

RV EXECUTIVE TODAY

JUNE 2016



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Recent RVDA surveys show positive indications across the board.

page 10



Special Section:

Celebrate the National Parks

page 14





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C O N T E N T S

June 2016

10 Benchmarking: Dealer Financials Are Showing Healthy Trends

Net profit at the average RV dealership continued on an upward trend in 2015, according to RVDA's annual benchmarking study.

13 RV Rental Revenue Jumps Again

RVDA's annual survey shows RV rental revenue continues to climb, and dealers are planning to add units to their fleets.

14 Dear National Park Service: Happy 100th!

People in the RV industry have a special affinity for the national parks. Enjoy this celebration of some of America's most beautiful places.

17 Feds Will Measure Outdoor Rec Industry's Impact on U.S. Economy for First Time

Did you know that Americans spend almost as much for outdoor recreation as they do for pharmaceuticals and motor vehicles combined? Neither did Congress. Secretary of the Interior Sally Jewell is determined to let lawmakers in on the secret so they'll be more likely to fund the national park system adequately.

20 Hiring Helps: Find Better Employees with Better Hiring Techniques

Here are improved interview questions that will get you better information from job candidates, plus tips on hiring etiquette.

22 State, Federal Regulators Take Aim at Dealership Payment Packing

Four New York auto dealership groups will return nearly \$2 million in restitution and pay hefty fines for adding aftermarket products into sales contracts without telling customers.

24 Solid Springtime Growth in Towable Sales

RVDA's quarterly market survey showed growth in towable sales, muted motorhomes sales, and dealer optimism about the immediate future.



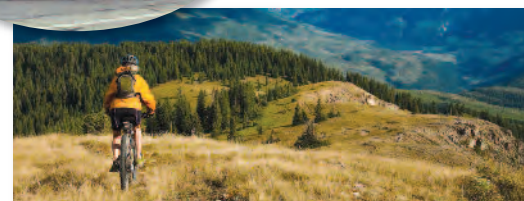
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13



14



17



20



22



24

IN EVERY ISSUE:

- 6 Looking ahead
- 7 Chairman's report
- 8 Officers, directors, and delegates
- 9 QuickTakes
- 33 RVDA endorsed products
- 34 Mike Molino RV Learning Center contributors
- 35 RV industry's training calendar
- 35 Advertisers index



Dealer Facility Investments Are in the Spotlight

By Phil Ingrassia, CAE, president

Strong 1st quarter RV sales are setting the stage for another good year for the RV business, and as the industry expands, so are many of the nation's RV dealerships.

Nearly every week, another RV dealer in the United States announces a grand opening or cuts the ribbon on a facility expansion or dealership renovation.

The March/April issue of *RV Business* magazine features a number of RV dealers who have invested millions of dollars in facilities and have built customized showrooms and outside displays that vividly demonstrate the excitement of RV travel and camping. If you haven't had a chance to read Rick Kessler's excellent story, I urge you to check it out. It's the issue with RVDA Past Chairman Debbie Brunoforte of Little Dealer, Little Prices on the cover.

A few weeks ago, I had the chance to visit the grand opening of Ron Hoover RV and Marine's newest location in Katy, TX. Chris Hoover said the store will employ 45 people, and the new facility initially has an 11-acre footprint. In my visits with other dealers who have also built new locations, that size seems to be part of a recipe for success. And it's in a highly visible location right off busy I-10, with other RV dealerships nearby.

Like many new facilities I've visited, I was impressed with the "flow" of the dealership, from the customer greeting area to the showroom, parts store, and especially the service drive. "All of our



service technicians have a home," Hoover said. "We have specific areas for all of our parts people and all of our service people."

Of course, this is just one of many, many dealership projects that have been completed, are underway, or in the planning process. It's inspiring to see how much time and treasure RVDA members put into creating memorable buying and service experiences for customers.

Speaking of memorable experiences, this issue has a special section celebrating the 100th anniversary of the national park system starting on page 14. I hope you enjoy RVDA members from across the country sharing some of the places they've visited and the good times that can only happen in the great outdoors.

Have a great summer, and thanks for your support.

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Find Great Value in Industry 20 Groups

By Brian Wilkins, chairman



RV *Executive Today* covers the issue of dealership benchmarking this month and the value it provides in helping to run a business. As an accountant and a numbers person, it's a topic that certainly hits home with me. Much like a doctor checking your vitals as part of your annual check-up, benchmarking provides you the information necessary to ensure your company is healthy.

Many of us were introduced to benchmarking through industry twenty groups. I attended my first twenty group in 1993, and I can't say enough about the value I've gained from being a member. Benchmarking is certainly one of the benefits that comes from membership. The ability to compare your performance to that of your peers is immeasurable. But twenty groups provide so much more. They keep you abreast of how business is across the country, provide best practices from fellow members, and create industry friendships that last a lifetime.

Twenty groups are peer groups of up to 20 non-competing and geographically diverse dealerships. Many are comprised of stores of similar size, business model, or business stage. Most groups have a face-to-face meeting two to three times per year, and some meet monthly via conference call. Most groups share financial information on a monthly basis, providing insight as to how business is and benchmarking information to evaluate your store's performance. Face-to-face meetings generally consist of a store visit, providing the host dealer with a critique and evaluation of their store. There's nothing like having another set of eyes evaluate our store, and twenty groups provide that opportunity times twenty!

Tim Wegge from Burlington RV was a fellow twenty group member for many years. Tim says it best when he calls his twenty group his "board of directors." A twenty group will hold you accountable in ways that you may not hold yourself and will bring to the surface the areas of your store that aren't performing at the level they should. It will hold you accountable for improving those performances, constantly challenging you to improve.

The RV industry has seen a growth in departmentalized twenty groups for F&I, parts and service, and even rental twenty groups. They allow dealers and department managers to drill down into these areas. Both of my stores belong to a parts and service twenty group, and these meetings are attended by the managers of those departments. Every employee I've ever sent to the

"Twenty groups are peer groups of up to 20 non-competing and geographically diverse dealerships. Many are comprised of stores of similar size, business model, or business stage."

meetings has raved about the experience. The opportunity to network with and learn from others who hold the same position is an experience they value greatly. These meetings allow them to visit other stores, learn about new products and equipment, and share ideas and best practices.

These meetings also give managers a better understanding of the business side of what they do. Managers often are so focused on fixing RVs, getting deliveries out the door, and resolving the most recent "heat case" that they lose sight of the financial side of their department. Twenty groups truly do help develop this skill so they're better able to balance their time between managing the customer, their people, the workload, and the bottom line.

In writing this article, I asked my two service managers, Wayne Robertson and Nancy Carpino, how participating in a twenty group has helped them grow. They both mentioned the ability to bounce ideas around with peers who may or may not have tried something similar. As Nancy puts it, "Sometimes you don't know what you don't know, and being able to spend time with others sitting in the same seat as you helps you to see things from a different perspective."

A couple months ago, I wrote about how consolidation is a natural part of an industry's maturation process and that it can help drive an industry to greater professionalism. As an industry consolidates, the competition gets tougher, forcing the participants to raise their game. Participating in a twenty group is a great way to make sure you're staying ahead of the curve. Our industry has some great facilitators who know the industry well and have served the industry for many years. If you aren't in a group already, I recommend getting involved today.

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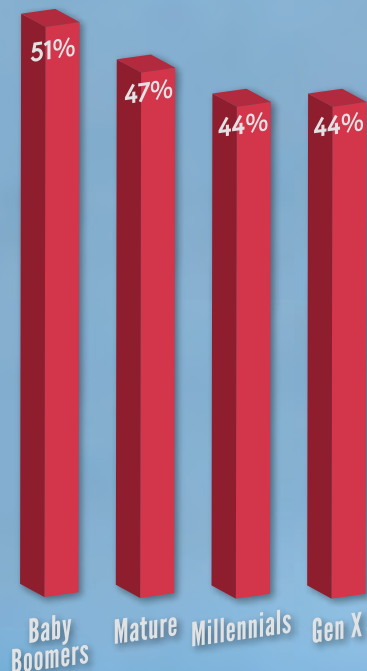
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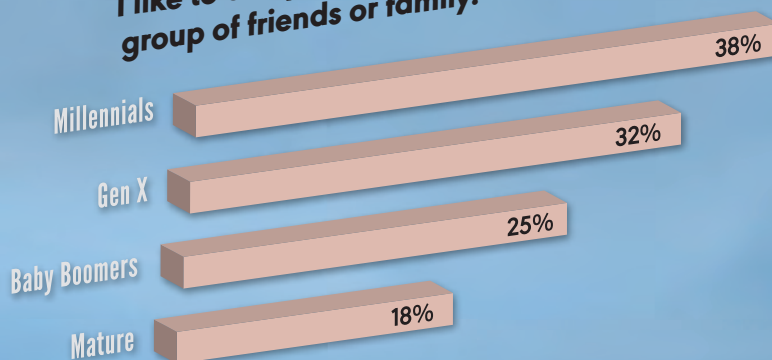
Info For The Big Picture

Top Reasons People Camp

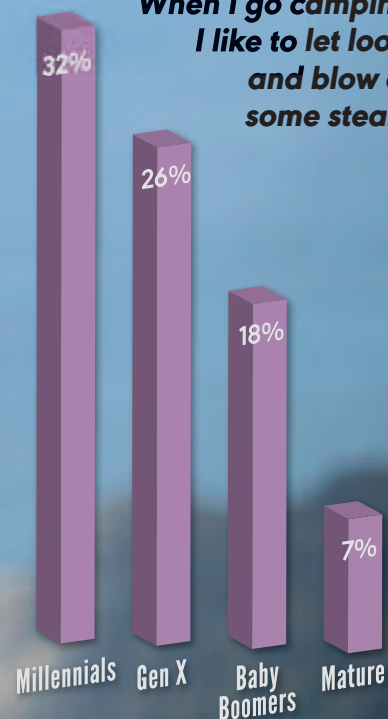
Camping is a time to relax and not feel like I have to be somewhere or be doing something.



