

RV EXECUTIVE TODAY

MAY 2015

TECHNOLOGY AND THE DEALERSHIP

Half your online visitors come via mobile devices — is your website mobile-friendly?

— page 10



Also:

**Campers Today Are More Diverse
and Want Free Wi-Fi** page 12

**Dave and Debbie Norris —
“Certification Is Just a Given”** page 16

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RV EXECUTIVE TODAY

C O N T E N T S

May 2015

10 How Mobile Is Your Website?

Google's new algorithm – and consumers' stampede to mobile devices – require changes to dealership websites.

10



12 Modern Camping Characterized by Greater Diversity of Participants, Demand for Free Wi-Fi

The percentage of minority campers has doubled since 2012, and one of the most-valued campground amenities is now access to free Wi-Fi.

12



14 CAST for Kids Exec Sees Growing Tie Between RVing and Fishing

Jim Owens, executive director of a charity that takes disadvantaged children fishing, promotes the organization with a custom-wrapped motorhome. He says fishing enthusiasts are turning to RVs as the perfect way to travel from tournament to tournament.

14



16 Dave and Debbie Norris: "Certification Is Just a Given at our Dealership"

The Norrises, who were recently honored by the Society of Certified RV Professionals, have both worked at Parkview RV of Smyrna, DE, for almost 30 years. He's a certified technician, and she's a parts specialist.

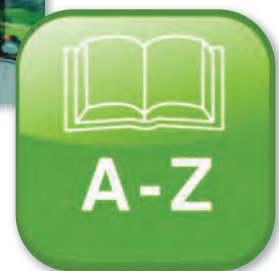
16



18 Website Listings of RVDA Associate Members and RV Industry Resources

Need a new DMS? Want to find a trainer? Maybe you need help with your website? Did you know that RVDA has dozens of associate members that provide every product and service an RV dealership could need?

18



25 More than 250 Dealers Benefit from Go RVing Tie-In Program

Although every dealer benefits from Go RVing's national media campaign, dealers in the tie-in program have access to the leads that the campaign generates.

25

Go RVing

IN EVERY ISSUE:

- | | |
|--------------------------------------|--|
| 6 Looking ahead | 31 Mike Molino RV Learning Center contributors |
| 7 Chairman's report | 34 RVDA endorsed products |
| 8 Officers, directors, and delegates | 35 RV industry's training calendar |
| 9 Industry trends | 35 Advertisers index |



CFPB Vehicle Lending Guidelines Get the Attention of Congress, Media

By Phil Ingrassia, CAE, president

My mother grew up in Quincy, IL, which is a short drive across the Mississippi River from Hannibal, MO, the boyhood home of Mark Twain. She passed on her love of the great American writer to me, and I've read just about everything the man published. In his autobiography, he wrote, "There are three kinds of lies: Lies, damned lies, and statistics."

Twain saw through attempts to bolster weak arguments through the misuse of number crunching. In 2015, the dubious practice continues in the offices of the Consumer Financial Protection Bureau (CFPB).

The Wall Street Journal took the agency to task last month for its methodology in determining alleged discrimination in vehicle lending, methodology it used as the basis for its guidance to lenders that now threatens the current system of dealer-assisted financing.

The *Journal* article outlined the "bizarre" federal campaign against lenders in which "bureaucrats guess the ethnicity of borrowers based on their last names and addresses... then claim discrimination in interest rates if the people they assume are minorities on average pay more than similar borrowers that the feds assume are white."

No, it's not a joke. These statistical "assumptions" are the basis for the CFPB guidance that threatens the vehicle financing system that has worked so well for so many years.

Thankfully, many in Congress agree that the CFPB has a weak case. Reps. Frank Guinta (R-NH) and Ed Perlmutter (D-CO.) have introduced H.R. 1737, the Reforming Consumer Financial Protection Bureau Indirect Auto Financing Guidance Act of 2015. The legislation would repeal the 2013 agency bulletin that was designed to pressure

"We need to educate the public, Congress, and regulators to prevent flawed statistics from having a negative impact on our customers' ability to get RVs, boats, cars, and trucks financed."

lending institutions into eliminating the availability of vehicle financing discounts. These discounts save consumers millions of dollars every year.

The CFPB's lack of transparency and accountability has prompted 91 members of Congress to request additional information from the agency on how it arrived at the conclusions it used to justify its original guidance to lenders, but none of these requests have been completely fulfilled, and many have gone unanswered.

RVDA is working with NADA and others in the vehicle financing industry to support rescinding this flawed CFPB guidance that would harm consumers by limiting their ability to obtain financing. RVDA firmly believes that dealer-assisted financing promotes competitive financing rates for consumers and is good for business.

We need to educate the public, Congress, and regulators to prevent flawed statistics from having a negative impact on our customers' ability to get RVs, boats, cars, and trucks financed. RVDA will keep members and the industry updated on this legislation and other actions designed to protect dealer-assisted financing.

Thanks for your support.

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Getting Involved to Move the Industry Forward

By John McCluskey, chairman



One of many things I've learned since I became an RV dealer is that getting involved in local, state, and national associations not only helps the industry but also helps the individual develop and improve leadership skills.

I'm fortunate as RVDA chairman to follow in the footsteps of an outstanding dealer leader, Jeff Hirsch of Campers Inn, who was recently honored at the RVIA Annual Meeting with a Unity Award for his work to strengthen dealer-manufacturer relationships. Jeff understands that RVDA's and RVIA's goals may not always be the same, but that maintaining an open dialog built on trust helps achieve the best outcome for both.

Jeff generously gave two years of his time to be our chairman, and he remains an important leader who helps move our industry forward. Congratulations to him on his award, and we look forward to benefiting from his continued involvement on the board of directors as a past chairman.

The RVDA board met a few weeks ago to review and ratify our association's strategic plan. The core purpose of the organization remains the same – to help dealers. The board does review the plan annually to make adjustments in goals and strategies on such key initiatives as education, legislation, and member services. A revised goal for the next two years is to increase membership by 10 percent so that even more dealers are involved in protecting our industry and are eligible to receive benefits.

Another major topic of discussion was how RVDA can encourage manufacturer efforts to improve warranty and parts support to improve the customer experience. You may have received communications from manufacturers about their recent investments in systems, facilities, and people to improve customer service. RVDA's role, through the Dealer Satisfaction Index and other tools, is to let manufacturers know if the situation is improving, standing still, or getting worse.

Another topic, which seems never to go away, was new model introduction. RVDA has been very clear over the years that a consistent new model year introduction is better for dealers and the consumer. However, there are significant numbers of dealers who either don't care or don't mind early model releases. Some manufacturers say they need months to change over multiple lines. While there may not be complete consensus on the issue, RVDA's position is unchanged. I encourage you to contact your

"The RVDA board recently met to review our strategic plan. A major topic of discussion was how RVDA can encourage manufacturer efforts to improve warranty and parts support."

manufacturers' top managers directly to let them know how you feel on this issue.

Getting involved in RVDA means more than just having a voice in industry issues – it also provides members with an array of dealer services and benefits that have been negotiated with key industry partners (for a complete list of endorsed products and services, see page 34).

Another key benefit of belonging to RVDA is having access to information that helps us learn from each other. For instance, this issue of *RV Executive Today* focuses on technology, which we all struggle to keep up with. The sheer number of choices and issues can be daunting. RVDA can't make your IT decisions for you but it can help keep you informed and aware of the issues you need to know about so that you don't fall behind.

Finally, I want to thank all the dealers who serve on RVDA's board and on state association boards. It's not easy to invest valuable time and energy for the benefit of all dealers, but it is very rewarding. If you're interested in becoming a volunteer leader, call RVDA headquarters or your state group and start small by joining a committee or task force.

No matter how you choose to be involved, I urge you to thank the leaders of your local dealer groups, your RVDA state delegates, and your RVDA national board for their commitment to helping our industry stay strong. Times are good, but we all need to remain vigilant and involved to protect the RV business.

