

# RV EXECUTIVE TODAY

OCTOBER 2016

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C O N T E N T S

October 2016

## 10 The Passionate RV Leader

Here's how to analyze and balance your personal and work interests so you avoid burnout and maintain passion for the job.



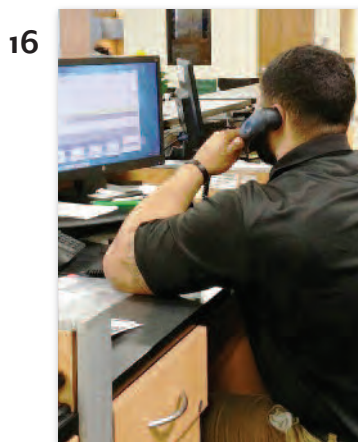
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A customer's experience in the F&I department is often his last impression of the buying experience. Make sure it's a good one by making these changes to the department.



## 14 Is It Luck or Is It Skill?

Look beyond a job applicant's resume and interview to determine if he or she really is the right fit for your dealership.



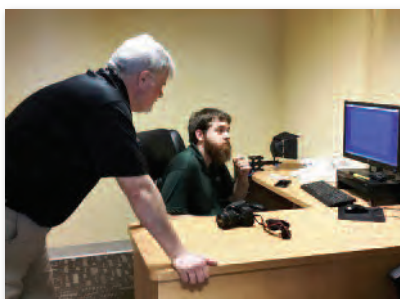
## 16 Simplify Life at the Dealership – Hold Service Advisors Accountable

If it seems that everyone in the store ends up getting involved with customers' service issues, make life easier by training service advisors to do proper customer follow-up – every time.



## 18 7 Team-Building Must-Haves

Does your sales manager train salespeople so they can improve, or does he just tell them how badly they're doing their jobs?



## 20 RV Dealers International Convention/Expo Schedule

Here's the latest info on the Nov. 7-11 event, including workshops, exhibitors, and Vendor Training +Plus sessions.



## 28 Who Made the List?

The Society of Certified RV Professionals has released its roster of individuals who earned certification or recertification during the past quarter.

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# America's State Parks: Key Players in Outdoor Recreation and Camping

*By Phil Ingrassia, CAE, president*

As the National Park Service marks its 100th anniversary in 2016, other public lands are also enjoying time in the spotlight during the "Find Your Park" celebration. Research shows that many people don't make sharp distinctions between the national parks, national forests, BLM, or state parks they're enjoying.

During a trip to South Dakota's Mount Rushmore National Memorial and Wind Cave National Park, our family spent a lot of time in Custer State Park, which is adjacent to federal lands. At the National Association of State Park Directors (NASPD) meeting in French Lick, IN, last month, I learned more about how state park systems work to promote and support outdoor recreation and camping.

The statistics are impressive. There are more than 10,000 state park areas spread over 18 million acres. The state parks serve more than four million campers a year through 230,000+ campsites.

State park annual operating expenditures total \$2.5 billion, and more than half the revenue is generated through various user fees. On average, state parks now get less than 50 percent of their funding from general tax funds. While they have a major impact on state tourism and local economies, state parks' average share of the state budget is less than 1 percent - actually, 0.16 percent.

States manage and fund their parks differently. Some have put the parks under their tourism department and generate revenue with an array of user services. This makes a lot of sense because state parks attract out-of-state visitors and encourage in-state travel by residents bringing tourist dollars into the state's economy.

Other widely used park funding mechanisms - a tiny percentage added to the sales tax, a portion of real estate transfer taxes, motor vehicle fees, and lottery revenues - are used to support parks in

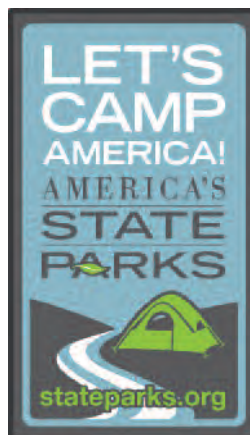
some states, but a number of park directors are trying to move toward complete self-sufficiency through user and program fees and remove their future funding from general tax revenues. For campers, park self-sufficiency may mean that they have to pay market-rate fees (generally meaning higher) for sites as well as surge pricing during peak periods, a strategy that the private sector has used for many years. As you can expect, some park advocates are more successful than others in convincing lawmakers and governors to go along with new funding ideas.

Some private campground operators see public campgrounds, including state parks, as unfair government competition, while others see them as destinations that benefit the entire RV park and campground sector.

There's no doubt that state parks are placing more emphasis on serving campers. The recently launched "Let's Camp America" campaign by NASPD showcases a wide array of healthy activities available to campers with hopes of engaging new audiences such as youth, millennials, and city dwellers.

As we all work to keep the industry momentum going, the national "Find Your Park" celebration is a great time to remember our state parks, too. They remain an important gateway to RV travel for first-time campers to enjoy the outdoors close to home.

Thanks for your support, and I'll see you next month in Las Vegas!



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*Phil*

# Let the Good Times Keep on Rolling!

By Brian Wilkins, chairman



**A**s we put Labor Day weekend in the rear view mirror and send the kids back to school, we know that the RV selling season is going to start slowing down. It's the seasonality of the business, especially for those of us in the Northeast.

That said, from most accounts, business has been, and continues to be, very strong. There was evidence of this in a recent press release from RVIA that forecasted 2016 shipments to exceed 405,000 units and 2017 shipments to reach 411,000 units. If these predictions come true, then 2016 and 2017 will be the first two years that shipments exceed 400,000 units since the numbers started being tracked in 1978.

Shipping 405,000 units will also mark a complete recovery from the 2006-2009 market downturn. What's interesting about this recovery is the speed with which it happened. I know - while we were actually going through it, it didn't seem like an especially speedy recovery. But if you look at the numbers, it's been a pretty awesome comeback.

For example, from 1978-1980, RV shipments dropped from 389,000 units to 107,200 units, or almost 73 percent. It took the industry 28 years to return to those 1978 numbers, hitting 390,500 in 2006. As we all know, that return didn't last long. Shipments quickly dropped back to 165,700 in 2009, a decrease of 58 percent. This time, the market has fully recovered in just 10 years.

I think this comeback says a lot about our industry. For years, we've promoted the Go RVing campaign, which has raised public awareness of RVs and boosted their popularity. The current market numbers show that more people than ever are trying out the RV lifestyle. We can have confidence that our industry and our products are better situated to not only recover from future market downturns, but also to possibly achieve levels we've never seen before.

## It's show time!

The fall show season has begun. Last night, I returned from the Hershey RV show. For further evidence of our industry's growth, take a look at the attendance numbers issued by sponsor PRVCA - an all-time record of 57,692 attendees. That's an 80 percent increase over the 2009 attendance of 32,100 attendees. An 80 percent increase in just seven years! And those attendees didn't disappoint, either, with most dealers reportedly very pleased with retail activity. There were multiple accounts of the show's first day being the best dealers have ever had.

