

# RV EXECUTIVE TODAY

MAY 2017

## It's a **Small(er)** World After All

*You could have big trouble if  
your dealership website doesn't  
fit on a small screen*

page 8



## Getting Everyone on Board with Technology Changes

page 14



## They're Going to the Cloud

page 10



## Tips for Getting Your Emails Opened

page 8



### Also:

- Why you should advertise on social media page 12
- Profile of Parts Manager/Warranty Administrator Anne Baucom page 20



# Diversified Insurance Management

## Putting All The Right Pieces Together

### ***Commercial Insurance***

- *Complete Dealer Package*
- *Dealers Open Lot*
- *Garage Liability*
- *Umbrella*

### ***F & I / Sales Training***

- *Menu Selling*
- *Compliance*
- *Advanced Skills*
- *Mentoring*
- *Phone-Ups*
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### ***F & I Products***

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**DIVERSIFIED**  
INSURANCE MANAGEMENT



# RV EXECUTIVE TODAY

C O N T E N T S

May 2017

## 8 It's a Small(er) World After All

What do potential buyers see when they click on your website from a smartphone or tablet? If it's not easy to navigate on a 4-inch screen, they may move on to the next dealership in their search results.

## 8 Getting Them to Open Your Email

Most of your dealership's emails are opened via mobile devices. Here are a few tips to increase the odds they'll be read.

## 10 They're Going to the Cloud

More RV dealers are joining the trek to the Cloud, saving themselves money and IT hassles in the process.

## 12 Wading Through the Advertising Options

Advertising on social media is where dealers need to be, say marketing experts. Especially on Facebook, with its hundreds of millions of daily viewers and ability to put ads in front of very specific audiences.

## 14 Is the Tail Still Wagging the Dog at Your Dealership?

Resistance to change is human nature, but managers can't allow employee push-back to get in the way of progress when new technology can improve dealership ops. Here's how to lead those reluctant horses to water, without giving up control of the reins.

## 20 Multiple Certifications Give Her Skills and Credibility in a Traditionally Male Industry

Parts manager and warranty administrator Anne Baucom actually has four dealership certifications. They come in handy, she says, when convincing customers she knows her business.

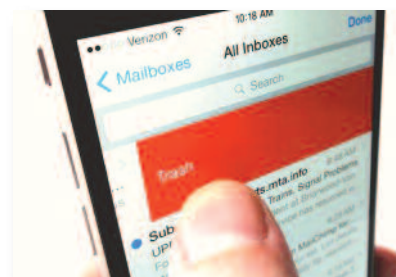
## 24-25 Want to Get the Best Registration Price for RVDA's 2017 Convention?

Yes, the premier education event for RV dealers and their employees doesn't happen until Nov. 6-11, but the lowest registration rate is available NOW. Save hundreds by thinking ahead.

8



8



10



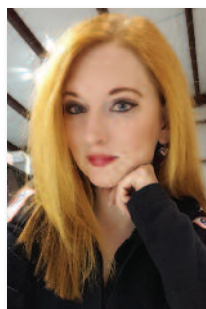
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# Making Information More Accessible

*By Phil Ingrassia, CAE, president*

Last month, RVDA launched a new Dealer Resource Section for the exclusive use of its members. The goal is to make some of the most requested RVDA-compiled information more accessible to dealers and their employees.

Resources include annual financial benchmarking information from this magazine, industry statistics, survey reports, model forms, and effective practices.

The effective practices section is for a dealership's human resources, fixed operations management, sales, and marketing departments, with information useful to each division.

Over the years, several dealers have told me that they use articles out of *RV Executive Today* during staff training sessions or to spark discussion at department meetings. Now, managers can browse information by topic, which can make planning for a meeting a bit easier.

In addition, there are sections containing employee job descriptions and a sample employee handbook. There are also sections with federal compliance, CFPB information, state RV laws, and more.

Getting ready to talk to a local reporter or civic group? There are several studies available with information on RV consumer trends and the outlook for the RV market.

RVDA associate members also have access to appropriate sections of this resource section of [www.rvda.org](http://www.rvda.org).

Please note that an RVDA password is required to log in to this members-only benefit. To access the Dealer Resource landing page, visit [www.rvda.org](http://www.rvda.org) and click on the member services/member benefits section.



Members who have forgotten their login information or RVDA member employees who do not have an account yet please contact us at [info@rvda.org](mailto:info@rvda.org) or call (703) 591-7130.

Let us know what you think and what else you would like to see in these sections. This is the kind of project that will never be done and will continue to evolve with new and edited information over time.

Spring is here and we hope you're getting ready for a big selling season. Before things get too hectic, why not take a few minutes to help support the Mike Molino RV Learning Center? The volunteers and staff are working hard on your behalf to improve dealership operations, and can use more resources to make education and training more accessible as well. Send back the pledge form on page 21 or visit [www.rvlearningcenter.com](http://www.rvlearningcenter.com) to make a donation online.

Thanks for your support!

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# Keep Public Lands Public

By Darrel Friesen, chairman

As the new administration takes over and federal budget priorities are defined, we have a great opportunity to educate these new leaders on the importance of RV travel and to influence their decisions on the National Park Service and other public lands.

Do we allow the government to continue recent decisions that have placed new restrictions on or closed portions of federal lands to the public? Or do we advocate the use of public land for recreation, as I believe the original mandate for our National Park Service was designed to do?

Federal lands and parks were designed for the American people to enjoy and not to be closed off and restricted from use. This country has millions of acres of beautiful land and views. We need to take care of this resource responsibly without shutting it off from people.

After all, they are called "public lands," so let the public enjoy them. We the people are the true owners of all public lands, not federal or state bureaucrats. Here in the West, there are those who are pushing to return public lands to "pristine" condition. In their view, human footprints in the dirt are considered environmental damage.

Thousands of campsites throughout the country are federally controlled, and as Congress and the administration take up legislation to improve the nation's infrastructure, it's important that the facilities serving RV travelers and other recreation users are part of that investment. The National Park Service alone faces a \$12 billion dollar maintenance backlog.

Not of all of this investment in public lands needs to be tax dollars. By adopting policies championed by the



The Roosevelt Arch at the North Entrance to Yellowstone National Park in Montana is inscribed with a quote from the Organic Act of 1872, the legislation that created the park. It reads, "For the Benefit and Enjoyment of the People." (Photo: National Park Service)

Outdoor Recreation Industry Roundtable (ORIR), which includes members of the RV industry, the federal land management agencies can unlock private investment that can improve RV campgrounds and the overall visitor experience.

Our industry relies on access to public lands and private campgrounds. With some privately-owned campgrounds selling out to developers to take advantage of increasing real estate values, it has become increasingly difficult to find a campsite. As an industry, we need to advocate for access to public lands now before it's too late.

## 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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# QUICKTAKES

## Info For The Big Picture

The American Society of Civil Engineers recently issued its latest infrastructure report card, and the news isn't good. Since the association started giving grades in 1998, America's infrastructure has earned persistent D averages, and the gap between needed repairs and available funding continues to grow.

America's  
infrastructure  
gets a  
**D+**

Public Parks . . . D+  
Bridges . . . . . C+  
Roads . . . . . D

**\$112 Billion**

Total investment needed  
for all infrastructure  
categories

-----  
**\$45.8 Billion**

Actual funding provided

State parks  
have more than  
**\$95 billion**  
in deferred  
maintenance

The National Park Service alone has

**\$11.9 billion**  
in deferred maintenance:

**\$5.97 billion** for paved roads, bridges,  
tunnels, and paved parking areas

**\$5.95 billion** for unpaved roads & parking  
areas, utility systems, dams, marinas,  
monuments, towers, and amphitheaters

Annual cost of  
infrastructure failures to  
American families:

**\$3,400**  
per household



# It's a Small(er) World, After All

*With the majority of website visitors now arriving via mobile devices, it's time to*

*By Mary Anne Shreve*

It's a fact: The people most likely to buy from your dealership are going to Google you first on their mobile devices. What will they see when they pull up your website on their smartphones?

