

RV EXECUTIVE TODAY

OCTOBER 2014

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Reveals Recession's
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C O N T E N T S

October 2014

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The just-released 2012 census shows that the RV industry had by then already recovered halfway from the depths of the Great Recession.

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Some of the oldest and most-used sales techniques are also the least effective. Stand out from the competition by doing things differently.

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Lippert Components' product has only been on the market for a year and a half, but more OEMs are using it as standard equipment on their new units.

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Observe your service shop in action and ask yourself, "Would I do business with me?" If not, try these easy steps to deliver a better customer experience.

24 Should You Prioritize Your RV Service Customers?

Maybe you don't need to prioritize customers – maybe you just need to improve your process.



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Number of RV Service Techs not Keeping Up with Sales

By Phil Ingrassia, CAE, president

This isn't news to anyone who offers RV service and repair, but there's a measurable gap between RV sales and the number of people employed to fix them.

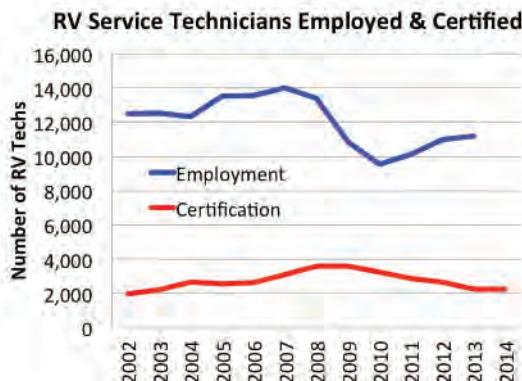
A look at some recent employment estimates from the Bureau of Labor Statistics (BLS) shows a total of 11,200 RV techs employed in 2013 compared to 14,030 techs employed in 2007 prior to the recession.

It's clear that as the industry approaches pre-recession sales figures, the number of techs employed isn't keeping up. Today's techs (and those managing them) are likely more efficient than years ago, but efficiency in the service drive can't totally make up for the lost capacity of the nearly 3,000 techs no longer in the industry.

The number of industry-certified techs is also down from a peak of 3,564 in 2008 to 2,233 midway through this year, as fewer get certified or retain their certification. The industry has not only lost employed technicians, but a good percentage of the certified technician workforce has either left the industry or decided not to recertify.

So, what's happening – and how does the industry fix it? Over the past year, the Mike Molino RV Learning Center Recertification Task Force, chaired by past RVDA chairman Rick Horsey, looked not only at technicians, but also at fixed-operations certification for service writers/advisors and parts personnel. The task force found that recertification is viewed as too expensive and inaccessible. Further, there's a perception that certification doesn't result in a "pay off" for dealers, manufacturers, or customers. There's also a belief that no one – neither dealer, manufacturer, supplier or customer – cares if a person retains certification or becomes certified.

I know that many dealers reading this are working hard on recruitment by supporting local technical schools and colleges and offering training at the dealership with programs such as the FRVTA Distance Learning Network and the RV Technician Certification Prep Program, both available through the RV Learning Center. RVIA has committed to moving forward with its regional training program at dealerships. This



program is, in effect, replacing the Trouble Shooter Clinics of the past, and RVIA is rallying suppliers and manufacturers to help defray the training cost to dealers.

To combat the perception that "no one cares" about certified employees, the RV Learning Center is launching the Society of Certified RV Professionals next month during the RV Dealers International Convention/Expo (see page 20). This program will help dealers and the industry recognize and reward certified professionals for their achievement and dedication to their professional development, their companies, and their customers.

But how can the industry improve the perceived value of industry certification? The majority of dealers feel that trained and certified techs are important to their bottom line. The last survey on the topic showed that approximately two-thirds (62 percent) felt the certification process for service technicians is "valuable." Dealers were also most likely to agree with the statements "certified RV service technicians perform better quality of work than non-certified" (75 percent) and "certified RV service technicians are more profitable to the company" (80 percent).

With RV sales on a roll – and most dealers saying certified employees do better quality work and make companies more money – it seems like a good time to reinvest in training and certification.

Thanks for your support, and I look forward to hearing your thoughts on these issues.

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Two Years' Worth of Wisdom

By Jeff Hirsch, chairman

Nearing the end of my term as chairman, I've been thinking back on some of the biggest issues I've heard about from other dealers and on the insights I've gleaned. First, I've learned that on any given subject, members' opinions can vary greatly, sometimes depending on their region.

Take the subject of freight charges. Some dealers strongly believe the current system gives an unfair advantage to those closest to production. The more distant dealers feel they lose credibility when they try to justify their higher cost to customers, and they're challenged when customers buy elsewhere to save on freight. However, customers go to their local dealer with warranty and goodwill needs. But goodwill is seldom covered by manufacturer warranties, and warranty is often a break-even or loss for the servicing dealer. The dealers are forced to decide whether to service those customers at a loss to their service department's P&L.

A manufacturer recently gave me a very different perspective on the matter. He suggested that the problem is about allocation. Does it make sense that a dealer located in a 400-unit market is actually selling 800? What happens to the 400 customers who buy outside their markets? Is this the right strategy for the long-term health of our industry?

Product quality

Retiring RVIA chairman Doug Gaeddert said in farewell remarks in his association's magazine that the industry's recent growth can continue if we take care of the basics – including product quality. "If customers are delighted with what we provide them, they'll continue to be customers," he says. I couldn't agree more.

As chairman, I've heard from a lot of dealers about the quality issue. One dealer told me there's a component and materials problem. He believes the industry now relies on low-cost, low-quality imports that have affected overall vehicle quality. He feels units should last at least as long as customers' loan terms. Another dealer believes Elkhart County is having difficulty finding qualified workers for the factories. Another dealer feels there's more emphasis on price and market share than on longevity.

These are difficult topics that we need to start discussing. The solution to these issues must start with a conversation between all of the stakeholders.

Model year change-over

This subject continues to be a top issue with dealers. Here's what they've expressed to me:

- Spring model-year launches – Dealers often have to liquidate September Open House purchases during their prime

selling season because spring model-year changes devalue their current inventory.

- The challenge of valuing trades – How can dealers determine the value on a unit from an early spring launch date versus a unit with the same model year that was part of a September promotion that may have included packages with dealer incentives?
- Inconsistency with launch dates – Some dealers say this has been used as a marketing maneuver; manufacturers say it's necessary to stagger brand launches because of product complexity.
- Skipped model years – Manufacturers sometimes skip years or introduce models early to secure a competitive advantage.
- Early releases that make MAP pricing ineffective – For example, if the 2015s are out and the 2016s are released, do manufacturers allow those 2015s to be advertising below MAP during the prime selling season?

The current system also creates confusion for customers and salespeople. A model-year change usually represents the latest enhancements, but as it stands now, identical units sometimes get two different model-year stickers halfway through a production run. We don't see any actual enhancements until the fall open house.

A July/August model-year launch could be a healthy change that benefits both manufacturers and dealers, salespeople and consumers. Manufacturers could fill their traditional summer lull and smooth out their production schedules. Dealers would know that what they were buying in July/August was essentially what they'd be seeing at the September Open House. And they could then sell their September purchases into the following year's spring season, selling from strength rather than from desperation to liquidate obsolete inventory.

Manufacturers may raise concerns about how a July/August launch would affect attendance at the open house. My answer: After seven years of crowds numbering in the thousands, this event has proven to be a huge success that's not going away anytime soon. Dealers enjoy it and will continue going to Indiana to see new floor plans and compare competitive products.

Today's dealers have more challenges than ever before, but most of you are doing admirably to meet them. I'm especially encouraged by younger dealers who are asking some of these tough questions.

Though I have just a short time left as chairman, I'll stay active in this industry because I love everything about it – including the people.

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Towables Retail Exceeds Wholesale for Third Consecutive Month

By Thomas Walworth, Statistical Surveys/The Thrive Group

Retail sales of motorhomes and towable RVs in the United States and Canada exceeded wholesale shipments in June. It was the third consecutive month during which towables retail out-paced wholesale, according to data gathered by market research firm Statistical Surveys/The Thrive Group. The June inventory index was 113.3 for towables, and 108 for motorhomes.

Despite the inventory shrinkage in June, North American dealer inventories during the first half of 2014 grew at faster rates than during the first six months of 2013. This is indicated by the towables inventory index of 85.8 for the first half of 2014, compared with 90.1 for the same portion of 2013. For motorhomes, the index was 85 for the first half of this year, and 89.6 for the first half of last year.

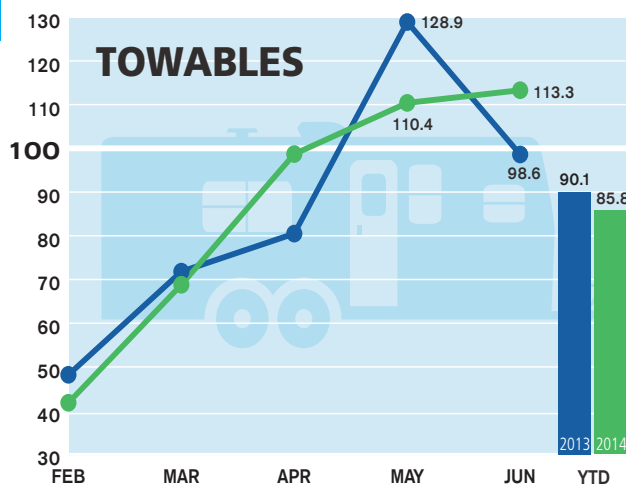
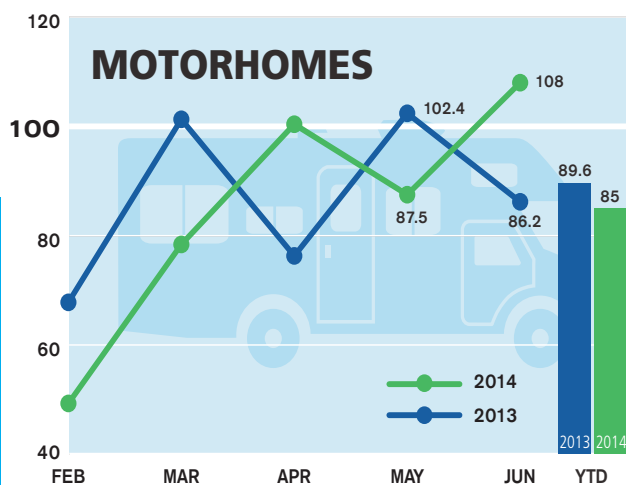
The 32,752 towable RVs retailed by U.S. and Canadian dealers in June represent a 22.5 percent increase when compared with the 26,731 units sold in June 2013. (U.S. towables retail sales were up 7.3 percent in June and 6.3 percent during the first half of this year. Canadian towable RV retail sales were down 8.9 percent in June and down 8.1 percent year-to-date.)

