

RV EXECUTIVE TODAY

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The Pump is Primed for Growth

By Phil Ingrassia, CAE, president

As we approach the end of a year in which the RV industry is expected to post its best performances in decades, there is more interest in the business from Wall Street investors than I've ever encountered.

Last month's Camping World IPO and the Grand Design sale to Winnebago led to a lot of phone calls from investor groups wanting to know more about our industry.

For investment analysts, the question is simple: How long can the industry's run of success continue?

We've heard for years about baby boomers driving the market, but the good news is that a new generation of millennials is priming the pump for continued growth.

According to KOA's 2016 North American Camping Report, millennials were the most likely to say that they planned to camp more this year. They make up the largest percentage of new campers, and these new entrants to the market have aspirations to eventually own an RV, if they don't have one already.

While the baby boomer generation continues to dominate several product segments, the sheer number of millennials is already having an impact on the market.

The surge in lightweight towable RVs, aggressive interior and exterior styling, and the growing connectivity available for mobile devices are creating a "wow" factor for entry and mid-level RVs that used to be reserved for higher end products.

"While the baby boomer generation continues to dominate several product segments, the sheer number of millennials is already having an impact on the market."

What are the challenges ahead? Communication is one - how well can you "close" over text and email? And of course, can we meet customer expectations for service, reliability, support, and quality?

Later this year, Go RVing will release a report to help the industry understand and market to this segment of the population that will be so important to sustain industry growth over the long term. It will be an eye-opener as we prepare for the future.

In this issue, on page 14, RVDA's Jeff Kurowski interviews former Navy SEAL and current toy hauler owner Trevor Wilson, who is working to promote the Tents for Troops program. While Trevor's life experience is not typical of most millennials, his attraction to the flexibility and affordability of RV travel is common among young people today.

I look forward to seeing many of you this month in Las Vegas, and thanks for your support.

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

Paul Roberts
FIELD REPRESENTATIVE

Julie Anna Newhouse
MARKETING MANAGER

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

Julianne Ryder
MARKETING COMMUNICATIONS SPECIALIST

Terri Whiteside
ACCOUNTING CLERK

Dan Lopez
BUSINESS DEVELOPMENT CONSULTANT

MIKE MOLINO RV LEARNING CENTER STAFF

Karin Van Duyse
CHIEF

Liz Fleming
EDUCATION COORDINATOR

Tony Yerman
RV SERVICE CONSULTANT

Isabel McGrath
TECHNICIAN CERTIFICATION REGISTRAR

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

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Julie Newhouse, marketing manager
(703) 591-7130 x 103

Staying Focused on the Long View

By Brian Wilkins, chairman



It's hard to believe it's already been a whole year, but next month I will relinquish my duties as RVDA chairman and pass the gavel to Darrel Friesen. Darrel will become our first second-generation chairman (his father Ernie was chair from 2000-2001). He has great experience from working on our board and on the CalRVDA board, and he'll make a great leader. I look forward to working with him and helping any way I can as he guides us through the next year.

As I prepare to step aside, I have some thank-you's and some final thoughts to share. First, I want to thank my fellow dealers for giving me the opportunity to serve our association. Meeting and speaking with so many of you and working together for a greater future for our industry has been an amazing and humbling experience. Every month I received emails, phone calls, and feedback regarding my thoughts, and I appreciate your comments and, most of all, your trust.

I want to thank RVDA's staff. From president Phil Ingrassia on down, everyone at our headquarters in Fairfax, VA, does a great job and works hard to do what's best for us dealers. Over the past year I've received many questions about the time commitment that must come with serving on the RVDA board and comments about how some dealers shy away from this experience, fearful that it may affect their ability to run their business. Thanks to the great staff at RVDA, I can say that that fear is unwarranted. They do the heavy lifting, making the chairman's job very manageable.

I want to thank my employees and staff at Wilkins RV. Their support and hard work are much appreciated and made it possible for me to accept this opportunity. They are a great crew, and I am very fortunate to get to work beside them.

Lastly, I have to thank my fiancé Lisa Rockwell. Lisa, as always, has been a great partner through this, and I thank her for her never-ending support!

I've been fortunate to have served my term during what has been a very good time for the RV business. With that said, we must be careful not to take these good times for granted, and that's what I've tried to stress over the past year.

The industry has done an amazing job of bringing innovation after innovation to our products, making them more appealing to both new and previous buyers. These enhancements have allowed us to grow our customer base

"If we truly want to grow this industry to 500,000-600,000 units, we need to change the way we do business. Supporting our products needs to become just as important as building and selling our products."

and grow the market. We've been able to rebound from the recession faster than from any previous market downturn. But while we have excelled at bringing more innovation and style to our products, we have failed at developing the back-end systems that support our customers and their products. And too often, that failure negatively affects our customers' experience.

That failure is causing our customers to question the lifestyle that we're trying to market. That failure is causing our customers to LEAVE the lifestyle we're trying to market. If we truly want to grow this industry to 500,000-600,000 units, we need to change the way we do business. We look too often at the short term and neglect our long-term potential. Supporting our products needs to become just as important as building and selling our products.

I'm not bringing to light anything that the industry isn't already aware of. I've simply tried to get the discussion going. The topic seems to have gained momentum over the past year. Now we must make sure the discussion turns into action.

This is a great industry, filled with some amazing and smart people. And the product we sell allows thousands of families to create irreplaceable memories. The opportunity we have before us is too great to waste. So, even though times are good today, let's stay focused on the obstacles that could harm our industry's future. Let's make sure we do our job to protect and maximize our industry's potential.

Thank you again for letting me serve your organization.

Chairman
Brian Wilkins
Wilkins RV
Bath, NY
(607) 776-3103
bwilkins@wilkinsrv.com

1st Vice Chairman
Darrel Friesen
All Seasons RV Center
Yuba City, CA
(530) 671-9070
darrel@allseasonsvcenter.com

2nd Vice Chairman
Tim Wegge
Burlington RV Superstore
Sturtevant, WI
(262) 321-2500
twegge@burlingtonrv.com

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

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

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

Director
Chris Andro
Hemlock Hill RV Sales Inc.
Milldale, CT
(860) 621-8983
chrissa@hhrvct.com

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

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

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

RVRA Representative
Scott Krenck
Krenck RV Center
Coloma, MI
(269) 468-7900
scott_krenck@krenckrv.com

RVAC Chairman
Jeff Hirsch
Campers Inn
Kingston, NH
(603) 642-5555
jhirsch@campersinn.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
Corbin Sawyer
Great Alaskan Holidays
Anchorage, AK
(907) 248-7777
csawyer@greatalaskanholidays.com

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

Arkansas
Michael Moix
Moix RV Supercenter
Conway, AR
(501) 327-2255
mmoix@aol.com

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

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

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

Connecticut
Chris Andro
Hemlock Hill RV Sales Inc.
Milldale, CT
(860) 621-8983
chrissa@hhrvct.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
Larry Flowers
Larry's Trailer Sales Inc.
Zeigler, IL
(618) 596-6414
richardf@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
Brian Bent
Bent's RV Rendezvous
Metairie, LA
(504) 738-2368
brian@bentsrv.com

Maine
Linda Mailhot
Seacoast RV
Saco, ME
(207) 282-3511
seacoastrv@seacoastrv.com

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

Massachusetts
Brian Sullivan
Campers Inn of Raynham
Raynham, MA
(508) 821-3366
bsullivan@campersinn.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
Chris Brown
Aberdeen RV Center Inc.
Aberdeen, MS
(662) 369-8745
chris@aberdeenvr.com

Missouri
Ted Evans
Mid America RV Inc.
Carthage, MO
(417) 353-4640
tevans@midamericarv.com

