

RV EXECUTIVE TODAY

JUNE 2014

DEALER NET PROFITS **HIGHEST** IN 10 YEARS

*Annual benchmarking survey
shows net profits reached
4.8 % last year*

page 10



ALSO:

Dealers Remain Upbeat Over Retail Market *page 13*

Rental Revenue on the Rise *page 18*

MAKE IT EASY FOR YOUR CUSTOMERS MAKE IT PROFITABLE FOR YOU

Sell them the best in Service Contracts, Tire and Wheel Coverages, Gap and Appearance Protection Products. American Guardian Group of Companies can supply you with all this and great customer service, fast handling of claims, training, reinsurance and so much more. Let us help you grow your business!




Compass RV Protection is a trademarked product of American Guardian Group of Companies.
Contact Kurt Harbeke at 800.579.2233 x4213 or kharbeke@agwsinc.com for more information | agwsinc.com

Diversified Insurance Management

RV DEALER INSURANCE SPECIALIST

TRVA Endorsed Since 1981

Take The Proven Path

- 
- **Dealers Open Lot**
 - **Garage Liability**
 - **Commercial Package**
 - **RV Rental Operations**
 - **Workers Compensation**
 - **All Supporting Lines**

The Diversified "Difference"

As underwriting managers and an industry leader, we partner with our carriers to develop programs suited to the RV industry. Diversified's dealership expertise and underwriting involvement are your assurance of an unparalleled responsiveness to your unique coverage issues, questions and needs.

DIVERSIFIED
INSURANCE MANAGEMENT

Let Our Experience Make A
Difference For You!
(800) 332-4264



Premium is...

Proven.

"I see the Freightliner name all over the highways and I know these trucks go millions of miles, so that says they are pretty dependable. That's why I can rely on my motorhome on a Freightliner chassis."

— D. Crowell
Freightliner Custom Chassis Owner

Freightliner Custom Chassis is Proven.

For more than 70 years, Freightliner has carried the load from coast to coast. And we provide our valued customers with the most advanced products by applying everything we've learned along the way—the innovations, engineering and expertise—to our RV chassis. When you ride with Freightliner Custom Chassis, you ride with the strength of Freightliner's heritage. Let us become part of your family tradition. Learn more at www.freightlinerchassis.com or call (800) FTL-HELP.



INDUSTRY'S BEST WARRANTY • LARGEST SERVICE NETWORK



Specifications are subject to change without notice. Freightliner Custom Chassis Corporation is registered to ISO 9001:2008 and ISO 14001:2004. Copyright © 2014 Daimler Trucks North America LLC. All rights reserved. Freightliner Custom Chassis Corporation is a subsidiary of Daimler Trucks North America LLC, a Daimler company.

DAIMLER | Freightliner Custom Chassis - A Daimler Group Brand

RV EXECUTIVE TODAY

C O N T E N T S

June 2014

10 RV Dealer Net Profits in 2013 the Highest in 10 Years

Net profit as a percentage of sales showed dramatic improvement last year, reaching 4.8 percent, according to Spader Business Management data.



10

13 Dealers Remain Upbeat About RV Retail Market

Dealers are still upbeat about the market, but not quite as much as they were a year ago. A little less than half say this spring's market was better than in spring of 2013.



16

16 RV Inventory Turn and Aging Rates Indicate a Healthy 2014

GE Capital CDF's Tim Hyland says dealership metrics and a good economy make him optimistic about the RV industry.



13

18 RV Dealers Report Higher RV Rental Revenue

Dealers with rental fleets report dramatic increases in rental revenue in 2013, with some experiencing jumps of as much as 49 percent.



18

19 Rockin' Rentals

Gambling on the RV rental arena seems to have paid off for some new enterprises, according to a recent RVDA survey – reservations are filling up quickly.



19

24 Go RVing Promotes RV Travel through Spring Fever Sweepstakes

Go RVing partnered with the Outdoor Channel to cosponsor the network's popular Spring Fever Sweepstakes. The sweepstakes got on-air and online support with custom vignettes featuring network personalities talking up the appeal of RVs for outdoor enthusiasts.



24

IN EVERY ISSUE:

- 6 Looking ahead
- 7 Chairman's report
- 8 Officers, directors, and delegates
- 9 Industry trends
- 28 RVDA endorsed products
- 30 RV Learning Center contributors
- 31 RV industry's training calendar
- 31 Advertisers index



A Window into Go RVing Prospects' Purchasing Power

By Phil Ingrassia, CAE, president

Last month I had the opportunity to dig a little deeper into a recent Go RVing study for some presentations I prepared for the RV Business Power Breakfast and the Airstream dealer meeting. The study is a sales match analysis conducted by global data and marketing solutions firm IHS Automotive, which incorporated Polk into its business last year.

Here is some quick background on this sales match study. Go RVing provided 208,000 leads gathered from an 18-month period, and IHS matched those names through a registration database of new and used RV registrations through last June. This provided an adequate buying time for the analysis.

The big news out of the study (which *RV Executive Today* has previously reported) was that in the total universe of U.S. households, the national new RV purchase rate during the period studied was .36 percent. The Go RVing lead rate of purchase for a new RV was .84 percent – more than double the U.S. household rate.

Purchase rates for used RVs were even higher among Go RVing leads, at 1.5 percent. When combined, the total purchase rate for Go RVing leads was 2.34 percent, which is impressive when compared to the one to two percent rate the Direct Marketing Association considers good for lead conversions.

Higher household income

One of the things in the study that jumped out to me was the household income numbers for Go RVing buyers that are significantly higher than what we've found for average RV owners.

The average household income for a Go RVing lead who purchased a new unit during the period was \$87,246, and for those who purchased a used unit, it was \$75,984. This compares to the \$62,000 average household income reported in the

"One of the things in the study that jumped out to me was the household income numbers for Go RVing buyers that are significantly higher than what we've found for average RV owners."

most recent University of Michigan study.

The Go RVing prospects who buy are more affluent, which means they're more likely to buy a motorhome than other buyers. These prospects buy a lot of travel trailers too, but the mix is heavier toward motorized than the overall RV market is supporting right now.

Follow-up is important

It comes as no surprise that following up with these prospects is important. The study showed that more than 50 percent of those who purchased did so within 180 days of becoming a lead.

As we've talked to dealers and looked at monthly sales data, it's clear that the RV sales cycle has become somewhat less cyclical, so the Go RVing program has extended its media plan into the fall. This means leads are coming into the system throughout the year.

If your dealership is not signed up for the 2014 program yet, there's still plenty of time to get good value out of the program. See page 25 for details. With more follow-up and more dealers participating, we can drive the purchase rates outlined in the study even higher in the future.

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

Julie Anna Newhouse
MARKETING MANAGER

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

Julianne Ryder
MARKETING COMMUNICATIONS SPECIALIST

Patricia Williams
ACCOUNTING CLERK

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 18, Issue 6

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

Learn From Someone Else, for a Change

By Jeff Hirsch, chairman



I've never liked learning from my own personal experiences – it costs way too much. I agree with Ben Franklin, who said, "Experience is a dear school, and fools will learn in no other."

I also agree with Albert Einstein's comment that the world's problems can't be solved by the same kind of thinking that created them. I contend that our business problems also can't be solved by the same kind of thinking that created them.

Where am I going with this? The reality is that occasionally we all need to change our way of thinking, to have our world view shaken up a bit. At the very least, we need to update and add to our knowledge base. The trick is to do so as efficiently and painlessly as possible. And preferably, we can learn from someone else's hard-bought experience.

I know how you can benefit from the combined wisdom of dozens of smart business people at one place and time. There's an event that's been developed specifically for RV dealers and their employees, one that offers the chance to learn better ways of operating virtually every aspect of our businesses. I'm referring, of course, to the RV Dealers International Convention/Expo.

You may have attended previous RVDA conventions, but this year's has been taken to a different level altogether. As you've heard, in response to members' requests for a change of venue, the locale has been moved to Bally's on the Las Vegas Strip, right in the middle of the action. We'll have all of the city's glamour and excitement right at hand for after-hours entertainment. The Bally's staff has been working with us for months to ensure that the transition to a new location is smooth and that the show is the best ever.

Also at members' requests, the timing of the event has been pushed back later in the year – to Nov. 10-14 – so that it doesn't interfere with the busy fall selling season. RVDA has frequently heard dealers claim they would bring more employees to the convention if only they could be spared from the dealership. Well, we heard you – now you have a great new location and more convenient dates.

I'm a big advocate for taking as many staffers as possible to the convention. Giving them the chance to be part of this event has made a huge difference to my employees' professional development and lightened my load as a dealer principal. It's difficult for me to relate everything I learn at the convention to everyone back home, and the messages I hear are different from what a service or sales manager would hear. The convention is a

great opportunity for me to spend quality time with my staff and build for their future and the company's.

RVDA has kept the registration rate as low as possible so you can bring more people. There are discounts for additional staff, special two-day offers, and a variety of pay plans. The investment you make in your employees is part of your competitive advantage, so I hope you'll consider bringing as many of your top-level staffers as possible. Let's not learn from our own experiences – it's too expensive.

There are many more reasons why this convention will be out of the ordinary. We already have four Vendor Training +Plus sessions scheduled. These extended, customized learning sessions give attendees the chance to delve deeper into subjects with representatives from companies they do business with. Thanks to AL-KO Axis, Blue Ox, Lippert Components and Integrated Dealer Systems for their early support. We'll be announcing more sessions soon.

