

RV EXECUTIVE TODAY

MAY 2014

NEW TECH PRODUCTS FOR THE DEALERSHIP

page 10

ALSO:

**Recovery Fuels Demand
for Trained Employees**

page 12

**FTC Zeroes in on Deceptive
Ad Practices** page 16

OUTSTANDING PRODUCTS



compass
RV PROTECTION



USA
Travel Care



SERVICE CONTRACTS • F&I PRODUCTS • REINSURANCE • TRAINING

AMERICAN GUARDIAN WARRANTY SERVICES, INC.
OFFERS TOP OF THE LINE PROFESSIONAL SOLUTIONS TO MEET THE NEEDS OF
TODAYS MODERN AGENT, INCLUDING EXCEPTIONAL ADMINISTRATION AND
PROFESSIONAL CUSTOMER SERVICE



| 800.579.2233 EXT4196 |

AGWSINC.COM


4450 WEAVER PARKWAY, WARRENVILLE, IL 60555

Diversified Insurance Management

RV DEALER INSURANCE SPECIALIST

TRVA Endorsed Since 1981

Take The Proven Path

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

The Diversified "Difference"

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

DIVERSIFIED
INSURANCE MANAGEMENT

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

That First Time...

How Do People Experience RVing That First Time?

Renting, That's How!

**You rent 'em,
We insure 'em**

**Rental Insurance
Since 1978**

MBA
INSURANCE
net

Call MBA for your rental quote **1-800-622-2201** www.MBAinsurance.net

RV EXECUTIVE TODAY

C O N T E N T S

May 2014

10 It's a Mobile Mobile World

Mobile apps for the dealership are popping up like daisies, but there are other new tech products on the market this spring, too.



10

12 Recovery Is Fueling Demand for More Trained Employees

Jeff Pastore, chair of the Mike Molino RV Learning Center, talks about the shortage of trained and certified employees.



12

14 Ford to Continue Building E-Series Chassis Used for Class Cs

The E-Series cutaway chassis will no longer be available to the consumer and commercials markets, but the automaker will continue supplying them to RV manufacturers. At least, through 2020.



14

16 FTC Scrutinizes Dealership Ads for Violations

The agency is checking website and traditional advertising as it turns up the heat on dealerships.



16

18 Public Lands Need to Improve Sites, Modernize Fee Collections, Says ARC

Federal recreation sites need updates and an easier fee pay system to attract a new generation of users, says the American Recreation Coalition.



18

22 Act Quickly on Go RVing Leads to Get Maximum Return

A recent study shows 36 percent of the RV purchases made by Go RVing prospects occur within 90 days of the lead entering the system.



22

IN EVERY ISSUE:

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



National Park Service Makes Party Plans, but Funding Public Lands Is Serious Business

By Phil Ingrassia, CAE, president

The National Park Service is making preparations for its 100th birthday in 2016 and will roll out a major promotional campaign over the next two years called "Find Your Park."

The National Park Foundation, a non-profit group that supports national parks, is working closely with the new branding effort, which is designed to introduce millennials and other new communities to the national parks without losing the current visitor base.

It's great to celebrate the Park Service's centennial, but there are many associated with outdoor recreation who would like to see some serious preparation at the parks and on other public lands before the birthday party gets underway. That opportunity is coming fast with the reauthorization of the Federal Lands Recreation Enhancement Act.

Like many of you, I've been fortunate to visit a number of national parks over the years, most recently spending time with my family at Wind Cave National Park and Mount Rushmore in the Black Hills of South Dakota. The majority of the time, we're pleased with the facilities and road infrastructure on public lands, but not always. I'll never forget one trip to the Beaverhead-Deerlodge National Forest in Montana – the fishing and scenery were outstanding, but some of those Forest Service roads left our teeth chattering.

Of course, paying for maintenance and improvements to public lands infrastructure is something that the outdoor recreation industry has been concerned about for years. Last month, Derrick Crandall of the American Recreation Coalition (ARC) testified before the U.S. House of Representatives Committee on Natural Resources on the reauthorization of the legislation that allows federal agencies to collect and retain entrance and recreation fees. RVDA is a founding member of ARC.

Under existing provisions, fees generate more than \$300 million annually to help support federal recreation programs. As recently as 1996, federal recreation fees weren't retained by the collecting agencies. ARC and other organizations believe that the public will support fees that deliver the experiences the public seeks when visiting national parks, national forests, national wildlife refuges, and other public lands and waters.

Crandall noted that tight budgets made recreation fees even more important to federal agencies. Yet poor communications by the agencies and scattershot collection programs can erode public support for these fees.

ARC and other recreation, conservation, and tourism organizations have outlined 12 principles for federal recreation fees, including retention and use of the fees in close connection with the sites and the activities generating the fees. It's also time to include the U.S. Army Corps of Engineers, the largest federal provider of recreation visits, under the same fee program as the other five agencies with major recreation management roles.

While Congress is at it, if fees have to be charged, let's make it easier to pay. Congress should demand that public land agencies test commonly used non-federal payment systems such as EZ-Pass and PayPal to reduce entrance lines and the hassle factor of getting into recreation sites.

The total number of park service visits dropped from 282 million in 2012 to 273 million last year, and it wasn't all due to the government shutdown. "Find Your Park" may be a good slogan, but Congress and the public land agencies need to modernize and do it quickly for the next generation of visitors they're trying to attract. The recommendations ARC and other organizations gave to Congress last month are a great place to start.

RV EXECUTIVE TODAY

PRESIDENT:
Phil Ingrassia, CAE

**VICE PRESIDENT FOR
ADMINISTRATION:**
Ronnie Hepp, CAE

EDITOR:
Mary Anne Shreve

GRAPHIC DESIGNER:
Ginny Walker

RVDA STAFF

Chuck Boyd
DEALER SERVICES MANAGER

Hank Fortune
DIRECTOR OF FINANCE

Jeff Kurowski
DIRECTOR OF INDUSTRY RELATIONS

Julie Anna Newhouse
MARKETING MANAGER

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

Julianne Ryder
MARKETING COMMUNICATIONS SPECIALIST

Patricia Williams
ACCOUNTING CLERK

MIKE MOLINO RV LEARNING CENTER STAFF

Karin Van Duyse
CHIEF

Liz Fleming
EDUCATION COORDINATOR

Tony Yerman
RV SERVICE CONSULTANT

Isabel McGrath
TECHNICIAN CERTIFICATION REGISTRAR

RV Executive Today is published monthly by the Recreation Vehicle Dealers Association of America at 3930 University Drive, Fairfax, VA 22030-2515. Periodicals postage paid at Fairfax, VA 22030 USPS No. 062450. Issued monthly to all RVDA members as a membership benefit paid for by their dues.

Postmaster please send address changes to:
RV Executive Today, 3930 University Drive,
Fairfax, VA 22030-2515 *The annual subscription rate of \$30 is a part of membership dues.*

Editorial/Business Office:
3930 University Drive, Fairfax, VA 22030-2515
Phone (703) 591-7130 FAX (703) 359-0152

RV Executive Today (ISSN #1088-873X)
Volume 18, Issue 5

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

Building Lasting Relationships

By Jeff Hirsch, chairman



Trust is a key principle in a long-term relationship. Over the years I've seen relationships fail because trust was violated either personally or professionally. Life can be so difficult when trust is destroyed and respect is compromised.

To me, trust is like a wine glass. When you raise that glass in celebration, you're giving thanks for a treasured moment. But if you violate that trust, you drop the wine glass. Every broken shard becomes a fragment of trust. The sad truth is that, even if you piece the glass back together, its original beauty is lost forever and the permanent crack lines are there to remind you of broken promises.