Montana
Russell Pierce
Pierce RV Supercenter
Billings, MT
(406) 655-8000
russellpierce@pierce.biz

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

Nevada
Darcy Walker-Fitch
Johnnie Walker RVs
Las Vegas, NV
(702) 458-2092
dfitch@jwrvlv.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
Rod Klinner
Capital R.V. Center, Inc.
Bismarck, ND
(701) 255-7878
sales@capitalrv.com

Ohio
Dean Tension
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
Lisa Larkin
Gib's RV Superstore
Coos Bay, OR
(541) 888-3424
lisa@gibsvr.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 Schaap
Schaap'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
David Hayes
Hayes RV Center
Longview, TX
(903) 663-3488
dhayes@hayesrv.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
lindsey@reinesrv.com

Washington
LaDonna Meadows
Tacoma RV Center
Tacoma, WA
(253) 896-4401
ladonna@tacomarv.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@sonnysvs.com

Vacant
Hawaii

AT-LARGE
Chase Baerlin
Bankston Motor
Homes Inc.
Huntsville, AL
(256) 533-3100
chase@bankstonmotorhomes.com

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

Ben Hirsch
Campers Inn of Kingston
Kingston, NH
(603) 642-5555
bhirsch@campersinn.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 Noble
Noble RV Inc.
Owatonna, MN
(507) 444-0004
mnoble@noblerv.com

Mike Pearo
Hilltop Trailer Sales Inc.
Fridley, MN
(763) 571-9103
mike@hilltoptrailers.com

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

Adam Ruppel
Good Life RV
Webster City, IA
(515) 832-5715
adam@glrv.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@outlook.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
rbiles@pikespeakrv.com

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

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

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

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

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

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

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

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

Bill Thomas
Bill Thomas Camper
Sales Inc.
Wentzville, MO
(636) 327-5900
Btes1940@sbcglobal.net

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

QUICKTAKES

Info For The Big Picture

Volunteerism: The Way to Millennial Employees' Hearts?

Many businesses say they'd be more likely to choose a job applicant with volunteer experience on his or her resume than an applicant without such experience. And millennials, who are on the rise in the workforce, say that a company's commitment to the community would be a factor when choosing between two similar jobs. Offering volunteer programs at the workplace could be one way to attract young workers and give them the chance to exercise their civic-mindedness. That, in turn, could make them happier, more loyal employees.

According to a Deloitte survey of hiring managers



Millennials who frequently volunteer are happier and more engaged with their companies than those who don't



Data from Deloitte

Win the Tech Shortage Fight

By Valerie Ziebron



Ask anyone in the RV industry what's keeping their business from growing, and the lack of skilled technicians always makes the short list. Luring techs away from other dealerships is a popular but shortsighted approach, since the pool of available techs is both aging and shrinking. Most dealerships post ads and hope techs will come to them, while others actively hunt to find and cultivate new talent. Which approach do you take?

Let's look at what one store is doing to attract techs. C.A.S. Power Marine in Ontario isn't a mega store with lots of staff and resources. It also faces the challenges of long, cold winters. Management was frustrated with how difficult it was to find skilled techs, so they took a multi-pronged strategy.

"Both of our technicians completed their college apprenticeship placement with us as part of a three-year program and are now certified mechanics," says manager Vanessa Orchard.



Management was frustrated with how difficult it was to find skilled techs, so they took a multi-pronged strategy.

"Thankfully, we had other technicians on staff who could mentor them throughout the years. We now have a third apprentice on staff who is currently working on his level two. We've been really happy with the outcome."

"We have also worked with the local high schools for co-op placements, have attended youth trade shows that showcase different trades, and are a part of a group that puts on mini career seminars in schools," says Orchard. "It's incredibly tough in our area to find and keep experienced tech, but I think we've been lucky that it's worked out well for us."

Actually, Orchard and the team at C.A.S. have created their own luck. Their dealership actively pursues solutions that could work for others and be key to the RV industry's growth. Here are some of them:

High school co-op programs

These programs allow students to discover their talents and try out activities they might like to do for a living. Perhaps they find that turning wrenches isn't for them but they like service writing, working the parts counter, or filing warranty claims. Some students work themselves right into more permanent part-time and eventually full time positions.

"We have our co-op students start out with yard hand work," says Orchard. "Once we see how they work, we have them work alongside a technician with basic jobs like an oil or gear lube change. They also work with our detailer and help out in our parts department to get an idea of the range of job roles in the industry."



continued on page 12



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College apprenticeship programs

I personally attended one of these programs and found it to have tremendous value. Students spend time both in the dealership and in the classroom, giving them the chance to figure out what's required to succeed in the real world and making them better students and, ultimately, better new hires.

Youth trade shows and career day seminars

Attendance is free at some of these. Many schools welcome speakers, and some even encourage applications and interviews right there on the spot.

Mentorship

Having current techs mentor is one of the most effective solutions for growing young technicians. Some areas also offer substantial tax credits for mentoring techs. Here are tips on how some dealerships handle mentorships:

- Pay the mentor a percentage of the hours the apprentice turns as an incentive to get him or her up and running ASAP.
- Have the apprentice spend one month each with the dealership's top three techs.
- Start the apprentice as an assistant to the service writer so he or she can see how the shop works and how important their role will ultimately be in the dealership's profitability and CSI.
- Have the apprentice assist with walk-arounds and then perform the quality check before the unit goes back to the customer – that way, they are the first and last eyes on the unit. This shows them the outcomes of customer complaints and technicians' diagnostics and corrections, and trains them to think like a skilled tech.



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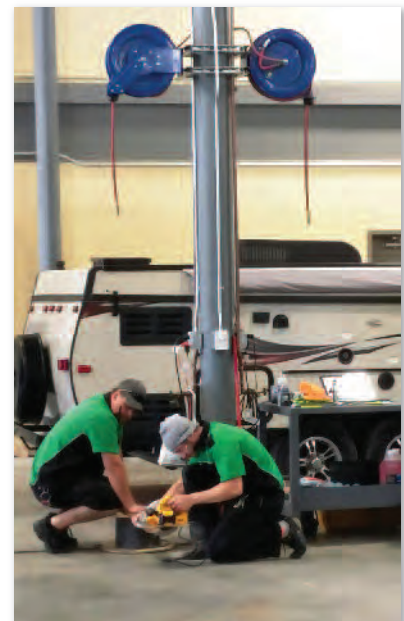
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Valerie Ziebron is president of VZR Consulting, which provides training and consulting on dealership issues such as finding and retaining employees, conflict resolution, and increasing departmental profitability. During the 2016 RV Dealers International Convention/Expo, she will present "The Profitable, Proactive Parts Department" and "Best Practices for a Family-Run Business" on Wednesday, Nov. 9, and "Attract and Keep Techs" on Thursday, Nov. 10. She can be contacted at www.vzrconsulting.com. ■



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Former Navy SEAL is now a Volunteer with Tents for Troops

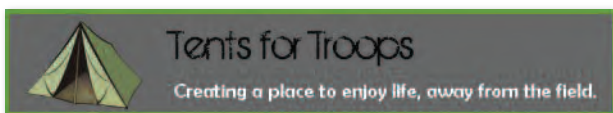
Meet Trevor Wilson, now a full-time RVer, at Tents for Troops' booth during RVDA's convention.

By Jeff Kurowski

RVing has a way of bringing together people with diverse backgrounds, and one of the more interesting individuals you'll ever meet is Trevor Wilson, a 29-year-old retired Navy SEAL. During his 10 years in the elite special operations force, he was deployed three times to Lebanon, twice to Iraq, and once to Yemen. Now out of the service, Wilson RVs full time and volunteers for Tents for Troops, a tax-exempt organization that encourages RV parks and campgrounds to make at least two RV campsites available for free to active military personnel and their families.