This year's exhibit hall is also larger than previous years and will accommodate more companies. In fact, with six months still left until the convention, expo space is already almost 60 percent sold. And first-time exhibitors are showing great interest in joining us this year. Be sure to get the jump on the latest and greatest the expo has on display this year.

Not everything will change – the popular Partners In Progress brand committee meetings will once again give dealers the chance to discuss important brand-specific issues with their manufacturers, and there will be education tracks for dealers/GMs and managers in sales, service, parts, and rental operations. Not to mention inspiring speakers, including Doug Lipp, the dynamo who helped shape Disney University's world-famous customer service training. This presentation alone will be worth the price of admission.

We couldn't put on the convention/expo without the generosity of our partners. As of press time, the convention is being supported by GE Capital, Commercial Distribution Finance (platinum partner), Protective (gold partner), and MBA Insurance, Bank of the West, and Diversified Insurance Management (bronze partners). My deepest appreciation goes to those who invest in us for a brighter future.

Five concentrated days of learning from the best in the business, the chance to network with colleagues and to enjoy one of the country's most popular cities – that's what I call smart learning.

I look forward to a great convention and to catching up with many of you.

Chairman

Jeff Hirsch
Campers Inn of Kingston
Kingston, NH
(603) 642-5555
jhirsch@campersinn.com

1st Vice Chairman

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

2nd Vice Chairman

Brian Wilkins
Wilkins R.V. Inc.
Bath, NY
(607) 776-3103
bwilkins@wilkinsrv.com

Treasurer

Darrel Friesen
All Seasons RV Center
Yuba City, CA
(581) 671-9070
Darrel@allseasonsrvcenter.com

Secretary

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

Past Chairman

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

Director

Will Jarnot
PleasureLand RV Center Inc.
St. Cloud, MN
(320) 251-7588
w.jarnot@pleasurelandrv.com

Director

Mike Regan
Crestview RV Center
Buda, TX
(512) 282-3516
Mike_regan@crestviewrv.com

Director

Rod Ruppel
Webster City RV Inc.
Webster City, IA
(515) 832-5715
rod@webstercityrv.com

Director

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

RVRA Representative

Scott Krenek
Krenek RV Center
Coloma, MI
(269) 468-7900
scott_krenek@krenekrv.com

RVAC Chairman

Tom Stinnett
Tom Stinnett Derby City RV
Clarksville, IN
(812) 282-7718
tstinnett@stinnetttrv.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

Kevin Brown
Arctic RV & Interior Topper
Fairbanks, AK
(907) 451-8356
arcticrv@arcticrv.com

Arizona

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

California

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

Colorado

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

Connecticut

Chris Andro
Hemlock Hill RV Sales Inc.
Milldale, CT
(860) 621-8983
chrisa@hemlockhillrv.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

Idaho

Tyler Nelson
Nelson's RVs Inc.
Boise, ID
(208) 322-4121
tyler@nelsonsrvs.com

Illinois

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

Indiana

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

Iowa

Jeremy Ketelsen
Ketelsen RV Inc.
Hiawatha, IA
(319) 377-8244
jketelsen@ketelsenrv.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

Jim Hicks
Southern RV Super Center Inc.
Bossier City, LA
(318) 746-2267
jim@southernrvsupercenter.com

Maryland

Greg Merkel
Leo's Vacation Center Inc.
Gambills, MD
(410) 987-4793
Admin-jacki@comcast.net

Massachusetts

Marc LaBrecque
Diamond RV Centre Inc.
W. Hatfield, MA
(413) 247-3144
info@diamondrv.com

Michigan

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

Minnesota

Will Jarnot
PleasureLand RV Center
St. Cloud, MN
(320) 251-7588
w.jarnot@pleasurelandrv.com

Mississippi

Stephen (Snuffy) Smith
Country Creek RV Center
Hattiesburg, MS
(601) 268-1800
snuffy@countrycreekrv.net

Missouri

Sheri Wheelen
Wheelen RV Center Inc.
Joplin, MO
(417) 623-3110
sheri@wheelenrv.com

Montana

Ron Pierce
Pierce RV Supercenter
Billings, MT
(406) 655-8000
rpierce@pierce.biz

Nebraska

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

Nevada

Beau Durkee
Carson City RV Sales
Carson City, NV
(775) 882-8335
beau@carsoncityrv.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

Rick Scholl
Rocky Mountain RV World
Albuquerque, NM
(505) 292-7800
rscholl@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

Michelle Barber
Capital R.V. Center Inc.
Minot, ND
(701) 838-4343
michelle@capitalrv.com

Ohio

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

Oklahoma

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

Oregon

Kory Goetz
Curtis Trailers Inc.
Portland, OR
(503) 760-1363
kgoetz@curtistrailers.com

Pennsylvania

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

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

Texas

Mike Regan
Crestview RV Center
Buda, TX
(512) 282-3516
Mike_regan@crestviewrv.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

Virginia

Lindsey Reines
Reines RV Center Inc.
Manassas, VA
(703) 392-1100
rv8955@aol.com

Washington

Ron Little
RV's Northwest Inc.
Spokane Valley, WA
(509) 924-6800
ron@rvsnorthwest.com

West Virginia

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

Wisconsin

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

Wyoming

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

VACANT

Arkansas
Hawaii
Maine

AT-LARGE

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

Randy Coy
Dean's RV Superstore
Tulsa, OK
(918) 664-3333
rcoy@deansrv.com

David Hayes
Hayes RV Center
Longview, TX
(903) 663-3488
dhayes@hayesrv.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 Rone
Sonny's RV Sales Inc.
Evansville, WY
(307) 237-5000
mrone@sonnyrsrvs.com

Adam Ruppel
Webster City RV Inc.
Webster City, IA
(515) 832-5715
adam@webstercityrv.com

Rod Ruppel
Webster City RV Inc.
Webster City, IA
(515) 832-5715
rodruppel@gmail.com

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

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

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

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

Rex Floyd
Floyd's Recreational Vehicles
Norman, OK
(405) 288-0338
rxflyd@aol.com

Crosby Forrest
Dixie RV Superstore
Newport News, VA
(757) 249-1257
info@dixieRVsuperstore.com

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

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

Larry McClain
McClain's RV Inc.
Lake Dallas, TX
(940) 497-3300

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

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

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

Towable and Motorized Inventories Expanded Rapidly

By Thomas Walworth, Statistical Surveys/The Thrive Group

RV dealers' towable and motorhome inventories grew at much more rapid rates during February 2014 than was the case in February 2013, according to data gathered by market research firm Statistical Surveys/The Thrive Group.

However, many of the units that were counted as being in dealers' inventories actually remained at Indiana RV factories, because a shortage of delivery drivers and severe winter weather delayed shipments, according to industry sources. Harsh winter weather in the northern states also discouraged consumers from visiting dealers' lots, further depressing the inventory indexes.

The inventory index for towables was 41.8 in February 2014, which means towable inventories expanded even more rapidly than they did in February 2013, when the inventory index was 48.2.

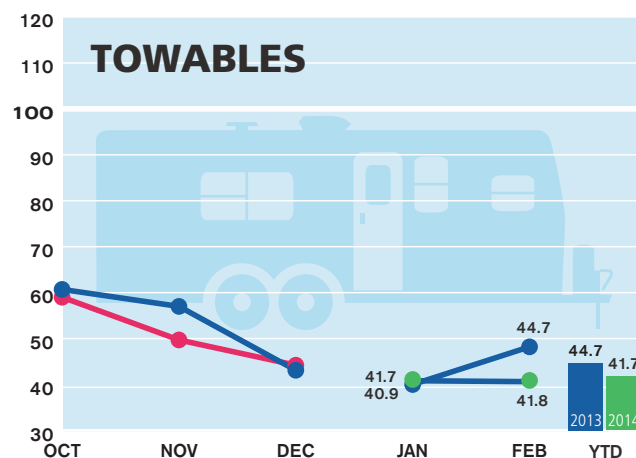
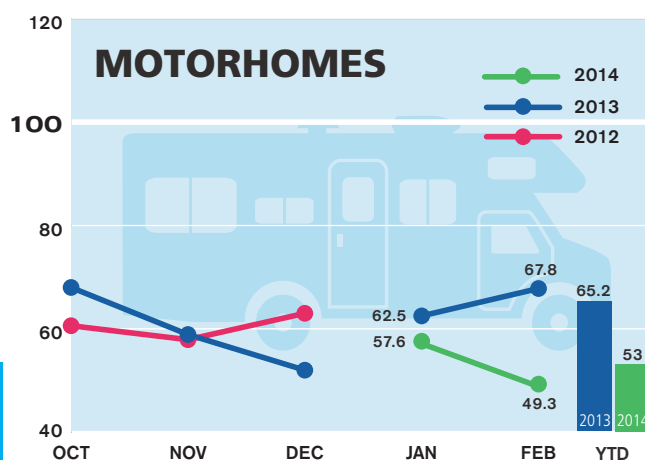
In the case of motorhomes, the February 2014 inventory index was 49.3, which means dealer inventories grew at a significantly faster rate than in February 2013, when the inventory index was 67.8.

The 12,238 towable RVs retailed by U.S. dealers during February 2014 represented a 10.3 percent increase over the 11,096 units sold to consumers in February 2013. Wholesale shipments of towables were up 27.4 percent to 29,300 units in February 2014, compared with 23,000 units delivered to dealerships in February 2013.