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**"If our industry is to continue to grow, increasing our employment base and training that base will be critical."**

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This week, it's off to the Elkhart Open House Week. We all know how much this event has grown over the past eight years. Ten years ago, Open House Week didn't even exist. Yet, according to the Elkhart Truth, both Forest River and Thor expect to exceed \$1 billion in sales this week alone. What's most amazing about the event is that there's no structure or organizing body behind it. The event's growth has been completely informal, with the only structure being two leading manufacturers that agree on the dates.

Yes, business is good and the prospects for our industry seem to be very promising. Interest rates remain favorable, the economy has been consistent, and RV popularity is as high as it's ever been. But we do need to proceed with caution. In the past, the market hasn't sustained these types of numbers. As a result, our industry doesn't have a lot of experience at maintaining these levels for extended periods.

Manufacturing is maxed out, and employment is tight at both the OEM and supplier sides. If our industry is going to continue to grow, increasing our employment base and training that base are going to become critical. In addition, as I've discussed in past columns, we need to address issues of product quality, after-the-sale warranty support, and replacement parts availability if our industry is to reach its full potential.

As the end of my term as RVDA's chairman gets closer, I've been thinking a lot about the industry's future and whether we can all pull together to tackle the tough issues. As I've made clear in my columns this year, these are not dealer issues or manufacturer issues - they belong to all of us. It'll take a long-term commitment from all sides to resolve them so that every segment of the RV industry is prepared for whatever future markets bring. Are we up to the challenge? If yes, maybe 500,000 units are in our future!

See you in Las Vegas next month!

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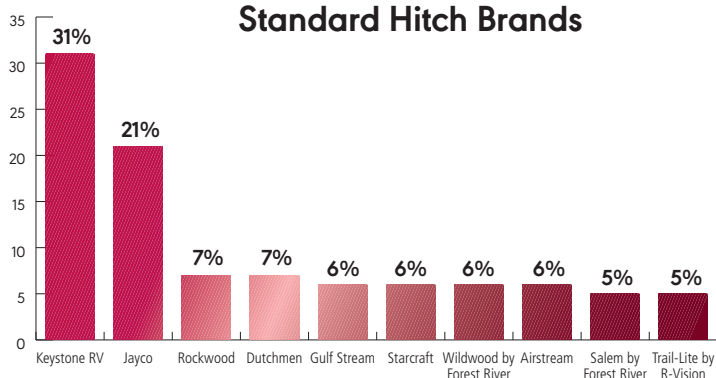
## Info For The Big Picture

### NADAguides' Top Researched RV Brands

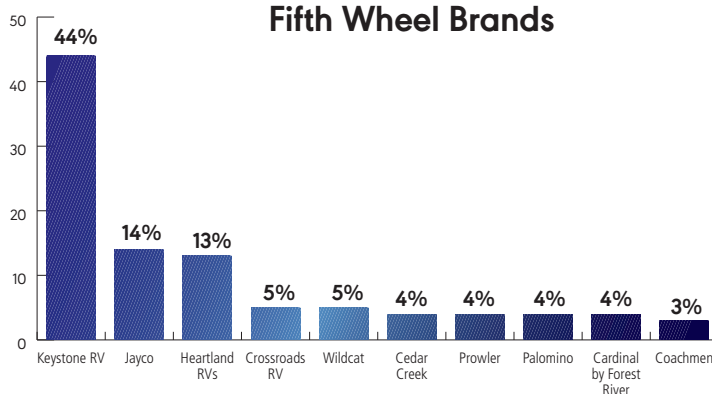
**W**hich RV manufacturers got the most consumer interest recently on NADAguides.com? Here are the results from the first half of the year. The *NADA Recreation Vehicle Appraisal Guide* is a valuable tool for determining the average market value of used RVs. Also available is

NADAguides RV Connect, an online program that provides updated RV values, creates custom window stickers for both newer and older RVs, and more. These products are available at a special RVDA members-only rate. See page 35 ("Endorsed Products" page) for contact information.

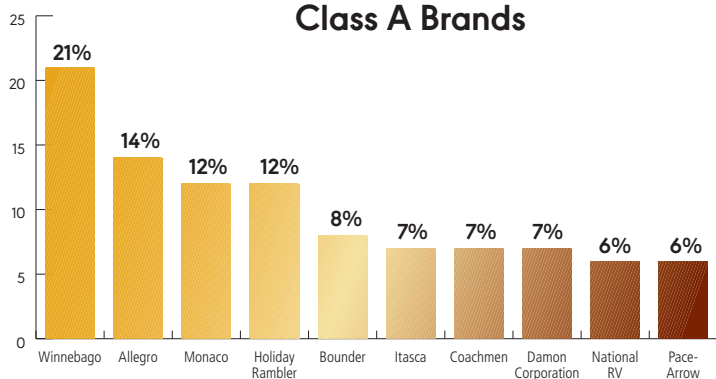
#### Standard Hitch Brands



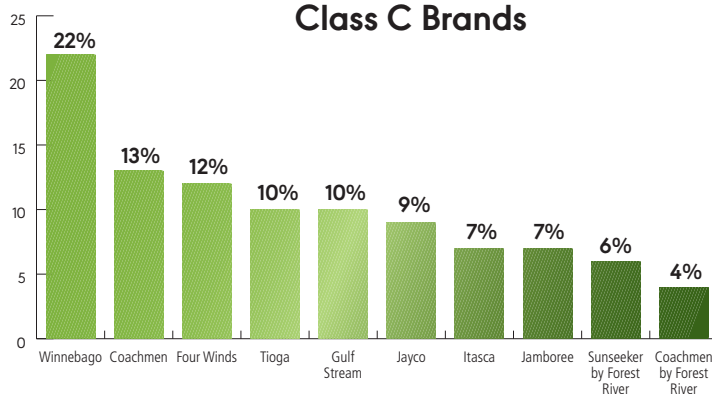
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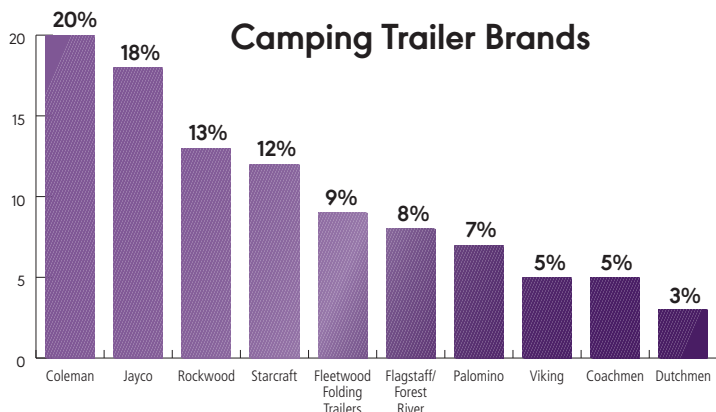
#### Class A Brands



