sidewalls), and one-piece fiberglass roofs. ■

Highland Ridge Launches New Ultra-Lite Floor Plan

The Highland Ridge Ultra-Lite floor plan UL2510BH launched in late May, weighs around 5,300 pounds, and sleeps up to eight family members. The new trailer model, built by a unit of Jayco Inc., also features a full-sized bathroom, large pass-through storage (including bicycle storage), chef's kitchen, bunk bed sleeping for four, and a private master bedroom with a walk-around queen bed.

Highland Ridge engineers and product

designers focused on creating a floor plan for a compact and lightweight trailer, while still providing the comfort and storage space normally found in much larger and heavier units, says Marc Hauser, vice president of Jayco's towable divisions. ■



NATIVE ADS

For RV Dealers and OEMs



Classifieds



Search ▾ Sell ▾ Reviews Dealers ▾ Resources ▾ Advertising



Monumental RV

The BEST Deals in the USA

Call us for the best prices on fifth-wheels and toy-haulers
800-555-5555 | monumental-rv.com

Model	Price
2017 Grand Design Solitude 379FLS	\$99,931
2017 Grand Design Solitude 310GK	\$92,881
2017 Jayco North Point 381DLQS	\$88,903
Heartland 3610RE	\$49,411
2017 Jayco Eagle HT 24.5CKTS	\$52,911

Currently Viewing

5th Wheels

Create an Alert

Save this Search

Modify Results

Manufacturer

Keystone (5,160)

Forest River (2,875)

Heartland (2,282)

Featured Listings:

- 2018 Grand Design Solitude 380RL \$91,231 USD West Chester, PA (3810 km) New, 39ft, 5 Slides, Dry Weight: 10,770
- 2017 Grand Design Reflection 307MKS \$77,900 \$64,911 CAD Winfield, BC (19 km) New, 39ft, 5 Slides, Sleeps 4, Dry Weight: 9,082
- 2016 Dutchmen Triton 3551 \$76,205 \$49,495 USD Idaho Falls, ID (1961 km) New, 39ft, Dry Weight: 9,082

REACH YOUR TARGET MARKET

with this *giant, dynamic, and responsive*, 'above-the-fold' ad, **that blends in perfectly** to RVT.com Search Results. Up to 1260x290px, 5% CTR!

YOUR LISTINGS* AND LOGO SHOWN FIRST

and *automatically* pulled into the banner. *Relevant inventory* is loaded, to **match what a potential buyer is searching for!**

PROMOTE YOUR DEALERSHIP or BRAND

with a current special offer, include a video, or **highlight the benefits of buying from you!**

MILLIONS OF RV SHOPPERS

10x More Clicks!†

Call 800-282-2183
Visit RVT.com/native

*RVT.com Dealer Listings Account required

† Than the average 0.1% CTR of a regular banner ad on RVT.com, 2017

Finding and Grooming a Sales

"I'd rather find the right person with the right culture fit and set of values and ethics and then train them. If they also have RV experience, well, that's just a plus."

- Debbie Brunoforte

Ask dealers how they identify someone with potential sales manager qualities and their answers tend to be a variation of "I know it when I see it." These candidates show through their work habits that they have the right sales and people skills and are a good fit with the dealership culture.

Though they have certain traits in common, good sales managers can come from radically different sources. Most dealers grow their own when possible and look outside when necessary, sometimes far afield.

Dealer Debbie Brunoforte offers a career ladder at Little Dealer, Little Prices, Mesa, AZ, so employees can continue to move up. She looks first within the ranks when she needs a new manager, and three of her current six sales managers came from the sales staff. But the other three came from outside the company and didn't even have RV experience.

"One was from the auto industry, but the other two were from completely different indus-



tries," she says. "But they were the right people, and they had managerial experience. I'd rather find the right person with the right culture fit and set of values and ethics and then train them. If they also have RV experience, well, that's just a plus."

That certain something

More important than where the person comes from is whether he or she has the right qualities. For Brunoforte, that means someone who fits well with her group and "who has our

Most Common Sales Objections (and How to Respond)

Sales managers say they've heard these a million times:

- "I need to go think about it." People "tend to be cautious," says sales manager Joe Hendrickson of Stoltzfus RVs & Marine, West Chester, PA, "but with today's hot market, if you don't buy it today you really may lose the opportunity, and it could take 12 weeks to order another unit. And we're running out of used inventory, so the situation is amplified in that market segment. This explanation sways a lot of people."
- "This is the first place we've gone, and we need to look around more." "I tell them, 'I've got the number one selection in the area, so why would

you want to waste your time going to look at the second best selection?'" says Pat Fitzgerald, sales manager at Byerly RV Center, St. Louis.

- "I have to make sure it'll fit in my driveway and that my tow vehicle will pull it." "I can help them with all of those objections," says Fitzgerald. "I tell them, 'If you're unsure about your driveway, we'll get out the tape measure and make sure the unit will fit.'"
- There's a stalemate. "Maybe they're waffling on the floor plan or want to look for financing," says Hendrickson. "There may be a specific reason that's hanging them up, and you just haven't figured out



what exactly it is. And that's where a second person can sometimes step in and help identify the problem - maybe the customer is actually looking at the wrong unit." ■

Manager

By Mary Anne Shreve

principles of caring service, empathy, compassion, a high degree of personal integrity, and a desire for continual improvement."