In the case of motorhomes, 2,020 units were retailed in February 2014, a 6.4 percent increase over the 1,899 units sold in February 2013. Meanwhile, motorhome shipments increased 46.4 percent to 4,100 units in February 2014, compared with 2,800 units shipped during February 2013.

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

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



Take Advantage of Your RVDA Websites

The RVDA and Mike Molino RV Learning Center websites are the dealership employee's complete online resources. These innovative, interactive websites provide easy access to the critical resources that assist dealers and their employees in running the dealership efficiently and effectively.

Visit both sites to download fact sheets on dealership best practices or the latest retail statistics, search the listings of training opportunities, and purchase CD-ROMs, publications, videos, or webcasts to enhance your dealership's knowledge. RVDA member dealerships and any of their employees can have 24/7 access to most of RVDA's dealer specific information (broken down by department).

Make www.rvlearningcenter.com and www.rvda.org your first source for all dealership information.

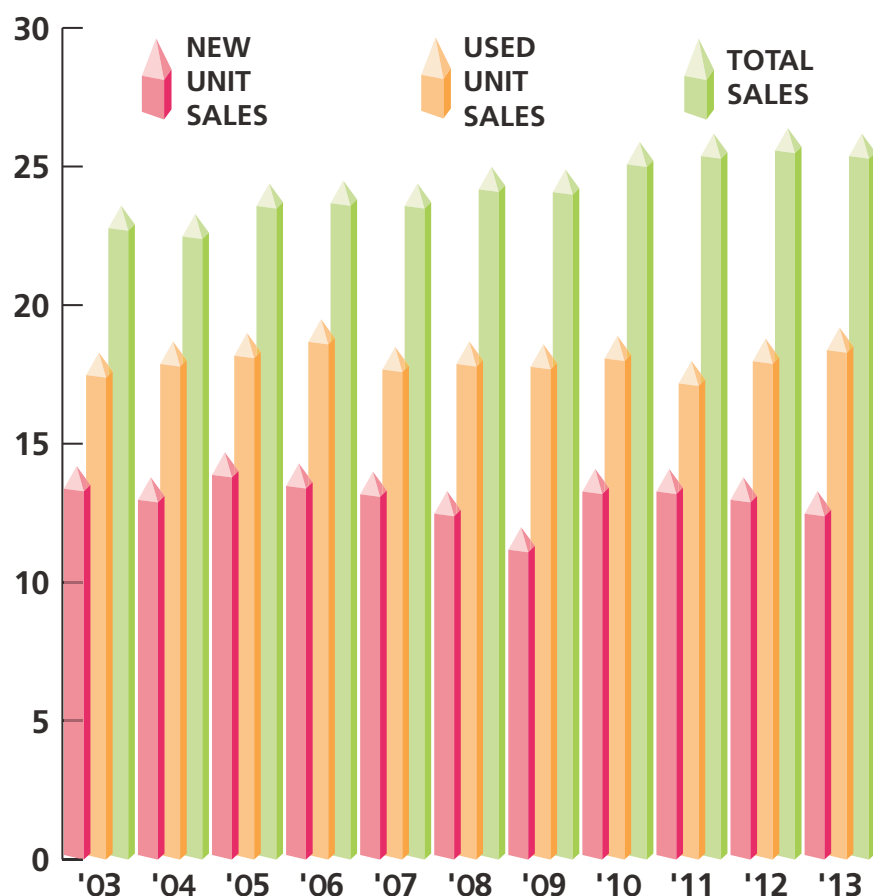


RV DEALER NET PROFITS IN 2013 THE HIGHEST IN 10 YEARS

Source: Spader Business Management

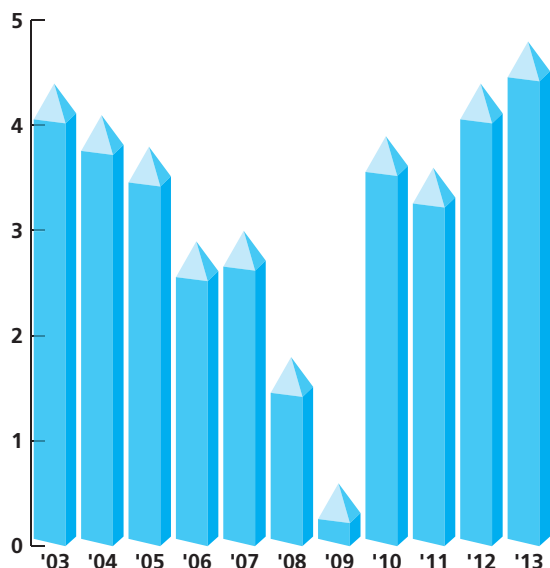
Analysis by Jeff Kurowski

Is your dealership as profitable as it should be? For some insight, compare your margins and expense ratios with other dealers around the country. This annual benchmarking section of *RV Executive Today* provides a point of reference on some important areas of dealership operations. The data is based on dealer-reported information and is an average, not a scientific study of all dealers.



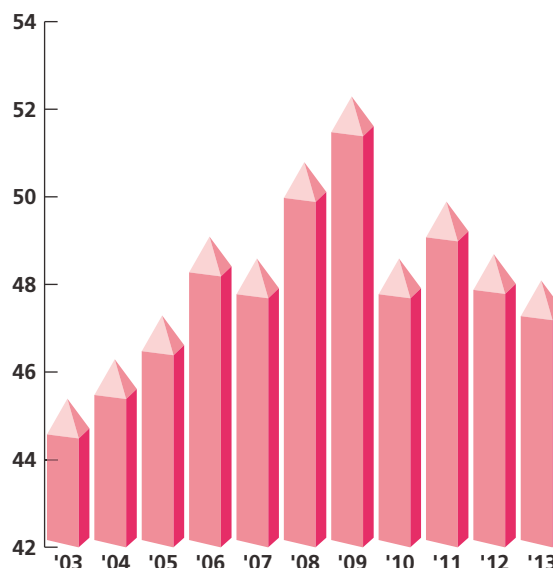
Gross Margin as % of Sales

The gross margin on new unit sales declined 0.5 percent in 2013 to its lowest level since 2008, but the gross margin on used unit sales climbed to 19.2 percent, its highest level since 2006. The gross margin on total sales (from all dealership departments) was 26.2 percent in 2013, down a little from 2012 and the same percentage as in 2011.



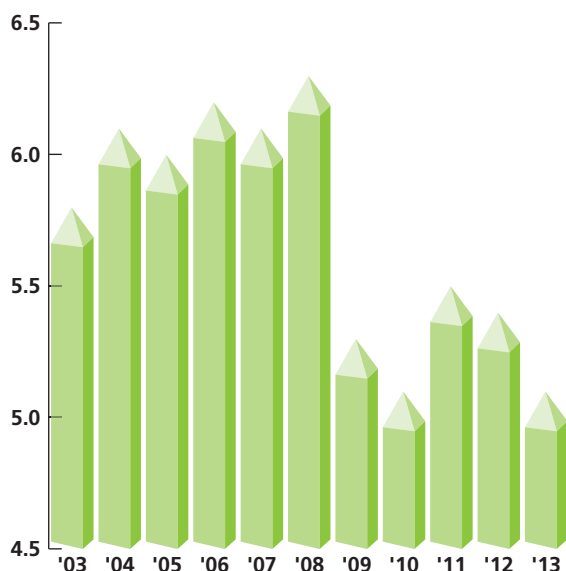
Net Profit as % of Sales

Net profit as a percentage of sales showed dramatic improvement in 2013, reaching 4.8 percent, compared with 4.4 percent for reporting dealers in 2012. Last year's net profit as a percentage of sales was the highest in more than 10 years.



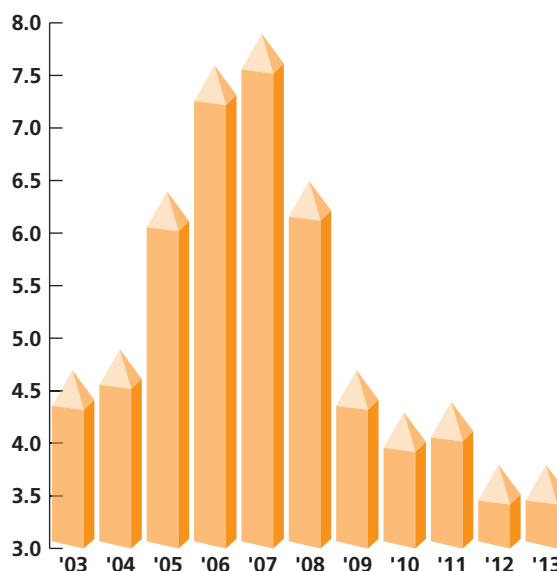
Personnel Expenses as % of Gross Margin

Personnel expenses--salaries, benefits, and other employment costs--as a percentage of gross margin declined in 2013 to 48.1 percent, from 48.7 percent in 2012. Personnel costs as a percentage of gross margin now are lower than they've been at any time since 2005.