I like to camp as part of a group of friends or family.



When I go camping, I like to let loose and blow off some steam.

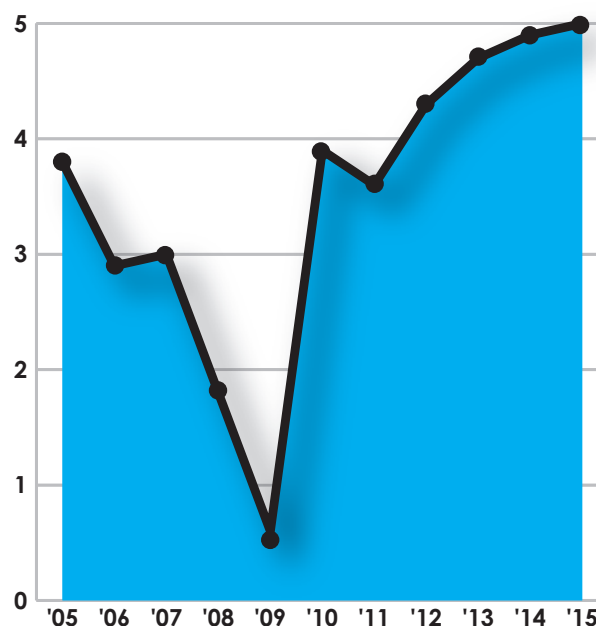


Dealer Financials Are Showing Healthy Trends

Source: Spader Business Management

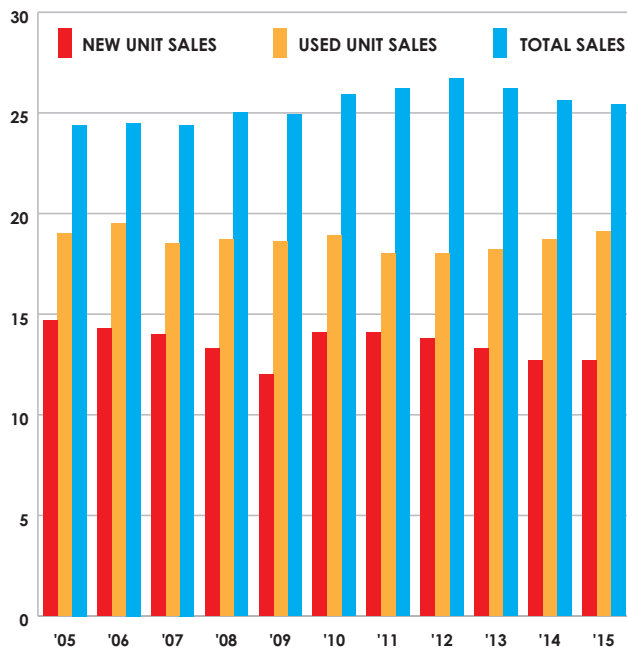
Analysis: Jeff Kurowski

Is your dealership as profitable as it should be? For some insight, compare your margins and expense ratios with other dealerships 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 dealerships.



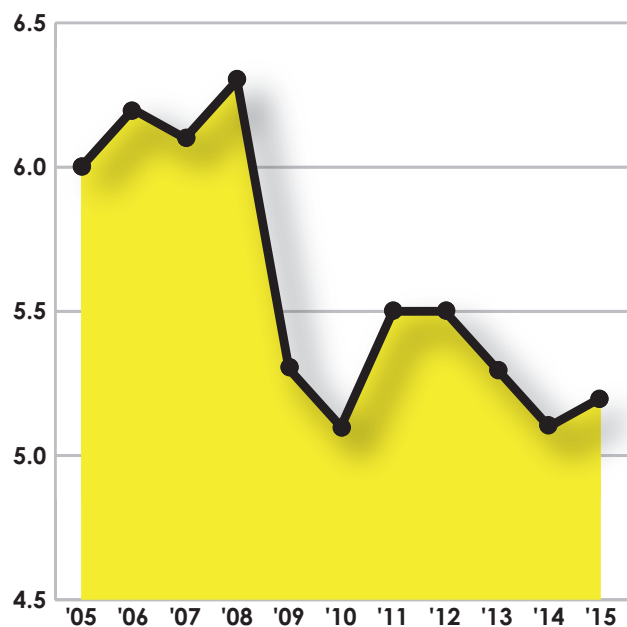
Net profit as % of sales

Net profit as a percentage of sales for the average RV dealership continued on an upward trend in 2015, reaching 5.0, the highest in level more than 10 years. After plunging to only 0.6 percent during the Great Recession in 2009, net profit margins climbed above 4 percent in 2012 and have been rising ever since.



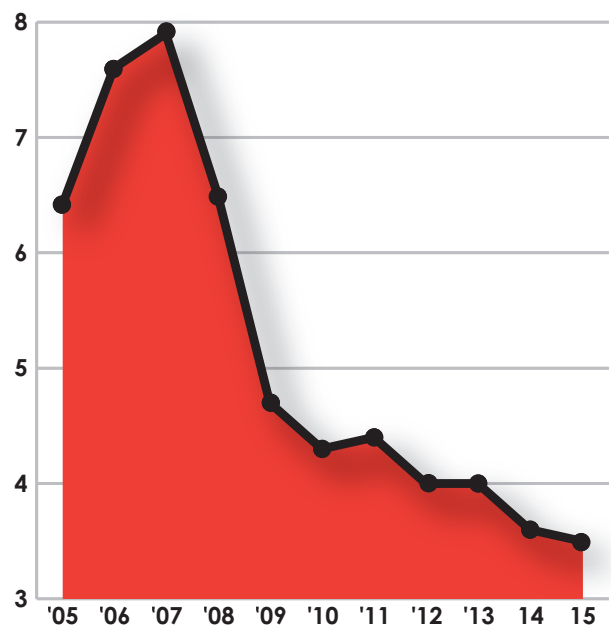
Gross margins on used unit sales still rising

RV dealer gross margins as a percentage of used unit sales climbed 0.4 in 2015 to exceed 19 percent for the first time since 2006. Gross margins as a percentage of new unit sales declined 0.4 percent last year to 12.3 percent, the lowest since 2009. The difference is due to the relative scarcity of late-model used units due to the sharp decline in RV production during the Great Recession.



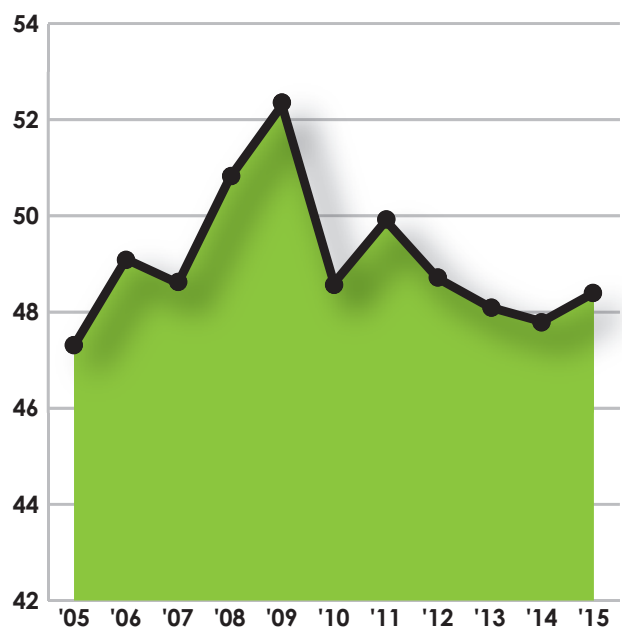
Advertising expenses as % of gross margin

Advertising spending increased 0.1 percent to 5.2 percent of gross margin in 2015, but ad spending still remains about one full percentage point below what it was during the 2005-2008 timeframe.



Floor plan interest expense as % of gross margin

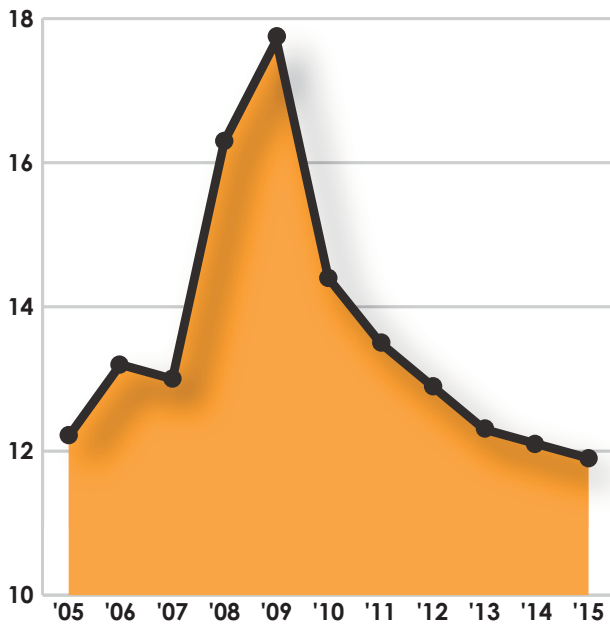
The Federal Reserve raised interest rates once in 2015 – a small increase in December – which helps explain why dealers' floor plan interest expense as a percentage of gross margin declined to 3.5 percent, the lowest level in at least 10 years. That same figure was 4.4 percent in 2011 as the industry was climbing out of the recession. The peak during the past 10 years was 7.9 percent in 2007, shortly before the recession.



