

# RV EXECUTIVE TODAY

MARCH 2016

## **TRACKING TRENDS**

**What's ahead for 2016?**

pages 10-13

**Also:**

- **Power to the People:  
Employee Retention Practices** page 14
- **Go RVing Multi-platform  
Media Plan** page 22



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C O N T E N T S

March 2016

## 10 2016 Looks Good: Dealers Expected to Match Inventory to Retail Demand

RV Dealers believe 2016 will be another good year for them, but will be cautious when building inventory this year.

## 12 Total RV Shipments Up 4.9%, Travel Trailers Shoot Past Pre-Recession Levels

Some 64 percent of the units delivered in 2015 were travel trailers. Class B and C motorhomes also grew robustly.

## 14 Power to the People: How Strong Employee Retention Practices Create Value in Your Dealership

Employee-centered policies don't have to break the bank to make workers want to stay at your dealership.

## 16 Proposed HUD Rule Redefining RVs Is Critical to the Industry

The proposal – years in the making – finally brings clarity for manufacturers, dealers, and campground operators.

## 18 Ian Isley of Affinity RV Chosen as Spader Scholarship Recipient

Service manager Ian Isley is the second recipient of a scholarship to attend Spader's leadership development program.

## 20 Ask Jeff: Dealers Who Want to Certify but Don't Know How to Start

So you're ready to start certifying your people? Here's how to start the process.

## 22 Go RVing Using Multi-Platform Media Plan in 2016

Three new versions of the popular "AWAY" ads – including two 30-second television spots and one sixty-second online spot – will feature a female narrator and research showing 80 percent of RV purchase decisions are influenced by women.

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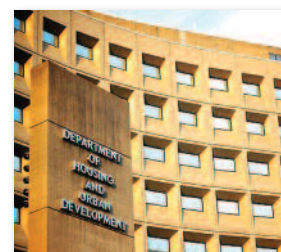
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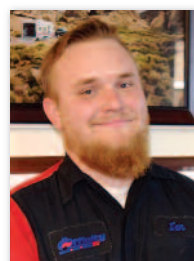
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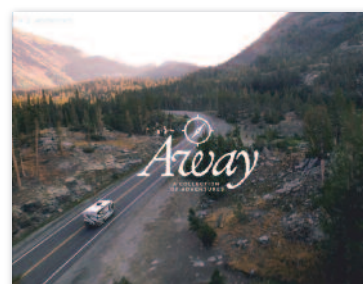
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# A Bi-Partisan Issue: Clarifying RV Definitions

*By Phil Ingrassia, CAE, president*

In election years, partisan divisions in the United States get more attention than usual, but on at least one front that's near and dear to everyone in this industry, there is some bipartisan consensus.

Last month, the U.S. Department of Housing and Urban Development (HUD) published a proposed rule entitled "Manufactured Home Procedural and Enforcement Regulations; Revision of Exemption for Recreational Vehicles."

Indiana's U.S. senators Dan Coates (R) and Joe Donnelly (D) were instrumental in getting HUD to address the issue once and for all, clarifying that it does not have jurisdiction over RVs.

Donnelly and Coates have been working together on a bipartisan basis since 2014. In addition to writing several letters to the agency outlining the problem, they also successfully included language in a Senate Appropriations bill in July of 2014, urging HUD to update the definition. RVIA, which has been working on this for more than a decade, coordinated an industry effort that included RVDA and ARVC to move the rulemaking forward.

"HUD's RV regulations date back to 1982," Coates said. "Since that time, the industry has made dramatic improvements to its vehicles. An update to these regulations has been long overdue, and HUD has taken a positive step forward by proposing a new rule."

"I'm pleased that HUD is finally acting on this pressing concern, and it's a step in the right direction," Donnelly said. "I look forward to continuing to work with Senator Coates to make sure HUD gets this rulemaking right."

You may have seen the joint statement the three associations put out shortly after HUD announced the proposed rule, but

**"As long as manufacturers build to the nationally-recognized RV standards, the modern RVs they are building do not and will not fall under HUD's jurisdiction."**

it's worth reviewing why the rule is so important to the RV industry. The proposed rule gives RV dealers additional regulatory guidance, so that the proper paperwork, forms, and disclosures that dealers need to provide during a sales transaction are based on the design intent of the RV, and not housing regulations.

The rule would give RV manufacturers the critical regulatory clarity they have long sought. As long as manufacturers build to the nationally-recognized RV standards, the modern RVs they are building do not and will not fall under HUD's jurisdiction.

The proposed rule also gives RV campground operators the regulatory certainty that they need. In many cases the business license for RV parks and campgrounds only allows them to accommodate RVs, not manufactured homes, so under the proposed rule they would be able to welcome any unit that is certified to an RV standard.

HUD is now in the process of gathering public comments, and RVDA will work with its allies to insist that HUD issues a decision that's in the long-term best interests of the industry. The due date for filing comments on the proposed rule is April 11th.

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# Consolidation – Good or Bad?

By Brian Wilkins, chairman

Over the past five to ten years, the RV industry has seen increasing consolidation. We've seen it at the manufacturer level, where three manufacturers account for 80 percent of the RVs built today. We've also seen it at the dealer level, led by groups like Camping World, General RV, Campers Inn, and others. And we've seen it at the supplier level, with the mergers of NTP, Stag-Parkway and Coast Distribution and the growth of Lippert Components.

This consolidation has generated lots of press, questions, and speculation. What's next? Is it good or bad? How does it affect me and my business? Is it good or bad for the industry?

Consolidation is natural in a maturing industry. It allows companies to improve their returns by purchasing market share, to cut costs, and to achieve productivity gains.

One of the great opportunities of consolidation is that it creates industry leaders with the scale and ability to raise the professionalism of an entire industry. We've certainly seen examples of that over the past few years.

- **Camping World/Good Sam** renewed payment on its pledge to the Mike Molino RV Learning Center that will allow the center to update and enhance its certification programs – starting with updates to the service writer, service manager, and warranty administrator programs, followed by updates to parts manager and parts specialist programs. Maintaining these programs is essential to ensure that dealerships can develop topnotch personnel to serve their customers after the sale.
- **Forest River Inc.**, after being cited by NHTSA for improperly reporting safety data and recalls, is now working with the agency to create a list of best practices for the RV industry. Forest River founder and CEO Peter Liegl has pledged that his company will continue working with NHTSA and focusing on being a leader in industry safety.
- Through growth and consolidation, **Lippert Components** has become a leader in bringing new, innovative products to the industry. It provides OEMs with features that make their RVs more attractive and gives dealerships aftermarket products for our accessories stores.
- Last month I attended the first product show presented by **Keystone Automotive** since its merger with Coast Distribution. This merger was the final piece of the consolidation of the three major parts distributors in our industry. The show provided some great education opportunities for our parts department personnel that are hard to find elsewhere within the industry.

