

RV EXECUTIVE TODAY

OCTOBER 2015

~~PLAN A~~
PLAN B

**Change is
Inevitable,
Survival is
Optional!**

*When the
market swings,
will you be
flexible enough
to react?*

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Convention Update
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**Take this 5-Point Website
Inspection** page 16

**Quarterly Certifications/
Recertifications**
page 37

**The Top 3
Service
Department
Indicators**

page 20

**Selling the
Experience,
Not Just
the RV**

page 12

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RV EXECUTIVE TODAY

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RVDA Member Benefits Development Enters a New Era

By Phil Ingrassia, CAE, president

For RVDA, an era ends... and a new era begins. Last month, the RV Assistance Corporation (RVAC) Board of Directors elected Jeff Hirsch of Campers Inn as its chairman. Jeff succeeds Tom Stinnett of Tom Stinnett Derby City RV, who served in the post since 2004.

For those confused by yet another abbreviation, RVAC is the for-profit subsidiary of RVDA. The RVAC board makes recommendations to RVDA's board of directors regarding the association's endorsed member benefits. The group is responsible for working with staff to determine if certain products and services add value for members. A list of those products and services is on page 40.

RVAC also supports dealer professional development and has donated a total of \$45,000 to the Mike Molino RV Learning Center.

Jeff was RVDA's chairman of the board from 2012 to 2014 and has the distinction of being the longest serving chairman in our association's history. With this new position, Jeff will remain a voting member of RVDA's board, which entails at least three in-person board meetings annually, in addition to conference calls and regular interaction with staff.

RVDA chairman John McCluskey summed up the feelings of many volunteer leaders when he said, "We're extremely fortunate to have Jeff Hirsch succeed Tom Stinnett as RVAC chair. Jeff's business acumen, industry knowledge, and dedication to the association will help further RVAC's mission to provide useful resources to all RVDA members."

"Tom Stinnett's continuous service to RVDA and RVAC as a volunteer leader has been remarkable," John continued. "Tom remains co-chairman of the Go RVing Coalition, as well as a member of



Outgoing RVAC Chairman Tom Stinnett (left) received the RVDA Chairman's Service Award from Jeff Hirsch in 2013.

RVDA's board of delegates as a participating past chairman, but we'll miss his presence on the RVAC and RVDA boards."

The RVAC board is also saying farewell to Ernie Friesen of All Seasons RV Center, who resigned his position after a decade of service. Friesen also served as RVDA chairman from 2000 to 2001.

From a staff perspective, we thank Tom and Ernie for all they've done over the years and look forward to working with Jeff, as we explore new ways to serve members. As you review the RVDA endorsed products and services on page 40, please forward your ideas for enhancing the program to pingrassia@rvda.org or call me directly. We're always looking for new opportunities to enhance our member benefits programs.

Thanks for your support.

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Some Thoughts as We Enter the Political Season

By John McCluskey, chairman



My wife, Pat, and I attended the Florida RV Trade Association's (FRVTA) annual conference last month, and the event demonstrated once again that we're fortunate to have this strong organization in our state. FRVTA has a strong track record of protecting dealers in the legislature, and it has an established political action committee that helps keep the organization visible in Tallahassee.

Our state association has also invested in education programs through the Distance Learning Network, which covers technical, service management, and customer service topics. The state conference also provides information on compliance issues that are unique to Florida, and it's an excellent opportunity to talk with other dealers to get their perspective on what's happening in our diverse state.

As we listened to FRVTA General Counsel Marc Dunbar, it was clear that our world is becoming more political. As dealers, we need to meet with our local and national representatives personally, emphasize the economic impact of our industry, and support both our state organizations and the national RVDA. Nationally, RV dealers rack up more than \$14 billion in total sales, employ more than 31,000 people, and have a payroll in excess of \$1.3 billion.

"Now is a great time to identify three things we can do better in order to improve next year's performance, and to establish a plan for getting those things done."

In Congress, our number one issue remains protecting dealer-assisted financing from regulatory overreach by the Consumer Financial Protection Bureau (CFPB). We're expecting a bill rescinding the CFPB's lending guidance that threatens dealer reserve to come to a floor in the House of Representatives sometime this fall. The bill is H.R. 1737, and we may be contacting you for your help in educating your representative on the benefits of financing an RV at the dealership.

Turning attention to what matters most – our businesses – we use the fall as a time to plan for next year. We talk about products, processes, and people. Did the stores run the way we wanted them to? What were our successes, and what do we need to improve on before next season?

As managers, we evaluate our team. One way to do that is to list which team members always exceed expectations, usually meet expectations, or typically don't meet expectations.

Now is a great time to identify three things we can do better in order to improve next year's performance, and to establish a plan for getting those things done.

RVDA is also planning its initiatives for next year. You can help us set goals and priorities by letting us know what we can do to support you. Send an email to either myself or RVDA President Phil Ingrassia, or catch us in Las Vegas next month at the convention.

Before I close this month's column, I would like to thank Jeff Hirsch for agreeing to serve as RV Assistance Corp. chairman and congratulate Tom Stinnett for an incredible run in the position since 2004. These volunteer leaders spend a lot of time working for you, and we all benefit from their dedication to the association.

Thanks, and I look forward to seeing you in Vegas!

John McCluskey

Take Advantage of Your RVDA Websites

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



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QUICKTAKES

Info For The Big Picture

 October's QuickTakes is all about RV Techs. Check out these interesting facts.

RV Technician Education Level

48%	High school diploma or equivalent
42%	Post-secondary certificate
8%	Some college, no degree



Projected growth in profession: 8% to 14%
Projected job openings through 2022: 4,800

*From U.S. Department of Labor's O*NET OnLine*

Years of Experience

Less than 1 year	3%
1-4 years	28%
5-9 years	20%
10-19 years	33%
20 years or more	16%

Source: PayScale.com

Change Is Inevitable, Survival Is Optional!

By David Spader

Some leaders have the “it” factor. They see things weeks or months before other leaders do, and they’re changing things up in their companies before their competitors even know the market has shifted. Their organizations outperform others, year after year, in both strong and weak economies.

What makes them different is adaptability – they know how to respond to change. Truly adaptable leaders are rare and hard to identify during good market conditions when the rising tide raises all boats. When times get tough, though, such as during the Great Recession, it’s easy to identify the most adaptable leaders.

The past few years have seen improving conditions in the RV industry as the economy rebounds. As a result, many dealerships are performing at a level that has more to do with market conditions than with the leadership, management, and operational capabilities of their personnel.

This scares me, because many dealers now have an inflated view of their dealership’s capabilities and are overconfident in their ability to adapt to the future. Given the recent good years, it’s likely that this industry has some tough ones around the corner. And that’s when your leadership team’s adaptability will be crucial. Consider these questions:

- Is change occurring at a faster or slower rate in your dealership?
- Is the industry more or less complex?
- Are customers and employees demanding more or less of their dealers?



Change is always on the horizon, and it will require new solutions and different approaches. You and your leadership team will need to become more adaptable. Are you ready?

- Is your dealership getting easier or harder to run?
- Is next year likely to have the same challenges or different ones?

Change is always on the horizon, and it will require new solutions and different approaches. You and your leadership team will need to become more adaptable. Are you ready?

The problem with adaptability is that it’s in short supply at all levels of the RV dealership (and in all other industries, too, for that matter), but especially at the top. I recently asked a group of more than 40 young leaders and managers to rate themselves on several aspects of adaptability. Only 6 percent rated themselves in the high or very high range regarding their flexibility (specifically, their willingness to effectively respond to change). Fifty-eight percent of these leaders and managers rated themselves in the moderately low to very low ranges. The remaining 36 percent rated themselves in the moderately high range.

If that’s how they view themselves, how do you think their employees would rate them – higher or lower? Common sense tells us that the leaders’ actual adaptability is probably even lower than they think and, in fact, my company’s own research supports that conclusion.

I saw a similar pattern when measuring this group’s versatility, or ability to respond effectively to change. The results here were even more startling. Seventy percent of the leaders rated themselves in the lower range in their actual ability to respond to change, obstacles, and ambiguity. When I asked a different group of coworkers to rate their managers’ versatility, 90 percent rated the managers in the low range.

Earlier this year, RVDA announced a new facet to the strategic alliance between the RV Learning Center and RVDA associate member Spader Business Management. The arrangement promotes leadership development programs for RVDA members and offers one scholarship annually that honors the RV industry service of Spader founder and former RVDA chairman Duane Spader, as well as his leadership philosophy of lifelong learning.

continued at right:

How to Prevent **Bad Apples** from Spoiling Your Team

By Nancy Friedman

Research shows that one employee with a negative attitude can infect your entire team with his defeatist behavior. To inoculate our staff from bad apples, we first need to understand why people adopt attitudes that seem to have no professional payoff. The answer: There may be a social reward. An employee might make a negative comment for a laugh or to attempt to be part of a consensus.

The solution to negativity in the office is isolation. Remove the social incentive. Isolate the behavior through direct and assertive responses. For instance, after an employee makes a wise-crack about a new management focus, you could say, "I understand you feel that way, Chris, but I don't, and I'm excited to hear about the new direction." You remove the social incentive by showing that others on the team don't share it.

The goal here is to respond politely. It doesn't work to challenge the person by saying, "Why are you always so darn negative?" because few people will ever agree that they're negative.

Likewise, it doesn't work to debate by saying, "You're wrong about management. They have a good handle on things." The negative person will simply counter with his own arguments. But a non-combative, polite response does work.

Here are two more examples:

- "I hear what you're saying, but I really like our new strategy. I'd like to give it a try."
- "You might think so, but I believe this campaign is going to work, and I'd like to learn more about it."