Personnel expenses as % of gross margin

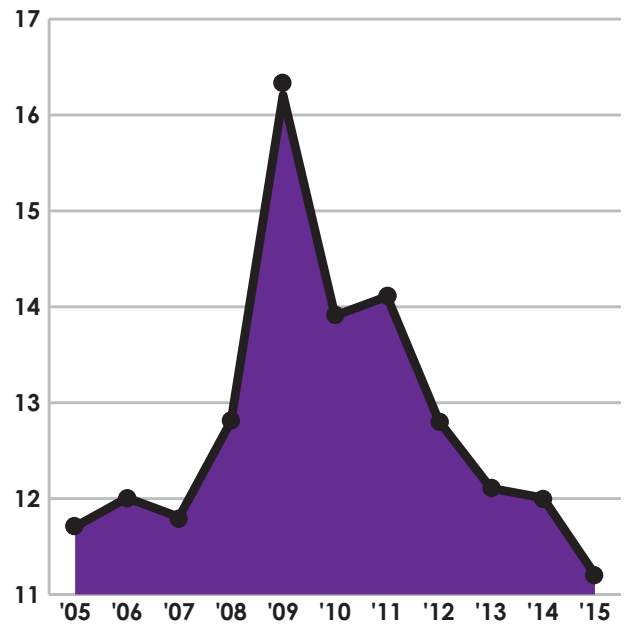
Personnel expenses (salaries, benefits, and other employee-related costs) as a percentage of gross margin ticked up 0.6 percent in 2015 to 48.4 percent as dealers hired more people to handle more customers.

continued on page 12



Fixed expenses as % of gross margin

Fixed expenses (mortgages, leases, property taxes, etc.) as a percentage of gross margin slipped down to 11.9 percent in 2015, the lowest it's been in more than 10 years.



"Other" variable expenses as % of gross margin

"Other" variable expenses, or costs that rise and fall depending on the amount of business occurring, fell 0.8 percent in 2015 to 11.2 percent of gross margin, the lowest in 10 years. ■

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RV Rental Revenue Jumps Again, and Fleet Sizes Are Increasing

By Jeff Kurowski

A majority of RV dealers who also rent RVs reported big rental revenue gains in 2015, and a majority of them plan to expand their rental fleets this year, according to a survey conducted this spring by the Recreation Vehicle Rental Association (RVRA).

A little more than two-thirds of the RV rental companies responding to the survey said their revenue increased by 10 percent or more in 2015, compared with 2014. Sixteen percent reported rental revenue increases of 50 percent or more, 26 percent experienced increases of 20 to 49 percent, and another 16 percent had increases of 10 to 19 percent. Ten percent of respondents reported no change in rental revenue between 2014 and 2015, while 10 percent reported declines.

About 55 percent of respondents said they plan to increase their rental fleets this year, while 33 percent plan no changes. Twelve percent plan to reduce the size of their fleets.

Some dealers are reluctant to enter the RV rental sector because they don't believe rentals will generate an adequate return on their investment in additional personnel, inventory, and facilities. However, 63 percent of survey respondents said their rental profit margins are adequate, while 37 percent said they weren't. "Remaining profitable" also was listed as one of the biggest challenges to success in the RV rental business.

Although dealers who respond to RVDA's quarterly market surveys say adequate amounts of wholesale and retail financing are available, 23 percent of respondents to the RVRA rental survey say finding financing for their rental fleet is their biggest challenge.

The rental survey shows that towable RV rentals are rapidly growing in popularity. Forty-five percent of respondents plan to include these units in their fleet, even exceeding Class C motorhomes, the type of RV rented by the big fleet/multi-location rental agencies for whom rentals is the primary business. An even 40 percent of respondents plan to include Class Cs in their rental inventory this year.

Almost 80 percent of dealers who rent towables will deliver units to a campground or other location for the customer. And most are seeing an increase in customer requests for trailer deliveries.

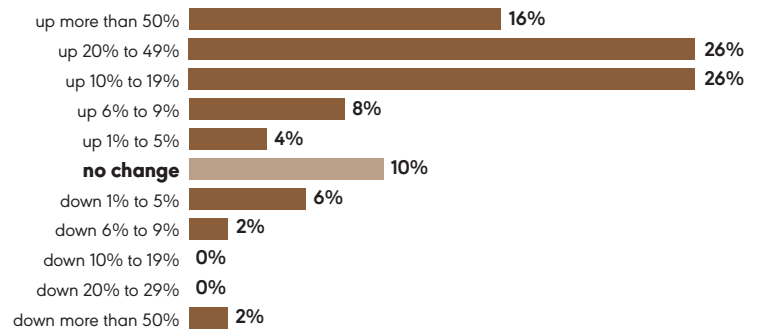
Rental contracts last year averaged four to seven nights for 35 percent of dealers, six to seven nights for another 35 percent of dealers, three nights for 25 percent, two nights for four percent, and more than seven nights for 2 percent.

RVs that can sleep at least four are the most popular models, according to 45 percent of respondents. Another 27 percent said RVs with at least six sleeping areas were the most popular with their customers, and 22 percent said at least two sleeping areas was good enough for their customers. Seven percent of respondents said their customers wanted units that could sleep seven or more.

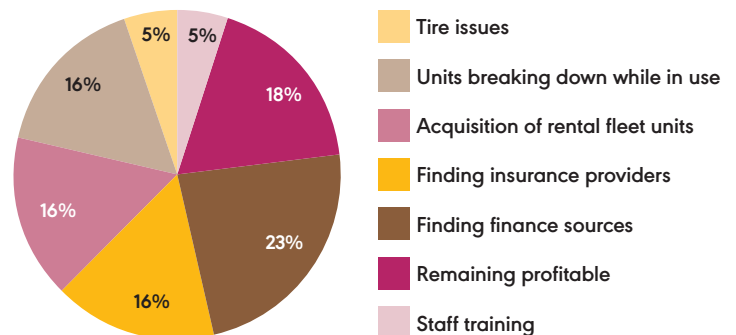
All of the survey respondents have rental fleets of 70 or fewer units; about two-thirds of those have fleets of 10 or fewer units.

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. ■

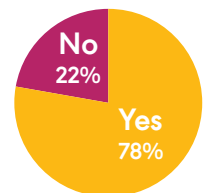
Rental Revenue Estimate 2015 vs. 2014



Biggest Challenges Facing RV Rentals



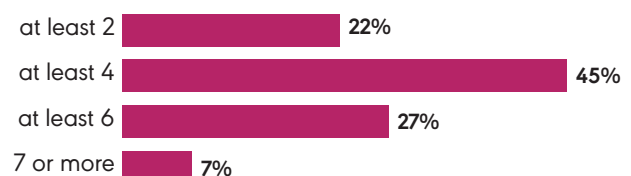
Do You Deliver Rented Towables to Where the Customer Will Use It?



Avg. Length of Rental Contracts (in nights) in 2015



Customers Want Rental Units With How Many Sleeping Areas?

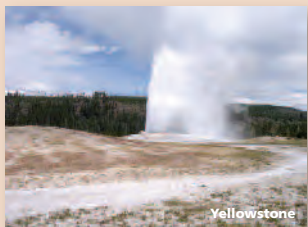


DEAR NATIONAL PARK SERVICE:

Happy 100th!

Edited by Mary Anne Shreve

Americans today take the concept of national parks for granted, but in the late 1800s it was a radical new idea: Some natural areas are so spectacular that they should be preserved for all to enjoy. President Grant signed a law in 1872 proclaiming Yellowstone a national park, the first in the world. National parks have been dubbed "America's Best Idea," and good ideas catch on. Over the years, the number and types of parks grew, and in 1916 Congress created the National Park System to protect them. We in the RV industry have a special affinity for the national parks. Many of us were introduced to them as children and now take our own grandchildren to them. And many Americans daydream of visiting places like the Grand Canyon and Yosemite in the RVs that we sell. So we think it's appropriate to join in the centennial salute to the parks and to the people who had the vision to preserve them for future generations.



1890
Yosemite
becomes
national park



1920
1 million
visits to
national
parks



1940
17 million
visits to
national
parks

1870

1880

1890

1900

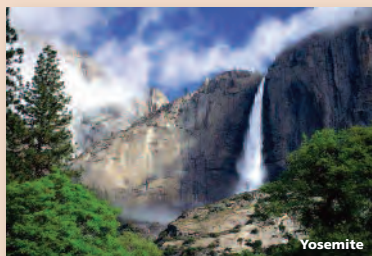
1910

1920

1930

1940

1872
President Grant
signs law making
Yellowstone the
world's first
national park



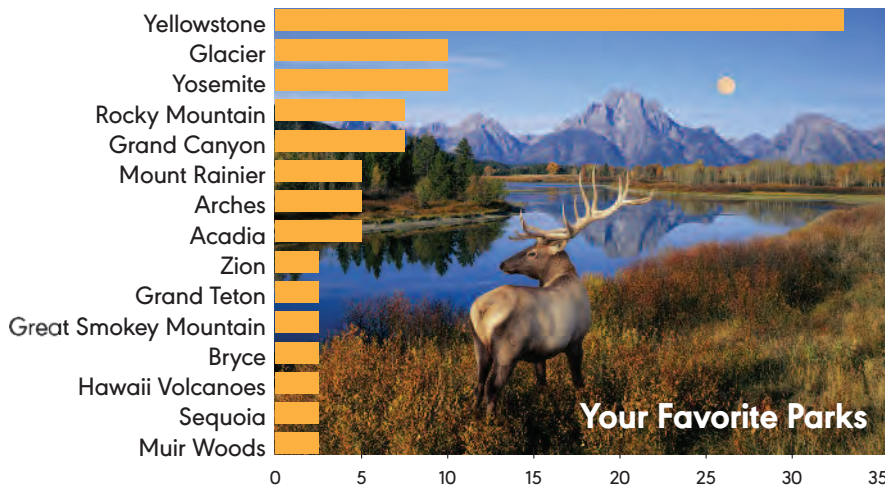
1916
**National
Park
Service
established**

1924
Statue of
Liberty
designated a
national
monument

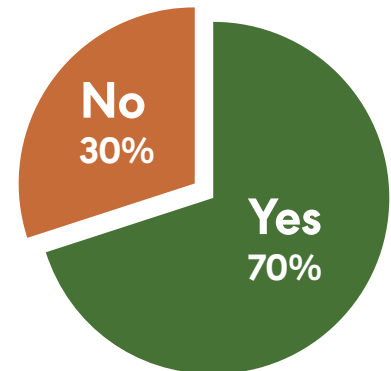
1937
Cape Hatteras
becomes first
national
seashore

It's Official - We Love Our Parks!