These companies should be commended for their commitment to improving our industry's professionalism. Endeavors of this type are key to improving our customers' experience and will ensure that our industry reaches its full potential.

However, with that being said, there's a pressing issue that our industry isn't addressing – post-sale service. The current ability to provide customers with replacement parts in a timely fashion and the general level of after-the-sale support isn't acceptable. I've raised this issue over the past three months of my chairmanship, and many of you have agreed that it needs to be addressed.

Unfortunately, others feel that this isn't an issue the industry needs to deal with and see it instead as a way to gain a competitive advantage. The problem with that view is that the issue affects all industry segments. Customers need better-trained dealership personnel. Dealers need manufacturers to make it easier to identify parts, and both dealers and manufacturers need suppliers to do the same. Without all segments working together, solutions won't be developed.

RVDA's DSI survey has shown that U.S. and Canadian dealer satisfaction with manufacturer parts and warranty support has declined over the past three years. These numbers are not acceptable and are indications of a problem that needs attention. This post-sale service failure in our industry creates a risk to our consolidated partners, as well as an opportunity for new market entrants to challenge the status quo, or for other industries to win our customers' discretionary dollars.

I say it's time for the RV industry to sit down and tackle this issue. Consolidation can be a great thing, driving an industry to achieve its full potential. But it requires industry leaders to embrace their responsibility. It's time we do just that, and I look forward to helping our industry achieve its potential.



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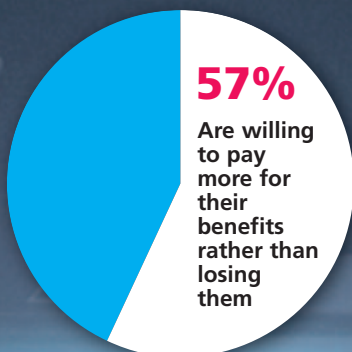
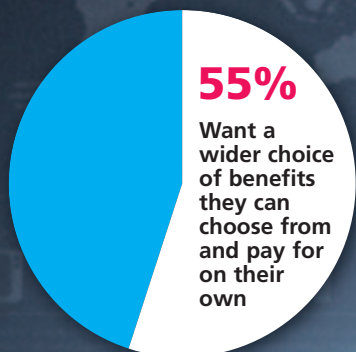
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# QUICKTAKES

## Info For The Big Picture

## How Employees at Small Businesses View **BENEFITS**



Employees' interest in having a mobile app for managing benefits is growing.



### Mobile app for managing benefits



### Mobile app for enrollment information



### Mobile app for learning and education



### Mobile app for enrollment



■ Employee Interest  
■ Employer Likely to Offer

\* All data from the MetLife 13th Annual U.S. Employee Benefit Trends Study



# 2016 Looks Good: Dealers Expected to Match Inventory to Retail Demand

By Jeff Kurowski, director of industry relations

**RV** Dealers believe 2016 will be another good year for them, but will be cautious when building inventory this year.

Dealers' current bullishness doesn't seem to extend beyond 2017, according to results from the latest quarterly market survey conducted by investment firm Robert W. Baird & Co. in partnership with RVDA.

"Towable inventory appears balanced as 60 percent of dealers report that inventory is 'about right,'" says Baird's Craig Kennison. "Similar to motorhomes, towables inventory appears in balance, as our inventory restocking checks suggest that most dealers plan to match orders to retail."

Another dealer says he is "very pleased [with the market] given that it is an election year, which normally hinders business." However, the same

Baird's most recent market survey shows dealers are expecting a good year in 2016 but will be cautious when building their inventories.

dealer says he is "worried about the volatility of the stock market and low oil prices" and is also "concerned about expansion projects should the economy take a down turn."

The Baird firm surveyed dealers about their business during the November-through-January period. Respondents said their towable RV sales had increased by low, single-digit percentages, and their motorhome sales were up by mid single-digit percentages during that period.

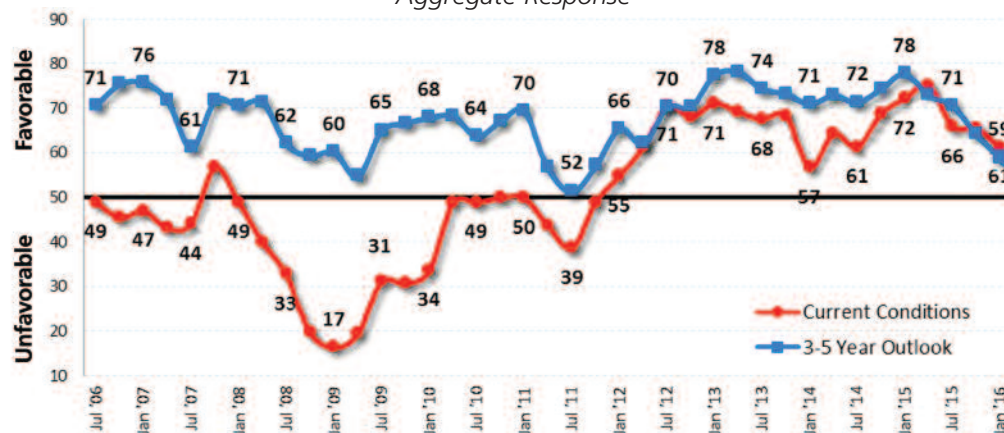
One sign that dealers may be preparing for a plateau in the market

is that they are more bullish about 2016 than they are about the 2018-20 period, according to the Baird firm.