Negativity spreads like a wildfire, bringing down morale, productivity, and financial results. Solve it with an isolating response made in a courteous, non-aggressive way. Just say that you respect their right to think as they do, but that you don't share their attitude. Soon, they'll decide there's no reward in being negative.

Nancy Friedman, "The Telephone Doctor," is a customer service expert whose work has appeared in *The Wall Street Journal* and *USA Today*. She will present "Telephone Inquiries Are Not Always about Price," "7 Traits of a Successful Leader," and "Hell Hath No Fury like a Customer Scorned" on Nov. 4 during the 2015 RV Dealers International Convention/Expo in Las Vegas. ■



continued from previous page

The evidence shows that most dealerships don't have highly adaptable leadership teams, and it's costing them in financial and non-financial ways. I've been hearing a lot of comments from leaders that indicate lower adaptability. Can you identify with any of these statements?

- I'm working harder and longer and enjoying it less and less.
- I can't seem to get my arms around some of the problems I'm facing.
- I'm consistently surprised, both positively and negatively, by events in my dealership.
- I feel like all I do is fight fires.
- I'm just not as optimistic as I used to be.

Lack of adaptability reveals itself as dealerships get larger and more complex, as dealers are

expected to carry more risk, as markets become more volatile, and as employees get more challenging to manage. Since adaptability isn't as critical in strong markets, we probably won't see the effects of lower adaptability until the market softens... which it inevitably will.

The good news is that adaptability can be developed. Start working on your adaptability skills now so your dealership will be equipped to face the change that's always up ahead. Remember – change is inevitable, survival is optional.

David Spader is a leadership development specialist at Spader Business Management, a training, consulting, and 20 Group provider, and is the lead instructor for the Mike Molino RV Learning Center/Spader Leadership Development partnership. ■

The good news is that adaptability can be developed. Start working on your adaptability skills now so your dealership will be equipped to face the change that's always up ahead.

Selling the Experience, Not Just the RV

By Bob Clements

I recently asked the service and parts managers at a dealership what experience they were trying to create for their customers. There were long pauses before either of them could answer.

My point in asking was to show them the importance of having each department – in fact, each employee – understand what kind of dealership experience they were trying to create.

With manufacturers jamming more and more dealers into a market, the lines you handle give you less and less of an advantage. To set yourself apart from the competition, you can no longer rely on your brands. You must work to create a unique experience that your competitors can't easily duplicate. Here are some ideas to try.

1 Understand what makes you different and unique.

People will pay more for what they perceive as different or unique. Why is a Ming Dynasty vase more valuable than a vase from a local discount store? Because there aren't many 4,000-year-old vases around.

The rarer an item is, the more value we place on it.

What do you want customers to say as they walk away from your parts counter – “Their prices are high and they never have the part I need”? How about your service department – “They have great labor rates, but when you get it back, it never works like they promised it would”? Whether you're aware of it or not, your staff is constantly creating customer experiences. You must make sure it's the kind of experience that causes your customers to recommend your dealership to their friends.

2 Make sure you're developing your brand.

Your brand has nothing to do with your location, the lines you carry, or the building you're in. It refers to the reputation behind your company's name and logo. To build your brand, be consistent in the image you create in your store, your advertising, and your web presence.

I ask my dealers to create a “sell line” that communicates what they're

all about in a single sentence. That “sell line” is then used on signage, business cards, ads, and websites. Think of something simple – Campbell Soup's “It's mmm, mmm good!” or Coke's “It's the real thing.” Take some time to develop that one perfect sentence that tells your customers who and what you are.

Don't underestimate the impact your employees have on the customer's perception of your brand. Once a customer is ignored at the counter, for instance, or treated poorly on the phone, you've lost not only that person but everyone else who hears about the unfortunate experience. Remember that word-of-mouth can help, but it can also hurt. Get rid of employees who won't cooperate.

3 Reward your people for delivering the experience.

Set employee goals that focus on delivering the customer experience you want to create. As I help dealership service and parts departments define the customer experience they want to be known for, I work hard to make sure every employee understands what we're trying to accomplish and how they'll be rewarded if they help to deliver that experience.

Bob Clements is president of Bob Clements International, a training and development company specializing in developing high-performance dealerships. He will present “Think Your Way to Success” at a reception hosted by the Society of Certified RV Professionals on Monday, Nov. 2, and on Nov. 4, he'll present “Take on the Mass Merchandisers, the Internet, and Win,” “Turn Your Service Department into a Cash Machine,” and “Creating a High Performance Parts Department” during the 2015 RV Dealers International Convention/Expo in Las Vegas. ■



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How to Get and Use Sales Testimonials

By Doug Dvorak

Testimonials are one of the most powerful and inexpensive tools for boosting sales. People are more likely to act on a referral from an acquaintance or friend than from a sales pitch, because they want to confirm the product's value before buying it.

Success stories and rave product reviews from real customers build trust in prospects, help overcome their skepticism, and convince them that they're making a wise choice by purchasing your product.

Here's how you can collect effective testimonials to help increase sales:

Make requests for testimonials a part of the sales process: Create an autoresponder or call your customers personally to ask for a testimonial. It's best to make a request immediately after the sale while the details of your product or service are still fresh in their minds. To get them thinking, ask what they've gained from your product or service and how they're using it.



Create a feedback form: Include a link on your website to a feedback form where customers can give their vote of confidence to your services or product. Place the link next to testimonials you've already gathered – this will help customers understand the kind of feedback you're looking for.

Use compliment letters: Every time you receive complimentary letters or emails from customers, use their comments on your site. Don't forget to ask their permission beforehand.

Give free samples: If your business is new and hasn't yet built up a base of satisfied customers, offer free samples to prospects and ask them to comment on them.

Now that you've collected some testimonials, here's how to use them effectively:

- Place them on the best sections of your website, where visitors will see them. Put the most effective ones right in the center of your homepage.
- Create a whole page solely dedicated to glowing testimonials.
- Use them in flyers, brochures, advertisements, free reports, cold calling scripts, and emails.
- Play the audio or video versions during a meeting with a prospect.

Doug Dvorak is CEO of DMG International, which offers sales and management training and workshops. He will present "Displaying Dynamic Leadership in Your Dealership: How to Succeed in Business," "How to Sell to Women," and "Managing for Sales Success" during the 2015 RV Dealers International Convention/Expo from Nov. 2-6 at Bally's on the Las Vegas Strip. For times, see matrix on page 24. To register for the convention, see page 31. ■

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Driving Sales with Your Online Reputation

By Peter Martin



Why does a customer choose one business over another one? Because his brother, friend, mother, or spouse bought something from that business and recommended it. This is especially true with RV dealerships. Your customers are making a big investment, and they want to spend their money wisely.

We've known for years that automotive shoppers are more likely to trust what other consumers say than brand-generated content. And now, with review sites like Yelp and Google+ it's even easier for your current customers to share their experience with your potential customers.

Shoppers go online and preview your dealership before ever setting foot on the lot. In fact, when asked for their top trusted sources, 45 percent said reviews and comparisons, 30 percent said blogs and forums, 15 percent said social networks, and 10 percent said brand- owned and operated content.

What are the online review sites saying about your dealership?

Once a negative review is posted, there's no way to take it down. Here's how you can improve your online reputation:

1. Ask for the review

Whether by following up with a phone call or email or asking the customer in-store, your sales and service teams should always be asking for reviews. When customers are continuously submitting reviews, this lowers the chance of having an account with only negative reviews or no reviews at all.

2. Respond to negative reviews

Chances are that your dealership already has a few negative reviews on the review sites. Most people who leave these posts just want to be heard. Responding to the negative comments gives your team a chance to make it right with the unhappy customer and also shows potential customers you're trying to rectify the problem. A little attention to detail goes a long way.

3. Prevent negative reviews

Give your customers an alternate way to express any problems they may have. Invest in an online reputation service that directs customers with negative feedback away from the review sites.

When you proactively monitor your online reputation, you won't end up having to react later. Watch the websites for comments and



With review sites like Yelp and Google+ it's even easier for your current customers to share their experience with your potential customers.

communicate with your customers immediately when a negative review or complaint comes up. Building your reputation builds sales and service revenue. Take back your online reputation today.

Peter Martin, president of Cactus Sky Digital, will present "How Positive Reviews Drive Traffic to Your Dealership" and "Driving Service Revenue to Improve Vehicle Sales" on Nov. 4 during the 2015 RV Dealers International Convention/Expo in Las Vegas. ■



Take this 5-Point Website Inspection

By Colleen Malloy

Constant changes in web technology mean businesses need to audit their websites annually to make sure they're still effective. Answer these five questions to make sure your site is still driving leads and generating sales.

1. Is your site's design in line with your image and branding?

Your virtual storefront is the first impression you make on the great majority of your customers, so it must reflect your image.



- Is your site's design modern and up to date? Web design has come a long way in the past decade, and if your site looks fresh out of the early '00s, it's time for a re-do.
- Does your site feature professional-quality photos? While some stock photography and smart phone photos are acceptable, the majority of artwork should be high-quality original imagery.
- Are your specials and promos up to date? You wouldn't have a Christmas tree in your showroom in February, so don't commit the same faux pas on your website. Timed-out specials are a dead giveaway that you aren't paying attention to your website and plant seeds of doubt with site visitors about the accuracy of your inventory and other time-sensitive content.
- Is your site free of spelling and grammatical errors? Typos show carelessness, and if you can't sweat the details when it comes to your website, visitors will question your overall dedication to quality.