One of my greatest challenges is to maintain a healthy balance in life. I love what I do professionally. I find growing and developing my business to be exciting and invigorating – entrepreneurs are creators. But I also have obligations and commitments to my family. So once a week I ask them if there's anything they need from me. I ask my wife Deb what she needs from me to support her and the family. This, to me, is putting first things first and keeping all of my commitments.

Here's one of my favorite passages from motivational speaker and author Stephen Covey: "Never take existing relationships for granted – particularly relationships with loved ones, family, and friends. Avoid the common tendency to put more energy into new relationships and assume that people in existing relationships know you care. There is probably a greater need for demonstrations of concern in existing relationships than in new relationships."

Covey also used a quote from Mahatma Gandhi: "The moment there is suspicion about a person's motives, everything he does becomes tainted."

In his book "The Speed of Trust," Covey discusses what he calls the economics of trust. He suggests that trust has an effect on speed and cost in the business world. When trust goes down, speed will also go down and cost will go up:

Trust down = speed down = cost up
Trust up = speed up = cost down

For anyone interested in building great professional and personal relationships, "The Speed of Trust" is a must-read.

Solutions for the Transport Issue

For the past few years, the RV industry has been experiencing issues caused by a shortage of transport drivers. Many of you have told me about your inability to receive timely deliveries and how that's led to lost sales, additional floor plan interest expense, curtailment clock, turn rates, distressed inventory and, in general, a whole lot more exposure for dealers.

I've delved into the issue and believe there may be ways to minimize this predictable seasonal problem. I spoke last month to Doug Gaeddert, my counterpart at RVIA, asking for his thoughts, and he told me that RVIA is meeting with transport company executives to develop fixes.

One possibility is to develop a recruitment program to expand the labor pool of transport drivers. There's a challenge, though – the Department of Transportation requires these drivers to have a commercial license (CDL). RVIA is petitioning the Federal Motor Carrier Safety Administration to allow RVs to be transported from factory to dealer using dry or actual weight versus GVWR or GCWR. This would allow a larger number of RVs to be transported without requiring a CDL operator.

It's clear that the transport companies need to look farther afield than Elkhart County to find all of the drivers they need. Speaking of Elkhart County, as of April 15 there were an estimated 25,000 units sitting there waiting for drivers. No wonder you've voiced your frustrations to me.

But here's something else to think about – apparently, the transport drivers aren't eager to deliver units to dealerships where their efforts aren't appreciated. Drivers in some cases are having to wait for extended periods to get a check or have someone inspect a unit. And they encounter inconsistencies in wash fees, with some dealers charging more than the agreed-upon amount. My suggestion is that we remember these transporters are valued partners – here's a chance to build trust in order to increase speed and lower cost.

At any rate, RVDA will be part of the solution in resolving the freight issue – we've heard you loud and clear. Respectfully yours,

Chairman

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

1st Vice Chairman

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

2nd Vice Chairman

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

Treasurer

Darrel Friesen
All Seasons RV Center
Yuba City, CA
(518) 842-5900
Darrel@allseasonsrvcenter.com

Secretary

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

Past Chairman

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

Director

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

Director

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

Director

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

Director

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

RVRA Representative

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

RVAC Chairman

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

RV Learning Center Chairman

Jeff Pastore
Hartville RV Center
Hartville, OH
(330) 877-3500
jeff@hartvillerv.com

DELEGATES**Alabama**

Rod Wagner
Madison RV Supercenter
Madison, AL
(256) 837-3881
rod@madisonrv.com

Alaska

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

Arizona

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

California

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

Colorado

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

Connecticut

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

Delaware

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

Florida

Rob Rothenhauser
Ocean Grove RV Supercenter
St. Augustine, FL
(904) 797-5732
rob@oceangrovervsales.com

Georgia

Doc Allen
C.S.R.A. Camperland Inc.
Martinez, GA
(706) 863-6294
docallen@csracamperland.com

Idaho

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

Illinois

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

Indiana

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

Iowa

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

Kansas

Bill Hawley
Hawley Brothers Inc.
Dodge City, KS
(620) 225-5452
wildbill@pld.com

Kentucky

NeVelle Skaggs
Skaggs RV Country
Elizabethtown, KY
(270) 765-7245
nrskaggs@aol.com

Louisiana

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

Maryland

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

Massachusetts

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

Michigan

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

Minnesota

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

Mississippi

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

Missouri

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

Montana

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

Nebraska

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

Nevada

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

New Hampshire

Scott Silva
Cold Springs RV Corporation
Weare, NH
(603) 529-2222
scott@coldspringsrv.com

New Jersey

Brad Scott
Scott Motor Home Sales Inc.
Lakewood, NJ
(732) 370-1022
bscott@scottmotorcoach.com

New Mexico

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

New York

Jim Colton
Colton RV
N Tonawanda, NY
(716) 694-0188
jcolton@coltonrv.com

North Carolina

Steve Plemmons
Bill Plemmons RV World
Rural Hall, NC
(336) 377-2213
steve@billplemmonsrv.com

North Dakota

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

Ohio

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

Oklahoma

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

Oregon

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

Pennsylvania

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

Rhode Island

Linda Tarro
Arlington RV Super Center Inc.
East Greenwich, RI
(401) 884-7550
linda@arlingtonrv.com

South Carolina

Gloria Morgan
The Trail Center
North Charleston, SC
(843) 552-4700
gmorgan497@aol.com

South Dakota

Lyle Schaaap
Schaaap's RV Traveland
Sioux Falls, SD
(605) 332-6241
lyle@rvtraveland.com

Tennessee

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

Texas

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

Utah

Jared Jensen
Sierra RV Corp
Sunset, UT
(801) 728-9988
jared@sierrarvsales.com

Vermont

Scott Borden
Pete's RV Center
South Burlington, VT
(802) 864-9350
scott@petesrv.com

Virginia

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

Washington

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

West Virginia

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

Wisconsin

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

Wyoming

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

VACANT

Arkansas
Hawaii
Maine

AT-LARGE

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

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

David Hayes
Hayes RV Center
Longview, TX
(903) 663-3488
dhayes@hayesrv.com

Ed Lerch
Lerch RV
Milroy, PA
(717) 667-1400
ed@lerchrv.com

Scott Loughheed
Crestview RV Center
Buda, TX
(512) 282-3516
scott@crestviewrv.com

Mike Rone
Sonny's RV Sales Inc.
Evansville, WY
(307) 237-5000
mronc@sonnyrvs.com

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

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

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

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

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

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

Bill White
United RV Center
Fort Worth, TX
(817) 834-7141
bill@unitedrv.com

Participating Past Chairmen

Bruce Bentz
Capital R.V. Center Inc.
Bismarck, ND
(701) 255-7878
bruce@capitalrv.com

Randy Biles
Pikes Peak Traveland Inc.
Colorado Springs, CO
(719) 596-2716
rwbiles@pikespeakrv.com

Debbie Brunoforte
Little Dealer, Little Prices
Mesa, AZ
(480) 834-9581
dbrunoforte@littleddealer.com

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

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

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

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

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

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

Dan Pearson
PleasureLand RV Center Inc.
St. Cloud, MN
(320) 251-7588
d.pearson@pleasurelandrv.com

Cammy Pierson
Curtis Trailers Inc.
Portland, OR
(503) 760-1363
cammypierson@yahoo.com

Joe Range
Range Vehicle Center Inc.
Hesperia, CA
(760) 949-4090
range1937@msn.com

Dell Sanders
J. D. Sanders Inc.
Alachua, FL
(386) 462-3039
jdsrv@att.net

Marty Shea
Madison RV Supercenter
Madison, AL
(256) 837-3881
mjshea@madisonrv.com

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

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

Towables Inventories Grew a Little Slower, Motorhomes Much Faster

By Thomas Walworth, Statistical Surveys/The Thrive Group

Dealer inventories of towables grew a little more slowly in January 2014 than they did in January 2013, while motorhome inventories grew at a significantly faster rate during the same period, according to data gathered by market research firm Statistical Surveys/The Thrive Group.