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North American Dealers Build Inventories

By Thomas Walworth, Statistical Surveys/The Thrive Group

As is typically the case, U.S. and Canadian dealers built up their product inventories in January in anticipation of the wintertime retail show season and busy springtime sales season, according to market research firm Statistical Surveys/The Thrive Group.

North American dealers built their towable inventories at slightly faster rates during January 2015, compared with January 2014, as indicated by an inventory index of 46.3 for last January versus 47.3 in January 2014.

The same was true in the case of motorhomes, which had an inventory index of 57 in January 2015, compared with 64.2 a year earlier.

The 11,391 towable RVs retailed by U.S. and Canadian dealers in January 2015 represented an 8.2 percent increase compared with the 10,523 units sold in January 2014.

(U.S. towable retail sales were up 7.6 percent and Canadian towable retail sales were up 8 percent last January.)

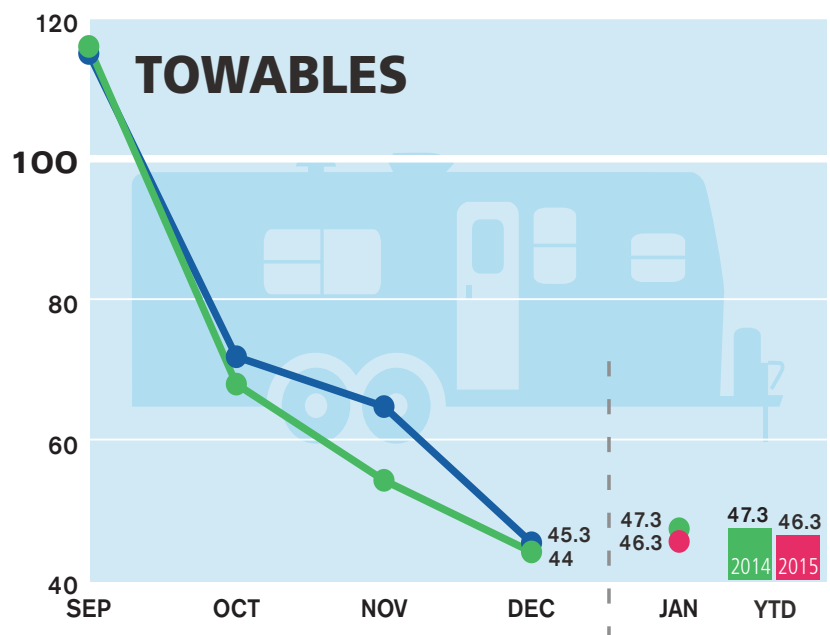
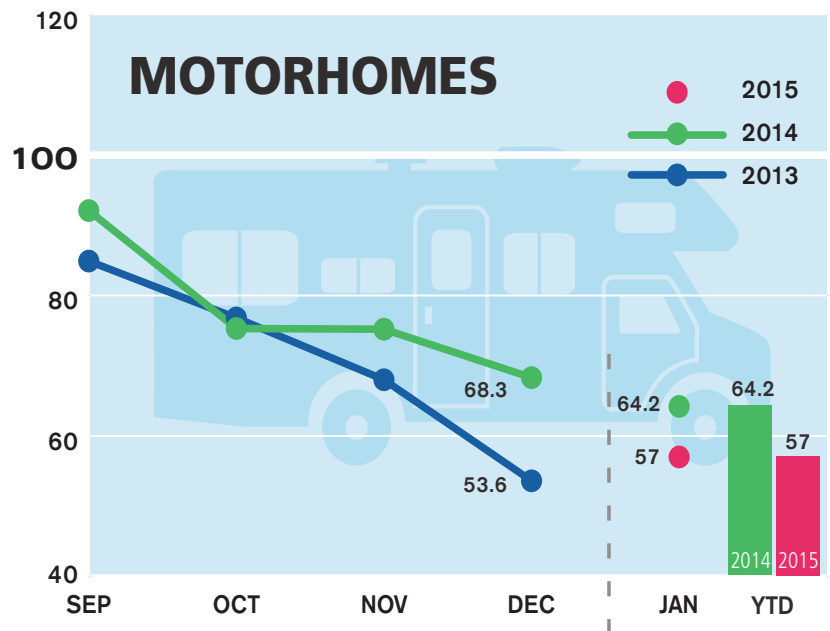
Wholesale shipments of towables increased 11.8 percent in January 2015 to 24,600 units, compared with 22,000 units delivered in January 2014.

In the case of motorhomes, 2,110 units were retailed in the United States and Canada during January 2015, a 0.4 percent decrease from 2,119 units sold in January 2014. (U.S. motorhome retail sales declined 0.3 percent, and Canadian motorhome retail sales were down 5.3 percent in January 2015.)

Meanwhile, motorhome shipments increased 12.1 percent in January 2015 to 3,700 units, compared with 3,300 units in January 2014.

Based in Grand Rapids, MI, Statistical Surveys/The Thrive Group tracks RV retail sales for the RV industry. 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.



How **Mobile** Is Your Website?

A new Google algorithm – and consumers' stampede to mobile devices – require changes to dealership websites

By Mary Anne Shreve

If your dealership website isn't mobile-friendly – easy to navigate on smartphones and tablets – it's going to drop in ranking on Google searches, thanks to a new algorithm the Internet goliath recently put in place.

Even if Google wasn't forcing the move to mobile-friendly websites, consumers eventually would. At least half of your website visitors are now arriving via smartphones and tablets versus desktops, and that percentage is rising fast, according to market research.

Penalizing non-mobile websites

Consumers now spend more time accessing the Internet from their mobile devices than they do from desktops, a development that some analysts hail as "the biggest shift since the Internet began." In response, Google's search engine now gives higher rankings to websites that are optimized for smartphones and tablets.

"Google doesn't want people to click on sites that are hard to read," says Traeanne Reynolds, international director of sales, marketing, and implementation for Sys2K. "Google is trying to minimize that inconvenience for its customers, because it doesn't want them to use other search engines."

"Almost 60 percent of our visitors are coming from mobile, and that seems to be standard behavior among consumers now."

- Cory Levine,
Campers Inn



The latest algorithm change could significantly lower some dealerships' rankings, say industry experts, and that could equate to lost business. "My impression is that it's going to be very important for dealers who haven't yet optimized to do so as quickly as possible," says Reynolds.

With smartphone and tablet users accounting for about half of the visits to the websites of his largest RV dealership clients, says Dealer Spike spokesman Derrick Brown, "the mobile space is critical."

"They're predicting there will be more Internet searches made on mobile devices than desktops within 18 months," Brown says. "I think it will be even faster. Businesses are going to start getting penalized pretty badly if they don't keep up."

How to be responsive

When viewed on a mobile device, an optimized website appears with a clean, relatively simple homepage where the main information is in a large, easy to read format. The buttons are bigger so they can be touched with a finger instead of a mouse. The content is configured into vertical blocks so site visitors can easily scroll up and down. Non-optimized sites force users to constantly pinch-zoom or scroll left and right to see all of the content. They load slowly, cut off text, and drop images. These sites, says Google, will now automatically rank lower than sites that cater to mobile devices.

Companies can make their websites function better on smartphones and tablets by using responsive design, a fluid, grid-based design that automatically adjusts to whatever device a website



diagram from Google

Why you need a mobile-friendly website

- More of your website visitors use smartphones and tablets than desktops.
- Consumers use mobile devices to price shop while they're on your competitor's lot.
- Google will punish you if you don't.

visitor is using. It was developed so that a single website could respond to screens ranging in size from desktop computer monitors to 4-inch smartphones.

It doesn't necessarily take an expensive website makeover to become mobile-friendly. If your current site was originally designed in a template style, chances are it can easily and affordably be converted to mobile-friendly, says Reynolds. If you don't already have a template-style website, talk with your webmaster about changing.

60% and growing fast

The Campers Inn dealership group, headquartered in Kingston, NH, recently launched a new website that was optimized for mobile devices. "It brings our dealership into 2015, whereas the previous website was pretty dated and didn't offer an optimized experience for customers," says marketing manager Cory Levine. While planning the new site, "We put a lot of thought into what content we wanted to include and how it should be organized. We wanted inventory to be easy to find."

