

# RV EXECUTIVE TODAY

MARCH 2017

## Blue Skies Ahead

**STRONG INDUSTRY NUMBERS, RECORD SHOW ATTENDANCE,  
AND HIGH DEALER OPTIMISM INDICATE ANOTHER GOOD YEAR**

### **ALSO:**

**Survey: Dealers Predict Sales  
Growth of 5+ Percent** page 9

**Attendance Rockets at Retail,  
Wholesale Shows** pages 10, 12



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# RV EXECUTIVE TODAY

C O N T E N T S

March 2017

## 8 RV Dealers' Confidence Level Reaches All-Time High

Results from the latest dealer sentiment index show that strong RV sales actually have dealers concerned about product shortages.

## 9 Majority of Dealers Predict Sales Increase of at Least 5 Percent

Some 87 percent of respondents in Wells Fargo CDF's survey say sales will grow by 5 percent, with 42 percent saying sales could jump by more than 10 percent.

## 10 Well Attended Shows Suggest another Strong Year in 2017

Consumers have been flocking to winter RV shows, portending another good year for dealers, some of whom say the market could grow to 450,000 units.

## 12 Shopping Trips: Attendance at Distributor Events Reflects Strong Retail Market

RV industry wholesale distributor shows are drawing strong attendance this spring as RV dealers stock up for another good year.

## 14 Getting Honored as a Certified Service Writer/Master Tech? "Pretty Cool!" says Lacey Pintado

Pintado, who works at Coach-Net helping people who are stuck on the road with mechanical problems, was recognized by the Society of Certified RV Professionals for maintaining her certifications.

## 16 More Reasons to Buy a Pre-Owned Unit from an RV Dealer

Here are four good talking points for convincing customers that your dealership offers a superior experience to purchasing from a private seller.

## 21 Go RVing Dealers Get New DVD, Pennants

Starting this month, dealers participating in the dealer tie-in program will receive a new looped DVD as one of the program's benefits. The DVD features short videos of families enjoying their RVs in scenic locations and is ideal for playing in dealership showrooms and customer lounges.



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Go RVing



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- 17 RVDA Hires Marketing Communications Specialist Eric Sisk





## Connecting with RVDA

*By Phil Ingrassia, CAE, president*

Over the next several months, RVDA will be increasing the members-only content on [www.rvda.org](http://www.rvda.org) and on your association's mobile app (which is available for download in the Apple and Android stores).

While some industry statistical and government relations information is already posted behind the members-only "wall" on RVDA.org, the RVDA staff will be adding additional material that previously was available only when a dealer or an employee called the dealer member hotline. This material includes industry benchmarking data, human resources information, regulatory and other "fact sheets," and compliance material.

This will require that members who are using "generic" email addresses to receive association communications (such as [sales@abcRV.com](mailto:sales@abcRV.com)) will need to have a unique personal email address to unlock the material behind the member "wall," as well as their own unique password. This is standard operating procedure for the vast majority of websites that require logins, but many RVDA members set up their original association online accounts long ago, when a central email address for the dealership was the norm.

As always, the staff will be happy to send you material or walk you through the website, but the end goal is to make your association assets more accessible on the website.

That personal login will also unlock more information on the RVDA mobile app and allow you to customize the mobile experience, as well as build a personal profile. It will ensure that employees are getting member rates on RV Learning

**"Many members have already set up their personal RVDA online accounts, but we have hundreds more that need to make the transition. The end result should be a more personalized experience for dealers and their employees."**

Center and other RVDA publications, as well as receiving member discounts for events such as the RV Dealers International Convention/Expo.

Many members have already set up their personal RVDA online accounts, but we have hundreds more that need to make the transition. The end result should be a more personalized experience for dealers and their employees.

Again, RVDA will be embarking on this process over the coming weeks and months. This is information that RVDA is developing for you and your people, and we look forward to making it more accessible for everyone at the dealership.

Thanks for your support, and watch your email for more information!

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# Maintaining Our Industry Commitment to Service

By Darrel Friesen, chairman



The first quarter is almost over, and early reports indicate that the industry should be on pace to exceed last year's 40-year high. All segments of the industry are coming together to help improve the long-term prospects of the RV business through marketing promotion, facility expansion, and hiring more people. This is all great news!

As we move forward as an industry in these good times, I believe we need to maintain our focus on service after the sale – especially after the initial sale. We need to remember that customer service and warranty service must be a mutual commitment between manufacturers and dealers.

Every type of business nationally has a problem finding and recruiting qualified people. The need is especially critical in technical fields, including all types of mechanics.

As full-service dealers, we have an obligation to recruit, train, and encourage our technicians to become RVDA-RVIA certified so that they repair our customers' units and perform manufacturer warranty work with a high degree of confidence and to high standards.

The technical training that most manufacturers expect from dealers costs thousands of dollars per technician, and the tradeoff for this investment and commitment is that the manufacturers pay dealers their posted labor rate. No more, no less.

Most of the time that tradeoff works reasonably well. However, when uncertified repair shops are authorized to do warranty work, the whole covenant between manufacturers, dealers, and consumers can break down.

Dealers invest tens of thousands of dollars annually to build consumer trust, to comply with federal rules and regulations, and to outfit their repair shops with the latest technologies. It is frustrating to then see RV manufacturers pay undereducated and unlicensed repairmen for warranty

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work that dealers are authorized and required to provide.

Authorized dealers are in the best position to service the brands they sell. In some states it is illegal for a manufacturer to have anyone other than a certified dealer of that product to do warranty work.

The dealer-manufacturer relationship works. Dealers should sell and service, and manufacturers should build the product and provide after the sale service support. RV manufacturers are profitable, unlike Tesla in the automotive industry, which seems intent on altering retailing and service in the auto business.

We have come a long way and are maturing as an industry. We should all keep our eyes on long-term goals and customer satisfaction and not just on turning a quick buck. I encourage all of us to increase customer satisfaction as an industry and not give consumers an excuse to spend their discretionary dollars elsewhere.

Have a great spring selling season!

## Take Advantage of Your RVDA Websites

The RVDA, Mike Molino RV Learning Center and convention websites are the dealership employee's complete online resources. These innovative, interactive websites provide easy access to the critical resources that assist dealers and their employees in running the dealership effectively. Download fact sheets on dealership best practices or the latest retail statistics, search training opportunities, and purchase CD-ROMs, publications, videos, or webcasts. RVDA member dealerships and any of their employees can have 24/7 access to most of RVDA's dealer specific information. Make [www.rvlearningcenter.com](http://www.rvlearningcenter.com), [www.rvda.org](http://www.rvda.org) and [www.rvda.org/convention](http://www.rvda.org/convention) your first source for all dealership information.