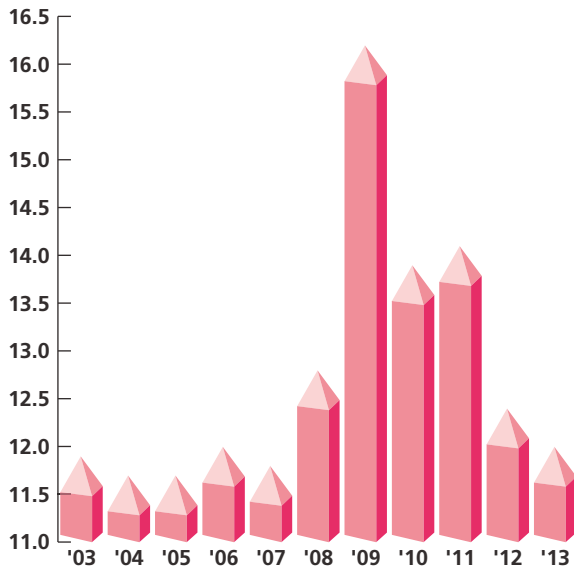
Advertising Expenses as % of Gross Margin

Advertising spending dipped to 5.1 percent of gross margin in 2013, from 5.4 percent in 2012. Advertising expenses as a percent of gross margin are at the lowest point since 2010.



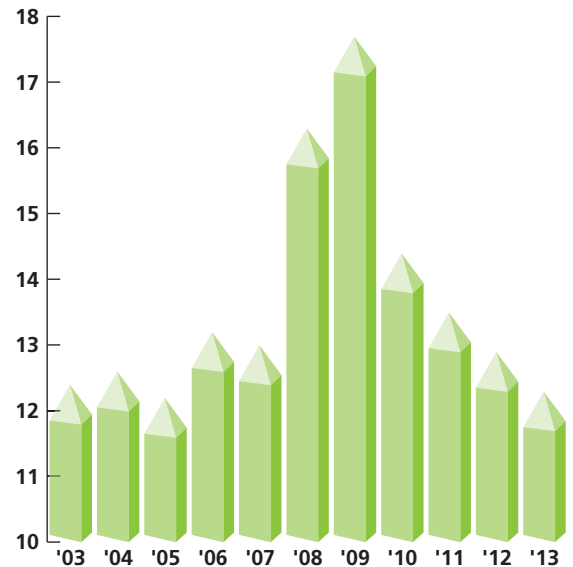
Floor Plan Interest Expense as % of Gross Margin

The often volatile measure of floor plan interest expense as a percentage of gross margin was stable between 2012 and 2013. It remained at 3.8 percent, which is less than half of what it was during the pre-recession year of 2007, when it was 7.9 percent.



Semi-Fixed Expenses as % of Gross Margin

Semi-fixed expenses, or costs that rise and fall depending on the amount of business occurring, fell in 2013 to 12.0 percent of gross margin, compared with 12.4 percent in 2012.



Fixed Expenses as % of Gross Margin

Fixed expenses (mortgage and lease costs and expenses such as property taxes) as a percentage of gross margin slipped down to 12.3 percent in 2013, the lowest it's been since 2005.



A WORLD OF TRAINING HAS THE TRAINING SOLUTIONS YOU NEED TO:

Turn **good** performers into **superstars!**
 Turn **shoppers** into **buyers!**
Enhance your **customers'** experience!
 Get your managers to **manage!**
Grow Your Business up to 50% and more!



"If you want real-life training that sticks, A World of Training is the training company to use. The enthusiasm that A World of Training brings to both our sales and service departments is contagious, making everyone here excited to learn."

Nathan Hart
Walnut Ridge RV



Michael Rees
 (813) 951-6586



David Foco
 (989) 324-0317

Dealers Remain Upbeat About RV Retail Market

By Jeff Kurowski

RV dealers continue to be upbeat about the retail market, although they're not as upbeat as they were a year ago, according to an RVDA survey conducted in May.

Forty-eight percent of respondents said the RV market was better this May than it was last year, and 41 percent said it was about the same as a year ago. Ten percent felt it was worse than it was during spring of 2013. In comparison, during May 2013, 59 percent of dealers responding believed the retail market was better than during the spring of 2012, 41 percent felt it was the same, and no one said it was worse.

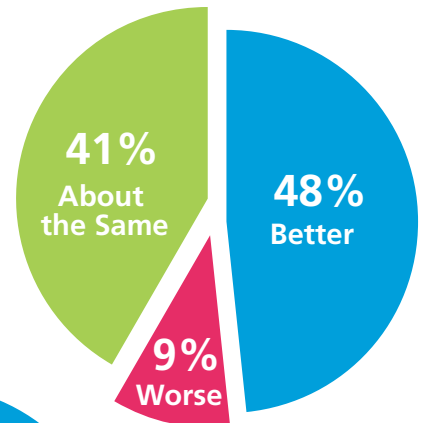
A third of this year's respondents also said the towables market was better, compared with last year, when 59 percent said it was better. Another third said this year's towables market was worse, compared with last year, when only 9 percent said the market was worse than during the spring of 2012.

With motorhomes, half of dealers said their spring 2014 sales were better than their spring 2013 sales, 35 percent said they were worse, and 15 percent said they were about the same. Last spring, 33 percent said the motorhome market was better, 50 percent said it was about the same, and 17 percent said it was worse.

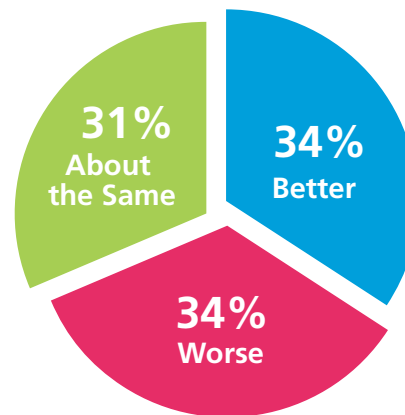
Some 61 percent of this May's respondents believed their inventory levels were just right, 25 percent felt they were too high, and 14 percent believed they were too low. A year earlier, 77 percent said inventories were just right, 18 percent said they were too high, and 5 percent said they were too low.

Due to severe winter weather in northern Indiana, where most RVs are built, and a shortage of delivery drivers, many dealers complained they couldn't get units delivered from the factories to their dealerships in a timely manner. This sentiment was reflected in the survey results. Some 55 percent of respondents said they couldn't get new product delivered in a

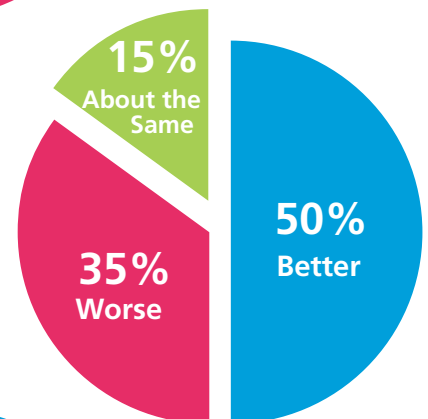
Is the retail market better than last year?



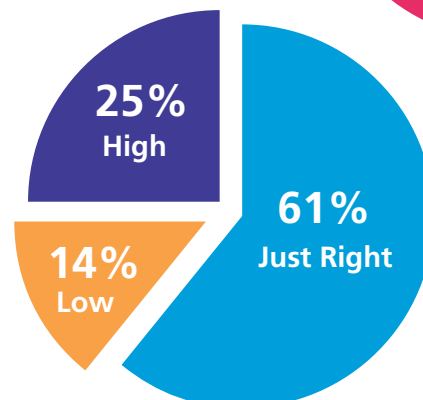
How are towable RV sales compared to last year?



How are motorhome sales compared to last year?



For current market conditions, your inventory is:



continued on page 14

*Charts may not total 100% due to rounding.

continued from page 13

reasonable amount of time. Another 21 percent said timely delivery “depends on the manufacturer,” and 14 percent of respondents said they went to the factories themselves to haul back the RVs they ordered.

“It is a bit of a hassle, but it increased our sales by being able to get what we wanted when we wanted it, instead of being at the mercy of transport at the manufacturer,” one dealer wrote.

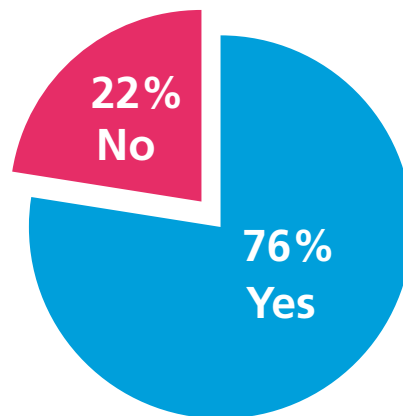
Only 10 percent of respondents said they got product delivered in a timely manner.

Many retail RV shows occur during the first quarter of the year, and 30 percent of survey respondents said sales at their show were better this year than in 2013. Twenty-five percent felt this year’s show didn’t go as well as last year’s, and 45 percent said sales were about the same.

Dealers unanimously believe there’s an adequate amount of credit available for inventory financing, and 78 percent said there’s enough retail credit available for their customers. ■

Is the right amount
of retail credit
available?