Even though towable RV sales have surpassed their most recent peak levels, dealers believe towable sales will continue to show "modest retail growth" in the near future because of

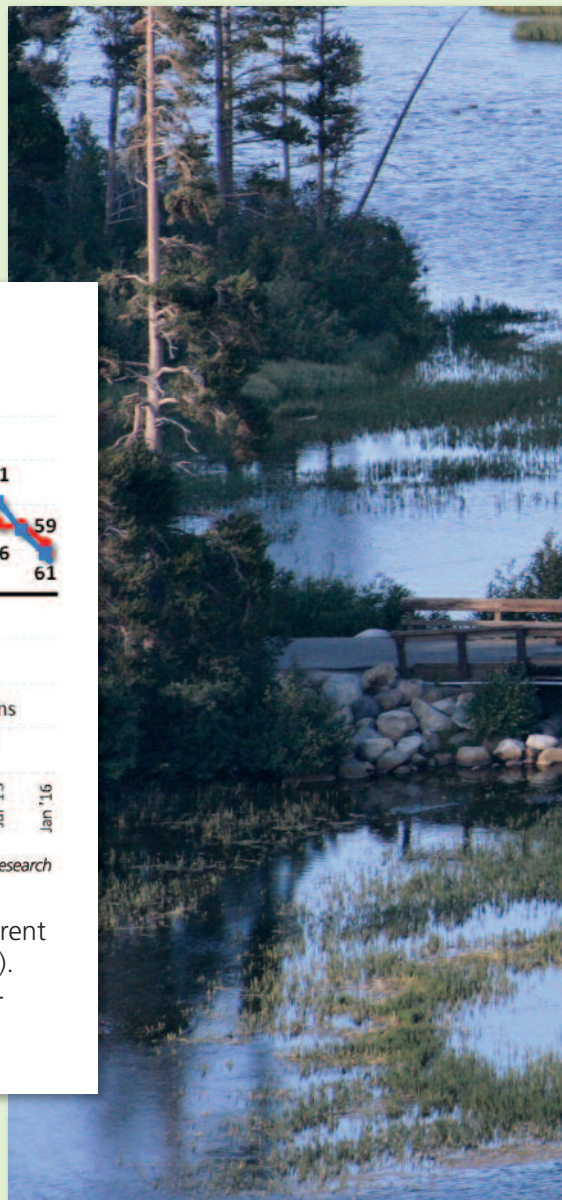
## Baird RV Dealer Sentiment Index

Aggregate Response



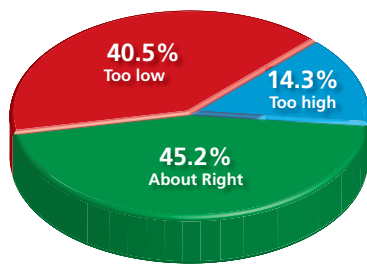
Source: Baird research

**The Baird Dealer Sentiment Index** measures how dealers feel about their current conditions and how they feel about the near future (the next three to five years). Dealers are reporting a more bullish current outlook compared to their medium-term expectations, suggesting that some may be preparing for trends to slow.

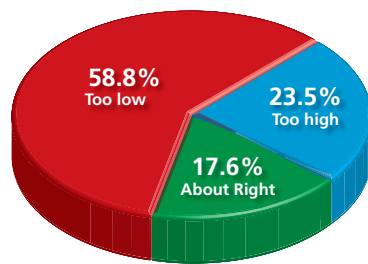




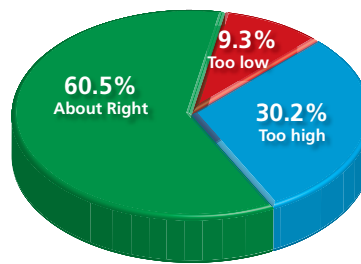
**Used Towable RV Inventories**



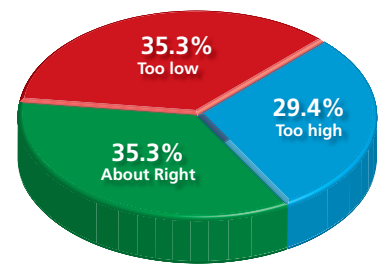
**Used Motorhome Inventories**



**Towable RV Inventory Comfort Level**



**Motorhome Inventory Comfort Level**



increased pickup and SUV towing capacity, lower priced entry-level products, and younger families buying RVs for the first time, the Baird firm reported.

Meanwhile, motorhome sales volume has only reached 60 percent of its most recent peak, but motorhome sales should continue to improve, benefiting from the fact that fewer RV owners are upside down on their loans and are now in a better

position to upgrade.

Towable inventories were at 112 days by the end of January, compared with 117 days a year earlier, and motorhome inventories were at 99 days, down from 121 days a year earlier. The Baird firm described towable RV inventories as “balanced,” with retail sales and wholesale deliveries being almost equal, while motorhome inventories were within the “normal” range.

Concerning towable inventories, one dealer respondent said that in the past, most manufacturers allowed dealers to spread into January or February the delivery of units they had ordered during September Open House. But in 2015, he said, manufacturers “built and shipped as fast as they could, creating a big strain on the dealership, with too many units arriving in November and December.” As a result, the dealer had to pay more for insurance and floor plan financing and needed to rent offsite storage space for those units. “I understand the manufacturers’ plan, but they don’t seem to understand the impact on dealers,” he said.

In the case of motorhomes, a respondent noted that “Tiffin continues to be strong” and “Winnebago small diesels such as the View are doing well.” Also, “used vans and Class C models at lower prices are doing great,” as are late-model used Class As. ■





# Total RV Shipments Up 4.9%, Travel Trailers Shoot P

By Jeff Kurowski

**M**anufacturers shipped a total of 374,246 RVs to dealerships in the United States and Canada last year, a 4.9 percent increase over the 356,735 units delivered in 2014. Of those units, 239,255, or 64 percent, were travel trailers. As a segment, travel trailer shipments increased 7.5 percent in 2015 and are now well above pre-recession levels. Some 180,000 to 200,000 travel trailers were shipped to dealers in the years before the economic meltdown.

However, fifth wheel shipments declined 1.6 percent last year to 75,148 units, compared with 76,378 units shipped in 2014. Fifth wheels accounted for 20 percent of the industry's total volume.