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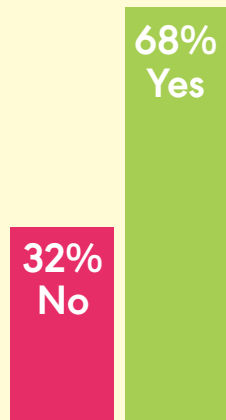
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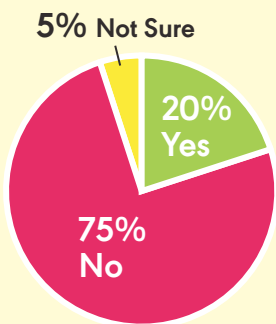
# QUICKTAKES

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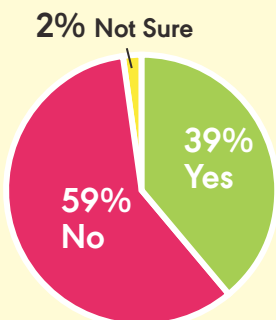
### Repeat Purchase?



### Same Brand as Previous RV?



### Same Type as Previous RV?

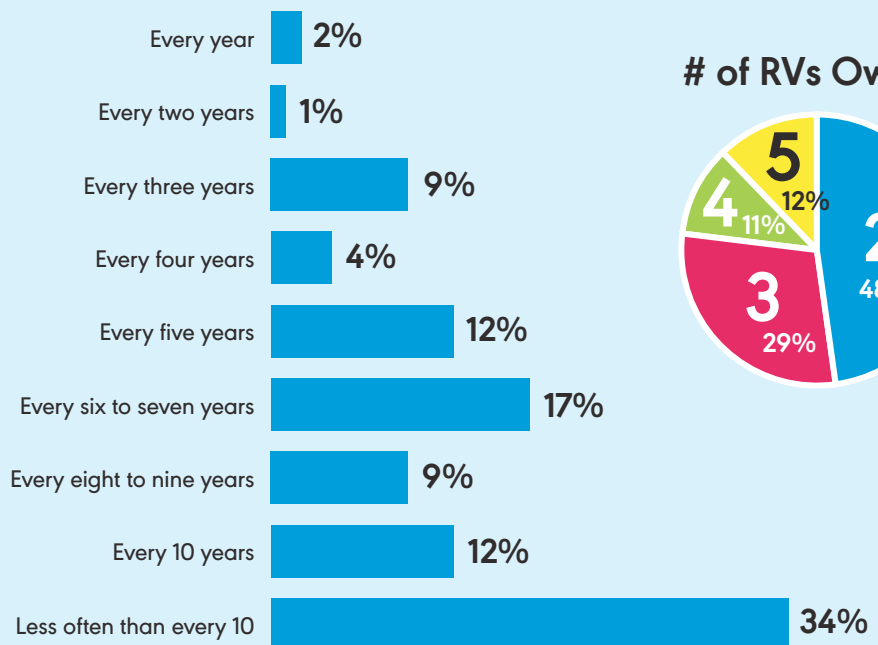


Source: U.S. Census Bureau

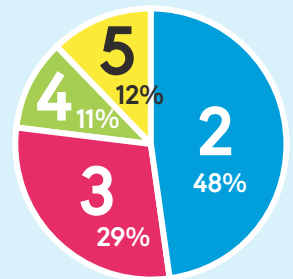
## RV REPEATERS

New research from an A.C. Nielsen study of RV owners and potential buyers is helping Go RVing leaders to develop more effective marketing strategies. The study is the largest performed in 10 years and has yielded a wealth of information about who buys what, when, and why. Among current owners, two-thirds have previously owned an RV; they also tend to select a different type and brand for their second purchase.

### Frequency of Purchase



### # of RVs Owned





# RV Dealers' Confidence Reaches All-Time High

By Jeff Kurowski

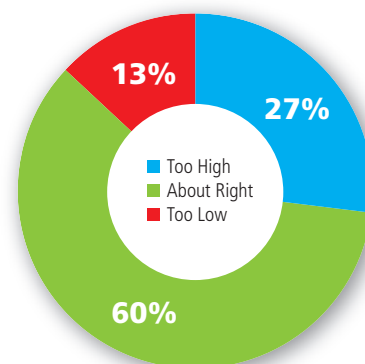
**Results** from the latest RV Dealer Sentiment Index show that dealer confidence has reached an all-time high, says Robert W. Baird & Co., the Milwaukee-based investment firm that conducts the survey.

Baird polled dealers during late January and early February and found that RV sales were so strong that dealers are becoming concerned about product shortages later this year. They're also concerned about the possibility of declines in product quality, because production workers are under pressure to build units at a furious pace.

## Tight inventories of used units, new towables

In terms of days supply, towable inventory declined to 99 days as of early February, compared with 107 days a year

## TOWABLE RV INVENTORY COMFORT LEVEL



Motorhome dealers are more comfortable with their inventory levels, with 62 percent of those surveyed saying their inventories were "about right."

earlier. For motorhomes, the days supply was 110, essentially the same as it was a year earlier, when it was 112 days.

One dealer told Baird, "Based on the first two shows, I'm worried I won't have enough [towable] inventory at the right time." Another dealer said, "The greatest challenge is dealing with the long pipeline from order to delivery from manufacturers."

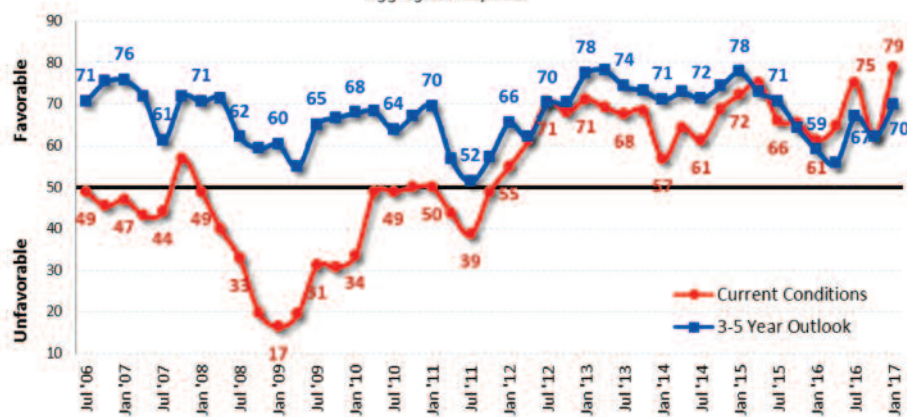
Other towable dealers worry that declining product quality will hurt their sales long-term. As one dealer said, "The quality of the product – and this is with every brand that comes through our dealership – looks to have a lower standard than we were used to. The quality of the sidewalls and the plastic parts that are put on trailers, the overall workmanship of the units, have been getting worse."