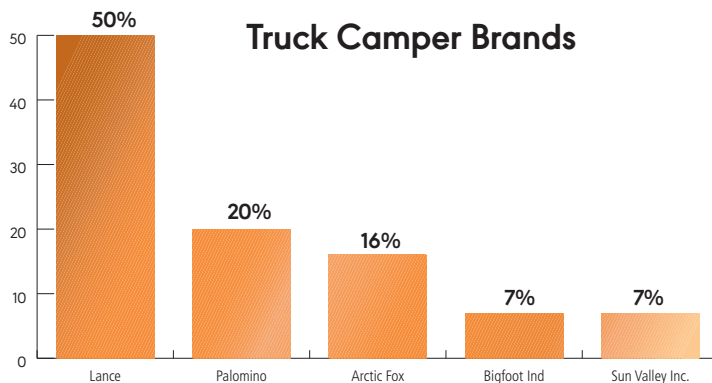
#### Class C Brands



#### Camping Trailer Brands



#### Truck Camper Brands



# The Passionate RV Leader

## How to shield yourself and your team from burnout

By David Spader

WE'VE ALL MET THESE "ENERGIZER BUNNIES" WHO SEEM TO HAVE AN ENDLESS SUPPLY OF DRIVE, ENERGY, AND PASSION. THEY WORK TIRELESSLY THROUGHOUT THE YEAR, ALWAYS LOOKING TO IMPROVE AND PERFORM.

**B**ill stood out from the other participants in my management program from the very beginning. The questions he asked were insightful and well-timed. After the day's session, he'd go back to the hotel, complete several hours of work, then study the materials we'd covered that day. The next morning, he'd return refreshed and ready to do it again.

We've all met these "Energizer bunnies" who seem to have an endless supply of drive, energy, and passion. They work tirelessly throughout the year, always looking to improve and perform. They seem oblivious to burnout. Some are extroverts. Some are introverts. Some are more action-oriented, while others are more reflective. What is it that drives them, and can it be bottled? Developed?

Leaders and managers constantly ask this question. They ask it when they're feeling burned out after a long season in the trenches, and they ask it when trying to determine if the next generation really is committed to the business. They ask it when they're seeking a new rock star manager.

The answer to the question isn't simple, but it's also not as complex as people make it. This article will focus on some of the components that help identify the type of work you – and your employees – will be passionate about so that

you can position everyone for a successful and fulfilling career.

### Work interests and non-work interests

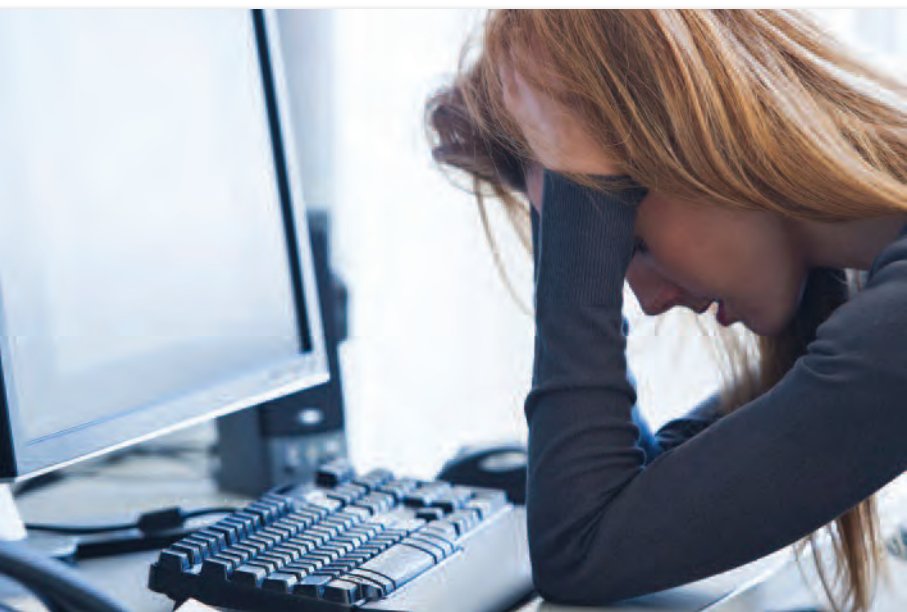
Personal interests are the types of activities that an individual finds most interesting, motivating, and satisfying. They're a critical component in identifying the best fit for long-term satisfaction and fulfillment in life. It's important to understand that we have two types – work interests and non-work interests.

Work interests are the passions that are expressed in the workplace. When there's a high degree of fit between our work interests and our actual job, we're energized and satisfied by working. When there's a low degree of fit, we feel unsatisfied and unmotivated. Bill, for example, is a general manager with a high degree of fit between his interests and his job. He has two very strong work interests. The first is economic, characterized by a passion for growing wealth and managing resources. He loves to look at and analyze the numbers. He constantly seeks new ways to improve efficiencies, productivity, and revenues.

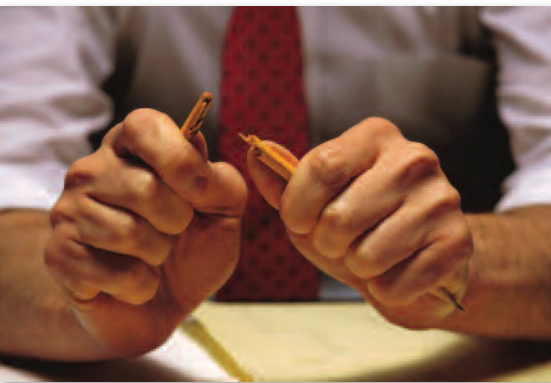
Bill also has a relational interest – his passion for interacting with others and building strong relationships with a wide variety of people, including his employees, customers, and vendors. He seeks ways to cut costs without sacrificing the "high touch" service his dealership delivers. This strong fit between Bill's interests and his role as a general manager is reflected in his passion for the job.

In contrast, Eddie was recently promoted from a shop foreman to the service manager of a dealership with 15 technicians. His strongest work interests are technical and intellectual. He loves the mechanical challenges associated with the service department. Unfortunately, his new role as service manager requires him to be an expert at managing processes and people, not fixing machines.

Eddie's fit was great for the shop foreman role, but his passion for the service manager job probably won't last more than a few months,







since he finds routine paperwork and processes demotivating. If there's any hope for Eddie to survive in his new job, he'll have to fulfill some of his passions outside of the workplace.

### **"Sacred time" for non-work interests**

Fortunately for Eddie, he may be able to meet some of his desire for technical work outside of the dealership. He wasn't sure why, but as soon as he started the service manager job, he felt a rekindling of his passion for working on classic cars in his time

off. This was simply his technical interest manifesting itself because he couldn't satisfy that passion at work.

If Eddie wants to maintain his long-term motivation, it's critical that he set aside "sacred time" to meet this passion. If he doesn't, it's highly unlikely he'll maintain his level of motivation and satisfaction in his work and personal life.

Bill, on the other hand, has a very strong physical non-work interest. He's always been active and enjoys hiking, biking, running, and lifting weights. He's found that his work and personal life start to suffer when he doesn't make time to pursue these activities. Unlike Eddie, Bill has very different non-work interests and pursues very different activities outside of work in order to maintain the satisfaction and fulfillment he wants in life.