RV dealer inventories typically expand at rapid rates in January because the retail market is seasonally soft during those months, and dealers are stocking up to ensure they have enough units to display at winter retail shows in their areas.

The inventory index for towables was 41.7 in January 2014, which means towable inventories expanded significantly, but not quite as rapidly as in January 2013, when the inventory index was 40.9.

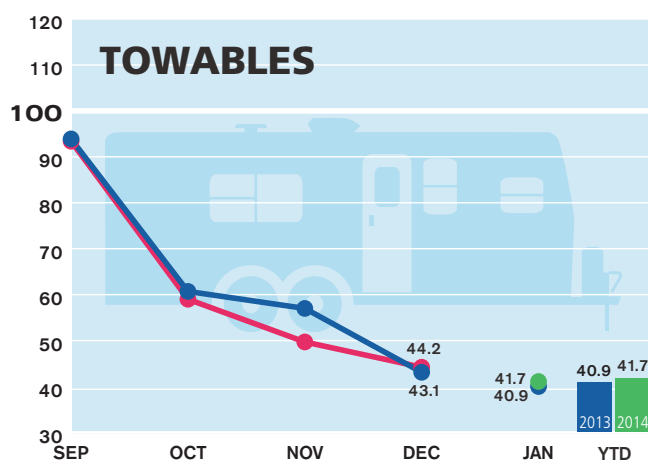
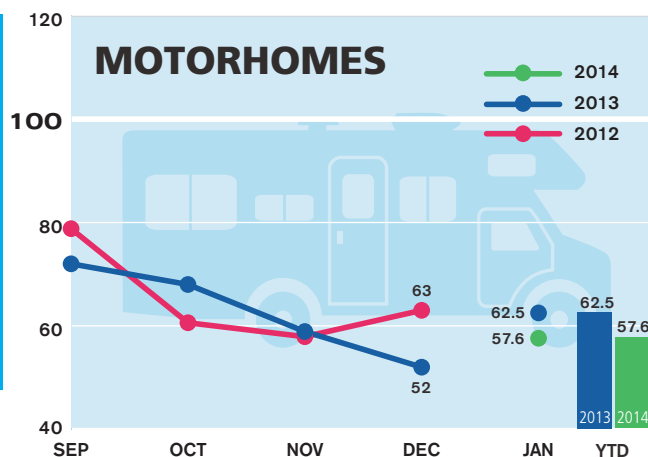
In the case of motorhomes, the January 2014 inventory index was 57.6, which means dealer inventories grew at a significantly faster rate than in January 2013, when the inventory index was 62.5.

The 9,169 towable RVs retailed by U.S. dealers during January 2014 represented a 4.2 percent increase over the 8,800 units sold to consumers in January 2013. Wholesale shipments of towables were up 2.3 percent to 22,000 units in January 2014, compared with 21,500 units delivered to dealerships in January 2013.

In the case of motorhomes, 1,902 units were retailed in January 2014, a 17.1 percent increase over the 1,624 units sold in January 2013. Meanwhile, motorhome shipments increased 26.9 percent to 3,300 units in January 2014, compared with 2,600 units shipped during January 2013.

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

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



Take Advantage of Your RVDA Websites

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

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

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



It's a **MOBILE** Mobile World

New technology for the dealership reflects the migration to smart devices

Edited by Mary Anne Shreve

The great migration to mobile devices is in full swing, with apps popping up for more and more functions that have traditionally been performed on the dealership's desktops. There are service apps for parts inventorying and writing up repair orders and sales apps for managing leads wherever a salesperson happens to be. Not all the news is mobile, though – there are also products and services to make a dealership's digital marketing easier and more effective. Here's a sample of what's currently on the market.



IDS's new service app

THAT'S SERVICE!

Integrated Dealer Systems (IDS) just introduced a new service app for Android and Apple devices that lets employees take a picture of the

unit being serviced, then attach the image to a work order. The app then links the image with the work order, customer, and unit in IDS's Astra G2 DMS, where it can be tracked. Dealers can view all open work orders or search for a specific work order by number or name.

The service app also has inventory control features. Capture a part's bar code with the camera on your mobile device, update the quantities and bin locations, and upload the data into Astra G2. With inventory info accessible on your mobile device, you can instantly answer customer questions about parts availability.

IDS also has a new mobile app for its CRM product that allows users to manage leads from their mobile phones.

NAME YOUR PRICE

EverLogic's DMS has a new inventory pricing feature that lets dealers set up to 10 price levels for units. The inspiration came from a customer who wanted to empower his sales team to negotiate with customers within the boundaries of pre-authorized

price levels. Salespeople can negotiate with customers until the minimum acceptable offer is reached, at which point the dealer principle must become involved to accept a lower offer. The target price is what the salesperson is expected to achieve in order to receive a full commission on the sale.

EverLogic's Inventory Pricing Formula goes further, letting the dealer write formulas to automatically calculate prices

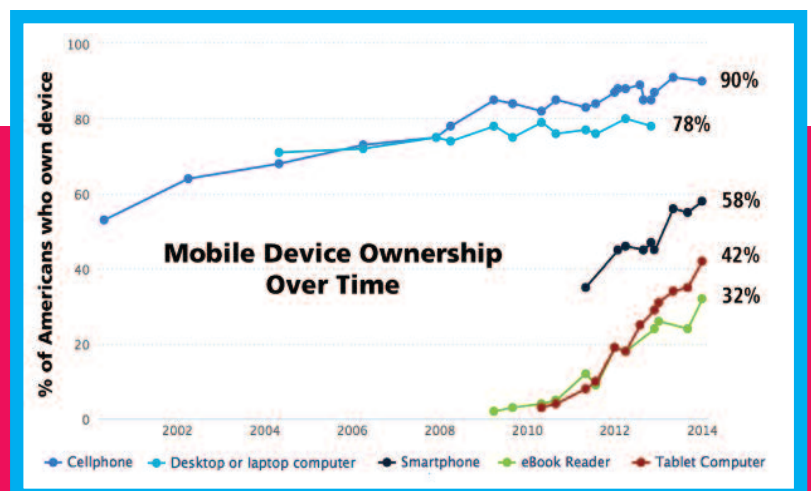
EverLogic's new inventory pricing feature

for each unit. For example, when a unit reaches a pre-determined number of days on the lot, the target price and minimum acceptable offer can be reduced by a fixed amount or percentage. The formulas ensure consistent, updated pricing.

MOBILE DEVICES ON THE MOVE

Consumers are adapting to mobile devices at even faster rates than they adapted to cell-phones and laptops. 56% of Americans owned a smartphone as of June 2013, up from 35% just 2 years earlier.

Chart from the Pew Research Center





ONE WEBSITE DOES IT ALL

Dealers can post inventory from their DMS to their website in real time, without manual reentry, using ADP Lightspeed Websites. These integrated websites come with iOS and Android apps so dealers can use a smartphone or tablet to snap photos, which are automatically placed on the website. The websites also let dealers set special online pricing and receive analytics such as page views, click rates, web traffic sources and lead submissions.