Motorhome dealers are more comfortable with their inventory levels, with 62 percent of those surveyed saying their inventories were "about right." If a scarcity exists, it's with Class C motorhomes, which have gained in popularity since the Great Recession at the expense of Class As. Class A motorhome shipments now are only 49 percent of what they were in 2004, their most recent peak, while Class C motorhome shipments are 22 percent above 2004 levels.

Used motorhome inventories are lean, with 59 percent of dealers saying they're too low. Likewise, 50 percent of dealers say their used towable inventories are too low.

## Baird RV Dealer Sentiment Index

Aggregate Response

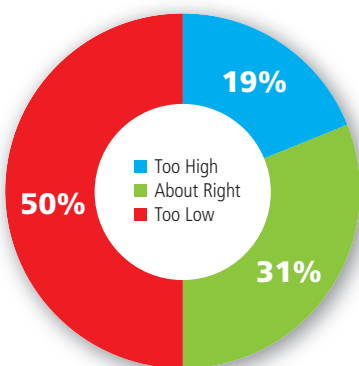


Source: Baird research

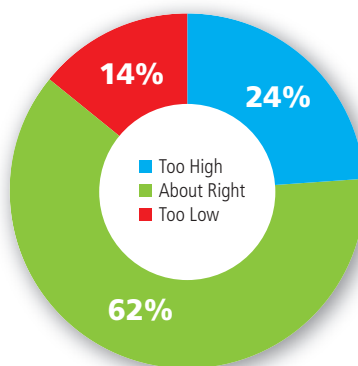
**The Baird Dealer Sentiment Index** measures how dealers feel about their current conditions and how they feel about the near future (the next three to five years). The index ticked up to 79, reaching an all-time high. The three- to five-year outlook also improved—it was 62 in early November and climbed to 70 in early February. Baird believes the increases that occurred between November and February were the result of better sales trends and more comfortable inventory levels.



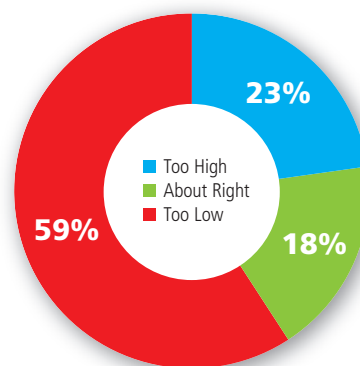
USED TOWABLE RV  
INVENTORY COMFORT LEVEL



MOTORHOME INVENTORY  
COMFORT LEVEL



USED MOTORHOME  
INVENTORY COMFORT LEVEL



## Political concerns

Some dealers expressed concerns about the country's political environment. As one dealer said, "The retail picture is great, but I have never, in 40 years, had less confidence in our

government to insure a stable business environment."

But other dealers believe the administration's pro-business approach will help. "I think that the administration is going to help us out,

reduce regulations, etc.," said one dealer. "We are looking to build a new building and expand." Another dealer said he was hoping that the administration's policies would bring more jobs to his state. ■

# RV Dealers and Manufacturers See Strong Sales Growth in 2017

**S**ome 42 percent of dealers and manufacturers surveyed at the end of 2016 think RV sales could grow more than 10 percent this year, according to a Wells Fargo Commercial Distribution Finance (CDF) survey. That's a sharp increase over the 31 percent of respondents who felt sales would increase more than 10 percent in 2016.

The vast majority of survey respondents – 87 percent – predicted that sales will increase at least 5 percent this year.

"We knew that the RV industry was in a strong position, and these results solidify that momentum will continue well into 2017," said Tim Hyland, president of Wells Fargo CDF's RV Group.

For the fifth consecutive year, travel trailers – the most popular product type – were forecast to see the most growth this year. Forty-nine percent of the respondents believe sales will increase this year.

In addition, 28 percent of respondents forecast sales growth for motorhomes, 22 percent believed



fifth-wheel trailer sales would increase, and 4 percent felt folding camper sales would expand this year.

Fifty-six percent of respondents felt that consumer demand was the most important reason for their optimism, while 40 percent said it was their chief concern. Additionally, 36 percent of survey respondents remained concerned about product affordability, up from 34 percent last year. ■

# Well Attended Shows Suggest Another

By Jeff Kurowski

American consumers have flocked to wintertime RV shows, portending another good sales year for dealers.

Although the University of Michigan's Consumer Research Center was, as of early February, forecasting growth of less than 2 percent for the RV market this year, the amount of interest shown at RV shows suggests that forecast will need to be raised upward. Some dealers say they believe the market could grow to 450,000 units in 2017.

For example, interviewed at the January Washington RV Camping Expo in Chantilly, VA, Bill Herring, general manager of the Campers Inn RV dealership in Fredericksburg, said that traffic was up at least 25 percent over last year. "It could have been due to the show promoter's advertising and our local TV commercial," he said, "but people are in a good mood and ready to buy."

The Boston RV & Camping Expo also had record attendance and quality attendees. "It just seemed like everything clicked this year," said Linda Mailhott, co-owner of Seacoast RVs in Saco, ME. "We [exhibiting dealers] had an incredible array of product there, from a small unit that could be towed by a motorcycle, to a great selection of pop-ups and smaller trailers, to a great selection of fifth wheels and motorized units with a good representation of



At the Boston RV & Camping Expo, dealers displayed an array of units to fit every budget.

Type B, C, and As, and topping off with a 43-foot diesel pusher that had a 'sold' sign on it by the end of the show."

Mailhott said the New England Dealers Association's social media campaign—which included live videos with dealers prior to the show—helped boost attendance. Some dealers' videos had more than 5,000 views on Facebook, YouTube, Instagram, and Twitter, she said.

There also was a 25 percent attendance increase at the Indy RV Expo in Indianapolis, said Ken Eckstein, CEO of Mount Comfort RV in Greenfield, IN. "I was really encouraged by the big influx of true first-time buyers – people whose parents were not RVers," he said.

After years of customer demand for bigger RVs with more and more interior space, Eckstein said, "We're hearing more of, 'What can I pull behind my minivan,

behind my Subaru?' More buyers want features, gadgets, and something that looks cool, and cute sells, too."

The only thing that concerned Eckstein was that almost all of the units that Mount Comfort sold during the show were financed, while at the previous year's show, a little less than two-thirds of the sold units were financed, and the remainder were cash deals.



The Tacoma RV Show before the doors opened.



The New England RV Dealers Association's social media campaign included live videos with dealers prior to the show, which helped boost attendance at the Boston show.

The Boston RV & Camping Expo had record attendance and serious shoppers, says Linda Mailhott, co-owner of Seacoast RVs in Saco, ME. "It just seemed like everything clicked this year."