Now, all of the text and images that appear on the desktop version of the website are also available to mobile visitors, but they're automatically presented in a grid design better suited to a 4-inch screen.

"Almost 60 percent of our visitors are coming from mobile, and that seems to be standard behavior among consumers

"I still see RV dealership sites that say 'Call for pricing.' Customers aren't going to take the time to do that – this is an instant gratification world. If you don't have prices listed, your competitors will."

– Traeanne Reynolds, Sys2K

now," says Levine. "And it's not just the younger generation – older generations are also adopting it. We have to respond in kind."

Levine believes Google's algorithm will have a substantial impact on businesses in all industries. "The world continues to revolve around Google, and companies need to respond to consumer trends and the direction that the major commercial influencers like Google are going in," he says.

Be mobile or be left behind

But placating Google isn't the only argument for going mobile. There's probably a visitor on your lot at this moment who's price-shopping your competitors with his smartphone, says Reynolds. If your site isn't mobile-friendly, with easily viewable prices and photos of your inventory, you're losing potential customers.

Does Your Website Pass Google's Test?

To find out how well your current website performs on mobile devices, use Google's easy test site, says Blaine Vik, search engine marketing manager for ARI. Go to www.google.com/webmasters/tools/mobile-friendly/, copy your URL into the indicated space, hit the button, and your site will be analyzed for problems such as links that are too close together or text that's too small to easily read. "In general, the simpler the homepage, the more mobile friendly it is," says Vik. "Some dealers do things to their websites that hinder mobile friendliness. If you put enormous amounts of content on your homepage, it won't pass the Google test."



Moving to Mobile

Consumers are shifting in droves from desktops to smartphones and tablets for accessing the Internet. These numbers from the Campers Inn dealership group illustrate the trend.

2012 website visitors by device

Desktop: 85%

Mobile: 8%

Tablet: 7%

2013 website visitors by device

Desktop: 69

Mobile: 14%

Tablet: 17%

2014 website visitors by device

Desktop: 57%

Mobile: 22%

Tablet: 21%

2015 YTD website visitors by device

Desktop: 43%

Mobile: 38%

Tablet: 19%

"You're not going to stop price shopping," says Reynolds. "It's a different world out there – you can't count on the kind of customer loyalty as in the past where, if a person bought one RV from you, they tended to continue buying from you."

With consumers converting to mobile devices at such a dramatic rate, it's essential that dealership websites be designed with them in mind. Sys2k, like other providers, has already converted all of its dealership clients. "We tell them, 'If a website's not responsive, why do it?'" says Reynolds. ■

Modern Camping Characterized by Greater

Source: KOA Edited by RVDA staff



Camping today is more diverse than ever before, from who's getting outdoors and how they're planning their travel, to what amenities they most want and why they value camping.

The percentage of Hispanic, Asian-American, and African-American campers across North America has doubled since 2012. Today, a quarter of all campers are from one of these groups. And free Wi-Fi ranks as one of the three most valued campground amenities, according to the 2015 North American Camping Report, an independent study supported by Kampgrounds of America Inc.

The majority of campers today prefer Wi-Fi over traditional amenities such as access to cabins or recreational activities, according to the report. By far, the most popular piece of camping gear is the cell phone – 83 percent of all campers bring their mobile phones to the great outdoors, according to the survey, which polled nearly 3,000 people across the United States and Canada.

The reasons for camping have changed, too. More people today view it as a way to escape the stress of everyday life rather than as simply an affordable vacation.

"Camping is not a one-size-fits-all travel experience," says KOA CEO Jim Rogers. In response, KOA has adapted its facilities to meet campers' expectations, "whether they're enjoying the outdoors with a smartphone in hand or a good old-fashioned map."

Mobile phones – as important as toilet paper?

Today's campers are "plugged in" when they prepare for camping trips and while they're at campsites. Half of all survey respondents say they go online at least once a day while camping, and 41 percent say that having free Wi-Fi influences their decision to stay at a campground.

In fact, free Wi-Fi ranks as the third-most important amenity when selecting which campgrounds to visit,

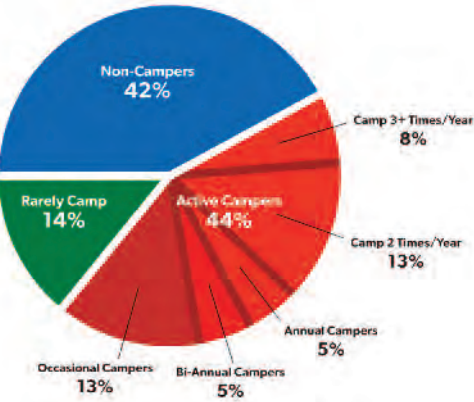
MILLENNIALS – THE FUTURE OF CAMPING?

Millennials are the group to watch this year: According to KOA's annual North American Camping Report, six in 10 say they plan to spend more nights camping this year than last year. In contrast, only four in 10 baby boomers plan to spend more nights. Millennials are also much more likely than boomers to say they intend to purchase or upgrade to an RV in the coming years.



Diversity of Participants, Demand for Free Wi-Fi

ACTIVE CAMPER HOUSEHOLDS



Source: KOA

behind only clean bathrooms and a kid-friendly environment. It outpaces access to a campground store, cabins, and even safety lighting.

Unsurprisingly, the youngest campers (those under 25) are the most likely to bring a mobile phone (86 percent), compared to campers age 65+ (77 percent). Some younger campers even say that having a smartphone is almost as important as having toilet paper. Conversely, campers 25+ are somewhat more likely to bring along a laptop or notebook (29 percent) compared to the youngest campers (21 percent).

Camping does the soul good

The image of camping as an inexpensive vacation option remains, but survey results suggest that, while saving cash is still important, people camp to build relationships with family and friends in nature.

According to survey respondents, the key reasons they camp are to reconnect with nature (55 percent), reduce stress (54 percent), and spend more time with family and friends (49 percent). Less than 35 percent listed economic and practical issues as their reasons.

Forty-one percent of campers say the activity improves family relationships. A third say it has a positive effect on their relationships with family and friends, and 36 percent say it's good for their emotional well-being. ■

TYPICAL CAMPER

travels less than 150 miles from home

started camping before age 18

brings cellphone to check mail

stays at state/national parks

is probably a destination camper

wants basic amenities and services at campgrounds

campers with family and friends

brings along pets



Half of campers plan to take more trips and spend more nights camping this year.



More campers will make reservations via websites (39% in 2015 versus 29% in 2014).



Most campers bring along pets at least some of the time.



More than half of campers say they camp with multiple generations.



Two-thirds of campers say lower gas prices will allow them to camp more often.



Destination camping is on the rise.

CAST for Kids Exec Sees Growing Tie

By Jeff Kurowski and Mary Anne Shreve

Jim Owens, executive director of CAST (Catch a Special Thrill) for Kids Foundation, a non-profit that arranges one-day fishing and boating events for special needs children, found out last summer that a great way to raise money for the foundation was to drive around North America in a Class A motorhome advertising CAST for Kids and its sister program, Take a Warrior Fishing.

Owens, based in Renton, WA, drove his Tiffin Allegro Class A motorhome, purchased from Poulsbo RV, from the Seattle area to Ontario, Canada, and then back to Washington state by way of Kansas. "It's an amazing promotional tool," he says about the vinyl-wrapped motorhome, which also housed a mobile office. "People would see it and start handing us \$20 bills."



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5 YEARS AHEAD, JUST LIKE OLD TIMES.



Between RVing and Fishing

Owens, who will retire from CAST for Kids on July 1, has been involved in bass fishing tournaments and youth sport fishing programs for 30 years. He's seen a growing connection between RVing and fishing, especially among bass fishing enthusiasts who travel to many tournaments and find sleeping in an RV much more comfortable than roughing it in a tent or in a sleeping

bag in the back of a pickup.

CAST for Kids and its companion program, Take a Warrior Fishing, which uses fishing as an activity to help military personnel adjust to civilian life, have participated in many American Recreation Coalition (ARC) activities, including Great Outdoors Month each June. RVDA is an ARC member and, along with CAST for Kids, supports

the idea of getting more young people involved in healthy outdoor activities.