Like Bill and Eddie, maintaining your passion as a leader starts with understanding your own interests and developing strategies to manage them. In the wise words of Dr. Albert

Schweitzer, "Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful."

Come to my Nov. 10 workshop "The Passionate RV Leader" during RVDA's convention to learn how you and your key leaders can sustain your passion. Beforehand, I strongly recommend that you go to [www.cor5.com](http://www.cor5.com), create an account, and complete the free "Work Interests" assessment. Bring the results with you to the workshop so you have a customized report to use during the presentation. Although it's best to complete the assessment prior to the session, you can also do it afterwards.

*David Spader is a lead consultant and trainer for Spader Business Management. He will present "The Passionate RV Leader" on Thursday, Nov. 10 during the RV Dealers International Convention/Expo in Las Vegas. He can be contacted at [ddspader@spader.com](mailto:ddspader@spader.com). ■*

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# Time for a Shake-Up in Your F&I Department

By Paul Sheldon

**W**hen I started in F&I years ago, we only sold service agreements and credit insurance. We presented, sold, and closed the first, then did the same with the second. But as we added more products, this “step selling” process got tedious. That led to the creation of the menu system that presents customers with multiple product packages offered at different prices, each offering a different level of benefits.

Today, F&I menus are an efficient way to get all of our products in front of our customers. But today’s customers are better informed and faster-paced than before, and so we must modify our selling system to meet their needs. We have to present the products that benefit them the most, regardless of how they fit in a column on a menu. So, it’s time for our menus and presentations to evolve.

RV customers tend to be loyal and return to companies with whom they enjoy doing business. These loyal customers tell their campsite friends about their experiences at your dealership. Word of mouth has grown exponentially thanks to social media, and posts about your dealership will instantly reach hundreds or thousands more.



A customer’s experience in the F&I department is often his last impression of the buying experience, so the way we present products can have a lasting impact. A system designed to match products to specific customer needs helps create a satisfied customer who becomes a loyal advocate. A successful F&I presentation consists of three components – process, product, and people. In this article, we’ll examine the first.

## From the office to the floor

When does the process of selling F&I products begin at your store? Is it when a customer is ready to take delivery? The buying cycle of an RV purchaser is often quite long, and a customer may visit your dealership, your website, or RV shows for months before deciding on a model and price range. Combine this long buying cycle with how well-informed today’s customers are, and hiding F&I product benefits until the last moment of the purchase doesn’t make sense.

What if you could create excitement about your menu long before delivery? What if your menu became more like an accessory, a valuable addition to your customer’s RV? What if you could persuade more customers to finance with you instead of with their bank and to buy products that support fun and adventure, and what if everyone in the dealership was excited about them? It’s possible if we evolve the F&I menu presentation.

First, get F&I out of the office and onto the sales floor. As soon as customers decide to buy, the finance manager should meet them and congratulate them on their purchase, perhaps sitting down with them in their new RV. Find out why they decided to buy that particular unit and where their travels will take them. Get to know them – the few minutes spent on the floor will shorten the time spent

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**What if you could persuade more customers to finance with you instead of with their bank and to buy products that support fun and adventure, and what if everyone in the dealership was excited about the products?**



overcoming objections in the F&I office. Plus, the information you gather will help you determine what products best fit the customer.

Some F&I people have an interview script. Personally, I prefer having a relaxed conversation, asking questions that connect me to the customer. Make notes about the conversation when you return to your office. By the way, learning what's important to your customer doesn't mean not presenting all products to all customers, but you will have a better idea of what's important to them.

As business and finance managers, we need to meet dealership customers long before we ever present a menu to them. We're an integral part of the overall dealership experience and will most likely be the last person they see before driving off in their new RV. F&I should be seen as another step in the sales delivery process, not a separate step.



Modifying the finance process to be more customer-focused will go a long way toward creating the type of dealership that customers will return to and recommend to their friends.

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

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# Is It Luck or Is It Skill?

*Here's what you need to know to hire and keep great techs and salespeople*

*By Carletta Clyatt*

**Y**ou're supposed to be managing a skilled team of salespeople and service techs, but instead, you've become a full-time recruiter. The last person you hired seemed great – he had a perfect resume, gave a good interview, and was happy with the salary.

And he left after a week.

While you scrambled to replace him and cover his work, someone else resigned. And since that left you so short-staffed, you couldn't afford to get rid of that other technician who always makes a mess of everything.

It's time to revamp your hiring process. How? Read on.

## STEP 1:

### Know your own criteria.

What do you need from a position? Do your sales reps need to be relationship builders or consultants? Do they need to move quickly, or do they need tenacity and patience? Should your service techs be independent and



self-reliant or cautious and inclined to ask questions before turning that wrench? Being certain about the kind of person you want will help you screen out candidates who don't even come close to a fit.

## STEP 2:

### Hire the right person, not the one who seems right.

Amazing resumes and great interviews don't automatically mean great employees. Ask candidates for examples of how they're resourceful problem solvers, skilled closers, meticulous workers. Ask how they'd handle specific scenarios in the job. You want details – interviewees can say they're confident and self-sufficient, but make them prove it.

A bad fit creates turmoil and dissent and can destroy your team's spirit of cohesiveness. Speak with former employers and references to gain insight into the behavior of the person you're interviewing. Role-play typical scenarios to see how candidates react. Do everything you can to get to know who it is you may be hiring.

## STEP 3:

### Be prepared to adapt.

Once you've found someone great, how do you get them up to speed? You might need to be flexible. For example, Gary, a new salesperson who seems to have excellent potential, has a passion for RVing but is inexperienced in sales. Should you take over and show him how the job needs to be done?

It depends on Gary. If he's the type who wants input from others and guidance when he's unsure, he'll appre-



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ciate your efforts. In fact, he may become frustrated or think you're ignoring him if you leave him to fend for himself. However, if he's free-thinking and self-assured, he'll want to devise his own sales approach. The self-directing Gary will resent it if you monitor him too closely, and frequent questions about his actions or the least bit of skepticism can drive him away.

## **STEP 4:** **Find the keys to making a good hire a great employee.**

High-quality service technicians and salespeople are hard to find. Once they're on board, you need to keep them. Understand what makes your team happy and productive – and what doesn't. Different personalities have different triggers.

A careful and methodical service tech can get flustered if forced to rush a job and end up making uncharacteristic mistakes. Routine-oriented people need predictability in their day, so give ample notice of deadlines and avoid last-minute surprises. Conversely, techs who like to stay busy and work quickly all the time may get antsy over the seasonality of the RV industry. Have a back-up plan to keep them busy during lag times. Assign other tasks to your antsy employees, but make sure those tasks can be completed quickly.

You don't need luck to hire good salespeople and techs – you need time, patience, determination, and insight. Each time you begin the hiring process, remind yourself of the specific traits you're looking for. Ask interviewees for examples of situations in which they've exhibited those traits.

Know that different personality types have unique strengths that can be magnified and weaknesses that can be offset. Can you deal with subordinates who need extra direction and attention? Can you put up with a person who insists on making his own decisions or resents close management? Bringing out their best, keeping

them happy, and enhancing their effectiveness as a team is a challenge, but it can be done by being better informed.