Tents for Troops, which was founded by Charlie Curry, owner of Toutle River RV Resort in Castle Rock, WA, also solicits contributions from RV dealers, manufacturers, and suppliers. For more information, visit its convention booth (#100) or visit www.tentsfortroops.org. Trevor Wilson will be at the booth during the convention.

RV Executive Today spoke with Wilson just prior to the convention.



Q: You've said that when you were young, your family never went RVing. So how and why did you become a full-time RVer?

A: Before I went into the Navy, I was a farmer. Being in the Navy was my first real job. A few months before I left the Navy, I started to look for an old RV to live in until I figured out what I was going to do next. I bought one in San Diego, where I was stationed during my last few months in the Navy.

I also own a motorcycle, and as I started looking around at RVs, I saw how nice they are, particularly toy hauler floor plan models. So I bought a 2016 Forest River Stealth toy hauler from RV Solutions in San Diego.

The Navy also has campgrounds along the ocean near San Diego for active duty and retired personnel, and I lived there for a few months in my trailer. It was like a vacation.



Q: How did you meet Charlie Curry and learn about Tents for Troops?

A: As I was looking for a job, I prepared a resume and cover letter and posted it on Craigslist. Charlie saw it and contacted me. He explained the Tents for Troops concept of offering military members a chance to have a relaxing experience camping, as a way of thanking them for their service, and I thoroughly believed in the idea. Complete strangers looked after me during all of my six deployments, and now it's my turn to give back. That's why I offered to help Charlie in any way possible.

Q: You'll be working the Tents for Troops booth at the convention/expo. What else will you be doing with Tents for Troops?

A: I told Charlie that I'll do whatever I can to help. I could be visiting RV parks encouraging them to allocate free camping spaces to active duty military personnel.

Q: Regarding your deployments overseas, Lebanon, Iraq, and Yemen are all desert areas – what does a Navy SEAL do in those places?

A: The work varies from going out and getting the bad guys to training the locals, because they will eventually have to do that themselves.

Q: It doesn't exactly sound like an RV vacation.

A: No, it was not.

Q: Where do you live now and what do you do?

A: I live in my RV in Puyallup, WA, near Tacoma, with my girlfriend and her daughter. I work as a consultant for Customs Defense Systems, a company that provides security systems for homeowners and business. It's not a defense contractor, but they hired me because I know the military lingo. It might help them bring in new business.

Q: Do you plan to continue RVing?

A: Yes, definitely. I like it because it's flexible. I get antsy if I sit in one place too long. With an RV, I can unhook it and go.

Q: Do you think you might eventually pursue a career in the RV industry?

A: Possibly. I've not had any major issues with my RV, but when you live in one full-time and something breaks, and you find out it takes two



or three weeks to get service, you learn how to fix things. So, it's a possibility. ■

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Want Them to Succeed? Here's How

By Don Tipton

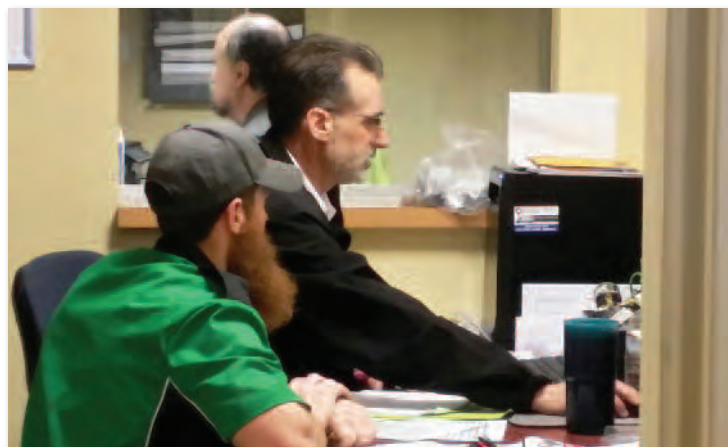
Many employee "fails" could have been avoided – and the individuals could actually have thrived – if their employers had followed these essentials for getting new hires off to a good start.

1 Define the position

The title of the position is NOT a job description. The same title might entail different responsibilities in different stores. Specify what functions are required for each position in your operation and set minimum performance standards.

2 Have a process

The procedure for handling customers – from the time the phone rings to when units are delivered back to them – is the most important process in the dealership. It should be committed to writing and signed by all employees. This document serves as a training tool for future hires.



3 Train on the process

All dealership employees in the store should be trained, not just once but on a regular basis, on your customer handling process. Everyone needs to understand how it's supposed to work.

4 Have rules

Give employees clear rules about what is and isn't acceptable. This can include such simple things as barring chewing gum, wearing sunglasses when working with a customer, or eating at the desk in front of customers.

5 Give frequent feedback

Employees have a right to know how they're performing – they should never be caught by surprise if you have to terminate them. Employees should be told where they need to improve and how long they have to do so.

6 Have a clearly defined career path

Example: An entry level-one service advisor should know what it takes to become a level two, three, and master. Outline the pay ranges and performance requirements for each level. And maybe there are additional service lane manager, lead service advisor, or assistant service manager opportunities available further down the road.

7 Require accountability

Accountability goes hand-in-hand with feedback and should be very specific, comparing the employee's actual performance to benchmarks, goals, or company

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policy. For example, what is the policy on open repair orders, and how often are the service advisors held accountable?

8 Follow through with consequences

Feedback and accountability are meaningless without consequences. The consequence doesn't have to be heavy-handed, but it's important to act quickly and consistently.

9 Be a coach

Walk the sidelines – go out front during peak customer arrival times and watch your team execute. If you see something that needs to be addressed, do it immediately while the moment is fresh – don't wait for the next monthly meeting.

10 Maintain a positive emotional bank account

Motivated employees sell more, have higher customer satisfaction and are contagious to others. Find somebody doing something right and bring it to their attention. Make "deposits" into employees' emotional

bank accounts regularly to maintain a positive balance. And remember to always praise in public and criticize in private.

11 Be proactive with raises

Waiting for an employee to ask for a raise isn't a good practice. Odds are the person is feeling resentful of management's lack of notice. Whenever management is approached by an employee for an overdue and deserved raise, it almost always costs the company more and does less to quell the employee's resentment.

12 Say goodbye to non-performers

When an employee fails to perform in spite of management's efforts to help him or her get up to speed, it's time to part company.

Don Tipton is president of DTC Retail Consulting, where he assists RV parts and service departments with process improvement and training. He will present "The Little Things that Create Customer Loyalty" on Thursday, Nov. 10 during the 2016 RV Dealers International Convention/Expo in Las Vegas. He can be contacted at (803) 917-9991 and don@dtcretailconsulting.com. ■

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Your Customer Had a Breakdown.

And You Have to Tell Him His Service Contract Doesn't Cover It.

By Paul Sheldon

My favorite camping experience always involves a river, a fly rod, and hard-fighting fish. Getting to the river in the comfort of an RV makes things even better. That is, of course, unless something goes wrong. Now imagine the catastrophe for your customers when the family vacation they've been planning for months has been complicated or maybe even ruined because something has gone wrong with their beloved RV.

Imagine your customers have just arrived at Yellowstone to celebrate the 100th anniversary of the National Parks. As they're setting up, one of the slide outs gets stuck halfway. The motor has failed, and the unit is immobile. Your customers are panicked. Then they remember that they purchased a service contract when they bought their RV from you.

What happens next can affect long-term customer satisfaction and loyalty, so a critical component of selling F&I is ensuring that the products you offer perform at this crucial moment.