2. Can shoppers easily find what they're looking for?

One of your website's goals is to make it easy for prospective customers to raise their hands and say, "I'd like to do business with you." While you may be able to easily navigate your website, the same may not be true for site visitors. To evaluate your site's

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usability, ask someone who's unfamiliar with the site to spend an hour or so testing it. Sit with that person as they navigate it, but don't help. Ask them to think out loud and to be brutally honest – was it easy or aggravating to find what they were looking for? Ask them to:

- Find the dealership's phone number and address
- Find store hours
- Find a specific new RV or category of new RV and request a quote
- Find a specific used RV or category of used RV and request a quote
- Schedule service

If your test user couldn't complete these common tasks easily, other shoppers are likely to abandon your site, too. Don't let a poor user experience sabotage your sales – talk to your website provider about making it simpler for customers to find what they need.

3. Is your site optimized for mobile browsing?

You have two options for making your website mobile-friendly – a responsive site that scales to fit the user's screen, or a dedicated mobile website. Whichever you choose, it's vital that you create a positive mobile shopping experience. Give your site the Google Mobile-Friendly Test at www.google.com/webmasters/tools/mobile-friendly/

4. Is every unit that's on your lot also on your website?

If not, you're missing a major opportunity to drive leads. According to a GE Capital retail study, a whopping 81 percent of shoppers research major purchases – including RVs – online before they ever visit a bricks-and-mortar store.

Details count. Here's what should be included for every unit:

- Model year
- Manufacturer
- Model
- New/Used
- Condition
- Color
- Engine type
- Lots of pictures and videos

5. Are technical glitches hurting your site in search?

From poor search engine optimization (SEO) to slow load times, there are a whole host of issues that may be lurking on your site. These can be tricky to diagnose – you may want to connect with your website provider and get your site fine-tuned for optimal selling.

Colleen Malloy is director of marketing at ARI Network Services Inc. She will present "Social Media & Website Content Analysis and Strategy" and "Five Myths about Search Engine Marketing" on Nov. 5 during the 2015 RV Dealers International Convention/Expo in Las Vegas. ■



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Lights, Cameras, Sales! Using Video to Sell RVs

By Phil Sura

Methods for reaching retail customers have changed more in the past three years than the previous 30, but some businesses are still using decades-old ad strategies. They're losing money and market share and don't even recognize why.

Consider these stats:

- YouTube is the second largest search engine, behind only Google.
- 64% of all new-car buyers now watch video during the purchase process, up from 3% in 2010. Half of them watch more than 30 minutes worth of video.

It's clear that if you're selling something, you need a video strategy. Specifically, you need to

add video to your website and YouTube page, and you need a plan for running video pre-roll campaigns and managing video email campaigns.

Video on your website

Find a company that can add a video player to your website. This player should be easy for customers to navigate, with multiple tabs.

Showcase content that's customer-focused, not dealer-focused. For example, don't use a "talking head" video of the dealer describing how great his dealership is and talking for five minutes about its history and operations. This type of video is great for the ego but serves little purpose and gets few views.



A better idea for an "about us" video is an introduction to the dealership with video clips of the entire store as the piece is being narrated. The owner can still have a brief section at the beginning or end of this one-minute overview but should focus on points that are important to





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customers. These could include size of inventory, years in business, service department overview, awards earned, ability to service customers in other states, and an introduction to the staff.

Additional videos could include customer testimonials (10-15 seconds each, using only their first names and after getting a signed waiver), videos of new and pre-owned units, and video introductions to the staff. Have employees use a 10-second script such as, *"Hi, I'm Jack, and I've been helping customers at National RV for the past five years. I have two kids, and I spend my summer weekends exploring new areas in my 2015 travel trailer."*

YouTube channel management

YouTube is a great way to gain visibility with RV shoppers

conducting research. Some RV dealers are getting 500,000 to a million views on videos that feature walk-arounds of specific units. Post as much relevant content to your YouTube channel as possible.



On the service side, more than half of the searches are tied to DIY videos. So shoot a series of videos about maintenance issues. Brand your dealership at the beginning and end of the video.

Video pre-roll campaigns

Pre-roll is an inexpensive way to promote your dealership with specific types of buyers. Two major companies in this market are both owned by Google – Double Click and TrueView.

Video email campaigns

If you're conducting email campaigns with your customer database, add a video element. Video increases customers' interest. It's more engaging, and people remember more from a video than from text.

Phil Sura, vice president of sales at UnityWorks, a video advertising company, speaks frequently to dealer organizations about the role and power of video in their marketing. He will present "Creating a Killer Online Video Strategy" on Nov. 4 during the 2015 RV Dealers International Convention/Expo in Las Vegas. ■



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The Lowest Hanging Fruit in the Service Department

Focus on these three and watch revenue grow

By Don Tipton

There are many performance indicators in the service department, but only a few are worth spending much time on. I visit dealerships where no attempt is made to measure and analyze data and others where techs spend lots of time collecting data that's never actually analyzed. I'd rather see the first scenario – at least no time gets wasted collecting data that never gets used.

So instead of sharing a dozen indicators that most managers won't use, I'll focus on just three. Key in on these areas and you'll make more money in your service department.

Billed Hours

This one should be a given, but it's not. In many stores, the service advisors, parts advisors, warranty administrator, service manager, and even the technicians have no skin in the game. I often see a lack of interest in going after all the billed hours possible for the job. Either the customer isn't quoted the correct amount, the technician didn't ask more time for the job (due to being paid by the clock hour), the warranty administrator didn't try to go after more time from the manufacturer, or the advisor didn't record the correct time for the job on the repair order. I've even seen instances where no billed time was recorded. In a year, even tenths of an hour can add up to thousands of dollars.



Recommendations:

- Require that all billed hours are correctly entered on each line of the repair order.
- Use "canned" operations in the DMS with sufficient billed time to cover the job.
- Use a standard flat-rate labor time guide for quoting jobs to retail customers, and consider using a multiplier (such as 1.3) over the stated time to allow for the down time involved in things such as moving units.
- The flat-rate time should be recorded on the repair order as the selling amount, not the clock time, unless the operation is a straight-time type of operation.



- Set a monthly goal for billed hours, breaking it down into daily amounts. Post the actual month-to-date versus the goal on a board where all employees can see it.
- Consider a billed-hour incentive for all parts and service employees involved in producing hours, which is pretty much everyone. A billed hour-based pay plan is even better.

Effective Labor Rate

Dividing the total billed hours into the total labor sales tells you what you're "effectively" collecting per hour produced. Several factors affect this number.



Each kind of sale has an effective labor rate: customer (external), internal, and warranty. With the internal and warranty rates typically set, the customer effective labor rate is the only one that can be significantly improved in the short term. Consider using a variable labor rate structure instead of a single rate for all services. The latter will never let you achieve your effective rate goal due to such things as jobs being discounted to be competitive, current service specials, and the service advisor's reluctance to charge full price. A variable labor rate charges higher rates (above your effective rate goal) for high skill jobs and less desirable jobs like black water tanks. A lower rate is used for maintenance and competitive jobs like roof inspections, hitches, and wheel bearing packs.

continued on page 22

There are many service performance indicators but only a few are worth spending much time on.

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Recommendations:

- Quote all jobs to the customer as the “job price” that includes parts, labor, and supplies.
- Avoid talking about or quoting labor rates or how long the actual job will take the technician to complete.
- Remove signs that post your labor rate – it’s not an accurate number.
- Be aware of the mix of jobs in your department – a large percentage of lower-cost jobs such as state inspections, hitches, and accessories will lower your customer effective labor rate.

Open Repair Orders

Increasing billed hours and improving the effective labor rate won’t help if the repair orders never get collected and closed. This is a big problem area. The service advisor doesn’t close the RO for a variety of reasons – none of which are valid – and time marches on. Memories fade, units are sold and delivered,



customers pick up their units, the warranty approval is never followed up, and employees turn over. The store is left holding the bag, finally writing off the RO to get it closed.

Recommendations:

- Hold the service advisors responsible for their ROs from cradle to grave – if their name or number is on the RO, they own it!
- Audit open repair orders daily. Do not let them get old!
- Don’t keep an RO open while waiting for parts for units that are no longer onsite. Open a new RO when the unit returns and make reference to the original RO.
- Consider basing service advisors’ pay plans on closed repair orders.

Don Tipton is president of DTC Retail Consulting, which trains RV parts and service departments. He will present “Habits and Practices of the Exceptional Service Advisor” and “Structure Your Service Department to Be Profitable” on Nov. 5 during the 2015 RV Dealers International Convention/Expo. ■