# ner Strong Year in 2017

At the biggest retail show of all, the Florida RV SuperShow in Tampa, attendance was up more than 11 percent, totaling 70,528 people. Ron Fleming, vice president and general manager of Tampa-based Lazydays RV, said his dealership's sales at the event were up 20 percent over the previous year. "2016 was a really good year - we saw growth that outpaced the industry - and we're not getting any sense that 2017 is going to be anything less than a great year."

Cody Loughlin, co-owner of America Choice RV, a four-location central Florida dealership that also participated in the SuperShow, said, "It feels like we finally put the Great Recession behind us. The only warning sign is that we aren't seeing any warning signs. I'm a banker by nature, so I'm a risk manager. But I have to say, it seems very positive."

The same could be said about the Pittsburgh RV Show, according to Bill Ansley, owner of Ansley RV in Duncansville, PA.

"The show was great. We sold everything from ultra-lite trailers to diesel pushers," Ansley said. "We won't know how the year will be for us until the end of April, but we're optimistic. We're stocking inventory and projecting 10 percent-plus growth in 2017."

The only thing that could hold back retail sales, Ansley added, is product shortages due to RV manufacturers and motorhome chassis suppliers not being able to keep pace with demand. ■



**The Florida RV Trade Association's Fort Myers RV Show is one of the largest shows in the Southeast.**

**The Huntington (WV) RV & Boat Show attracts outdoor rec enthusiasts from Kentucky, Ohio, and West Virginia.**



**The Boston show featured three days of educational seminars for RV owners on subjects such as RV weight and tire safety, proper matching of trucks to trailers, and grilling ribs.**



# Wholesale distributor show attendance reflects strong retail market

By Mary Anne Shreve



Bob Been, dealer, Affinity RV Service Sales & Rentals, Prescott, AZ



Tom Zeilstra, parts director, Pierce RV SuperCenter, Billings, MT



Richard Martin, parts manager, Hawleywood RV Ranch, Dodge City, KS

**R**V industry wholesale distributor shows are drawing strong attendance this spring as RV dealers stock up for what forecasters say will be another good retail year. Distributor shows are shopping opportunities for dealers, offering some of the biggest discounts and incentives of the year.

Dealers who attended the annual NTP-STAG show in Anaheim said it was one of the biggest they'd ever been to. "This year's show was very lively, a good group of people," says RVDA delegate-at-large **Bob Been**, owner of Affinity RV Service Sales & Rentals, Prescott, AZ. "Everybody seemed upbeat. There was a lot of dealer representation, and attendance was strong."

"One thing I liked about this show was that it seemed like vendors were more aggressive on their parts and displays," says **Tom Zeilstra**, parts director, of Pierce RV SuperCenter, Billings, MT. "They talked about new products. Everybody was very optimistic about the future."

The show wasn't a wild shopping spree, though – buying strategies had been carefully planned out beforehand. "We could only spend so many dollars at the show this year," says Zeilstra. "We had educated ourselves beforehand so we'd know if the show price was good, if it was better than we could find anywhere else. If we saw we were only going to be saving, say, \$15 on an item, we passed."

**Richard Martin**, parts manager, of Hawleywood RV Ranch in Dodge City, KS, also was on a tight budget. "I printed off the top 75 sellers from last year and used that as my shopping list," he says. At his western Kansas dealership, for instance, vent covers are big sellers because of springtime hail damage.

Martin's parts and accessories store has been kept busy in the past year, thanks to a boom in nearby wind farm construction. The influx of new workers has caused RV parks to add more sites to their facilities to accommodate the expanding workforce, and that's brought additional business to his dealership.

**Dealers loved the show's power hours. "Vendors would put up an item for a ridiculous price, and people would run over to buy," said one dealer.**

**Jeff Howell**, parts manager of All Seasons RV in Streetsboro, OH, goes to the NTP-STAG show every year and says this year's event was the biggest he can recall. "Our inventory has dwindled down, so we stocked up on the things we sell a lot of, like toilet chemicals and hardware."

Howell and other dealers found bargains during the show's so-called power hours. Every 60 minutes, a vendor would display a specially-priced

## Thumbs Up for Electronic Ordering

**NTP-STAG's** pre-show electronic ordering – new this year – was a hit with dealers, who could upload their orders ahead of time, using show prices. "A couple weeks in advance, you could put your order in and then tweak it when you got to the show," says Jeff Howell, parts manager of All Seasons RV in Streetsboro, OH. "Once you were there, you could add to it or delete from it. It freed me up time wise at the show."



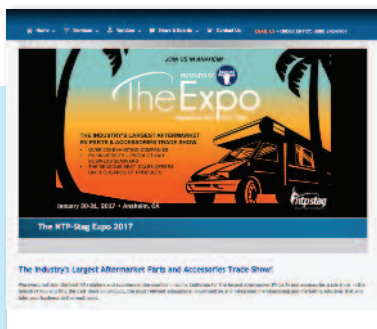
item on big screens in the hall. "Vendors would put up an item for a ridiculous price, and people would run over to buy," says Howell. "One company offered an air conditioner for \$369 with a minimum purchase of 12." He stocked up.

"The power hours had some really good prices," agrees Been. "There were tons of dealers buying there. I took advantage of every power hour. The air conditioner offer was good, the generator supplier had a good deal. There was an electric jack power hour that was good. Those were fun – good prices on good products. We bought a lot of our fast turning big-ticket items."

Even with attractive prices, though, Zeilstra plans to use a new strategy with future ordering. Because the NTP-STAG show takes place in late winter, "it's really good for the dealers down south who are already in their season," he says. "But we've got two feet of snow on the ground, so we're not selling much of anything. Even with a 90-day pay program, we're still sitting on a lot of inventory by the time our sales pick up."

"So, when we need to make a big purchase of something, we're going to buy after the show season, like in May, and see who will give us the best offer," Zeilstra says. "We're trying not to tie up a bunch of dollars on inventory in February when we know we're not going to sell it till May, June, July." ■

"I could look at products on the computer here at the dealership and see what the sales were and decide whether we were going to order something or not," says Richard Martin, parts manager, of Hawleywood RV Ranch in Dodge City, KS. "That gave us more time to do the walk-arounds at the show. Looking at a picture of a product on a computer screen and seeing it in real life are two different things." ■



## Products that Caught Dealers' Eyes:



**King Connect  
portable  
antennas**



**Maxxair  
Vent covers**



**Aqua View  
Showermiser**



**Faulkner  
recliners**



**Blue Ox Patriot  
braking system**



**Blue Ox Super Ride  
fifth wheel hitch**

## SAVE THE DATES



Visit our website at [www.rvda.org/convention](http://www.rvda.org/convention) for details and updates!