100%
Yes

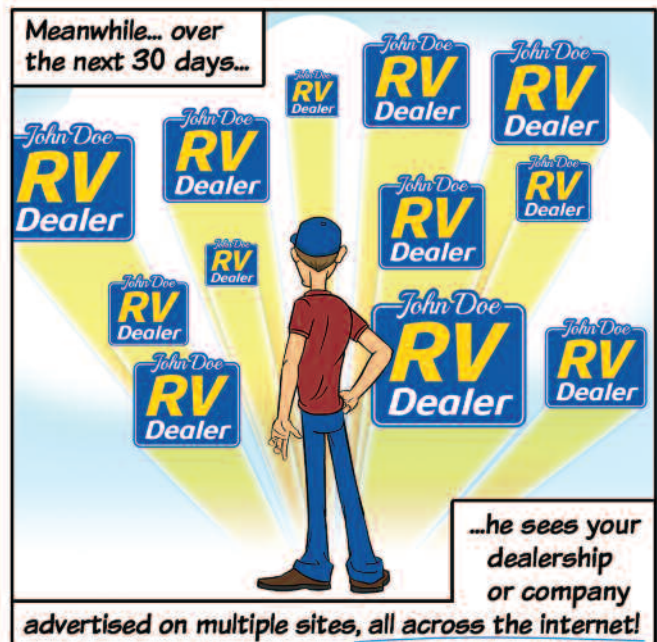
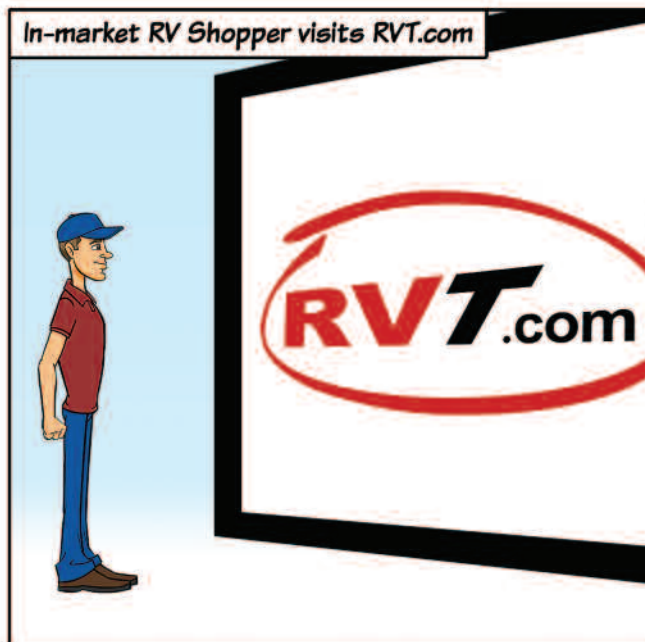


Is the right amount
of wholesale credit
available?

*Charts may not total
100% due to rounding.

Remarketing from RVT.com

Now you can reach our RV buyer audience... Internet wide!



Call 1-800-282-2183 or RVT.com/remarketing

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

RV Inventory Turn and Aging Rates Indicate a Healthy 2014

GE Capital CDF's Tim Hyland says dealership metrics, good economy, make him optimistic about the RV industry.



Tim Hyland

As the leading wholesale finance company in the RV industry, GE Capital, Commercial Distribution Finance provides flexible inventory financing that helps keep RVs rolling from manufacturers to dealer sales lots. In this special Q&A with *RV Executive Today*, Tim Hyland, president, recreation and specialty vehicles, takes a look at the economic landscape for the RV business.

Q You've said that the RV industry should be able to build on its recent success again this year. What are key performance indicators you look at when determining the industry's strength?

A. When we look at our portfolio, a couple of the factors used to assess industry health are aging and turn. We like to see turn, which reflects the number of times a dealer's inventory is sold and replaced over a period of time, remain steady at a healthy level. We have seen turn remain above 2X as the industry has improved

and asset levels have risen.

Aging, the ratio of financed inventory less than a year old to the amount of inventory greater than a year old, is also an indicator and has remained under 10 percent, which we consider positive. We've seen both turn and aging in that healthy range for the past couple of years, which is indicative of a healthy portfolio.

Overall economic performance plays a key role when it comes to the RV industry's strength. Factors that affect consumer confidence and growth in disposable income are areas to watch. While it may remain uneven, we expect to see benefit from a relatively good economy, and we're feeling optimistic about the RV industry in 2014.

Q Every dealership is different, but can you explain what type of inventory turn GE CDF would like for various product types?

A. As you can imagine, turn is affected by many factors, such as time of year, geography, product type, manufacturer, and model. What we really pay attention to is actual turn versus expectation and if that turn is changing. Overall, we have seen turn remain consistently above 2X on a blended basis across all product types, which is positive considering the increases we've seen. Ultimately, we see most dealers manage inventory and specific asset types based on their experience and the merchandising needs of their market.

Q Through support of industry education events, such as the upcoming RV Dealers International Convention/Expo, GE CDF has shown a commitment to improving the professionalism and profitability of RV retailing. What types of resources does GE offer its dealer clients to help them succeed?

A. CDF has been financing the RV industry for more than 30 years. Our RV team has many years of experience in the industry, which gives us a unique perspective to help our customers with their business needs.

Follow company news via Twitter.



twitter.com/GE InventoryFin

Also, our business intelligence tools are what make us stand out. Our customers have access to COMS, our online inventory management system, which provides data and actionable insights that can help our customers make informed decisions about their inventory.

We're also proud to offer our customers Access GE that offers insights digitally through our Access GE portal, which all of our customers have access to, and through multi-customer meetings and one-on-one engagements for our strategic customers. That's why it's unique to work with GE Capital – our customers can leverage the expertise of the greater GE

company and external thought leaders from Harvard Business Review, McKinsey, and more.

In addition, through an exclusive relationship with Spader Business Management over the past several years, GE has offered subsidized educational opportunities to drive dealer stability and growth through a variety of educational programs.

Q GE CDF has played a leadership role in educating policy-makers, regulators, and opinion leaders on what's termed "the middle market," defined as companies with annual revenues of \$10 million to \$1 billion annually. Why is this segment of the

economy important, and where does the RV industry fit into it?

A. This segment of the economy is extremely important because although the middle market represents just three percent of all U.S. companies, it accounts for one third of all private sector jobs. GE Capital has partnered with the Fischer School of Business at The Ohio State University to research and promote this part of the economy.

The RV industry fits right into the definition of the middle market, with so many dealers and manufacturers in the \$10 million to \$1 billion range. We think the RV industry should be proud to be part of this segment of

the economy. Its resurgence has helped the middle market remain ahead of the S&P 500 in terms of revenue growth.

GE Capital, Commercial Distribution Finance provided \$34 billion in financing for more than 30,000 dealers and more than 3,000 distributors and manufacturers in the United States and Canada in 2013. Programs include inventory and accounts receivable financing, asset-based lending, private label financing, collateral management and related financial products. For more information, visit www.gecdf.com/ or follow company news via Twitter (twitter.com/GEInventoryFin). ■




He's heard of closed-door meetings with
HIGH-PROFILE FINANCIAL ADVISORS.
So why did he choose an open-book workshop
with **19 STRANGERS?**


Peter Shelbo

find out why at
spader20.com

1-800-772-3377
INFO@SPADER.COM

 **SPADER** *business management*
Fulfilling. Success.

RV Dealers Report Higher RV Rental Revenue

By Jeff Kurowski

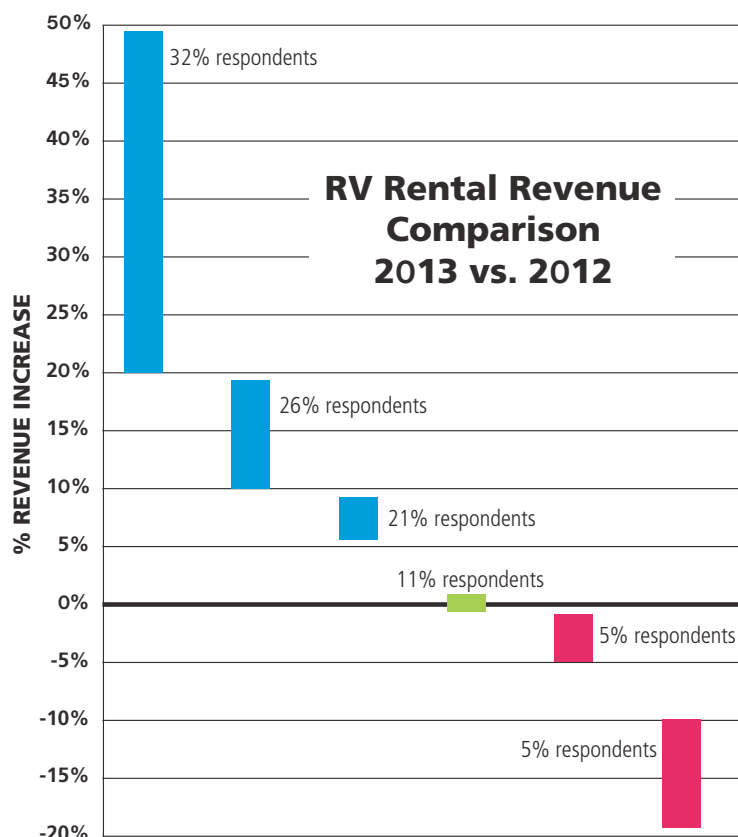
RV dealers with rental fleets reported dramatic increases in rental revenue in 2013, and more than half plan to expand their fleets this year, according to a survey conducted by the Recreation Vehicle Rental Association (RVRA) in April.

Almost 80 percent of the respondents took in more money from rentals last year than in 2012, with some reporting jumps of as much as 49 percent. More than half of respondents had double-digit increases. Another 11 percent had flat rental revenues in 2013, and 10 percent said their revenues were down.