General manager Joey Shields of Pan Pacific RV Centers, Sacramento, CA, has tapped sales managers from within and without the dealership, although two of the current three managers are family members and the third was groomed from within. "I've also hired from outside the industry, from within family, and from other dealerships," he says. "We look for character first, and from there we can groom just about anyone." If the person follows the sales department's detailed processes, "they should be successful."

The benefits of hiring from within are numerous, says Michael Rees, president, A World of Training. Promoting one person lifts everyone's morale by showing there are rewards for doing well and a career path for those who want to advance at the dealership. And of course, the promoted employee is already familiar with the dealership's processes and surroundings and doesn't have to be retrained. "I'd almost rather choose an inside employee even if the person isn't quite ready," Rees says.

Look for the standouts

To find a potential manager, Brunoforte looks among her staffers for individuals who are already exhibiting leadership. In her service department, for example, one of the technicians was a natural leader and magnet during the training sessions, so she put him in charge of all classroom training.

Some other things to watch for when assessing an individual's potential, says Rees: Do other staffers go to that person to ask for help instead of going to the manager? How does the person react – does he help others? How well is he doing his own job? Does he already act like a manager?

"These are the people who present themselves well," says Rees. "They show up regularly, they look good every day, they're proud to be at the dealership, they get in early and stay late without pay. If you see a person doing these things and enjoying it, let's take it a step further if a management opportunity becomes available."

The best choice for manager isn't necessarily the dealership's best salesperson. Those individuals don't always want to step up, says Rees. "They're too busy selling and are all out for themselves, they're too busy to help other people."

Not only are the required skills different, notes Brunoforte, but "if you make your top salesperson a manager, you're losing your best salesperson, and you have to take that into consideration."

continued on page 14

A Consultant's Best Tip for Sales Managers

A ccept the fact that salespeople need constant guidance, says Michael Rees, president of A World of Training. "I'm always hearing, 'I didn't sign up to be a babysitter.' Yes, you did. You just didn't know it." Managers must repeat instructions daily – accept that reality instead of fighting it.

"Training is repetitive, it's ongoing," says Rees. "It's like lifting weights. You can spend six months training to bench press 275 pounds and then, if you don't practice for 10 days, you can no longer lift that weight. Training isn't something you've done – it's something you do."

To keep the training process in place, take 10 or 15 minutes every day to role play. "Pick a topic and work on it," says Rees. "Then do another topic, then go back to the first topic again." ■



**MORE THAN 300 RV SPECIFIC
SALES TRAINING COURSES**

**STARTING AS LOW AS
\$250/MONTH***



#1 RV TRAINING COMPANY IN NORTH AMERICA FOR

25 YEARS

**253-565-2577
SobelUniversity.com**

*Per dealer location. Prices available with dealer contract. Call for details.

Also, not everyone wants to be promoted. Brunoforte has offered the position to individuals who turned her down. "Some people like what they're doing," she says. And not everyone wants to take a pay cut, even if it's for a long-range goal. "It's no mystery why someone might not want to be a manager," says Shields. "It's 'Welcome to management – now you have more work for less money.'" The key is to help them understand that the path they're on is bigger than where they stand at the moment.

Give them what they need to succeed

Helping a salesperson move into management "can be difficult," says Shields. "That's where our process comes into play. As long as the person follows the process, they can still be a good manager. But they have to be able to lead many versus just leading themselves."

Shields and the dealership's general managers train candidates by spending a lot of "seat time" with them, grooming them to be able to take customers from the meet-and-greet all the way to the close.

New managers get daily coaching at Little Dealer, Little Prices, says Brunoforte, who emphasizes the necessity of training. She recalls an employee who asked to become manager of his department, "and we gave the position to him and we should not have. We put the person in a position he wasn't prepared for. The skills that made him very good at his job were very different from those needed to be a manager. That was our mistake." She ultimately

lost the employee, whose pride wouldn't allow himself to return to his previous position.

And since managers, in turn, need to be able to inspire and coach their sales people, "that's why you go to RVDA's convention and to 20 Groups – to always be seeking that next good idea, ideas that have stood the test of time and that can be implemented at my dealership."

Getting the team onboard

A new sales manager's biggest fear is "working with his colleagues in a different way," says Rees. "Now he's asking them to do things – how are they going to react? Are they going to push back? Especially if the other salespeople have been there longer. The manager is wondering, 'How do I act with people who used to be my peers?'"

And what if salespeople are resentful of their colleague's promotion? "You have to find a way to help them realize that the new manager can help them sell more," says Rees. "Let the other salespeople come to realize they can use his skill set to sell more to their customers. Once that new manager shows them, 'I'm here to help,' they'll understand, especially when they know he's taking a pay cut to do it."

Shields says he's not had problems with resentment from colleagues. "With our process, there's a rank and file, and employees respect the office. That's a culture thing here. They recognize who should be a manager, and they respect it." ■

Sales Managers' Biggest Challenges?

Here's what sales managers say are the hardest parts of their job:

Keeping up with product knowledge and highly educated consumers

Between today's more complex products and customers who have already done extensive research online, today's sales process "is at a totally different level," says Joe Hendrickson, sales manager, Stoltzfus RVs & Marine.

Hiring and retaining good employees

"Quality help is the biggest challenge that we face," says Pat Fitzgerald, sales manager, Byerly RV Center, St. Louis.

Getting salespeople to follow the dealership's sales process

To get staff to conduct the sales process properly, says Michael Rees of A World of Training, "Just keep asking them the same follow-up questions, again and again, and after a while the salespeople know, 'He's always going to ask me that, so let me get the information for him before he asks,' and they start doing what you want them to do," says Rees.