The growth in travel trailer and fifth wheel shipments last year is part of the shift in the RV product mix that has been occurring since before the year 2000. Towables accounted for 87 percent of all RVs shipped in 2015, while towables accounted for 74

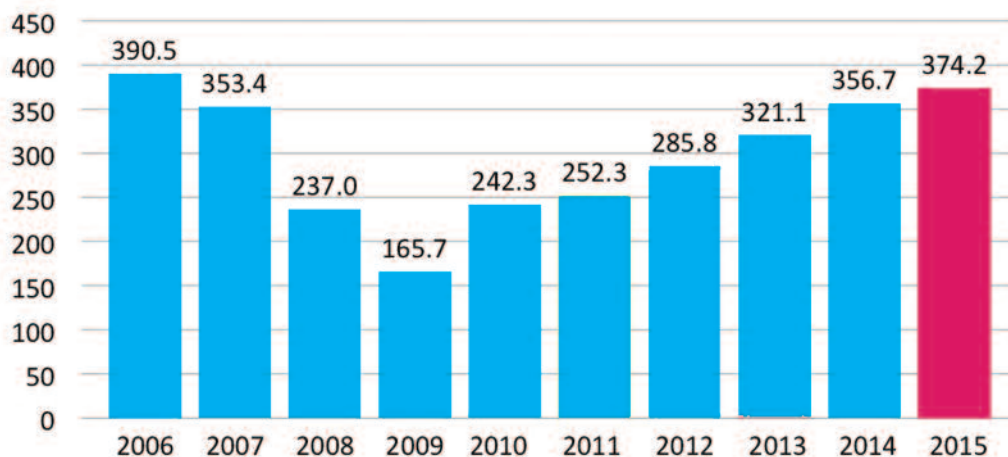
percent of the product mix in 1999.

In 2006, the industry's most recent peak year, towables accounted for 84 percent of the product mix.

Changes are also occurring in the motorhome product mix. Class A shipments are basically flat, while Class B and Class C motorhomes experienced robust growth between 2014 and 2015.

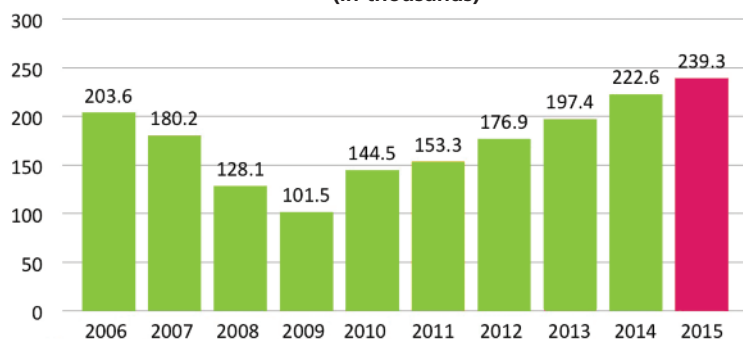
Last year, Class A shipments increased only 0.2 percent to 21,948 units, compared with 21,894 units

## Total Shipments Comparisons (in thousands)

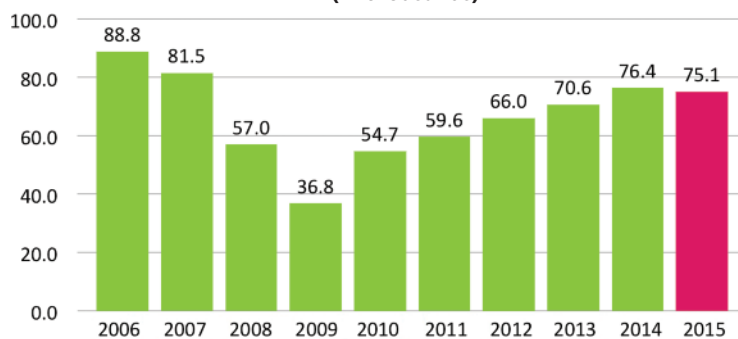


Data source: RVIA

## Travel Trailer Shipments (in thousands)



## Fifth Wheel Shipments (in thousands)



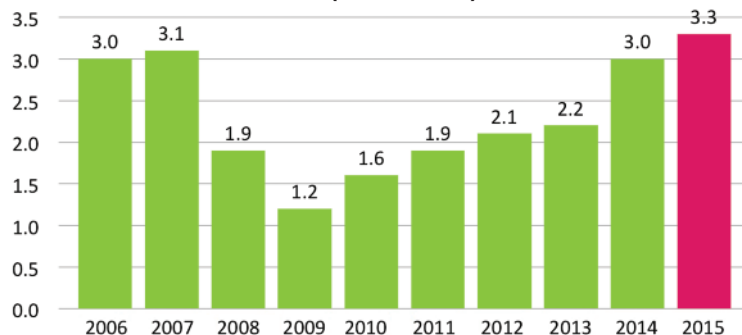
# ast Pre-Recession Levels

delivered in 2014. Class A shipments last year were well below levels before the Great Recession, when around 33,000 units were shipped annually.

Meanwhile, shipments of Class C motorhomes climbed 15.8 percent in 2015 to 22,068 units, and Class B shipments were up 9.8 percent to 3,294 units. Both Class B and Class C totals in 2015 exceeded pre-recession levels. ■

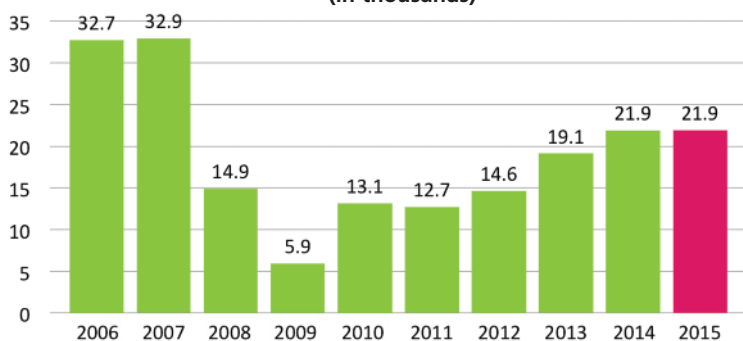
## Class B Motorhome Shipments

(in thousands)



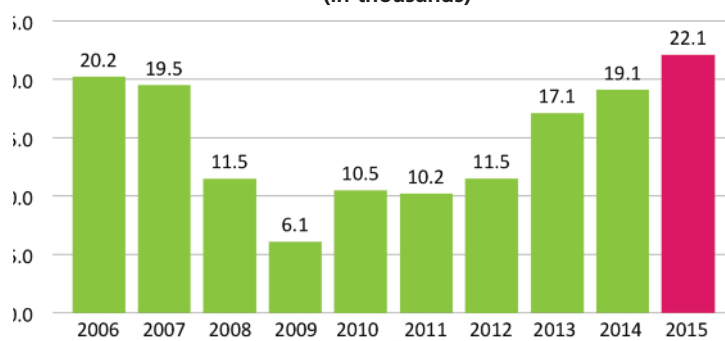
## Class A Motorhome Shipments

(in thousands)



## Class C Motorhome Shipments

(in thousands)



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# How Strong Employee Retention Practices

By Maryellen Adams

**W**hen it comes to boosting sales, dealers and managers tend to gravitate to marketing campaigns and sales promotions. But there's an even more crucial element to growing your business – your employees.