*Carletta Clyatt is senior vice president at The Omnia Group Inc. She will present "7 Things You Need to Do to*

**You don't need luck to hire good salespeople and techs – you need time, patience, determination, and insight. Each time you begin the hiring process, remind yourself of the specific traits you're looking for.**

*Develop Your Team" on Wednesday, Nov. 9 during the RV Dealers International Convention/Expo in Las Vegas. For more information, contact her at (813) 280-3026 or [Carletta@omniagroup.com](mailto:Carletta@omniagroup.com). ■*



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# Simplify Life at the Dealership— Hold Service Advisors Accountable

By David Foco

**T**he number one concern I hear about from dealers and department managers is poor customer follow-up, meaning their employees aren't doing it correctly. When the dealership's service advisors don't follow through – and aren't held accountable – it seems that everyone in the store can end up getting involved with customers' service issues. The service manager typically spends a lot of time running around putting out fires because the dealership doesn't have the procedures, on-going training, and electronic tools in place to hold advisors accountable for the follow-up process.

You may already have very good service advisors, but you can turn them into awesome service advisors.

## Reaching out is job one

First, and most importantly, service advisors need to understand that customer follow-up is their number one priority. This point has to be discussed when you're interviewing candidates for the position, and it needs to be addressed with your current staff. The follow-up process must be written into the job description and signed by the employee.

The heart of the follow-up procedure itself is to call your customers at least every five business days with an update. If a customer has to call you to find out the status of the work being done or the parts on order... you've lost. When we don't follow up with customers, we plant the seeds of

doubt. The customer says to himself, "I knew this was going to happen," and he thinks the dealership doesn't value his time or business.

The next step is to train the advisor on the process. Emphasize such things as conversation with the customer and letting them know when and how often they'll be contacted with updates after they drop off their RVs. I find that often the advisors haven't been taught the correct verbiage to use during this process, so there needs to be an emphasis on proper communication.

## Hold them accountable

The most critical component is using the right tools to ensure your advisors are following up with




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customers at least every five business days. There are several versions of what I call the customer route sheet, an item that needs to be implemented, used, and monitored.

You can use your DMS to eliminate a step in administration input. For example, ADP has an opportunity for follow-up notes in its “service and invoicing” screen. When the advisor generates the repair order, the information migrates in this section of ADP.

You can monitor the follow-up when the advisor makes notes in the repair order in the “transfer notes” box, and that will migrate into the “service and invoicing” screen for a great snapshot of all the customers the advisor is working with open ROs.

One of the keys to proper notes is to have the advisor start every follow-up with the date of the last contact and the correspondence or results of the communication. For example: “7/8/16 Spoke to Mrs. Johnson and gave her ETA of parts on order; also informed her of the cause and correc-

tion of her living room slide.”

Done properly, the service manager can see all of the previous correspondence with customers in case he or she has to get involved with them. A number of service managers have told me this was a lifesaver when they needed to defend their service team. More importantly, the service manager now has an inspection process for customer follow-up.

### Another option

Another version of a customer route sheet is a simple Excel spreadsheet that’s used in the same fashion. It takes an extra step for service advisors to input information when writing ROs, but it’s minimal – about 30 seconds to log the drop-off date, RO number, customer name, type of camper, customer contact number, email address, and customer’s concerns.

There should also be columns for unit status and date of customer’s last contact and remarks – info that the advisor updates after customer

communication. I typically implement this document on the dealership’s server, Dropbox, or Goggle Docs so the service manager can inspect and hold the advisor accountable.

Hopefully, you already have this important process in operation at your dealership and you’re using electronic customer follow-up tools.

I’ll be addressing more processes and tools that service managers can use to coach their advisors at workshops during RVDA’s convention/expo in November.

*David Foco is vice president of A World of Training, where he uses his 25+ years of experience working in dealerships to coach sales and service personnel. He will present “How to Conduct Service Advisor Daily One-on-Ones” and will co-present with Michael Rees “Keep Them Coming Back: Tools to Build Extreme Customer Loyalty” during the 2016 RV Dealers International Convention/Expo Nov. 7-11 at Bally’s in Las Vegas. ■*

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# 7 Team-Building Must-Haves

By Cory Mosley

**C**oaching the sales staff always sounds good in theory, but it's rarely done consistently and, more importantly, properly. You might assume that the best person for the job is the one with a manager's title. Unfortunately, that's not always the case.

Take a recent conversation I had with a sales manager. He remarked that one of his salespeople was on thin ice because he wasn't closing his customers. I asked about the dealership's training program. "We don't have a formal training program," the manager said, adding that he personally shadows his salespeople and that his experience in the real estate business served as the only reference his team needed.

I asked the manager if he could coach his salespeople. "I don't have time," he said, which I took to mean that he didn't know how. Apparently, poorly performing salespeople are supposed to miraculously get better at their jobs.

Innovators in the field of selection testing say there are seven components to becoming a great coach. Consider the following points and whether they can help turn you into the mentor your team needs.

## 1 Be your own ally.

The primary focus should be to instill in your sales team a positive, optimistic outlook. You want to keep them from playing mental games against each other and fostering negativity that impedes performance. So rather than starting another sales meeting by telling your staff how bad they are at their jobs, think of a positive way to motivate them to victory.

## 2 Maximize your return on energy.

Coach your sales team to avoid common distractions and unproductive activities, such as coffee klatches, during high ROI times of the day. It's so easy to misuse one's time, so provide your team with a game plan for winning the day.

## 3 Prospect.

This is a great opportunity to share and exchange strategies on how to prospect both inside and outside the business.

## 4 Develop a compelling story.

Help your team develop sales approaches that address the needs of your dealership's most common types of clients. All customers are not the same, so why should the sales approach be?



## 5 Become a master of communication.

Help your salespeople communicate the brand and message effectively. Identify the particular components of your company's sales message that add the most value.

## 6 Sharpen the saw.

Sadly, the idea of continuous learning among sales professionals is rarely taken seriously. I've been in businesses across the country and can recall only one that had a recommended reading list for ongoing improvement. That business also provided spiffs to encourage team members to read and advance their skills. It's no wonder it boasted the highest grosses in its market area.

## 7 Keep score.

Show me a salesperson who doesn't want to win, and I'll show you one who isn't making money or hitting their sales objectives. Top performers who really care about what they do want to know that they're crushing it, so track and monitor your salespeople regularly and encourage them along the way.

You have more technology and widgets at your disposal than ever before, but so does the competition. That's why your employees remain a critical factor in differentiating your dealership from competitors, so develop that talent. Change your approach and become an actual coach and mentor.