If your service contract provider places a high value on customer experience, then one phone call should usually take care of your customers during this moment of truth. A repair person will be deployed to fix the problem, the customer will pay his deductible, and the trip to Old Faithful will be resumed.

If customers are well-cared for, they'll tell friends. If they aren't, they'll tell everybody in the world on social media. A bad post about your dealership can find its way to thousands of people in virtually no time. That's how quickly a poor experience can be shared, thanks to the power of the Internet.

Customer loyalty starts with the experience in your dealership and is cemented by how well the service contract performs under adversity. Pay attention to the companies that administer the products you sell. Look beyond price and ask questions such as:

- **How long have they been in business?**
- **Who is the underwriter?**
- **What is their reputation in the marketplace for paying claims, servicing dealers, and taking care of customers?**

You don't want to sell a cheap F&I product. The old adage that you get what you pay for is as true in the F&I world as anywhere else. I've been in the business for more than 25 years and have seen many low-cost products come



and go, leaving the dealer in the difficult position of explaining to the customer that the product he bought isn't going to do what was promised.

Also reconsider the way we sell F&I products – how they're presented influences the customer's perception of their value. Some customers have the idea that if they never have a breakdown, then buying a service contract wasn't a good value. That idea has been perpetuated because some F&I managers only talk about how expensive repairs can be when something goes wrong. We don't think about other insurance products such as homeowners, auto liability, life and health insurance that way – no one ever hopes to have claims that exceed their premium payments. The value of these products is more than simply reimbursement of claims costs; it's also the worry-free peace of mind that they provide along the way.

Help customers see the benefits of the product from their own perspective. Talk to them about their next vacation, asking questions and listening carefully. Let them tell you what's important to them. Then help them see how your products will ensure that their vacation is carefree.

Make sure your products can live up to the promises you make – it will help ensure long-term customer satisfaction and loyalty and keep them coming back.

Paul Sheldon is regional manager at Protective Asset Protection. He will present "Mastering the Menu: Professional Selling Skills That Will Improve Your Profit, Compliance, and Customer Satisfaction in the Finance Office" on Thursday, Nov. 10 at the RV Dealers International Convention/Expo in Las Vegas. Contact him at paul.sheldon@protective.com. ■

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MON	8:00 a.m. - 5:00 p.m.	8:00 a.m. - 12:00 p.m. RVDA of Alberta BOD meeting Skyview 2 • 11:30 a.m. - 2:30 p.m. RVDA of America BOD lunch & meeting Platinum Ballroom			
	2:45 - 3:45 p.m.	Partners in Progress meeting: KZ RV Palace 6			
	Vendor Training +Plus:	2:45 - 3:45 p.m.	RV Protect Service Contract Coach-Net Palace 1&2		Improving Your Dealership
		4:00 - 5:00 p.m.	How to Save Time & Money Outsourcing Your Rental Booking Management RVRentLife.com Palace 1&2		The New Rules of Social Media
	5:15 - 6:30 p.m.	Society of Certified RV Professionals Reception: "Attributes and Characteristics: What Does it Mean to be Professional?" Greg Dewalt, Marzahn			
TUESDAY 11/8	8:00 - 11:45 a.m.	"How Smart Leaders Create Engaged Employees" Presented by Cory McGuire, Dale Carnegie Training of Nevada (separate registration and fee)			
	Vendor Training +Plus:	8:15 - 9:15 a.m.	Stay One Step Ahead of the Latest Fraud Trends Bank of America Merrill Lynch Palace 1&2	How to Increase Sales and Profits in Your Parts Department Without Hardly Trying ARC Representation Palace 3	10 Questions to Ask a Dealer Level 5 Advisors
		9:30 - 10:30 a.m.	The LCI Gold Circle Dealer Program & New Aftermarket Products for 2017 Lippert Components Inc. Palace 1&2	What Behavioral Insight Can REALLY Do for You The Omnia Group Palace 3	Who Is Driving the Market? Tom Mann
		10:45 - 11:45 a.m.	WFCO's New 2016 Products and Toolbox Resources for Dealers WFCO Electronics Palace 1&2	Online Marketing Strategies to Increase Local Traffic Auction123.com Palace 3	Who Is Driving the Market? Tom Mann
		12:00 - 1:00 p.m.	Do You Know Who You Are Doing Business With? B&W Trailer Hitches Palace 1&2	3 Day Digital Marketing Conference in 50 Minutes RV Ad Pros Palace 3	Innovation in Marketing Software
		1:15 - 2:15 p.m.	Do You Know Who You Are Doing Business With? B&W Trailer Hitches Palace 1&2 (repeated)	What Dealers Need to Know About 5th Wheel Hitches PullRite Palace 3	Innovation in Marketing Software
	8:15 a.m. - 2:15 p.m.	Partners in Progress meetings (all in Palace 6): 8:15-9:15 a.m. Prime Time, Forest River's Wildcat • 9:30-10:30 a.m. Cherokee, Wildwood, Salem, Surveyor, Ce			
12:00 - 2:15 p.m.	"Your Million Dollar RV Rental Business" Brad Bacon, Scott Krennek, Leslie Pujo, Martin Onken, and Barry Raye Sponsored by RVRA in partnership with				
2:30 - 4:00 p.m.	GENERAL SESSION: "Unleash Your Inner Superhero: Keys to Achieving Breakthrough Performance" Ryan Estis Sponsored by Wells Fargo, et al.				
4:00 - 7:00 p.m.	Expo Open with Reception in Both Halls Reception Co-Sponsored by IDS-Integrated Dealer Systems and TCF Inventory Finance				
7:00 - 8:30 p.m.	RVDA of Canada Reception Skyview 1 (open to all Canadians)				
WEDNESDAY 11/9	EDUCATION TRACKS:				
	9:00 - 10:00 a.m.	DEALER/GM	SALES	SOCIAL MEDIA/eMARKETING	F&I
		7 Things You Need to Do to Develop Your Team Carletta Clyatt Palace 1&2	Dale Carnegie Training: Overcoming Objections Cory McGuire Palace 3	Personal Branding and Social Media Tonya Eberhart and Michael Carr Bronze 4	Dale Carnegie Training: Overcoming Objections Cory McGuire
	10:15 - 11:15 a.m.	RVDA of America Annual Meeting Platinum Ballroom • RVDA of Canada Annual Meeting Skyview 1			
	11:00 a.m. - 3:00 p.m.	Expo Open (Lunch Served in Both Halls at noon) Sponsored by SYS2K Dealership Software			
	2:00 - 3:00 p.m.	Best Practices for a Family-Run Business Valerie Ziebron Bronze 3	Dale Carnegie Training: Transforming Customer Complaints into Opportunities Cory McGuire Palace 3	Digital Marketing for Dealers Rich DeLancey Bronze 4	The Art of the Deal Janet Spader Palace
	3:15 - 4:15 p.m.	Key Metrics for the New Economy John Spader Palace 3	Exempt vs. Non-Exempt Kathryn Carlson Bronze 2	Selling to Millennials Glen Daman Palace 1&2	6 Core Elements to Become the Face of Your Business and Star in Your Market Tonya Eberhart & Michael Carr Bronze 4
	4:15 - 5:30 p.m.	Young RV Executives Reception Sponsored by Coach-Net Skyview 1			
5:30 - 8:00 p.m.	RVBusiness Top 50 Dealers Awards Reception Platinum Ballroom				
THURSDAY 11/10	9:00 - 10:00 a.m.	It Starts with You: The Leader's Role in Developing a High Performing Team Pete Smith Palace 1&2	Best Practices Kill Sales Growth: How Not to be a Victim Cory Mosley Palace 3	The Importance of Digital and Traditional Marketing to Maximize Results and Response Roger Vergara Bronze 4	F&I for Dealers Tony D. Brown Bronze
	10:15 - 11:15 a.m.	The Passionate RV Leader David Spader Palace 1&2	Effective Communication: In Person, on the Phone, and Electronically Michael Rees Palace 3	Make Facebook One of Your Leading Website Traffic Builders Claire Wheeler Bronze 4	Making Today's Market Work for You Tony D. Brown
	11:00 a.m. - 2:00 p.m.	Expo Open (Lunch Served in Both Halls at noon) Sponsored by SYS2K Dealership Software			
	2:00 - 3:00 p.m.	Customer Retention Starts with Employee Retention Cory Mosley Bronze 4	Communication Skills for Better Dealership Results Pete Smith Palace 3	Website Analytics for Dealers Rich DeLancey Bronze 3	Why F&I Matters Rich DeLancey
	3:15 - 4:15 p.m.	Keep Them Coming Back! Tools to Build Extreme Customer Loyalty Michael Rees and David Foco Bronze 4	Team Building for Sales Managers Greg Artman Bronze 2	You've Gone Digital...Now What? Sheril Vergara Bronze 3	Selling in a Digital World Harvey Palmer Palace
	4:30 - 5:30 p.m.	Lead the Next Generation of Employee Cory Mosley Bronze 4	Lead the Next Generation of Employee Cory Mosley Bronze 4	Making Sense and Cents Out of Your Digital Data Rich DeLancey Bronze 3	Professionalism: Your Path to Satisfaction
5:30 - 7:30 p.m.	Skyview Sunset Social Skyview 1				
FRI	8:00 - 10:15 a.m.	8:00 - 9:00 a.m. Compliance and Ethics: F&I and the Law Bob Harkins Palace 1&2 • 9:15 - 10:15 a.m. Compliance: The Current			