**"Employee retention policies don't have to break the budget or turn into formal, overly complex programs. People just want to feel they're appreciated and that they're part of a team."**

Think about it – brilliant marketing campaigns are useless without talented and creative professionals to support them. A dealership's reputation depends on the people who answer the phones, field the questions, do the repairs, and wash the vehicles.

So how do you retain those talented employees who drive your business's growth? It actually starts by improving your hiring practices. Consider these ideas:

## Create employee-friendly policies and be willing to change them

When dealer Tom Stinnett of Tom Stinnett Derby City RV, Clarksville, IN, offered a standard



sick-day policy, he noticed an unpleasant side effect: Employees abused it every chance they got. "People would use up all their sick time as soon as it accrued," he says. "We realized we needed a better way to let them have that time, so we gave them six more vacation days instead." If employees have family or health issues, the dealership works to accommodate their needs instead of pointing to an inflexible policy.

## Feed everyone regularly

People love to share meals, which is why company picnics and potlucks were invented. When people eat together, they build camaraderie that carries over to everyday work. So bring in breakfast, have a quarterly dinner, or take lunch orders. A survey of full-time employees found 60 percent said having more food at the office would make them feel more valued and appreciated.

## Make wages competitive

Let the political debates about minimum wage rage somewhere else; when it comes to paying employees and offering them the best benefit packages available, Stinnett says, "I don't need a law to tell me how to do what's right for my employees. We offer a fair living wage, and that's just part of showing respect for them."

Numerous studies show employee retention isn't driven solely by money, but wages are definitely part of the mix. If you're trying to focus on the "perks" you offer in lieu of a competitive wage, then you'd better get used to turnover. You need to provide competitive pay, advancement opportuni-

## Hire for cultural fit as well as experience

You can find the most knowledgeable manager in the history of RV sales, but if that person drives other employees to start scanning the want ads, it's a bad hire. View candidates through more than one prism, including whether they can click with existing employees.



# es Create Value in Your Dealership

ties, bonuses when applicable, raises on a regular basis (contingent on performance), and other financial incentives. These make employees feel like stakeholders in the business, and they invest their energy in turning the company into a success. Even better, they'll refer experienced fellow professionals to the dealership for job openings.

## Make rewards into a team effort

Many dealerships have incentive programs for the sales team, but Stinnett believes everyone should be rewarded for hitting the numbers. "We're a team, and whether you're on the floor or you're doing administrative support, you're equally important in getting to the sales number we want every month," he says. At his dealership, the reward comes in the form of cash, delivered in an equal amount to every employee at a monthly appreciation event.

That sense of equality helps retention, Stinnett says, because it creates strong teamwork that people are very reluctant to leave. "We have a culture of recognition here,

and the bonuses are part of that. Making sure that you take nothing – and no one – for granted is one of the most powerful ways that you can make sure employees stay with you," he says.

Employee retention policies don't have to break the budget or turn into overly complex, formal programs. People just want to feel appreciated and that they're part of a team.

Having supportive employee policies is crucial for more than morale – they also create a deep sense of value for your business. By establishing your dealership as the place to work, you attract a higher caliber of talent, while simultaneously decreasing your cost-per-hire expenses.

If you want to build your dealership, your effort should begin with the people already in front of you.

*Maryellen Adams is director of association partnerships and the automotive division at CareerCo. She works with hundreds of clients in the automotive and RV industries, and she and her husband have owned dealerships. She can be reached at [madams@careerco.com](mailto:madams@careerco.com). ■*

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# HUD's Proposed Rule Redefining RVs Is Critical to the RV Industry and Enthusiasts

The Department of Housing and Urban Development is collecting comments until April 11 on its recently proposed rule to redefine RVs. Here is a joint statement from RVIA, RVDA, and ARVC on why the proposal will bring much-needed clarity to the industry.

**T**he Department of Housing and Urban Development (HUD) recently announced a proposed rule that redefines the RV exemption from manufactured housing standards. The rule is great news for the RV industry and RV enthusiasts because it clears up the regulatory uncertainty that has plagued RV manufacturers, dealers, and campground operators for decades.

To understand why this proposed rule is so critical, picture a transportable structure that's 320 or more square feet, is built on a permanent chassis, and has plumbing, heating, air conditioning, and electrical systems. What are you picturing? A travel trailer? A fifth wheel trailer?

Actually, that's the federal housing law's definition of a manufactured home. And manufactured homes are required to be built to comprehensive housing standards set by HUD.

The confusion is understandable. After all, manufactured housing and RVs share common DNA:

They're both descendants of the so-called mobile homes of the 1960s and 1970s. But starting in the mid-1970s, the two products evolved along different paths. Manufactured housing became larger and more like a stick-built house. RVs became more mobile and more like a vehicle than a house.

So, given the language of the HUD law, why are travel trailers, fifth wheels and park model RVs not required to be built to HUD's housing standards (motorhomes aren't part of this discussion because they're specifically exempted from HUD regulation in the HUD law)?

The answer is that, due to the distinct evolutionary paths of the products, RVs in 1982 were specifically exempted from manufactured housing standards as long as they meet HUD's definition of an RV. That definition is a vehicle that is:

- **Built on a single chassis**
- **400 square feet or less when measured at the largest horizontal projections**
- **Self-propelled or permanently towable by a light duty truck**
- **Designed primarily for use as temporary living quarters for recreational, camping, travel, or seasonal use, not as a permanent dwelling**

The fundamental difference between manufactured housing and RVs was, is, and always will be their design intent: RVs are designed for recreational use, while manufactured homes are designed as permanent dwellings.

But as RVs continued to evolve, the 1982 definition became less clear and eventually unworkable. Terms such as "towable by a light duty truck" and size



"The fundamental difference between manufactured housing and RVs was, is, and always will be their design intent: RVs are designed for recreational use, while manufactured homes are designed as permanent dwellings."



limits given the advent of RV slide-out rooms were problematic for the industry, regulators, and consumers. Meanwhile, the RV industry implemented stringent standards, inspection, and self-certification processes around the NFPA 1192 standard for RVs and ANSI A119.5 for park model RVs.

