

RV EXECUTIVE TODAY

AUGUST 2015

2015

Passport to Excellence

EDUCATION & TRAINING

RV DEALERS INTERNATIONAL CONVENTION/EXPO

SPECIAL PREVIEW ISSUE

2015 RV DEALERS
INTERNATIONAL
CONVENTION/EXPO
NOVEMBER 2 - 6

Also:

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**EVERY Night is Opening
Night in RV Sales** page 16

**Proposed Overtime Rules
Could Affect Dealership
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RV EXECUTIVE TODAY

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August 2015

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CFPB Overreach Hits New Heights?

By Phil Ingrassia, CAE, president

Can a government agency formed to protect consumers actually do the exact opposite?

In Washington, D.C., it seems anything is possible, and a recent consent order entered into by the government and American Honda Finance won't help car buyers get better interest rates.

Last month, Honda's captive finance company agreed to settle lending bias claims by the Consumer Financial Protection Bureau (CFPB) and to limit dealer "discretion" to 1.25 percentage points for loans up to 60 months and to one percentage point for loans longer than 60 months. Although Honda Finance agreed to pay a \$25 million settlement, the company admitted no wrongdoing, saying that its lending practices have been "fair and transparent."

"There's no getting around the fact that this enforcement action is going to reduce the savings consumers depend on when financing," said American International Automobile Dealers Chairman Brad Hoffman. "Everyone in our industry is mystified as to why the government continues to overlook its own common-sense approach in favor of the anti-consumer methods forced on Honda Finance."

Of course, Honda Finance isn't in the RV financing business, but the CFPB's actions show the agency continues to take aim at dealer reserve. At least for now, another captive under a similar CFPB investigation, Toyota Financial, told Automotive News that it "has no plans to change our pricing model" when it comes to working with its dealers.

In Congress, frustration with the CFPB's lack of accountability continues to grow. Senate Banking Committee Chairman Richard Shelby (R-AL) points out that the CFPB has grown to more than 1,450 employees and expanded its enforcement power to cover everything from telecom companies to vehicle finance.

"These actions, like others undertaken by the bureau since its formation, have not been without controversy," Shelby said. "Many would say that some of them go beyond what Congress envisioned in Dodd-Frank," the bill that created the CFPB and specifically exempted auto, RV, and boat dealers from agency oversight. In fact, NADA recently submitted a Freedom of Information Act

request to the CFPB asking for an "internal memo" from the agency, discussed in a recent American Banker article, which seemed to indicate that the CFPB's goal was to target dealer reserve. Publicly, the CFPB has long held that its intent is not to target dealer reserve, since the CFPB is not authorized to directly regulate dealers.

Shelby and other lawmakers have good reason for concern because Congress has absolutely no control over how the CFPB spends its federal dollars. The CFPB operates outside of the normal appropriations process, while other independent agencies like the Securities & Exchange Commission and Federal Trade Commission are subject to Congressional oversight.

"Congressional oversight of the bureau is critical now more than ever because of the CFPB's growing reach over the practices of individuals and companies in the financial sector," Shelby said. "I am confident, however, that the time will come when we reassert our constitutional prerogative."

One measure, H.R. 1737 – a bill introduced by Reps. Frank Guinta (R-NH) and Ed Perlmutter (D-CO) – the "Reforming CFPB Indirect Auto Financing Guidance Act" – would rescind the flawed finance guidance that is threatening how vehicle financing works today. The bill has the support of RVDA, NADA, RVIA, and others in the vehicle industry.

The bill would require the CFPB to follow a transparent process when issuing vehicle finance guidance. The CFPB issued its auto finance guidance in 2013 without prior notice, public comment, or hearings.

With RV, auto, and light truck sales booming, the CFPB continues to meddle in one of the great success stories of the U.S. economic recovery. RVDA and its allies firmly believe eliminating dealer-assisted financing would lessen competition in the RV financing marketplace and result in higher interest rates for all consumers. RVDA will continue to keep members informed and work in the best interests of its members on this issue.

Thanks for your support.

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Keep the Momentum Going

By John McCluskey, chairman

As we pass the halfway point of the summer selling season, the industry remains on target to set towable RV sales records in 2015, barring some significant event that impacts the economy and consumer confidence.

The strong economy will lead to interest rate increases during the second half of this year. Inventory costs will approach more normal levels, so we will have to pay more attention to our inventory levels. Also, industry consolidation has increased the contingent liabilities for the major manufacturers, so their buyback agreements will come under review. This may lead to shortened curtailment schedules for us.

Prosperity breeds expansion

All the momentum the RV industry has enjoyed is leading to a number of dealership expansions and acquisitions. We're also seeing new entries into the RV industry, something that hasn't happened in a long time.