Platinum Ballroom • 12:00 - 5:00 p.m. RVDA of Canada BOD lunch & meeting Skyview 1

Recruiting Process and Recruitment ROI CareerCo Palace 3

Media: 10 Hacks to Double Your Leads, Sales & Service Flash Point Communications LLC Palace 3

& King Consulting Inc. Sponsored by Protective Platinum Ballroom

e) Sponsored by Gulf Stream Coach Inc. Skyview 2



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Preliminary schedule: Check rvda.org for updates

ons to Ask Your Digital Partners Advertising Bronze 2	What Can Blue Shield Certified Pre-Owned Do For You? RV Inspection Connection Bronze 3	4 Simple Changes for Record RV Service Profits DealerPRO RV Bronze 4
iving Your Business? Part 1 ing & Associates Inc. Bronze 2	Newest Products from Suburban, ColemanMach and Maxxair Airxcel Inc. Bronze 3	How to Own the Google Purchase Path Wheeler Advertising Inc. Bronze 4
iving Your Business? Part 2 ing & Associates Inc. Bronze 2	Mobile Entertainment: Opportunities to Increase Sales KING Bronze 3	Email Automation and Lead Scoring Wheeler Advertising Inc. Bronze 4
as and Improvements in Dealer Management Part 1 IDS - Integrated Dealer Systems Bronze 2	TBA Brown & Brown Recreational Insurance Bronze 3	Significantly Increase Quality Web Traffic with Tier 4 Digital Marketing Wheeler Advertising Inc. Bronze 4
as and Improvements in Dealer Management Part 2 IDS - Integrated Dealer Systems Bronze 2	TBA Brown & Brown Recreational Insurance Bronze 3	Understanding Your RV Retail Market and Discovering New Opportunities in Them Statistical Surveys Inc. Bronze 4

dar Creek & other Forest River brands • 10:45-11:45a.m. Flagstaff, Rockwood, Palomino & Puma • Noon-1:00p.m. Jayco • 1:15-2:15p.m. Winnebago Motorhomes & Towables

ship with MBA Insurance Skyview 2

Commercial Distribution Finance Platinum Ballroom

	RENTAL	SERVICE	PARTS
Dale Carnegie Training: Managing Objections McGuire Palace 3	Rental Agreements for the New Millennium Leslie Pujo Bronze 1	How to Conduct Service Advisor Daily One on Ones David Foco Bronze 2	The Profitable, Proactive Parts Department Valerie Ziebron Bronze 3
		Customer Service for Parts and Service Managers Christine Corelli Palace 3	
of a Successful Turnover Cavaco and Shawn Moran 1&2	Dale Carnegie Training: Transforming Customer Complaints into Opportunities Cory McGuire Palace 3	Increase Service Profits and Customer Care Through Report Management Greg Dewalt Bronze 1	Keeping Your Customers Happy While Adding Sales to the Parts Department Garry Weaver Bronze 2
Another Cash Deal? How to Sell and Convert Your Cash Buyer to Lease with You Rich Moore Bronze 1	6 Core Elements to Become the Face of Your Business and Star in Your Market Tonya Eberhart & Michael Carr Bronze 4	Selling and Promoting the Service Side of Your Business Christine Corelli Bronze 3	Selling and Promoting the Service Side of Your Business Christine Corelli Bronze 3
the Millennial RV Customer Lupaquier 2	The Importance of Digital and Traditional Marketing to Maximize Results and Response Roger Vergara Bronze 4	Attract and Keep Techs Valerie Ziebron Bronze 3	Retail Restoration: Ideas for Changing Your Store from "Blah" to "Aah" Val Byrd Palace 6&7
F&I Convenient for RV Customer Lupaquier Bronze 2	Make Facebook One of Your Leading Website Traffic Builders Claire Wheeler Bronze 4	Dealership Dynamics: Recruiting and Retaining Your Service Department Tonya DeVane Palace 6&7	The Simple Parts System - A Path to a Profitable, Functional and Efficient Parts Department Greg Dewalt Bronze 3
F&I Managers Fail at Handling Complaints and How You Can Fix That Moore Palace 1&2	Website Analytics for Dealers Rich DeLancey Bronze 3	The Little Things That Create Customer Loyalty Don Tipton Bronze 2	Keys to Profitable Parts Inventory Management Mike Nicholes Palace 6&7
After the Sale Fisher 6&7	You've Gone Digital...Now What? Sheril Vergara Bronze 3	Advancing Your Career: Move Up, Move Over, Move Ahead Pete Smith Palace 3	The Parts Department Sets Foundation for Entire Dealership Chuck Marzahn Palace 1&2
Personal Selling Skills That Will Improve Fit, Compliance and Customer Retention Paul Sheldon Palace 3	Making Sense and Cents Out of Your Digital Data Rich DeLancey Bronze 3	Lead the Next Generation of Employee Cory Mosley Bronze 4	The Best Processes and Measurements for the Best Parts Inventory Management Mike Nicholes Palace 1&2

Legal Landscape and How it Applies to You Harvey Fisher Palace 1&2

(speakers and schedule subject to change)

Vendor Training +Plus Schedule



MONDAY 11/7

2:45 pm	Coach-Net Chris Notarpole RV Protect Service Contract 	CareerCo Maryellen Adams Improving Your Dealership's Hiring Process and Recruitment ROI 
4:00 pm	RVRentLife.com Ryan Enk & Jonathan Dupre Save Time & Money Outsourcing Rental Booking Management 	Flash Point Communications LLC Scott Empringham 10 Hacks Guaranteed to Double Your Leads, Sales & Service 
5:00 pm		

Vendor Training +Plus is an educational program presented by real organizations in the RV industry with practical, innovative ideas and solutions to help power up your business. It's free for all registered attendees. ■