To address the 1982 definition, manufacturers, dealers, and campground operators worked with the manufactured housing industry to propose new language clarifying that modern RVs are not manufactured homes. All parties agreed that RVs should be built in accordance with NFPA and ANSI RV standards, not HUD manufactured home standards, and they agreed that the key distinction continues to be that manufactured homes are designed for permanent residency while RVs are designed to be used as recreational accommodations.

Eventually, an advisory panel to HUD came up with a consensus proposal to define and exempt RVs from manufactured housing standards based on the objective fact that they are built to the standards for RVs:

*A recreational vehicle is a factory-built vehicular structure designed only for recreational use and not as a primary residence or for permanent occupancy, built and certified in accordance with NFPA 1192-15 or ANSI A119.5-09 consensus standards for recreational vehicles and not certified as a manufactured home.*

HUD's new rule accepts this consensus proposal, with the additional requirement that park model RVs contain a consumer-facing notice that the manufacturer certifies the structure is a recreational vehicle designed only for recre-

ational use. The RVIA PMRV seal applied to every PMRV already contains this notice, so it's not an additional burden to industry.

The proposed rule gives RV manufacturers the critical regulatory clarity and certainty they've long sought – as long as they build to the nationally-recognized RV standards, their products do not fall under HUD's jurisdiction. And RV dealers get the clarity they need – the proper paperwork, forms, and disclosures they need to provide during sales transactions are based on the design intent of the recreational vehicle.

RV campground operators also get clarity. In many jurisdictions, their business license only allows them to accommodate RVs, not manufactured homes. The proposed rule would allow them to accommodate any unit that's certified to an RV standard without running afoul of local regulations.

What does the rule mean for RV owners? Actually, it doesn't change anything. Laws and regulations governing the use of RVs are set at the state, local municipal and county levels, not by HUD. Local and state regulations that limit RV stays in campgrounds, for instance, or that allow permanent residency in RVs won't be affected by the HUD rule. The rule itself doesn't affect full-time RVing in any way.

Anyone who cares about RVing and the RV lifestyle should be celebrating about this proposed rule and advocating for its adoption as proposed. It will keep RVs rolling for the foreseeable future. ■





# Ian Isley of Affinity RV Chosen as Spader Scholarship Recipient

Ian Isley, service manager at Affinity RV Service Sales and Rentals in Prescott Valley, AZ, is the 2016 recipient of the Duane Spader Leadership Development Scholarship. The scholarship, offered through a strategic alliance between Spader and the Mike Molino RV Learning Center, will allow Isley to attend an 18-month Spader program for future leaders.

Having Isley as an employee is “like having a general manager in training without the title,” says Affinity RV dealer principal Bob Been. “Ian is involved in every facet of the business and excels at whatever he does. He’s a quick learner and an exceptional listener.”

The scholarship, now entering its second year, is worth \$14,875 and is named for



Ian Isley (second from left) with his service crew at Affinity RV's Prescott Valley dealership

Spader founder and former RVDA chairman Duane Spader. The joint arrangement between the company and the RV Learning Center promotes leadership development programs for the association's members and provides for one annual scholarship. This year's field of applicants was particularly strong, making the selection committee's work extremely challenging.

For more information about the scholarship and the Leadership Development Program, visit [www.RVLearningCenter.com](http://www.RVLearningCenter.com). Applications for the 2017 LDP program will be accepted starting in December 2016. For questions, please contact Karin Van Duyse, chief of the RV Learning Center, at (703) 591-7130 x108 or at [kvan-duyse@rvda.org](mailto:kvan-duyse@rvda.org).

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Mike Molino RV Learning Center Chairman Jeff Pastore writes about training and certification issues and fields dealers' questions in this bi-monthly column. Send in yours to [info@rvda.org](mailto:info@rvda.org) with "Questions for Jeff" in the subject line.



## Ask Jeff: Dealers Who Want to Certify but Don't Know How to Start

I'm often approached by dealers who tell me they've decided to certify some of their key employees, but they don't know how to begin. I think that the entire process can be a bit overwhelming to understand, which is precisely why I write this bi-monthly column – to break down the procedure and take some of the mystery out of it.

Ok, so you've decided to begin certifying for all of the right reasons – better employee job satisfaction, better customer service and retention, and increased profitability. Now come the actual mechanics of getting stated. For the purposes of this article, we'll use the position of service writer to describe the certification process. I know that many dealers want to begin by

**Ready to start the certifying process? Go to [RVLearningCenter.com](http://RVLearningCenter.com) and follow these steps.**

certifying their technicians, which is important, of course, but studies show that a well-trained service writer can have a huge impact on customer service, work flow, and the bottom line.

First, visit the RV Learning Center website at [rvlearningcenter.com](http://rvlearningcenter.com). Click on "Certification" in the blue banner at the top the page. Choose "Service Management" from the dropdown box and choose "Service Writer/Advisor." You can get all of your questions answered from this screen, which covers candidate eligibility, test preparation, test information, fees, and more. There's even an FAQ (frequently asked questions) section.

The Service Writer/Advisor Learning Guides are the real meat of the coursework. Your candidates can take these guides and work at their own pace to



learn the material and prepare for certification. I've found in my dealership that it helps to appoint one person to coordinate all of the education activities. He or she can be responsible for loaning out the study guides, keeping track of the candidates' progress, and acting as a sounding board to help them apply what they're learning to their daily jobs.

In my next column, I'll discuss the actual testing procedure. Until then, if you have any questions, don't hesitate to call the staff at the RV Learning Center. You can also reach me at (330) 877-3500. I'd be glad to help. Keep on learning! ■

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## **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.



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# Go RVing Using Multi-platform Media Plan in 2016

*Edited by RVDA staff*

**G**o RVing's \$16.5 million marketing plan for 2016 is using traditional, digital, and experiential marketing elements to present RV products to consumers in compelling ways across all media platforms.

Three new "AWAY" ads – including two 30-second television spots and one sixty-second online spot – will help grow the presence and position of RVs in the marketplace. Complementing the current spots that are narrated by Tom Selleck, the new ads will feature a female narrator and research that shows 80 percent of RV purchase decisions are influenced by women.