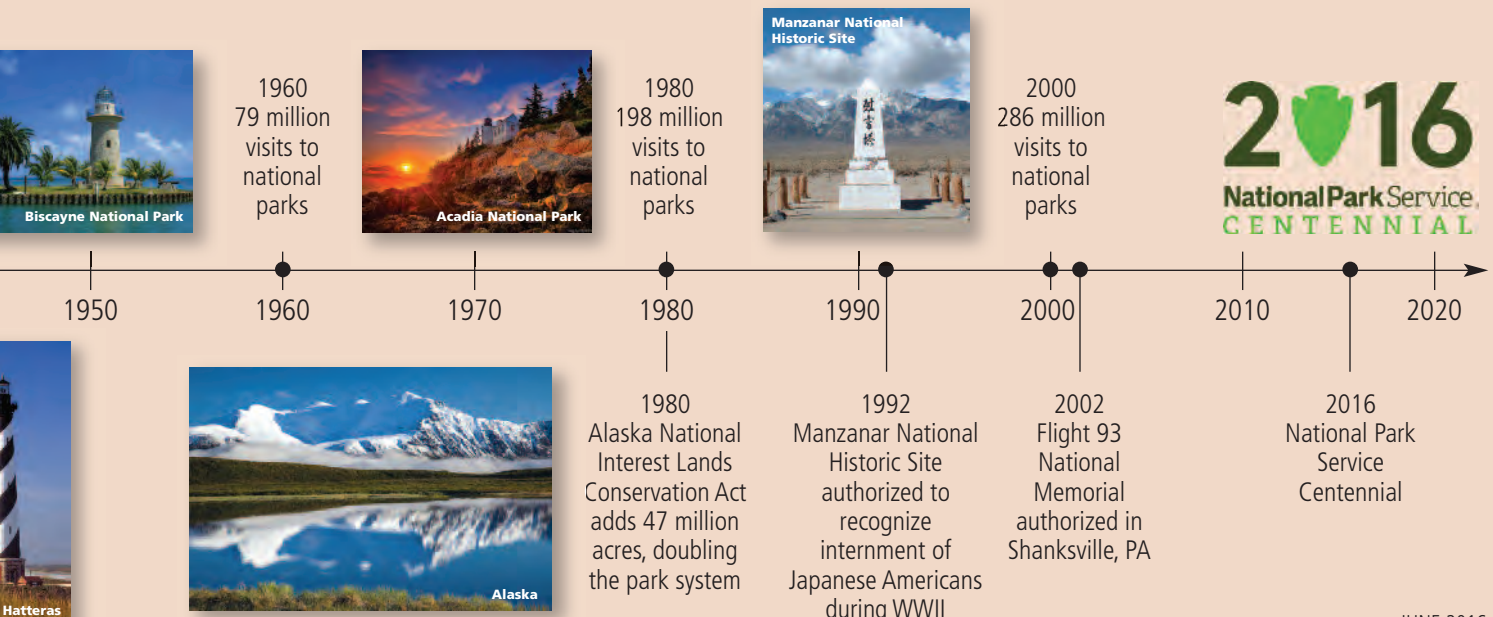
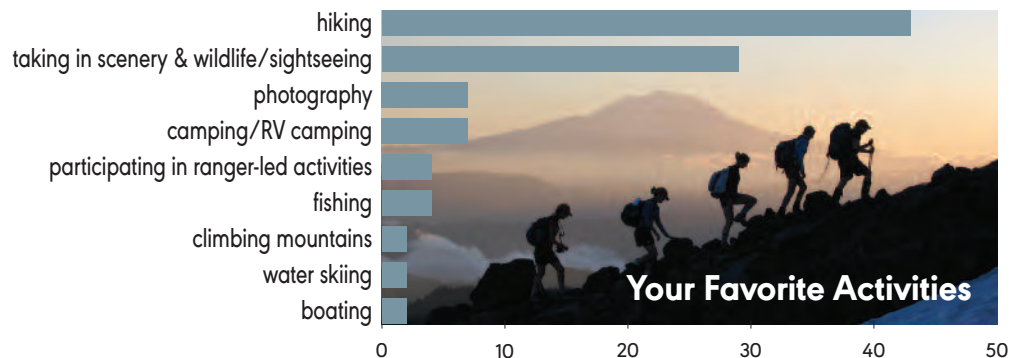
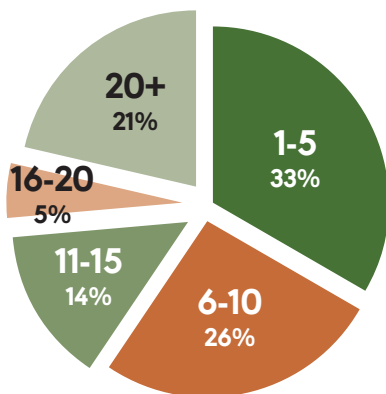
RV Executive Today polled members and associates this spring about their relationship with the national park system. **Here's what you told us:**



Did you go to national parks as a child?



How many national parks have you been to?



Memories in the Making

Some favorite moments in the national parks, shared with RV Executive Today by members

"All the bears coming up to the cars in Yellowstone"

"In 1951, camping in Yosemite and watching the Fire Falls presentation, which is no longer done."

"Being the mouse and other"

"Cooking out with my family"

"Walking onto the snow of a glacier in July"

"Scaring my mom as I walked the edge of the Grand Canyon"

"Sunrise at Acadia and picking wild blueberries"

"A herd of elk grazing in a meadow"

"At Yellowstone, a ranger explained the history of the park and that night deer and bear were on the lawn of the hotel. Never forgot."

"Camping in Yosemite with my family. We went hiking in the early morning to Yosemite Falls, then up to Glacier Point. We stopped for a picnic, then made our way back down to the valley, where we grabbed inner tubes and relaxed in the river. We ended the night by a campfire roasting marshmallows and making s'mores. The best part? No cellphones, no electronics; just us, nature, and beautiful memories."

"Getting too close to Old Faithful back in the day when the walkway was much closer than it is today"

"a dawn hike in Rocky Mountain National Park; the trail was pretty deserted. I made it to Emerald Lake just before sunrise and got to share the glass-topped lake and tranquil song of the wilderness with only one other person. Magical is the only word to describe it."

"Walking across Rainbow Bridge with my on before they access"

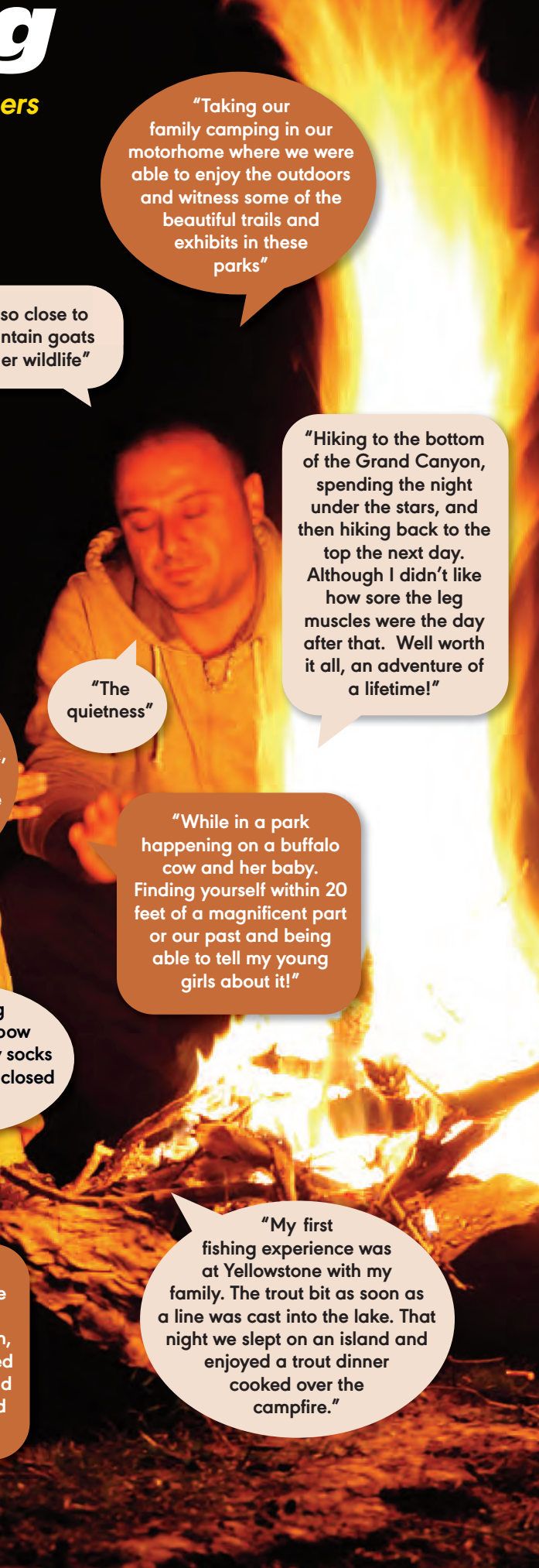
"Hiking with my kids at Arches"

"Time spent exploring in Smokey Mountains Park with my family, watching my kids be kids, and not one time having my children ask if they could play on their electronic devices...well, at least until bedtime!"

"Traveling to the park with my grandmother"

"From camp fire talks, to ranger-led hikes, we love being able to interact with the rangers!"

"Another fantastic memory is a 4-day backpacking trip in the Grand Canyon. After a couple nights in the bottom of the canyon along the Colorado River, we hiked up the easier Bright Angel trail and spent one night at a campground near the halfway point."