Will the text be large enough to read and the buttons big enough to tap with a fingertip? Will they be able to find your inventory quickly? Or will the experience be so unwieldy that they give up in frustration and move on to another dealership in their search results?

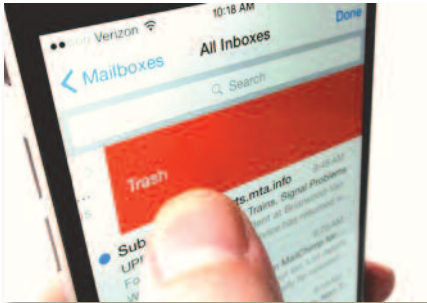
More than half of dealership website visitors are

coming via mobile devices, in line with the



general marketplace trend. The conversion from accessing the Internet by laptop to accessing

it from smartphones and tablets has happened even faster than expected. Some dealers have reacted quickly to make their websites mobile-friendly, but many others risk losing business because their websites are dropping in Google's rankings.



## Getting Them to Open Your Email

**Some 54 percent** of emails are opened via mobile devices, according to Real Magnet, a marketing solutions provider. How well do your company's emails register on those four-inch screens? Here are tips for improving the odds your messages will get opened.

- Use responsive email templates. At the Campers Inn group of dealerships, says marketing manager Megan Neighbors, "We try to keep our email very streamlined, and we can preview them on different mobile devices to check whether it's rendering properly." The templates are "super affordable these days, so dealers should use them."
- Too much text is a turn-off, so keep messages short. Bullet points are good, as are graphics.
- The "from" and "subject" lines are the first items recipients see in their inboxes and the only info they have when deciding whether to open your message. Make sure subject lines aren't too long to read on a mobile screen. Putting customers' names in subject lines gives a 41 percent greater open rate, says Real Magnet.
- If you make a false claim to get someone to open an email, that customer "won't trust you next time you reach out," says Real Magnet

## Mobile devices edge out laptops

Google's decision to rate websites by their mobile friendliness is "a game changer for the RV industry," says Megan Neighbors, marketing manager for the Campers Inn group of dealerships, where more than 60 percent of website visitors are coming from smartphones and tablets versus desktops. "We're going to have to start paying more attention to the mobile user's experience."

Five years ago, dealers would "push back against the need for mobile phones," recalls Bill Wagner, director of product marketing at ARI



## to think small.

Network Services. Now, they see more customers on the showroom floor pulling out their smartphones while they're with salespeople. "You see that enough times, you realize it's important."

Dealers who came of age in the laptop era may not yet fully realize how ubiquitous mobile devices have become. These mini computers are being used to do almost everything that used to be done on laptops—anywhere, anytime. "People do everything from their smartphones now," says Neighbors. "People are shopping on their smartphones while they're sitting in line at the drive-through, versus doing it on their laptop at home."

### Get on the grid

Dealers more accustomed to using their laptops may be unaware of how bad their websites look on mobile devices, says Lauren McLean, public relations manager for Dealer Spike RV. "And they might not understand that a younger generation goes on their mobile devices more frequently, so they don't know how important it is to have a well-designed website that's mobile friendly."

Google is predicting that more than half of all Internet searches performed this year will be done via mobile devices and that that figure will increase 15 percent in the next 12 months, notes McLean. So without a responsive website, "assuming visitors can even get to your site, they might abandon it because

it's so inconvenient."

Responsive websites have grid-based designs and clean, relatively simple homepages. Important information is in a large, easy-to-read format, and buttons are also bigger. Visitors can easily scroll up and down for more information instead of having to pinch-zoom or scroll left and right to see the entire screen.

### Mobile and easily distracted

Visitors coming from smartphones and tablets can be harder to convert, says Wagner. Mobile devices' small screens make it challenging to present as much information, for one thing. And these visitors are more easily distracted, because there are other activities happening simultaneously, such as incoming texts and calls.

"So if a customer can't find answers really quickly on your website, or the pages don't download quickly, he's going to hit the back button on his Google search and go on to the next dealership," says Wagner. "People are more focused when they browse on their desktops, because that's usually the only thing they're doing."

Make your homepage grab visitors' attention by carefully considering what info to put on this vital piece of digital real estate. Think about the most common discussions that occur between customers and sales staff on the showroom



floor, says Wagner. "The questions your salespeople answer frequently at the dealership are the same ones that people on their mobiles have, so answer those questions clearly and concisely on your website."

### "Why you?"

Also, says Wagner, tell website visitors what sets you apart from the competition. "I ask dealers, 'Why should they buy from you? Maybe your service technicians are all certified, or you've got the biggest selection of toy haulers in the tri-state area. Those are great things to put above the fold to brand yourself.'"

"I usually have to talk with the dealers to get this kind of insight, because the technology people are more focused on the technical aspects of setting up a mobile-friendly website," says Wagner. "Choose five or six things that set you apart. Any more than that and people get confused and punch out." ■



# THEY'RE GOING TO THE **CLOUD**

By Mary Anne Shreve

**More** RV dealers are joining the trek to the Cloud, saving themselves money and IT hassles in the process.

Cloud computing lets dealerships store data and access software programs and services via the Cloud's network of servers instead of having to buy and maintain their own dealership servers and software. Previously, businesses would download software onto computers or servers on their premises, but with cloud computing, they access those functions through the Internet.

If a business's data and files are stored in the Cloud, they can be accessed offsite from other devices; likewise, a person can check office email from any device. The Cloud hosting service takes care of software updates, maintenance, and security issues, freeing up users to focus on their core business.

Almost all of Sys2K's dealer clients have gone to the Cloud, says Traeanne Reynolds, international director of sales, marketing, and

"If a business's data and files are stored in the Cloud, they can be accessed offsite from other devices."



implementation. "A cost-benefit analysis always shows that Cloud-based computing

is the most cost efficient solution, plus it's scalable so dealerships can add new locations or employees very quickly." Of the few dealers who have chosen not to host with her company, she says, the vast majority are those with inadequate Internet speed.

With Cloud computing, "dealers don't have a server sitting in an office at their dealership," says Reynolds. "They're accessing software via an Internet connection. It's a very safe, secure, and reliable solution."

Among the multiple benefits, though, the biggest is cost. "Software has evolved into being a data-creation beast," says Reynolds, requiring large servers and the need to continually add memory and expensive database upgrades. Hosting companies can buy servers and data storage in bulk quantities at better prices than can dealers, who will no longer need high-end computers and can in many cases work as efficiently with a \$200 tablet as a \$2,000 computer.

Even the electrical savings can be significant for a dealership, since even a small server can average over \$1,000 a year, depending on local electricity rates, says Reynolds.

In addition to the cost benefit, hosting companies like Sys2K manage the firewall and handle database backups to ensure the integrity of the dealer's data. ■

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# Wading Through the Advertising Options

By Mary Anne Shreve

**The many advertising channels** available to dealers today can feel overwhelming when deciding how to market the dealership. Classified sites, Google, Bing, Yahoo, Facebook, and Instagram are just some of “the large number of sources that dealers have to wade through,” says Megan Neighbors, marketing manager of Campers Inn.

One of the hottest is social media, especially Facebook, where more than a billion individuals spend an average of 20 minutes a day browsing. Because the site collects a tremendous amount of information about users, it can place ads with almost pinpoint accuracy in front of the individuals most likely to be interested in the product being advertised.

Campers Inn uses a mix of ads on Facebook. “We think about the customer and what they might want to see at different points in the buying process,” says Neighbors. “And there are differences between, say, a motorhome buyer and a travel trailer buyer. There’s information that one wants but the other doesn’t. For instance, the



travel trailer buyer wants to know about towing, while the motorhome buyer wants to know about mileage.”

Carousel ads are useful for displaying photos of multiple units for the viewer who’s in the initial stages of choosing an RV, or for showing multiple views of one particular unit that a viewer may already have expressed an interest in, says Neighbors.

Some RV dealerships are already using the same kind of retargeting that large retailers like Nordstrom use, in which ads follow customers who have shown an interest in a product.