Once he retires, Owens says he'll continue driving his motorhome across the continent to spread the word about CAST for Kids and Take a Warrior Fishing and because, he says, "I want to fish."

CAST for Kids was founded in 1991 and is a 501(c)3 organization. ■

CAST for Kids

CAST for Kids events provide an adaptive environment where disabled and disadvantaged children ages 5 to 18 can enjoy a day of fun on the water that they may not otherwise have the chance to experience.

The kids are hosted at a local lake or other body of water and are supplied with fishing equipment and clothing. An experienced volunteer angler and a parent or guardian accompany them on a boat, where they learn fishing techniques and how to enjoy the outdoors. After their morning fishing excursion, there's a BBQ lunch and an awards ceremony.

CAST for Kids has hosted more than 675 events during its 24-year history, and there are more than two dozen 2015 events scheduled on its website (www.castforkids.org).

CAST for Kids pairs experienced anglers with disabled and disadvantaged children for a day of fun on the water.



Take a Warrior Fishing

The Take a Warrior Fishing program encourages outdoor recreation – specifically, fishing – as a therapeutic outlet for military personnel and their families. Studies have shown that traumatic events can affect the relationships between individuals and their families and communities. This program seeks to restore those connections by increasing family interaction and social interaction in the civilian world.

Each Take a Warrior Fishing event attracts multiple families and brings in many community partners. Last year, 436 military families participated in the fishing trips. Information on upcoming events and ways to donate or volunteer can be found at www.castforkids.org.

Take a Warrior Fishing believes spending time outdoors among family and supporters can have a therapeutic effect on military personnel returning from duty.



FOURTH IN A SERIES

The Society of Certified RV Professionals recently honored five individuals who have maintained their professional certifications for 10 years or more. These five received certificates and congratulations from RVDA leaders before a standing-room-only audience at the society's reception during the RVDA convention in November. This is the fourth of *RV Executive Today's* new series that celebrates these individuals and explores their reasons – and rewards – for remaining certified.



Dave and Debbie Norris: “Certification Is Just a Given at our Dealership”

By Tony Yerman

In September, Dave Norris will celebrate his 30th anniversary with Parkview RV of Smyrna, DE, and wife Debbie will celebrate her 29th in February. Dave has been a certified technician since the 1990s, and Debbie was one of the original pilot testers for the parts manager certificate program. They have both maintained their certification ever since.

The Norrises felt very honored when they were recognized for their longevity during the Society of Certified RV Professionals' reception. It was especially fitting that one of the people who presented their certificates was their



Debbie Norris, a certified parts specialist at Parkview RV of Smyrna, DE, was one of the original pilot testers for the parts manager certificate program.



Dave Norris will soon celebrate 30 years of employment at Parkview RV; he began as a technician and is now service manager.

boss, Rick Horsey, who is also chairman of the society. Horsey is a great advocate of professional training, say the Norrises, and “training and certification are a given at Parkview RV.”

Debbie says the dealership's sales department touts its employees' certification when it promotes service and parts sales. Technicians are required to be certified, and the certificates are hung prominently so customers will see.

Since Dave is a technician and Debbie is a parts

specialist, they have slightly different approaches to maintaining their certificates. While he's learning daily in the service bays, she keeps up on manufacturer changes. They both agree that the schooling is never done, and that recertifying ensures they stay on top of everything.

Dave has used several different sources for tech recertification, including the Florida Trade Association's Distance Learning program, factory training, and welding classes at a school in New Jersey. He's also had Dometic training.

Debbie has attended workshops at RVDA's convention and had onsite supplier training from PullRite and other companies. She has also trained through Marzahn & King Consulting. She believes that the RV industry could be more helpful in providing and promoting training opportunities.

In fact, one of the reasons for the society's creation is to find and publicize sources for training, through the online RV Training Calendar and the CEU (continuing education units) opportunity list that are both constantly updated on RVDA's website.

The Norrises' story shows that there's a lot to be said for training and certification. The proof is in their personal success and the success of the dealership they work for. ■



The Norrises were recognized by the Society of Certified RV Professionals for their long tenure as certified professionals.

RECOGNIZE PROFESSIONALISM!

Want to give your certified team members credit for their hard work and achievement? Their names can appear in the next update. Just return this form by email to info@rvda.org or fax to (703) 359-0152. More information about the Society of Certified RV Professionals and the recognition program is available at <http://tinyurl.com/SocietyofRVProfessionals>.



Authorization to Include Employee Certification Information



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

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www.rvtrader.com

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www.rvmpromotions.com

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Statistical Surveys Inc.
www.statisticalsurveys.com

SureVista Solutions
www.rvdealerintel.com

Wheeler Advertising Inc.
www.wheeleradvertising.com

ASSOCIATIONS

American Recreation Coalition
www.funoutdoors.com

Arizona RVDA
www.azrvda.com

CalRVDA
www.rvingca.com

Colorado Recreational Vehicle Association
www.crva.org

Family Motor Coach Assn.
www.fmca.com

Florida RV Trade Association
www.frvta.org

Go RVing
www.gorving.com

Maryland RVDA
www.mdrv.com

Michigan Association of Recreation Vehicles & Campgrounds
www.marvac.org

Mike Molino RV Learning Center
www.RVLearningCenter.com

The National Association of RV Parks & Campgrounds (ARVC)
www.GoCampingAmerica.com

RVAA - Recreation Vehicle Aftermarket Assn.
www.rvaahq.com

RVRA - Recreation Vehicle Rental Association
www.rvda.org/Rental

RVDA - Recreational Vehicle Dealer Association
www.rvda.org

RVDA of Alberta
www.rvda-alberta.org

RVDA of British Columbia
www.rvda.bc.ca

RVDA of Canada
www.rvda.ca

RVDA of Saskatchewan
www.saskatchewanrvda.ca

Recreation Vehicle Indiana Council
www.imharvic.org

RV Industry Association
www.rvia.org

RV Technician.com
www.rvtechnician.com

Texas Recreational Vehicle Association
www.trva.org

AUCTION

ADESA Specialty Auctions
www.adesa.com

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Brasher's Northwest Auto Auction
www.brashersnorthwest.com

Brasher's Sacramento RV, Marine & PowerSports Auction
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Crosspoint NW Auto Auction
www.crosspointnw.com

EBay Motors
www.ebay.com/motors

Manheim Specialty Auctions
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National Liquidators
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COMPUTER AND TECHNOLOGY SERVICES
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Adventure On Earth
www.adventureonearth.com

ARI
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Auction123.com
www.auction123.com/RVDA

CDK Global
www.cdkglobalrecreation.com

Cirrus Solutions
www.CirrusSolutions.com

Dealer Spike RV
www.dealerspikerv.com

DealerVu Corporation
www.dealervu.com

EverLogic
www.everlogic.com

IDS - Integrated Dealer Systems
www.ids-astra.com

InteractRV Web Design and Marketing
www.interactrv.com

NextGenAuto LLC
www.nxgenauto.com

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www.getRain.com

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www.rvwebservices.com

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www.rvusa.com

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Sys2K / RV123.com
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Sobel University
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DISTRIBUTORS

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www.arrowdist.com

Coast Distribution System
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RV Locks and More.com**
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EEZ RV Products
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www.harrisbattery.com

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www.kiporpowersystems.com

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Industries Corporation**
www.rvbylife.com

**STAG-PARKWAY Inc.
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Ally Financial
www.ally.com

Bank of America Merrill Lynch
www.bankofamerica.com/rvdealer

Bank of the West
www.bankofthewest.com

Corporate Finance Associates
www.CFAW.com

D & G Dealer Services LLC
www.dandgdealerservices.com/
home.html

**First Flight Federal
Credit Union**
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First Merit Bank
www.firstmerit.com

**GE Capital, Commercial
Distribution Finance**
www.gecdf.com

Highlands Financial
www.hfico.com

M & T Bank
www.mandtbank.com

Marine One Acceptance Corp.
www.marineone.com

Medallion Bank
www.medallionbank.com

Merrick Bank
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NextGear Capital
www.nextgearcapital.com

**Northpoint Commercial
Finance LLC**
www.northpointcf.com

**Priority One Financial
Services Inc.**
www.p1fs.com

Sebrite Financial Corp.
www.sebritecorporation.com

TCF Inventory Finance Inc.
www.tcfif.com

U.S. Bank, Recreation Finance
www.usbank.com/recfin

US Equity Advantage
www.usequityadvantage.com

**Wolters Kluwer Financial
Services**
www.WoltersKluwerFS.com/dealers

HR, BENEFITS, RECRUITMENT, ETC.