"Taking our family camping in our motorhome where we were able to enjoy the outdoors and witness some of the beautiful trails and exhibits in these parks"

so close to
contain goats
er wildlife"

"The
quietness"

"Hiking to the bottom
of the Grand Canyon,
spending the night
under the stars, and
then hiking back to the
top the next day.
Although I didn't like
how sore the leg
muscles were the day
after that. Well worth
it all, an adventure of
a lifetime!"

"While in a park
happening on a buffalo
cow and her baby.
Finding yourself within 20
feet of a magnificent part
of our past and being
able to tell my young
girls about it!"

g
ow
socks
closed

"My first
fishing experience was
at Yellowstone with my
family. The trout bit as soon as
a line was cast into the lake. That
night we slept on an island and
enjoyed a trout dinner
cooked over the
campfire."

Feds Will Measure Outdoor Recreation Industry's Impact on U.S. Economy for First Time

Compiled by RVDA staff

Americans spend almost as much for outdoor recreation as they do for pharmaceuticals and motor vehicles combined, but the federal government has never fully recognized or measured this segment of the economy, says Secretary of the Interior Sally Jewell.

Jewell recently kicked off this year's National Parks Week with a major policy speech in which she announced a first-ever study of the impact that outdoor recreation has on the economy. She said the Department of Interior and the Commerce Department's Bureau of Economic Analysis (BEA) will quantify the contribution of outdoor recreation to the nation's gross domestic product, and the resulting data will be available to Congress and other decision makers "who determine the long-term management of America's public lands."

"We're putting America's outdoor economy on equal footing with every other major economic sector," Jewell said. "This fast-growing economic powerhouse deserves to be counted. Outdoor activities are so closely tied to the health and accessibility of our public lands, yet this sector has, for too long, been overlooked and undervalued."

An independent study performed several years ago by the Outdoor Industry Association concluded that outdoor recreation contributes \$646 billion annually to the U.S. economy and supports more than 6 million jobs.

Every year, the BEA measures major U.S. industries – such as oil and gas, pharmaceuticals, and manufacturing – but doesn't include outdoor recreation among the sectors it quantifies.

Jewell, who was president and CEO of outdoor supplier Recreational Equipment Inc. (REI) before becoming secretary, has brought a new focus to the business side of the parks. She said parks are drawing record numbers of visitors, including 307 million visits last year alone. But, she added, the maintenance backlog of almost \$12 billion is also a record. Tracking the economic impact of the outdoor recreation industry on GDP could mean a greater push to improve public lands infrastructure and visitor experience.

The new policy initiative also adds urgency to a bill pending in Congress that would make the economic impact study an ongoing part of the nation's economic metrics. Representatives Don Beyer (D-VA), Dave Reichert (R-WA), Peter Welch (D-VT), and Cathy McMorris Rodgers (R-WA) have joined Senators Jeanne Shaheen (D-NH) and Cory Gardner (R-CO) in support of the Recreation's Economic Contributions (REC) Act.

The REC Act has been introduced in both the House and Senate and has wide support with outdoor recreation interests, including OIA, RVDA, RVIA, and the American Recreation Coalition. ■

The National Parks Through Our Eyes

Thanks to everyone who shared these pictures of their families enjoying the national parks from coast to coast.

Some of us were introduced to the great outdoors at an early age...



...So we grew up loving to explore the parks with our families and buddies.



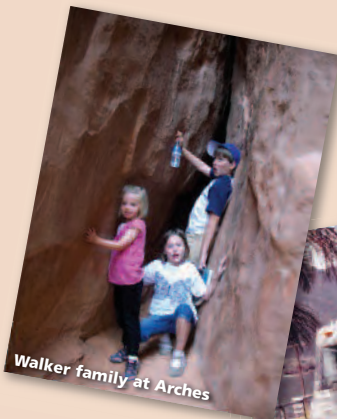
Ingrassia family



Walker family

In fact, national parks are one of the few things in the world that appeal to all generations...

...and where kids can go "off the grid."



Walker family at Arches



Biles family



Biles family



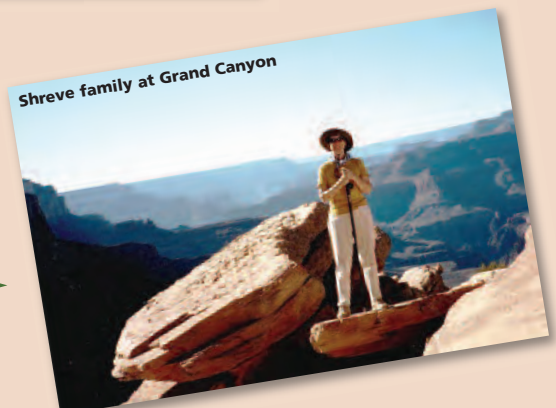
Biles family

They have the ability to make us feel very small...

...or on top of the world.

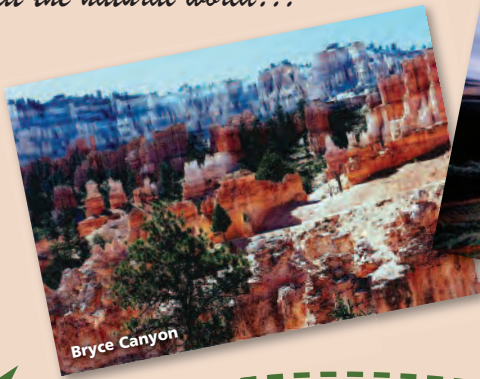


Canyon deChelly



Shreve family at Grand Canyon

*They make us marvel
at the natural world...*



...where we enjoy witnessing the changing of the seasons...



*...and being captivated
by the wildlife.*



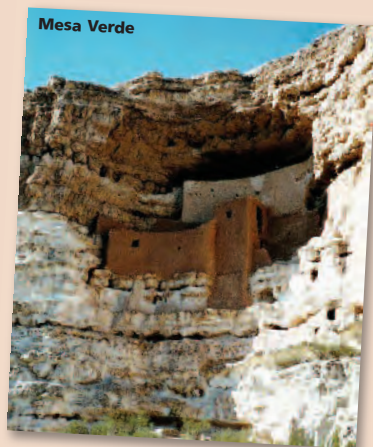
*Sometimes we just like
to be alone in their
quiet majesty.*



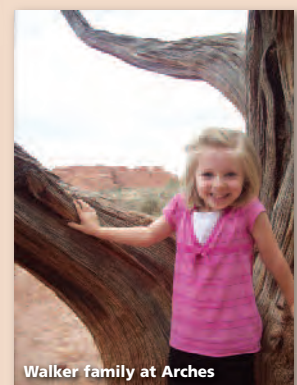
*Some parks teach us
about our country's
recent history...*



*...while others
remind us of
civilizations
from long
ago...*



*...and make us hope
the parks will continue
to be treasured by those
who come after us...*



Revamp Your Job Interview Questions

If you're using the same tired questions at every job interview, it may be time to mix it up – and find out more than you ever thought possible about a potential applicant. Add these to your next job interview:

- Why have you had X number of jobs in Y number of years?
- Tell me about a recent project or problem that you made better, faster, smarter, more efficient, or less expensive.
- What are the top three responsibilities you're looking for in your next job?
- Have you ever worked hard on something, only to be told to change priorities and do it some other way? How did you handle it?
- Which supervisors have you found easiest to work with?

Most difficult? Why?

- What questions do you have for me? ■

Courtesy of CareerCo, an RVDA endorsed product provider.



CUSTOMIZE YOUR Q&A

You wouldn't talk to a candidate for a sales manager position about technical issues, would you? So why are all of your job interview questions – regardless of position – the same? Customize your questions by a candidate's potential role:

Sales

- Have you ever had to get a point across to different types of people? What approach did you take?
- Describe the primary types of people to whom you sell. What approach do you use for each group?
- You've probably had an occasion when you realized your initial approach wasn't working and you had to try a different method. What did you do?

- How do your selling techniques differ from those of others you know?
- Describe one of your toughest sales experiences. How did you deal with that problem? Did you make the sale?

Management

- Have you ever given instructions to someone and then learned he did it wrong? Why do you think that happened?
- Describe the procedure you use to keep track of things that require your attention.
- How do you keep track of your subordinates' progress on delegated assignments?
- What do you do when a subordinate isn't meeting your standards?

- Describe a project that required a major effort by multiple staff members. Whom did you ask to participate? Why did you choose them? What assignments did they have?

Administrative

- What are the most important administrative responsibilities you've taken on? How well did you like them?
- What part of your work gives you the greatest feeling of achievement and satisfaction?
- Describe a time when you had to surmount an obstacle to reach a goal. What was the problem, and what did you do about it? ■

Courtesy of CareerCo, an RVDA endorsed product provider.

How to Impress Your Next Hire

Job candidates need to impress their potential future boss, but bosses also need to make a good impression during the interviewing process. Don't let job applicants fall into a black hole while you hem and haw over your hiring decision. Here are five ways to treat the hiring search like a good customer service experience.

1 USE TECHNOLOGY

Think of the applicant hunt like online shopping—make the “purchase” easy, the confirmation messages clear, and send updates when items “ship.” Abandon the use of snail mail job applications. Once someone has submitted their application online, communicate in email and text: “Your application has been received and is under review by the job search committee.”

2 GIVE THEM A WINDOW

Customers like to know how long they're going to be kept waiting, particularly those on the phone. Listening to pop songs or pre-recorded promotional messages on repeat is torture. Be honest with job candidates about how long it's going to take for you to make a decision. After someone has been in for an interview, tell them, “You'll hear from us within the week.” And be specific — “We will email you, either way.” Or say, “We'll make a decision by February 1.” When you give them a deadline, stick to it. That goes for rejection letters, too.