**GEAR  
UP**   
**FOR SUCCESS**

**RV DEALERS  
INTERNATIONAL  
CONVENTION/EXPO**

**NOVEMBER 6-10, 2017**

**AT BALLY'S ON THE LAS VEGAS STRIP**

# Getting Honored as a Certified Service Writer/Master Tech? "Pretty Cool!"

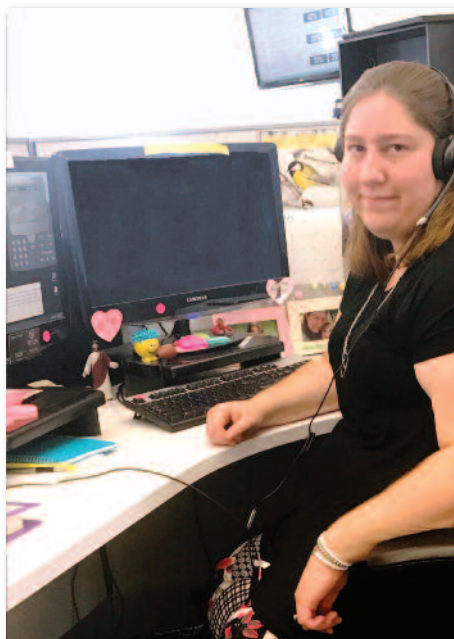


By Tony Yerman

**L**acey Pintado says that the more professional knowledge she has, the better she can help her customers. Pintado works the phones for Coach-Net, an emergency roadside assistance company that helps people who are stuck out on the road with mechanical and coach-related problems.

"The knowledge I've gotten from training and the certification process has helped me when I'm discussing customers' situations," she says. "My certifications have helped me diagnose problems and, in some cases, let me advise people on how they can fix their own problems."

Pintado has two certifications. She is a Mike Molino RV Learning Center Certified Service Writer/Advisor and is also a Master Certified RV Technician.



**Lacey Pintado, who works at emergency roadside assistance company Coach-Net, is certified as both a service writer and a master technician.**

## How To Increase Shop Productivity ...

**\$300K or MORE**



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

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

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



[www.rvdealerprotraining.com](http://www.rvdealerprotraining.com)

She has maintained her service writer certification for 10 years and has been with Coach-Net for 12 years. Pintado also supervises other less-experienced phone consultants.

Pintado says that the service writer training she acquired helps her to be organized when she talks with customers. "It helps, not only when I'm explaining repairs, troubleshooting, or towing actions, but also when I'm explaining contract coverage," she says.

Coach-Net has been proactive in getting employees trained, she says. "The company rewards employees with better pay for certifications. They pay for the training and testing fees, as well. They also recognize employee achievements by displaying their certificates in the office."

Pintado was among a group of five dealership fixed-operations employees who were honored at RVDA's convention for their long-time commitment to certification. The Society of Certified RV Professionals hosted a reception that was attended by top RVDA officials and leaders and awarded plaques to the honorees. Getting that kind of recognition as "pretty cool," says Pintado. "It was an honor to be recognized at such an event."

Another side benefit: "I got to attend the convention workshops, which were extremely helpful."

"Any knowledge that can help you explain things to customers and solve their problems is important to acquire," says Pintado. "The training and certifications can carry with you to other jobs and positions, too." ■



# That First Time...

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# More Reasons to Buy Pre-Owned from an RV Dealer

By RVDA staff

Last month's *RV Executive Today* covered some of the many reasons consumers should buy used RVs from an RV dealer.

RVDA member Bill Hawley of Hawleywood RV in Dodge City, KS, passed along these additional thoughts on the subject that he discusses with his customers:

- **Unsafe modifications to the unit.** Previous owners sometimes make modifications to the factory wiring, plumbing, and other items that do not meet applicable codes.
- **Manufacturer service bulletins.** Dealers receive manufacturer service bulletins on units and can take of the issues prior to sale. The private seller may not have access to this information.
- **Financing.** Dealers have access to a number of lending institutions and can often get the best quotes for the buyer.



Another reason to buy from a dealer—to avoid online scams. Consider this recent news item. Authorities in Monroe County, FL, are investigating claims by a woman who said she was scammed out of \$8,500 while trying to purchase an RV online. The 67-year-old victim tried to buy the unit on a fraudulent website, using gift cards.

The victim told police that she contacted a woman who had listed an RV for sale on the website, and they agreed to a \$10,000 transaction. The victim was told to send the gift card information to an email address in order to complete the sale. Police said the woman was able to cancel some of the gift cards but was out \$8,500 to the fraudster and never got the RV.

**Lesson: Private buyers beware!** ■

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**March 6 - 10, 2017**  
Sioux Falls, SD

Total Management 2  
**April 3 - 6, 2017**  
Fort Lauderdale, FL

Win<sup>3</sup> Selling  
**March 21 - 22, 2017**  
Las Vegas, NV



# RVDA Hires Marketing Communications Specialist

**T**he National RV Dealers Association has named **Eric Sisk** as its marketing communications specialist. He will support the development and distribution of marketing messages for RVDA and the Mike Molino RV Learning Center.

Sisk attended the University of Mary Washington in Fredericksburg, VA, and earned a bachelor's degree in Business Administration: Marketing and Management. He gained experience in marketing and communications by creating surveys and marketing research to improve multiple businesses, and by creating promotions and advertisements for companies. Through involvement in customer service and management roles, he was able to hone his communications skills and provide leadership and guidance to others. He can be reached at [esisk@rvda.org](mailto:esisk@rvda.org).

RVDA is the national association representing RV retailers. The association's members include RV dealers, RV rental operators, and RV aftermarket sales and service locations. ■



# Silent Selling Tools

**D**id you know that Protective Asset Protection's XtraRide® RV Service Contract Program offers several silent selling tools to help you sell contracts? Dealers offering XtraRide should not dismiss the value that posters, hang tags, tent cards and brochures displayed throughout the dealership and on vehicles can have. Typically, a customer needs to see something a minimum of three times before it is reinforced in their minds. For instance, placing the tent cards and hang tags in RVs can make the F&I professional's job easier during product presentation. However, sometimes silent selling tools aren't silent. Protective Asset Protection offers a six-minute video that gives customers a basic overview of the coverage and benefits available with XtraRide. The video can be used in the F&I office, in the waiting room, or played in RVs during retail shows! Contact your agent or Protective representative to learn more about the marketing tools available to you.



## A Buyer Sees Your Unit on RVT.com... then Sees the Same Unit in their Facebook Feed!



**300X  
more clicks\***

\*compared to a standard banner ad



**Facebook Dynamic Re-Marketing**  
1000, 2000, 4000 and 8000 click packages. Starting at \$165/mo.

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# Need Money for College?