Wholesale shipments of towables were up 6.6 percent in June to 28,900 units, compared with 27,100 units delivered to dealerships in June 2013, and were up almost 10 percent when comparing the first half of 2014 with the same portion of 2013.

In the case of motorhomes, 3,887 units were retailed in June, a 32.7 percent increase over the 2,930 units sold in June 2013. Motorhome shipments increased 5.9 percent to 3,600 units in June, compared with 3,400 units shipped during June 2013. During the first half of 2014, motorhome shipments increased 22.2 when compared with the first half of 2013. (U.S. motorhome retail sales were up 6.4 percent in June and 12.9 percent during the first six months of this year, while Canadian motorhome sales were up 4.7 percent in June and up 0.1 percent year-to-date.)

Walworth will present "How to Understand Today's Market Trends" with Scott Stropkai on November 12 at the RVDA Convention. For more information, contact Tom Walworth at (616) 281-9898. The Thrive Group is a partnership between Statistical Surveys and Spader Business Management. ■

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



Take Advantage of Your RVDA Websites

The RVDA, 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. Visit both sites to download fact sheets on dealership best practices or the latest retail statistics, search the listings of training opportunities, and purchase CD-ROMs, publications, videos, or webcasts to enhance your dealership's knowledge. RVDA member dealerships and any of their employees can have 24/7 access to most of RVDA's dealer specific information. Make www.rvlearningcenter.com, www.rvda.org and www.rvda.org/convention your first source for all dealership information.



Economic Census Reveals Full Impact of Great Recession

By Jeff Kurowski

The just-released 2012 economic census for the U.S. RV industry provides a snapshot of the early stages of the industry's recovery from the Great Recession of 2008-2009.

RVDA will release more data in the coming months. The U.S. Census Bureau conducts the economic census every five years, as required by law. Nearly 4 million companies representing all regions and industries provided data for the latest census, which was conducted in the fall of 2012.

The economic census is conducted every five years, so the 2012 data is comparable with figures gathered for the 2007 economic census, taken when the U.S. RV industry was near its most recent peak. As a result, at first glance the 2012 data looks dismal when compared with the 2007 numbers. But a more balanced view is that the 2012 figures show an industry that had recovered about halfway from the depths of 2008-2009, when the RV industry shrank by 53 percent. In 2007, manufacturers shipped 353,400 units to U.S. and Canadian dealers, and in 2009 they shipped only 165,700 units. (RV shipments are forecast to reach 350,000 units in 2014 and 360,000 units in 2015.)

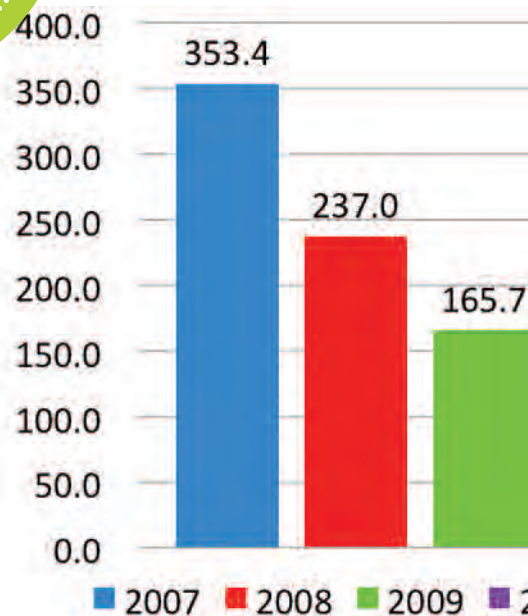
Viewed from that perspective, the 25.7 percent decline in U.S. RV dealership sales revenue – from \$19.1 billion in sales in 2007 to \$14.2 billion in 2012 – doesn't look so bad.

Here are other points of comparison between 2012 and 2007:

- The number of U.S. RV dealership locations declined 15.5 percent, from 3,100 in 2007 to 2,619 in 2012.
- Total annual payroll at U.S. dealerships fell 20.4 percent, from \$1.67 billion in 2007 to \$1.33 billion in 2012.
- The total number of employees at U.S. dealerships dropped 25 percent, from 42,669 in 2007 to 31,992 in 2012.

The Great Recession hit the motorhome sector especially hard, causing it to shrink 76 percent before it started to recover. The towables sector recovered at a more rapid pace between 2009 and 2012 to partially fill the vacuum. This is made clear by the fact that towable RV

RV shipments are forecast to reach 350,000 units in 2014 and 360,000 units in 2015.



Source: RVIA

Recession on RV Industry

assembly plants had a total annual payroll of \$1.58 billion in 2012, a relatively modest 12.9 percent decline from \$1.82 billion in 2007. But motorhome plants saw their total annual payroll plunge 58.7 percent, from \$726.7 million in 2007 to \$300.1 million in 2012.

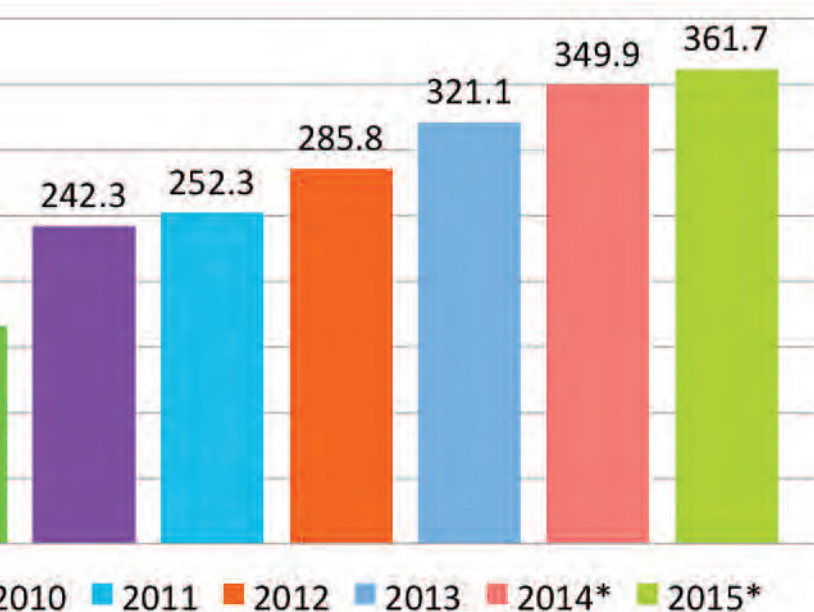
The number of factories where motorhomes are built also declined 23.8 percent, from 80 in 2007 to 61 in 2012. And there were 22.2 percent fewer towable production plants – 671 factories in 2012 compared with 862 in 2007.

The economic census also showed, not surprisingly, that the work force in the motorhome sector shrank far more than in the towables sector. In 2007, almost 17,600 individuals worked for motorhome manufacturers, compared with 6,788 in 2012, a 61.4 percent plummet. The towables work force shrank 22.4 percent – from 49,117 to 38,102.

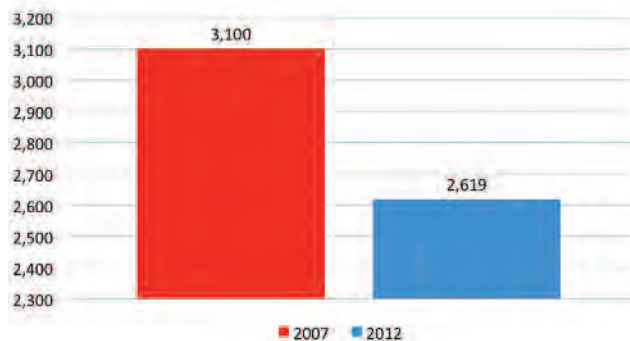
The Great Recession caused the closure of several manufacturing plants in Southern California and Oregon, leading to a greater concentration of manufacturing in Indiana. However, since 2012, some Indiana-based RV builders have re-opened shuttered RV plants on the West Coast, and some West Coast firms have expanded in order to reduce freight costs for western dealers. ■

Annual RV Shipments

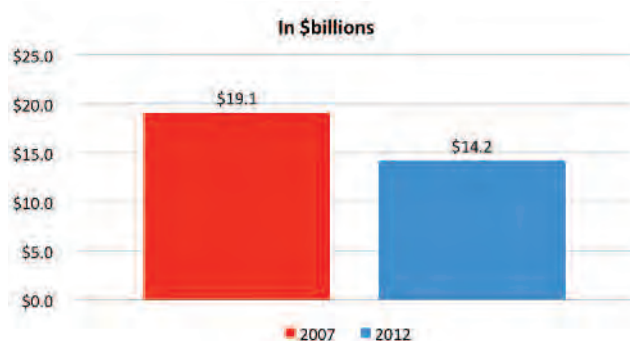
to U.S. and Canada (000s)