Having enough of the right inventory when it's needed

In a market that's been setting new sales records, this is a near-universal challenge. ■



That First Time...

How Do People Experience RVing That First Time?

Renting, That's How!

**You rent 'em,
We insure 'em**

Rental Insurance
Since 1978



Call MBA for your rental quote **1-800-622-2201** www.MBAinsurance.net

What's Sizzling at Your Dealership This Summer?

RV Executive Today asked dealerships about their most successful summer sales campaigns and found that most market continuously through the high season. As one individual said, "Any excuse for a promotion is good!"

**Joey Shields, general manager
Pan Pacific RV Centers
Sacramento, CA**

"We run specials on bunkhouse units, since kids are out of school and families are planning vacations. That seems to work well. We'll also run special tiered bonuses for the salespeople, based on how many units they sell. We have something going on all the time during the summer, because that's when we have to maximize sales."

Little Dealer, Little Prices of Mesa, AZ, took an Easter bunny and hundreds of goody-filled baskets to Phoenix Children's Hospital this spring.



Left to right: Matt Jones, vice president; Austin Shields, third-generation summer intern; Joey Shields, president

**Debbie Brunoforte
CEO, Little Dealers,
Little Prices, Mesa, AZ**

"One of our favorite promotions is the Fourth of July, because it's patriotic and flags are up everywhere. We try to have something fun and exciting all the time, especially around holidays. Over Easter we hired an Easter bunny, bought Easter baskets, loaded them up in a Momentum Grand Design, and gave them out to the children at Phoenix Children's Hospital. That was one of the most fun events we've ever done. We also have a very popular Parts Extravaganza every year that we promote to our existing customer base. During the extravaganza, we have a party and special offers on parts and accessories, and sometimes parts vendors give seminars."

How To Increase Shop Productivity ...

With Pay Plans That Can Help Add Up To \$300K or More in Service Gross Profits!

Our top RV dealer added more than \$1 million in Service Gross Profits. We can help you earn the profits you deserve:

- More hours per RO • Improved CSI • Pay Plans that are fair to the Dealer and motivate Advisors • Reduced turnover

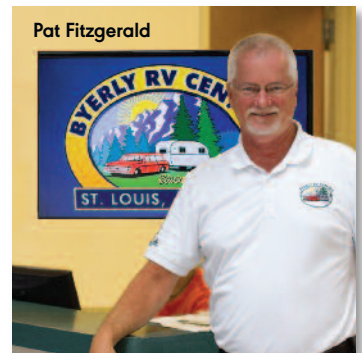
For your true profit potential and more information about Service Advisor Pay Plans that actually work, call Don Reed at 1.888.553.0100 or email dreed@dealerprotraining.com.

RVDA
ASSOCIATE MEMBER

www.rvdealerprotraining.com

**Pat Fitzgerald
sales manager, Byerly
RV Center, St. Louis**

"All of my lot promotions are good - I'll typically sell 20 to 30 units during a three-day event. We build promotions around a theme, like a Spring open house or a beat-the-summer-heat event. We had a Flag Day event and gave away American flags, and coming up is our customer appreciation event. We're having a huge year, and I'm getting used to having successful promotions, so when an event isn't huge, I'm disappointed."



**Joe Hendrickson
sales manager, Stoltzfus RVs
& Marine, West Chester, PA**

"We recently did a very successful event for the Alex's Lemonade Stand Foundation, which collects donations for the fight against childhood cancer. We also will choose a brand and promote six or eight of its units at a time. And having factory reps visit the dealership always draws people into the dealership." ■

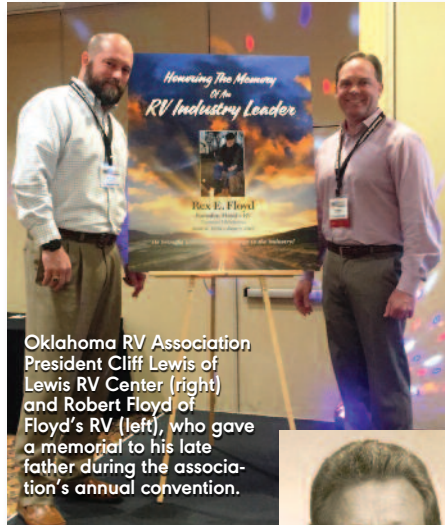
Dealers Honor Industry Leader Rex Floyd

Members of the Oklahoma RV Association paid tribute during their recent annual convention to industry leader Rex Floyd, who served as president of the Central Oklahoma RV Dealers Association and was a former RVDA chairman. He died on June 9 in Norman, OK.

Floyd founded Floyd's Recreational Vehicles in 1969, operating from a small rented lot. The company soon outgrew that space and built a larger dealership on Interstate 35, where it remains today.

"Rex Floyd was one of the most visionary dealers in RVDA when I joined the staff in 1988," said former RVDA President Mike Molino. "He was hungry for knowledge and was an early adopter of new ideas."

For his outstanding contributions to RVDA, he received the association's highest honor, the James B. Summers Award, in 1988. He was the first active dealer to receive the award. He was inducted into the RV/MH Hall of Fame in 2010. ■



Oklahoma RV Association President Cliff Lewis of Lewis RV Center (right) and Robert Floyd of Floyd's RV (left), who gave a memorial to his late father during the association's annual convention.