“Someone can be looking at a specific unit or part on your dealership’s website, and you can have your ad follow them around, showing them the same unit or part, whichever other websites they go to,” says Lauren McLean of Dealer Spike RV.

Social media’s popularity will only continue growing, and dealers’ ad budgets need to include it, say marketing experts. The “days of a free lunch on Google and Facebook are over,” says Bill Wagner of ARI Network Services—organic search and SEO were free, but now dealers need to allot some of their advertising budget to digital. “Dealers who are doing so like what they’re seeing,” he says.

And there are still comparatively few advertisers on Facebook, so now is a good time to jump on board before that changes, Wagner says. ■

## Take the RV Buyer Challenge

How easy is it to navigate your website on a mobile device? Spend five minutes a week pretending to be a potential RV buyer, says Bill Wagner, director of product marketing for ARI Network Services.

Take out your smartphone and choose a unit to re-search on your website. Can you find the answers to a typical buyer’s questions without having to go to a desktop? The time you spend test driving your own website will “generate some good questions to take to your webmaster and sales manager.”





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# Is The Tail Still Wagging the Dog At Your Dealership?

*How to get employees to accept change*

*By Mike Martin*

**Y**ears ago at a training session I was attending, the trainer told us about a question he'd gotten from a dealer principal. The dealer wanted advice on handling one of his salespeople. The dealer said, "This person is a constant source of trouble. If he's not pinching the receptionist's behind or browsing on the Internet, he's stealing leads from other sales staff. His co-workers hate him, and his customers barely put up with him. What should I do?"

Without hesitation, the trainer responded, "It's simple – you need to fire him. This person is a troublemaker and a ticking time bomb that will blow up in your face." The dealer's response was just as quick. "I can't – he out-sells everyone else two to one, he's my best sales person."

Does this sound familiar? Is the tail wagging the dog at your dealership?

I often hear stories about dealerships where it seems as if staff, not management, is calling the shots. Once I was



talking to a dealer principal and his sales manager about lead management software. They were unhappy with their levels of pre and post-sales follow-up and felt an ILM/CRM system would improve sales. Our discussions progressed over several weeks until one day, my calls stopped getting returned.

When I finally made contact after almost a month of dodged calls and excuses, I was told that they had decided not to proceed with the purchase. And while the dealer principal and general manager felt the software would benefit the dealership, others thought that it wouldn't get used and would just be a waste of money.

I was dumb-struck. Who was running this dealership, management or staff, I thought. I wanted to say, "If you believe it will improve sales, tell your staff to use it or use the door."

Considering that they had told me earlier they were going to try to get staff buy-in before purchasing, I probably shouldn't have expected a different outcome. Let's face it, resistance to change is natural and a constant challenge for any manager trying to implement new processes or systems.

But being a manager isn't a popularity contest. It was once described to me as being more like a benevolent dictatorship – staff opinions are encouraged and appreciated, but at the end of the day the decision will be made by the manager.

That said, management should deal constructively when staff attempts to kibosh new ways of doing things. One method is to engage employees as soon as possible after the decision to change has been made. If technology

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is involved – especially where none existed before – have a “kick off” meeting with everyone who will be affected. The purpose is to introduce the technology, the implementation plan, and provide a forum for staff input. Be prepared for push-back, because it’s going to occur. This is where firmness and conviction combined with a healthy serving of empathy for the staff will help immensely – think “benevolent dictatorship.”

There’s a natural tendency for management to sell change by telling staff how great it’s going to be. Instead, undersell and over deliver. Do this by setting realistic expectations. When technology is involved, acknowledge the initial loss of productivity that will most likely occur. Let staff know what your expectations are – you may need to bend, but don’t break. Employees want to be heard, and they also want to know they’ll be provided with the resources they need to get up to speed. Address their concerns and tell them what training and support they’ll receive.

It’s up to management to set the course for the dealership. If that means replacing manual systems with software, than do it. Once the decision is made, stakeholder representation can be part of the process, and it will help get



“Engage employees as soon as possible **after** the decision to change has been made...Tell them what training and support they’ll receive.”

buy-in. But what shouldn’t be part of the discussion is the decision to go or not go.

In the experience I’ve gained from hundreds of software installations, the only tactic that works every time is when staffers are told, “This is the way it’s going to be, or there’s the door.” If you want success, you have to be prepared to do that.

Mike Martin is general manager at Quantech Software.com. He can be reached at (toll free) (877) 611-0622 and [mike@quantechsoftware.com](mailto:mike@quantechsoftware.com). ■

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**Moss Adams LLP**  
[www.mossadams.com](http://www.mossadams.com)

**Rehmann**  
[www.rehmann.com](http://www.rehmann.com)

## ADVERTISING/ MARKETING/ MARKET RESEARCH

**Good Sam Enterprises**  
[www.goodsamclub.com](http://www.goodsamclub.com)

**IHS Automotive**  
[www.ihs.com](http://www.ihs.com)

**InteractRV Web Design  
and Marketing**  
[www.interactrv.com](http://www.interactrv.com)

**Level 5 Advertising**  
[www.level5advertising.com](http://www.level5advertising.com)

**REBS Marketing**  
[www.REBSmarketing.com](http://www.REBSmarketing.com)

**RH Power & Associates Inc.**  
[www.rhpower.com](http://www.rhpower.com)

**RV Ad Pros**  
[www.RVAdPros.com](http://www.RVAdPros.com)

**RV Trader**  
[www.rvtrader.com](http://www.rvtrader.com)

**RVDealerVideos.com  
(Media272 Inc.)**  
[www.RVDealerVideos.com](http://www.RVDealerVideos.com)

**RVM Promotions**  
[www.rvmpromotions.com](http://www.rvmpromotions.com)

**RVT.com Classifieds**  
[www.rvt.com](http://www.rvt.com)

**Statistical Surveys Inc.**  
[www.statisticalsurveys.com](http://www.statisticalsurveys.com)

**Wheeler Advertising Inc.**  
[www.wheeleradvertising.com](http://www.wheeleradvertising.com)

## ASSOCIATIONS & RESOURCES

**American Recreation  
Coalition**  
[www.fundoutdoors.com](http://www.fundoutdoors.com)

**Arizona RVDA**  
[www.azrvda.com](http://www.azrvda.com)

**CalRVDA**  
[www.rvingca.com](http://www.rvingca.com)

**Colorado Recreational Vehicle  
Association**  
[www.crva.org](http://www.crva.org)

**Detroit Auto Dealers Assn.**  
[ralberts@dada.org](mailto:ralberts@dada.org)

**Family Motor Coach Assn.**  
[www.fmca.com](http://www.fmca.com)

**Florida RV Trade Association**  
[www.frvta.org](http://www.frvta.org)

**Go RVing**  
[www.gorving.com](http://www.gorving.com)

**Great Lakes RV Association**  
[glrva@roadrunner.com](mailto:glrva@roadrunner.com)

**Maryland RVDA**  
[www.mdrv.com](http://www.mdrv.com)

**Michigan Association of  
Recreation Vehicles &  
Campgrounds**  
[www.marvac.org](http://www.marvac.org)

**Mike Molino RV Learning  
Center**  
[www.rvlearningcenter.com](http://www.rvlearningcenter.com)

**National Association of RV  
Parks & Campgrounds (ARVC)**  
[www.GoCampingAmerica.com](http://www.GoCampingAmerica.com)