Dealers' customers can view specs for each unit and display units in side-by-side comparisons. They can schedule service appointments and test drives online and get quotes for new or used units. And they can communicate with the dealership through social media by clicking on the Facebook and Twitter icons at the top of each web page.

Lightspeed Websites work with other Lightspeed products such as LightspeedEVO, NXT, CEM and the loyalty rewards program.

MARKETING THE DEALERSHIP

ARI Network Services now offers online marketing services that help dealers better under-

stand their audience and target it more effectively. The company will help dealers publish entertaining and engaging content on their websites and social media sites on a consistent schedule so that they attract more visitors and rank higher on Google, Yahoo and Bing. The company's digital marketing specialists will analyze the dealer's local market to determine the most effective keywords and craft pay-per-click campaigns to reach prospects where they are online. The specialists analyze the performance data for all of the dealer's digital marketing so the dealer can determine the return on investment. ARI also offers email marketing services.

*ADP Lightspeed
Websites come with iOS
and Android apps.*

FREE THE SALES STAFF

Sys2K (formerly Systems 2000) now has a version of its Infinity DMS's customer relationship management (CRM) program that fits on the smaller screens of mobile devices. Sales staff will be able to view their desktop CRM in a fully mobile application, allowing them to look up customer information when they're out on the lot or to stay on top of leads wherever they are. For example, a salesperson can access the CRM from his or her mobile device while working at a show or from home. This app frees salespeople from their desks and saves dealers money by not having to invest in multiple desktops.

Sys2K also has added to the list of companies and organizations that integrate with its systems. Its website connectivity package lets dealers export information from their Sys2K Infinity software to a variety of sources, including many state DMVs, Stag Parkway, Coast Distribution, Auction123, and more. ■



*Sys2K has a
version of its
Infinity DMS's
customer
relationship
management
program that
fits on mobile
devices.*

*ARI now offers
digital and email
marketing services.*

ARI
RECREATIONAL VEHICLES

INDUSTRIES ABOUT ARI INVESTORS ARI GLOBAL CLIENT LOGIN
SEARCH ARI
call us today: 877.805.0803

HOME PRODUCTS CONTACT

Your business is complicated. Your technology tools don't need to be.
SELL MORE STUFF!™
Let us simplify your business with our eCommerce and eCatalog platforms, lead management tools and digital marketing services.

RECREATIONAL VEHICLES PRODUCTS
ARI offers a full suite of products to help you Sell More Stuff!™:

ARI ONLINE SOLUTIONS
SELECT ONLINE

ARI IN-STORE SOLUTIONS
SELECT IN-STORE

RECOVERY Is Fueling Demand

A Q&A with Jeff Pastore, chairman of the Mike Molino RV Learning Center

Jeff Pastore of Hartville RV Center in Hartville, OH, discusses the RV market outlook, the growing need for trained, professional workers, and how the RV Learning Center fits in.

Q: All signs point to another solid year of RV sales in 2014. What's happening at RV dealerships in terms of hiring and training right now?

A: We're seeing a recovery and increasing dealership employment. After some lean years, where many dealers had to cut back on personnel expense and training, there's a demand for people in nearly all areas of dealership operations.

When you look at the sales volume of 2013 and what's projected for this year, the industry is approaching pre-recessionary levels. So something has got to give – we have to hire more people to handle the business that's out there.

Let's take a quick look at RV technicians. According to the Bureau of Labor Statistics, the number of RV techs is down by nearly a third from the peak of the mid to late 80s. At one time, there were more than 14,000 RV techs employed, but now it's about 11,000. So the need to train new techs is a front-burner issue at many dealerships. There's also a need for more people in fixed ops, sales, and other positions.

Q: What's the RV Learning Center's role in technical training and certification?

A: Technician training and certification are key areas not only for the learning center, but for our partners at RVIA, FRVTA, and with state associations.



RV Learning Center Chairman Jeff Pastore (second from left) with part of the Hartville RV Center team

We really try to be a one-stop information source.

A great place to start is RVTechnician.com, which is a joint effort of the learning center and RVIA. It has lots of information on association-sponsored training, the RVIA service text books, and RVDA-RVIA RV Technician Certification Program information. Another RVIA partnership is the RV Industry Training Calendar at RVTrainingCalendar.com, where industry suppliers and trainers can list all types of educational events and technical training. The learning center also publishes *RV Technician*, an online magazine, six times per year.

For techs preparing for certification, the learning center registers and mentors participants in the RVIA-developed technician certification preparation courses on the online training site at OLT.RVST.org. More than 500 technicians are currently using the OLT for certification preparation or to earn continuing education credits.

The learning center also partners with FRVTA to market its Distance Learning Network platform nationally. More than 130 dealerships are enrolled this year, which is a nice increase from

recent years. The learning center also supports state associations that sponsor local training – some recent examples included events in New England and Iowa and the Pennsylvania RV & Camping Association's efforts with Northampton Community College.

Q: What about other positions at the dealership? How does the learning center board prioritize where to put its resources?

A: The learning center has always sought to develop programs where there's an identified need and to leverage industry partnerships to provide cost-effective resources for dealership employees and the industry.

For example, when an industry study showed that the service writer/advisor position is critical to customer satisfaction, the learning center partnered with The Ohio State University to analyze the skills required to perform that position at a high level. This was ultimately the first step in a series of learning center programs for employees in fixed operations.

The learning center supports other key dealership operations, especially when

and for More Trained Employees

developing the program for the annual convention/expo. However, the board hasn't focused resources in areas where there are many other options for dealers, such as sales training.

Q: What can dealership employees look forward to this year from the RV Learning Center?

A: We've been developing a program for the convention/expo on management topics of interest to our new Young RV Executives group. These individuals are the future of RV retailing, and we're focusing on leadership and human resources issues that would be valuable to new managers. We launched this at the 2013 convention, because it's

important to help grow the next generation of RV dealers and managers.

We're also looking at new ways to reward dealerships and employees that commit themselves to professional development. This is still in the planning stages, but the idea is to provide programming and networking opportunities for those who participate in continuing education, which helps grow the industry and creates happier customers.

We're also working on a major update to the learning center's popular Service Management Guide, or flat rate manual.

Visit
www.rvlearning-center.com for more on all of the RV Learning Center's programs.

One of our major priorities is to increase participation in existing programs. Over the past eight years, at least 8,450 RV industry employees have been served by the learning center, but we know there are thousands more that we need to reach. The board believes that as the industry recovers, participation should improve, which will help offset the cost of these programs.

We'll always be grateful to our contributors, who kept the RV Learning Center in their charitable giving through the downturn. They are critical in making continuing education available and accessible to RV industry personnel. ■

BETTER ADS | MORE LEADS | MORE SALES




**Best Selling
RV Classifieds**



FORD Will Continue Building E-Series

By Jeff Kurowski

Although Ford Motor Co. will stop building E-Series cutaway chassis for the consumer and commercial markets this year, it will continue supplying them to the builders of Class C motorhomes, according to industry sources.

"Ford will maintain [the E-Series] as a motorhome chassis through this decade, so we're looking at long-term availability," says Chad Reece, director of marketing at Winnebago Industries Inc. "The E-Series cutaway chassis will be a part of our industry's mix for quite some time."

This summer, Ford will replace the E-Series with the 2015 Transit commercial van as part

of president and CEO Alan Mulally's One Ford plan to consolidate the company's offerings around the globe onto a few common platforms. The Transit has been on the market in Europe since 1979, while the full-sized E-Series has been a strictly North American product since its introduction in the early 1970s.