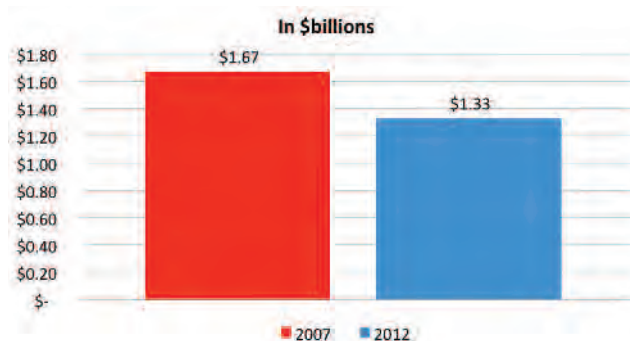
Number of U.S. RV Dealership Locations



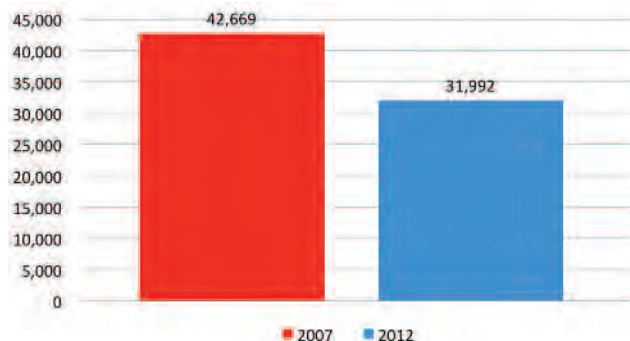
Total RV Dealerships Sales



Total Annual RV Dealership Payroll



Total Employees at U.S. RV Dealerships



BE SOCIAL!

How Dealers Can Connect With Customers on Social Media

By Courtney Hennessey



With more than 1.6 billion social network users worldwide, RV dealers are finding that their customers increasingly want to be engaged via those networks. A robust online presence can show prospective buyers what your dealership has to offer and can even build trust and relationships long before they walk through the showroom doors.



Social media is inexpensive. There's no cost to create a Facebook page or a Twitter account, no cost to participate in Yelp, no cost to blog – there's no cost to push content out to your customers.

The new meeting place

Social media is increasingly where people find out about businesses and brands, how they form opinions about what they might buy, and how they gather information as they shop. Research shows Americans spend more time on social media than any other major Internet activity, including email, and that 60 percent of social media time is spent, not on desktop computers, but on smartphones and tablets. Consider that the tech-savvy Millennial generation, the largest in U.S. history, is quickly moving into the prime consumer years.

Social media can help dealers:

- **Keep in touch with past, current, and prospective buyers on a personal and daily basis**
- **Provide information to RV shoppers who are using computers and mobile phones to search for a dealership**
- **Target advertising by using geographic and demographic breakdowns, as well as predictive data**
- **Generate service business**
- **Share news and expertise**



- **Build a strong online reputation by listening to what people say about your dealership and responding quickly and professionally to customer complaints**
- **Connect with RV enthusiasts**

Start with the basics

Most dealerships begin with a Facebook page or Twitter account. Post content of value to customers – not just your own content, but also retweets and reposts of information from RV makers, magazines and newspapers, RV supply companies, or finance companies such as Ally.

Keep an eye on what's being said about your dealership and brand by looking at Yelp and Google+ to get a customer's view of your dealership.

Finally, make sure your website is always up to date. Check contact information, photos, and staff listings, and add buttons on your website that send customers to your social media pages. Connect all your new social media content back to your website as well.

continued on page 14

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Now take it to the next level

If you already have the social media basics down, the next step is to stay on top of your posts. If someone posts a question, complaint, or compliment, respond quickly. Encourage customers to review your dealership and share photos and comments on their experience – you

can use this to promote the positives and work to solve the negatives.

To know if your social media presence is having an impact, look at your previous posts and see how they've performed, then use this information to guide your content. For example, if images seem to get more reaction, work more images into your posts. And try posting at different times of the day with different kinds of content to see what performs best.

Even if you're already a social media pro, there's always room to grow. Try more visual platforms, such as Pinterest and Instagram. If you have special RV models for sale, pin them on a special Pinterest board. And consider posting videos of new arrivals, test drives, and dealership events on YouTube.

Explore advertising on social media. Target a local audience, a specific demographic group, or potential buyers based on the platform's data. Even a small investment could potentially reach your target with surprising efficiency. Experts say it's better to consistently advertise with a small budget over several months rather than spend one time.

Finally, really dig into your social media analytics with tools such as Facebook Insights and Twitter Analytics, which can track how many people you're reaching, how often they're engaging with your social media accounts, and their interests, locations, and demographics.

A social media presence is well past the "nice to have stage" for dealers – it's a staple and a mainstay. And it's the primary source of conversation and information for the Millennial generation, your future buyers.

Courtney Hennessey is a professional development consultant at Ally Financial. She will be presenting "Social Media: Is Social Media a Fad?" on Nov. 13 during the 2014 RV Dealers International Convention/Expo at Bally's on the Las Vegas Strip. For more information, visit www.rvda.org/convention. ■

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8 Tips to Beat Your Sales Competition

By Marc Waysbak



With these eight tips, you can stand out from – and beat – the competition.

1 Break the pattern.
Most salespeople are doing the same thing.

By doing the opposite of what prospects expect, you break their defenses and can engage in a more productive conversation.

2 No more enthusiasm.
Over-the-top salespeople aren't genuine. Drop the fake enthusiasm and be genuinely interested in prospects. Remember – you're most interesting to someone by being interested in him.

3 Quit pitching.
Prospects are weary of canned pitches. This tactic has been around since the late 1800s, and it's still being used by most salespeople. Doing the same will make you seem sleazy.

4 Persuasion is cheesy.
Persuasion tactics are predictable and assume that every prospect is a good fit for what you sell. At least half of prospects aren't going to be a fit. Instead of persuading prospects, ask questions to determine whether their need matches your solution.



continued on page 16



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5 Focus on them. Some salespeople spend most of their time talking about themselves and their organizations, which turns prospects off. Instead, focus on the prospect and his world.

6 It's about the prospects' challenges. You're not selling products, you're selling solutions. Ask about prospects'

challenges to earn their trust and get an understanding of whether the prospect is a fit for the solution you offer.

7 Pressure is passé. For years, salespeople have preemptively slid contracts across the table and eagerly asked, "So, are you ready to move forward?" Your prospects have been training their entire lives to sidestep this tactic.

8 Use a doctor's mindset. When a patient walks into a doctor's office, does the doctor state her solution at the beginning of the

visit? No, she examines the problem, asks questions, and then offers a solution. Apply this approach to your selling.

Marc Wayshak has authored two sales bestsellers, "Game Plan Selling" and "Breaking All Barriers," and contributes regularly to Entrepreneur Magazine and the Huffington Post Business section. He will present "DNA of a Championships Sales Team" and "Championship Selling in the New Economy" on Wednesday, Nov. 12, during the 2014 RV Dealers International Convention/Expo at Bally's in Las Vegas. ■



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



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New Alignment System Quickly Becoming Standard Equipment

By Mary Anne Shreve

RV Executive Today recently spoke with **Steve Paul**, director of sales for Lippert Components, about the company's

Correct Track alignment system, which is increasingly being used by OEMs as standard equipment on new units.

Q: What is Correct Track?

A: It's a system that helps correct your trailer's alignment to reduce uneven tire wear, which can cause blowouts. It also reduces excessive vibration that causes premature wear and tear on everything in the trailer. With the proper alignment, the trailer tows straighter, and fuel economy also improves. It gives customers peace of mind as they're hauling down the road.



Steve Paul

Q: How does it differ from other products or technologies?

A: There's never been a product like this on the market before.

Q: How difficult is it to install? Does it require any special tools or equipment?

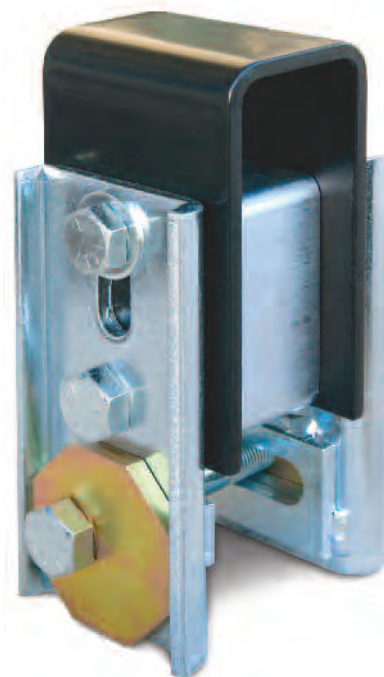
A: It's a fully bolt-on application that comes complete as a kit and requires no special tools. It takes about four hours to install, depending on the dealer's capabilities.

Q: Twenty brands of new RVs come standard with this technology; can older RVs be retro-fitted with it?

A: As long as an older RV has spring suspension, Correct Track can be installed. And since the great majority of older RVs have spring suspension, the chances are very, very good that Correct Track can be added.

Q: What are Correct Track's benefits for RV dealers?

A: Most RV owners don't often look underneath their units until something goes wrong – usually while they're traveling. Maintenance tends to be an afterthought. Dealers can offer maintenance and safety checks that provide the chance to look for service opportunities such as brakes, equalizers, shocks, bushings, and other parts that are under the unit. It's a nice profit center for a dealership, because you can tie an alignment check with a safety inspection and suggest alignment upgrade products like Correct Track to your customers. Dealers are always looking for ways to grow their profit centers, and this gives them a whole new section of business.



Q: How can dealers find out more about this product?

A: I'll be presenting a Vendor Training +Plus session at RVEDA's convention in November. There's been a ton of dealer interest in Correct Track, since many OEMs are putting it on new units. And customers are seeing the product on dealership lots and asking, "That looks so great – can I put it on my older unit?"