**Recreation Vehicle Indiana  
Council**  
[www.imharvic.org](http://www.imharvic.org)

**Recreational Park Trailer  
Industry Association Inc.**  
[www.rptia.com](http://www.rptia.com)

**RV Industry Association**  
[www.rvia.org](http://www.rvia.org)

**RVAA - Recreation Vehicle  
Aftermarket Assn.**  
[www.rvaahq.com](http://www.rvaahq.com)

**RVDA**  
[www.rvda.org](http://www.rvda.org)

**RVDA of Alberta**  
[www.rvda-alberta.org](http://www.rvda-alberta.org)

**RVDA of British Columbia**  
[www.rvda.bc.ca](http://www.rvda.bc.ca)

**RVDA of Canada**  
[www.rvda.ca](http://www.rvda.ca)

**RVDA of Saskatchewan**  
[www.saskatchewanrvda.ca](http://www.saskatchewanrvda.ca)

**RVRA - Recreation Vehicle  
Rental Association**  
[www.rvda.org/rental](http://www.rvda.org/rental)

**RVTechnicianToday**  
[www.rvtechniciantoday.com](http://www.rvtechniciantoday.com)

**Silicon Valley Automobile  
Dealers Association**  
[www.svautodealers.com](http://www.svautodealers.com)

**Tents for Troops & RV's Too**  
[www.tentsfortroops.org](http://www.tentsfortroops.org)

**Texas Recreational Vehicle  
Association**  
[www.trva.org](http://www.trva.org)

**The National Association of  
RV Parks & Campgrounds  
(ARVC)**  
[www.GoCampingAmerica.com](http://www.GoCampingAmerica.com)

**WI Housing Alliance/  
Tomorrow's Home Foundation**  
[www.housingalliance.us](http://www.housingalliance.us)

**Wisconsin Recreational  
Vehicle Dealer Alliance**  
[www.housingalliance.us](http://www.housingalliance.us)

## AUCTION SERVICES

**ADESA Brasher's**  
[www.brasherssacramento.com](http://www.brasherssacramento.com)

**ADESA Specialty Auctions**  
[www.adesa.com](http://www.adesa.com)

**America's RV and Marine  
Auction**  
[www.americasautoauction.com](http://www.americasautoauction.com)

**BSC - America Powersports**  
[www.bsccamerica.com/powersport](http://www.bsccamerica.com/powersport)

**National Liquidators**  
[www.natliq.com](http://www.natliq.com)

## CALL TRACKING

**Zenith Dealer Solutions**  
[www.zenithdealersolutions.com](http://www.zenithdealersolutions.com)

## CERTIFIED GREEN RV PROGRAM

**TRA Certification Inc.**  
[www.certifiedgreenrvs.com](http://www.certifiedgreenrvs.com)

## COMPLIANCE STATISTICAL DATA

**Automotive Compliance  
Consultants Inc.**  
[www.compliantnow.com](http://www.compliantnow.com)

## CREDIT CARD PROCESSING

**Bank of America Merchant  
Services**  
[www.rvdealer.bankofamerica.com](http://www.rvdealer.bankofamerica.com)

## CRM/DATABASES / SOFTWARE / WEBSITES

**Adventure On Earth**  
[www.adventureonearth.com](http://www.adventureonearth.com)

**ARI Network Services**  
[www.arinet.com](http://www.arinet.com)

**Auction123.com**  
[www.auction123.com](http://www.auction123.com)

**CDK Global Recreation**  
[www.cdkglobalrecreation.com](http://www.cdkglobalrecreation.com)

**CenPOS**  
[www.cenpos.com](http://www.cenpos.com)

**Dealer Spike RV**  
[www.dealerspikerv.com](http://www.dealerspikerv.com)

**EverLogic**  
[www.everlogic.com](http://www.everlogic.com)

**IDS - Integrated Dealer  
Systems**  
[www.ids-astra.com](http://www.ids-astra.com)

**Infule - RV Web Design**  
[www.infulervs.com](http://www.infulervs.com)

**ProResponse Inc.**  
[www.ProResponse.com](http://www.ProResponse.com)

**RVnGO**  
[www.rvnngo.com](http://www.rvnngo.com)

**RVUSA.com - A Division Of  
NetSource Media**  
[www.rvusa.com](http://www.rvusa.com)

**Singlepoint Communications**  
[www.yoursinglepoint.com](http://www.yoursinglepoint.com)

**Sys2K Dealership Software**  
[www.sys2K.com](http://www.sys2K.com)

## DEALER NETWORK

**Priority RV Network**  
[www.priorityrvnetwork.com](http://www.priorityrvnetwork.com)

**ROUTE 66 RV Network**  
[www.Route66RV.com](http://www.Route66RV.com)

## DIRECTORY / GUIDE

**Kampgrounds of America**  
[www.koa.com](http://www.koa.com)

**National Appraisal  
Guides Inc.**  
[www.nadaguides.com](http://www.nadaguides.com)



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American Fidelity Assurance Company  
[www.afadvantage.com](http://www.afadvantage.com)

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About Industries Inc.  
[www.aboutindustriesinc.com](http://www.aboutindustriesinc.com)

Arrow Distributing Inc.  
[www.arrowdist.com](http://www.arrowdist.com)

Harris Battery Company Inc.  
[www.harrisbattery.com](http://www.harrisbattery.com)

Land N Sea Distributing  
[www.landnsea.com](http://www.landnsea.com)

Meyer Distributing  
[www.meyerdistributing.com](http://www.meyerdistributing.com)

MV Distributing Company  
[www.mvdistributing.com](http://www.mvdistributing.com)

Northern Wholesale Supply Inc.  
[www.northernwholesale.com](http://www.northernwholesale.com)

NTP-STAG  
[www.ntpdistribution.com/](http://www.ntpdistribution.com/)

RV By Life, Div. of Life Industries Corporation  
[www.rvbylife.com](http://www.rvbylife.com)

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

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A World of Training  
[www.aworldoftraining.com](http://www.aworldoftraining.com)

Automotive Compliance Consultants Inc.  
[www.compliantnow.com](http://www.compliantnow.com)

Blum Shapiro  
[www.blumshapiro.com](http://www.blumshapiro.com)

CSI Inc.  
[www.telcsi.com](http://www.telcsi.com)

DealerPRO RV  
[www.dealerprotraining.com](http://www.dealerprotraining.com)

Kelly Enterprises  
[www.jlkelly.com](http://www.jlkelly.com)

KPA  
[www.kpaonline.com](http://www.kpaonline.com)

Marzahn & King Consulting Inc.  
[www.marzahnandking.com](http://www.marzahnandking.com)

Mike Molino RV Learning Center  
[www.rvlearningcenter.com](http://www.rvlearningcenter.com)

RV EDUCATION 101  
[www.rveducation101.com](http://www.rveducation101.com)

RV Safety & Education Foundation  
[www.rvsafety.com](http://www.rvsafety.com)

RV Technician.com  
[www.rvtechnician.com](http://www.rvtechnician.com)

Sobel University  
[www.sobeluniversity.com](http://www.sobeluniversity.com)

Spader Business Management  
[www.spader.com](http://www.spader.com)

Tom Manning & Associates Inc.  
[www.approducts.net](http://www.approducts.net)

## EMERGENCY ROADSIDE AND TECHNICAL ASSISTANCE

Coach-Net  
[www.coach-net.com](http://www.coach-net.com)

## EMPLOYEE BEHAVIORAL ASSESSMENT

The Omnia Group  
[www.OmniaGroup.com/rvda/](http://www.OmniaGroup.com/rvda/)

## EXTENDED SERVICE AGREEMENTS

XtraRide RV Service Agreement Program  
[www.protectiveassetprotection.com](http://www.protectiveassetprotection.com)

## F&I PERFORMANCE SOLUTIONS / PRODUCTS

P1 F&I Performance Solutions  
[www.P1Results.com](http://www.P1Results.com)

## FINANCE / FINANCIAL

Ally Financial  
[www.ally.com](http://www.ally.com)

AppOne, A Reynolds and Reynolds Business  
[www.appone.net](http://www.appone.net)

Automotive Finance Corporation (AFC)  
[www.AFCDealer.com](http://www.AFCDealer.com)

Bank of America Merrill Lynch  
[www.bankofamerica.com/rvdealer](http://www.bankofamerica.com/rvdealer)

Bank of the West  
[www.bankofthewest.com](http://www.bankofthewest.com)

Community & Southern Bank  
[www.myCSBonline.com](http://www.myCSBonline.com)