*Author, speaker, and radio show host Cory Mosley is principal of Mosley Automotive, a consulting company he founded to provide training for dealerships and manufacturers. He will present "Best Practices Kill Sales Growth: How Not to be a Victim," "Lead the Next Generation of Employee," and "Customer Retention Starts with Employee Retention" during the RV Dealers International Convention/Expo Nov. 7-11 in Las Vegas. He can be contacted at [connect@corymosley.com](mailto:connect@corymosley.com) and (804) 414-8050. ■*



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



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

Recruiting Process and Recruitment ROI CareerCo Palace 3

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

& King Consulting Inc. Sponsored by Protective Platinum Ballroom

e) Sponsored by Gulf Stream Coach Inc. Skyview 2



**RV DEALERS  
INTERNATIONAL  
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**NOVEMBER 7-11, 2016**

**Preliminary Schedule: Check rvda.org for Updates**

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

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

ship with MBA Insurance Skyview 2

Commercial Distribution Finance Platinum Ballroom

	RENTAL	SERVICE	PARTS
Dale Carnegie Training: Managing Objections McGuire Palace 3	Rental Agreements for the New Millennium Leslie Pujo Bronze 1	How to Conduct Service Advisor Daily One on Ones David Foco Bronze 2	The Profitable, Proactive Parts Department Valerie Ziebron Bronze 3
		Customer Service for Parts and Service Managers Christine Corelli Palace 3	
of a Successful Turnover Cavaco and Shawn Moran 1&2	Dale Carnegie Training: Transforming Customer Complaints into Opportunities Cory McGuire Palace 3	Increase Service Profits and Customer Care Through Report Management Greg Dewalt Bronze 1	Keeping Your Customers Happy While Adding Sales to the Parts Department Garry Weaver Bronze 2
Another Cash Deal? How to Sell and Convert Your Cash Buyer to Lease with You Rich Moore Bronze 1	6 Core Elements to Become the Face of Your Business and Star in Your Market Tonya Eberhart & Michael Carr Bronze 4	Selling and Promoting the Service Side of Your Business Christine Corelli Bronze 3	Selling and Promoting the Service Side of Your Business Christine Corelli Bronze 3
the Millennial RV Customer Lupaquier 2	The Importance of Digital and Traditional Marketing to Maximize Results and Response Roger Vergara Bronze 4	Attract and Keep Techs Valerie Ziebron Bronze 3	Retail Restoration: Ideas for Changing Your Store from "Blah" to "Aah" Val Byrd Palace 6&7
F&I Convenient for RV Customer Lupaquier Bronze 2	Make Facebook One of Your Leading Website Traffic Builders Claire Wheeler Bronze 4	Dealership Dynamics: Recruiting and Retaining Your Service Department Tonya DeVane Palace 6&7	The Simple Parts System - A Path to a Profitable, Functional and Efficient Parts Department Greg Dewalt Bronze 3
F&I Managers Fail at Handling Complaints and How You Can Fix That Moore Palace 1&2	Website Analytics for Dealers Rich DeLancey Bronze 3	The Little Things That Create Customer Loyalty Don Tipton Bronze 2	Keys to Profitable Parts Inventory Management Mike Nicholes Palace 6&7
After the Sale Fisher 6&7 (session not recorded)	You've Gone Digital...Now What? Sheril Vergara Bronze 3	Advancing Your Career: Move Up, Move Over, Move Ahead Pete Smith Palace 3	The Parts Department Sets Foundation for Entire Dealership Chuck Marzahn Palace 1&2
Personal Selling Skills That Will Improve Fit, Compliance and Customer Retention Paul Sheldon Palace 3	Making Sense and Cents Out of Your Digital Data Rich DeLancey Bronze 3	Lead the Next Generation of Employee Cory Mosley Bronze 4	The Best Processes and Measurements for the Best Parts Inventory Management Mike Nicholes Palace 1&2
Legal Landscape and How it Applies to You Harvey Fisher Palace 1&2 (session not recorded)			(speakers and schedule subject to change)

# Vendor Training +Plus Schedule



## MONDAY 11/7

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

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

## TUESDAY 11/8

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



## AGENDA-AT-A-GLANCE\*

### Monday, November 7

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

### Tuesday, November 8

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

### Wednesday, November 9

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

### Thursday, November 10

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

### Friday, November 11

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

\* Subject to change



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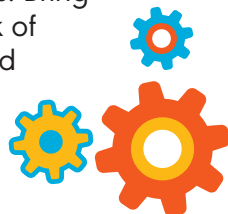
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RVDA of America, 3930 University Drive, Fairfax, VA 22030-2515 • (703) 591-7130 • Fax: (703) 359-0152 • www.rvda.org

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

**CANCELLATION / REFUND POLICY:** All cancellations must be in writing and received by August 31, 2016, to qualify for a refund. A \$50 administrative fee will be deducted from each refund request received by July 31, 2016. A \$100 administrative fee will be deducted from each refund request received between August 1, 2016 and August 31, 2016. No refunds will be made after August 31, 2016. \*The Mike Molino RV Learning Center is a tax-exempt organization as described in section 501(c)(3) of the Internal Revenue Code. Contributions may be tax deductible as charitable donations.

# 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 list includes only those whose dealerships have chosen to participate in the recognition program.

## RECERTIFIED

**John VanHauen** . . . . . Recertified Master Technician  
**Kevin Dodd** . . . . . Recertified Master Technician  
**Marvin Miller** . . . . . Recertified Master Technician  
**Thomas Pilgrim** . . . . . Recertified Master Technician  
**Preston Foster** . . . . . Recertified Master Technician  
**Luke D. Tatman** . . . . . Recertified Master Technician  
**David Ward** . . . . . Recertified Master Technician  
**Mark Barry** . . . . . Recertified Master Technician  
**Steven Stefanic** . . . . . Recertified Master Technician  
**Gary Motley** . . . . . Recertified Master Technician  
**Kelly Rauk** . . . . . Recertified Certified Technician  
**Brian Funke** . . . . . Recertified Certified Technician  
**Alton Horton** . . . . . Recertified Certified Technician  
**David Dirksen** . . . . . Recertified Certified Technician  
**David Willis** . . . . . Recertified Certified Technician  
**Dean Shores** . . . . . Recertified Certified Technician  
**Jay Swearingen** . . . . . Recertified Certified Technician  
**Ronald McCrite** . . . . . Recertified Certified Technician  
**Patrick Renchin** . . . . . Recertified Certified Technician  
**Paul Mullet** . . . . . Recertified Certified Technician  
**Carl Miller** . . . . . Recertified Certified Technician  
**Keith McBrayer** . . . . . Recertified Certified Technician  
**Jacob Boots** . . . . . Recertified Certified Technician

## NEWLY CERTIFIED

**Carlos Pons** . . . . . Certified Technician  
**Gregg Durand** . . . . . Certified Technician  
**Evan Page** . . . . . Certified Technician  
**Anthony Strickland** . . . . . Certified Technician  
**John C. Fisher** . . . . . Certified Technician  
**James Petersen** . . . . . Certified Technician  
**Chris Page** . . . . . Certified Technician  
**Raymond Wilkin** . . . . . Certified Technician

## Mike Molino RV Learning Center Certifications:

### RECERTIFIED

**Jim Godfrey** . . . . . Service Manager

### NEWLY CERTIFIED

**Adam Finley** . . . . . Service Manager  
**Denny Holmes** . . . . . Service Manager  
**Ian Isley** . . . . . Service Manager  
**Ken Kistner** . . . . . Service Manager  
**Matthew Page** . . . . . Service Manager

**Darrin Gray** . . . . . Service Writer/Advisor  
**Matthew Linn** . . . . . Service Writer/Advisor  
**Ricardo Manzanares** . . . . . Service Writer/Advisor  
**Russ Underberg** . . . . . Service Writer/Advisor  
**Michael Ware** . . . . . Service Writer/Advisor  
**Jamie Hollis** . . . . . Warranty Administrator  
**Dee Stanger** . . . . . Warranty Administrator  
**Reginia Turner** . . . . . Parts Manager  
**Steven Hyman** . . . . . Parts Specialist  
**Kevin Knowles** . . . . . Parts Specialist  
**Paul Snyder** . . . . . Parts Specialist  
**Julie Stazenski** . . . . . Parts Specialist

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# How Do I Get on the List?