E-Series cutaway chassis sales have been restricted to North America because they're powered by big V-8 or V-10 gas engines, while the Transit is powered by either of two V-6s or a 5-cylinder diesel. Diesel engines comprise a larger percentage of the vehicle fleet overseas, where gasoline prices are significantly higher.

Consumer versions of the Transit, the Connect Van and the Wagon became available in the North American market during the 2014 model year. Assembly of the Transit for the commercial market is expected to begin in August.

The U.S. Class C motorhome market expanded at a robust 38.7 percent rate in 2013 to 12,997 units sold, compared with 9,372 units retailed during 2012, according to market research firm Statistical Surveys, Inc. The Class C retail sales figures include 2,100 units sold to RV rental companies.

Ford E-350 and E-450 cutaway chassis

account for 75 to 80 percent of the Class C motorhome fleet because they have more weight-carrying capacity than competing Chevrolet/GMC cutaways.

The Ford cutaway also has more weight-carrying capacity than the Mercedes-Benz Sprinter cutaway and is less



The Ford E-series Cutaway Chassis and some of its offspring

es Cutaway Chassis for Class Cs

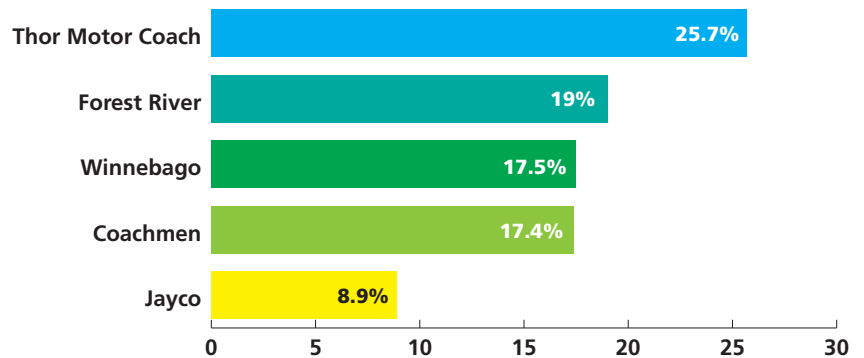
expensive than the diesel engine-powered and higher priced Sprinter.

The commercial version of the Ford Transit will be used mainly by plumbers, florists and other businesses that don't need to haul heavy loads, says Thor Motor Coach President Jeff Kime. Companies that build ambulances, school and shuttle buses will continue to rely on the Ford E-350 or E-450 cutaways as their platform.

The Ford Transit's introduction won't help with possible shortages of E-Series chassis during times when demand for Class C motorhomes is hot, says Kime, because the two markets are "apples to oranges."

Thor was the market share leader in Class Cs last year, with 25.7 percent of the retail market, according to Statistical Surveys.

2013 Class C Market Share



Forest River Inc. was second with 19 percent, followed by Winnebago with 17.5 percent, Coachmen with 17.4 percent, and Jayco with 8.9 percent. ■

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

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



Aaron Vogt

"Michael Rees and Jeff Martin of "A World of Training" have been very successful in advising and training our sales staff. It's not always easy to get veterans to attempt change and accept, or for green peas to soak in the information. But with their assistance, we have been able to increase our sales and profits as well as maintain a core sales staff. I am more than satisfied with their system and their efforts.

I would recommend Jeff or Michael to anyone looking to get a unified sales process for their dealership. I wholeheartedly believe it will increase your percentages and profit.

Thank you Jeff for your continued efforts and for helping us work towards new levels of growth!"
Aaron Vogt – Vogt RV, Ft. Worth, TX



Michael Rees
 (813) 951-6586



David Foco
 (989) 324-0317

FTC SCRUTINIZES DEALERSHIP ADVERTISING

AGENCY TARGETS ONLINE AS WELL AS TRADITIONAL

By Brett Richardson, RVDA Director of Legal & Regulatory Affairs

The Consumer Financial Protection Bureau (CFPB) has gotten a lot of press recently but, unfortunately, it's not the only federal agency taking a renewed interest in motor vehicle sales. Dealers also need to be aware of the Federal Trade Commission (FTC) and its continuing investigations into dealer advertising. The FTC, taking advantage of some of its new powers and funding under the Dodd Frank Act, has issued three sets of complaints and consent orders against dealers over the past 24 months.

The FTC's focus has been on advertising, but it may in the future also begin looking into dealer privacy disclosures and Safeguards and Red Flags rules compliance, to name a few. If your dealership outsources its advertising to third-party companies, you need to review these advertisements, whether they're on radio, television, newspaper, Internet, or social media sites. It's likely that your contracts with the advertising companies stick you with the liability for state and federal ad violations, not the advertising company.

Under the FTC Act, an advertisement must be truthful and non-deceptive, the advertiser must have evidence to back up claims made in the ad, and the advertisement cannot be unfair.

This is something you may want to negotiate in contracts, considering the FTC is allowed to fine dealerships a civil penalty of up to \$16,000 for each violation of the FTC Act – and the FTC's interpretation of “each time” is not narrowly defined, but broadly interpreted to allow for multiple violations for the same ad campaign.

The FTC no longer has to rely on field offices or consumer complaints to find potential advertising violations – dealers themselves make it easy by posting their latest and greatest ad campaigns on YouTube, Facebook and their own website. For the FTC, it's like shooting fish in a barrel – just hope that your dealership isn't the target of the day when they begin fishing for violations.

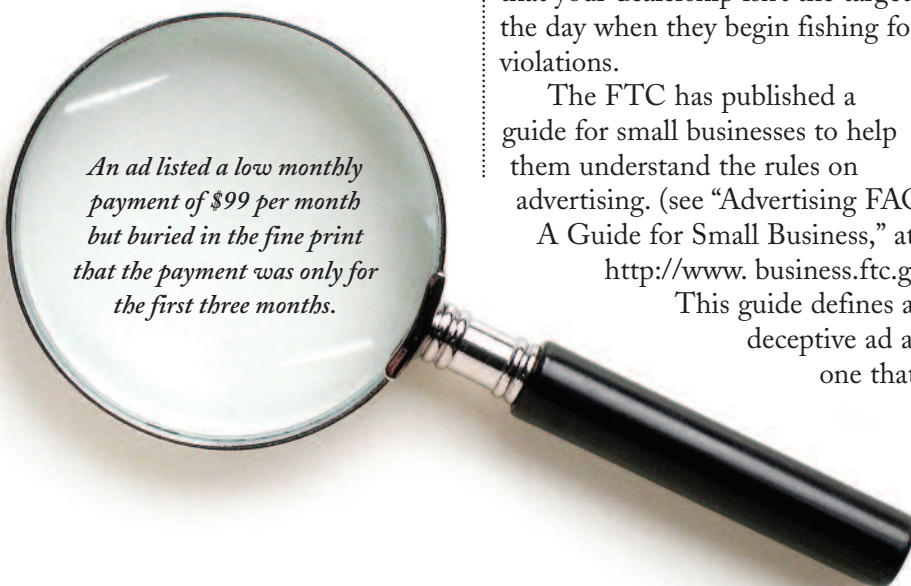
The FTC has published a guide for small businesses to help them understand the rules on advertising. (see “Advertising FAQs: A Guide for Small Business,” at <http://www.business.ftc.gov/>.)

This guide defines a deceptive ad as one that's



“likely to mislead consumers acting reasonably under the circumstances” and that is “material,” or important to a consumer’s decision to buy or use a product. It also defines an unfair ad as one that causes substantial and unavoidable injury to the consumer and that is not outweighed by the benefit to the consumer.