**College Scholarships Available from the Mike Molino RV Learning Center**

More information and an application available at [www.rvlearningcenter.com](http://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: 2017-2018 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](http://www.fafsa.ed.gov).
- Must demonstrate the ability and willingness to fund a portion of their educational expenses on their own.
- Must be accepted into an accredited four-year college or university as a condition of receiving the scholarship.
- Must have a 2.8 or better cumulative grade point average, and a 1050 minimum SAT score (1575 minimum on the 2400 point scale). A minimum ACT Composite Score of 22 is also acceptable.

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

### Submit with Application:

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

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

**Applicant's Name:** \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Sponsoring RV-Related Company:** \_\_\_\_\_

Name of Dealer Principal/GM: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**High School:** \_\_\_\_\_ Year Graduated: \_\_\_\_\_ SAT/ACT Score: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

**College Attending in 2017-2018:** \_\_\_\_\_

City/State: \_\_\_\_\_ Major: \_\_\_\_\_

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

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

**Are You Employed?** No ☐ Yes ☐ Employer: \_\_\_\_\_

How Long/When? \_\_\_\_\_

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

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

**Deadline: June 30, 2017. To be considered, all application materials must be received by the deadline. For more information and to download additional applications, visit [www.rvlearningcenter.org](http://www.rvlearningcenter.org) or e-mail [info@rvda.org](mailto:info@rvda.org).**

# GET GOING WITH GO RVING!

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

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

## HERE ARE THE HIGHLIGHTS:

### Leads – Plus Program

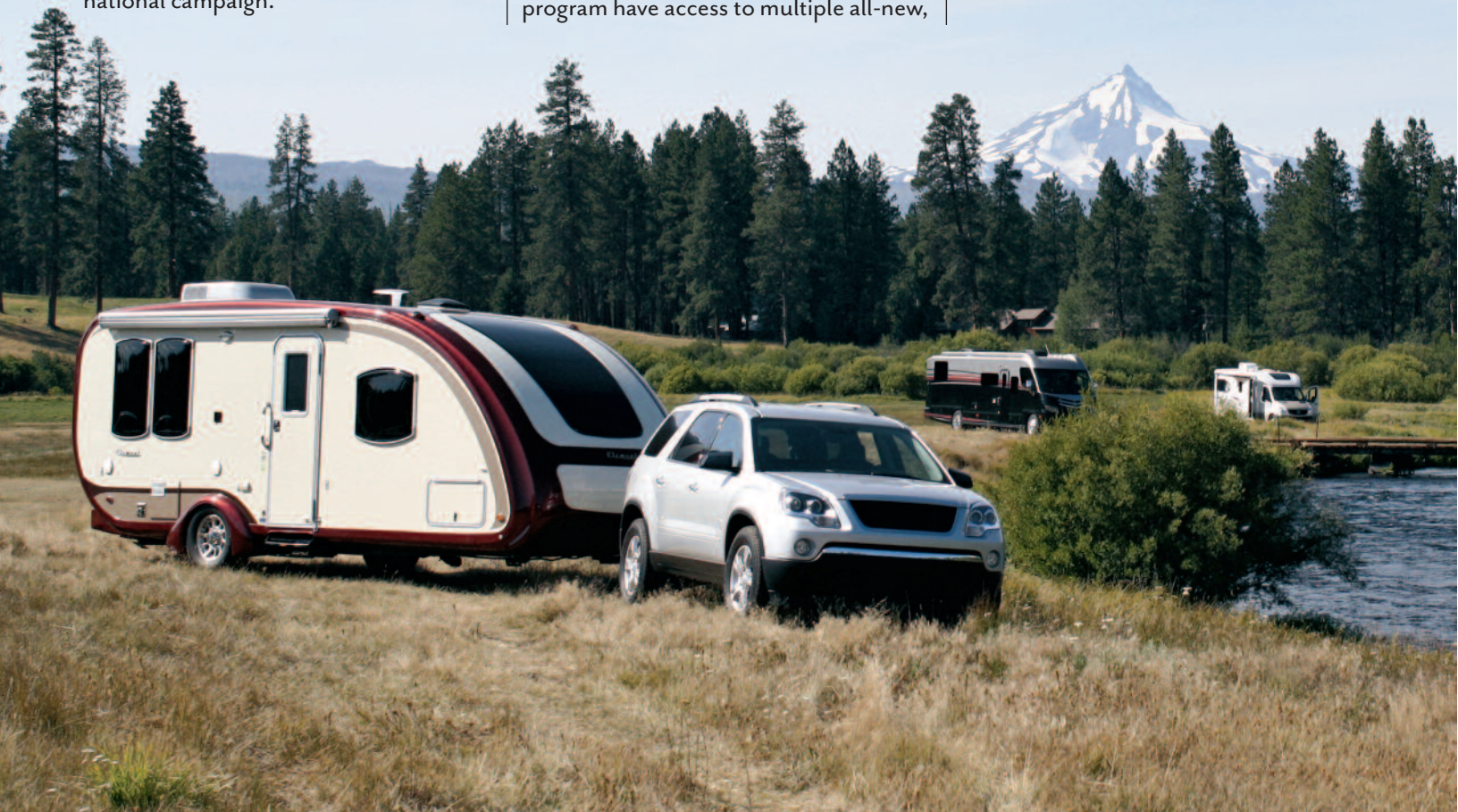
24 hours a day, 7 days a week, Go RVing dealers signed up for the tie-in program can access via the Internet Go RVing leads that are prioritized according to the consumer's purchase timeframe.

### Digital RV Image Library Pictures on GoRVing.com

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

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

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



## Get Going with Go RVing! Return this form TODAY!

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Dealer website: \_\_\_\_\_

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

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

Credit card (circle): VISA MC DISCOVER AMEX

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

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

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

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



# Go RVing Dealers to Receive New DVD Highlighting RV Travel, Pennants

By Eric Sisk

**D**ealers who participate in Go RVing's dealer tie-in program this year will receive a brand-new looped DVD as one of the program's benefits. The DVD presents uplifting and adventurous stories of consumers enjoying their RVs. Dealership visitors will enjoy the short videos set in scenic locations such as beaches, forests, and ski slopes. The DVD is ideal for playing in showrooms, customer lounges, or at RV shows and other special events.

Participating dealers will also receive eye-catching Go RVing pennants for display at the dealership and special events. Each pennant flag is 11.5 inches wide at the top and 18 inches long. Each string of 10 pennants is 15 feet long. Dealers will receive the pennants starting in March. **The price of the dealer tie-in program remains \$250 for 2017.**

The Go RVing dealer program also gives dealers, state dealer associations, and their agencies options to use professionally developed materials connected to the national campaign.