Steve Paul will present "Correct Track Suspension Alignment System: A Revolutionary New Product from Lippert Components" on Tuesday, Nov. 11, from 8:15-9:15 a.m. during the 2014 RV Dealers International Convention/Expo at Bally's in Las Vegas. ■

"Maintenance tends to be an afterthought. Dealers can offer maintenance and safety checks that provide the chance to look for service opportunities such as brakes, equalizers, shocks, bushings, and other parts that are under the unit. It's a nice profit center for a dealership."

Create a Five-Star Experience in Your Service Department

By Don Tipton



No matter how good the product, it won't go far with poor customer service.

When you think of businesses with excellent customer service, does Nordstrom's come to mind? Ruth's Chris Steakhouse? Disney theme parks? Your own service department?

Take an objective look at customers' complete experiences with your back shop. Observe drop-offs and pick-ups, listen in on some phone calls, or mystery shop the department. Then ask yourself, "Would I do business with me?" If not, you've got work to do.

Maybe customers' experiences at your store are functional – the job gets done, but no better than at any other facility. Did you know that a staggering 68 percent of customers leave businesses because of an employee's indifferent attitude?

No matter how good the product may be, it won't go far with poor customer service.



While you've been monitoring performance indicators such as effective labor rate, productivity, and billed hours, you may have dropped your focus on these equally important indicators:

Customer input – *Are you listening to what customers say and ask for?*

Customer retention – *How many are you keeping? What are you doing about the ones who left?*

Customer pay repair order count – *Is it declining, flat, or growing?*

Why not make their experiences memorable? Here's how.

First, stay in control of customer expectations. When you set their expectations, you have a better chance of exceeding them. For example, arriving customers should experience a calm, professional, and non-rushed environment. A big part of controlling that impression is scheduling. Instead of saying things like, "When would you like to bring it in?" or, "Come on in first thing in the morning," control the day and time by offering options – "I have Tuesday the 15th or Thursday the 17th available."

Tell the customer where the service entrance is located, where to drop the unit, and who to ask for. Prepare for his arrival by getting as much information about his concerns as possible over the phone, and look at his prior service history to identify recommendations for maintenance that hasn't been performed and is now due.

Take a look at the write-up area – Is it full of clutter, old repair orders, and paper work? Are there out-of-date posters on the wall? Take a look at the staff members whom customers see when they arrive – What messages are their body language and facial expressions giving? And finally, are arriving customers met quickly or at least acknowledged upon their arrival? Take notice of these things, because your customers surely will.

But the biggest customer complaint about the service department is, by far, the lack of communication. It's almost impossible to get a completion date when the repair order is being written up, and the only way customers know what's going on with their job is by calling the service department themselves after waiting weeks or even months. When they do call or drop by, the service advisor is rarely prepared with up-to-date information, so customers get put on hold or told they'll get a call-back.

Instead, give the customer a date when you will contact him or her with a progress update. Determine the customer's preferred method of contact. Give every customer the service advisor's business card with the date and time written on the back. Remember – it's about staying in control of customer expectations.

Most repairs require several customer updates and repair authorizations. Stay in front of the repair process. Keep the customer informed and up to date along the way, and obtain approval on repair costs before the technician proceeds. Always be ahead of time and under budget.

The last contact with the customer should be to set up the delivery of the unit and explain the final bill. Again, prepare for his or her arrival by having all paper work ready to review. Go over all the repairs or services, making sure to point out that the final bill is less than the original estimate. Discuss any maintenance that should be addressed soon and any special parts that would need to be ordered. To finish, thank them for

their business, invite them back, and give them another business card.

These little things combine to set your store apart from the rest. They're not hard or expensive to do, and best of all, your competition is probably not doing them.

Give the customer a date when you will contact him or her with a progress update. Give every customer the service advisor's business card with the date and time written on the back. Remember – it's about staying in control of customer expectations.

Don Tipton is president of DTC Retail Consulting Inc. He will present "What Service Measurables Really Mean" and "Turn Your Service Department into a Cash Machine" on Nov. 13 during the RV Dealers International Convention/Expo at Bally's in Las Vegas. ■



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Learning Center to Launch Society for Certified RV Professionals

New initiative aims to increase and retain more industry-certified personnel

By Julianne Ryder

The Mike Molino RV Learning Center Board of Directors is launching a new initiative aimed at increasing the number of RV industry-certified professionals and retaining those who already hold certification credentials.

To accomplish this, the board will officially unveil during the RVDA convention in November a new Society for Certified RV Professionals and an industry recognition program to highlight the achievements of certified personnel. The initiative was recommended by a special recertification task force.



"Industry certification validates our employees' knowledge and expertise in serving RV customers," says Rick Horsey of Parkview RV Center, who chaired the task force and has agreed to serve as the society's first chairman. "All industry stakeholders, including dealers, manufacturers, suppliers, and other service providers, benefit from having

RV products serviced quickly and correctly by trained professionals."

The program is aimed at individuals who hold or aspire to hold certification credentials from the RVDA-RVIA Technician Certification program (Certified, Master, and Specialist levels), and from the RV Learning Center, which certifies service writers/advisors, service managers, parts managers, parts specialists, and warranty administrators.

"RVIA and RVDA continue to work together to train and certify technicians through the RV Technician Certification

Preparation Program," says RVIA President Richard Coon. "With RV demand increasing, well-functioning service and parts departments are important elements in the overall health of the industry."

The Society of Certified RV Professionals will be launched during a special event on Monday, Nov. 10, at 4 p.m. during the RV Dealers International Convention/Expo at Bally's in Las Vegas. The event is sponsored by Protective Asset Protection. The event will recognize certified RV professionals, include a special presentation on customer service, and be followed by a reception open

to all registered convention attendees.

"The society will serve as a resource not only for certified professionals, but also for dealers and others who financially support them directly or indirectly," Horsey says. "We invite anyone interested in expanding the reach of industry certification programs to attend this event."

Visit www.rvda.org and www.rvlearningcenter.com to register for the convention and for regular updates.

Convention updates are also available on LinkedIn and Facebook.

The RV Learning Center is dedicated to

providing dealers and their employees

with innovative ways to operate RV dealerships through an array of education resources, including publications, distance learning, live workshops, online products, training, and certification programs for dealership personnel.

For more information on the center, visit www.rvlearningcenter.com, send an e-mail to info@rvda.org, or send a fax to (703) 359-0152. The 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. ■



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11/10	8:00 a.m. - 5:00 p.m.	8:00 a.m. - 12:00 Noon RVDA of Alberta Board of Directors meeting • 11:30 a.m. - 2:30 p.m. RVDA of America Board of Delegates				
	2:45 - 3:45 p.m.	Partners in Progress meeting: KZ		Vendor Training +Plus: RVDA Members have a NEW HIRING TOOL...Find out about		
	4:00 - 5:30 p.m.	Society for Certified RV Professionals Reception <i>Palace 1&2</i>				
TUESDAY 11/11	8:15 a.m. - 1:00 p.m.	Partners in Progress meetings: 8:15 - 9:15 a.m. Crossroads • 9:30 - 10:30 a.m. Jayco • 10:45 - 11:45 a.m. TBA •				
	8:15 - 9:15 a.m.	Vendor Training +Plus:	The Next Big Thing: RVDealerIntel by SureVista Solutions (<i>repeated</i>), <i>Palace 3</i>	Correct Track Suspension Alignment System – A Revolutionary New Product, Lippert Bronze 4		
	9:30 - 10:30 a.m.		American-made Products: Information, Installation & Increasing Profit, B&W Trailer Hitches <i>Palace 1&2</i>	Chassis Performance: Giving Your Stock Motorhome a High Performance Makeover, Blue Ox Bronze 4	Ordering Made Easy! CareFree's Configurator, Carefree of Color	
	10:45 - 11:45 a.m.		Towing Safety System by AL-KO Axis AL-KO Axis, Inc. <i>Palace 1&2</i>	Online Marketing Tools & Strategies to Drive Traffic to Your Inventory, Auction123.com <i>Palace 3</i>	Finding the Profit in Cash Transactions, Brown Recreational Insurance	
	12:00 - 1:00 p.m.		Leveraging Trends to Predict Sales ALLY Financial <i>Palace 1&2</i>	The Next Big Thing: RVDealerIntel by SureVista Solutions (<i>repeated</i>), <i>Palace 3</i>	Thinking Outside the Box - Intentions, Livin Lite RV <i>Palace 4&5</i>	
	EDUCATION TRACKS:	DEALER/GM		SALES		RENTALS
	1:15 - 2:15 p.m.	Understanding and Preparing for the Affordable Healthcare Act, Jeff Englander <i>Palace 1&2</i>		Go RVing Canada: Optimized Digital Marketing Tactics for RV Dealers, Cyrus Irani <i>Bronze 4</i>		Devil in the Details, Rental Agreement, <i>Bronze 2</i>
	2:30 - 4:00 p.m.	GENERAL SESSION: Even Monkeys Fall from Trees: Learn from Mistakes and Embrace Change , Doug Lipp				
	4:00 - 7:00 p.m.	Expo Open with Reception in Both Halls				
	7:00 - 8:30 p.m.	RVDA of Canada Reception (<i>open to all Canadians</i>)				
WEDNESDAY 11/12	7:30 a.m.	Early Bird Continental Breakfast				
	9:00 - 10:00 a.m.	Unlocking the Secret of Variable Gross Profit, Chad Carr <i>Palace 1&2</i>	 DNA of a Championship Sales Team, Marc Wayshak <i>Bronze 4</i>	 Selling Like a Pro: Closing Sales Effectively and Effortlessly, Bob Phibbs, the Retail Doctor® <i>Bronze 3</i>	Developing Relationships, Peter Martin	
	10:15 - 11:15 a.m.	How to Understand Today's Market Trends, Tom Walworth and Scott Stropkai <i>Palace 1&2</i>	Championship Selling in the New Economy (<i>repeated</i>), Marc Wayshak <i>Bronze 4</i>		1. Partnering with T	
	11:00 a.m. - 3:00 p.m.	Expo Open with Lunch Served in Both Halls				
	2:00 - 3:00 p.m.	If You Fail to Train, You Train to Fail! George Dans <i>Palace 1&2</i>	 Championship Selling in the New Economy (<i>repeat</i>), Marc Wayshak <i>Bronze 4</i>	Law & Dispute Resolution, Leslie Pujo <i>Bronze 1</i>		
	3:15 - 4:15 p.m.	9 Ways to Become a Better Leader (<i>repeated</i>), Michael Rees <i>Palace 1&2</i>	 Managing Internet Leads in Today's Marketplace (<i>repeated</i>), Tom King & Lisa Rockwell <i>Bronze 4</i>	Your Biggest Challenge, Experts Panel, Alanko, Brad B		
	4:15 - 5:30 p.m.	 Young RV Executives Reception <i>Sponsored by Coach-Net Skyview 1</i>				
	5:30 - 7:30 p.m.	RVBusiness Top 50 Awards Reception				
THURSDAY 11/13	7:30 a.m.	Early Bird Continental Breakfast				
	9:00 - 10:00 a.m.	Beating the Odds: Crafting a Successful Lifetime Business Transition Strategy, Don Bielen <i>Palace 1&2</i>	Driving Traffic! Alan Ram <i>Bronze 4</i>		RV Rental Market, Randall Jeren	
	10:15 - 11:15 a.m.	Effectively Leading and Managing as a Young Executive, David Spader <i>Palace 1&2</i>	 Five Simple Strategies to Supercharge Your Business (<i>repeated</i>), Alan Ram <i>Bronze 4</i>	 Smell the Coffee and Then Close Your Sale, George Dans <i>Bronze 3</i>	Yelp Review, Peter <i>Palace 6&7</i>	
	10:00 a.m. - 1:00 p.m.	Expo Open with Lunch Served in Both Halls				
	1:00 - 2:00 p.m.	RVDA of America Annual Meeting <i>Platinum Ballroom</i> • RVDA of Canada Annual Meeting <i>Skyview 1</i>				
	2:15 - 3:15 p.m.	9 Ways to Become a Better Leader (<i>repeat</i>) Michael Rees <i>Palace 1&2</i>	Five Simple Strategies to Supercharge Your Business (<i>repeat</i>), Alan Ram <i>Bronze 4</i>		 How to Design the Maximum, <i>Palace 6&7</i>	
	3:30 - 4:30 p.m.	Selecting & Engaging Millennials, Ricardo Roman <i>Palace 1&2</i>	Managing Internet Leads in Today's Marketplace (<i>repeat</i>), Tom King & Lisa Rockwell <i>Bronze 4</i>		High Performance People for P, <i>Palace 6&7</i>	
5:30 - 7:00 p.m.	Skyview Sunset Social <i>Skyview 1</i>					
11/14	7:30 a.m.	Early Bird Continental Breakfast <i>Palace 3</i>				
	8:00 - 10:15 a.m.	Compliance Education: The Current Legal Landscape & How it Applies to You , Julie Becker-Myers & Courtney Hennessey <i>Palace 3</i>				