Caliper
www.caliperonline.com

**Employment Network -
A Careerco Company**
www.employmentnetwork.net

The Omnia Group
www.omniagroup.com

INSURANCE / WARRANTY PROVIDERS

**American Colonial
Administration LLC**
www.acaadmin.com

**American Guardian Group of
Companies**
www.agwsinc.com

Andreini & Company
www.andreini.com

Assurant Solutions
www.assurantsolutions.com/arvs

**Brown & Brown Recreational
Insurance**
www.bbcreation.com

Coach-Net
dealer.coach-net.com

CornerStone United Inc.
www.cornerstoneunited.com

**Diversified Insurance
Management Inc.**
www.rvbestquote.com

EasyCare RV
www.easycare.com

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Services - Your RVAdvantage**
www.rvadvantage.com

Hi-Sage Insurance
www.hisage.com

**Interstate National Dealer
Services**
www.inds.com

MBA Insurance Inc.
www.MBAinsurance.net

**National Automotive
Experts/NWAN**
www.NationalAutomotive
Experts.com

Pettes & Hesser, Ltd.
www.phltd.com

**Phoenix American Warranty
Co. Inc.**
www.phoenixamerican.com

Protective Asset Protection
protectiveassetprotection.com

**Recreation Insurance
Specialists LLC**
www.blueskyrvinsurance.com

Service Group
www.sgifs.com

The Walpole Agency
www.thewalpoleagency.com

Thum Insurance Agency LLC
www.thuminsurance.com

Tire Shield
www.tireshield.com

Tobin Agency
www.tobinagency.com

**Triad Insurance Management
& Services Agency Inc.**
www.triadinsurance
management.com

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www.uswceagle.com

Vehicle Administrative Services

www.VehicleAdminServices.com

Warrantech Automotive Inc.

www.warrantech.com

WholesaleWarranties.net

www.wholesalewarranties.com

Wildfire Aftermarket Service Inc.

www.wildfireaftermarket.com

Williams and Stazzone Insurance Agency Inc.

www.wsins.com

MEDIA

Hearst Business Media

www.blackbookusa.com

RV PRO Magazine

www.rv-pro.com

OTHER

Coast-To-Coast Marine & Coach

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Crystal Fusion Technologies Inc.

www.CFTProducts.com

Eastman Chemical Company

www.eastman.com

Fantasy RV Tours

www.fantasyrvtours.com

ROUTE 66 RV Network

www.Route66RV.com

Tom Manning & Associates Inc.

www.rvrep.com

RV MANUFACTURERS

ADAK Adventure Trailers

www.ADAKTrailers.com

Allied Recreation Group

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CrossRoads RV

www.crossroadsrv.com

Cruiser RV LLC

www.cruiserv.com

DRV Luxury Suites LLC

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Entegra Coach Inc. A Jayco Company

www.entegracoach.com

EverGreen Recreational Vehicles LLC

www.GoEverGreenRV.com

Forest River Inc.

www.forestriverinc.com

Freightliner Custom Chassis Corp.

www.freightlinerchassis.com

Grand Design Recreational Vehicles

www.granddesignrv.com

Gulf Stream Coach Inc.

www.gulfstreamrv.com

Heartland Recreational Vehicles LLC

www.heartlandrvs.com

Highland Ridge RV Inc.

www.highlandridgerv.com

Jayco Inc.

www.jayco.com

Keystone RV Company

www.keystonerv.com

KZ RV

www.kz-rv.com

Lance Camper Manufacturing Corporation (LCMC)

www.LanceCamper.com

Leisure Travel Vans/Triple E RV

www.leisurevans.com

LIFESTYLE Luxury RV

www.LifestyleLRV.com

Livin' Lite RV Inc.

www.LIVINLITE.com

Midwest Automotive Designs LLC

www.midwestautomotivedesigns.com

Newmar Corporation

www.newmarcorp.com

NuWa Industries Inc.

www.nuwa.com

Outdoors RV Manufacturing

www.outdoorsrvvmfg.com

Pacific Coachworks Inc.

www.pacificcoachworks.com

Pleasure-Way Industries

www.pleasureway.com

Renegade/Kibbi LLC

www.kibbi.com

Riverside Travel Trailer

www.riversidetrailler.com

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www.roadtrek.com/RVDAU

Thor Industries Inc.

www.thorindustries.com

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Universal Trailer Corporation

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www.winnebagoind.com

SUPPLIER

AIRXCEL RV Group

www.rvcomfort.com

Alde Corp

www.alde.us

AL-KO Axis Inc.

www.al-koaxis.com

Aqua-Hot Heating Systems Inc.

www.aquahot.com

Arterra Distribution

www.WFCOElectronics.com

Atwood Mobile Products LLC

www.atwoodmobile.com

B & W Trailer Hitches

www.turnoverball.com

Blue Ox

www.blueox.com

Carefree of Colorado

www.carefreeofcolorado.com

continued on page 22

NEW HIRE TRAINING

FROM THE #1 RV SALES TRAINING COMPANY IN NORTH AMERICA



Kick start your new hires and keep them from burning ups!

This workbook and textbook package is designed for their first 20 days of employment. It includes daily assignments, required reading, online videos and supervisor reviews.

**Regularly \$500
Now Only \$50***

**Get RV Specific Training
That Works With Your Schedule**

Unlimited Training Online 24/7 RV Specific Courses

**Increase your company's productivity
with daily online training at
www.sobeluniversity.com
253-565-2577**

*\$50 applicable for dealers on contract.
Contracts start as low as \$250/month. Call for details.



Website Directory for Associate Members and RV Industry Resources

Cequent Performance Products

www.cequentgroup.com

Costco Auto Program

www.costcoauto.com

Cummins Onan Generators

www.cumminsonan.com

CURT Manufacturing LLC

www.curtmfg.com

Dexter Axle Company

www.dexteraxle.com

Dicor Corporation

www.dicor.com

Dinosaur Electronics

www.dinosaurelectronics.com

Dometic Corporation

www.dometic.com/usa

Draw-Tite

www.draw-tite.com

Duncan Systems Inc.

www.duncansys.com

East Penn Mfg. Co.

www.eastpenn-deka.com

Equalizer Systems

www.equalizersystems.com

Fiamma

www.fiammausa.com

Furrion

www.furrion.com

Girard Systems/Products

www.girardrv.com

GM Fleet & Commercial

www.gm.com

Great American Automotive Products

www.gabp.com

Infinity Fabrics LLC

www.infinityfabricsllc.com

JR Products

www.jrprvinc.com

Lippert Components Inc.

www.lippertcomponents.com

Lippert Components Inc.

www.lippertcomponents.com

Mobile Sleep Components (RV Mattresses)

www.mobilesleepcomponents.com/rvda14

MOR/ryde International Inc.

www.morryde.com

Parallax Power Supply

www.parallaxpower.com

Pollak - A Stoneridge Company

www.pollakaftermarket.com

Pop Up Towing Products

www.popuphitch.com

Progress Mfg. Inc.

www.EqualizerHitch.com

Progressive Dynamics Inc.

www.progressivedyn.com

Pulliam

www.pullrite.com

PullRite / Pulliam Enterprises

www.pullrite.com

Reese

www.ReeseProducts.com

Robert Weed Plywood Corporation

www.robertweedplywood.com

Safe-T-Plus Steering Control

www.safe-t-plus.com

Spartan Chassis & Specialty Vehicles

www.spartanchassis.com

Sun-Wave Enterprises

www.rvawningsmart.com

Thetford Corporation & Norcold Incorporated

www.thetford.com

Truma Corp

www.truma.com

Tuson RV Brakes LLC

www.direclink.com

UHI Worldwide Inc.