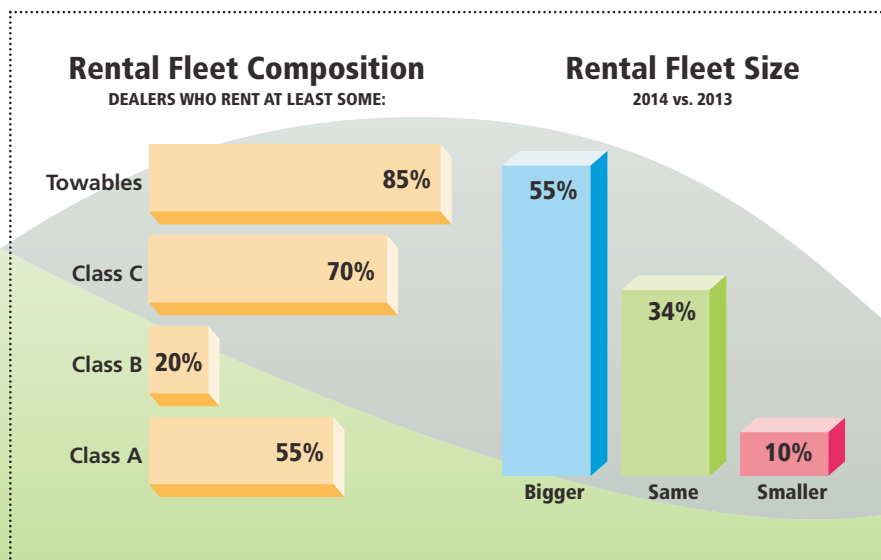
With the rental market so hot, 55 percent of the dealers said they plan to expand their fleet this year in order to capture more rental business. Dealers who aren't planning to expand cited floor plan costs, higher personnel costs and insufficient market demand.

Six to seven nights is the most popular length of an RV rental contract, according to respondents. Almost half said that was their average contract length; a third said four to five nights was their average, and a sixth said three nights was their average.

Although multi-location operations that focus more on rentals than on sales primarily rent Class C motorhomes, a high percentage of dealers who responded to the survey rent towable RVs. Three-quarters said they have some towables in their fleet, and 20 percent rent towables exclusively. Another five percent have fleets that are 95 percent towables, and 10 percent have rental fleets that are 80 percent towables. Ten percent of respondents rent Class Cs only.



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



Rockin' Rentals

By Mary Anne Shreve

Most RV dealers are “scared to death of rentals,” says Thad Weed, but that didn’t deter him from gambling last year on his own rental business, Valet RV Rental in Loganville, GA. The business is small – three units currently – but Weed appears to have hit on something big. He had 110 reservations last year, and this year he’s booked more than 140 for the next of couple months alone. The demand made him decide to add four campers to his fleet.

“It’s really catching fire,” he says. “People started finding me late last year, and now business has picked up dramatically.” He posts his business on Craigslist and has gotten inquiries from potential customers as far away as Russia.

Weed says his location and business plan are the perfect combination. He’s within easy reach of popular Florida parks, and he delivers and sets up the travel trailers so that “all the clients have to do is show up and start camping.”

Almost all of his renters are first-time campers, families who want to

get outdoors but aren’t interested in the expense of RV ownership and the hassles of towing. Weed says it’s a headache-free way to introduce people to camping, and some customers have become owners.

Gary McCoskey got the same reaction Weed got when he told friends he was going to start renting RVs – “They said I was crazy.” But he, too, has seen his business – Sand Highway RV in Sun City, AZ – go from zero to 60 in the past few months. When his units quickly booked up this spring and he found himself turning down caller after caller, he ordered three new units for his fleet, including two toy haulers for sand duneers who bring their ATVs to the nearby desert.

“I’m definitely in an expansion mode,” McCoskey says. “It’s been a bit of a gamble, but it sure seems like we’re going to have the business to support it.” Arizona’s year-round season is a natural fit with renting



RVs, because those sand duneers keep him busy even through the winter months.

At Neff Brothers RV in Lorain, OH, half of the renters are repeat customers. “Some go on to buy an RV of their own, but half of our clients rent once or twice a year because they don’t want the hassles of insurance, prepping, storage, and so on,” says Ralph Neff. “It’s the ease-of-use factor for them.”

Neff is planning to add more trailers to his fleet and offer long-term rentals to insurance companies and other businesses for corporate use. “We see that as a growth area for us,” he says. ■



CAUTION
MAXIMUM HEIGHT
___ FT. ___ IN.

Worried About the Tin Can Maneuver?

One of dealers’ biggest concerns about getting into the rental business is that customers might trash the units. “Dealers don’t want to deal with the breakdowns or the repairs, or think about what could happen when a first-timer is backing up the unit or doing a tin can number where they take the roof off going under a bridge,” says Thad Weed of Valet RV Rental in Loganville, GA. But that fear may be overblown, says Gary McCoskey of Sand Highway RV in Sun City, AZ. “A lot has to do with the security deposit. When renters have \$1,000 on the line that they won’t get back if they damage the unit, that changes their attitude. And by renting out nicer, newer units, we find people tend to take better care of them.”

Time's Running Out to Apply for College Scholarship

APPLICATIONS ARE DUE NOW!

Dealership employees and their dependents who are college undergraduates majoring in an RV industry-related subject such as business, finance, or accounting are eligible for a \$2,500 scholarship given annually by the Mike Molino RV Learning Center's scholarship program.

Applicants must be rising sophomores, juniors or seniors at an accredited four-year school and meet certain academic standards. They must submit an application form and a short essay on their goals and objectives for attending college. An appli-

cant's prior experience working in the RV industry or desire to do so after college will be taken into consideration when awarding the scholarship.

Dealers can download a free, full-color poster advertising the scholarship (see opposite page) and display it throughout the dealership to alert employees to the opportunity. The posters and application forms are available on the Learning Center's website, www.rvlearningcenter.com.

The scholarship program is possible through the generosity of the Newt and Joanne Kindlund

Family. The Kindlunds founded Holiday RV Superstores, the first publicly-traded RV dealership. Newt Kindlund remains active in the RV industry and currently serves on the Learning Center's board of directors.

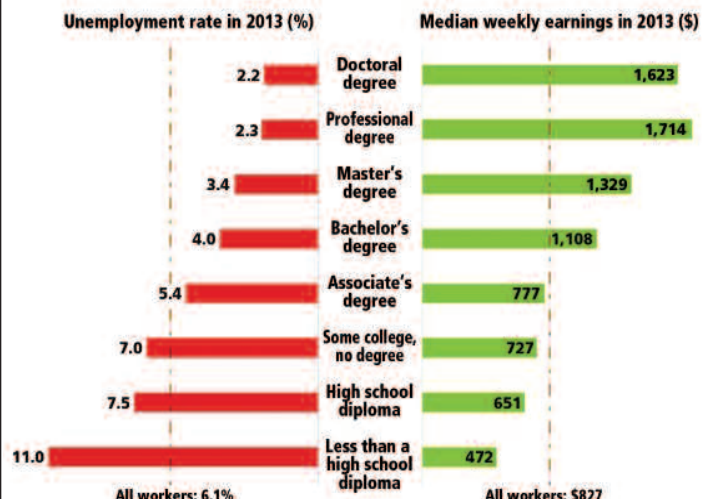
For more information on the Learning Center, go to www.rvlearningcenter.com, e-mail info@rvda.org, or fax (703) 359-0152. The Learning Center is a tax-exempt organization, and contributions may be tax-deductible as charitable donations. ■

How Much is That College Degree Worth?

Getting a college education has never made more financial sense, in spite of the recent spate of media reports about the cost. According to a recent study from an MIT economist, not going to college could actually set you back by as much as \$500,000 – the inflation-adjusted lifetime earnings gap between high school graduates and college graduates. That traditional pay gap continued to widen even during the country's sluggish economic recovery. College grads made 98 percent more per hour on average last year than people without a degree – a new high. And you don't have to graduate from an elite school to get the economic benefits, according to new data from the Department of Labor's Economic Policy Institute. What matters is that you have a four-year degree.

In general, the higher your level of education, the better your chance of being employed and earning more. ■

EARNINGS AND UNEMPLOYMENT RATES BY EDUCATIONAL ATTAINMENT



Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers. Source: Current Population Survey, U.S. Bureau of Labor Statistics, U.S. Department of Labor

Is your sales staff *addicted* to the front door?

Sobel University offers courses that teach your staff how to build and maintain a client base.



**RV SPECIFIC
ONLINE
TRAINING
AVAILABLE 24/7**
Starting at \$100/mo
per dealer

Earn your Associates of Sales Science
www.SobelUniversity.com
The #1 Sales and Management
Training School

A Division of
Sobel & Associates, Inc.
Call 253-565-2577 to get started.





Need Money for College?

College Scholarships Available from the Mike Molino RV Learning Center

More information and an application available at www.rvlearningcenter.com

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. The scholarship program is made possible through the generosity of the Newt and Joanne Kindlund Family.



YOU ASKED FOR IT - YOU'VE GOT IT!

NEW DATES: Nov. 10-14 • **NEW LOCATION:** Bally's on the Las Vegas Strip



RVDA members said they wanted a convention location on the Las Vegas Strip and later dates so they could bring more employees. Well, we heard you! The 2014 RV Dealers International Convention/Expo will be in the center of the action – Bally's on the Las Vegas Strip – and take place a full month later than previous years.