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	2:45 - 5:00 p.m.	Partners in Progress meeting: 2:45 - 3:45 p.m. KZ RV Palace 6&7 • 4:00 - 5:00 p.m. Crossroads Palace 6&7			
	2:45 - 5:00 p.m.	Vendor Training +Plus: 2:45 - 3:45 p.m. A Leadership Primer, Diversified Insurance Management Inc. & P&H Group Palace 3&4 •			
	5:15 - 6:30 p.m.	Society for Certified RV Professionals Reception "Think your way to success!" Bob Clements <i>Platinum Ballroom</i> Sponsored by Protective 			
TUESDAY 11/3	8:15 a.m. - 2:15 p.m. Vendor Training +Plus:	8:15 - 9:15 a.m.	Hire and Retain Top Talent! The Omnia Group Palace 3&4	Learn How a Certified RV Inspection of Rental Units Can Reduce Headaches, RV Inspection Connection Palace 1	
		9:30 - 10:30 a.m.	New Products from MAXXAIR and SUBURBAN – Revolutionary and Reliable, AIRXCEL Inc. Bronze 3	Turnkey Profit Center Programs from Lippert Components Lippert Components Palace 1	Using New Experiences
		10:45 - 11:45 a.m.	Cash Conversions, Diversified Insurance Management Inc. & P&H Group Palace 1	Increasing Your Bottom Line with Certified Pre-Owned RVs RV Inspection Connection Bronze 3	Integrated Bronze 4
		12:00 - 1:00 p.m.	Maintaining Profits and Compliance in Today's Legal Environment, AGWS Bronze 4	The Online (Sales) Playbook Workshop eBay Motors Palace 3&4	Technology Generation
		1:15 - 2:15 p.m.	Leading From the Neck Up to Bring Your Net Up RV Dealer Pro Training Bronze 4	Learn the Benefits of the World's Only Mobile Foursquare App Foursquare Anywhere Bronze 3	Why We're Here Today's RV
	8:15 - 11:45 a.m.	 The Adaptable (Young) RV Executive, Presented by David Spader Skyview 2 (additional fee and advance registration required)			
TUESDAY 11/3	9:30 a.m. - 2:15 p.m.	Partners in Progress meetings Palace 6&7 (all): 9:30 - 10:30 a.m. Jayco • 10:45 - 11:45 a.m. Forest River Towables •			
	12:00 - 2:15 p.m.	Learn How Renting Will Enhance Your Sales, Service, Parts and F&I Business, Scott Krensek, Martin Onkin, & Dan Pearson, Sponsored by RVRA i			
	2:30 - 4:00 p.m.	GENERAL SESSION: Create Distinction – When "Great" Isn't Good Enough to Grow Your Dealership , Scott McKain <i>Platinum Ballroom</i>			
	4:00 - 7:00 p.m.	Expo Open with Reception in Both Halls			
	7:00 - 8:30 p.m.	RVDA of Canada Reception Skyview 1 (open to all Canadians)			
WEDNESDAY 11/4	EDUCATION TRACKS:		DEALER/GM	SALES	SOCIAL MEDIA/eMARKETING
	8:00 a.m.	Dealer lounge opens <i>Sponsored by Thor Industries</i>			
	9:00 - 10:00 a.m.	Eliminating that Demarcation Line Between Your Departments David Foco Bronze 2	Principle Centered Selling Randy Sobel Bronze 4	How Positive Reviews Drive Traffic to Your Dealership Peter Martin Bronze 3	Ethics for Bill Kos Palace
	10:15 - 11:15 a.m.	RVDA of America Annual Meeting <i>Platinum Ballroom</i> • RVDA of Canada Annual Meeting Skyview 1			
	11:00 a.m. - 3:00 p.m.	Expo Open (Lunch Served in Both Halls beginning at noon)			
	2:00 - 3:00 p.m.	7 Traits of a Successful Leader Nancy Friedman Bronze 1	The Customer of the Future – Will Tomorrow's Customer Be Yours? Christine Corelli Bronze 4	Creating a Killer Online Video Strategy Phil Sura Bronze 3	Turning The Imp Options
	3:15 - 4:15 p.m.	Overcoming Profit Pitfalls, Chuck Marzahn Bronze 4	Best Practices in Hiring, Maryellen Adams Bronze 2	Telephone Inquiries Are Not Always About Price, Nancy Friedman Bronze 1	Driving Service Revenue to Improve Vehicle Sales Peter Martin Bronze 3
	4:15 - 5:30 p.m.	 Young RV Executives Reception Skyview 1 <i>Sponsored by Coach-Net</i>			
THURSDAY 11/5	5:30 - 7:30 p.m.	RVBusiness Top 50 Dealers Awards Reception <i>Platinum Ballroom</i>			
	9:00 - 10:00 a.m.	Key to Determining the Hiring and Development Criteria for Top Sales Performance, Tom Schoenfelder Bronze 4	How to Sell to Women Christine Corelli & Doug Dvorak Palace 1&2	Social Media & Website Content Analysis and Strategy Colleen Malloy Bronze 3	A Fast Greg A Palace
	10:15 - 11:15 a.m.	Has Your Dealership Budgeted for Wage and Hour Litigation? James Hendricks, Jr. Palace 1&2	Just Close It – If You Don't Close, You Lose George Dans Palace 3&4	Digital Marketing – What's Now and What's Next Samantha Scott Bronze 4	Chemical A Hassle Wade
	11:00 a.m. - 2:00 p.m.	Expo Open (Lunch Served in Both Halls beginning at noon)			
	2:00 - 5:00 p.m.	Special Las Vegas Optional Events – Top Shot Experience Shooting Range, and Madame Tussaud's Wax Museum (additional fee)			
	2:00 - 3:00 p.m.	Displaying Dynamic Leadership in Your Dealership: How to Succeed in Business Doug Dvorak Bronze 3	Putting Principles to Work in Your Dealership Randy Sobel Bronze 4	Five Myths About Search Engine Marketing Colleen Malloy Bronze 2	Using In Rich M Palace
	3:15 - 4:15 p.m.	Aligning Your Team for Results Christine Corelli Palace 1&2	Obtain and Surpass Your Goals Thru Effective Appointment Setting & Self Generating! Joni Stuker Bronze 3	Digital Marketing for Dealers Rich DeLancey Bronze 2	Fighting Your Bu Duane
THURSDAY 11/5	4:30 - 5:30 p.m.	Follow Me, I'm Right Behind You! How to Lead & Influence Others Jody Urquhart Palace 1&2	Managing for Sales Success Doug Dvorak Bronze 3	Appeal to the Eye, Engage for the Buy – Leveraging Visual Selling Techniques Samantha Scott Bronze 4	Success Robert Palace
	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 Education: Compliance and Your Dealership: What You Don't Know CAN Hurt You , Richard Moore Palace			

new IDS Technology to Improve the Customer e Dealer Systems (2-hour session)	Things Every RV Executive Should Know About 5th Wheel Towing, Pullrite <i>Bronze 2</i>	Trigger Marketing: Automated Engagement for the Easy Close, Wheeler Advertising Inc. <i>Palace 3&4</i>
ty & Big Data: What It Means To Your RV Lead on, Genius Monkey <i>Bronze 3</i>	Protect Your Coach with Point of Sale Insurance Coverage vs. GAP, Brown & Brown Recreational Insurance <i>Bronze 2</i>	The Proof is Here: Social Media Drives Sales Wheeler Advertising Inc. <i>Palace 3&4</i>
CO products are "The HEARTBEAT of V's," WFCO Electronics <i>Palace 1</i>	CRM / ILM / Reputation Management – Follow Up Every Prospect and Every Customer, ProResponse Inc. <i>Palace 1</i>	
	F&I Turn over Approach for Today's Generation of F&I Folks, Brown & Brown Recreational Insurance <i>Bronze 2</i>	The Time to Go Digital Was Yesterday Wheeler Advertising Inc. <i>Palace 3&4</i>

12:00 - 1:00 p.m. **PrimeTime** • 1:15 - 2:15 p.m. **Winnebago Motorhomes & Towables**



n partnership with the MBA Rental School *Skyview 2*

	RENTAL	SERVICE	PARTS
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for the RV Professional ter 1&2	 How Positive Reviews Drive Traffic to Your Dealership Peter Martin <i>Bronze 3</i>	Turn Your Service Lane into a Selling Lane Budd Blackburn <i>Palace 3&4</i>	Hell Hath No Fury Like a Customer Scored Nancy Friedman <i>Bronze 1</i>
		Take on the Mass Merchandisers, the Internet and Win! Bob Clements <i>Palace 3&4</i>	

Declines into Dollars – Importance of Expanded Finance John Haymond <i>Palace 1&2</i>	Creating a Killer Online Video Strategy Phil Sura <i>Bronze 3</i>	Turn Your Service Department into a Cash Machine Bob Clements <i>Palace 3&4</i>	Customer Care and Use Seminar – A Path to More Parts & Accessories Sales Greg Dewalt <i>Bronze 2</i>
ortunities When the Customer lo' Courtney Hennessey 1&2	Telephone Inquiries Are Not Always About Price, Nancy Friedman <i>Bronze 1</i>	Driving Service Revenue to Improve Vehicle Sales Peter Martin <i>Bronze 3</i>	Creating a High Performance Parts Department Bob Clements <i>Palace 3&4</i>

Track for F&I rtman 6&7	Social Media & Website Content Analysis and Strategy Colleen Malloy <i>Bronze 3</i>	Manage Your Shop by the Numbers Chuck Marzahn <i>Bronze 2</i>	Digital Marketing for Parts: Mine the Gold in Your Market Rich DeLancey <i>Palace 3&4</i>
al Treatments/Protectants: le or Bringing Home the Bacon Weiss <i>Palace 6&7</i>	Digital Marketing – What's Now and What's Next Samantha Scott <i>Bronze 4</i>	Habits and Practices of the Exceptional Service Advisor Don Tipton <i>Bronze 3</i>	Developing a Powerful BDC for Parts and Service Joni Stuker <i>Bronze 2</i>

fluence With Integrity in F&I ore 6&7	Displaying Dynamic Leadership Doug Dvorak <i>Bronze 3</i>	Myths About SEO Marketing Colleen Malloy <i>Bronze 2</i>	 I Love My Job, It's the People I Can't Stand! Jody Urquhart <i>Palace 1&2</i>	Can They Sell at the Counter, or Are They Order Takers? George Dans <i>Palace 3&4</i>
g Fraud: Safeguarding usiness Bunn <i>Palace 6&7</i>	 Digital Marketing for Dealers Rich DeLancey <i>Bronze 2</i>	Service Isn't a Department – It's about the Attitude George Dans <i>Palace 3&4</i>	Are We Hiring Customer Facing Employees in our Fixed Operations Departments? David Foco <i>Bronze 4</i>	
ful Menu Selling A. Harkins 6&7	Follow Me, I'm Right Behind You! Jody Urquhart <i>Palace 1&2</i>	Appeal to the Eye, Engage for the Buy S. Scott <i>Bronze 4</i>	Structure Your Service Department to Be Profitable Don Tipton <i>Palace 3&4</i>	Managing for Sales Success Doug Dvorak <i>Bronze 3</i>