Rex Floyd

Meeting and Greeting on The Hill



Ryan Krenke of Krenke RV Center, Coloma, MI, had an opportunity to meet Treasury Secretary Steven Mnuchin during RVIA Advocacy Week. During the annual event in Washington, D.C., Krenke spent time with his father, Scott Krenke, and others visiting legislators on Capitol Hill to promote the passage of the bipartisan National Park Service Legacy Act of 2017 (H.R. 2584 and S. 751). ■

"The best thing about 20 Group is there's someone you can pick up the phone and call any time."

Mike Regan, a Spader® 20 Group member



Making difficult choices to strengthen your business isn't easy, but getting insights, ideas, and concrete tactics from your industry peers helps.

Apply for an RV 20 Group at spader.com

Certifiably Professional



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

RECERTIFIED

Gary Underwood Certified Technician
Brent Jokela Certified Technician
Mitchell Daniels Certified Technician
Donald Easterday Certified Technician
Randall Haupt Certified Technician
William Miller Certified Technician
Barry Swinford Certified Technician
William Brousseau Certified Technician
Michael Barlow Certified Technician
Richard Woods Certified Technician
Gregory Williams Certified Technician
Robert Champion Certified Technician
Michael Lane Certified Technician
Robert Rigos Certified Technician
Chad Tessier Certified Technician
Timothy Holston Certified Technician
Dean Broderick Certified Technician
Edmond Harper Master Technician
Michael Schiltknecht Master Technician
Ken Miller Master Technician
David Clanton Master Technician
Charles Leon Strozier Master Technician
Marvin Nieman Master Technician
Lynn Blair Master Technician
William McCaskill Master Technician
Christopher Seccombe Master Technician
Rusty Kramer Master Technician
Richard Lane Master Technician
Adam Brunette Master Technician
Dustin Stevens Master Technician
Lawrence Freedman Master Technician
Edward Cowan Master Technician

NEWLY CERTIFIED

Clarence McKeehan Certified Technician
Mitchell Collie Certified Technician
Patrick Melby Certified Technician
James Carey Certified Technician
Jacob Gunn Certified Technician
David Compton Certified Technician
Mike Downing Certified Technician
Daniel Emanuel Certified Technician
Devin Smith Certified Technician

John Emanuel Certified Technician
Zachery Drew Certified Technician
Gary Reeves Certified Technician
Jase Murray Certified Technician
James Lanigan Certified Technician
Roy Mayer Certified Technician
James P. Campbell Certified Technician
Eric Wolfe Master Technician

Mike Molino RV Learning Center Certifications:

NEWLY CERTIFIED

Ansley Bailey Parts Manager
Doug McKay Parts Manager
Todd Price Parts Manager
Anthony L. Yerman Parts Manager
Kip Kuehner Parts Specialist
Steven Johnson Parts Specialist
Daryl Wood Parts Specialist
Jessica Balac Parts Specialist
Anne Baucom Parts Specialist
Dawn Goven Parts Specialist
Regina Kerr Parts Specialist
Christy Compton Parts Specialist
Dominique Ervin Parts Specialist
David Smith Parts Specialist
Todd Price Parts Specialist
Patrick Rockwell Parts Specialist
Nancy Arcaro Service Manager

Darrin Gray Service Manager
David J. Behuniak Service Writer/Advisor
Lori A. Beyer-Teal Service Writer/Advisor
Bobby Horton Service Writer/Advisor
Darin Robert Lo Piccolo Service Writer/Advisor
CJ Mathewson Service Writer/Advisor
Kayla Niepoth Service Writer/Advisor
Todd Price Service Writer/Advisor
Victor Van Avery Service Writer/Advisor
Deborah Vaughn Service Writer/Advisor
Michal Wieprzowski Service Writer/Advisor
John Winter Service Writer/Advisor
Denise A. Alvarez Warranty Administrator
Krystal Hujus Warranty Administrator
Kelly Hutchins Warranty Administrator
Christine Newman Warranty Administrator
Ricardo Manzanares Warranty Administrator
Anthony L. Yerman Warranty Administrator

Want to give your certified team members credit for their hard work and achievement? Their names can appear in the next update. Just return this form by email to info@rvda.org or fax to (703) 591-0734. More information about the Society of Certified RV Professionals and the recognition program is available at <http://tinyurl.com/SocietyofRVProfessionals>.



Authorization to Include Employee Certification Information



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

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

City: _____ State: _____ Phone: _____

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

Printed Name: _____ Authorized Signature: _____

Date: _____ RETURN by email to: info@rvda.org or fax to: (703) 591-0734. Rev. May 2015

Pet Peeves of a Parts Person

By Anne Baucom

Every dealership has its issues. One problem common to many dealerships is the relationship between the parts department and the technicians. It's always a battle to get both sides to work together seamlessly. Techs don't understand the needs of the parts department and vice versa, making it hard to find a solution that works for everyone. I don't have all the answers, but here are a few pet peeves of parts associates and the reasons why we're always so short with techs.

★ Not listing parts on repair orders

Techs might not realize that some of us get paid commission on the parts we sell. This is why we're always so adamant about getting those parts on the repair orders. If the part you took doesn't get paid for, we don't get paid.

★ Requesting parts late

Having the parts you need by the next day isn't always possible. We have multiple vendors we can order through, but they all have cut-off times. So when you come to the parts person at 4:30 p.m. and need something next day, you're most likely out of luck. Please let us know as early as possible if you're going to need something specific so we can try to accommodate you.