Many dealers in my 20 group have added new locations or are in the process of doing so. The key concerns are the lines available in any given market and all the issues of dealing with new products and/or manufacturers. Staffing is another issue – who will run the new location? A startup needs new staff, and if you buy a dealership, the existing staff generally needs retraining. They often come with bad habits and need to be reeducated on basic business practices, as well as the new owner's policies and systems.

Fortunately, RVDA and the Mike Molino RV Learning Center have resources to help. This issue focuses on one of those resources – the RV Dealers International Convention/Expo – and there really is no better way that I've found to educate management staff in one place.

RVDA Convention/Expo Committee Chairman Ron Shepherd and his team continue to improve the workshop offerings, which include experts in each key area of dealership operations. (See convention schedule pages 18-19) There are also technical experts available in many of the Vendor Training + Plus sessions that kick off the convention on Monday and Tuesday. And the expo provides attendees with access to virtually all the key vendors and service firms that support dealership operations.

Dealer registrations are up about 10 percent as I write this, so I encourage you to sign up now and join your colleagues in Las Vegas.

Other education opportunities

The RV Learning Center is also working on educational offerings beyond the convention. The Learning Center published a completely revised version of its popular Service Management Guide earlier this year, is relaunching the RV Technician Today e-magazine as a 24/7 subscription-based website, and is continuing its series of free webinars in conjunction with our partners at KPA.

"RVDA and the Mike Molino RV Learning Center have resources to help. This issue focuses on one of those resources – the RV Dealers International Convention/Expo – and there really is no better way that I've found to educate management staff in one place."

The Learning Center's Program Oversight Committee is also working to update some of the fixed-operations certification programs and accompanying learning guides so that we have the latest information available to the people at the front lines of servicing our customers.

We couldn't do this without industry support. Please take a look at the list of contributors to the RV Learning Center on page 33. We have a number of new contributors, as well companies that have renewed their support. Thanks to all of you who help make continuing education possible with your donations and participation.

RV industry trade events

Ever since the Elkhart Open House Week took root as an annual September event, the concept of co-locating RVDA's convention and the National RV Trade Show has been an ongoing discussion. RVDA's board of directors continues to look at options. We've heard from dealers who would like to reduce travel costs and the amount of time spent away from the dealership, but maintain the same high level education opportunities provided by RVDA. Another goal would be stronger involvement from manufacturers and suppliers in any RVDA-organized event.

There's nothing new to report right now, and there are a lot moving parts to consider, but it remains something on the table, just as it has for the past five years.

For now, RVDA's attention is focused on our upcoming event in Las Vegas. One of the ways to expand your business is to increase the capacity of your employees. As you'll see throughout this special issue, the convention is a great place to do just that. It's another resource that will help your business finish the year strong.

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QUICKTAKES

Info For The Big Picture

“America continues to be a premier travel destination and will continue to see strong visitation growth through 2020.”

- U.S. Dept. of Commerce's
2015 travel forecast



50%

Ratio of **international** bookings done by some of the largest U.S. RV rental companies

\$221 billion

Amount spent by international visitors on travel in the U.S. last year

\$250 billion

Amount international visitors are expected to spend in 2021



77.6 million

Number of **international** visitors who will stay one or more nights in the United States this year

PASSPORT TO EXCELLENCE

Learn How to Stand Out from the Competition at this Year's RV Dealers International Convention/Expo

By RVDA staff

The RV industry is on fire again – and your employees need updated skills so your dealership can take advantage of the red-hot market. Look no further than the **2015 RV Dealers International Convention/Expo**, which offers training and inspiration for almost every dealership employee.

Seven education tracks – dealer/GM, sales, parts, service, rental, social media/e-marketing, and F&I – will provide fresh takes on operating dealership departments more efficiently and profitably. Each of the workshop presenters has been carefully vetted by the dealers on RVDA's convention/expo committee to ensure that attendees get the most value from their convention investment.

Speakers include a selection of RVDA newcomers, such as Nancy “The Telephone Doctor” Friedman, and popular speakers who consistently rate high among convention attendees, including Chuck Marzahn of Marzahn and King Consulting and David Foco of A World of Training. See pages 18-19 for the schedule matrix.

In addition to the workshops,

Check RVDA's convention website, www.rvda.org/convention, frequently for updates on workshop room locations, additional events, online registration, hotel reservations, and more. You can also view the exhibitor list, download the convention app, and read about workshop presenters.

16 of the industry's top companies will present a total of 19 educational sessions during this year's Vendor Training +Plus program. Topics include hiring and retaining the right employees, new DMS technology, marketing and selling to the online buyer, installing on-demand water heaters, and more. See page 12 for times and topics.