lunch and meeting • 12:00 Noon - 5:00 p.m. **RVDA of Canada Board of Directors lunch and meeting**
the Innovative New Hiring Tool That's Cost-Effectively Closing the Employment Gap, **The Employment Network - A CareerCo Company** *Palace 4&5*



12:00 - 1:00 p.m. **Winnebago**

New Product Prado <i>Palace 4&5</i>	Hydraulic Disc Brake Conversions Titan Tire <i>Palace 3</i>	Learn How Dealers Dominate Internet Marketing Wheeler Advertising <i>Bronze 2</i>	Using New IDS Technology to Improve the Customer Experience: Part 1, IDS <i>Bronze 3</i>
actions, Brown & ce <i>Palace 4&5</i>	Lippert Component's Aftermarket Program Lippert Components <i>Bronze 4</i>	Leadership Development for Your Dealership: Part 1 Spader Business Management <i>Bronze 2</i>	Using New IDS Technology to Improve the Customer Experience: Part 2, IDS <i>Bronze 3</i>
ional Diversification	Compliance: CFPB, Dodd-Frank & the Dealership American Guardian Warranty Services <i>Bronze 3</i>	Leadership Development for Your Dealership: Part 2 Spader Business Management <i>Bronze 2</i>	

L	SERVICE	PARTS <small>Sponsored by Coast Distribution System</small>	SOCIAL MEDIA/eMARKETING
Details: Drafting ements, Leslie Pujo	In Search of Technicians: Finding, Screening and Training the Right Candidates, Betty Mills <i>Palace 4&5</i>	Achieve 100% Shop Productivity in 30 Days, Don Reed <i>Palace 3</i>	Ignite Your Online Sales - How to Sell More RVs with eBay Motors, Tracy Amato & Kevin Lorell <i>Bronze 3</i>

& Maintaining Customer os through Social Media, <i>Bronze 2</i>	Managing the Essential Eight Controllables for Record Profits, Don Reed <i>Palace 4&5</i>	Maximize the Moment (repeated), Steve Holt <i>Palace 3</i>	Developing & Maintaining Customer Relationships through Social Media, Peter Martin <i>Bronze 2</i>
0:15 - 11:15 a.m. s in Progress meeting: BA <i>Palace 6&7</i>	An In-House Body Shop: Lessons from the Trenches, David Foco, Tina & Lee Pickard, and Kathryn Carlson <i>Palace 4&5</i>	Selling More Parts Right Now, George Dans <i>Palace 3</i>	Yes You CAN Be a Content Marketing Rock Star, Evanne Schmarder <i>Bronze 3</i>

der: RV Edition, <i>Bronze 2</i>	7-3-4-6-The Combination for Success in RV Service, Chuck Marzahn <i>Palace 4&5</i>	How to Not be a Showroom for Amazon!, Bob Phibbs, the Retail Doctor® <i>Bronze 3</i>	Sell More RVs by Dominating the Search Engines, Tim Resnik, Sponsored by InteractRV <i>Palace 3</i>
Issues & Challenges: Ask the Discussion, Leslie Pujo, Bert Macon & Scott Krenek <i>Bronze 2</i>	Driving Your Service Department Towards 100% Fixed Absorption, Chad Carr <i>Palace 4&5</i>	Visual Merchandising for Sales: Secrets to Successful Display, Bob Phibbs, the Retail Doctor® <i>Bronze 3</i>	Successful Visual eMarketing, Evanne Schmarder <i>Palace 3</i>

Market Trends, <i>Palace 6&7</i>	What Service Measurables Really Mean, Don Tipton <i>Palace 4&5</i>	Creating a High Performance Parts Department, Bob Clements <i>Bronze 3</i>	Social Media: Is Social Media a Fad? Harvey Fisher & Courtney Hennessey <i>Palace 3</i>
s and Your Online Repu- Martin	Turn Your Service Department into a Cash Machine (repeated), Bob Clements <i>Palace 4&5</i>	Use Variable Pricing Strategies to Maximize Parts Profits, Chad Carr <i>Palace 3</i>	Yelp Reviews and Your Online Reputation, Peter Martin <i>Palace 6&7</i>

	Educating Your Customers through Parts & Service, David Foco <i>Palace 3</i>		
ign Your Rental Fleet for m ROI, Randall Jeremiah	Turn Your Service Department into a Cash Machine (repeat), Bob Clements <i>Palace 4&5</i>	Turn Your Parts Department into a Profit Center, Rod Davis <i>Palace 3</i>	Advanced Social Media Strategies, Sheril Vergara <i>Bronze 3</i>
mance HR: Maximize profits, Kathryn Carlson	Signature RV Service, Don Tipton <i>Palace 4&5</i>	Maximize the Moment (repeat), Steve Holt <i>Palace 3</i>	Advanced Digital Marketing Strategies, Roger Vergara <i>Bronze 3</i>

9:15 - 10:15 a.m. **Understanding Compliance Issues - and Solutions - with Back End Products, Chip Zyvoloski** *Palace 3*



of special interest to young RV executives

**Subject to change*

Should You Prioritize Your RV Service Customers?



By Don Reed

Are some service customers more special than others? Should sales customers taking delivery stand at the head of the line while customers who didn't buy their RVs at your store wait at the very end? Or should all customers be treated equally? Before you answer, here's a dealership story you might want to consider.

A large RV dealer asked me to visit his store to see if I could help him stop the bleeding in his service and parts operations – a net loss for the year of almost \$600,000! I had never before seen an RV dealership lose that kind of money in service and parts. It was puzzling, since this dealer's brand-new facility had a prime location at an interstate exit on the west coast of Florida, with an abundance of parking, an outstanding service facility, and plenty of room for growth.

The number one problem turned out to be the dealer himself and his policy regarding which customers had priority in the service department. Every customer who entered the department was greeted with a large hanging sign:

Attention Service Customers – Our priority for servicing RVs is:

- First:** New RV delivery customers
- Second:** Used RV delivery customers
- Third:** Warranty customers who bought their RV here
- Fourth:** Retail customers who bought their RV here
- Fifth:** Warranty and retail customers who bought their RV elsewhere

During my evaluation, I asked for the technician productivity report and was told they didn't measure individual techs' flat-rate performance. I asked for a review of the appointment schedule and was told they didn't use one, preferring to simply tell everyone to "come on in." I asked to review their dispatch process and was told the techs just went to the repair-order stack and picked their next job.

I asked for a work in process schedule, and they asked, "What's that?" Finally, I asked for a special-order parts schedule; you guessed it – they didn't use one.