**Subject to change*

Exhibitors as of September 21

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



<p>A World of Training ADESA Specialty Auctions Adventure on Earth AFC Airstream Inc. + AIRXCEL RV Group ALDE Corp. <i>Silver Partner:</i> Ally Financial + American Guardian Group of Companies America's RV and Marine Auction Aqua-Hot Heating Systems Inc. ARI Arrow Distributing Inc. ASA Electronics Autosight <i>Bronze Partner:</i> Bank of America Merrill Lynch <i>Bronze Partner:</i> Bank of the West Bison Coach Blue Ox Bob Clements International Brasher's Northwest Auto Auction + <i>Bronze Partner:</i> Brown & Brown Recreational Insurance Campanda Carefree of Colorado CDK Global Cequent Performance Products Cirrus Solutions Coach Lift by S & S Mobility Products, LLC Coach-Net Coast Distribution System Cole International, Inc. CornerStone United, Inc. CrossRoads RV Cruiser RV, LLC</p>	<p>CSI, Inc. Cummins Onan Dealer Spike RV Dexter Axle Company + <i>Bronze Partner:</i> Diversified Insurance Management Inc. Dometic Corp. DRV Luxury Suites, LLC Duratain Inc. Dutchmen Manufacturing Inc. EasyCare RV + EBay Motors Equalizer Systems <i>Bronze Partner:</i> Forest River Inc. Foursquare Anywhere Freightliner Custom Chassis <i>Platinum Partner:</i> GE Capital, Commercial Distribution Finance Haulmark Motorcoach Heartland Recreational Vehicles, LLC Highland Ridge RV Inc. Highlands Financial + IDS - Integrated Dealer Systems IHS Automotive Infinite Creative Enterprises Inc. Infinity Fabrics, LLC K & K Insurance Group Kampgrounds of America Keystone RV Company KZ RV Lance Camper Manufacturing Corporation (LCMC) Larry John Wright Advertising Level 5 Advertising + Lippert Components Inc. Livin' Lite RV Inc. Marzahn & King Consulting Inc.</p>	<p><i>Bronze Partner:</i> MBA Insurance Inc. MCD Innovations Medallion Bank Merrick Bank Meyer Distributing Mobile Sleep Components (RV Mattresses) MORryde International Inc. NADAguides & NADAguides.com National Automotive Experts/NWAN Newmar Corporation NextGear Capital Northpoint Commercial Finance, LLC NTP-STAG + The Omnia Group Pettes & Hesser, Ltd. Phoenix American Warranty Co. Inc. Pirit Heated Hose Priority One Financial Services Inc. Progress Mfg. Inc. + ProResponse, Inc. <i>Gold Partner:</i> Protective + PullRite REBS Marketing Reese Riverside Travel Trailer Roadtrek Motorhomes Inc. Robert Weed Plywood Corporation RV Armor, Inc. RV Comfort Systems + RV DealerPro Training + RV Inspection Connection</p>	<p>RV PRO Magazine RVT.com RV Trader RV Trakk RV/MH Heritage Foundation RVDA RVing ACCESSibility Group Inc. RVM Promotions Sobel University Spader Business Management Spartan Chassis & Specialty Vehicles Statistical Surveys Inc. Suburban Propane Summit Products, Inc. Sys2K / RV123.com <i>Bronze Partner:</i> TCF Inventory Finance Inc. Tekonsha Tents for Troops & RV's Too <i>Silver Partner:</i> Thor Industries Inc. Thor Motor Coach Inc. Titan Tire Corporation Tom Manning & Associates Inc. Truma Corp. Tuson RV Brakes LLC Tyron USA U.S. Bank, Recreation Finance United States Warranty Corporation Warrantech + WFCO Electronics + Wheeler Advertising Inc. Wolters Kluwer Financial Services</p>
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KEY

Partners **bold**
 Sponsor red
 Vendor Training +Plus . . +
 New Exhibitor purple

AGENDA-AT-A-GLANCE*

Monday, November 2

- 9:00 a.m. - 5:30 p.m. Registration desk open
11:00 a.m. - 5:00 p.m. RVDA of Canada Board of Directors lunch & meeting
11:30 a.m. - 2:30 p.m. RVDA of America Board of Delegates lunch & meeting
2:45 p.m. - 3:45 p.m. Vendor Training +Plus
2:45 p.m. - 3:45 p.m. KZ RV Partners in Progress meeting
5:15 p.m. - 6:30 p.m. Society of Certified RV Professionals reception with Bob Clements, "Think Your Way to Success," sponsored by Protective

Tuesday, November 3

- 7:30 a.m. - 7:00 p.m. Registration desk open
8:15 a.m. - 9:15 a.m. Vendor Training +Plus
8:15 a.m. - 11:45 a.m. "The Adaptable (Young) RV Executive," with David Spader *(closed session with additional fee)*
9:30 a.m. - 10:30 a.m. Vendor Training +Plus
10:45 a.m. - 11:45 a.m. Vendor Training +Plus
12:00 noon - 1:00 p.m. Vendor Training +Plus
1:15 p.m. - 2:15 p.m. Vendor Training +Plus
9:30 a.m. - 10:30 a.m. Jayco Partners in Progress meeting
10:45 a.m. - 11:45 a.m. Forest River Towables Partners in Progress meeting
12:00 noon - 1:00 p.m. PrimeTime Partners in Progress meeting
1:15 p.m. - 2:15 p.m. Winnebago Motorhomes & Towables meeting
2:30 p.m. - 4:00 p.m. Opening General Session with Scott McKain, "When 'Great' Isn't Good Enough to Grow Your Dealership"
4:00 p.m. - 7:00 p.m. Expo opens with reception in both halls
7:00 p.m. - 8:30 p.m. RVDA of Canada reception *(open to all Canadians)*

Wednesday, November 4

- 7:30 a.m. - 6:30 p.m. Registration desk open
9:00 a.m. - 10:00 a.m. Concurrent workshops
10:15 a.m. - 11:15 a.m. RVDA of America Annual Meeting
10:15 a.m. - 11:15 a.m. RVDA of Canada Annual Meeting
10:15 a.m. - 11:15 a.m. Education workshop for parts & service personnel
11:00 a.m. - 3:00 p.m. Expo open *(Lunch served in both halls beginning at noon)*
2:00 p.m. - 3:00 p.m. Concurrent education workshops
3:15 p.m. - 4:15 p.m. Concurrent education workshops
4:15 p.m. - 5:30 p.m. Young RV Executives reception sponsored by Coach-Net
5:30 p.m. - 7:30 p.m. RVBusiness Top 50 Awards reception

Thursday, November 5

- 8:00 a.m. - 4:30 p.m. Registration desk open
9:00 a.m. - 10:00 a.m. Concurrent education workshops
10:15 a.m. - 11:15 a.m. Concurrent education workshops
11:00 a.m. - 1:00 p.m. Expo open *(Lunch served in both halls beginning at noon)*
2:00 p.m. - 5:30 p.m. Optional events *(additional fee)*
2:00 p.m. - 3:00 p.m. Concurrent education workshops
3:15 p.m. - 4:15 p.m. Concurrent education workshops
4:30 p.m. - 5:30 p.m. Concurrent education workshops
5:30 p.m. - 7:30 p.m. Skyview Sunset Social *(included with registration)*

Friday, November 6

- 8:00 a.m. - 9:00 a.m. Compliance and Your Dealership: "What You Don't Know CAN Hurt You"
9:15 a.m. - 10:15 a.m. Compliance: "The Steps of a Sale and the Laws/Regulations that May Apply"

* Subject to change – Use the mobile app for latest info and schedule details.



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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 sessions begin on Monday, Nov. 2, and continue through Tuesday, Nov. 3. 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 these extra sessions. Registered dealers can bring additional staff to attend Vendor Training +Plus at the special rate of \$205 per person. This two-day fee includes the training sessions and Tuesday's reception in the expo halls.

* This is a partial schedule – for updates, check the 2015 RV Dealers International Convention/Expo website frequently at www.rvda.org/convention.