The FTC has been focusing more on the deceptive issue than the unfair issue in its latest string of investigations. Reviewing these actions, it's easy to spot what types of dealer ads are catching the FTC's attention. If the advertisements highlight a certain aspect of the sales offer – without also prominently disclosing other relevant facts – it may be considered deceptive.



RTISING FOR DECEPTIVE PRACTICES

ADVERTISING

DECEPTIVE EXAMPLES:

Here are some fairly common examples of deceptive motor vehicle advertising. A dealership advertised a 2003 Hummer for \$13,995 but buried in the fine print that it required a \$5,000 down payment (plus tax, tag, title, with approved credit) to get that price. Another ad prominently listed a low monthly payment of \$99 per month but buried in the fine print that the payment was only for the first three months and that it would then jump to more than \$500 for the next 69



payments. A similar ad prominently displayed a \$99 per month payment and disclosed a substantial down payment in the fine print, instead of displaying it as prominently as the monthly payment.

There are more variations on this type of deceptive advertising than can be covered in this article.

If you have a specific example, feel free to call me to discuss it.

There are probably additional state laws and attorney general's opinions you may need to investigate. But hopefully this article will leave you with two important ideas: First, the FTC is actively investigating dealer advertising, and second, it is your responsibility to ensure your ads aren't unfair or deceptive according to the FTC standards.

Brett Richardson can be reached at (703) 364-5526. ■

COMPUTER AND TECHNOLOGY SERVICES (WEBSITES, DATABASES & SOFTWARE)

ADP Lightspeed

Salt Lake City, UT
(800) 521-0309
www.adplightspeed.com

Adventure On Earth

Portland, OR
(503) 267-2690
www.adventureonearth.com

ARI

Milwaukee, WI
(414) 973-4380
Toll Free (800) 755-6040
www.arinet.com

Auction123.com

Weston, FL
(888) 514-0123
www.auction123.com/RVDA

Dealer Spike RV

Lake Oswego, OR
(800) 288-5917
www.dealerspikerv.com

DealerVu Corporation

Austin, TX
(512) 350-3190
Toll Free (866) 482-6047
www.dealervu.com

EverLogic

Jacksonville, FL
(904) 998-4066
www.everlogic.com

IDS - Integrated Dealer Systems

Wake Forest, NC
(800) 769-7425
www.ids-astra.com

InteractRV Web Design and Marketing

Midland, MI
(800) 515-9672
www.interactrv.com

Norlander Information Services, Inc.

Middlebury, IN
(574) 536-3789
www.nis-info.com

QuantechSoftware.Com, Inc.

West Kelowna, BC
(250) 707-0622
Toll Free (877) 611-0622
www.quantechsoftware.com

RV Web Services

Sussex, WI
(877) 246-7915
www.rvwebservices.com

RVMaster By Exuma Technologies, Inc.

West Palm Beach, FL
(561) 969-2882
www.exumatech.com

RVUSA.com - A Division Of NetSource Media

Ocala, FL
(352) 732-7700
Toll Free (866) 643-4625
www.rvusa.com

Systems 2000, Inc.

Altamonte Springs, FL
(407) 358-2000
www.sys2.com

UVS Junction

Winter Springs, FL
(407) 359-8878
www.uvsjunction.com

Public Lands Need to Modernize Fee Collections, Improve Sites, Says ARC

Edited by Mary Anne Shreve

The American Recreation Coalition recently told Congress it supports user fees but is concerned about a lack of improvements to federal recreation sites. ARC also told lawmakers that better websites and greater use of social media would put the outdoors on the radar screens of younger, more urban Americans.

During a recent hearing before the House Committee on Natural Resources, ARC told

members that recreation fees should be used primarily by the sites that collect them, "serving those who paid the fees." And all fees should be spent within a reasonable amount of time.

The hearing was held in conjunction with Congress's reauthorization of the Federal Lands Recreation Enhancement Act, which sets out rules governing how and where fees are collected and how they may be used.

"Public involvement in federal recreation fee



programs is vital," ARC president Derrick Crandall told the congressional panel, noting that entrance and campground fees generate more than \$300 million annually that go toward maintaining federal recreation sites. Tight budgets have made the fees even more important, but an outdated system is eroding public support for fees.

Crandall said that improvements to recreation sites, combined with more convenient collection methods such as EZ-Pass or PayPal, would help make the public more accepting of fee increases.

Crandall also urged federal agencies to do more outreach and promotional efforts. "Americans gain little from great places that are invisible to them," he said. The country's parks and outdoor recreation facilities need to be publicized, and improved websites and use of social

media would help. "Much of the great outdoors is simply not on the radar screens of younger, more urban and more diverse Americans," he said.

ARC is a non-profit federation founded in 1979 consisting of more than 100 organizations that represent a major share of the \$650 billion+ annual recreation/leisure industry. ARC's goals are to enhance and protect outdoor recreation resources and to make sure recreation interests have a voice in governmental policymaking on issues such as public land management. Its diverse membership includes the American Sport Fishing Association, National Association of State Park Directors, American Motorcyclist Association, associations representing snowmobilers, skiers and bikers, and more. RVDA is a member, and president Phil Ingrassia serves as ARC treasurer. ■

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

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



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

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

A Division of

Sobel & Associates, Inc.

Call 253-565-2577 to get started.



Reach Out to Customers with National GO Day Tie-Ins

Edited by Mary Anne Shreve



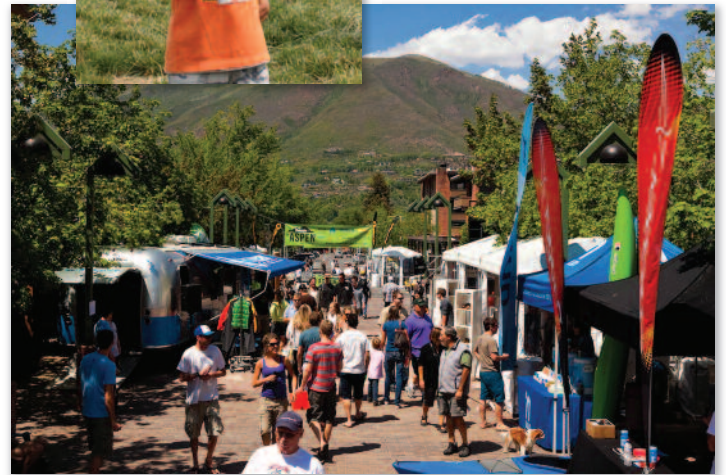
June is National Great Outdoors Month, and hundreds of events are in the works to get Americans off their couches and out into nature. The month-long celebration includes National Get Outdoors Day on June 14. It's not too late for RV dealerships to host a GO Day event or to plan their own tie-in activities.

Planned events include Capital Campouts hosted by governors and a new portal to outdoor fun – www.greatoutdoorsmonth.org – that will publicize and cross-promote the month's activities.

National Get Outdoors Day began in 2008 as the shared vision of the Forest Service and ARC to reconnect Americans – especially children – with nature and more active lifestyles. The goals are to draw underserved populations and first-time visitors to public lands and to reintroduce the nation's youth to the great outdoors.

The event has grown in popularity – last year it included 148 events and attracted at least 63,000 participants. GO Day 2014 is expected to set new records. For instance, Denver's GO Day event alone is expected to attract 20,000 participants, plus extensive TV coverage that will deliver the message about outdoor fun to hundreds of thousands more.