Now it was clear why the dealer was losing \$600K a year and failing to cover the cost of his new facility. Can you imagine the chaos that must have reigned? Additionally, their new- and used-sales managers were constantly back in the service department "prioritizing ROs" for their sales customers and literally pushing retail customers' RVs out of the stalls.

This brand-new facility was more than twice the size of the previous store and was now located on an interstate, so the number of transient customers had increased dramatically, pushing retail service traffic to over 500 customers a month, not counting warranty. Of course the result was chaos, since they didn't have the processes, training, or staffing level to accommodate the extra volume.

I asked the dealer to please take down the sign and start treating all customers the same. After much debate, he reluctantly agreed. Then I asked him to tell his sales managers to stay out of the service department so we could install a production schedule and appointment calendar; implement special-order parts tracking; hire a parts manager and at least one lot attendant (techs were responsible for moving inventory); and hire one more service advisor.

The service manager and advisors were thrilled, and the techs were ready to party hard, since they were going to be getting a pay raise with our new "flat rate" plan that paid them more when their productivity increased. We had determined that their productivity was averaging less than 50 percent and explained that the new goal would be 100 percent.

It took 30 days to train everyone on the new processes and put them into practice. At the end of the next 30 days, parts and labor gross profit increased more than \$30,000, and the month after that it increased by about \$50K. That \$600K loss was starting to disappear!

Every customer is important. Every customer deserves the highest level of service you can deliver. Stop prioritizing your service customers and instead build your process!

Don Reed is CEO of RV DealerPro. He will present "Achieve 100% Shop Productivity in 30 Days" on Nov. 11 and "Managing the Essential Eight Controllables for Record Profits" on Nov. 12 during the RV Dealers International Convention/Expo at Bally's in Las Vegas. ■

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Exhibitors as of September 23

For information on exhibiting, please contact Julie Newhouse at jnewhouse@rvda.org



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Bison Coach
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Brasher's Northwest Auto Auction
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Diversified Insurance Management, Inc.
Dometic Corporation
Dutchmen Manufacturing, Inc.
EasyCare RV
eBay Motors
EEZ RV Products
EverGreen Recreational Vehicles, LLC

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Freightliner Custom Chassis Corp.
GE Capital
Girard Systems/Products
Heartland Recreational Vehicles
Highlands Financial
Holiday Rambler
Holland Bar Stool Co.
+ IDS - Integrated Dealer Systems
IHS Automotive
Infinite Creative Enterprises
Keystone RV Company
KZ RV
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LIFESTYLE Luxury RV
+ Lippert Components, Inc.
+ Livin Lite Recreational Vehicles, Inc.
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Marzahn & King Consulting, Inc.
MBA Insurance, Inc.
Medallion Bank
Merrick Bank
Mobile Sleep Components (RV Mattresses)
MOR/ryde International, Inc.
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Wolters Kluwer Financial Services
Xantrex Technology /
Schneider Electric
Zamp Solar, LLC

AGENDA-AT-A-GLANCE*

Sunday, November 9

11:30 a.m. - TBD RVDA of Alberta Golf Tournament



Monday, November 10

7:00 a.m. - 5:30 p.m. Registration desk open
 8:00 a.m. - 12 p.m. RVDA of Alberta Board of Directors breakfast & meeting
 11:30 a.m. - 2:30 p.m. RVDA of America Board of Delegates lunch & meeting
 12:00 noon - 5:00 p.m. RVDA of Canada Board of Directors lunch & meeting
 2:45 - 3:45 p.m. Vendor Training +Plus session
 2:45 - 3:45 p.m. KZ RV Partners in Progress meeting
 4:00 - 5:30 p.m. Society for Certified RV Professionals reception, sponsored by Protective Asset Protection

Tuesday, November 11

7:00 a.m. - 5:30 p.m. Registration desk open
 8:15 - 9:15 a.m. Crossroads Partners in Progress meeting
 9:30 a.m. - 1:00 p.m. Vendor Training +Plus sessions
 9:30 - 10:30 a.m. Jayco Partners in Progress meeting
 10:45 - 11:45 a.m. Partners in Progress meeting TBA
 12:00 - 1:00 p.m. Winnebago Partners in Progress meeting
 1:15 - 2:15 p.m. Concurrent workshops
 2:30 - 4:00 p.m. Opening General Session with Doug Lipp "Even Monkeys Fall from Trees: Learn from Mistakes and Embrace Change"
 4:00 - 7:00 p.m. Expo opens with reception in both halls
 7:00 - 8:30 p.m. RVDA of Canada reception

Wednesday, November 12

7 a.m. - 5 p.m. Registration desk open
 7:30 a.m. Early bird continental breakfast
 9:00 - 10:00 a.m. Concurrent workshops
 10:15 - 11:15 a.m. Partners in Progress meeting TBA
 10:15 - 11:15 a.m. Concurrent workshops
 11:00 a.m. - 3:00 p.m. Expo Open with Lunch
 2:00 - 4:15 p.m. Concurrent workshops
 4:15 - 5:30 p.m. Young RV Executives reception sponsored by Coach-Net
 5:30 - 7:30 p.m. RV Business Top 50 Awards reception

Thursday, November 13

7:00 a.m. - 5:00 p.m. Registration desk open
 7:30 a.m. Early bird continental breakfast
 9:00 - 10:00 a.m. Concurrent workshops
 10 a.m. - 1:00 p.m. Expo Open with Lunch
 10:15 - 11:15 a.m. Concurrent workshops
 1:00 - 2:00 p.m. RVDA of America Annual Meeting
 1:00 - 2:00 p.m. RVDA of Canada Annual Meeting
 1:00 - 2:00 p.m. Workshop for parts & service personnel
 2:15 - 3:15 p.m. Concurrent workshops
 3:30 - 4:30 p.m. Concurrent workshops
 5:30 - 7:00 p.m. Skyview Sunset Social

Friday, November 14

7:30 a.m. Early bird continental breakfast
 8:00 - 9:00 a.m. Compliance workshop: "Compliance: The Current Legal Landscape and how it Applies to You"
 9:15 - 10:15 a.m. Compliance workshop "Understanding Compliance Issues and Solutions with Back-End Products"

* Subject to change

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**52nd Annual
National
RV Trade
Show**

December 2-4, 2014

Kentucky Exposition Center (KEC)
Louisville, KY

Tuesday, December 2, 2014: 9:00 am - 5:30 pm

Wednesday, December 3, 2014: 9:00 am - 5:30 pm

Thursday, December 4, 2014: 9:00 am - 3:30 pm

RVIA
RECREATION VEHICLE
INDUSTRY ASSOCIATION

Vendor Training +Plus Triples in Size for the 2014 Convention/Expo



Vendor Training +Plus topics are designed to help dealership management increase profitability through increased knowledge of the latest products and services on the market. The hour-long sessions take place Monday, Nov. 10 from 2:45 - 3:45 p.m. and continue on Tuesday, Nov. 11 from 8:15 a.m. - 1 p.m. Vendor Training +Plus is free for all full convention registrants, so dealers should plan to arrive early in the week to take full advantage of the extra sessions.

Registered dealers can bring additional staff to attend Vendor Training +Plus at the special low rate of \$195 for Monday and Tuesday of the convention. This two-day fee includes the training sessions, admission to the opening general session, and the opening reception in the expo hall, where attendees can learn about the newest products and services available to dealers.

Visit www.rvda.org/convention for updates. ■

MONDAY 11/10

2:45

The Employment Network- A CareerCo Company *Kristy Fallon and Maryellen Adams*

RVDA members have a new hiring tool. Find out about the innovative new hiring tool that's cost-effectively closing the employment gap. Join The Employment Network leaders as we demonstrate what hundreds of companies are saying has simplified and reduced their costs-per-hire. Its new innovative hiring tool, endorsed by RVDA, enables companies like yours to leverage a risk-free, performance-based system to recruit and staff for a variety of positions. *Palace 4&5*

3:45

TUESDAY 11/11

8:15

SureVista Solutions

Blake Ashdown
The Next Big Thing!
RVDealerIntel...
by SureVista
Palace 3

Lippert Components

Steve Paul
Correct Track Suspension
Alignment System –
A Revolutionary New
Product from Lippert
Components *Bronze 4*

9:30

B&W Trailer Hitches

Gregg Lafferty
American-made
Products – Information,
Installation and
Increasing Profit, the
American Way
Palace 1&2

Blue Ox

Mike Thelander
Chassis Performance:
Giving Your Stock
Motorhome a High
Performance Makeover
Bronze 4

Carefree of Colorado

Traci DeYoung
Ordering Made Easy!
Come Learn about
CareFree's New Product
Configurator
Palace 4&5

Titan Tire

Randy McMann
Hydraulic Disc Brake
Conversions
Palace 3

Wheeler Advertising

Ron Wheeler
Learn How Dealers
Dominate Internet
Marketing
Bronze 2

IDS - Integrated Dealer Systems

Mark Berggren and Mario Britz
Using New IDS
Technology to Improve
the Customer
Experience – Part 1
Bronze 3

10:45

AL-KO Axis Inc.

Kary Royer
Towing Safety System
by AL-KO Axis
Palace 1&2

Auction123.com

Tracy Amato
Online Marketing Tools
and Strategies to Drive
Local Traffic to Your
Inventory
Palace 3

Brown & Brown Recreational Insurance

Shawn Moran & Janet Scavo
Finding the Profit in
Cash Transactions
Palace 4&5

Lippert Components

Steve Paul
Lippert Component's
Aftermarket Program
Bronze 4

Spader Business Management

David Spader
Leadership
Development for Your
Dealership – Part 1
Bronze 2

Mark Berggren and Mario Britz

Using New IDS
Technology to Improve
the Customer
Experience – Part 2
Bronze 3

12:00

Ally Financial

Bill Thompson
Leveraging Trends to
Predict Sales
Palace 1&2

SureVista Solutions

Blake Ashdown
The Next Big Thing!
RVDealerIntel...
by SureVista
Palace 3

Lincoln Lite RV

Scott Tuttle
Thinking Outside the
Box – International
Diversification
Palace 4&5

American Guardian Warranty Services

Charles Campbell
Compliance: The CFPB,
the Dodd-Frank Act and
the RV Dealership
Bronze 3

David Spader
Leadership
Development for Your
Dealership – Part 2
Bronze 2

1:00

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2014 RV DEALERS INTERNATIONAL CONVENTION/EXPO

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



NEW DATES! NEW LOCATION!