## In addition to round-the-clock access to leads, dealers have access to:

- Commercials and stock footage for instant download  
Target your local markets with taggable versions of the Go RVing national TV commercials, or create your own using the latest professional stock footage. Both are now available as downloads.
- Digital RV photos in the image bank at Go RVing.com  
Go RVing dealers signed up for the program have free access to multiple high resolution images of consumers enjoying a variety of RV units. These images can be used in print and online advertising, on websites, for social media, and other promotional materials.

The Go RVing Coalition, formed in 1994, consists of RV manufacturers, component suppliers, dealers, and campgrounds. Go RVing works to provide the public and media with general information about the benefits of RV travel and camping and to foster customer satisfaction with the RV experience.

The coalition was formed by representatives of RVDA, the Recreation Vehicle Industry Association (RVIA), National Association of RV Parks and Campgrounds (ARVC) and



leading state RV and campground associations to distribute information about the benefits of RV travel and ensure the quality of RV products and services.

To sign up, go to [www.rvda.org](http://www.rvda.org), or email Chuck Boyd at [cboyd@rvda.org](mailto:cboyd@rvda.org) or call him at (703) 591-7130 x113. ■

## MORE THAN 300 RV SPECIFIC SALES TRAINING COURSES

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



**#1 RV TRAINING COMPANY IN NORTH AMERICA FOR**

# 25 YEARS

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

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

# ONLINE TRAINING WITH FRVTA'S DISTANCE LEARNING NETWORK

## **The DLN offers your dealership:**

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

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

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

## **The DLN offers online training for:**

- **RV Technicians** – The certification prep course helps technicians get ready for the certification exam. Your subscription includes unlimited access to
- **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 program is valuable for both new staff and experienced personnel preparing for the RV Learning Center's Service Writer/Advisor certification.

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



## **DEALERSHIP REGISTRATION**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Mentor Name: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail (at dealership): \_\_\_\_\_ Fax: \_\_\_\_\_

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

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

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

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

Name on Credit Card: \_\_\_\_\_ Card Number: \_\_\_\_\_

Security Code: \_\_\_\_\_ Expires: \_\_\_\_\_ Card Billing Address: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_



# RVDA Endorsed Products



## Certified Green RV Program

### **TRA Certification Inc.**

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

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

## Credit Card Processing

### **Bank of America Merchant Services**

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

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

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

www.afadvantage.com  
Ted Brehoney  
ted.brehoney@af-group.com  
(800) 654-8489, Ext. 6530

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

## Emergency Roadside and Technical Assistance Coach-Net

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

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

## Employee Behavioral Assessment Omnia Group

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

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

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

## Software & Consulting Services KPA

www.kpaonline.com  
(303) 356-1735

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

## Extended Service Agreements XtraRide RV Service Agreement Program

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

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

## Health Collective Purchasing Arrangement

### **Brown & Brown Insurance**

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

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

## Hiring Tools CareerCo

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

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

## Health Insurance

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

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

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

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

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

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

## Loan Origination and Warranted Loan Documents

### **AppOne**

www.appone.net

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

## Market Intelligence Program RV Industry Data Program from Statistical Surveys

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

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

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

## Office Supplies Office Depot

www.officediscounts.org/rvda.html

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

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

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

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

## Propane and Propane Supplies Suburban Propane

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

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

## RVDA/Spader 20 Groups Spader Business Management

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

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

## Shipping Discounts PartnerShip, LLC

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

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

# The Mike Molino RV Learning Center proudly recognizes

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

Received From	Contributed 2/9/15- 2/9/17	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
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## MAJOR GIFTS

Camping World and Good Sam	\$150,000	\$667,987	\$1,000,000	6/8/16
Protective	75,668	270,584		12/2/16
Newmar Corporation	50,000	260,000		12/7/16
Tom Stinnett Derby City RV	2,500	105,000		12/16/16
Brown & Brown Recreational Insurance	20,000	20,000	100,000	3/21/16
Campers Inn	20,000	81,000	100,000	12/16/16
PleasureLand RV Center Inc.	4,000	96,850		12/14/16
Bill & Kristen Fenech	10,000	72,500		8/23/16
Horsey Family Memorial Fund	2,000	72,000		6/14/16
Ron & Lisa Fenech	10,000	70,000		8/23/16
Byerly RV Center	10,000	62,000		1/3/17
RVAC	14,000	52,000		4/8/16
Bill Plemmons RV World	5,000	20,050	50,050	6/9/16
All Seasons RV Center	2,000	38,049	47,049	12/20/16
McClain's RV Superstore	2,000	44,000		6/18/15
Pan Pacific RV Centers Inc.	3,000	41,500		11/23/16
Reines RV Center Inc.	7,500	39,025		1/6/17
Palm RV	7,500	7,500	37,500	2/18/16
Bill Thomas Camper Sales Inc.	6,000	37,000		1/3/17
Holiday World of Houston	7,000	33,000		9/30/16
Wilkins R.V. Inc.	4,900	23,000	33,000	1/8/16
Pikes Peak Traveland Inc.	1,500	32,700		6/26/15
Diversified Insurance Management Inc.	1,600	24,800	31,200	4/25/16
Paul Evert's RV Country Inc.	2,000	29,000	30,000	3/11/16

## CHAMPIONS

Greeneway Inc. (Route 66 Dealer)	2,500	22,350		12/12/16
Alpin Haus	2,000	20,500		7/5/16
MBA Insurance Inc.	2,000	17,100	20,100	6/1/16
Hartville RV Center Inc.	2,000	14,750	15,750	5/5/16
Mike & Barb Molino	550	12,136		8/14/16
Little Dealer, Little Prices	500	11,550		12/6/16
Affinity RV Service Sales & Rentals	2,000	11,000		6/15/16
Floyds Recreational Vehicles	250	10,500		4/13/16
Motley RV Repair	1,000	10,075		9/17/15
United States Warranty Corporation	2,000	9,250	10,250	5/6/16

## Received From

Don Clark
Hemlock Hill RV Sales Inc.
Curtis Trailers Inc.
Crestview RV Center
Burlington RV Superstore
Circle K RV's Inc.
All Valley RV Center
Hayes RV Center
A World of Training
Madison RV Supercenter
Camperland of Oklahoma LLC
Topper's Camping Center
Best Value RV Sales & Service
Phil Ingrassia
Good Life RV
ROUTE 66 RV Network
Noble RV Inc.
RCD Sales Company, Ltd.
J. D. Sanders Inc.
Myers RV Center Inc.
Hilltop Trailer Sales Inc.
Skyline RV & Home Sales Inc.
RV Outlet Mall
United RV Center
Highland Ridge RV Inc.
Tacoma RV Center
American Guardian Warranty
The Trail Center
Alliance Coach
Austin Chapter of Texas RV Association
Bill & Shannon Koster
Onsite Temp Housing