TUESDAY 11/8

8:15 am	Bank of America Merrill Lynch Duane Bunn Stay one step ahead of the latest fraud trends. 	ARC Representation Raymond Padgett, Kurt Free & Scott Wirkler Increase sales & profits in your Parts Department without hardly trying 	Level 5 Advertising Rich DeLancey 10 Questions to ask your Digital Partners 	RV Inspection Connection Todd Henson, Terry Cooper What Can Blue Shield Certified Pre-Owned Do For You? 	DealerPRO RV Ken Barnes 4 Simple Changes for Record RV Service Profits 
9:30 am	Lippert Components Inc. Steve Paul & Jarod Lippert The LCI Gold Circle Dealer Program & New Aftermarket Products for 2017 	The Omnia Group Carletta Clyatt What Behavioral Insight Can REALLY Do for You 	Tom Manning & Associates Tom Manning, Jeff Hostetler & Steve Stewart Who is driving your business? Part 1 	Airxcel Inc. Rick Link Newest products from Suburban, ColemanMach and Maxxair 	Wheeler Advertising Ron Wheeler How to own the Google Purchase Path 
10:45 am	WFCO Electronics Tom Ryan WFCO's New 2016 Products and Toolbox Resources for Dealers 	Auction123.com Tracy Amato Online Marketing Strategies to Increase Local Traffic 	Tom Manning & Associates Tom Manning, Jeff Hostetler & Steve Stewart Who is driving your business? Part 2 	KING Shawn Winn, Bob Barra & Tony Diaz Mobile Entertainment: Opportunities to Increase Sales 	Wheeler Advertising Ron Wheeler Email Automation and Lead Scoring 
12:00 pm	B&W Trailer Hitches Luke Smith Do you know who you are doing business with? 	RV Ad Pros Wayne Brubaker 3 Day Digital Marketing Conference in 50 Minutes 	IDS – Integrated Dealer Systems Ajay Thakur & Grant Farrer Innovations in Dealer Management Software Part 1 	Brown & Brown Recreational Insurance TBA TBA 	Wheeler Advertising Claire Wheeler Significantly Increase Quality Web Traffic with Tier 4 Marketing 
1:15 pm	B&W Trailer Hitches Luke Smith Do you know who you are doing business with? (repeated) 	PullRite Scott Later What Dealers need know about 5th Wheel Hitch's 	IDS – Integrated Dealer Systems Ajay Thakur & Grant Farrer Innovations in Dealer Management Software Part 2 	Brown & Brown Recreational Insurance TBA TBA 	Statistical Surveys Scott Stropkai & Tom Walworth Understanding RV Retail Market & Discovering New Opportunities in Them 
2:15 pm					

AGENDA-AT-A-GLANCE*

* Subject to change

Monday, November 7

- 8:00 a.m. - noon RVDA of Alberta Board of Directors meeting
- 11:30 a.m. - 2:30 p.m. RVDA of America Board of Delegates lunch & meeting
- noon - 5:00 p.m. RVDA of Canada Board of Directors lunch & meeting
- 2:45 - 5:00 p.m. Vendor Training +Plus sessions; Partners In Progress meetings
- 5:15 - 6:30 p.m. Society of Certified RV Professionals reception with Greg Dewalt

Tuesday, November 8

- 8:00 - 11:45 a.m. Dale Carnegie training course "How Smart Leaders Create Engaged Employees" (additional fee)
- 8:15 a.m. - 2:15 p.m. Vendor Training +Plus sessions; Partners In Progress meetings
- noon - 2:15 p.m. "Your Million Dollar RV Rental Business," an RVRA special session in partnership with MBA Insurance
- 2:30 - 4:00 p.m. General Session and keynoter
- 4:00 - 7:00 p.m. Expo opens with reception in both halls

Wednesday, November 9

- 9:00 - 10:00 a.m. Concurrent workshops
- 10:15 - 11:15 a.m. RVDA of America Annual Meeting; RVDA of Canada Annual Meeting; Workshop for part and service personnel
- 11:00 a.m. - 3:00 p.m. Expo open (lunch served at noon)
- 2:00 - 3:00 p.m. Concurrent workshops
- 3:15 - 4:15 p.m. Concurrent workshops
- 4:15 - 5:30 p.m. Young RV Executives Reception

Thursday, November 10

- 9:00 - 10:00 a.m. Concurrent workshops
- 10:15 - 11:15 a.m. Concurrent workshops
- 11:00 a.m. - 2:00 p.m. Expo open (lunch served at noon)
- 2:00 - 3:00 p.m. Concurrent workshops
- 3:15 - 4:15 p.m. Concurrent workshops
- 4:30 - 5:30 p.m. Concurrent workshops

Friday, November 11

- 8:00 - 9:00 a.m. Compliance workshop
- 9:15 - 10:15 a.m. Compliance workshop

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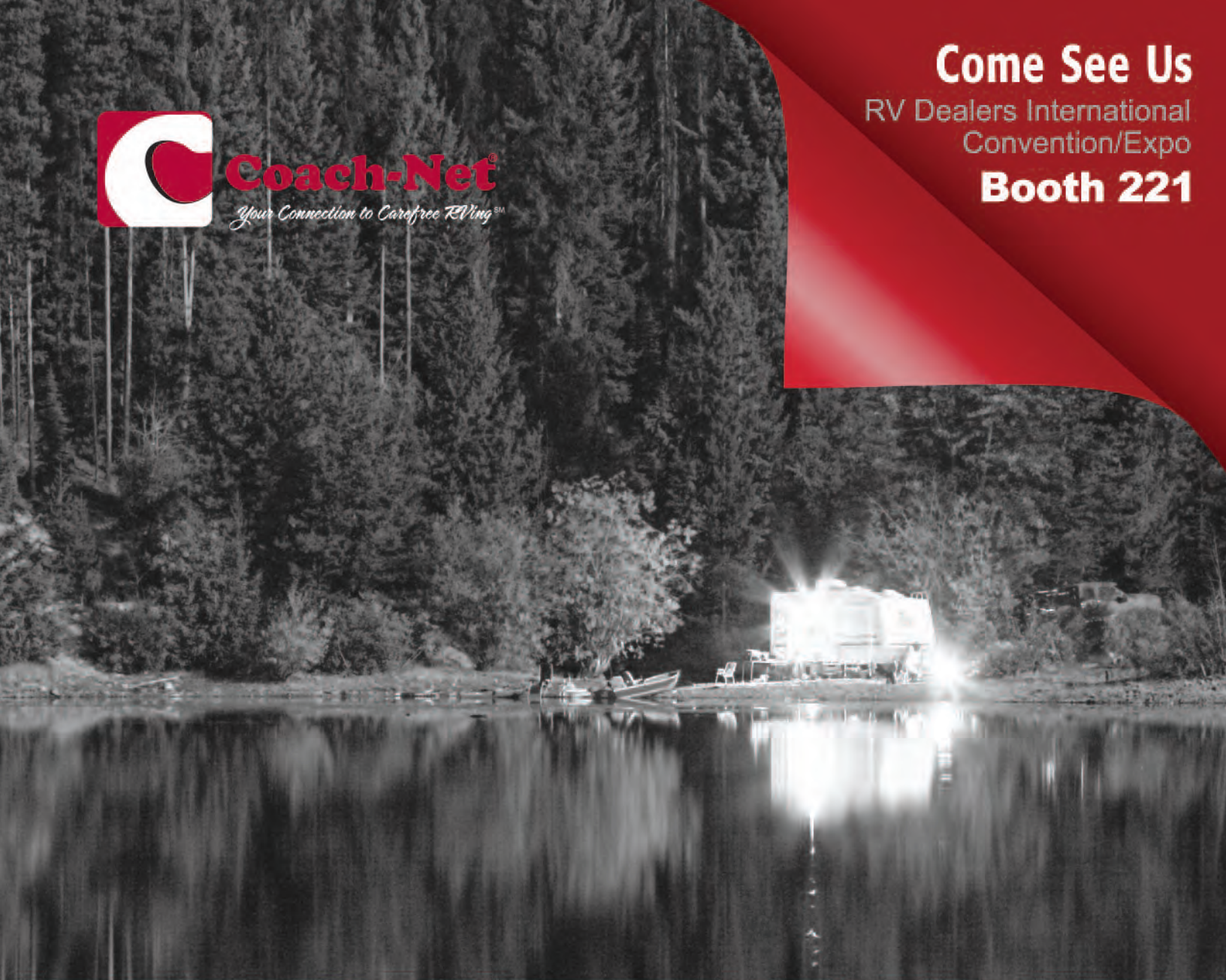
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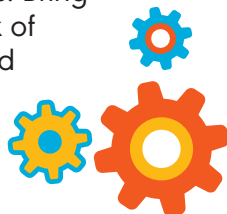
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CANCELLATION / REFUND POLICY: All cancellations must be in writing and received by August 31, 2016, to qualify for a refund. A \$50 administrative fee will be deducted from each refund request received by July 31, 2016. A \$100 administrative fee will be deducted from each refund request received between August 1, 2016 and August 31, 2016. No refunds will be made after August 31, 2016. *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.