MONDAY 11/2

2:45 pm	Diversified Insurance Management Inc. and P&H Group <i>Greg Artman</i> A Leadership Primer
4:00 pm	Coach-Net
5:00 pm	

TUESDAY 11/3

8:15 am	The Omnia Group <i>Tonya DeVane</i> Hire and retain Top Talent!	RV Inspection Connection <i>Terry Cooper</i> – Learn How a Certified RV Inspection of Your Rental Units Can Reduce Your Headaches			
9:30 am	AIRXCEL Inc. <i>Rick Link</i> – New Products from MAXXAIR and SUBURBAN – Revolutionary and Reliable	Lippert Components <i>Steve Paul & Jarod Lippert</i> Turnkey Profit Center Programs from Lippert Components	IDS - Integrated Dealer Systems <i>Mark Berggren and Ajay Thakur</i> Using New IDS Technology to Improve the Customer Experience (2 Hour Session)	PullRite <i>Scott Later</i> Things Every RV Executive Should Know About 5th Wheel Towing	Wheeler Advertising, Inc. <i>Ron Wheeler</i> Trigger Marketing: Automated Engagement for the Easy Close
10:45 am	Diversified Insurance Management and P&H Group <i>Greg Artman</i> Cash Conversions	RV Inspection Connection <i>Terry Cooper</i> Increasing Your Bottom Line with Certified Pre-Owned RVs		Brown & Brown Recreational Insurance <i>Shawn Moran</i> Protect Your Coach with Point of Sale Insurance Coverage vs. GAP	Wheeler Advertising, Inc. <i>Claire Wheeler</i> The Proof is Here: Social Media Drives Sales
12:00 pm	American Guardian Group of Companies <i>Charles Campbell</i> Maintaining Profits and Compliance in Today's Legal Environment	eBay Motors <i>Clayton Stanfield</i> The Online (Sales) Playbook Workshop	Genius Monkey <i>Jeremy Hudgens</i> Technology & Big Data...What It Means To Your RV Lead Generation	ProResponse, Inc. <i>David Goodison</i> CRM / ILM / Reputation Management	
1:15 pm	RV DealerPRO Training <i>Don Reed & Tim Kintz</i> Leading From the Neck Up to Bring Your Net Up	Foursquare Anywhere <i>Dan Gamel & Bill Pardini</i> Learn the Benefits of the World's only mobile foursquare app	WFCO Electronics <i>Tom Ryan</i> Why WFCO products are "The HEARTBEAT of Today's RV's "	Brown & Brown Recreational Insurance <i>Shawn Moran</i> F&I Turn over Approach for Today's Generation of F&I Folks	Wheeler Advertising, Inc. <i>Ron Wheeler</i> The Time to Go Digital Was Yesterday
2:15 pm					

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An educated, well-trained staff sets your dealership apart from the competition and wins over more customers with its professionalism. RVDA's convention/expo, slated for Nov. 2-6 at Bally's in Las Vegas, offers a week's worth of training opportunities for virtually every dealership employee. Here's just some of what you'll find:

- Streamlined education sessions with new speakers
- Wi-Fi equipped dealer lounge
- Free smartphone app for convention schedule planning
- Vendor Training +Plus sessions on Monday and Tuesday
- Workshops and reception for up-and-coming young RV executives
- Society of Certified RV Professionals education recognition and networking



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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 _____
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Nov. 2-6, 2015
Bally's on the Las Vegas Strip

2. Registration Fees:

First registrant locks in today's lowest rate for all future dealership personnel!	Price	Amount
First Registrant – includes Vendor Training +Plus, a \$205 value!	\$919	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>		
Second Registrant – includes Vendor Training +Plus, a \$205 value!	\$919	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>		
Third Registrant – includes Vendor Training +Plus, a \$205 value!	\$919	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>		
NON-MEMBER DEALER – includes Vendor Training +Plus, a \$205 value!	\$1,299	\$
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 \$205 per person and includes Vendor Training +Plus training on Monday, Nov. 2 and Tuesday, Nov. 3, and Tuesday's reception in the Expo. Photocopy this form to add more registrants for Vendor Training +Plus.		
Name _____ Badge First Name _____ Email _____		\$
Name _____ Badge First Name _____ Email _____		\$
3. Payment Information:		TOTAL \$

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

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Charge my: ☐ Visa ☐ MC ☐ Amex ☐ Discover

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

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

CANCELLATION / REFUND POLICY: All cancellations must be in writing and received by August 31, 2015, to qualify for a refund. A \$50 administrative fee will be deducted from each refund request received by July 31, 2015. A \$100 administrative fee will be deducted from each refund request received between August 1, 2015 and August 31, 2015. No refunds will be made after August 31, 2015. *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.

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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, 2016.

The DLN offers online training for:

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

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

- **Service Writers/Advisors** – This 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.



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Company Name: _____

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Mentor Name: _____ Phone: _____

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

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Derrick Crandall, president of the American Recreation Coalition (ARC), recently sent this letter to RVDA President Phil Ingrassia. ARC represents a variety of organizations, including RVDA, that are involved in the recreation industry.

Dear Phil,

A year ago, the scars from the October 2013 federal shutdown were still vivid, and there was big uncertainty about consequences of the November 2014 elections. We told you that we were going to strive hard to enlist the nation's governors as recreation champions to offset the polarized and challenged situation in the nation's capital. It worked! Prospects for the next 12 months are much rosier now, even heading into a very interesting election year.

Here are a few reasons for this assessment:

- Even as bipartisanship remains elusive on most issues, the outdoors continues to enjoy support and action across the nation from elected officials of both parties. All 50 governors again proclaimed June as Great Outdoors Month, and almost all went on to do more to help get Americans outdoors.
- The president capped our hugely successful Capital Campouts efforts – 13 governors hosted one of these events – with a South Lawn Campout for 50 Girl Scouts on the final day of Great Outdoors Month! And this week, the president officially launches a sustained effort to get all 4 million 4th graders into a park, giving them tools to stay connected with the outdoors, including a free one-year pass to all federal recreation sites for their families to use.
- Governors did PSAs and more, urging time outdoors. Two states now have “recreation czars.” Georgia’s first lady took the outdoors to more than 100 schools across the state, reading books about outdoor fun and inviting 4th graders to visit local parks and participate in the state-hosted Learn to Camp program.

- Federal agencies are more engaged than any time in the past two decades promoting visits, including the National Park Service-led “Find Your Park,” the Forest Service’s “It’s All Yours,” the full suite of federal agencies appearing on Federal Row at IPW 2015 to attract international visitors, and NOAA’s brand new Get Into Your Sanctuary weekend during Great Outdoors Month.
- Our Partners Outdoors 2015 drew 100+ key participants to Washington, D.C., but our reach extended dramatically as almost 2,000 viewed the program via live streaming and archived video.
- A Google search for Great Outdoors Month and Great Outdoors Month events returns nearly 230 million results.



Virginia Governor Terry McAuliffe expressed his excitement at being a part of the Capital Campout effort, saying, “I commend you and the other members of the Great Outdoors Month Partnership for your great work in promoting America’s outstanding parks. I look forward to the Capital Campout becoming an annual event in Virginia. I wish you

the best of luck in your efforts to share the importance of outdoor recreation with families nationwide.”

Your support has been key to this progress and unlocks all kinds of opportunities for 2016. We expect even more success from the Great Outdoors Month partnership we have forged with the American Hiking Society, Recreational Boating and Fishing Foundation, National Association of State Park Directors, The Corps Network, National Wildlife Federation, Girl Scouts USA, Boy Scouts of America, and more. All of our Great Outdoors Month events benefitted this year from our new website, www.greatoutdoorsmonth.org, and from the cross-promotion among the month’s sponsors.

There is much more to report, including:

- ARC’s active leadership of the Coalition for Recreational Trails to protect and enhance the Recreational Trails Program
- The planned re-launch of the “brainstormers” group encouraging federal agency deputies to meet informally with members of the recreation community to discuss mutual concerns and opportunities
- Continuing work with Brand USA and other members of the tourism community to promote visits – both domestic and international – to public lands and waters
- Coordination of recreation industry support for state parks’ “Learn To” programs to introduce people to a variety of outdoor activities
- Support for partnerships with Destination Management Organizations and other groups to promote visitation and help agencies provide visitor services and facilities on public lands and waters

continued on page 34

continued from page 33

And we're very excited about activities slated for this fall. We plan to be active in "Every Kid in a Park." Some ARC and NPHA members are actively helping school groups reach parks and supporting ARC's commitment to making these visits FUNOUTDOORS! We will also be teaming up with a great group of companies, agencies, and other organizations to invite the families of these 4th graders to return for more fun. Details on "Every Kid" can be seen on our website at www.funoutdoors.com/everykidinapark.

We also sense more opportunity for bipartisan action on Capitol Hill than in recent years. There is a new openness to different ideas, a new awareness that recreation issues can be a big plus for members of Congress in both parties, and a bipartisan interest in getting something done. ARC is well positioned to take advantage of that new environment and to help the



recreation community find win-win approaches to a host of issues, including collecting recreation fees, structuring the Land and Water Conservation Fund, funding recreation programs in surface transportation legislation, unleashing concessions opportunities, addressing deferred maintenance, and more.

We invite you to join us for a discussion of new opportunities – and to bring your ideas to the table – at the ARC 2015 Recreation Issues Forum on Oct. 14th here in

Washington, D.C. Visit our website www.funoutdoors.com to find out more. We will also be presenting the 2015 Sheldon Coleman Great Outdoors Awards that evening and following up with a Great Outdoors Month 2016 strategy session the next morning.

ARC's newsletters and email bulletins will help you keep up with the latest ARC projects. Plus, we welcome you to visit the ARC website (www.funoutdoors.com), our Facebook page, which you can access from the website, or even follow us via Twitter at @AmerRecreation.

None of this activity to promote outdoor recreation would be possible without the continuing support of ARC's members. Thank you for your generous response.

*Sincerely,
Derrick A. Crandall*

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CERTIFIED TECHNICIAN PREP COURSE

Course B \$249

Comprehensive certification preparation course that represents the left side of the RV service technician career ladder. This course is preparation for testing as a **Certified Technician**.*

CERTIFIED SPECIALIST PREP COURSE

Course C \$69/specialty

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

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

ALL COURSES USE AN INTERACTIVE MULTIMEDIA ONLINE FORMAT.

Courses combine text, graphics, and video with mentor support. All content is online.
No extra materials needed. Courses align with core knowledge areas of certification tests.*

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

YES, I WANT TO ENROLL MY TECHNICIANS! (Copy this form to enroll more than four)

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

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



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

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

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Send progress reports and other notifications to the following supervisor:

TOTAL \$ _____ *

Name _____ Title _____ Email _____

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

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

Cardholder Name _____ Billing Address _____

Acct # _____ Exp _____ Security Code _____

Cardholder Signature _____

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

Certification Justifies Labor Rates

By Tony Yerman



Brothers Bill and Ralph Neff started renting RVs from their garages 11 years ago with a 2-unit fleet. Over the years, they've built up that fleet to more than 30. They recently moved their operations into a former auto dealership in Lorain, OH, where they now sell new RVs as well as rent units. Somebody has to repair all those vehicles quickly and correctly – especially during the busy summer rental season.