www.ultraheat.com

Ultra-Fab Products Inc.

www.ultra-fab.com

Walex Products Company Inc.

www.rvsanitation.com

Winegard Company

www.winegard.com

Xantrex Technology / Schneider Electric

www.xantrex.com

Zamp Solar LLC

www.zampsolar.com

TRANSPORT

Horizon Transport

www.horizontransport.com

PartnerShip LLC

www.PartnerShip.com

Quality Drive-Away Inc.

www.qualitydriveaway.com

ASSOCIATE MEMBERS THAT PROVIDE WEBSITE, SOFTWARE, & DATABASE SOLUTIONS

ARI

P: (414) 973-4380

www.arinet.com

Auction123.com

P: (888) 514-0123

www.auction123.com/RVDA

CDK Global

P: (800) 521-0309

www.cdkglobalrecreation.com

Cirrus Solutions

P: (772) 223-1294

www.CirrusSolutions.com

Dealer Spike RV

P: (800) 288-5917

www.dealerspikerv.com

DealerVu Corporation

P: (512) 350-3190

www.dealervu.com

EverLogic

P: (904) 998-4066

www.everlogic.com

IDS - Integrated Dealer Systems

P: (800) 769-7425

www.ids-astra.com

InteractRV Web Design and Marketing

P: (800) 515-9672

www.interactrv.com

NextGenAuto LLC

P: (888) 481-9756

www.nxgenauto.com

Norlander Information Services, Inc.

P: (574) 536-3789

www.nis-info.com

ProResponse, Inc.

P: (800) 608-7887

www.proresponse.com

Rainmaker Consulting

P: (563) 359-4441

www.getRain.com

RV Web Services

P: (877) 246-7915

www.rvwebservices.com

RVUSA.com - A Division Of NetSource Media

P: (352) 732-7700

www.rvusa.com

Summit Ordering Systems, Inc.

P: (831) 643-0632

www.rvinvoicewriter.com

Sys2K / RV123.com

P: (407) 358-2000

www.sys2K.com

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: _____

ONLINE TRAINING WITH FRVTA'S DISTANCE LEARNING NETWORK

The DLN offers your dealership:

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

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

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



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

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

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

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

The DLN offers online training for:

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

DEALERSHIP REGISTRATION

Company Name: _____

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

Phone: _____ Fax: _____

Mentor Name: _____ Phone: _____

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

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

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

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

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

Name on Credit Card: _____ Card Number: _____

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

Card Holder Signature: _____

More than 250 Dealers Benefit from Go RVing Tie-In Program

Edited by RVDA staff

More than 250 U.S. dealers are making the most of the \$15 million Go RVing media plan for 2015, getting leads, professional marketing materials, and enhanced visibility through the valuable Dealer Tie-In Program.



Every RV dealer benefits from the visibility of the Go RVing campaign, but the tie-in program gives participating dealers access to consumer leads generated by the national campaign. Leads are accessed online and prioritized based on purchase time frame.

Dealers in the tie-in program can also purchase stock footage from the national campaign to create custom commercials and can customize all the currently running national spots with 5-second bumps featuring their dealership's name.

Dealers in the tie-in program also receive special Go RVing

branded marketing materials each year. The 2015 premium is a bright green and white string of pennants – ideal for lots, showrooms, and special events – which visually connect the dealership to the high-profile national campaign.

The tie-in program is affordably priced for dealers at just \$250 for a year of leads and access to other marketing materials.

To sign up, visit www.rvda.org or email Chuck Boyd at cboyd@rvda.org or call him at (703) 591-7130 x113. ■

Remarketing from RVT.com

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

In-market RV Shopper visits RVT.com

Meanwhile... over the next 30 days...

...he sees your dealership or company advertised on multiple sites, all across the internet!

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



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
- 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.

Help Select the 2015 Recipient of RVDA's Highest Honor

Send us your nomination for the James B. Summers Award

By Ronnie Hepp

Do you know someone who has worked tirelessly for RVDA and its members over the years, someone who is consistently outstanding? In short, someone who deserves a big, public thank you?

Nominate that person for RVDA's highest honor – the James B. Summers (JBS) Award, created in 1986 to recognize individuals who make outstanding contributions to the association. Ensure that person gets the recognition he or she deserves by submitting a compelling description of what he or she has done or is doing that warrants the award.

Don't just send in a name – describe in detail why that person deserves to wear the gold JBS ring, and make the narrative so compelling that it would be difficult for the board of directors not to select your candidate. The board carefully evaluates all of the information submitted by the nominators before choosing an honoree.

The award will be presented during the RV Dealers International Convention/Expo, November 2-6 at Bally's on the Las Vegas Strip. Nominations are due by May 21



Debbie Brunoforte of Little Dealer, Little Prices, Mesa, AZ, receives the 2014 James B. Summers Award from RVDA President Phil Ingrassia during last fall's convention/expo.

and should be sent to Ronnie Hepp via email (rhepp@rvda.org), fax (703/359-0152), or mail (3930 University Drive, Fairfax, VA 22030). ■

TECHNICIAN CAREER LADDER

MASTER CERTIFIED TECHNICIAN

Master Score on Test

Certified Technician

Certification Test



Optional Paths

Registered Technician

Technician
Certification Candidate

Certified Specialist in All Areas

Plumbing
Appliances

Electrical Systems

Chassis

Body

Certified Specialties

A PROMISING CAREER CLIMB

Give your business a leg up with the revamped RV Technician Certification Program.

LEARN HOW TO STAND OUT FROM YOUR COMPETITORS!

Get your Passport to Excellence: Education and Training



THE JOURNEY to excellence begins with education and training, and that's what you'll find at the 2015 RV Dealers International Convention/Expo: A week of learning opportunities and leadership development for the entire dealership staff.

To stand out in a crowded field of competitors, you need skilled professionals throughout the dealership. The convention offers dynamic training for dealers, general managers, fixed operations leaders, and individuals on the management track. And, due to its popularity last year, the social media and digital marketing track will return with expert presenters to help attendees master the art and science behind social media success.

Beyond the educational and networking opportunities, the convention takes place in a sought-after locale at the center of the Las Vegas Strip – the iconic Bally's. Being at "the center of the action" gives dealers easy access to nearby dining, world-class entertainment, and the famous Las Vegas nightlife. Guest rooms at the convention rate are available at both Bally's and adjacent Paris.

The convention floor plan at Bally's is easy to navigate, with most sessions within steps of

the registration desk, dealer lounge, expo halls, and general session ballrooms.

Building on last year's highly acclaimed launch at Bally's, this year's event will again feature:

- Streamlined education sessions emphasizing content and presentation in a shorter timeframe
- A Wi-Fi equipped dealer lounge for networking and socializing
- A free smartphone app to help you plan your days
- Targeted educational and leadership programs for young execs
- Vendor Training +Plus on Monday and Tuesday
- Society of Certified RV Professionals reception with education recognition and networking

The Value: Low Early Bird Rates and Lock-ins

Dealers have a choice of registration and payment options that are designed for maximum flexibility and affordability. Vendor Training +Plus training sessions on Monday and



EARLY BIRD FULL REGISTRATION RATE

SAVE
35%!

\$599 for first dealership registrant
\$549 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 \$205 per person. The Vendor Training +Plus badge will also give the holder access to the expo and the opening reception on Tuesday, Nov. 3.

RVDA dealer members only – expires 6/30/15

Tuesday are available to all full registrants. Dealerships with one full registrant can bring additional staff to attend Vendor Training +Plus only at a low, two-day rate. And dealers can lock in a low rate for additional staff by registering at least one person before the early bird deadline.

Register online now for the industry's premier event for RV dealers, and let your journey to success begin!