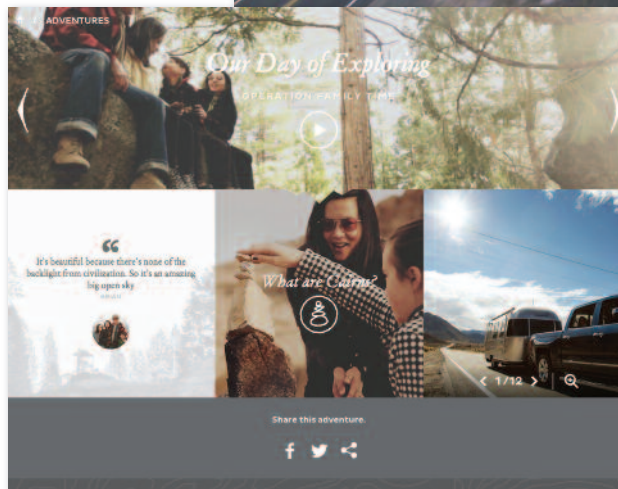
The broadcast ads, titled "Coffee for Two" and "Dogs," are both available for purchase on the Industry Only page of GoRVing.com in a taggable format for dealers' use in local markets. "Coffee for Two" began airing in December, and "Dogs" will start this month. The 60-second ad, titled "Compilation of Adventures," will only be seen online.

To refresh the content and look of the existing print campaign, a new series of full-page ads will also start appearing in popular consumer magazines beginning in late spring. The ads will feature RVs in a range of beautiful settings that tap into people's innate desire to get outside and have authentic outdoor experiences. They'll be available in posters for industry members and dealers to purchase later this spring.

## Going digital

Since consumers now consume nearly 40 percent of media via their computers and mobile devices, digital platforms have become a critical part of the Go RVing marketing mix, jumping to 30 percent of its annual media spend.

For 2016, digital/online elements will include Go RVing banner ads on top websites and search engines, native advertising with custom messaging, and video players and pre-roll (video messages that play before the content selected by a user). These will be placed across high-impact, influencer, social media, mobile, and search properties and are expected to make more than 650 million impressions.



Designed to complement GoRVing.com, the Go RVing microsite features videos that share personal stories of adventure and discovery made possible by RV ownership. The microsite is an impact – Web analytics show that 92 percent of the user sessions are first time visitors.

## Seasonal camping and experiential marketing

A separate online campaign will heavily promote seasonal camping. Banner ads and video content will feature real-life stories from families that own park model RVs and traditional towables and spend summers seasonal camping. GoRVing.com will also have a new section that promotes seasonal camping.

Go RVing is also teaming with media partners to have an RV presence at highly-attended events such as fairs, festivals, and football games. The one-on-one exchanges and immersive experiences inspire potential customers to learn more about the RV lifestyle and offer tie-in opportunities with RV manufacturers and dealers.

To sign up for the 2016 Go RVing dealer tie-in program, see page 23. ■



# 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.

Make checks payable to RVDA. ☐ Check here for leads delivered by U.S. mail.