3 BE THE ONE IN CHARGE

It's up to customers to decide what items they want to buy and then get in line to wait for service. And it's a job-seeker's responsibility to apply for the job and jump through the hoops to get it. But telling an interviewee to “check in” or “follow up” when the ball's in your court is like telling a customer to hunt down a service agent to do their job. Be responsive. Convey your follow-up messages succinctly and promptly.

4 KNOW YOUR PRICE POINT

Asking interviewees for salary requirements without giving them even a hint of a starting point is like asking shoppers to name their price for the item they want to buy. No one wants to eliminate themselves from the running by naming a number that's too high or making themselves seem like they'll take anything by naming a number that's too low. You know what you can pay this potential employee, so give them at least a range to consider.

5 KNOW YOUR PRODUCT

Presumably, you're advertising a job because you already know what skills you need and are ready to fill that particular position. Changing the job description in the middle of the interviewing process is tantamount to saying to a retail shopper, “You want to buy that? OK. No, wait, you can only buy part of it.” Be clear about what the job opportunity is that you're offering. Otherwise, you're sending the message that if the candidate wants to work for you, he or she is going to have to tolerate your fickleness. Not a good first impression.

There's a science called the psychology of queuing, in which the encounters and feelings customers have while they're waiting in line affect how they feel about their entire customer service experience. The way you behave during the job search will give potential employees a taste of your company culture and affect how they feel about your company and you as their potential future boss. Make sure you leave them with a good first impression. ■

Courtesy of CareerCo, an RVDA endorsed product provider.

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4 New York dealership groups to pay millions in restitution for hiding aftermarket products in sales contracts

By Brett Richardson and Mary Anne Shreve

Four New York auto dealership groups will return nearly \$2 million in restitution and pay almost \$175,000 in fines for adding aftermarket products into customers' sales contracts without informing them. New York Attorney General Eric Schneiderman alleged that consumers had paid thousands more for their vehicles as a result of the products hidden in their contracts. Almost 5,000 consumers were victims of the illegal practice.

Schneiderman has been taking aim at auto dealerships and their F&I operations over practices called jamming and payment packing. His investigations are focusing on how dealerships sell and disclose add-on products that are financed at the dealership.

In the past year, he has brought more than 20 lawsuits against franchised New York dealers for jamming questionable F&I products into auto loans. The suits allege that the dealerships used deceptive sales tactics, such as adding



Consumers paid thousands more for their vehicles because of hidden products added to their sales contracts.

extra products to monthly payment quotes without informing the customer, and charging customers for services without their knowledge or by misrepresenting that the services were free.

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In some cases, the dealerships had added credit repair and identity theft protection services; state and federal laws ban charging upfront fees for such services. One dealership group padded contracts with items such as VIN etching and key replacement services without telling customers they were being charged.

"The costs of these services were often bundled into the vehicle sales price and not separately itemized," according to a statement from Schneiderman's office. "As a result, unknown to the consumer, the price of the car stated on purchase and lease documents was inflated by the amount of these after-sale items."

The U.S. Attorney General brought charges against a co-owner of another franchised group in New York for knowingly submitting false statements on auto finance documents to influence a financial institution. According to a statement from the AG's office, when a customer didn't meet the qualifications for a loan, a salesperson or manager would falsely state or overinflate a down payment in order to secure a loan approval.

The co-owner pleaded guilty and faces up to five years in prison and a \$250,000 fine. He'll also be ordered to pay \$102,498 in restitution.

One important point to note about these developments is that the defendants are franchised new-vehicle dealers who risk losing their dealer agreements with their manufacturers over these types of violations. That's placing a lot on the line just to get additional F&I income.

The take-away: This would be a good time to review your advertising disclosures, ensure that your F&I managers understand how add-on products must be disclosed to your customers, and make sure any documents that the dealership submits to third parties are accurate.

On another subject, RV dealers also need to keep current on the FTC's latest investigations into dealer advertising disclosures. In the past four years, the agency has brought

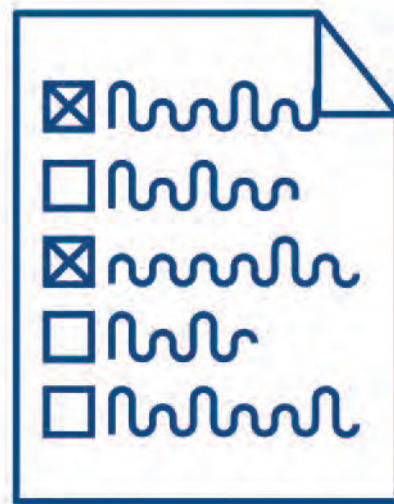
more than two dozen enforcement actions against auto dealers for deceptive advertising and for violating the disclosure requirements of the Truth in Lending Act and the Consumer Leasing Act.

It doesn't matter where your ads appear – TV, newspapers, Internet, social media, mailings, YouTube – they must clearly and consistently disclose any limits or conditions on the offers you're advertising. Burying this information in the fine print or providing it at the dealership is not acceptable.

Also be aware that not only is the FTC reviewing your business practices, but state attorneys general are also increasing their scrutiny of dealerships. The 2010 Dodd-Frank Act allows the state officials to pursue violations of both state and federal laws. ■

Everyone seems to be scrutinizing your paperwork for faults – are you? Contact RVDA if you'd like more information on complying with federal regulations.

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Solid Growth this Spring in Towable Sales

By Jeff Kurowski

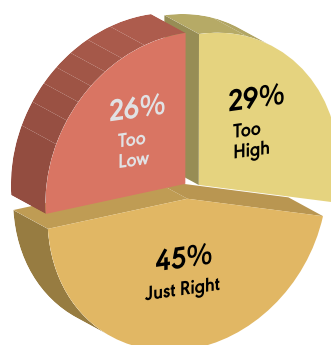
RV dealers reported solid growth in towable sales and more muted motorhome sales during the February through April period, according to investment firm Robert W. Baird & Co., which surveys dealers quarterly in partnership with RVDA.

Dealers also reported balanced towable and motorhome inventories, with 45 percent of towable dealers saying their inventories were about right, while 26 percent said inventories were too low. In the case of motorhomes, 40 percent said their inventories were too low, and 40 percent said they were too high.

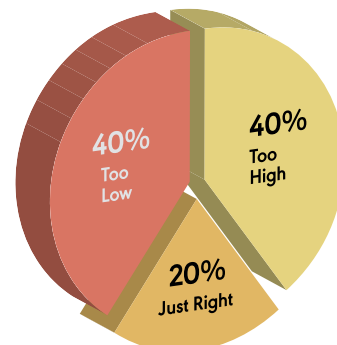
In terms of days supply, it was 99 days for towables at the end of April, compared with 102 days a year earlier. For motorhomes, the days supply was 169 versus 125 days last year. Baird believes the figure is higher this year due to elevated inventory levels at a few dealerships.

Within the towable segment, dealers prefer ordering travel trailers over fifth wheels because, as one dealer said, "Towable activity is the best we've seen in years – the only

Towable RV Inventory Comfort Level



Motorhome Inventory Comfort Level



segment that's not doing as well as we hoped is higher-end fifth wheels." However, Baird says strong pickup truck sales could eventually boost fifth wheel sales.

Meanwhile, several motorhome dealers said the diesel Class A market is soft, while Class Bs and other smaller and less expensive motorhomes are selling well.

Baird says dealers are bullish about the immediate future, based on current conditions, but are a little less bullish for 2019 through 2021. Baird remains optimistic that young families currently tent camping will eventually upgrade to RVs.

The timing of the model year changeover and product quality continue to be issues within the dealer body. Another dealer said product quality needs to improve at the factory. "There are still way too many things that are easily rectified if the workers on the production floor paid a little more attention," he said. "I'm sure that the cost of the warranty payouts far outweigh the time to do it right the first time." ■

Baird says dealers are bullish about the immediate future, based on current conditions, but are a little less bullish for 2019 through 2021.

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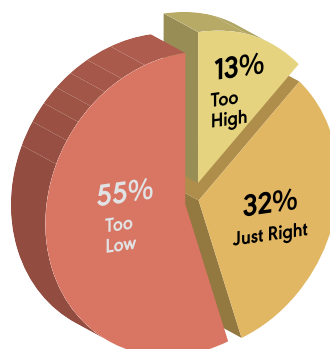
#1 RV TRAINING COMPANY IN NORTH AMERICA FOR

25 YEARS

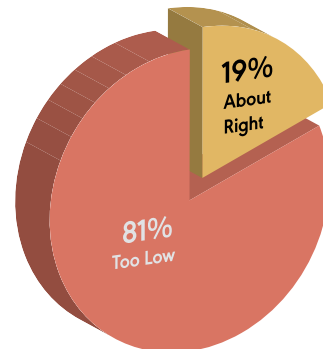
**253-565-2577
SobelUniversity.com**

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

Used Towable RV Inventories



Used Motorhome Inventories



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



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?

REGISTERED TECHNICIAN PREP COURSE

Course A \$89

The **Registered Technician** course prepares RV service technicians to take the **Registered Technician** test.*

Already a Registered Technician?

Choose Your Path:

CERTIFIED TECHNICIAN PREP COURSE

Course B \$249

Comprehensive certification preparation course that represents the left side of the RV service technician career ladder. This course is preparation for testing as a **Certified Technician**.*

CERTIFIED SPECIALIST PREP COURSE

Course C \$69/specialty

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

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

ALL COURSES USE AN INTERACTIVE MULTIMEDIA ONLINE FORMAT.

Courses combine 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 ENROLL MY TECHNICIANS! (Copy this form to enroll 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.

Rev. 5/2015

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

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

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

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



Manual **or** CD-ROM:
RVDA Members **\$175**
Non-Members: **\$350**
Members save \$175!