Between our new, central location and more convenient dates, this is the year to participate in the premier annual networking event for RV dealers.

And flexible registration rates combined with early bird discounts make it possible for more of your staff to share in this learning opportunity.

Education is the passport to better-managed, more productive dealerships,

SAVE 30%!

EARLY BIRD FULL REGISTRATION RATE

\$599 for first dealership registrant
\$499 per each additional registrant

If you've registered for the convention and want to bring employees to attend just the **Vendor Training +Plus** program, you can register them for that program for \$195 per person. The **Vendor Training +Plus** badge will also give the holder access to the expo and the opening reception on Tuesday, Nov. 11.

RVDA dealer members only – expires 6/30/14

VENDOR TRAINING +Plus

and this year's convention offers something for everyone. Vendor Training +Plus sessions will give you and your staff valuable face time with vendors and business partners and are included in your full registration. They're also available at a special low rate for employees who can only spend a day or two away from the dealership.

marketing and sales staff, parts and service managers, and rental operators

- Partners in Progress dealer/manufacturer meetings, now spread out from Monday through Thursday so dealers can attend more workshops
- Social events and networking opportunities

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



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

- A rich learning experience bringing together approximately 60 educational sessions on subjects driving your dealership today
- A new education track dedicated to social media and Internet-based marketing
- Business opportunities in the expo, where dealers can meet more than 100 manufacturers, vendors, and suppliers
- Mike Molino RV Learning Center's shorter, streamlined workshops for dealers/GMs, service writers/advisors,

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

Presented by:



Follow the conversation on:



DEALER REGISTRATION FORM

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

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



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

2. *Registration Fees:*



First registrant locks in today's lowest rate for all future dealership personnel!	Early Bird by 6/30	Advanced by 8/29	Late	Amount
First Registrant – includes Vendor Training +Plus , a \$195 value!	\$599	\$659	\$879	\$

Registrant Name _____ Email _____
 Badge First Name _____ Please check here if you require special accommodations. ☐

Second Registrant – includes Vendor Training +Plus , a \$195 value!	\$499	\$599	\$879	\$
---	--------------	--------------	--------------	-----------

Registrant Name _____ Email _____
 Badge First Name _____ Please check here if you require special accommodations. ☐

Third Registrant – includes Vendor Training +Plus , a \$195 value!	\$499	\$599	\$879	\$
--	--------------	--------------	--------------	-----------

Registrant Name _____ Email _____
 Badge First Name _____ Please check here if you require special accommodations. ☐

Fourth Registrant – includes Vendor Training +Plus , a \$195 value!	\$499	\$599	\$879	\$
---	--------------	--------------	--------------	-----------

Registrant Name _____ Email _____
 Badge First Name _____ Please check here if you require special accommodations. ☐

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 **\$195** per person and includes Vendor Training +Plus training on Monday, Nov. 10 and Tuesday, Nov. 11, and Tuesday's reception in the Expo. Photocopy this form to add more registrants for Vendor Training +Plus.

Name _____ Badge First Name _____ Email _____	\$
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 ☐ MasterCard ☐ 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, 204-6411 Buswell St, Richmond, BC V6Y 2G5 • (604) 718-6325 • Fax: (604) 204-0154 • www.rvda.ca

CANCELLATION / REFUND POLICY: All cancellations must be in writing and received by August 31, 2014, to qualify for a refund. A \$30 administrative fee will be deducted from each refund request received by July 31, 2014. A \$100 administrative fee will be deducted from each refund request received between August 1, 2014 and August 31, 2014. No refunds will be made after August 31, 2014. *The Mike Molino RV Learning Center is a tax-exempt organization as described in section 501(c)(3) of the Internal Revenue Code. Contributions may be tax deductible as charitable donations.

GO RVING PROMOTES RV TRAVEL THROUGH SPRING FEVER SWEEPSTAKES ON OUTDOOR CHANNEL

Edited by RVDA Staff

For the third consecutive year, Go RVing partnered with the Outdoor Channel to co-sponsor the network's popular Spring Fever Sweepstakes.

The sweepstakes kicked off on April 1 and offered the grand prize winner the choice of either a Lance 825 truck camper or a Lance 1575 travel trailer. Lance Camper Manufacturing Corp. was selected in a lottery among RVIA members to provide the sweepstakes prize vehicle. There were also outdoor-themed daily prizes awarded during the sweepstakes.



In addition to completing the online entry form for the Spring Fever Sweepstakes, participants could gain an additional entry by taking part in a photo contest that was a

new element to this year's promotion. Entrants uploaded photos depicting "My favorite getaway" with a brief description and were encouraged to share the photo and story on

various social media platforms.

The Spring Fever Sweepstakes received support both on-air and online with four custom vignettes that feature Outdoor Channel personalities talking about the appeal of RVs for outdoor enthusiasts. The Outdoor Channel also promotes the benefits of RV travel through outdoorchannel.com, a custom Spring Fever Sweepstakes microsite, targeted emails, and the network's social media outlets, including a Go RVing co-branded trip itinerary widget. ■

IN THE NEWS:

Reorganized CalRVDA Holds Annual Conference



From left: Phil Ingrassia, Troy Padgett, Joey Shields, Darrel Friesen, and Ernie Friesen

CalRVDA members met on April 30 for their first annual conference in several years. Guest speakers included Bill Brennan of the California New Motor Vehicle Board, RVIA President Richard Coon, and RVDA President Phil Ingrassia. CalRVDA President Ernie Friesen and new executive director Terry McHale also addressed the group and discussed CalRVDA's work to advance the RV industry in California. The group also honored recent past presidents Troy Padgett, Joey Shields, and Darrel Friesen.

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 \$225 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 or send an email to info@rvda.org





RV TECH CERT PREP COURSES

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



Just getting started?

Take the **FREE** online **Candidate test** by clicking on "**How to Become Certified**" at www.rvtechnician.com

REGISTERED TECHNICIAN

Course A. \$89

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

Already a Registered Technician?

Choose Your Path:

CERTIFIED TECHNICIAN PREP COURSE

Course B. \$249

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

CERTIFIED SPECIALIST PREP COURSE

Course C. \$69/specialty

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

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

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

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

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

Company _____

Address _____

City/State/Zip _____

Phone _____ FAX _____

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



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

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

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Send progress reports and other notifications to the following supervisor:

TOTAL \$ _____ *

Name _____ Title _____ Email _____

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

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

Cardholder Name _____ Billing Address _____

Acct # _____ Exp _____ Security Code _____

Cardholder Signature _____

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

Online Training with FRVTA's

DISTANCE LEARNING NETWORK

FRVTA – The Mike Molino RV Learning Center Partnership

\$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, 2014.

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



tion 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.

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.
- **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: _____ City: _____ State: _____ Zip: _____

Card Holder Signature: _____

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)

http://www.mmicinsurance.com/RVDA/

quotes@mmicinsurance.com

(800) 349-1039

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

Lead Qualifier Program

Customer Service Intelligence Inc. (CSI)

www.tellcsi.com

bthompson@tellcsi.com

(800) 835-5274

The Scene: High Inventory-Low Sales. The Need: MORE SALES-New methods to meet circumstances. The Solution: CSI's Lead Qualifier Program. How it Works: Your sales leads are sent to CSI immediately following: initial contact with your sales staff – either in the showroom or by phone, website contact,

Go RVing leads, and anywhere else you might acquire leads. CSI then makes a personal phone call to each lead, captivating their attention before your competitor does and establishing impressive rapport! We will uncover the prospect's initial impression of your dealership and staff; fully qualify the lead including exact needs and time frame for purchase; and provide you with their DEAL MAKER!

Pre-owned RV Appraisal Guidance

N.A.D.A. Appraisal Guides

& NADAguides.com

www.nada.com

Isims@nadaguides.com

(800) 966-6232, Ext. 235

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

Propane and Propane Supplies

Suburban Propane

www.suburbanpropane.com

sholmes@suburbanpropane.com

(800) 643-7137

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

RVDA/Spader 20 Groups

Spader Business Management

www.spader.com

info@spader.com

(800) 772-3377

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

Shipping Discounts

PartnerShip, LLC

http://partnership.com/79RVDA

sales@PartnerShip.com

(800) 599-2902

The RVDA Discount Shipping Program, managed by PartnerShip, provides RVDA members with substantial shipping discounts. RVDA members who enroll in the free program will save on small package shipments with FedEx and less-than-truckload (LTL) freight shipments with UPS Freight and Con-way Freight. Visit www.PartnerShip.com/79rvda for more information and to enroll.