**W**ant 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](mailto: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](mailto:info@rvda.org).

Printed Name: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_ RETURN by email to: [info@rvda.org](mailto:info@rvda.org) or fax to: (703) 359-0152. Rev. May 2015

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I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).			



# Go RVing Stops at Minnesota State Fair

Go RVing

Compiled by Go RVing

**R**epresentatives from the Go RVing Coalition wrapped up visits to four state fairs, where nearly 50,000 potential customers took personal tours of travel trailers and motorhomes. RVDA member dealers provided units for the displays.

Over the course of the first four days of the Minnesota State Fair (Aug. 25-28), there were 22,585 tours of the Winnebago Sightseer motorhome and Keystone Passport 2 travel trailer provided by PleasureLand RV.

Before that, Go RVing set up camp at the opening weekends of the Wisconsin State Fair (Aug. 4-7) in West Allis and the Kentucky State Fair (Aug. 19-21) in Louisville. Burlington RV Superstore provided a Newmar Dutchstar motorhome and a Jayco Hummingbird travel trailer as the centerpieces of the Wisconsin display, which saw 12,674 consumer tours. There were 4,815 tours of the Thor Chateau motorhome and Grand Design Imagine travel trailer provided by Tom Stinnett Derby City RV for the Kentucky event.

Go RVing's fair circuit started at the Ohio State Fair in Columbus. During the three-day opening weekend (July 29-31), more than 9,600 people toured the Airstream travel trailer and Class B motorhome that were on display. Those units were provided by Haydocy Airstream and RV. ■



The Minnesota State Fair set a new attendance record this year, drawing just under 2 million visitors. The event has been held every year since 1859, according to its archives, "with only five exceptions – in 1861 and 1862 due to the Civil War and Dakota Indian Conflict, in 1893 because of scheduling conflicts with the World's Columbian Exposition in Chicago, in 1945 due to war-time fuel shortages, and in 1946 due to a polio epidemic."

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A team of experienced professionals.  
Helping our dealer clients make more money for over 20 years.



# GET GOING WITH GO RVING!

## The Go RVing dealer tie-in program is back... and better than ever!

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

## HERE ARE THE HIGHLIGHTS:

### Leads – Plus Program

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

### Digital RV Image Library Pictures on GoRVing.com

Go RVing dealers signed up for the program have access to multiple all-new,

high resolution images of consumers enjoying a variety of RV products. These images can be used in advertising, websites, and other promotional materials.

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



## Get Going with Go RVing! Return this form TODAY!

Name: \_\_\_\_\_

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Dealer website: \_\_\_\_\_

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

☐ Check here for leads delivered by U.S. mail.

Credit card (circle): VISA MC DISCOVER AMEX

Credit card #: \_\_\_\_\_ Exp. date: \_\_\_\_\_

Cardholder: \_\_\_\_\_ Security code: \_\_\_\_\_

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

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



# RVDA's Gone Mobile!



**Put the convention on your device.**

*Download the powerful new RVDA Convention App.*

An iPad displays the RVDA Convention App interface. The screen shows a night cityscape background with a large, brightly lit building. Overlaid on the screen is a semi-transparent menu with various icons and text. The menu items include: Home, Profile, Events, Info, Locator, Directory, News, Alerts, More, Social, Help, and Settings. In the top right corner of the app interface, the RVDA logo is displayed, featuring the text "RVDA" in blue and a red and white American flag graphic. Below the logo, it says "The National RV Dealers Association" and "Powered by Dealers". In the bottom right corner of the app interface, there is a banner for the "RV DEALERS INTERNATIONAL CONVENTION/EXPO" scheduled for "NOVEMBER 7-11, 2016". The banner also features the "GEAR UP FOR SUCCESS" logo. In the bottom left corner of the iPad screen, there are two app store badges: one for the Android App Store and one for the Apple App Store. In the bottom right corner of the iPad screen, there is a QR code. Below the QR code, there is text that reads: "Scan the QR code or go to <http://tinyurl.com/RVDAapp> to download the RVDA app."





## The Duane Spader Leadership Development Scholarship

Through the Mike Molino RV Learning Center and Spader Business Management leadership development partnership, a scholarship is awarded annually to give one current or future leader the opportunity to participate in the program tuition-free. The scholarship honors the RV industry service of Spader founder and former RVDA Chairman, Duane Spader, as well as his leadership philosophy of life-long learning. **The scholarship recipient receives full tuition valued at \$14,875 to attend all five sessions of the Spader Leadership Development Program.** The recipient is responsible for all other expenses.

### 2017-2018 Leadership Development Program Scholarship Application and Fact Sheet

**APPLY TODAY!** Complete the application (below) and provide a 500-word essay describing why the leadership development program would be beneficial to you, your business and the RV industry. The selection committee encourages all applicants to provide up to three letters of recommendation. Applicant must be an employee of an RVDA dealer member and will be evaluated on their demonstrated achievement as well as evidence of future potential and benefit to the RV industry. Email the materials to [kvanduyse@rvda.org](mailto:kvanduyse@rvda.org). The deadline is October 10, 2016. Late or incomplete entries will not be accepted. The recipient will be notified by the end of October and recognized at the RV Dealers International Convention/Expo. Session #1 is January 9-11, 2017. Currently sessions are held in Sioux Falls, SD. Some may move to a Florida training facility; ample notice will be provided.

Name:
Dealership:
Email:
Phone:
If selected, RVDA may publish my name, likeness, and the name of my employer on their website. Signature:



MIKE MOLINO RV LEARNING CENTER  
3930 University Drive, Fairfax, VA 22030-2515  
Phone 703-591-7130 / FAX 703-359-0152  
[www.rvlearningcenter.com](http://www.rvlearningcenter.com)  
[info@rvda.org](mailto:info@rvda.org)

Aug. 2016



# ONLINE TRAINING WITH FRVTA'S DISTANCE LEARNING NETWORK

## **The DLN offers your dealership:**

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

## **The Florida RV Trade**

### **Association and RVDA's Mike**

**Molino RV Learning Center** partner to provide distance learning opportunities to RV dealers and their employees. The Distance Learning Network is \$995 per year for each dealership location. Over 50 sessions available, 24 hours a day, seven days a week, with full access to training through July 31, 2017.