Dealers interested in planning an event can find organizing tips, checklists, resources, free posters, and more at www.nationalgetoutdoorsday.org. ■



There are dozens of ways that RV dealers can play a role, including:

- Posting the colorful presidential and gubernatorial proclamations (available from the American Recreation Coalition) on websites and displaying them at your dealership in June
- Participating in or hosting local events, such as a Great American Backyard Campout
- Adding the Great Outdoors Month logo, URL or QR code to your materials
- Promoting Great Outdoors Month with special offers on services and products



YOU ASKED FOR IT - YOU'VE GOT IT!

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



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

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

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

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

and this year's

VENDOR TRAINING +Plus

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

EARLY BIRD FULL REGISTRATION RATE

SAVE 30%!

\$599

for first dealership registrant

\$499

per each additional registrant

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

RVDA dealer members only – expires 6/30/14

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



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

- A rich learning experience bringing together approximately 60 educational sessions on subjects driving your dealership today
- A new education track dedicated to social media and Internet-based marketing
- Business opportunities in the expo, where dealers can meet more than 100 manufacturers, vendors, and suppliers
- Mike Molino RV Learning Center's shorter, streamlined workshops for dealers/GMs, service writers/advisors, marketing and sales staff, parts and service managers, and rental operators
- Partners in Progress dealer/manufacture meetings, now spread out from Monday through Thursday so dealers can attend more workshops
- Social events and networking opportunities

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

Presented by:



Follow the conversation on:



DEALER REGISTRATION FORM

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

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



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

2. *Registration Fees:*



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

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

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

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

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

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

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

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

I would like to add a contribution to the Mike Molino RV Learning Center to promote education for our industry.*	\$
---	-----------

VENDOR TRAINING +Plus ONLY Dealership **must have one full convention registrant** to bring additional employees JUST for Vendor Training +Plus. The cost is **\$195** per person and includes Vendor Training +Plus training on Monday, Nov. 10 and Tuesday, Nov. 11, and Tuesday's reception in the Expo. Photocopy this form to add more registrants for Vendor Training +Plus.

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

3. *Payment Information:*

TOTAL

\$

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

☐ Check enclosed

Charge my: ☐ VISA ☐ MasterCard ☐ Amex ☐ Discover

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

MAIL OR FAX A COPY OF THIS FORM TO: RVDA of America, 3930 University Drive, Fairfax, VA 22030-2515 • (703) 591-7130 • Fax: (703) 359-0152 • www.rvda.org
 RVDA of Canada, 204-6411 Buswell St, Richmond, BC V6Y 2G5 • (604) 718-6325 • Fax: (604) 204-0154 • www.rvda.ca

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



Need Money for College?

College Scholarships Available from the Mike Molino RV Learning Center

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

The Mike Molino RV Learning Center is a tax exempt organization as described in section 501(c)(3) of the Internal Revenue Code. Contributions may be tax deductible as charitable donations. The scholarship program is made possible through the generosity of the Newt and Joanne Kindlund Family.



Don't Miss the Deadline for Submitting James B. Summers Award Nominees

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

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

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

The award will be presented during the RV Dealers International Convention/Expo, November 10-14 at Bally's on the Las Vegas Strip. Nominations are due by May 26 and should be sent to Ronnie Hepp via email



Last year's recipient, the late Jim Shields of Pan Pacific RV Centers, receiving the JBS award at the 2013 RV Dealers International Convention/Expo.

(rhepp@rvda.org), fax (703/359-0152), or mail (3930 University Drive, Fairfax, VA 22030). ■

20 business owners sat
in a conference room and
wondered, "Is this projector
actually forecasting the
future?"



**5 YEARS AHEAD, JUST
LIKE OLD TIMES.**

VISIT

**SPADER20
.COM**

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



Dealers: Act Quickly on Go RVing Leads to Get Maximum Impact

Edited by RVDA Staff

Fast follow-up is the key to getting the highest return on Go RVing leads, according to a recent study. Thirty-six percent of the RV purchases made by Go RVing prospects occur within 90 days of the lead entering the system. And 53 percent are made within 180 days.

These are the findings from a sales analysis that was conducted by global data and marketing solutions firm IHS, which recently acquired Polk, an automotive data analysis and solutions provider.

"This study confirms that acting quickly is critical to getting the most from Go RVing leads," says RVDA President Phil Ingrassia. "Dealers can sort the leads by buying time frame, so this allows salespeople to contact prospects expeditiously."

IHS matched 208,000 Go RVing leads gathered from July 2011 through December 2012 with a registration database of new and used RV registrations through June of 2013. This provided an adequate buying time for the analysis.

The study also found that the national new RV purchase rate for that period was .36 percent, while the Go RVing lead rate of purchase for a new RV was .84 percent – more than double. Purchase rates for used RVs were even higher among Go RVing leads, at 1.5 percent. When combined, the total purchase rate for Go RVing leads was 2.34 percent, which is impressive when compared to the one to two percent rate the Direct Marketing Association considers good for lead conversions.

36%

of RV purchases made, occur within 90 days of the lead entering the system.

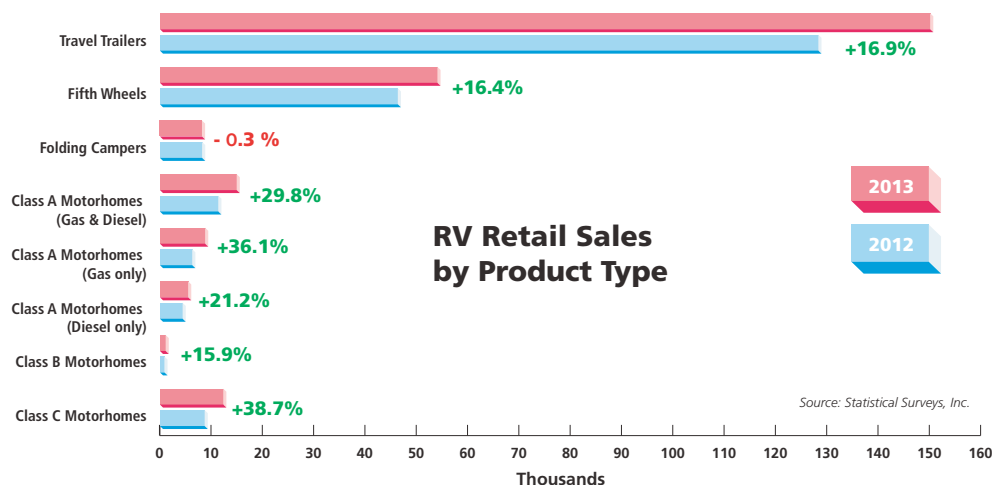


Go RVing Leads Plus is just one component of the optional Go RVing Dealer Tie-In Program that also provides access to professional Go RVing video downloads and a high-resolution image library that dealers can use for promotional materials suitable for television, print, and web advertising. The program also includes a high-quality indoor/outdoor Go RVing banner. The 2014 Dealer Tie-In Program is available for \$225.

For more information, contact RVDA Dealers Services Manager Chuck Boyd by email (cboyd@rvda.org) or phone (703-591-7130 x113). To sign up online, click the Go RVing button on www.rvda.org. ■

Correction

The chart at right ran on page 19 in the April 2014 issue of *RV Executive Today* with the years transposed. This is the corrected version.



GET ON BOARD WITH GO RVING!

Away

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

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

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

Here are the highlights:

Leads – Plus Program

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

Digital RV Image Library Pictures on GoRVing.com

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

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

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

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

Please enroll _____ dealership(s) at \$225 each.
Make checks payable to RVDA. ☐ Check here for leads delivered by U.S. mail.
Credit card (circle): VISA MC DISCOVER AMEX
Credit card #: _____ Exp. date: _____
Cardholder: _____ Security code: _____
Signature: _____

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





RV TECH CERT PREP COURSES



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

Just getting started?