Better timing, a new venue on the Las Vegas Strip, and an exciting line-up of new education sessions are waiting for dealers at the 2014 RV Dealers International Convention/Expo. Join us at Bally's from Nov. 10-14 for:

- Insight into how great companies embrace change from keynote speaker Doug Lipp, who helped shape Disney University's world-famous customer service training
- An expanded Vendor Training +Plus program
- A new education track on digital marketing and social media
- Partners In Progress meetings for many manufacturers
- A larger expo hall with more first-time exhibitors
- Easy access to Las Vegas nightlife
- Low convention rates so more dealership employees can attend

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VISIT WWW.RVDA.ORG FOR MORE INFORMATION AND TO REGISTER.

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Albuquerque RV Dealers Are Chillin'

Rocky Mountain RV & Marine in Albuquerque believes in giving back to the community, so staffers started a local dealership chain reaction by challenging Myers RV Center to participate in the ALS Ice Bucket Challenge and get donations rolling in.

Ten members of the Rocky Mountain team were soaked in ice water with the help of two forklifts and colleagues looking for some payback. "It was cool," said Bob Scholl, assistant general manager. "Actually, it was freezing, but worth it for a good cause!"

The Meyers RV Center team accepted the challenge and got soaked as well. Prior to the ice water bath,

John Myers challenged Chisholm Trail RV to take up the cause as well.

The ALS Ice Bucket Challenge has been invaluable in raising public awareness of this disease and gener-

ating funds for research. At press time, the ALS Association had received \$94.3 million in donations compared to \$2.7 million during the same time period last year. ■



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



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

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

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

Education is the passport to better-managed, more productive dealerships, and this year's convention offers something for everyone.

VENDOR TRAINING + Plus Vendor Training +Plus sessions will give you and your staff

valuable face time with vendors and business partners and are included in your full registration. They're also available at a special low rate for employees who can only spend a day or two away from the dealership.

FULL REGISTRATION RATE

\$879 for first dealership registrant

\$879 per each additional registrant

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

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



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

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

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

Presented by:



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DEALER REGISTRATION FORM

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

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



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

2. *Registration Fees:*

First registrant locks in today's lowest rate for all future dealership personnel!	Amount	Total
First Registrant – includes Vendor Training +Plus , a \$195 value!	\$879	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>		
Second Registrant – includes Vendor Training +Plus , a \$195 value!	\$879	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>		
Third Registrant – includes Vendor Training +Plus , a \$195 value!	\$879	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>		
Fourth Registrant – includes Vendor Training +Plus , a \$195 value!	\$879	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>		
I would like to add a contribution to the Mike Molino RV Learning Center to promote education for our industry.*		\$
VENDOR TRAINING +Plus ONLY Dealership must have one full convention registrant to bring additional employees JUST for Vendor Training +Plus. The cost is \$195 per person and includes Vendor Training +Plus training on Monday, Nov. 10 and Tuesday, Nov. 11, and Tuesday's reception in the Expo. Photocopy this form to add more registrants for Vendor Training +Plus.		
Name _____ Badge First Name _____ Email _____		\$
Name _____ Badge First Name _____ Email _____		\$
		TOTAL
		\$

3. *Payment Information:*

<input type="checkbox"/> Full Amount or <input type="checkbox"/> 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.		<input type="checkbox"/> Check enclosed Charge my: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Amex <input type="checkbox"/> Discover	
Name on Card _____	Card # _____	Expires _____	Security Code _____
Billing Address _____	City _____	State/Prov _____	Zip/PC _____

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

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

NEW RESEARCH SHOWS RVERS SAVE ON VACATIONS

Edited by RVDA staff

A recent study shows that RV vacations cost substantially less than other forms of vacation travel, even when factoring in fuel prices and the cost of RV ownership. For a four-person travel party, the study found a savings of 27-62 percent; a two-person travel party saved 15-48 percent. The research, commissioned by RVIA, was conducted by PKF Consulting USA and updates previous vacation cost comparison studies done by PKF.

The PKF study provides a vacation cost analysis using two sets of hypothetical travel parties: a 4-person travel party of two adults and two children, and a 2-person travel party of two adults. It analyzed the major costs these hypothetical travelers would incur when taking nine different types of vacations to nine popular vacation destinations. For each destination, researchers analyzed vacations last three, seven, and 14 days.

The study also compared different travel methods, including a folding camping trailer, a lightweight travel trailer, a compact motorhome, a type C motorhome,

and a type A motorhome. The type A was used for comparison with travel options such as flying first class, renting a premium car, staying in upscale hotels/resorts, and eating meals in restaurants.

RV travel revealed a clear economic advantage over other forms of travel, regardless of the RV type.

Here's what a four-person travel party could expect to save:

- Folding camping trailer: 47-62%
- Lightweight travel trailer: 34-53%
- Compact motorhome: 27-48%
- Type C motorhome: 28-48%
- Type A motorhome: 38%

A two-person travel party could expect to save:

- Folding camping trailer: 38-48%
- Lightweight travel trailer: 23-36%



- Compact motorhome: 19-32%
- Type C motorhome: 15-28%
- Type A motorhome: 14%

As part of its analysis, PKF considered how fluctuating fuel prices might affect vacation costs. The findings showed that fuel prices would have to reach more than \$12 per gallon for a four-person travel party before RVing would begin to lose its economic advantage over other forms of travel. For a two-person travel party, fuel would have to reach \$6 per gallon. ■



Go RVing Tailgating Crew

Go RVing is tailgating this fall at stadiums across the country. The events are showcasing the versatility of RVs to thousands of football fans and are part Go RVing's effort to extend its advertising and marketing communication efforts deeper into the year. On September 6th at the USC-Stanford game, Matt Jones (second from right) of Pan Pacific RV Centers, joined the TV crew to shoot a tailgating video featuring a motorhome. (Crew members included, from left to right, Eric Wisler, senior producer; Ken Michaud, executive producer; Jennifer Smestad, host; and Graham Herschel, integrated marketing.) The Pac-12 video vignettes can be seen during the Saturday morning pre-game show on the PAC-12 network throughout the season. The videos are also available on the Pac-12.com website.

GET ON BOARD WITH GO RVING!

Away

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

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

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

Here are the highlights:

Leads – Plus Program

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

Digital RV Image Library Pictures on GoRVing.com

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

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

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

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

Please enroll _____ dealership(s) at \$250 each.
Make checks payable to RVDA. ☐ Check here for leads delivered by U.S. mail.
Credit card (circle): VISA MC DISCOVER AMEX
Credit card #: _____ Exp. date: _____
Cardholder: _____ Security code: _____
Signature: _____