★ Being impatient

Please wait your turn! Customers at the parts counter come first. Always. If you don't have time to wait, come back later. We have lots of people to take care of, both internally and externally. You are not our only customer.

★ Not keeping track of where part is used

At my dealership, some of the service shop supplies come from my parts store, including things like electrical adapters, water hoses, and chemicals for our rental units. Those items get charged to the dealership. Other items get used on customers' units, such as Teflon tape, putty tape, and washers. Please know where the part you've requested is being used so it gets billed correctly.

★ Not submitting parts inventory info immediately

Inventory management is always a parts person's least favorite responsibility. Techs make keeping an accurate inventory nearly impossible when they don't submit parts information immediately – we may under order or over order on parts. If we under order, you won't have what you need for the next job, which costs us time and money.

★ Writing down wrong part numbers

We order parts from multiple vendors, so some of the same parts have different part numbers. Don't get too comfortable writing down part #1234 for a small battery box when we might get a better deal from another vendor whose part number is #5678. If your number doesn't match with my inventory, the customer might get charged the wrong price.

★ Not returning unused parts

Another inventory issue – techs who take parts for a job, charge them off, but then fail to use them. Please put those parts back on the shelf or give them back to your parts person as soon as you're finished with the job. This enables us to remove the part from the customer's bill and put it back on the shelf in the correct place.

★ Not having correct part numbers handy

Here are some things a parts person should never have to ask for when a tech requests a part. First, the job (or RO) number and the model/serial/product numbers on the appliance you need parts for. We need that information 99 percent of the time so we can find the correct part. Please don't make us ask for the information you should already have ready. Even if you don't think we'll need it, get it anyway. The rule of thumb at my dealership is that too much information is better than not enough.

★ Not keeping the part store clean

The parts department personnel are responsible for keeping the store tidy. If you track in mud, we have to clean up after you. We won't be happy about it. Please be considerate of our time and do your part.

I'm still trying to come up with solutions for having a smoother relationship between parts and service at my store. But if technicians would apply what they've learned from this article, I strongly believe that your parts people will take notice and be truly grateful.

Anne Baucom is the parts manager and warranty administrator for RV Connection in Lawton, OK. If you would like to submit a response to this article, please send it to Tony Yerman at tyerman@rvda.org. ■



Anne Baucom



The RV Learning Center Pledge Agreement

I, _____, accept the invitation to join with others to support the dealership education efforts of the Mike Molino RV Learning Center. I hereby pledge and agree to contribute the total sum of \$ _____ to the Mike Molino RV Learning Center, a 501(c)(3) charitable organization.

My gift shall be paid in the following manner: \$ _____ One time donation

OR \$ _____ per year for _____ years, starting in the month/year _____

This is a: ☐ Company Contribution ☐ Personal Contribution

Signature: _____

Company: _____

Address: _____

Date: _____

☐ *Please check here if you would like the RV Learning Center to send you a reminder invoice in the month/year that you listed above.*

Thanks for your support!

The Mike Molino RV Learning Center

3930 University Drive, Fairfax, VA 22030

Phone: (703) 591-7130 • Fax: (703) 359-0152 • E-mail: info@rvda.org

www.rvlearningcenter.com

GET GOING WITH GO RVING!

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

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

HERE ARE THE HIGHLIGHTS:

Leads – Plus Program

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

Digital RV Image Library Pictures on GoRVing.com

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

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

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



Get Going with Go RVing! Return this form TODAY!

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Dealer website: _____

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

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

Credit card (circle): VISA MC DISCOVER AMEX

Credit card #: _____ Exp. date: _____

Cardholder: _____ Security code: _____

Signature: _____

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

GEAR UP FOR SUCCESS

RV DEALERS INTERNATIONAL CONVENTION/EXPO

NOVEMBER 6-10, 2017

VISIT WWW.RVDA.ORG/CONVENTION TO REGISTER TODAY!

2017 PARTNERS

PLATINUM



GOLD



SILVER

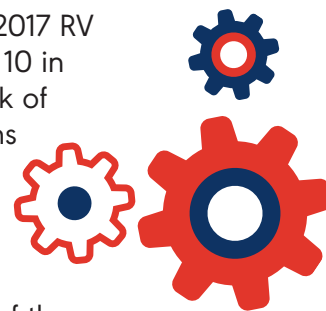


BRONZE



GEAR UP FOR SUCCESS!

Experience the power of education during the 2017 RV Dealers International Convention/Expo Nov. 6-10 in Las Vegas. Bring your top performers for a week of training focused on dealers and fixed-operations managers, leadership development, networking, and competing in today's marketplace.



To keep your dealership running smoothly, all of the gears – sales, service, parts, and F&I – must function together. Education powers the gears to lead you on your path to success. We offer education tracks for dealers/GMs, sales, service, parts, F&I, rental, and social media/e-marketing. Your staff will have the opportunity to learn about:

- Cash conversions in F&I
- Advanced topics for the service department
- Leadership development for young RV executives
- New concepts for merchandising the store
- Digital marketing
- Latest ideas in Internet advertising, measuring effectiveness, and increasing ROI

Discover a wide range of products and services, meet with a variety of vendors, and make new contacts. With over 100 exhibitors at the show, there is plenty to experience.

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

Presented by:



DEALER REGISTRATION FORM

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

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



2. Member Registration Fees:

First registrant locks in today's lowest rate for all future dealership personnel!