D&G Dealer Services LLC  
[www.dandgdealerservices.com/home.html](http://www.dandgdealerservices.com/home.html)

First Merit Bank  
[www.firstmerit.com](http://www.firstmerit.com)

Highlands Financial  
[www.hfico.com](http://www.hfico.com)

Independent Bank  
[www.ibcp.com](http://www.ibcp.com)

M&T Bank  
[www.mandtbank.com](http://www.mandtbank.com)

Marine One Acceptance Corp.  
[www.marineone.com](http://www.marineone.com)

Medallion Bank  
[www.medallionbank.com](http://www.medallionbank.com)

Merrick Bank  
[www.merrickbank.com](http://www.merrickbank.com)

Newcoast Financial Services  
[www.newcoast.com](http://www.newcoast.com)

Northpoint Commercial Finance LLC  
[www.northpointcf.com](http://www.northpointcf.com)

Priority One Financial Services Inc.  
[www.p1fs.com](http://www.p1fs.com)

Sebrite Financial Corp.  
[www.sebritecorporation.com](http://www.sebritecorporation.com)

TCF Inventory Finance  
[www.tcfif.com](http://www.tcfif.com)

U.S. Bank, Recreation Finance  
[www.usbank.com](http://www.usbank.com)

Universal Lenders LLC  
[www.the-zero-plan.com](http://www.the-zero-plan.com)

Wells Fargo, Commercial Distribution Finance  
[www.wellsfargo.com/cdf](http://www.wellsfargo.com/cdf)

## GPS TRACKING DEVICES

WHRZT! Inc.  
[www.WHRZT.com](http://www.WHRZT.com)

## HEALTH COLLECTIVE PURCHASING ARRANGEMENT

Brown & Brown Insurance  
[www.bbinservices.com/index.php/form](http://www.bbinservices.com/index.php/form)

## HEALTH INSURANCE

Mass Marketing Insurance Consultants Inc. (MMIC)  
[www.mmicinsurance.com/RVDA/](http://www.mmicinsurance.com/RVDA/)

## HIRING TOOLS

Careerco  
[RVDA@careerco.com](mailto:RVDA@careerco.com)

## HR / BENEFITS

Caliper  
[www.caliperonline.com](http://www.caliperonline.com)

CareerCo  
[www.employmentnetwork.net](http://www.employmentnetwork.net)

The Omnia Group Inc.  
[www.omniagroup.com](http://www.omniagroup.com)

## INSURANCE / WARRANTY / SERVICE CONTRACTS

Alternative Claims Management  
[www.altclaim.com](http://www.altclaim.com)

American Colonial Administration LLC  
[www.acaadmin.com](http://www.acaadmin.com)

American Guardian Group of Companies  
[www.agwsinc.com](http://www.agwsinc.com)

Andreini & Company  
[www.andreini.com](http://www.andreini.com)

Brown & Brown Recreational Insurance  
[www.bbinservices.com](http://www.bbinservices.com)

Coach-Net  
[www.coach-net.com](http://www.coach-net.com)

CornerStone United Inc.  
[www.cornerstoneunited.com](http://www.cornerstoneunited.com)

Diversified Insurance Management Inc.  
[www.rvbestquote.com](http://www.rvbestquote.com)

EasyCare RV  
[easycare.com/rvda2016](http://easycare.com/rvda2016)

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# Website Directory for Associate Members and RV Industry Resources