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

2. Registration Fees:

First registrant locks in today's lowest rate for all future dealership personnel!	Early Bird Thru 6/30	Advanced 7/1 - 8/31	Regular After 8/31	Amount
First Registrant – includes Vendor Training +Plus, a \$205 value!	\$599	\$659	\$919	\$

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

Second Registrant – includes Vendor Training +Plus, a \$205 value!	\$549	\$639	\$919	\$
---	-------	-------	-------	----

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

Third Registrant – includes Vendor Training +Plus, a \$205 value!	\$549	\$639	\$919	\$
--	-------	-------	-------	----

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

Fourth Registrant – includes Vendor Training +Plus, a \$205 value!	\$549	\$639	\$919	\$
---	-------	-------	-------	----

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 \$205 per person and includes Vendor Training +Plus training on Monday, Nov. 2 and Tuesday, Nov. 3, and Tuesday's reception in the Expo. Photocopy this form to add more registrants for Vendor Training +Plus.

Name _____	Badge First Name _____	Email _____	\$
Name _____	Badge First Name _____	Email _____	\$

3. Payment Information:

TOTAL

\$

☐ **Full Amount** or ☐ **Easy Pay** (credit card only: 3 equal installments will be charged to your credit card, first on date received, then at 30 and 60 days). If neither box is checked you will be charged the full amount in one payment.

☐ Check enclosed

Charge my: ☐ Visa ☐ MC ☐ Amex ☐ Discover

Name on Card _____ Card # _____ Expires _____ Security Code _____
 Billing Address _____ City _____ State/Prov _____ Zip/PC _____

MAIL OR FAX A COPY OF THIS FORM TO:

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

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

CANCELLATION / REFUND POLICY: All cancellations must be in writing and received by August 31, 2015, to qualify for a refund. A \$50 administrative fee will be deducted from each refund request received by July 31, 2015. A \$100 administrative fee will be deducted from each refund request received between August 1, 2015 and August 31, 2015. No refunds will be made after August 31, 2015. *The Mike Molino RV Learning Center is a tax-exempt organization as described in section 501(c)(3) of the Internal Revenue Code. Contributions may be tax deductible as charitable donations.

GET ON BOARD WITH GO RVING!

Away

is a place that can be as far as the horizon. Or as close as this afternoon.

The Go RVing dealer tie-in program is back...

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

Here are the highlights:

Leads – Plus Program

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

Digital RV Image Library Pictures on GoRVing.com

Go RVing dealers signed up for the program have access to multiple all-new, high resolution images of consumers enjoying a variety of RV products. These images can be used in advertising, Yellow Pages ads, websites, and other promotional materials.

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

Get on board with Go RVing! Return this form TODAY!

Name: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Email: _____
Dealer website: _____

Please enroll _____ dealership(s) at **\$250** each.
Make checks payable to RVDA. ☐ Check here for leads delivered by U.S. mail.
Credit card (circle): VISA MC DISCOVER AMEX
Credit card #: _____ Exp. date: _____
Cardholder: _____ Security code: _____
Signature: _____

Fax to (703) 359-0152, or mail to RVDA, 3930 University Dr., Fairfax, VA, 22030. For more information, visit www.rvda.org or send an email to 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 during the past two years.



Received From	Contributed 04/10/13 - 04/10/15*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 04/10/13 - 04/10/15*	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	01/16/15	Fogdall Family Fund	\$6,000	\$43,100	03/05/14
Coach-Net	\$5,000	\$204,917	01/26/15	McClain's RV Superstore	\$6,000	\$42,000	06/30/14
Protective	\$62,358	\$194,916	01/07/15	Pan Pacific RV Centers, Inc.	\$2,000	\$41,500	10/20/14
RVDA of Canada	\$25,000	\$175,000	12/18/13	Bill Thomas Camper Sales, Inc.	\$10,000	\$36,000	03/06/15
Bank of America Merrill Lynch	\$5,000	\$173,000	04/29/13	Reines RV Center, Inc.	\$6,500	\$31,525	12/31/14
Tom Stinnett Derby City RV	\$1,000	\$102,500	12/12/14	Diversified Insurance Mgmt. Inc.	\$6,600	\$31,200	12/23/14
PleasureLand RV Center, Inc.	\$14,500	\$96,850	01/05/15	Pikes Peak Traveland	\$1,200	\$31,200	11/21/14
Horsey Family Memorial Fund	\$2,000	\$70,000	06/26/14	Paul Evert's RV Country, Inc.	\$1,000	\$30,000	06/24/14
Campers Inn	\$20,000	\$66,000	02/25/15	Tiffin Motor Homes, Inc.	\$2,500	\$28,500	03/24/14
Bill & Kristin Fenech	\$10,000	\$62,500	09/24/14	Avalon RV Center	\$1,000	\$26,500	04/12/13
Ron & Lisa Fenech	\$10,000	\$60,000	10/08/14	Holiday World of Houston	\$1,000	\$26,000	06/17/14
Byerly RV Center	\$6,000	\$52,000	01/10/14	Bill Plemmons RV World	\$5,000	\$25,000	06/13/14
RVAC	\$14,000	\$45,000	03/30/15				
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	\$5,500	09/02/14
Dixie RV Superstore	\$5,000	\$20,000	03/21/14	Camperland of Oklahoma, LLC	\$1,000	\$5,350	06/26/14
Earl Stoltzfus	\$10,000	\$20,000	08/30/13	Good Life RV	\$2,000	\$5,100	05/05/14
Greenway, Inc. (Rte 66 Dealer)	\$1,550	\$19,850	12/22/14	Don Clark	\$5,000	\$5,000	10/24/14
Wilkins R.V., Inc.	\$3,000	\$19,600	06/26/14	Don Gunden	\$5,000	\$5,000	12/31/14
Alpin Haus	\$1,500	\$18,500	06/24/14	Bob and Amy Martin	\$5,000	\$5,000	12/16/14
Rivers RV	\$250	\$17,600	05/31/13	Crestview RV Center	\$3,000	\$4,500	01/09/15
Hartville RV Center, Inc.	\$2,250	\$15,750	06/10/14	Topper's Camping Center	\$1,250	\$4,250	11/25/14
MBA Insurance, Inc.	\$1,000	\$15,100	05/17/13	Best Value RV Sales & Service	\$1,000	\$3,750	05/12/14
AIRXCEL RV Group	\$2,500	\$13,000	10/27/14	Phil Ingrassia	\$2,500	\$3,500	12/29/14
Mike and Barb Molino	\$275	\$11,586	01/24/14	Myers RV Center, Inc.	\$500	\$3,500	06/25/14
Little Dealer, Little Prices	\$1,000	\$11,050	12/11/14	J. D. Sanders, Inc.	\$500	\$3,250	07/28/14
Affinity RV Service Sales & Rentals	\$2,000	\$11,000	06/24/14	RCD Sales Company, Ltd.	\$1,000	\$3,250	08/11/14
United States Warranty Corp.	\$2,000	\$10,250	04/30/14	United RV	\$100	\$3,100	11/25/14
Rich & Sons Camper Sales	\$2,000	\$10,000	11/14/13	A World of Training	\$3,000	\$3,000	11/20/13
Folsom Lake RV Center	\$2,700	\$9,700	12/16/13	All Valley RV Center	\$1,000	\$3,000	11/10/14
Motley RV Repair	\$1,000	\$9,075	09/13/13	Route 66 RV Network	\$1,000	\$5,000	01/12/15
Curtis Trailers	\$1,250	\$8,250	06/30/14	RV Outlet Mall	\$250	\$2,550	06/05/13
Circle K RV's, Inc.	\$750	\$6,750	08/22/14	Alliance Coach, Inc.	\$500	\$2,500	04/11/14
Hayes RV Center	\$1,250	\$6,650	12/15/14	Onsite Temp Housing	\$500	\$2,500	05/08/14
Burlington RV Superstore	\$1250	\$6,250	12/09/14				
LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499							
The Trail Center	\$600	\$2,450	11/21/14	Schaap's RV Traveland	\$1,000	\$1,350	12/19/14
Hilltop Trailer Sales	\$500	\$2,122	06/11/13	Candys Campers	\$250	\$1,300	08/12/14
Noble RV, Inc.	\$755	\$1,905	11/20/14	Camp-Site RV	\$500	\$1,000	01/20/15
Northern Wholesale Supply, Inc.	\$1,000	\$1,750	12/12/14	Bill Mirrielees	\$500	\$1,000	04/30/14
Steinbring Motorcoach	\$500	\$1,750	12/03/14	Tom Manning & Associates	\$1,000	\$1,000	07/11/14
Dinosaur Electronics	\$900	\$1,650	06/18/14	NERVDA	\$1,000	\$1,000	11/23/14
Out of Doors Mart, Inc.	\$750	\$1,500	11/03/14	Prime Time Manufacturing	\$1,000	\$1,000	12/30/14
Skyline RV & Home Sales, Inc.	\$750	\$1,500	07/14/14				
BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999							
Beckley's Camping Center	\$500	\$750	06/17/14	Niel's Motor Homes	\$250	\$500	06/11/14
American Guardian Warranty	\$700	\$700	04/01/15	Ocean Grove Supercenter	\$500	\$500	06/04/14
Bell Camper Sales	\$300	\$550	09/09/14	Tennessee RV Sales & Service, LLC	\$500	\$500	11/25/14
Holiday Hour, Inc.	\$100	\$500	03/24/14				
SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499							
Modern Trailer Sales, Inc.	\$250	\$250	06/04/14	Keepers RV Center	\$100	\$100	12/10/14
Southaven RV Center	\$250	\$250	05/12/14	Mike Thompson's RV Super Stores	\$100	\$100	08/12/13
C.S.R.A. Camperland	\$200	\$200	12/12/14	Northwest RV Sales	\$100	\$100	08/04/14
Happy Camping RV	\$100	\$200	11/07/13	RV Share	\$100	\$100	12/31/14
Black Book RV Value Guide	\$100	\$100	10/24/14	Setzer's World of Camping, Inc.	\$100	\$100	02/21/14
John Peak	\$100	\$100	10/03/13	Starr's Trailer Sales	\$100	\$100	11/25/14
ENDOWMENTS							
Kindlund Family Scholarship		\$270,000					