	Advanced 7/1 - 8/31	Regular After 8/31	Amount
First Registrant - includes Vendor Training +Plus, a \$229 value! Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>	\$709	\$999	\$
Second Registrant - includes Vendor Training +Plus, a \$229 value! Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>	\$689	\$999	\$
Third Registrant - includes Vendor Training +Plus, a \$229 value! Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>	\$689	\$999	\$
Fourth Registrant - includes Vendor Training +Plus, a \$229 value! Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>	\$689	\$999	\$

I would like to add a contribution to the Mike Molino RV Learning Center to promote education for our industry.*

\$

VENDOR TRAINING +Plus ONLY

Dealership must have one full convention registrant to bring additional employees JUST for Vendor Training +Plus. The cost is \$229 per person and includes Vendor Training +Plus training on Monday, Nov. 6 and Tuesday, Nov. 7, and Tuesday's reception in the Expo. Copy this form to add more registrants for Vendor Training +Plus.

Name _____ Badge First Name _____ Email _____
Name _____ Badge First Name _____ Email _____

\$

\$

3. Payment Information:

TOTAL

\$

☐ **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) 591-0734 • 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, 2017, to qualify for a refund. A \$50 administrative fee will be deducted from each refund request received by July 31, 2017. A \$100 administrative fee will be deducted from each refund request received between August 1, 2017 and August 31, 2017. No refunds will be made after August 31, 2017. *The Mike Molino RV Learning Center is a tax-exempt organization as described in section 501(c)(3) of the Internal Revenue Code. Contributions may be tax deductible as charitable donations.

ONLINE TRAINING WITH FRVTA'S DISTANCE LEARNING NETWORK

The DLN offers your dealership:

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

The Florida RV Trade

Association and RVDA's Mike Molino RV Learning Center

partner to provide distance learning opportunities to RV dealers and their employees. The Distance Learning Network is \$995 per year for each dealership location. Over 50 sessions available, 24 hours a day, seven days a week, with full access to training through July 31, 2017.

The DLN offers online training for:

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

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

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

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

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



DEALERSHIP REGISTRATION

Company Name: _____

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

Phone: _____ Fax: _____

Mentor Name: _____ Phone: _____

E-mail (at dealership): _____ Fax: _____

****High speed Internet access required. RVIA service textbooks not included****

_____ location(s) at **\$995 each** = payment due: \$_____ (select payment method below)

PAYMENT METHOD Note: prices are subject to change without notice. Complete lower section and mail or fax to:
Florida RV Trade Association, 10510 Gibsonton Drive, Riverview, FL 33578, (813) 741-0488, Fax: (813) 741-0688

☐ PAY BY CHECK OR MONEY ORDER ☐ PAY BY VISA OR MASTERCARD

Name on Credit Card: _____ Card Number: _____

Security Code: _____ Expires: _____ Card Billing Address: _____

Card Holder Signature: _____

RVDA Endorsed Products



Certified Green RV Program

TRA Certification Inc.

www.tragreen.com
aleazenby@trarnold.com
P: (800) 398-9282 F: (574) 264-0740

TRA, a green certification company, measures, evaluates, and certifies RV manufacturers and verifies vendors for energy efficiency and environmental friendliness. Dealers can guide environmentally-conscious consumers in making better-informed decisions about their RV purchases.

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 members an annual savings averaging 10-15 percent on each Visa and MasterCard 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 if they are unable to work due to a covered accident or illness.

Emergency Roadside and Technical Assistance Coach-Net

www.coach-net.com
sales@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 uses over 150 employees with advanced communications technology tools combined with a database of more than 40,000 service providers. The company uses trained customer service agents and master certified technical service agents.

Employee Behavioral Assessment Omnia Group

www.OmniaGroup.com/rvda/
Carletta@OmniaGroup.com
(800) 525-7117 x1226

The Omnia Group's assessment solutions help dealers select the right person for the job, increase retention, and build a strong workplace culture. In fewer than 15 minutes, the Omnia Profile reveals personality tendencies of candidates and employees, giving dealers the insight to select, retain, and develop their biggest

asset. By navigating the complexities of human behavior, dealers can make more informed hiring decisions and improve return on investment.

Software & Consulting Services KPA

www.kpaonline.com
(303) 356-1735

KPA provides consulting services and software to more than 6,500 automotive, truck, and equipment dealerships. Its Environmental Health & Safety product line provides onsite, on-call, and online services. Its Human Resource Management software ensures your business is in compliance with state and federal regulations. Users have access to on-demand advice from attorneys with expertise in the RV industry.

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 Collective Purchasing Arrangement

Brown & Brown Insurance

www.bbinservices.com/index.php/form
aweilage@bblouisville.com
(502) 550-2399

The RV Dealers Health Collective Purchasing Arrangement offers members a way to provide employee health benefits while saving money. Through a combination of leveraged buying power and program metrics that carve out excess costs, RVDA members have an opportunity to lower health care premiums. Dealers can maintain their current health benefits or customize their offering to employees. The program includes a dedicated Brown & Brown service rep, turn-key compliance solutions, and administrative support.

Hiring Tools CareerCo

RVDA@careercocorp.com
Maryellen Adams
(718) 307-6258

CareerCo is a network of pay-for-performance job sites, including Jobhub.com and FindTheRightJob.com. It reaches more than 5 million job seekers each month, connecting them with career and training information to help them pursue their professional goals. CareerCo also offers HR departments an array of staffing and recruiting solutions, including performance-based job postings, training, and recruitment.