Team Building for Sales Managers

By Greg Artman



A sales manager's number one responsibility is to make sales. But one way those sales get made is through team building, the manager's other important responsibility. The sales manager needs to build a successful team by hiring the right people and giving them the skills they need to sell RVs.

Sales managers who provide their teams with the best ongoing support usually experience the most success. When they dedicate their time to staff development, everybody wins.

A recent LinkedIn article noted that "sales people do not quit their company or employer, they quit their sales manager." Exiting salespeople told HR departments that their manager was "too focused on the stuff instead of the staff." These employees wanted more guidance and attention than they were receiving.

Unfortunately, most sales managers are preoccupied with everything but their employees. This is really counterproductive, since the cost of turnover is so expensive.

All industries are experiencing a major generation shift as baby boomers retire and millennials fill the vacant positions. Unlike the previous generation, millennials want to set the terms and expectations of those positions. Managers must remember that this generation has never experienced life without the Internet or cell phones. Everything has always been at their fingertips.

The millennial generation can make loyal employees, but their skills need to be developed. When they feel their manager isn't providing them with guidance and leadership, they seek employment elsewhere. They want to know how much management cares. They look to their



manager for their success. Provide the guidance and leadership they crave, and they will lead the charge for you.

When the sales manager spends time and effort developing the staff, he's actually investing in the department's future success. Here are four areas to concentrate on that will help build a winning staff and also bridge the generational gap in the workforce.

Manage the staff by setting the expectations.

Does your staff come to work to work, or do they come to work to wait? What do your salespeople expect every day when they arrive to work? How do you start their day? Do you have sales meetings?

Coach your staff to win.

Does your staff recognize you as their coach? How and when do you coach? Be positive when your employees seek your advice. Take an interest in them and make them your priority. Use both formal and informal coaching formats.

Hold your staff accountable.

Don't let mistakes slide without consequences. Even top producers need to be held accountable. Provide the training, set realistic numbers, and carry through with consequences.

Motivate your staff to succeed.

Do you know what motivates each member of your team? What motivates you as the team leader? Be the leader. Get involved earlier in the deals.

Greg Artman is the national training manager for Diversified Insurance Management Inc. He works with RV dealerships of all sizes, offering in-store training and facilitating RV F&I schools. He will present "Team Building for Sales Managers" on Thursday, Nov. 10 during the 2016 RV Dealers International Convention/Expo in Las Vegas. You can meet him at booth 215 or contact him by phone at (763) 477-8127 or email at grega@rvbestquote.com. ■

Do Family Feelings Factor into Financials at Your Dealership?

By Valerie Ziebron

Many RV dealerships are family-run, some more profitably and peacefully than others. Here are five pitfalls that separate the American dreams from the family feuds.

Overpayment

Ask yourself, "If I hired a non-family member to do this job, what would it pay?" The answer to that question is what the job should pay. Deviate from this and you're putting feelings above financials. Money does not mean love. Money is a measurement for the work provided.

Underpayment

Rationalizing lower pay for a family member because he's building equity in a business that will one day be his inevitably leads to trouble. If family is compensated differently, it gives them license to act differently. Give family members what the job pays. If you're not convinced, ask your tax professional or CPA for their top reasons why this is important.

Sense of entitlement

Discourage the "my last name's on the building so I'm entitled to a management position" attitude among family members. Sons and daughters need to discover their natural talents and struggle with their weaknesses like everyone else. If they take their knocks and earn their own places, they'll gain the staff's respect. They should start in non-managerial positions, such as technician, salesperson, or parts counter person. Excel in these positions and you'll find that people are willing to follow your direction when you become a manager.

Special rules for special people

Rules ensure that work gets done as efficiently as possible for the profitability of the business. If you expect your staff to limit cell phone usage, get to work on time and stay there all day, and not use the shop for personal use, but allow family to operate by a different set of rules, it hurts profitability and demoralizes the team. It also opens you up to H.R. lawsuits because of a lack of consistency.

Family history

If there was lots of sibling rivalry or fighting at home, it usually shows up in the business. Some families outgrow

their issues and find pleasure working together as adults, but that's rare. It is critical that you bury the hatchet. Talk it out somewhere away from the dealership. Clear the air of all family issues. Some families find that it helps to have a third party to facilitate the discussion. Do what you need to do and write off any expense incurred. It will be some of the best money you ever invested in your dealership.



You can rationalize to yourself why you can't possibly buck these pitfalls, of course – that's the beauty of owning your own business. But remember – you can be right or you can be rich and happy. I'm betting family-run dealerships that operate by these principles are better at passing profitable businesses on to the next generation.

Valerie Ziebron is president of VZR Consulting, which provides training and consulting on dealership issues such as finding and retaining employees, conflict resolution, and increasing departmental profitability. During the 2016 RV Dealers International Convention/Expo, she will present "The Profitable, Proactive Parts Department" and "Best Practices for a Family-Run Business" on Wednesday, Nov. 9, and "Attract and Keep Techs" on Thursday, Nov. 10. She can be contacted at www.vzrconsulting.com. ■

Go RVing Goes to College (Football!)

Go RVing

Edited by RVDA Staff

The Go RVing Tailgate Tour is bringing the ultimate tailgate experience to five of the season's best collegiate football matchups, setting up in the middle of the action at each college's FanFest area.

The fun started in Pasadena for the UCLA versus Stanford matchup. Nearly 1,000 people toured the Forest River Forester motorhome and Keystone RV Raptor travel trailer provided by Mike Thompson's RV Super Stores as the featured vehicles for the stop.

In addition to the RV tours, former football players from each host school joined the party to sign autographs and rally the crowds. There were also interactive games and giveaways, including high-performance Avalanche Coolers from Dometic.

A series of digital ads, including custom RV tailgating vignettes on CBSSports.com, as well as Go RVing commercials on ESPN's College GameDay, support the activities.

Other stops on the all-star lineup include: Wisconsin – Michigan, Alabama – Arkansas, TCU – West Virginia, and Clemson – FSU. ■



Former UCLA standout and Pro Football Hall of Famer Jonathan Ogden chats with fans in front of an RV supplied by Mike Thompson's RV Super Stores during a stop on the Go RVing Tailgate Tour.

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Leads – Plus Program

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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.