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

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

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

Name: _____

Company Name: _____

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

Phone: _____ Fax: _____ E-mail: _____

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

Total Amount \$ _____

PAYMENT METHOD (Please check one)

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

Credit Card: ☐ Visa ☐ MasterCard ☐ Amex ☐ Discover

Card Number: _____ Security Code: _____ Expires: _____

Name on Card: _____ Signature: _____

Billing Address: _____ Billing Zip: _____

GEAR UP FOR SUCCESS

RV DEALERS INTERNATIONAL CONVENTION/EXPO

NOVEMBER 7-11, 2016



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



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

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

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



EARLY BIRD FULL REGISTRATION RATE

\$599

for first
dealership
registrant

\$576

per each
additional
registrant

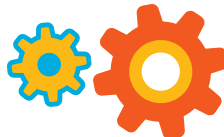
If you've registered for the convention and want to bring employees to attend just the Vendor Training +Plus program, you can register them for that program for \$215 per person. The Vendor Training +Plus badge will also give the holder access to the expo and the opening reception on Tuesday, Nov. 8.

RVDA dealer members only – expires 6/30/16

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



Register by June 30 to get the low, early bird rate for your first registrant. You'll also lock in a lower rate for everyone else you bring, no matter when they sign up.



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 _____



**RV DEALERS
INTERNATIONAL
CONVENTION/EXPO**
NOVEMBER 7-11, 2016

2. Member Registration Fees:

First registrant locks in today's lowest rate for all future dealership personnel!	Early Bird Thru 6/30	Advanced 7/1 - 8/31	Regular After 8/31	Amount
First Registrant - includes Vendor Training +Plus, a \$215 value!	\$599	\$692	\$965	\$
Registrant Name _____ Email _____				
Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>				
Second Registrant - includes Vendor Training +Plus, a \$215 value!	\$576	\$671	\$965	\$
Registrant Name _____ Email _____				
Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>				
Third Registrant - includes Vendor Training +Plus, a \$215 value!	\$576	\$671	\$965	\$
Registrant Name _____ Email _____				
Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>				
Fourth Registrant - includes Vendor Training +Plus, a \$215 value!	\$576	\$671	\$965	\$
Registrant Name _____ Email _____				
Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>				
I would like to add a contribution to the Mike Molino RV Learning Center to promote education for our industry.*				\$
VENDOR TRAINING +Plus ONLY Dealership must have one full convention registrant to bring additional employees JUST for Vendor Training +Plus. The cost is \$215 per person and includes Vendor Training +Plus training on Monday, Nov. 7 and Tuesday, Nov. 8, and Tuesday's reception in the Expo. Photocopy this form to add more registrants for Vendor Training +Plus.				
Name _____	Badge First Name _____	Email _____	\$	
Name _____	Badge First Name _____	Email _____	\$	

3. Payment Information:

TOTAL

\$

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

MAIL OR FAX A COPY OF THIS FORM TO:

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

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

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



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.



Mike Molino RV Learning Center Scholarship Program



FACT SHEET AND APPLICATION: 2016-2017 ACADEMIC YEAR

About This Scholarship

The RV Learning Center's Scholarship Program awards \$2,500 scholarships to deserving college undergraduate students majoring in business, finance, economics, accounting, or other RV industry-related subjects. A factor for awarding the scholarship may be an applicant's background of RV industry employment or a desire to work in the RV business after completing post-secondary education. The scholarship program is made possible through the generosity of the Newt and Joanne Kindlund Family.

Eligibility Requirements

We will award a scholarship to an RV-related company employee or their dependent based on a combination of factors.

Requirements*

- Must be a rising sophomore, junior, or senior college undergraduate student.
- Must complete an essay on their goals and objectives for attending college.
- Must submit a completed Free Application for Federal Student Aid (FAFSA) form. The form is available at: www.fafsa.ed.gov.
- Must demonstrate the ability and willingness to fund a portion of their educational expenses on their own.
- Must be accepted into an accredited four-year college or university as a condition of receiving the scholarship.
- Must have a 2.8 or better cumulative grade point average, and a 1050 minimum SAT score (1575 minimum on the 2400 point scale). A minimum ACT Composite Score of 22 is also acceptable.

**All requirements must be met by the application deadline. Dealer principals and their dependents are not eligible.*

Submit with Application:

1. An official copy of your most recent college transcript.
2. A copy of your SAT/ACT scores.
3. An essay of not more than 500 words on "My Goals and Objectives for College and Career."
4. A list of extracurricular activities, honors, etc.
5. A copy of your FAFSA form (available at your school or at www.fafsa.ed.gov).
6. Digital photo for publicity (only used if candidate receives scholarship).

Submit application packet to:
Mike Molino RV Learning Center
3930 University Drive
Fairfax, VA 22030
or fax to: (703) 359-0152,
or by e-mail to info@rvda.org

Applicant's Name: _____

Address: _____

Phone: _____ E-mail: _____

Sponsoring RV-Related Company: _____

Name of Dealer Principal/GM: _____

Address: _____

Phone: _____ E-mail: _____

High School: _____ Year Graduated: _____ SAT/ACT Score: _____

Address: _____ Phone: _____

College Attending in 2016-2017: _____

City/State: _____ Major: _____

Have You Been Accepted?: _____ If No, When Do You Expect to Be? _____ College Credits Completed: _____

College GPA: _____ Estimated College Expenses (One Year): \$ _____ % to Be Covered by Self/Family: _____ %

Are You Employed? No ☐ Yes ☐ Employer: _____

How Long/When? _____

By signing, I indicate that I have read the fact sheet that accompanies this application and that I meet the eligibility criteria specified for scholarship applicants.

Signature: _____

Deadline: June 30, 2016. To be considered, all application materials must be received by the deadline. For more information and to download additional applications, visit www.rvlearningcenter.org or e-mail info@rvda.org.

ONLINE TRAINING WITH FRVTA'S DISTANCE LEARNING NETWORK

The DLN offers your dealership:

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

The Florida RV Trade Association and RVDA's Mike

Molino RV Learning Center partner to provide distance learning opportunities to RV dealers and their employees. The Distance Learning Network is \$995 per year for each dealership location. Over 50 sessions available, 24 hours a day, seven days a week, with full access to training through July 31, 2016.

The DLN offers online training for:

- **RV Technicians** – The certification prep course helps technicians get ready for the certification exam. Your subscription includes unlimited access to
- **Dealers/GMs** – This program features important topics for management, including lemon laws, LP gas licensing issues, and the federal Red Flags Rule.

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

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

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



DEALERSHIP REGISTRATION

Company Name: _____

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

Phone: _____ Fax: _____

Mentor Name: _____ Phone: _____

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

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

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

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

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

Name on Credit Card: _____ Card Number: _____

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

Card Holder Signature: _____

RVDA Endorsed Products

Certified Green RV Program TRA Certification Inc.

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

Credit Card Processing Bank of America Merchant Services

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

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

Disability Income Insurance/ Paycheck Protection Benefits American Fidelity Assurance Company

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

Emergency Roadside and Technical Assistance Coach-Net

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

Employee Testing Caliper Corp.

www.calipercorp.com
Ralph Mannheimer
rmannheimer@calipercorp.com
(609) 524-1214
Caliper helps companies improve every aspect of their workforce – from hiring and selection to employee development and succession management. Its time-tested personality assessment, the Caliper Profile, helps clients reduce the high cost of turnover and helps first-time managers excel. Whether you're looking to hire top performers, develop talent, build teams or transform your organization, we can help.

Extended Service Agreements XtraRide RV Service Agreement Program

www.protectiveassetprotection.com
(800) 950-6060, Ext. 5738
The XtraRide RV Service Agreement Program is offered through the Asset Protection Division of Protective Life Insurance Company. The program has been exclusively endorsed by RVDA since 1992. The XtraRide programs and F&I solutions bring dealers increased profit opportunities while providing quality protection for their customers. Protective is dedicated to providing the RV industry with superior products and services given its ability to underwrite, administer, and market its own programs.

Health Insurance Mass Marketing Insurance Consultants Inc. (MMIC)

www.mmicinsurance.com/RVDA/
quotes@mmicinsurance.com
(800) 349-1039
MMIC creates customized insurance programs best suited for individual dealerships. Coverage is available to individual members and firms with two or more employees. With group coverage, all active full-time employees are eligible. Spouse and dependent children under age 19 (23 if full-time student) are also eligible. The cost of the coverage for the RVDA program may be paid in whole by the employer or shared with the employees. However, the employer's contribution must be at least 50% of the total cost.

Hiring Tools Employment Network- A Careerco Company

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

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

Lead Qualifier Program Customer Service Intelligence Inc. (CSI)

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

Market Intelligence Program RV Industry Data Program from Statistical Surveys

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

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

www.nada.com
lsims@nadaguides.com
(800) 966-6232, Ext. 235
The N.A.D.A. RV Appraisal Guide is an essential tool to determine the average market value for used RVs. A new online program, RV Connect, is also available that provides updated RV values, creates custom window stickers for both newer and older RVs, and more. These products are all available at the RVDA "members only" rate.

Propane and Propane Supplies Suburban Propane

www.suburbanpropane.com
sholmes@suburbanpropane.com
(800) 643-7137
Suburban Propane offers discounts to RVDA members on propane along with attractive and safe equipment for refilling most any propane cylinder, 24-hour service, on-site "Train the Trainer" instruction for dealership personnel, signage, and a periodic review of filling stations by safety experts.

RVDA/Spader 20 Groups Spader Business Management

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

Shipping Discounts PartnerShip, LLC

www.PartnerShip.com/79rvda
(800) 599-2902
The RVDA Discount Shipping Program, managed by PartnerShip, provides RVDA members with substantial shipping discounts. RVDA members who enroll in the free program will save on small package shipments with FedEx and less-than-truckload (LTL) freight shipments with UPS Freight and Con-way Freight. Visit our website for more information and to enroll.

Software & Consulting Services KPA

www.kpaonline.com
ccreuziger@kpaonline.com
(303) 228-2383
KPA provides consulting services and software to automotive, truck, and equipment dealerships. Its Environmental Health & Safety product line provides on-site, on-call, and online services. Its Human Resource Management software ensures your business is in complete compliance with state and federal regulations. Users have access to on-demand advice from attorneys with expertise in the RV industry.