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

REGISTERED TECHNICIAN

Course A. \$89

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

Already a Registered Technician?

Choose Your Path:

CERTIFIED TECHNICIAN PREP COURSE

Course B. \$249

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

CERTIFIED SPECIALIST PREP COURSE

Course C. \$69/specialty

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

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

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

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

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

Company _____

Address _____

City/State/Zip _____

Phone _____ FAX _____

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



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

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

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Send progress reports and other notifications to the following supervisor:

TOTAL \$ _____ *

Name _____ Title _____ Email _____

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

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

Cardholder Name _____ Billing Address _____

Acct # _____ Exp _____ Security Code _____

Cardholder Signature _____

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

Online Training with FRVTA's

DISTANCE LEARNING NETWORK

FRVTA – The Mike Molino RV Learning Center Partnership

\$995 per year for each dealership location.
Over 50 sessions available, 24 hours a day, seven days a week, with full access to training through July 31, 2014.

The DLN offers your dealership:

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



tion sections. Also included are manufacturer- and supplier-specific advanced repair and troubleshooting classes designed to upgrade technicians' skills.

Completion of these classes qualifies for recertification hours. Classes are available 24/7 throughout the program year, providing maximum flexibility.

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

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

The DLN offers online training for:

- **RV Technicians** – The certification prep course helps technicians get ready for the certification exam. Your subscription includes unlimited access to more than 50 training sessions, reviews, and test preparation sections.
- **Dealers/GMs** – This program features important topics for management, including lemon laws, LP gas licensing issues, and the federal Red Flags Rule.

DEALERSHIP REGISTRATION

Company Name: _____

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

Phone: _____ Fax: _____

Mentor Name: _____ Phone: _____

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

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

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

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

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

Name on Credit Card: _____

Card Number: _____ Security Code: _____ Expires: _____

Card Billing Address: _____ City: _____ State: _____ Zip: _____

Card Holder Signature: _____

RVDA Endorsed Products

Certified Green RV Program

TRA Certification Inc.

www.tragreen.com

aleazenby@trarnold.com

Phone: (800) 398-9282 Fax: (574) 264-0740

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

Credit Card Processing

Bank of America Merchant Services

<https://rvdealer.bankofamerica.com>

jay.machamer@bankofamericamerchant.com

(678) 784-0567

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

Disability Income Insurance/

Paycheck Protection Benefits

American Fidelity Assurance

Company

www.afadvantage.com

Ted Brehoney

ted.brehoney@af-group.com

(800) 654-8489, Ext. 6530

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

Emergency Roadside and Technical Assistance

Coach-Net

www.coach-net.com

dealersales@coach-net.com

(800) 863-6740

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

Employee Testing

Caliper Corp.

www.calipercorp.com

Ralph Mannheimer

rmannheimer@calipercorp.com

(609) 524-1214

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

Extended Service Agreements

XtraRide RV Service Agreement Program

www.protectiveassetprotection.com

(800) 950-6060, Ext. 5738

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

Health Insurance

Mass Marketing Insurance Consultants Inc. (MMIC)

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

quotes@mmicinsurance.com

(800) 349-1039

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

Lead Qualifier Program

Customer Service Intelligence Inc. (CSI)

www.tellcsi.com

bthompson@tellcsi.com

(800) 835-5274

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

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

Pre-owned RV Appraisal Guidance

N.A.D.A. Appraisal Guides

& NADAguides.com

www.nada.com

Isims@nadaguides.com

(800) 966-6232, Ext. 235

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

Propane and Propane Supplies

Suburban Propane

www.suburbanpropane.com

sholmes@suburbanpropane.com

(800) 643-7137

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

RVDA/Spader 20 Groups

Spader Business Management

www.spader.com

info@spader.com

(800) 772-3377

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

Shipping Discounts

PartnerShip, LLC

<http://partnership.com/79RVDA>

sales@PartnerShip.com

(800) 599-2902

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

Visit www.rvcareers.org

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

10th Edition Service Management Guide (Flat Rate Manual)



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

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

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

Manual or CD-ROM: RVDA Members \$164.95 Non-Members: \$330.00

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

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

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

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ E-mail: _____

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

Method of payment (Please check one)

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

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

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

Name on Card: _____ Signature: _____

Billing Address: _____ Billing Zip: _____



10/13

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

The Mike Molino RV Learning Center proudly recognizes these

CONTRIBUTORS

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



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

THE RV Industry's

CENTRAL TRAINING CALENDAR

Home
Disclaimer
Search Events
Online Events
Manage Events



View | List Monthly Weekly Daily

Dealer/GM
Sales
Service
RV Service Technician
Parts
F & I
Rental

<< Back		June 2014						Fwd >>	
Sun	Mon	Tue	Wed	Thu	Fri	Sat			
 Sobel University Registration Begins Show Online Events	 Comprehensive Sales Course (3 credits) Show Online Events	2 Show Online Events	3 Show Online Events	4  Write-Up and Close Course (2 credits) Show Online Events	5 Show Online Events	6 Show Online Events	7		
8 Show Online Events	9 Show Online Events	10 Show Online Events	11 Show Online Events	12 Show Online Events	13 Show Online Events	14 Show Online Events			
15 Show Online Events	 RV Plumbing Systems - Show Online Events	 Kelly Enterprises 3- Day Financial Center Seminar Show Online Events	17 Show Online Events	18 Show Online Events	19  Sobel University Course Grading Deadline Show Online Events	20 Show Online Events	21		
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	 RV Technician Certification Training - w/hands- on Show Online Events	30 Show Online Events							

ONGOING ONLINE EVENTS:

Technician Certification Self-Study Prep Course

FRVTA's Distance Learning Network - Training for Every Position at Your Dealership

Customer Service Training through FRVTA's DLN

Service Writer/Advisor Training through FRVTA's DLN

ONGOING ONLINE EVENTS:

Technician Certification Self-Study Prep Course	FRVTA's Distance Learning Network - Training for Every Position at Your Dealership	Customer Service Training through FRVTA's DLN	Service Writer/ Advisor Training through FRVTA's DLN
--	--	---	--

Go RVing

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

**RVDA Welcomes
Our Newest Members**
3/1/14 - 3/31/14

Dealers

Country Club Motors
& RV
Yuma, AZ

Harrison's Marine &
RV
Redding, CA

Kitsmiller RV
Mason, MI

Rentals

Campers 4 Rent, LLC
Rockwall, TX

Sand Highway RV
Sun City, AZ

Valet RV Rental, LLC
Loganville, GA

ADVERTISERS INDEX

A World of Training (866) 238-9796	15	Protective (888) 326-0778	back cover
American Guardian (800) 579-2233	2	RVT.com (888) 928-0947	13
Diversified Insurance Management Inc. (800) 332-4264	3	Sobel University (253) 565-2577	18
MBA Insurance Inc. (800) 622-2201	4	Spader (800) 772-3377	23

The BEST for You and Your Customers



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

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

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



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

Protect Tomorrow. Embrace Today.™

XtraRide Service Contracts | Post-Sale Programs

Dealer Experience Refund & Reinsurance Programs

F&I Training | On-Line Rating, Reporting & Contracts



*An RVDA endorsed product or service is one that has been extensively evaluated by the RVDA to assure quality, dependability and overall value. RVDA and the RVDA Education Foundation receive compensation from a Protective company for business generated by RV dealers.

The XtraRide service contract program is backed by Lyndon Property Insurance Company, a Protective company, in all states except New York. In New York this product is backed by Old Republic Insurance Company.