**Farm & City Insurance Services - Your RVAdvantage**  
www.rvadvantage.com

**Good Sam ESP - Dealer Program**  
www.goodsamesp.com

**Hi-Sage Marketing**  
www.hisage.com

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

**Line 5**  
www.line5.com

**MBA Insurance Inc.**  
www.MBAinsurance.net

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

**Pettes & Hesser Ltd.**  
www.phltd.com

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

**Protective Asset Protection**  
www.protectiveassetprotection.com

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

**Red Auto Companies**  
www.redautods.com

**Sentry Insurance**  
www.sentry.com

**Service Group**  
www.sgifs.com

**SouthwestRe**  
www.reinsure.com

**The Walpole Agency**  
www.thewalpoleagency.com

**Thum Insurance Agency LLC**  
www.thuminsurance.com

**Tire Shield**  
www.tireshield.com

**Tobin Agency**  
www.tobinagency.com

**Triad Insurance Management & Services Agency Inc.**  
www.triadinsurancemanagement.com

**United States Warranty Corporation**  
www.uswceagle.com

**VAS**  
www.VehicleAdminServices.com

**Warrantech Automotive Inc.**  
www.warrantech.com

**Wildfire Aftermarket Service Inc.**  
www.wildfireaftermarket.com

**Williams and Stazzone Insurance Agency Inc.**  
www.wsins.com

## LEAD QUALIFIER PROGRAM

**Customer Service Intelligence Inc. (CSI)**  
www.telcsi.com

## LOAN ORIGATION AND WARRANTED LOAN DOCUMENTS

**AppOne, A Reynolds and Reynolds Business**  
www.appone.net

## LEGAL SERVICES

**Venable LLP**  
www.venable.com

## MARKET INTELLIGENCE PROGRAM / RV INDUSTRY DATA PROGRAM

**Statistical Surveys Inc.**  
www.statisticalsurveys.com

## OFFICE SUPPLIES

**Office Depot**  
www.officediscounts.org/rvda.html

## PAYMENT TECHNOLOGY

**CenPOS**  
www.cenpos.com

## PRE-OWNED RV APPRAISAL GUIDANCE

**National Appraisal Guides Inc.**  
www.nada.com

## PROPANE AND PROPANE SUPPLIES

**Suburban Propane**  
www.suburbanpropane.com

## PUBLICATION / PRESS

**Hearst Business Media**  
www.blackbookusa.com

**RV Executive Today Magazine**  
www.rvda.org

**RV PRO Magazine**  
www.rv-pro.com

**RVTechnicianToday**  
www.rvTechnicanToday.com

## RENTAL FLEET FINANCING

**Automotive Finance Corporation (AFC)**  
www.AFCDealer.com

## RENTAL INSURANCE

**MBA Insurance Inc.**  
www.MBAinsurance.net

**Triad Insurance Management & Services Agency Inc.**  
www.triadinsurancemanagement.com

## REP GROUP

**ARC Representation**  
www.arcnow.net

## RV CHASSIS MANUFACTURER

**Freightliner Custom Chassis Corp.**  
www.freightlinerchassis.com

## RV MANUFACTURER

**Airstream Inc.**  
www.airstream.com

**Bison Coach**  
www.bisontrailer.com

**CrossRoads RV**  
www.crossroadsrv.com

**Cruiser RV LLC**  
www.cruiserrv.com

**DRV Luxury Suites LLC**  
www.drvsuites.com

**Dutchmen Manufacturing**  
www.dutchmen.com

**Erwin Hymer Group North America Inc.**  
www.gohymer.com  
www.roadtrek.com

**Forest River Inc.**  
www.forestriverinc.com

**Grand Design Recreational Vehicles**  
www.granddesignrv.com

**Gulf Stream Coach Inc.**  
www.gulfstreamrv.com

**Haulmark Motorcoach**  
www.haulmarkmotorcoach.com

**Heartland Recreational Vehicles LLC**  
www.heartlandrvs.com

**Highland Ridge RV Inc.**  
www.highlandridgerv.com

**Jayco**  
www.jayco.com

**Keystone RV Company**  
www.keystonerv.com

**K-Z**  
www.kz-rv.com

**Lance Camper Manufacturing Corporation (LCMC)**  
www.LanceCamper.com

**Leisure Travel Vans / Triple E RV**  
www.leisurevans.com

**LIFESTYLE Luxury RV**  
www.LifestyleLRV.com

**Livin' Lite RV Inc.**  
www.LIVINLITE.com

**Midwest Automotive Designs LLC**  
www.midwestautomotive designs.com

**Newmar Corporation**  
www.newmarcorp.com

**NuWa Industries Inc.**  
www.nuwa.com

**Outdoors RV Manufacturing**  
www.outdoorsrvmfg.com

**Pacific Coachworks Inc.**  
www.pacificcoachworks.com

**Pleasure-Way Industries**  
www.pleasureway.com



# Website Directory for Associate Members and RV Industry Resources

**REV Recreation Group**  
[www.revrvgroup.com](http://www.revrvgroup.com)

**Riverside Travel Trailer**  
[www.riversidetrailler.com](http://www.riversidetrailler.com)

**Thor Industries Inc.**  
[www.thorindustries.com](http://www.thorindustries.com)

**Tiffin Motor Homes Inc.**  
[www.tiffinmotorhomes.com](http://www.tiffinmotorhomes.com)

**Universal Trailer Corporation**  
[www.universaltrailer.com](http://www.universaltrailer.com)

**Winnebago Industries Inc.**  
[www.winnebagoind.com](http://www.winnebagoind.com)

## **RV RALLIES & CARAVANS / RV EXPERIENCE**

**Fantasy RV Tours**  
[www.fantasyrvtours.com](http://www.fantasyrvtours.com)

## **RVDA/SPADER 20 GROUPS**

**Spader Business Management**  
[www.spader.com](http://www.spader.com)

## **SECURITY / SURVEILLANCE SERVICES**

**Pro-Vigil Surveillance Services**  
[www.pro-vigil.com](http://www.pro-vigil.com)

## **SHIPPING DISCOUNTS**

**PartnerShip LLC**  
[www.PartnerShip.com/79rvda](http://www.PartnerShip.com/79rvda)

## **SOFTWARE & CONSULTING SERVICES**

**KPA**  
[www.kpaonline.com](http://www.kpaonline.com)

## **SUPPLIER**

**Airxcel Inc.**  
[www.airxcel.com](http://www.airxcel.com)

**Alde Corp**  
[www.alde.us](http://www.alde.us)

**Aqua-Hot Heating Systems Inc.**  
[www.aquahot.com](http://www.aquahot.com)

**ASA Electronics**  
[www.asaelectronics.com](http://www.asaelectronics.com)

**B&W Trailer Hitches**  
[www.turnoverball.com](http://www.turnoverball.com)

**Blue Ox**  
[www.blueox.com](http://www.blueox.com)

**Boogey Lights**  
[www.boogeylights.com](http://www.boogeylights.com)

**Camco Manufacturing Inc.**  
[www.camco.net](http://www.camco.net)

**Carefree of Colorado**  
[www.carefreeofcolorado.com](http://www.carefreeofcolorado.com)

**Cequent Performance Products**  
[www.cequentgroup.com](http://www.cequentgroup.com)

**CGEAR Sand Free Technology**  
[www.cgear-sandfree.com](http://www.cgear-sandfree.com)

**Coach Lift By S&S Mobility Products LLC**  
[www.coachlift.com](http://www.coachlift.com)

**Costco Auto Program**  
[www.costcoauto.com](http://www.costcoauto.com)

**Cummins Onan**  
[www.power.cummins.com](http://www.power.cummins.com)

**CURT Manufacturing LLC**  
[www.curtmfg.com](http://www.curtmfg.com)

**Dexter**  
[www.dexteraxle.com](http://www.dexteraxle.com)

**Dinosaur Electronics**  
[www.dinosaurelectronics.com](http://www.dinosaurelectronics.com)

**Dometic / Atwood**  
[www.dometic.com/usa](http://www.dometic.com/usa)

**Duratain Inc.**  
[www.duratain.com](http://www.duratain.com)

**East Penn Mfg. Co.**  
[www.eastpenn-deka.com](http://www.eastpenn-deka.com)

**Equalizer Systems**  
[www.equalizersystems.com](http://www.equalizersystems.com)

**Fiamma**  
[www.fiammausa.com](http://www.fiammausa.com)

**Furrion**  
[www.furrion.com](http://www.furrion.com)

**Girard Systems/ Girard Products**  
[www.girardrv.com](http://www.girardrv.com)

**GM Fleet & Commercial**  
[www.gm.com](http://www.gm.com)

**Great American Automotive Products**  
[www.gabp.com](http://www.gabp.com)

**Hayes Towing Electronics**  
[www.hayesbc.com](http://www.hayesbc.com)

**Icon Technologies Limited**  
[www.icondirect.com](http://www.icondirect.com)

**Infinity Woven Products LLC**  
[www.infinitylww.com](http://www.infinitylww.com)

**KING**  
[www.kingconnect.com](http://www.kingconnect.com)

**Kyle Group LLC**  
[www.autowbrake.com](http://www.autowbrake.com)

**Lippert Components Inc.**  
[www.lippertcomponents.com](http://www.lippertcomponents.com)

**Mastercraft Inc.**  
[www.innovationandvalue.com](http://www.innovationandvalue.com)

**MCD Innovations**  
[www.mcdinnovations.com](http://www.mcdinnovations.com)

**MORryde International Inc.**  
[www.morryde.com](http://www.morryde.com)

**National Quality Products LLC**  
[www.contoureusa.com](http://www.contoureusa.com)

**ParkPower By Marinco**  
[www.park-power.com](http://www.park-power.com)

**Patrick Industries**  
[www.patrickindustries.com](http://www.patrickindustries.com)

**Prime Steel Inc.**  
[www.primesteelsinc.com](http://www.primesteelsinc.com)

**Progress Mfg. Inc.**  
[www.EqualizerHitch.com](http://www.EqualizerHitch.com)

**Progressive Dynamics Inc.**  
[www.progressivedyn.com](http://www.progressivedyn.com)

**PullRite**  
[www.pullrite.com](http://www.pullrite.com)

**Redarc Electronics**  
[www.redarc.com.au](http://www.redarc.com.au)

**Reese | Tekonsha**  
[www.ReeseProducts.com](http://www.ReeseProducts.com)

**Robert Weed Plywood Corporation**  
[www.robertweedplywood.com](http://www.robertweedplywood.com)

**Safe-T-Plus Steering Control**  
[www.safe-t-plus.com](http://www.safe-t-plus.com)

**SmartPlug Systems**  
[www.smartplug.com](http://www.smartplug.com)

**Spartan Chassis**  
[www.spartanchassis.com](http://www.spartanchassis.com)

**Suburban Propane**  
[www.suburbanpropane.com](http://www.suburbanpropane.com)

**Thetford Corporation & Norcold Incorporated**  
[www.thetford.com](http://www.thetford.com)

**Truma Corp**  
[www.truma.com](http://www.truma.com)

**Tuson RV Brakes LLC**  
[www.direclink.com](http://www.direclink.com)

**UHI Worldwide Inc.**  
[www.ultraheat.com](http://www.ultraheat.com)

**Ultra-Fab Products Inc.**  
[www.ultra-fab.com](http://www.ultra-fab.com)

**Walex Products Company Inc.**  
[www.rvsanitation.com](http://www.rvsanitation.com)

**WFCO Electronics (Arterra Dist.)**  
[www.WFCOElectronics.com](http://www.WFCOElectronics.com)

**WHRZT! Inc.**  
[www.Whrzt.com](http://www.Whrzt.com)

**Winegard Company**  
[www.winegard.com](http://www.winegard.com)

**Xantrex Technology / Schneider Electric**  
[www.xantrex.com](http://www.xantrex.com)

**Zamp Solar LLC**  
[www.zampsolar.com](http://www.zampsolar.com)

## **TECHNICIAN CERTIFICATION**

**RV Technician.com**  
[www.rvtechnician.com](http://www.rvtechnician.com)

## **TRANSPORTATION**

**Foremost Transport Incorporated**  
[www.foremosttransport.com](http://www.foremosttransport.com)

**Horizon Transport**  
[www.horizontransport.com](http://www.horizontransport.com)

**Indiana Transport Inc.**  
[www.indianatransport.com](http://www.indianatransport.com)

**PartnerShip LLC**  
[www.PartnerShip.com](http://www.PartnerShip.com)

**Quality Drive-Away Inc.**  
[www.qualitydriveaway.com](http://www.qualitydriveaway.com)

# Being Young and Female in the RV Business Can Be a Challenge

**Multiple certifications give her skills and credibility, says Anne Baucom**

By Tony Yerman

**A**nne Baucom is the parts manager and warranty administrator for RV Connection of Lawton, OK, where she has worked for almost seven years. She recently assisted the Mike Molino RV Learning Center in a project to update the training materials it offers for individuals pursuing fixed-operations certifications.