## LEADERS

Dinosaur Electronics
NERVDA
Leo's Vacation Center Inc.
Mount Comfort RV



# these CONTRIBUTORS

Contributed 2/9/15- 2/9/17	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
10,000	15,000		10/7/16
3,361	10,000		8/12/15
1,500	9,750		12/28/16
3,500	8,000		12/28/16
1,250	7,500		12/31/16
750	7,500		6/9/16
4,500	6,000	7,000	7/15/16
200	6,850		6/20/16
3,500	6,500		9/17/15
1,000	6,500		11/30/16
1,000	6,350		6/22/16
1,803	6,053		10/7/16
2,000	5,750		4/11/16
2,000	5,500		12/12/16
2,000	4,100	5,100	6/24/16
2,000	3,000	5,000	2/16/16
2,600	4,505		2/3/17
1,099	4,349		6/17/16
500	3,750		7/11/16
250	3,750		6/22/15
1,500	3,622		6/27/16
1,500	3,500		8/8/16
750	3,300		6/20/16
100	3,200		11/10/15
500	3,000		4/11/16
1,500	3,000		6/17/16
2,400	2,900		2/1/17
600	2,550		11/21/16
1,000	2,000	2,500	5/23/16
2,500	2,500		6/27/16
500	500	2,500	12/2/16
500	1,000	2,500	10/29/15
550	2,200		6/14/16
1,100	2,100		1/30/17
2,000	2,000		3/11/16
2,000	2,000		10/17/16

## Received From

Contributed 2/9/15- 2/9/17	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
Candys Campers	500	1,800	6/6/16
Ocean Grove RV Supercenter	1,750	1,750	6/14/16
Out of Doors Mart Inc.	250	1,750	10/13/15
Camp-Site RV	500	1,500	1/30/17
Gib's RV Superstore	1,500	1,500	12/2/15
Ronnie Hepp	500	1,125	12/31/15
Airstream Adventures Northwest	1,000	1,000	6/10/16
Beckley's Camping Center	250	1,000	6/12/15
Bill Mirrielees	500	1,000	5/5/16
Moix RV Supercenter	1,000	1,000	12/22/16
Tennessee RV Sales & Service LLC	500	1,000	6/14/16

## BENEFACTORS

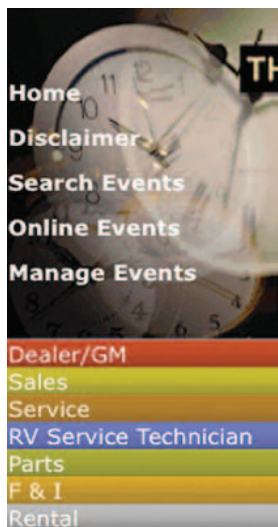
Contributed 2/9/15- 2/9/17	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
Keepers RV Center	700	800	850 12/23/16
American Family RV Inc.	500	500	9/2/16
Camp-Land RV	500	500	6/14/16
Colonial Airstream & RV	500	500	5/2/16
Florida Outdoors RV Center	500	500	6/15/15
Holiday Hour Inc.	200	500	3/14/16
Kroubetz Lakeside Campers	250	500	11/9/15
Modern Trailer Sales Inc.	250	500	6/22/15
The Makarios Group LLC	500	500	6/3/16
Total Value RV of Indiana Inc.	500	500	1/18/17
Tri-Am R.V Center of East Tennessee	500	500	1/3/17

## SUPPORTERS

Contributed 2/9/15- 2/9/17	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
Starr's Trailer Sales	450	450	6/16/16
Lou Novick	100	400	11/25/15
Carolina Coach & Camper	250	350	6/15/16
Liberty RV	250	300	9/6/16
Arlington RV Supercenter, Inc.	250	250	6/8/15
Black Book RV Value Guide	150	250	3/16/16
Elizabeth RV	250	250	10/11/16
Foremost Transportation Incorporated	250	250	5/4/15
Macdonalds RV Center	225	225	1/18/17
Richard's RV ServiCenter	120	120	7/15/16
Chesapeake RV Solutions	100	100	2/29/16
RV Value Mart, Inc.	100	100	6/15/15

## ENDOWMENTS

Contributed 2/9/15- 2/9/17	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
Kindlund Family Scholarship	\$270,000		



THE

# RV Industry's

## CENTRAL TRAINING CALENDAR

<< Back		April 2017					Fwd >>	
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
						1	Sobel University Online Registration	
							Certified RV Inspector Training & Certification	
							Show Online Events	
	2	3	4	5	6	7	8	
Show Online Events	RV Inspector/RV Maintenance Tech Training	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	
	9	10	11	12	13	14	15	
Show Online Events	Advanced Training for Certified RV Inspectors Only	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	
	16	17	18	19	20	21	22	
Show Online Events	Show Online Events	Show Online Events	Show Online Events	FREE Webinar: How to Add Value to Dealership Sourced Financing to Your Cash Customer	Show Online Events	Show Online Events	Show Online Events	
	23	24	25	26	27	28	29	
Show Online Events	RV Inspector/RV Maintenance Tech Training	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	
	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

## Go RVing.

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

**RVDA Welcomes Our Newest Members**  
 1/1/17 - 1/31/17

### Dealers

Barrington Motor Sales RV, Bartlett, IL

Country RV Chippewa Falls, WI

Jerry's Campers Inc. Abilene, TX

Major RV & Auto Sales Hesperia, CA

Park Place RV Sales London, KY

The RV Spa San Gabriel, CA

Vacationland Big Rock, IL

Zoomers RV of Indiana Wabash, IN

### Rentals

ABC Motorhome Rentals, Anchorage, AK

Going Places RV Rentals Inc., Phoenix, AZ

U Can Rent Auto Rental Montgomery, AL

## ADVERTISERS INDEX

### DealerPro RV

(888) 553-0100.....14

### Diversified Insurance Management

(800) 332-4264.....2

### Freightliner Custom Chassis

FCCCRV.COM.....27

### MBA Insurance

(800) 622-2201.....15

### Protective Asset Protection

(888) 326-0778.....back cover

### RVT.com

(800) 282-2183.....17

### Sobel University

(253) 565-2577.....21

### Spader Business Management

(800) 772-3377.....16



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Freightliner Custom Chassis continues to drive the future of the premium RV experience with the best-of-both-worlds combination of Daimler engineering excellence and American manufacturing muscle. From our home here in Gaffney, South Carolina, we deliver the latest chassis innovations in safety, ride, handling and comfort. And, with the largest nationwide service network, 24/7 factory support, comprehensive training and more, we provide your customers with a superior experience of ownership.

**Learn more about what sets Freightliner Custom Chassis apart at [FCCCRV.com](http://FCCCRV.com).**



**Driven By You**

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# CELEBRATING 25 YEARS

## as the Exclusively Endorsed Service Contract Program of the RVDA

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

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



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



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.