Visit www.rvcareers.org

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

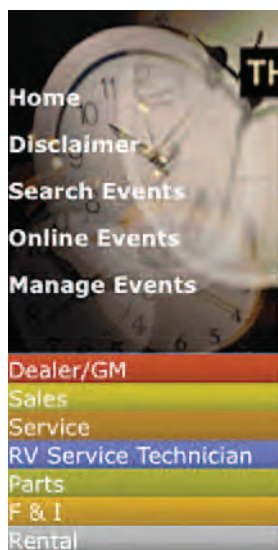
The Mike Molino RV Learning Center proudly recognizes these

CONTRIBUTORS

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



Received From	Contributed 05/06/14 – 05/06/16	Total Lifetime Pledge	Last Contribution	Received From	Contributed 05/06/14 – 05/06/16	Total Lifetime Pledge	Last Contribution
MAJOR GIFTS active donors* with cumulative donation or pledge of \$25,000 or more							
Camping World and Good Sam	\$75,000	\$1,000,000	06/22/15	All Seasons RV Center	\$1,000	\$47,049	12/14/15
Newmar Corporation	\$50,000	\$260,000	12/15/15	McClain's RV Superstore	\$8,000	\$44,000	06/18/15
Protective	\$73,917	\$235,079	12/07/15	Pan Pacific RV Centers, Inc.	\$2,000	\$41,500	12/04/15
Coach-Net	\$5,000	\$204,917	01/26/15	Palm RV	7,500	37,500	02/18/16
Tom Stinnett Derby City RV	\$1,500	\$103,500	12/28/15	Bill Thomas Camper Sales, Inc.	\$5,000	\$36,000	03/06/15
Brown & Brown Rec. Insurance	\$20,000	\$100,000	03/21/16	Reines RV Center, Inc.	\$6,500	\$35,025	12/31/15
Campers Inn	\$15,000	\$100,000	12/18/15	Wilkins R.V., Inc.	\$3,900	\$33,000	01/08/16
PleasureLand RV Center, Inc.	\$14,500	\$96,850	12/15/15	Pikes Peak Traveland	\$1,700	\$32,700	06/26/15
Horsely Family Memorial Fund	\$2,000	\$71,000	06/26/15	Diversified Insurance Mgmt. Inc.	\$3,800	\$31,200	04/25/16
Bill & Kristin Fenech	\$10,000	\$67,500	09/14/15	Paul Evert's RV Country, Inc.	\$1,000	\$30,000	03/11/16
Ron & Lisa Fenech	\$15,000	\$65,000	08/04/15	Holiday World of Houston	\$1,500	\$27,000	06/11/15
Byerly RV Center	\$5,000	\$57,000	01/05/16	Bill Plemmons RV World	\$5,000	\$25,000	06/30/15
RVAC	\$14,000	\$52,000	04/08/16				
CHAMPIONS active donors* with a cumulative donation or pledge between \$2,500 and \$24,999							
Jayco	\$5,000	\$23,500	12/08/14	Madison RV Supercenter	\$1,000	\$6,000	08/24/15
MBA Insurance, Inc.	\$1,000	\$20,100	06/19/15	Camperland of Oklahoma, LLC	\$1,000	\$5,850	06/23/15
Greeneway, Inc. (Rte 66 Dealer)	\$2,300	\$20,850	12/21/15	Best Value RV Sales & Service	\$3,000	\$5,750	04/11/16
Alpin Haus	\$2,000	\$19,500	06/18/15	Good Life RV	\$1,000	\$5,100	04/24/15
Hartville RV Center, Inc.	\$3,000	\$15,750	05/05/16	Don Gunden	\$5,000	\$5,000	12/31/14
AIRXCEL RV Group	\$2,000	\$13,000	10/27/14	Bob and Amy Martin	\$5,000	\$5,000	12/16/14
Mike and Barb Molino	\$300	\$11,886	07/21/15	Route 66 RV Network	\$2,000	\$5,000	02/16/16
Little Dealer, Little Prices	\$1,000	\$11,050	12/11/14	Topper's Camping Center.	\$1,053	\$4,553	06/19/15
Affinity RV Service Sales & Rentals	\$2,000	\$11,000	06/15/15	Phil Ingrassia	\$2,000	\$4,500	12/29/15
Floyds Recreational Vehicles	\$250	\$10,500	04/13/16	RCD Sales Company, Ltd.	\$1,349	\$3,849	09/17/15
United States Warranty Corp.	\$2,000	\$10,250	05/06/16	Myers RV Center, Inc.	\$500	\$3,750	06/22/15
Motley RV Repair	\$1,000	\$10,075	09/17/15	J. D. Sanders, Inc.	\$750	\$3,500	06/12/15
Don Clark	\$10,000	\$10,000	10/23/15	Noble RV	\$1,750	\$3,405	01/21/16
Hemlock Hill RV Sales, Inc.	\$3,361	\$10,000	08/12/15	United RV	\$200	\$3,200	11/10/15
Curtis Trailers	\$750	\$8,750	08/24/15	RV Outlet Mall	\$500	\$3,050	06/22/15
Circle K RV's, Inc.	\$750	\$7,000	06/30/15	Highland Ridge RV, Inc.	\$500	\$3,000	04/11/16
All Valley RV Center	\$5,250	\$6,750	11/03/15	Hilltop Trailer Sales	\$500	\$2,622	06/09/15
Burlington RV Superstore	\$1250	\$6,750	06/12/15	Alliance Coach, Inc.	\$500	\$2,500	06/08/15
Hayes RV Center	\$850	\$6,750	06/11/15	Onsite Temp Housing	\$1,000	\$2,500	10/29/15
A World of Training	\$3,500	\$6,500	09/17/15	Skyline RV & Home Sales, Inc.	\$1,000	\$2,500	06/19/15
Crestview RV Center	\$4,500	\$6,500	12/23/15				
LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499							
The Trail Center	\$600	\$2,450	12/10/15	Schaap's RV Traveland	\$500	\$1,350	12/19/14
American Guardian Warranty	\$2,000	\$2,000	04/01/16	Candys Campers	\$250	\$1,300	08/12/14
Leo's Vacation Center	\$2,000	\$2,000	03/11/16	Camp-Site RV	\$500	\$1,250	01/29/16
Tacoma RV Center	\$500	\$2,000	06/15/15	Ocean Grove Supercenter	\$1,250	\$1,250	08/17/15
NERVDA	\$2,000	\$2,000	12/18/15	Ronnie Hepp	\$500	\$1,125	12/31/15
Dinosaur Electronics	\$650	\$1,900	06/08/15	Bill Mirrielees	\$500	\$1,000	05/05/16
Northern Wholesale Supply, Inc.	\$1,000	\$1,750	12/12/14	Tom Manning & Associates	\$1,000	\$1,000	07/11/14
Steinbring Motorcoach	\$500	\$1,750	12/03/14	Mount Comfort RV	\$1,000	\$1,000	09/30/15
Out of Doors Mart, Inc.	\$500	\$1,750	10/13/15	Prime Time Manufacturing	\$1,000	\$1,000	12/30/14
Gib's RV Superstore	\$1,500	\$1,500	12/02/15	Beckley's Camping Center	\$500	\$1,000	06/12/15
BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999							
Keepers RV Center	\$450	\$950	11/23/15	Holiday Hour, Inc.	\$200	\$500	03/14/16
Tennessee RV Sales & Service, LLC	\$750	\$750	09/08/15	Kroubetz Lakeside Campers	\$250	\$500	11/01/15
Bell Camper Sales	\$100	\$550	09/09/14	Modern Trailer Sales, Inc.	\$500	\$500	06/2/15
Airstream Adventures Northwest	\$500	\$500	05/26/15	Niel's Motor Homes	\$250	\$500	06/11/14
Florida Outdoors RV Center	\$500	\$500	06/15/15				
SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499							
Lou Novick	\$100	\$400	11/25/15	Tri-Am R.V. Center of E. Tennessee	\$250	\$250	02/05/16
Starr's Trailer Sales	\$300	\$300	07/31/15	C.S.R.A. Camperland	\$200	\$200	12/12/14
Black Book RV Value Guide	\$250	\$250	03/06/16	Chesapeake RV Solutions	\$100	\$100	02/29/16
Arlington RV Supercenter, Inc.	\$250	\$250	06/01/15	Northwest RV Sales	\$100	\$100	08/04/14
Foremost Transportation Inc.	\$250	\$250	05/04/15	RV Share	\$100	\$100	12/31/14
Southaven RV Center	\$250	\$250	05/12/14	RV Value Mart, Inc.	\$100	\$100	06/15/15
The Makarios Group, LLC	\$250	\$250	06/03/15				
ENDOWMENTS							
Kindlund Family Scholarship		\$270,000					



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RVDA Welcomes Our Newest Members

4/1/16 - 4/30/16

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Bluegrass International Trucks, Buses, RVs
Georgetown, KY

Indy RV
Saint George, UT

Wisconsin RV World
Madison, WI

Rentals

Airstream Getaway
Dayton, OH

Open Road Ventures, LLC, Austin, TX


Rent A Camper
Saint David, AZ

Aftermarket

Four Seasons Mobile RV Repair
Breckenridge, CO

New River Coach
Jacksonville, NC

On The Road Again RV Service & Repair
Glendale, AZ

<< Back			July 2016			Fwd >>		
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
					 Sobel University Registration Begins	1	2	
					Show Online Events	Show Online Events		
	3	4	5	6	7	8	9	
Show Online Events	 RV Air Conditioning Systems Service	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	
	Show Online Events							
	10	11	12	13	14	15	16	
Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	
	17	18	19	20	21	22	23	
Show Online Events	 RV Inspector/RV Maintenance Tech Training	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	
	Show Online Events							
	24	25	26	27	28	29	30	
Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	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

ONGOING ONLINE EVENTS:

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