"I actually have four certifications," Baucom says. "I'm an overachiever, you could say." In addition to the parts manager and warranty administrator certifications, she has been certified as a parts specialist and service writer. "Our dealer owner is all about cross training—he encourages certification. He won't keep people who are not interested in becoming certified. It proves to our customers that we're committed to providing them the best."

Asked why she sought multiple certifications, Baucom says, "The knowledge really helps me do the job, and the certificate demonstrates that knowledge to the customer." That kind of credibility is important, she says, because being young and female in the RV industry can sometimes be tough.

"We're located close to a military base and serve a lot of retired military personnel," she says. "Most of them are men and want to talk to a man. My service people back me up and explain the certifications and that I know what I'm talking about. When a customer questions my recom-

mendation, my service manager will explain that my way is how he would do it."

With her training, education, and experience, Baucom is hoping to progress and play an even larger role at the dealership in the future.

Her recent participation in the RV Learning Center's process for updating its materials gave her a better appreciation for the center's role in educating dealership personnel. The three-day-long event took place at The Ohio State University, whose Center for Employment Training and Education (CETE) develops training for industry.

"The work was very in-depth," Baucom says. "The experience was very eye opening, due to the input of other dealers, large and small. It was a great mix of people. I feel like we made some changes to the material that everyone will appreciate and benefit from." ■



Anne Baucom

## Did You Know? Benefits Extended to Your Tow Vehicle

**D**id you know that Protective Asset Protection's XtraRide® RV Service Contract Program extends many of its benefits to the tow vehicle or vehicle in tow? Our roadside assistance, towing and optional tire and wheel coverage protect not only the customer's towable but also the tow vehicle. Motorhome owners benefit from coverage for the vehicle in tow.

In the unfortunate event the covered RV, tow vehicle, or vehicle in tow becomes immobile, our towing coverage applies. The condition of a customer's tow vehicle might not be at the top of his or her mind when they're buying an RV, but very few things can do more to ruin a vacation than a tow



vehicle breakdown while on the road. If the tow vehicle breaks down, contract holders can rest easy knowing the truck pulling their camper will be towed to the nearest repair facility.

Roadside coverage is also extended beyond the covered RV. Protective Asset Protection will assist if the tow vehicle or vehicle in tow has a flat tire, runs out of gas, requires a jump start, or needs lockout assistance. The towing and roadside benefits are a phone call

away and available in the United States and Canada 24 hours a day, 365 days a year.

Under our optional tire and wheel coverage, tire and wheels on new and used vehicles are protected against road hazards. The tire and wheel coverage extends to the tow vehicle or to the vehicle in tow while contract holders are camping. Coverage applies even if the tow vehicle or vehicle in tow is not connected to the RV. In other words, if the customer's tow vehicle has tire damage from a pothole on a trip to the grocery store while camping, it is covered! Please see the XtraRide coverage booklet for exact terms and conditions.





## The RV Learning Center Pledge Agreement

I, \_\_\_\_\_, accept the invitation to join with others to support the dealership education efforts of the Mike Molino RV Learning Center. I hereby pledge and agree to contribute the total sum of \$ \_\_\_\_\_ to the Mike Molino RV Learning Center, a 501(c)(3) charitable organization.

My gift shall be paid in the following manner: \$ \_\_\_\_\_ One time donation

OR \$ \_\_\_\_\_ per year for \_\_\_\_\_ years, starting in the month/year \_\_\_\_\_

This is a: ☐ Company Contribution ☐ Personal Contribution

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

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

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

Date: \_\_\_\_\_

☐ Please check here if you would like the RV Learning Center to send you a reminder invoice in the month/year that you listed above.

**Thanks for your support!**

**The Mike Molino RV Learning Center**

3930 University Drive, Fairfax, VA 22030

Phone: (703) 591-7130 • Fax: (703) 359-0152 • E-mail: [info@rvda.org](mailto:info@rvda.org)

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

# RVDA "Core Founder" David Ayers Passes at Age 91

**F**ormer RVDA president David Ayers of Newton, TX, passed away on Dec. 4, 2016 at age 91. Ayers served the association in multiple positions, including as vice president in 1970, president from 1970-1971, and as chairman of the board from 1971-1972.

Even after retiring, he made the trip to Las Vegas in 2010 to attend RVDA's 40th anniversary celebration at the annual convention/expo. He was joined there by Gene Hyland, the association's first elected leader, and Hilton Fitt-Peaster, its first executive director. The three men were honored as "core founders" who were instrumental in RVDA's creation and advancement.

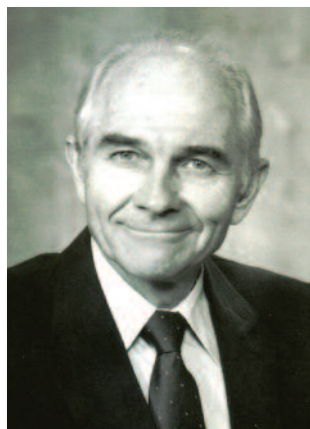
Then-RVDA chairman Tim O'Brien praised Ayers for "helping solidify the

membership base and organizing RVDA at the grassroots level."

Presenting a plaque of appreciation to Ayers, O'Brien said, "Your commitment to dealers and the RV industry advanced the association during its critical formative years."

Ayers was born in Deer Park, MD, in 1925. After a series of jobs in other states, Ayers moved with his wife Angela to Beaumont, TX, in 1956 and founded Tri City Trailer Sales. As the recreational vehicle industry grew and developed, he became a pioneer in the travel trailer and motorhome business. He formed American RV, which had dealerships in Beaumont, Houston, and Dallas. He retired from the business while he was in his 70s.

He is survived by Angela, his wife of almost 71 years, and son Daniel. ■

A graphic with a light gray background featuring various blue line-art icons: a hand pointing, a lightbulb, a stack of papers, a question mark, a hand holding a phone, and a hand pointing down. A white text box in the center contains the quote: "The best thing about 20 Group is there's someone you can pick up the phone and call any time." Below this, a dark blue box contains the text: "Mike Regan, a Spader® 20 Group member".

**"The best thing about 20 Group is there's someone you can pick up the phone and call any time."**

**Mike Regan, a Spader® 20 Group member**



Making difficult choices to strengthen your business isn't easy, but getting insights, ideas, and concrete tactics from your industry peers helps.

Apply for an RV 20 Group at [spader.com](http://spader.com)



# 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)

# GEAR UP FOR SUCCESS

## RV DEALERS INTERNATIONAL CONVENTION/EXPO

**NOVEMBER 6-10, 2017**

VISIT [WWW.RVDA.ORG/CONVENTION](http://WWW.RVDA.ORG/CONVENTION) TO REGISTER TODAY!

### 2017 PARTNERS

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**Protective**  
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DO IT  
RIGHT.

**THOR**  
INDUSTRIES

BRONZE

**Bank of America**  
Merrill Lynch

**BANK OF THE WEST**  
BWP PARIBAS GROUP

**B RECREATIONAL INSURANCE**  
"It's Fun To Run With US"

**DIVERSIFIED**  
INSURANCE MANAGEMENT

**FOREST RIVER**

**MBA**  
INSURANCE  
net

**NORTHPOINT**  
COMMERCIAL FINANCE

### GEAR UP FOR SUCCESS!

Experience the power of education during the 2017 RV Dealers International Convention/Expo Nov. 6-10 in Las Vegas. Bring your top performers for a week of training focused on dealers and fixed-operations managers, leadership development, networking, and competing in today's marketplace.