Over the years, this rental dealership has had a dozen people certified as technicians or involved in the RVIA Online Technician Training (OLT) program. Bill Neff says that certification demonstrates a dealer's interest in his techs and the qualification levels that the training and



Technician Spenser Roig (left in both photos) and dealer Bill Neff



certification provide. "Qualification equals speed," he says. And in the rental business, speed makes the difference between successful, on-time rentals with happy renters or loss of rental revenue due to down time and cancellations.

Neff Brothers pays for the training and allows trainees time during work hours for study. Neff employees are hourly, and they

get pay raises for completing training. "We create the steps to certification," says Neff. "The amount of knowledge a tech has and his elevated skill level justify the labor rate we charge."

Technician Spenser Roig is two tests away from certification. "The courses are much more detailed than I thought they'd be," he says. He is currently taking the RVIA OLT Specialty courses, which cover, in detail, body, electrical, plumbing, chassis and appliance operation, troubleshooting, and repairs.

"Initially, the dealer wanted me to take the courses, and when I started, I didn't really care too much," Roig says. "But once into them, I wanted to take more. I first started learning how to make repairs from other techs, because I needed hands-on training. The courses really do bring it all into perspective and make understanding clearer."

The people at Neff Brothers RV – from owners to employees – see the benefits of training and certification in terms of self-fulfillment and in dollars. They hang their plaques proudly so that customers see them and know that they're getting what they pay for. ■

RV SPECIFIC SALES TRAINING

Available for the 1st Time on The East Coast*

See immediate results with current and relevant instructional sales training.

Comprehensive Sales Course With Write-up and Close



Tacoma, WA	October 19-23, 2015
Tacoma, WA - Advanced	December 7-11, 2015
Tacoma, WA	January 11-15, 2016
* Atlanta - New Location	February 1-5, 2016
Tacoma, WA	February 22-26, 2016
Tacoma, WA	March 21-25, 2016

Register Early! Classes Sell Out.



Save 40% on Early Enrollment

253-565-2577

www.sobeluniversity.com

See Randy Sobel speak at
The 2015 RV Dealers International
Convention/Expo



The Society of Certified RV Professionals will host an event on Monday, Nov. 2 at 5:15 p.m. during the RV Dealers International Convention/Expo at Bally's in Las Vegas, sponsored by Protective Asset Protection. The event will recognize certified RV professionals, include an educational presentation from Bob Clements, and be followed by a reception open to all registered convention attendees.

Certifiably Professional



The Society of Certified RV Professionals' recognition program publishes a quarterly update of individuals who have earned certification or recertification from either the Mike Molino RV Learning Center or the RVDA-RVIA RV Service Technician Certification program. The following list includes only individuals whose dealerships have chosen to participate in the recognition program. If you'd like to join the program, complete and return the form below.

RECERTIFIED

Boyd Basinger Master Technician
 Bruce Bennett Master Technician
 Ron Donachie Master Technician
 Darryl Giffen Master Technician
 Jim Jussila Master Technician
 Bradley Knutson Master Technician
 Matthew Kowalski Master Technician
 Jerry Martin Master Technician
 Ronald Reininger Master Technician
 Jim Salsman Master Technician
 Brian S. Sautter Master Technician
 Todd Thomas Master Technician
 Anthony Crunk Technician

Norbert Drust Technician
 Christopher Gerbig Technician
 Joseph Giaccio Technician
 Mike Kume Technician
 Lawrence McClements . . . Technician
 David Norris Technician
 Shannon Willhoite Technician

NEWLY CERTIFIED

James Chludzinski Master Technician
 Parke Fishel Technician
 Julie Clapp Warranty Administrator
 Kyle Pietro Warranty Administrator

Want to give your certified team members credit for their hard work and achievement? Their names can appear in the next update. Just return this form by email to info@rvda.org or fax to (703) 359-0152. More information about the Society of Certified RV Professionals and the recognition program is available at <http://tinyurl.com/SocietyofRVProfessionals>.



Authorization to Include Employee Certification Information



I understand that RVDA and the Mike Molino RV Learning Center have a news release program that recognizes individuals who earn or renew a certified, master certified, or specialty certification, or service manager, service writer/advisor, parts manager, parts specialist, or warranty administrator certification in the previous quarter. Each announcement includes the names of the individuals and the type of certification. Employers will not be identified.

I hereby grant permission for RVDA and the Mike Molino RV Learning Center to include the names and certifications of individuals employed at: _____

City: _____ State: _____ Phone: _____

in the quarterly announcement of those earning or renewing a certification. I understand that I may revoke this permission by emailing info@rvda.org.

Printed Name: _____ Authorized Signature: _____

Date: _____ RETURN by email to: info@rvda.org or fax to: (703) 359-0152.

Rev. May 2015

New 11th Edition Service Management Guide (Flat Rate Manual)

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

- The 11th Edition of the Service Management Guide offers extensive updates and additions provided by dealers, service managers, and technicians.
- Service Check Sheets provide a valuable reference for service managers and technicians.
- A great tool for working with extended service contracts.
- Available in 2 formats: printed on durable cardstock paper with a 3-ring binder, and as a searchable pdf document on CD-ROM.

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



Manual **or** CD-ROM:
RVDA Members **\$175**
Non-Members: **\$350**
Members save \$175!

Manual **and** CD-ROM:
RVDA Members **\$290**
Non-Members: **\$585**
Members save \$295!

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

New 11th Edition Service Management Guide (Flat Rate Manual)

Name: _____

Company Name: _____

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

Phone: _____ Fax: _____ E-mail: _____

☐ RVDA Member ☐ Non-RVDA Member I'd like to order the: ☐ Manual: _____ copies ☐ CD-ROM: _____ copies

Total Amount \$ _____

PAYMENT METHOD (Please check one)

☐ Check enclosed (payable to the Mike Molino RV Learning Center) ☐ Send an invoice (members only)

Credit Card: ☐ Visa ☐ MasterCard ☐ Amex ☐ Discover

Card Number: _____ Security Code: _____ Expires: _____

Name on Card: _____ Signature: _____

Billing Address: _____ Billing Zip: _____

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



RVDA Endorsed Products

Certified Green RV Program TRA Certification Inc.

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

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

Credit Card Processing Bank of America Merchant Services

https://rvdealer.bankofamerica.com
jay.machamer@bankofamericamerchant.com

(678) 784-0567

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

Disability Income Insurance/ Paycheck Protection Benefits American Fidelity Assurance Company

www.afadvantage.com

Ted Brehoney

ted.brehoney@af-group.com

(800) 654-8489, Ext. 6530

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

Emergency Roadside and Technical Assistance Coach-Net

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

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

employs trained Customer Service Agents and RVDA-RVIA/ASE Master Certified Technical Service Agents.

Employee Testing Caliper Corp.

www.calipercorp.com

Ralph Mannheimer
rmannheimer@calipercorp.com
(609) 524-1214

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

Extended Service Agreements XtraRide RV Service Agreement Program

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

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

Health Insurance Mass Marketing Insurance Consultants Inc. (MMIC)

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.

Hiring Tools Employment Network- A Careerco Company

www.employmentnetwork.net

(718) 307-6258

The Employment Network is a network of pay-for-performance job sites. Its flagship site, FindTheRightJob.com, reaches more than 5 million job seekers monthly. Employers can drastically reduce their cost-per-hire by using The Employment Network's FindTheRightJob.com portal and other sites. Employers set the job requirements and only pay for candidates that meet them.

Lead Qualifier Program Customer Service Intelligence Inc. (CSI)

www.telcsi.com

bthompson@telcsi.com

(800) 835-5274

The Scene: High Inventory-Low Sales. The Need: More Sales-New methods to meet circumstances. The Solution: CSI's Lead Qualifier Program. How it Works: Your sales leads are sent to CSI immediately following initial contact with your sales staff, either in the showroom or by phone, website contact, Go RVing leads, and anywhere else you might acquire leads. CSI then makes a personal phone call to each lead, captivating their attention before your competitor does and establishing impressive rapport! We will uncover the prospect's initial impression of your dealership and staff; fully qualify the lead including exact needs and time frame for purchase; and provide you with their Deal Maker!

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

www.nada.com

lsims@nadaguides.com

(800) 966-6232, Ext. 235

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

Propane and Propane Supplies Suburban Propane

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

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

cceuziger@kpaonline.com

(303) 228-2383

KPA provides consulting services and software to more than 5,100 automotive, truck, and equipment dealerships. Its Environmental Health & Safety product line provides on-site, on-call, and online services. Its Human Resource Management software, a total HR solution designed in collaboration with leading labor and employment attorneys, 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.