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

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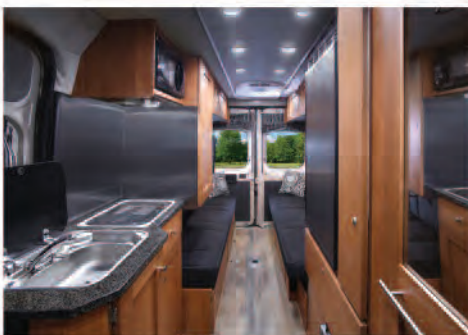
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The Florida RV Trade

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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:

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- **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.

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(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.

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

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(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, is

also available that provides updated RV values, creates custom window stickers for both newer and older RVs, and more. These products are all available at the RVDA "members only" rate.

Propane and Propane Supplies Suburban Propane

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

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

RVDA/Spader 20 Groups Spader Business Management

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

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

Shipping Discounts PartnerShip, LLC

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

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

Software & Consulting Services KPA

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

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

The Mike Molino RV Learning Center proudly recognizes

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

Received From	Contributed 10/5/14- 10/5/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
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MAJOR GIFTS

Camping World and Good Sam	\$150,000	\$667,987	\$1,000,000	6/8/16
Newmar Corporation	50,000	235,000	260,000	12/18/15
Protective	73,917	235,079		12/6/15
Coach-Net	5,000	204,917		1/26/15
Tom Stinnett Derby City RV	1,500	103,500		12/28/15
Brown & Brown Recreational Insurance	20,000	20,000	100,000	3/21/16
Campers Inn	20,000	76,000	100,000	6/15/16
PleasureLand RV Center Inc.	14,500	94,850	96,850	12/14/15
Bill & Kristen Fenech	10,000	72,500		8/23/16
Horsey Family Memorial Fund	2,000	72,000		6/14/16
Ron & Lisa Fenech	15,000	70,000		8/23/16
Byerly RV Center	5,000	57,000		1/5/16
RVAC	14,000	52,000		4/8/16
Bill Plemmons RV World	5,000	20,050	50,050	6/9/16
All Seasons RV Center	1,000	38,049	47,049	12/14/15
McClain's RV Superstore	2,000	44,000		6/18/15
Pan Pacific RV Centers Inc.	3,000	40,500	41,500	6/20/16
Palm RV	7,500	7,500	37,500	2/18/16
Bill Thomas Camper Sales Inc.	5,000	36,000		3/6/15
Reines RV Center Inc.	6,500	35,025		12/31/15
Holiday World of Houston	7,000	33,000		9/30/16
Wilkins R.V. Inc.	2,400	20,500	33,000	1/8/16
Pikes Peak Traveland Inc.	1,700	32,700		6/26/15
Diversified Insurance Management Inc.	3,800	24,800	31,200	4/25/16
Paul Evert's RV Country Inc.	2,000	29,000	30,000	3/11/16

CHAMPIONS

Jayco Inc.	5,000	23,500		12/8/14
MBA Insurance Inc.	2,000	17,100	20,100	6/1/16
Greeneway Inc. (Route 66 Dealer)	2,300	20,850		12/21/15
Alpin Haus	2,000	20,500		7/5/16
Hartville RV Center Inc.	2,000	14,750	15,750	5/5/16
AIRXCEL RV Group	2,000	13,000		10/27/14
Mike & Barb Molino	550	12,136		8/14/16
Little Dealer, Little Prices	1,000	11,050		12/11/14
Affinity RV Service Sales & Rentals	2,000	11,000	11,000	6/15/16
Floyds Recreational Vehicles	250	10,500		4/13/16

Received From

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

LEADERS

The Trail Center
Dinosaur Electronics
Leo's Vacation Center Inc.
NERVDA

these CONTRIBUTORS

Contributed 10/5/14- 10/5/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
1,000	10,075		9/17/15
2,000	9,250	10,250	5/6/16
10,000	10,000		10/23/15
3,361	10,000		8/12/15
500	8,750		8/24/15
750	7,500		6/9/16
5,500	6,000	7,000	7/15/16
1,250	7,000		6/14/16
700	6,850		6/20/16
3,500	6,500		9/17/15
4,500	6,500		12/23/15
1,000	6,350		6/22/16
500	6,000		8/24/15
2,000	5,750		4/11/16
2,000	4,100	5,100	6/24/16
5,000	5,000		12/31/14
5,000	5,000		12/16/14
2,000	2,000	5,000	2/16/16
553	4,553		6/19/15
2,000	4,500		12/23/15
1,099	4,349		6/17/16
500	3,750		7/11/16
250	3,750		6/22/15
1,500	3,622		6/27/16
1,850	3,505		6/20/16
1,500	3,500		8/8/16
750	3,300		6/20/16
200	3,200		11/10/15
500	3,000		4/11/16
1,500	3,000		6/17/16
1,000	2,000	2,500	5/23/16
2,400	2,500		10/1/16
2,500	2,500		6/27/16
500	1,000	2,500	10/29/15
600	2,200	2,450	12/10/15
550	2,200		6/14/16
2,000	2,000		3/11/16
2,000	2,000		12/18/15

Received From

	Contributed 10/5/14- 10/5/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
Candys Campers	500	1,800		6/6/16
Northern Wholesale Supply Inc.	1,000	1,750		12/12/14
Ocean Grove RV Supercenter	1,750	1,750		6/14/16
Out of Doors Mart Inc.	500	1,750		10/13/15
Steinbring Motorcoach	500	1,750		12/3/14
Gib's RV Superstore	1,500	1,500		12/2/15
Schaap's RV Traveland	250	1,350		12/19/14
Camp-Site RV	500	1,250		1/29/16
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
Mount Comfort RV	1,000	1,000		9/30/15
Prime Time Manufacturing	1,000	1,000		12/30/14
Tennessee RV Sales & Service LLC	750	1,000		6/14/16

BENEFACTORS

Keepers RV Center	700	700	850	6/14/16
American Family RV Inc.	500	500		9/2/16
Camp-Land RV	500	500		6/14/16
Florida Outdoors RV Center	500	500		6/15/15
Holiday Hour Inc.	200	500		3/14/16
Kroubetz Lakeside Campers	250	500		11/9/15
Modern Trailer Sales Inc.	250	500		6/22/15
The Makarios Group LLC	500	500		6/3/16

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	250	250		3/16/16
Foremost Transportation Incorporated	250	250		5/4/15
Tri-Am R.V. Center of East Tennessee	250	250		2/5/16
C.S.R.A. Camperland	200	200		12/12/14
Richard's RV ServiCenter	120	120		7/15/16
Chesapeake RV Solutions	100	100		2/29/16
RV Share	100	100		12/31/14
RV Value Mart Inc.	100	100		6/15/15

ENDOWMENTS

Kindlund Family Scholarship	\$270,000
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Alan and Al Erp
North Trail RV Center



Driven By You

BECAUSE THE ERPS KNOW WE'LL SUPPORT THEIR GROWTH.

Al and Alan Erp of North Trail RV Center in Ft. Myers, Florida, choose to partner with Freightliner Custom Chassis because beyond crafting the best-performing RV chassis, FCCC supports their mission to be a one-stop destination for their guests. Backed by Daimler, FCCC provides expert on-site dealer training and all the resources they need to sell and service coaches in the warm, welcoming style of their business. And when guests leave their 80,000-square-foot facility, North Trail counts on 24/7 Direct factory support and a nationwide network to care for their guests while they focus on the future. Learn more about the value of working with a chassis partner that's Driven By You. Call us or visit freightlinerchassis.com today.



For more of the North Trail/FCCC story, visit youtube.com/FreightlinerChassis.

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CELEBRATING 25 YEARS

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

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

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