Health Insurance

Mass Marketing Insurance Consultants Inc. (MMIC)

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

MMIC creates customized insurance programs best suited for individual dealerships. Coverage is available to individual members and firms with two or more employees. With group coverage, all active full-time employees are eligible. Spouse and dependent children under age 19 (23 if full-time student) are also eligible. The cost of the coverage for the RVDA program may be paid in whole by the employer or shared with the employees. However, the employer's contribution must be at least 50% of the total cost.

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. The solution: CSI's Lead Qualifier Program. Your sales leads are sent to CSI following initial contact with your sales staff. CSI then makes a personal phone call to each lead, captivating their attention before your competitor does. We will uncover the prospect's initial impression of your dealership and staff, fully qualify the lead including exact needs and time frame for purchase, and provide you with their deal maker.

Loan Origination and Warranted Loan Documents

AppOne

www.appone.net

AppOne is a web-based indirect loan origination platform designed to help recreational vehicle dealers and lenders manage the origination process of retail credit applications from lender submission to funding. It provides dealers and lenders access to a library of compliant and warranted loan documents. The loan documents are regularly reviewed for compliance with the latest federal and state laws in all 51 U.S. jurisdictions. Dealers using AppOne also have access to their lender(s) on the AppOne Lending Network, a community of national, regional and local financial institutions. The network makes it easier for dealers to establish lender partnerships and secure financing for their customers.

Market Intelligence Program RV Industry Data Program from Statistical Surveys

Scott Stropkai
sstropkai@statisticalsurveys.com
(616) 281-9898 ext. 128

Dealers receive a 10 percent discount on customized reports through Statistical Surveys' RV Industry Data Program. Using Tibco Spotfire software, the program provides dealers with data visualization and analytics that can yield valuable insights for better decision

making, including data on where new units are being registered and which dealers sold which units by make, model, length and axles.

Office Supplies Office Depot

www.officediscounts.org/rvda.html

RVDA members can save up to 80% on over 93,000 products at Office Depot and OfficeMax. Shop online or in any Office Depot or OfficeMax store for printing, cleaning, break room, and office needs. Enjoy free next-day delivery with online orders over \$50. Visit the website to shop online or to print off a free store purchasing card.

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

www.nada.com
lsims@nadaguides.com
(800) 966-6232, Ext. 235

The N.A.D.A. RV Appraisal Guide is an essential tool to determine the average market value for used RVs. A new online program, RV Connect, 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 Conway Freight. Visit our website for more information and to enroll.

The Mike Molino RV Learning Center proudly recognizes these **CONTRIBUTORS**



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

Received From	Contributed 6/9/15- 6/9/17	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
MAJOR GIFTS				
Camping World and Good Sam	\$150,000	\$667,987	\$1,000,000	6/8/16
Protective	75,668	270,584		12/2/16
Newmar Corporation	50,000	260,000		12/7/16
Tom Stinnett Derby City RV	2,500	105,000		12/16/16
Brown & Brown Recreational Insurance	40,000	40,000	100,000	3/21/16
Campers Inn	15,000	81,000	100,000	12/16/16
PleasureLand RV Center Inc.	4,000	96,850		12/14/16
Bill & Kristen Fenech	10,000	72,500		8/23/16
Horsey Family Memorial Fund	2,000	72,000		6/14/16
Ron & Lisa Fenech	10,000	70,000		8/23/16
Byerly RV Center	10,000	62,000		1/3/17
RVAC	7,000	52,000		4/8/16
Bill Plemmons RV World	5,000	20,050	50,050	6/9/16
All Seasons RV Center	2,000	38,049	47,049	12/20/16
McClain's RV Superstore	2,000	44,000		6/18/15
Pan Pacific RV Centers Inc.	3,000	41,500		11/23/16
Reines RV Center Inc.	7,500	39,025		1/6/17
Palm RV	7,500	7,500	37,500	2/18/16
Bill Thomas Camper Sales Inc.	1,000	37,000		1/3/17
Holiday World of Houston	7,000	33,000		9/30/16
Wilkins R.V. Inc.	4,900	23,000	33,000	1/8/16
Pikes Peak Traveland Inc.	1,500	32,700		6/26/15
Diversified Insurance Management Inc.	3,200	26,400	31,200	4/19/17
Paul Evert's RV Country Inc.	2,000	29,000	30,000	3/11/16

CHAMPIONS

Greeneway Inc. (Route 66 Dealer)	2,500	22,350		12/12/16
Alpin Haus	2,000	20,500		7/5/16
MBA Insurance Inc.	2,000	17,100	20,100	6/1/16
Hartville RV Center Inc.	2,000	15,750		5/30/17
Mike & Barb Molino	550	12,136		8/14/16
Little Dealer, Little Prices	500	11,550		12/6/16
Affinity RV Service Sales & Rentals	2,000	11,000		6/15/16
Floyds Recreational Vehicles	250	10,500		4/13/16
Motley RV Repair	1,000	10,075		9/17/15
United States Warranty Corporation	3,000	10,250	10,250	5/19/17
Don Clark	10,000	15,000		10/7/16
Hemlock Hill RV Sales Inc.	3,361	10,000		8/12/15
Curtis Trailers Inc.	1,500	9,750		12/28/16
Crestview RV Center	3,500	8,000		12/28/16
Burlington RV Superstore	1,250	7,500		12/31/16
Circle K RV's Inc.	750	7,500		6/9/16
All Valley RV Center	5,500	7,000		2/21/17
Hayes RV Center	200	6,850		6/20/16
A World of Training	3,500	6,500		9/17/15
Madison RV Supercenter	1,000	6,500		11/30/16
Camperland of Oklahoma LLC	1,000	6,350		6/22/16
Best Value RV Sales & Service	1,500	6,250		6/6/17
Topper's Camping Center	1,803	6,053		10/7/16
Phil Ingrassia	2,000	5,500		12/12/16
Good Life RV	2,000	5,100		5/26/17
ROUTE 66 RV Network	2,000	3,000	5,000	2/16/16
Noble RV Inc.	2,600	4,505		2/3/17
RCD Sales Company Ltd.	1,099	4,349		6/17/16
J. D. Sanders Inc.	250	3,750		7/11/16
Myers RV Center Inc.	250	3,750		6/22/15
Hilltop Trailer Sales Inc.	1,500	3,622		6/27/16
Skyline RV & Home Sales Inc.	1,500	3,500		8/8/16