Visit www.rvcareers.org

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

10th Edition Service Management Guide (Flat Rate Manual)



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

- The 10th Edition of the Service Management Guide offers extensive updates and additions provided by dealers, service managers, and technicians.
- It also offers all new Service Check Sheets that provide a valuable reference for service managers and technicians.
- It is a great tool for the service department when working with extended service contracts.
- The Service Management Guide is also available in 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 \$164.95 Non-Members: \$330.00

Manual and CD-ROM: RVDA Members \$275.00 Non-Members: \$550.00

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

Order Form – 10th Edition Service Management Guide (Flat Rate Manual)

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ E-mail: _____

☐ RVDA Member ☐ Non-RVDA Member Manual - # of Copies: _____ CD-ROM - # of Copies: _____

Method of payment (Please check one)

☐ Check enclosed (Made Payable to: Mike Molino RV Learning Center)

☐ Send an invoice (members only) Credit Card: ☐ Visa ☐ Master Card ☐ American Express ☐ Discover

Card Number: _____ Expiration Date: _____ Security Code: _____

Name on Card: _____ Signature: _____

Billing Address: _____ Billing Zip: _____



10/13

RVDA, 3930 University Dr, Fairfax, VA 22030 (703) 591-7130, Fax (703) 359-0152, Email: info@rvda.org

The Mike Molino RV Learning Center proudly recognizes these

CONTRIBUTORS

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



Received From	Contributed 07/01/12 - 05/28/14*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 07/01/12 - 05/28/14*	Total Lifetime Pledge	Last Contribution
MAJOR GIFTS active donors* with cumulative donation or pledge of \$25,000 or more							
Newmar Corporation	\$50,000	\$260,000	10/31/13	Pan Pacific RV Centers, Inc.	\$1,000	\$41,500	10/15/13
RVDA of Canada	\$25,000	\$175,000	12/18/13	McClain's RV Superstore	\$6,000	\$41,000	08/05/13
Bank of America Merrill Lynch	\$5,000	\$173,000	04/29/13	RVAC	\$12,000	\$38,000	12/11/13
Protective	\$50,199	\$161,162	11/22/13	Bill Thomas Camper Sales, Inc.	\$5,000	\$31,000	03/12/14
Tom Stinnett Derby City RV	\$1,000	\$102,000	11/25/13	Pikes Peak Traveland	\$1,000	\$31,000	06/03/13
PleasureLand RV Center, Inc.	\$4,000	\$86,350	11/15/13	Paul Evert's RV Country, Inc.	\$1,000	\$30,000	04/01/13
Horsely Family Memorial Fund	\$1,000	\$69,000	07/01/13	Tiffin Motor Homes, Inc.	\$5,000	\$28,500	03/24/14
Bill & Kristen Fenech	\$7,500	\$57,500	07/09/13	Reines RV Center, Inc.	\$5,000	\$27,025	12/18/13
Campers Inn of Kingston	\$23,578	\$56,000	10/08/13	Avalon RV Center, Inc.	\$1,000	\$26,500	04/12/13
Ron & Lisa Fenech	\$5,000	\$55,000	08/27/13	Holiday World of Houston	\$500	\$25,500	06/17/13
Byerly RV Center	\$5,000	\$52,000	01/10/14	Bill Plemmons RV World	\$5,000	\$25,000	06/24/13
Fogdall Family Fund	\$6,000	\$43,100	03/05/14				
CHAMPIONS active donors* with a cumulative donation or pledge between \$2,500 and \$24,999							
Diversified Insurance Mgmt. Inc.	\$6,600	\$21,000	02/21/14	American RV	\$1,000	\$6,925	10/04/12
Earl Stoltzfus	\$10,000	\$20,000	08/30/13	Circle K RV's, Inc.	\$250	\$6,250	06/24/13
Dixie RV Superstore	\$5,000	\$20,000	03/21/14	Hayes RV Center	\$800	\$5,900	12/24/13
Wilkins R.V., Inc.	\$1,500	\$19,600	07/22/13	Burlington RV Superstore	\$500	\$5,500	06/19/13
Greeneway, Inc. (Route 66 Dealer)	\$5,250	\$18,550	06/11/13	Hayes RV Center	\$800	\$5,900	12/23/13
Rivers RV	\$250	\$17,600	05/31/13	Webster City RV, Inc.	\$2,000	\$5,100	05/05/14
Alpin Haus	\$500	\$17,500	06/21/13	Madison RV Supercenter	\$1,000	\$5,000	08/08/13
Butch Thomas	\$1,000	\$16,000	11/30/12	Minnesota RVDA	\$5,000	\$5,000	01/11/13
Hartville RV Center, Inc.	\$1,250	\$15,750	10/18/13	Camperland of Oklahoma, LLC	\$500	\$4,850	07/02/13
MBA Insurance, Inc.	\$1,000	\$15,100	05/17/13	Best Value RV Sales and Service	\$1,000	\$2,750	05/12/14
Mike and Barb Molino	\$775	\$11,586	01/24/14	Topper's Camping Center.	\$500	\$3,500	04/18/13
Affinity RV Service Sales & Rentals	\$2,000	\$11,000	07/01/13	Myers RV Center, Inc.	\$1,250	\$3,250	06/11/13
AIRXCEL - RV Group	\$500	\$11,000	06/06/13	A World of Training	\$3,000	\$3,000	11/20/13
United States Warranty Corp.	\$2,000	\$10,250	04/30/14	J. D. Sanders, Inc.	\$500	\$3,000	08/05/13
Little Dealer, Little Prices	\$5,000	\$10,050	01/23/13	United RV Center	\$1,000	\$3,000	09/20/12
Great Lakes RVA	\$10,000	\$10,000	02/27/13	RV Outlet Mall	\$750	\$2,550	06/05/13
Hemlock Hill RV Sales, Inc.	\$639	\$10,000	09/14/12	Alliance Coach, Inc.	\$1,000	\$2,500	04/11/14
Rich & Sons Camper Sales	\$4,000	\$10,000	11/14/13	Crestview RV Center	\$500	\$2,500	12/18/13
Folsom Lake RV Center	\$2,700	\$9,700	12/16/13	Onsite Temp Housing	\$500	\$2,500	05/08/14
Motley RV Repair	\$1,000	\$9,075	09/13/13	Phil Ingrassia	\$2,500	\$2,500	03/26/14
Curtis Trailers	\$1,000	\$8,000	06/03/13	RCD Sales Company, Ltd.	\$750	\$2,500	06/07/13
LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499							
The Trail Center	\$500	\$2,350	11/06/13	Skyline RV & Home Sales, Inc.	\$1,250	\$1,500	06/14/13
Hilltop Trailer Sales, Inc.	\$541	\$2,122	06/11/13	Dinosaur Electronics	\$500	\$1,250	06/06/13
Noble RV, Inc.	\$755	\$1,655	03/21/14	Out of Doors Mart, Inc.	\$500	\$1,250	09/18/13
Lindsey Reines	\$1,500	\$1,500	12/20/13	Bill Mirrieles	\$500	\$1,000	04/30/14
BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999							
Schaap's RV Traveland	\$500	\$850	11/14/13	Ronnie Hepp	\$300	\$625	08/24/12
Steinbring Motorcoach	\$500	\$750	11/21/12	Holiday Hour, Inc.	\$200	\$500	03/24/14
Camp-Site RV	\$250	\$750	01/13/14	Beckley's Camping Center	\$250	\$500	06/06/13
SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499							
Bell Camper Sales	\$200	\$450	08/26/13	Tennessee RV Sales & Service	\$250	\$250	02/21/14
Foley RV Center	\$250	\$250	09/01/12	Happy Camping RV	\$200	\$200	11/07/13
Kroubetz Lakeside Campers	\$250	\$250	12/02/11	Mike Thompson's RV Super Stores	\$100	\$100	08/12/13
Mayflower RV, Inc.	\$250	\$250	07/27/12	John Peak	\$100	\$100	10/03/13
Karin Van Duyse	\$250	\$250	10/25/12	Amy Pennington	\$100	\$100	11/30/12
South Haven RV Center	\$250	\$250	05/12/14	Setzer's World of Camping, Inc.	\$100	\$100	02/21/14
ENDOWMENTS							
Kindlund Family Scholarship		\$270,000					

[Home](#)
[Disclaimer](#)
[Search Events](#)
[Online Events](#)
[Manage Events](#)

THE RV Industry's

CENTRAL TRAINING CALENDAR

[View](#) | [List](#) | [Monthly](#) | [Weekly](#) | [Daily](#)

[Dealer/GM](#)
[Sales](#)
[Service](#)
[RV Service Technician](#)
[Parts](#)
[F & I](#)
[Rental](#)

Go RVing®

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

<< Back		July 2014					Fwd >>	
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
		Sobel University Registration Begins Show Online Events	1 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 Show Online Events	16 Show Online Events	17 Show Online Events	18 Show Online Events	19 Show Online Events		
20 Sobel University Course Grading Deadline Show Online Events	21 Show Online Events	22 Show Online Events	23 Show Online Events	24 Show Online Events	25 Show Online Events	26 Show Online Events		
27 Show Online Events	RV Towing Systems 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
---	--	---	---

ADVERTISERS INDEX

RVDA Welcomes Our Newest Members
 4/1/14 - 4/30/14

Dealer
 Oklahoma RV Center,
 Oklahoma City, OK

Rental
 MDH Trailer Rental,
 Cannon Falls, MN

A World of Training (866) 238-9796	12	Protective (888) 326-0778	back cover
American Guardian (800) 579-2233	2	RVT.com (888) 928-0947	14
Diversified Insurance Management Inc. (800) 332-4264	3	Sobel University (253) 565-2577	20
Freightliner Custom Chassis (800) FTL-HELP	4	Spader (800) 772-3377	17
MBA Insurance Inc. (800) 622-2201	15		

The BEST for You and Your Customers



There are good reasons why our XtraRide® service contract program has been exclusively endorsed by the RVDA for more than 20 years.

We give your dealership the **BEST** opportunity to:

- Offer one of the most comprehensive service contracts available
- Grow profitability
- Drive customer satisfaction



Find out what Protective Asset Protection can do for your dealership and your customers – so they can protect tomorrow and embrace today. Call us at **888 258 1901** 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.