Credit card (circle): VISA MC DISCOVER AMEX

Credit card #: \_\_\_\_\_ Exp. date: \_\_\_\_\_

Cardholder: \_\_\_\_\_ Security code: \_\_\_\_\_

Signature: \_\_\_\_\_

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







# 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.



# RVDA Endorsed Products

## Certified Green RV Program TRA Certification Inc.

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

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

## Credit Card Processing Bank of America Merchant Services

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

(678) 784-0567

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

## Disability Income Insurance/ Paycheck Protection Benefits American Fidelity Assurance Company

www.afadvantage.com

Ted Brehoney

ted.brehoney@af-group.com

(800) 654-8489, Ext. 6530

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

## Emergency Roadside and Technical Assistance Coach-Net

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

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

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

## Employee Testing Caliper Corp.

www.calipercorp.com

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

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

## Extended Service Agreements XtraRide RV Service Agreement Program

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

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

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

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

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

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

## Hiring Tools Employment Network- A Careerco Company

www.employmentnetwork.net  
(718) 307-6258

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

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

www.telcsi.com  
bthompson@telcsi.com  
(800) 835-5274

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

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

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

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

## Propane and Propane Supplies Suburban Propane

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

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

## RVDA/Spader 20 Groups Spader Business Management

www.spader.com  
info@spader.com  
(800) 772-3377

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

## Shipping Discounts PartnerShip, LLC

www.PartnerShip.com/79rvda  
(800) 599-2902

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

## Software & Consulting Services KPA

www.kpaonline.com  
ccreuziger@kpaonline.com  
(303) 228-2383

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

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

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

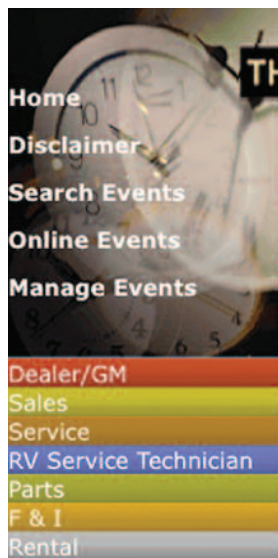


# CONTRIBUTORS

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



Received From	Contributed 02/03/14 - 02/04/16	Total Lifetime Pledge	Last Contribution	Received From	Contributed 02/03/14 - 02/04/16	Total Lifetime Pledge	Last Contribution
<b>MAJOR GIFTS active donors* with cumulative donation or pledge of \$25,000 or more</b>							
Camping World and Good Sam	\$75,000	\$1,000,000	06/22/15	McClain's RV Superstore	\$8,000	\$44,000	06/18/15
Newmar Corporation	\$50,000	\$260,000	12/15/15	Fogdall Family Fund	\$4,000	\$43,100	03/05/14
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	Bill Thomas Camper Sales, Inc.	\$10,000	\$36,000	03/06/15
Tom Stinnett Derby City RV	\$1,500	\$103,500	12/28/15	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
Horsey Family Memorial Fund	\$2,000	\$71,000	06/26/15	Diversified Insurance Mgmt. Inc.	\$4,400	\$31,200	12/23/14
Bill & Kristin Fenech	\$10,000	\$67,500	09/14/15	Paul Evert's RV Country, Inc.	\$1,000	\$30,000	07/06/15
Ron & Lisa Fenech	\$15,000	\$65,000	08/04/15	Tiffin Motor Homes, Inc.	\$2,000	\$28,500	03/24/14
Byerly RV Center	\$5,000	\$57,000	01/05/16	Holiday World of Houston	\$1,500	\$27,000	06/11/15
All Seasons RV Center	\$1,000	\$47,049	12/14/15	Bill Plemmons RV World	\$5,000	\$25,000	06/30/15
RVAC	\$7,000	\$45,000	03/30/15				
<b>CHAMPIONS active donors* with a cumulative donation or pledge between \$2,500 and \$24,999</b>							
Jayco	\$5,000	\$23,500	12/08/14	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
Greenway, Inc. (Rte 66 Dealer)	\$2,300	\$20,850	12/21/15	Good Life RV	\$2,000	\$5,100	04/24/15
Dixie RV Superstore	\$5,000	\$20,000	03/21/14	Don Gunden	\$5,000	\$5,000	12/31/14
Alpin Haus	\$2,000	\$19,500	06/18/15	Bob and Amy Martin	\$5,000	\$5,000	12/16/14
Hartville RV Center, Inc.	\$2,000	\$15,750	05/27/15	Route 66 RV Network	\$1,000	\$5,000	01/12/15
AIRXCEL RV Group	\$2,000	\$13,000	10/27/14	Best Value RV Sales & Service	\$2,000	\$4,750	05/01/15
Mike and Barb Molino	\$300	\$11,886	07/21/15	Topper's Camping Center.	\$1,053	\$4,553	06/19/15
Little Dealer, Little Prices	\$1,000	\$11,050	12/11/14	Phil Ingrassia	\$2,500	\$4,500	12/29/15
Affinity RV Service Sales & Rentals	\$2,000	\$11,000	06/15/15	RCD Sales Company, Ltd.	\$1,349	\$3,849	09/17/15
United States Warranty Corp.	\$2,000	\$10,250	06/15/15	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	\$2,000	\$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.	\$250	\$2,750	04/20/15
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.	\$1,000	\$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				
<b>LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499</b>							
The Trail Center	\$600	\$2,450	12/10/15	Candys Campers	\$250	\$1,300	08/12/14
Tacoma RV Center	\$500	\$2,000	06/15/15	Camp-Site RV	\$500	\$1,250	01/29/16
NERVDA	\$2,000	\$2,000	12/18/15	Ocean Grove Supercenter	\$1,250	\$1,250	08/17/15
Dinosaur Electronics	\$650	\$1,900	06/08/15	Ronnie Hepp	\$500	\$1,125	12/31/15
Northern Wholesale Supply, Inc.	\$1,000	\$1,750	12/12/14	Bill Mirrielees	\$500	\$1,000	05/01/15
Steinbring Motorcoach	\$500	\$1,750	12/03/14	Tom Manning & Associates	\$1,000	\$1,000	07/11/14
Out of Doors Mart, Inc.	\$500	\$1,750	10/13/15	Mount Comfort RV	\$1,000	\$1,000	09/30/15
American Guardian Warranty	\$1,700	\$1,700	02/01/16	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
Schaap's RV Traveland	\$500	\$1,350	12/19/14				
<b>BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999</b>							
Keepers RV Center	\$450	\$950	11/23/15	Holiday Hour, Inc.	\$200	\$500	06/19/15
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				
<b>SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499</b>							
Lou Novick	\$100	\$400	11/25/15	C.S.R.A. Camperland	\$200	\$200	12/12/14
Starr's Trailer Sales	\$300	\$300	07/31/15	Black Book RV Value Guide	\$100	\$100	10/24/14
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	Setzer's World of Camping, Inc.	\$100	\$100	02/21/14
<b>ENDOWMENTS</b>							
Kindlund Family Scholarship		\$270,000					



# THE RV Industry's

## CENTRAL TRAINING CALENDAR

<< Back			April 2016			Fwd >>	
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
		<b>ONGOING ONLINE EVENTS:</b> 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				1 Show Online Events	2 Show Online Events
3 Show Online Events	4 Show Online Events	5 Show Online Events	6 Show Online Events	7 Show Online Events	8 Show Online Events	9 Show Online Events	
10 2016 Consumer Financial Services Conference Show Online Events	11 Show Online Events	12 Show Online Events	13 Show Online Events	14 Show Online Events	15 Show Online Events	16 RV Inspector/RV Maintenance Tech Training Show Online Events	
17 Show Online Events	18 Show Online Events	19 Show Online Events	20 FREE WEBINAR: NO BAD REVIEWS: ONLINE REPUTATION MANAGEMENT 101 Show Online Events	21 WEBINAR: How to Increase CSI Scores Through the F&I Office Show Online Events	22 Show Online Events	23 Show Online Events	
24 Show Online Events	25 Show Online Events	26 Show Online Events	27 Show Online Events	28 Show Online Events	29 Show Online Events	30 Show Online Events	

## Go RVing®

Don't see your events listed? Visit [www.rvtrainingcalendar.com](http://www.rvtrainingcalendar.com) to upload your events to the calendar.

## ADVERTISERS INDEX

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

### Dealers

Central Washington RV  
Yakima, WA

Kris Willis RV, LLC  
Dexter, MO

Meyers RV Superstores  
Churchville, NY

Wolfe Camper Sales Inc.  
Washington, WV

Screaming Travel  
Rowland Heights, CA

### American Guardian Warranty Services

(800) 579-2233 .....2

### Dealer Pro RV

(877) 787-7634 .....20

### Diversified Insurance Management

(800) 332-4264 .....3

### MBA Insurance

(800) 622-2201 .....4

### Protective Asset Protection

(888) 274-5104 .....back cover

### RVT.com

(800) 282-2183 x710 .....13

### Sobel University

(253) 565-2577 .....18

### Spader Business Management

(800) 772-3377 .....15



# Boost Your F&I Profits & Customer Satisfaction

Our XtraRide® RV Service Contract Program is one of the most comprehensive service contracts available. With this level of coverage backed by a company with over 50 years of experience serving dealers, it's no surprise XtraRide has been exclusively endorsed by the RVDA for over 20 years.

- Grow profitability
- Drive customer satisfaction
- Receive advanced F&I training



Find out how Protective Asset Protection can help your dealership protect customers' tomorrows so they can embrace today. **Call us at 866 924 7035 or visit [protectiveassetprotection.com](http://protectiveassetprotection.com) to learn more.**

## Protect Tomorrow. Embrace Today.™

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

  
**Protective.**  
Asset Protection

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.