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



The Mike Molino RV Learning Center proudly recognizes these

CONTRIBUTORS

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



Received From	Contributed 09/19/12 - 09/18/14*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 09/19/12 - 09/18/14*	Total Lifetime Pledge	Last Contribution
MAJOR GIFTS active donors* with cumulative donation or pledge of \$25,000 or more							
Newmar Corporation	\$50,000	\$260,000	10/31/13	McClain's RV Superstore	\$6,000	\$42,000	06/30/14
RVDA of Canada	\$25,000	\$175,000	12/18/13	Pan Pacific RV Centers, Inc.	\$1,000	\$41,500	10/15/13
Bank of America Merrill Lynch	\$5,000	\$173,000	04/29/13	RVAC	\$12,000	\$38,000	12/20/13
Protective	\$50,199	\$161,162	11/22/13	Bill Thomas Camper Sales, Inc.	\$5,000	\$31,000	03/12/14
Tom Stinnett Derby City RV	\$1,000	\$102,000	12/05/13	Pikes Peak Traveland	\$1,000	\$31,000	06/03/13
PleasureLand RV Center, Inc.	\$4,000	\$86,350	11/15/13	Paul Evert's RV Country, Inc.	\$2,000	\$30,000	06/24/14
Horsey Family Memorial Fund	\$2,000	\$70,000	06/26/14	Tiffin Motor Homes, Inc.	\$5,000	\$28,500	03/24/14
Bill & Kristen Fenech	\$5,000	\$57,500	07/09/13	Reines RV Center, Inc.	\$5,000	\$27,025	12/18/13
Campers Inn of Kingston	\$16,000	\$56,000	10/08/13	Avalon RV Center	\$1,000	\$26,500	04/12/13
Ron & Lisa Fenech	\$5,000	\$55,000	08/27/13	Holiday World of Houston	\$1,000	\$26,000	06/17/14
Byerly RV Center	\$16,000	\$52,000	01/10/14	Bill Plemmons RV World	\$7,500	\$25,000	06/13/14
Fogdall Family Fund	\$6,000	\$43,100	03/05/14				
CHAMPIONS active donors* with a cumulative donation or pledge between \$2,500 and \$24,999							
Diversified Insurance Mgmt. Inc.	\$6,600	\$21,000	02/24/14	American RV	\$1,000	\$6,925	10/04/12
Dixie RV Superstore	\$5,000	\$20,000	03/21/14	Circle K RV's, Inc.	\$750	\$6,750	08/22/14
Earl Stoltzfus	\$10,000	\$20,000	08/30/13	Hayes RV Center	\$1,050	\$6,150	06/13/14
Wilkins R.V., Inc.	\$3,000	\$19,600	06/26/14	Burlington RV Superstore	\$750	\$5,750	06/17/14
Greenway, Inc. (Rte 66 Dealer)	\$5,250	\$18,550	06/11/13	Madison RV Supercenter	\$1,000	\$5,500	09/02/14
Alpin Haus	\$1,500	\$18,500	06/24/14	Camperland of Oklahoma, LLC	\$1,000	\$5,350	06/26/14
Rivers RV	\$250	\$17,600	05/31/13	Webster City RV, Inc.	\$2,000	\$5,100	05/05/14
Butch Thomas	\$1,000	\$16,000	11/30/12	Minnesota RVDA	\$5,000	\$5,000	01/11/13
Hartville RV Center, Inc.	\$2,250	\$15,750	06/10/14	Topper's Camping Center.	\$1,000	\$4,000	06/16/14
MBA Insurance, Inc.	\$1,000	\$15,100	05/17/13	Best Value RV Sales & Service	\$2,000	\$3,750	05/12/14
Mike and Barb Molino	\$275	\$11,586	01/24/14	Myers RV Center, Inc.	\$1,500	\$3,500	06/25/14
Affinity RV Service Sales & Rentals	\$3,000	\$11,000	06/24/14	J. D. Sanders, Inc.	\$500	\$3,250	07/28/14
AIRXCEL RV Group	\$500	\$11,000	06/06/13	RCD Sales Company, Ltd.	\$1,000	\$3,250	08/11/14
United States Warranty Corp.	\$2,000	\$10,250	04/30/14	A World of Training	\$3,000	\$3,000	11/20/13
Little Dealer, Little Prices	\$5,000	\$10,050	01/23/13	United RV Center	\$1,000	\$3,000	09/20/12
Great Lakes RV Association	\$10,000	\$10,000	02/28/13	RV Outlet Mall	\$750	\$2,550	06/05/13
Rick & Sons Camper Sales	\$4,000	\$10,000	11/14/13	Alliance Coach, Inc.	\$1,000	\$2,500	04/11/14
Folsom Lake RV Center	\$2,700	\$9,700	12/16/13	Crestview RV Center	\$500	\$2,500	12/18/13
Motley RV Repair	\$1,000	\$9,075	09/13/13	Phil Ingrassia	\$1,500	\$2,500	03/26/14
Curtis Trailers	\$1,250	\$8,250	06/30/14	Onsite Temp Housing	\$500	\$2,500	05/08/14
LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499							
The Trail Center	\$500	\$2,350	11/06/13	Candys Campers	\$250	\$1,300	08/12/14
Hilltop Trailer Sales	\$500	\$2,122	06/11/13	Out of Doors Mart, Inc.	\$500	\$1,250	09/18/13
Noble RV, Inc.	\$755	\$1,655	03/21/14	Schaap's RV Traveland	\$750	\$1,100	09/08/14
Dinosaur Electronics	\$900	\$1,650	06/18/14	Bill Mirrieles	\$500	\$1,000	04/30/14
Lindsey Reines	\$1,500	\$1,500	12/20/13	Tom Manning & Associates	\$1,000	\$1,000	07/11/14
Skylne RV & Home Sales, Inc.	\$750	\$1,500	07/14/14				
BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999							
Beckley's Camping Center	\$500	\$750	06/17/14	Holiday Hour, Inc.	\$200	\$500	03/24/14
Camp-Site RV	\$500	\$750	01/13/14	Niel's Motor Homes	\$250	\$500	06/11/14
Steinbring Motorcoach	\$500	\$750	11/21/12	Ocean Grove Supercenter	\$500	\$500	06/04/14
Bell Camper Sales	\$300	\$550	09/09/14				
SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499							
Karin Van Duyse	\$250	\$250	10/26/12	John Peak	\$100	\$100	10/03/13
Modern Trailer Sales, Inc.	\$250	\$250	06/04/14	Mike Thompson's RV Super Stores	\$100	\$100	08/12/13
South Haven RV Center	\$250	\$250	05/12/14	Northwest RV Sales	\$100	\$100	08/04/14
Tennessee RV Sales & Service	\$250	\$250	02/21/14	Amy Pennington	\$100	\$100	11/30/12
Happy Camping RV	\$200	\$200	11/07/13	Setzer's World of Camping, Inc.	\$100	\$100	02/21/14
ENDOWMENTS							
Kindlund Family Scholarship		\$270,000					

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Young RV Executives Reception on Wednesday, Nov. 12
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Complete Mailing Address: **3930 University Drive, Fairfax, VA 22030**

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a. Total Number of Copies (Net press run)		1,700	1,700
b. Paid Circulation (By Mail and Outside the Mail)	(1) Mailed Outside-County Paid Subscriptions Stated on PS Form 3541 (Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	1,600	1,600
	(2) Mailed In-County Paid Subscriptions Stated on PS Form 3541 (Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)		
	(3) Paid Distribution Outside the Mail Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS® (e.g., First-Class Mail®)		
	(4) Paid Distribution by Other Classes of Mail Through the USPS (e.g., First-Class Mail®)		
c. Total Paid Circulation (Sum of 15b (1), (2), (3), and (4))		1,600	1,600
d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)	(1) Free or Nominal Rate Outside-County Copies (Included on PS Form 3541)	75	75
	(2) Free or Nominal Rate In-County Copies (Included on PS Form 3541)		
	(3) Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g., First-Class Mail®)		
	(4) Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)		
e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3), and (4))		75	75
f. Total Distribution (Sum of 15c and 15e)		1,675	1,675
g. Copies not Distributed (See instructions to Publication #4 (page #3))		25	25
h. Total (Sum of 15f and g)		1,700	1,700
i. Percent Paid (15c divided by 15f times 100)		95%	95%

* If you are claiming electronic copies, go to line 16 on page 3. If you are not claiming electronic copies, skip to line 17 on page 3.

17. Publication of Statement of Ownership:
☒ If the publication is a general publication, publication of this statement is required. Will be printed on the **October 2014** issue of this publication.
☐ Publication not required.

18. Signature and Title of Editor, Publisher, Business Manager, or Owner:
Mary Anne Shreve
Editor Date: **9/18/14**

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aleazenby@trarnold.com

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jay.machamer@bankofamericamerchant.com

(678) 784-0567

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ted.brehoney@af-group.com

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

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Coach-Net

www.coach-net.com

dealersales@coach-net.com

(800) 863-6740

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

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www.calipercorp.com

Ralph Mannheimer

rmannheimer@calipercorp.com

(609) 524-1214

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www.protectiveassetprotection.com

(800) 950-6060, Ext. 5738

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

Health Insurance

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

quotes@mmicinsurance.com

(800) 349-1039

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

Lead Qualifier Program

Customer Service Intelligence Inc. (CSI)

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bthompson@tellcsi.com

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

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

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

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(800) 643-7137

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www.spader.com

info@spader.com

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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

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http://partnership.com/79RVDA

sales@PartnerShip.com

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

Visit www.rvcareers.org

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

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, 2015.



than 50 training sessions, reviews, and test preparation sections. Also included are manufacturer- and supplier-specific advanced repair and troubleshooting classes designed to upgrade technicians' skills. Completion of these classes qualifies for recertification hours. Classes are available 24/7 throughout the program year, providing maximum flexibility.

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

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

• **Dealers/GMs** – This program features important topics for management, including lemon laws, LP gas licensing issues, and the federal Red Flags Rule.

The DLN offers online training for:

• **RV Technicians** – The certification prep course helps technicians get ready for the certification exam. Your subscription includes unlimited access to more

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)

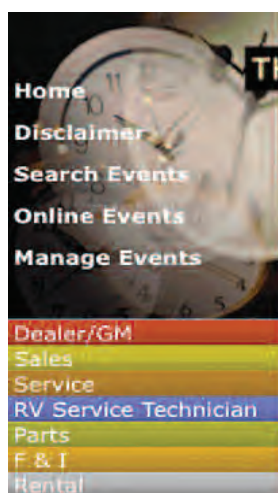
PAYMENT METHOD Note: prices are subject to change without notice. Complete lower section and mail or fax to:
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THE RV Industry's CENTRAL TRAINING CALENDAR						
<< Back November 2014 Fwd >>						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
ONGOING ONLINE EVENTS: Technician Certification Self-Study Prep Course FRVTA's Distance Learning Network - Training for Every Position at Your Dealership Customer Service Training through FRVTA's DLN Service Writer/ Advisor Training through FRVTA's DLN						
	Two Day Domestic Technician Training - A/C, Refrigeration and Awnings in Minneapolis Minnesota! Two Day Domestic Technician Training - A/C, Refrigeration and Awnings in Pittsburgh Pennsylvania!! Show Online Events	Kelly Enterprises 3-Day Financial Center Seminar Show Online Events		Two Day Domestic Technician Training - A/C, Refrigeration and Awnings in Cleveland Ohio! Two Day Domestic Technician Training - A/C, Refrigeration and Awnings in Green Bay, Wisconsin! Show Online Events		Sobel University Registration Begins Show Online Events
Two Day Domestic Technician Training - A/C, Refrigeration and Awnings in Bourne, Massachusetts I Two Day Domestic Technician Training - A/C, Refrigeration and Awnings in Santa Fe New Mexico! 2014 RV Dealers International Convention/Expo Show Online Events				RV Technician Training includes RVIA Continuing Education Units in Manchester New Hampshire! RV Technician Training includes RVIA Continuing Education Units in Las Vegas Nevada! Show Online Events		
RV Technician Training includes RVIA Continuing Education Units in Saskatoon SK! RV Technician Training includes RVIA Continuing Education Units Wheat Ridge Colorado! Montreal Trouble Shooter Clinic Show Online Events				Sobel University Course Submission Deadline Two Day Domestic Technician Training - A/C, Refrigeration and Awnings in Ottawa Ontario! Show Online Events		
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**Where: Platinum Ballroom at Bally's
on the Las Vegas Strip**



*All convention attendees
with badges are welcome!*