**SAVE  
39%!**

To keep your dealership running smoothly, all of the gears – sales, service, parts, and F&I – must function together. Education powers the gears to lead you on your path to success. We offer education tracks for dealers/GMs, sales, service, parts, F&I, rental, and social media/e-marketing. Your staff will have the opportunity to learn about:

- Cash conversions in F&I
- Advanced topics for the service department
- Leadership development for young RV executives
- New concepts for merchandising the store
- Digital marketing
- Latest ideas in Internet advertising, measuring effectiveness, and increasing ROI

### EARLY BIRD FULL REGISTRATION RATE

**\$609** for first dealership registrant **\$589** per each additional registrant

If you've registered for the convention, you can bring employees to attend **JUST** the Vendor Training +Plus program for \$229 per person. This special badge also gives the holder access to the expo and opening reception. **RVDA dealer members only – expires 6/30/17**

Discover a wide range of products and services, meet with a variety of vendors, and make new contacts. With over 100 exhibitors at the show, there is plenty to experience.

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

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

Presented by:

**RVDA**  
The National RV Dealers Association  
Powered by Dealers

**RVDA**  
CANADA

**The Mike Molino**  
**RV LEARNING**  
**CENTER**  
Developing Top Performers



# DEALER REGISTRATION FORM

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

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



## 2. Member Registration Fees:

First registrant locks in today's lowest rate for all future dealership personnel!

	Early Bird Thru 6/30	Advanced 7/1 - 8/31	Regular After 8/31	Amount
<b>First Registrant</b> - includes Vendor Training +Plus, a \$229 value! Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>	\$609	\$709	\$999	\$
<b>Second Registrant</b> - includes Vendor Training +Plus, a \$229 value! Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>	\$589	\$689	\$999	\$
<b>Third Registrant</b> - includes Vendor Training +Plus, a \$229 value! Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>	\$589	\$689	\$999	\$
<b>Fourth Registrant</b> - includes Vendor Training +Plus, a \$229 value! Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>	\$589	\$689	\$999	\$

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 \$229 per person and includes Vendor Training +Plus training on Monday, Nov. 6 and Tuesday, Nov. 7, and Tuesday's reception in the Expo. Copy this form to add more registrants for Vendor Training +Plus.

Name \_\_\_\_\_ Badge First Name \_\_\_\_\_ Email \_\_\_\_\_  
Name \_\_\_\_\_ Badge First Name \_\_\_\_\_ Email \_\_\_\_\_

\$

\$

## 3. Payment Information:

TOTAL

\$

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

☐ Check enclosed

Charge my: ☐ Visa ☐ MC ☐ Amex ☐ Discover

Name on Card \_\_\_\_\_ Card # \_\_\_\_\_ Expires \_\_\_\_\_ Security Code \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State/Prov \_\_\_\_\_ Zip/PC \_\_\_\_\_

### MAIL OR FAX A COPY OF THIS FORM TO:

RVDA of America, 3930 University Drive, Fairfax, VA 22030-2515 • (703) 591-7130 • Fax: (703) 591-0734 • www.rvda.org

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

**CANCELLATION / REFUND POLICY:** All cancellations must be in writing and received by August 31, 2017, to qualify for a refund. A \$50 administrative fee will be deducted from each refund request received by July 31, 2017. A \$100 administrative fee will be deducted from each refund request received between August 1, 2017 and August 31, 2017. No refunds will be made after August 31, 2017. \*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](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).**

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

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

## **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 these **CONTRIBUTORS**



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

Received From	Contributed 4/14/15- 4/14/17	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
<b>MAJOR GIFTS</b>				
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	40,000	40,000	100,000	3/21/16
Campers Inn	15,000	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	7,000	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.	1,000	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
Don Clark	10,000	15,000		10/7/16
Hemlock Hill RV Sales Inc.	3,361	10,000		8/12/15
Curtis Trailers Inc.	1,500	9,750		12/28/16
Crestview RV Center	3,500	8,000		12/28/16
Burlington RV Superstore	1,250	7,500		12/31/16
Circle K RV's Inc.	750	7,500		6/9/16
All Valley RV Center	5,500	7,000		2/21/17
Hayes RV Center	200	6,850		6/20/16
A World of Training	3,500	6,500		9/17/15
Madison RV Supercenter	1,000	6,500		11/30/16
Camperland of Oklahoma LLC	1,000	6,350		6/22/16
Topper's Camping Center	1,803	6,053		10/7/16
Best Value RV Sales & Service	2,000	5,750		4/11/16
Phil Ingrassia	2,000	5,500		12/12/16
Good Life RV	2,000	4,100	5,100	6/24/16
ROUTE 66 RV Network	2,000	3,000	5,000	2/16/16
Noble RV Inc.	2,600	4,505		2/3/17
RCD Sales Company Ltd.	1,099	4,349		6/17/16
J. D. Sanders Inc.	500	3,750		7/11/16
Myers RV Center Inc.	250	3,750		6/22/15
Hilltop Trailer Sales Inc.	1,500	3,622		6/27/16
Skyline RV & Home Sales Inc.	1,500	3,500		8/8/16

Received From	Contributed 4/14/15- 4/14/17	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
RV Outlet Mall	750	3,300		6/20/16
United RV Center	100	3,200		11/10/15
American Guardian Warranty	2,400	3,100		4/1/17
Highland Ridge RV Inc.	500	3,000		4/11/16
Tacoma RV Center	1,500	3,000		6/17/16
The Trail Center	600	2,550		11/21/16
Alliance Coach	1,000	2,000	2,500	5/23/16
Austin Chapter of Texas RV Association	2,500	2,500		6/27/16
Bill & Shannon Koster	500	500	2,500	12/2/16
Onsite Temp Housing	500	1,000	2,500	10/29/15

## LEADERS

Dinosaur Electronics	550	2,200		6/14/16
NERVDA	1,100	2,100		1/30/17
Leo's Vacation Center Inc.	2,000	2,000		3/11/16
Mount Comfort RV	2,000	2,000		10/17/16
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
Colerain Trailer Center	1,000	1,250		3/6/17
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

Keepers RV Center	700	800	850	12/23/16
Setzer's World of Campng Inc.	500	600		3/17/17
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
Dodd RV	500	500		3/18/17
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

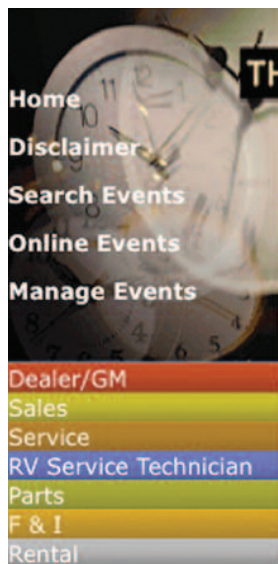
## SUPPORTERS

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
Clippership Motorhomes Rental	250	250		4/3/17
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

Kindlund Family Scholarship	\$270,000
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# THE RV Industry's

## CENTRAL TRAINING CALENDAR

<< Back		June 2017					Fwd >>	
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
					1	2	3	
					Certified RV Inspector Training & Certification  Show Online Events	Show Online Events	Show Online Events	
	4	5	6	7	8	9	10	
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	Show Online Events	
	11	12	13	14	15	16	17	
Show Online Events	HANDS-ON RV Technician Master Certification Training (RVIA curriculum based) Complete RVIA curriculum + HANDS-ON - RV Technician Certification  Show Online Events	Show Online Events	Show Online Events	FREE Webinar: Customer Interview: Save Your Customers Time and Make You More Money FREE NATDA Webinar: Understanding Revolving Credit and Installment Loans  Show Online Events	Show Online Events	Show Online Events		
	18	19	20	21	22	23	24	
Show Online Events	RV Inspector/RV Maintenance Tech Training  Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	
	25	26	27	28	29	30		
Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events		

## 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

3/1/17 - 3/31/17

#### Dealers

4ZS RVs Inc., Peru, IN

Click It RV  
Spokane, WA

East County Motors  
Lakeside, CA

#### Rentals

Crazy RV  
West Covina, CA

Marietta RV Rental  
Marietta, GA

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