Received From	Contributed 6/9/15- 6/9/17	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
American Guardian Warranty	2,400	3,300		6/1/17
RV Outlet Mall	750	3,300		6/20/16
United RV Center	100	3,200		11/10/15
Highland Ridge RV Inc.	250	3,000		4/11/16
Tacoma RV Center	1,500	3,000		6/17/16
The Trail Center	600	2,550		11/21/16
Alliance Coach	1,000	2,500	2,500	5/19/17
Austin Chapter of Texas RV Association	2,500	2,500		6/27/16
Bill & Shannon Koster	500	500	2,500	12/2/16
Onsite Temp Housing	500	1,000	2,500	10/29/15

LEADERS

Dinosaur Electronics	300	2,200		6/14/16
NERVDA	1,100	2,100		1/30/17
Leo's Vacation Center Inc.	2,000	2,000		3/11/16
Mount Comfort RV	2,000	2,000		10/17/16
Candys Campers	500	1,800		6/6/16
Ocean Grove RV Supercenter	1,750	1,750		6/14/16
Out of Doors Mart Inc.	250	1,750		10/13/15
Camp-Site RV	500	1,500		1/30/17
Gib's RV Superstore	2,500	2,500		6/6/17
Colerain Trailer Center	1,000	1,250		3/6/17
Ronnie Hepp	500	1,125		12/31/15
Airstream Adventures Northwest	500	1,000		6/10/16
Beckley's Camping Center	250	1,000		6/12/15
Bill Mirrielees	250	1,000		5/5/16
Colonial Airstream & RV	1,000	1,000		4/19/17
Moix RV Supercenter	1,000	1,000		12/22/16
Tennessee RV Sales & Service LLC	500	1,000		6/14/16
Clear Creek RV Center	1,000	1,000		6/6/17

BENEFACTORS

Keepers RV Center	700	800	850	12/23/16
The Makarios Group LLC	500	750		5/30/17
Setzer's World of Camping Inc.	500	600		3/17/17
American Family RV Inc.	500	500		9/2/16
Camp-Land RV	500	500		6/14/16
Dodd RV	500	500		3/18/17
Florida Outdoors RV Center	500	500		6/15/15
Holiday Hour Inc.	200	500		3/14/16
Kroubetz Lakeside Campers	250	500		11/9/15
Modern Trailer Sales Inc.	250	500		6/22/15
RH Power & Associates Inc.	500	500		5/8/17
Total Value RV of Indiana Inc.	500	500		1/18/17
Tri-Am R.V. Center of East Tennessee	500	500		1/3/17

SUPPORTERS

Starr's Trailer Sales	450	450		6/16/16
Lou Novick	100	400		11/25/15
Carolina Coach & Camper	250	350		6/15/16
Liberty RV	250	300		9/6/16
Black Book RV Value Guide	150	250		3/16/16
Clippership Motorhomes Rental	250	250		4/3/17
Elizabeth RV	250	250		10/11/16
Macdonalds RV Center	225	225		1/18/17
Richard's RV ServiCenter	120	120		7/15/16
Chesapeake RV Solutions	100	100		2/29/16
RV Value Mart Inc.	100	100		6/15/15

ENDOWMENTS

Kindlund Family Scholarship	\$270,000
-----------------------------	-----------



Home
Disclaimer
Search Events
Online Events
Manage Events

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

THE RV Industry's

CENTRAL TRAINING CALENDAR

<< Back
August 2017
Fwd >>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Certified RV Inspector Training & Certification Sobel University Online Registration Show Online Events	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 Kelly Enterprises 3-Day Financial Center Seminar Show Online Events	16 Show Online Events	17 Show Online Events	18 Show Online Events	19 Show Online Events
20 Show Online Events	21 RV Inspector/RV Maintenance Tech Training 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		

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
--	--	---	--

Go RVing®

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

ADVERTISERS INDEX

Dealer Pro RV 16 (800) 553-0100	RVT.com 11 (800) 282-2183
Diversified Insurance Management 2 (800) 332-4264	Sobel University 13 (253) 565-2577
MBA Insurance 15 (800) 622-2201	Spader Business Management 17 (800) 772-3377
Protective Asset Protection back cover (888) 326-0778	

1992
1993
1994
1995
1996
1997
1998
1999
2000
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017

CELEBRATING 25 YEARS

as the Exclusively Endorsed Service Contract Program of the RVDA

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

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



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

Protect Tomorrow. Embrace Today.™

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



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

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 Old Republic Insurance Company.