Visit www.rvcareers.org

RV dealers can access resumes and post job openings through a partnership with Boxwood Technology at www.rvcareers.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 09/16/13 - 09/16/15*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 09/16/13 - 09/16/15*	Total Lifetime Pledge	Last Contribution
MAJOR GIFTS active donors* with cumulative donation or pledge of \$25,000 or more							
Camping World and Good Sam	\$75,000	\$1,000,000	06/22/15	RVAC	\$14,000	\$45,000	03/30/15
Newmar Corporation	\$50,000	\$260,000	01/16/15	McClain's RV Superstore	\$8,000	\$44,000	06/18/15
Coach-Net	\$5,000	\$204,917	01/26/15	Fogdall Family Fund	\$4,000	\$43,100	03/05/14
Protective	\$62,358	\$194,916	01/07/15	Pan Pacific RV Centers, Inc.	\$2,000	\$41,500	10/20/14
RVDA of Canada	\$25,000	\$175,000	12/18/13	Bill Thomas Camper Sales, Inc.	\$10,000	\$36,000	03/06/15
Tom Stinnett Derby City RV	\$1,000	\$102,500	12/12/14	Pikes Peak Traveland	\$1,700	\$32,700	06/26/15
PleasureLand RV Center, Inc.	\$14,500	\$96,850	01/05/15	Reines RV Center, Inc.	\$6,500	\$31,525	12/31/14
Horsey Family Memorial Fund	\$2,000	\$71,000	06/26/15	Diversified Insurance Mgmt. Inc.	\$6,600	\$31,200	12/23/14
Bill & Kristin Fenech	\$10,000	\$67,500	09/14/15	Paul Evert's RV Country, Inc.	\$1,000	\$30,000	06/24/14
Campers Inn	\$20,000	\$66,000	02/25/15	Tiffin Motor Homes, Inc.	\$2,000	\$28,500	07/06/15
Ron & Lisa Fenech	\$15,000	\$65,000	08/04/15	Holiday World of Houston	\$1,500	\$27,000	06/11/15
Byerly RV Center	\$5,000	\$52,000	01/10/14	Bill Plemmons RV World	\$5,000	\$25,000	06/30/15
CHAMPIONS active donors* with a cumulative donation or pledge between \$2,500 and \$24,999							
Jayco	\$5,000	\$23,500	12/08/14	Good Life RV	\$2,000	\$5,100	04/24/15
MBA Insurance, Inc.	\$1,000	\$20,100	06/19/15	Don Clark	\$5,000	\$5,000	10/24/14
Dixie RV Superstore	\$5,000	\$20,000	03/21/14	Don Gunden	\$5,000	\$5,000	12/31/14
Greenway, Inc. (Rte 66 Dealer)	\$1,550	\$19,850	12/22/14	Bob and Amy Martin	\$5,000	\$5,000	12/16/14
Wilkins R.V., Inc.	\$3,000	\$19,600	07/02/15	Route 66 RV Network	\$1,000	\$5,000	01/12/15
Alpin Haus	\$2,000	\$19,500	06/18/15	Topper's Camping Center	\$1,053	\$4,553	06/19/15
Hartville RV Center, Inc.	\$2,250	\$15,750	05/27/15	Best Value RV Sales & Service	\$2,000	\$4,750	05/01/15
AIRXCEL RV Group	\$2,000	\$13,000	10/27/14	Crestview RV Center	\$3,000	\$4,500	01/09/15
Mike and Barb Molino	\$575	\$11,886	07/21/15	All Valley RV Center	\$1,750	\$4,250	08/26/15
Little Dealer, Little Prices	\$1,000	\$11,050	12/11/14	Myers RV Center, Inc.	\$500	\$3,750	06/22/15
Affinity RV Service Sales & Rentals	\$2,000	\$11,000	06/15/15	Phil Ingrassia	\$2,500	\$3,500	12/29/14
United States Warranty Corp.	\$2,000	\$10,250	06/15/15	J. D. Sanders, Inc.	\$750	\$3,500	06/12/15
Motley RV Repair	\$1,000	\$10,075	09/16/15	RCD Sales Company, Ltd.	\$750	\$3,250	08/11/14
Hemlock Hill RV Sales, Inc.	\$3,361	\$10,000	08/12/15	United RV	\$100	\$3,100	11/25/14
Rich & Sons Camper Sales	\$2,000	\$10,000	11/14/13	RV Outlet Mall	\$500	\$3,050	06/22/15
Folsom Lake RV Center	\$2,700	\$9,700	12/16/13	A World of Training	\$3,000	\$3,000	11/20/13
Curtis Trailers	\$750	\$8,750	08/24/15	Highland Ridge RV, Inc.	\$250	\$2,750	04/20/15
Burlington RV Superstore	\$1,250	\$6,750	06/12/15	Hilltop Trailer Sales	\$500	\$2,622	06/09/15
Circle K RV's, Inc.	\$750	\$6,750	08/22/14	Alliance Coach, Inc.	\$1,000	\$2,500	06/08/15
Hayes RV Center	\$1,350	\$6,750	06/11/15	Onsite Temp Housing	\$500	\$2,500	05/08/14
Madison RV Supercenter	\$1,000	\$6,000	08/24/15	Skyline RV & Home Sales, Inc.	\$1,000	\$2,500	06/19/15
Camperland of Oklahoma, LLC	\$1,000	\$5,850	06/23/15				
LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499							
The Trail Center	\$600	\$2,405	06/19/15	Ocean Grove Supercenter	\$1,250	\$1,250	08/17/15
Noble RV, Inc.	\$1,000	\$1,905	11/20/14	American Guardian Warranty	\$1,200	\$1,200	09/01/15
Tacoma RV Center	\$500	\$2,000	06/15/15	Camp-Site RV	\$500	\$1,000	01/20/15
Dinosaur Electronics	\$650	\$1,900	06/08/15	Bill Mirrieles	\$500	\$1,000	05/01/15
Northern Wholesale Supply, Inc.	\$1,000	\$1,750	12/12/14	Tom Manning & Associates	\$1,000	\$1,000	07/11/14
Steinbring Motorcoach	\$500	\$1,750	12/03/14	NERVDA	\$1,000	\$1,000	11/23/14
Out of Doors Mart, Inc.	\$750	\$1,500	11/03/14	Prime Time Manufacturing	\$1,000	\$1,000	12/30/14
Schaap's RV Traveland	\$1,000	\$1,350	12/19/14	Beckley's Camping Center	\$500	\$1,000	06/12/15
Candys Campers	\$250	\$1,300	08/12/14				
BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999							
Tennessee RV Sales & Service, LLC	\$750	\$750	09/08/15	Holiday Hour, Inc.	\$200	\$500	06/19/15
Bell Camper Sales	\$100	\$550	09/09/14	Modern Trailer Sales, Inc.	\$500	\$500	06/2/15
Airstream Adventures Northwest	\$500	\$500	05/26/15	Niel's Motor Homes	\$250	\$500	06/11/14
Florida Outdoors RV Center	\$500	\$500	06/15/15				
SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499							
Keepers RV Center	\$100	\$100	12/10/14	Happy Camping RV	\$100	\$200	11/07/13
Starr's Trailer Sales	\$300	\$300	07/31/15	Black Book RV Value Guide	\$100	\$100	10/24/14
Arlington RV Supercenter, Inc.	\$250	\$250	06/01/15	John Peak	\$100	\$100	10/03/13
Foremost Transportation Inc.	\$250	\$250	05/04/15	Northwest RV Sales	\$100	\$100	08/04/14
Southaven RV Center	\$250	\$250	05/12/14	RV Share	\$100	\$100	12/31/14
The Makarios Group, LLC	\$250	\$250	06/03/15	Rv Value Mart, Inc.	\$100	\$100	06/15/15
C.S.R.A. Camperland	\$200	\$200	12/12/14	Setzer's World of Camping, Inc.	\$100	\$100	02/21/14
ENDOWMENTS							
Kindlund Family Scholarship		\$270,000					

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Rental

THE RV Industry's

CENTRAL TRAINING CALENDAR

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November 2015
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Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Sobel University Registration Begins	2 2015 RV Dealers International Convention/Expo	3 Show Online Events	4 Show Online Events	5 Show Online Events	6 Show Online Events	7 Show Online Events
8 Show Online Events	9 RV Inspector/RV Maintenance Tech Training	10 Spader Effectively Leading and Managing Employees Workshop	11 Show Online Events	12 Show Online Events	13 Show Online Events	14 Show Online Events
		15 Halifax Trouble Shooter Clinic	16 Aqua-Hot Service Technician Certified Training Class	17 Show Online Events	18 Show Online Events	19 Show Online Events
22 Show Online Events	23 Show Online Events	24 Show Online Events	25 Show Online Events	26 Show Online Events	27 Show Online Events	28 Show Online Events
29 Show Online Events	30 Show Online Events					

ONGOING ONLINE EVENTS:

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

Go RVing

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

RVDA Welcomes Our Newest Members

8/1/15 - 8/31/15

Dealers

Bates RV
Nokomis, FL

Hunter RV Center
Sapulpa, OK

Rick's RV Sales
Ville Platte

Aftermarket

RV Clinic LLC
Franklin, OH

Rental

Time To Go RVing
Pingree Grove, IL

Toy Envy LLC
Laguna Beach, CA

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Brown & Brown Recreational Insurance www.bbinsurance.com	18	RVIA (800) 282-2183	27
Diversified Insurance Management (800) 332-4264	3	Sobel University (253) 565-2577	36
GE www.gecdf.com/rve10	4	Spader Business Management (800) 772-3377	34
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		Wildfire Marketing (877) 963-4321	19

We Own INNOVATION

Our patent pending angle-load front deck on the new Highlander Toy Hauler allows you to load a side by side ATV with room to spare. We didn't stop there either. The multi-purpose rails also serve as the ramps.

INNOVATION...STANDARD

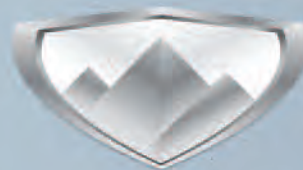


**2015 RV DEALERS INTERNATIONAL
CONVENTION/EXPO**

NOVEMBER 2ND - 6TH, 2015

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