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: 2015-2016 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.*

Enclose 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 in College"
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 email to info@rvda.org

Applicant's Name: _____

Address: _____

Phone: _____ Email: _____

Sponsoring RV-related Company: _____

Address: _____

Phone: _____ Email: _____

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

Address: _____ Phone: _____

College Attending in 2015-2016: _____

Address: _____ 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 below, 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 3, 2015. 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 email info@rvda.org.

RVDA Endorsed Products

Certified Green RV Program TRA Certification Inc.

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

TRA, the leading third-party green certification company, through its "Certified Green RV Program," measures, evaluates, and certifies RV manufacturers and verifies vendors for energy efficiency and environmental friendliness. This program empowers dealers to guide environmentally-conscious consumers in making better-informed decisions about their RV purchases, leading to increased customer satisfaction.

Credit Card Processing Bank of America Merchant Services

https://rvdealer.bankofamerica.com
jay.machamer@bankofamericamerchant.com

(678) 784-0567

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

Disability Income Insurance/ Paycheck Protection Benefits American Fidelity Assurance Company

www.afadvantage.com

Ted Brehoney

ted.brehoney@af-group.com

(800) 654-8489, Ext. 6530

Dealerships can provide disability insurance to provide security for a portion of an employee's paycheck in the event they are unable to work due to a covered accident or illness.

Emergency Roadside and Technical Assistance Coach-Net

www.coach-net.com
dealersales@coach-net.com
(800) 863-6740

Coach-Net provides emergency roadside and technical assistance solutions to RV dealers throughout the U.S. and Canada and for many RV and chassis manufacturers, RV clubs, and customer membership groups. Coach-Net provides dedicated service using over 150 employees with advanced communications technology tools combined with an extensive database of more than 40,000 service providers. The company

employs trained Customer Service Agents and RVDA-RVIA/ASE Master Certified Technical Service Agents.

Employee Testing Caliper Corp.

www.calipercorp.com

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

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

Extended Service Agreements XtraRide RV Service Agreement Program

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

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

Health Insurance Mass Marketing Insurance Consultants Inc. (MMIC)

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

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

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

Hiring Tools Employment Network- A Careerco Company

www.employmentnetwork.net

(718) 307-6258

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

Lead Qualifier Program Customer Service Intelligence Inc. (CSI)

www.telcsi.com

bthompson@telcsi.com

(800) 835-5274

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

Pre-owned RV Appraisal Guidance

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

www.nada.com

lsims@nadaguides.com

(800) 966-6232, Ext. 235

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

Propane and Propane Supplies Suburban Propane

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

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

RVDA/Spader 20 Groups Spader Business Management

www.spader.com

info@spader.com

(800) 772-3377

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

Shipping Discounts PartnerShip, LLC

www.PartnerShip.com/79rvda

(800) 599-2902

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

Software & Consulting Services KPA

www.kpaonline.com

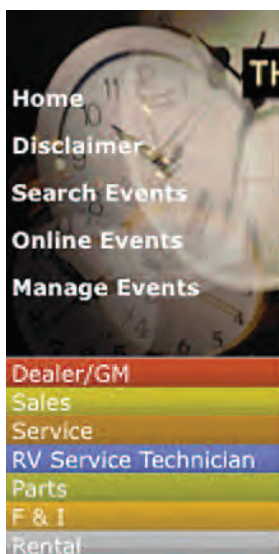
cceuziger@kpaonline.com

(303) 228-2383

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

Visit www.rvcareers.org

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



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**RVDA Welcomes
Our Newest Members**
3/1/15 - 3/31/15

Dealers

Jerry's Home and RV
Atkins, VA

Lloyd's Trailer Sales
Orange, TX

Stoops Freightliner
Indianapolis, IN

Aftermarket

Eddie's Truck Center
Rapid City, SD

Rental

California RV
Santee, CA

Street Suite RVs
Douglasville, GA

Yosemite RV Rentals
Coarsegold, CA

THE RV Industry's CENTRAL TRAINING CALENDAR

<< Back		June 2015					Fwd >>		
Sun	Mon	Tue	Wed	Thu	Fri	Sat			
	1 Comprehensive Sales Course (3 cr) Sobel University Registration Begins Show Online Events	2 Show Online Events	3 Show Online Events	4 Write-Up and Close Course (2 cr) Show Online Events	5 Show Online Events	6 Show Online Events			
7 Show Online Events	8 RV Inspector/RV Maintenance Tech Training Show Online Events	9 Ally Legal Awareness - Canton AM Session Show Online Events	10 Ally Legal Awareness - Columbus AM Session Ally Legal Awareness - Columbus PM Session Show Online Events	11 Ally Legal Awareness - Cincinnati PM Session Ally Legal Awareness - Cincinnati AM Session Show Online Events	12 Show Online Events	13 Show Online Events			
14 Show Online Events	15 Show Online Events	16 Aqua-Hot Service Technician Certified Training Class Kelly Enterprises 3-Day Financial Center Seminar Show Online Events	17 Show Online Events	18 Moss Adams 2015 CFO and Controller National Conference Show Online Events	19 Show Online Events	20 Show Online Events			
21 Show Online Events	22 RV Inspector/RV Maintenance Tech Training RV Preventive Maintenance Show Online Events	23 Show Online Events	24 Show Online Events	25 Show Online Events	26 Show Online Events	27 Show Online Events			
28 Show Online Events	29 RV Technician Certification Training - w/hands-on Show Online Events	30 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:

Technician Certification Self-Study Prep Course	FRVTA's Distance Learning Network - Training for Every Position at Your Dealership	Customer Service Training through FRVTA's DLN	Service Writer/ Advisor Training through FRVTA's DLN
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Diversified Insurance Management Inc. (800) 332-4264	3	RVT.com (800) 282-2183	25
MBA Insurance Inc. (800) 622-2201	19	Sobel University (253) 565-2577	21
ProSalesRV (800) 899-2800	4	Spader (800) 772-3377	14



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- Increased additional benefits coverage
- More term options



Find out how Protective Asset Protection can help your dealership protect customers' tomorrows so they can embrace today. Call us at **866 483 5088** or visit protectiveassetprotection.com to learn more.

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*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.