## **The DLN offers online training for:**

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

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

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



## **DEALERSHIP REGISTRATION**

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

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Mentor Name: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail (at dealership): \_\_\_\_\_ Fax: \_\_\_\_\_

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

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

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

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

Name on Credit Card: \_\_\_\_\_ Card Number: \_\_\_\_\_

Security Code: \_\_\_\_\_ Expires: \_\_\_\_\_ Card Billing Address: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_



# RVDA Endorsed Products

## Certified Green RV Program TRA Certification Inc.

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

TRA, a green certification company, measures, evaluates, and certifies RV manufacturers and verifies vendors for energy efficiency and environmental friendliness. Dealers can guide environmentally-conscious consumers in making better-informed decisions about their RV purchases, 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.

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

## 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. The Solution: CSI's Lead Qualifier Program. Your sales leads are sent to CSI following initial contact with your sales staff. CSI then makes a personal phone call to each lead, captivating their attention before your competitor does. We will uncover the prospect's initial impression of your dealership and staff; fully qualify the lead including exact needs and time frame for purchase; and provide you with their deal maker!

Loan Origination and Warranted Loan Documents  
**Wolters Kluwer**  
http://wolterskluwer.com/rvdealers.aspx

AppOne, an indirect loan origination platform, helps dealers and lenders manage the origination process from lender submission to funding. Dealers have access to compliant and warranted loan documents, maintained by Wolters Kluwer to meet federal and state compliance requirements of all 51 U.S. jurisdictions. Dealers also have access to lenders on the AppOne Lending Network of national, regional, and local financial institutions. The network enables dealers to establish lender partnerships and secure financing for customers.

Market Intelligence Program  
**RV Industry Data Program from Statistical Surveys**  
Scott Stropkai  
sstropkai@statisticalsurveys.com  
(616) 281-9898 ext. 128

Dealers receive a 10 percent discount on customized reports through Statistical Surveys' RV Industry Data Program. Using Tibco Spotfire software, the program provides dealers with data visualization and analytics that can yield valuable insights for better decision making, including data on where new units are being registered and which dealers sold which units by make, model, length and axles.

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

RVDA members can save up to 80% on over 93,000 products at Office Depot and OfficeMax. Shop online or in any Office Depot or OfficeMax store for printing, cleaning, break room, and office needs. Enjoy free next-day delivery with online orders over \$50. Visit the website to shop online or to print off a free store purchasing card.

Pre-owned RV Appraisal Guidance  
**N.A.D.A. Appraisal Guides & NADAguides.com**  
www.nada.com  
lsims@nadaguides.com  
(800) 966-6232, Ext. 235

The N.A.D.A. RV Appraisal Guide is an essential tool to determine the average market value for used RVs. A new online program, RV Connect, is

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

## Propane and Propane Supplies Suburban Propane

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

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

## RVDA/Spader 20 Groups Spader Business Management

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

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

## Shipping Discounts PartnerShip, LLC

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

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

## Software & Consulting Services KPA

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

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

# The Mike Molino RV Learning Center proudly recognizes

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

Received From	Contributed 9/12/14- 9/12/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
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## MAJOR GIFTS

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

## CHAMPIONS

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

## Received From

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

## LEADERS

American Guardian Warranty
The Trail Center
Dinosaur Electronics
Leo's Vacation Center, Inc.



# these CONTRIBUTORS

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

## Received From

Contributed 9/12/14- 9/12/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
NERVDA	2,000	2,000	12/18/15
Candys Campers	500	1,800	6/6/16
Northern Wholesale Supply, Inc.	1,000	1,750	12/12/14
Ocean Grove RV Supercenter	1,750	1,750	6/14/16
Out of Doors Mart, Inc.	500	1,750	10/13/15
Steinbring Motorcoach	500	1,750	12/3/14
Gib's RV Superstore	1,500	1,500	12/2/15
Schaap's RV Traveland	250	1,350	12/19/14
Camp-Site RV	500	1,250	1/29/16
Ronnie Hepp	500	1,125	12/31/15
Airstream Adventures Northwest	1,000	1,000	6/10/16
Beckley's Camping Center	250	1,000	6/12/15
Bill Mirrielees	500	1,000	5/5/16
Mount Comfort RV	1,000	1,000	9/30/15
Prime Time Manufacturing	1,000	1,000	12/30/14
Tennessee RV Sales & Service, LLC	750	1,000	6/14/16

## BENEFACTORS

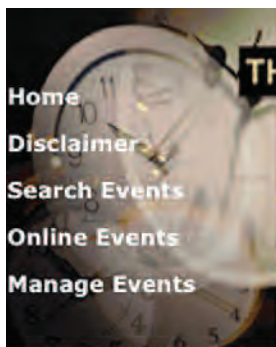
Contributed 9/12/14- 9/12/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
Keepers RV Center	700	700	850 6/14/16
American Family RV, Inc.	500	500	9/2/16
Camp-Land RV	500	500	6/14/16
Florida Outdoors RV Center	500	500	6/15/15
Holiday Hour, Inc.	200	500	3/14/16
Kroubetz Lakeside Campers	250	500	11/1/15
Modern Trailer Sales, Inc.	250	500	6/22/15
The Makarios Group, LLC	500	500	6/3/16

## SUPPORTERS

Contributed 9/12/14- 9/12/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
Starr's Trailer Sales	450	450	6/16/16
Lou Novick	100	400	11/25/15
Carolina Coach & Camper	250	350	6/15/16
Liberty RV	250	300	9/2/16
Arlington RV Supercenter, Inc.	250	250	6/1/15
Black Book RV Value Guide	250	250	3/6/16
Foremost Transportation Incorporated	250	250	5/4/15
Tri-Am R.V. Center of East Tennessee	250	250	2/5/16
C.S.R.A. Camperland	200	200	12/12/14
Richard's RV ServiCenter	120	120	7/15/16
Chesapeake RV Solutions	100	100	2/29/16
RV Share	100	100	12/31/14
RV Value Mart, Inc.	100	100	6/15/15

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<< Back		November 2016					Fwd >>	
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
			1	2	3	4	5	
		Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	
6	2016 RV Dealers International Convention/Expo	7	8	9	10	11	12	
Show Online Events	Show Online Events	Show Online Events	RV Inspector/RV Maintenance Tech Training	Show Online Events	Show Online Events	Show Online Events	Show Online Events	
			Show Online Events					
13	14	15	16	17	18	19		
Show Online Events	Show Online Events	RV Inspector/RV Maintenance Tech Training	Show Online Events	FREE Webinar: Compliance: What You Really Need to Know and Do to Stay Out of Trouble	Show Online Events	Show Online Events		
		Kelly Enterprises 3-Day Financial Center Seminar		Show Online Events				
		Show Online Events						
20	21	22	23	24	25	26		
Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events		
27	28	29	30					
Show Online Events	Show Online Events	Show Online Events	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				

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