The expo halls will be filled with manufacturers and suppliers who are eager to do business with dealers and their managers. Well-known companies such as Diversified Insurance Management and Protective Asset Protection will be on hand, as will some new faces, like Genius Monkey and Infinity Luxury Woven Vinyl. Exhibit space is selling fast, an indication of the RV industry's renewed strength.

Also on the roster: Five Partners in Progress committee meetings are currently scheduled. These sessions give retailers the chance to discuss

important dealer/manufacturer issues, as well as review the results from RVDA's annual Dealer Satisfaction Survey (DSI). Check www.rvda.org

throughout the summer for additional listings.

Up and coming RV executives will find events that are of particular interest to them marked on the matrix with the Young



2015 Passport to Excellence

EDUCATION & TRAINING

RV DEALERS INTERNATIONAL CONVENTION/EXPO

Executives logo. These include not only workshops, but also a reception on Wednesday.

The Society of Certified RV Professionals returns with a reception on Monday that will recognize certified professionals and feature a popular 2014 speaker, Bob Clements.

The RV Rental Association in partnership with the MBA RV Rental School will present a mini rental school on Tuesday during which presenters will help dealers decide if rentals are the right business to enter.

Once again, RVBusiness will present its Top 50 Dealers Awards during a reception Wednesday evening. All badge-wearing convention attendees are invited to the event. ■

Keynoter Scott McKain Will Show Dealers How to Stand Out From the Competition

Internationally acclaimed speaker Scott McKain once wrote that business success most often is achieved by taking something ordinary and developing an approach that makes it stand out. "You should sell vanilla ice cream distinctively," says the author of "Create Distinction: What To Do When 'Great' Isn't Good Enough To Grow Your Business."

McKain specializes in helping companies figure out what it is that makes them different from their competition and how to use those unique differences to their advantage. Although it's tempting to market with glitz and flash, he says, "true distinction is the result of substance – not splash."

McKain, the author of three business best-sellers, has presented his message to a variety of international companies, including BMW, Merrill Lynch, McAfee, Colgate, and Hallmark. He will bring his message during the general session on Nov. 3. See his story on page 16. ■



AGENDA-AT-A-GLANCE*

Monday, November 2

- 11:30 a.m. - 2:30 p.m. RVDA of America Board of Delegates lunch & meeting
- 12:00 p.m. - 5:00 p.m. RVDA of Canada Board of Directors lunch & meeting
- 2:45 p.m. - 5:00 p.m. Vendor Training Plus+ Partners in Progress meetings
- 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

Tuesday, November 3

- 8:00 a.m. Dealer lounge opens
- 8:15 a.m. - 11:45 p.m. The Adaptable (Young) RV Executive, Special Guest: David Spader
- 8:15 a.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 p.m. - 1:00 p.m. PrimeTime Partners in Progress meeting
- 12:00 p.m. - 2:00 p.m. Learn How Renting Will Enhance Your Sales, Service, Parts and F&I Business - an RVRA special session in partnership with the MBA RV Rental School
- 1:15 p.m. - 2:15 p.m. Winnebago Partners in Progress meeting
- 2:30 p.m. - 4:00 p.m. General session and keynoter
- 4:00 p.m. - 7:00 p.m. Expo open with receptions in both halls

Wednesday, November 4

- 8:00 a.m. Dealer lounge opens
- 9:00 a.m. - 10:00 a.m. Concurrent workshops
- 10:15 a.m. - 11:15 a.m. RVDA of America annual meeting
- RVDA of Canada annual meeting
- Parts & service management track workshop
- 11:00 a.m. - 3:00 p.m. Expo open (lunch served at noon)
- 2:00 p.m. - 3:00 p.m. Concurrent workshops
- 3:15 p.m. - 4:15 p.m. Concurrent workshops
- 4:15 p.m. - 5:30 p.m. Young Executives reception

Thursday, November 5

- 8:00 a.m. Dealer lounge opens
- 9:00 a.m. - 10:00 a.m. Concurrent workshops
- 10:15 a.m. - 11:15 a.m. Concurrent workshops
- 11:00 a.m. - 2:00 p.m. Expo open (lunch served at noon)
- 2:00 p.m. - 3:00 p.m. Concurrent workshops
- 3:15 p.m. - 4:15 p.m. Concurrent workshops
- 4:30 p.m. - 5:30 p.m. Concurrent workshops

Friday, November 6

- 7:30 a.m. Coffee service
- 8:00 a.m. - 9:00 a.m. Compliance education
- 9:15 a.m. - 10:15 a.m. Compliance education

* Subject to change

Vendor Training +Plus Offers Training on the Latest Products

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	Diversified Insurance Management Inc. and P&H Group <i>Greg Artman</i> A Leadership Primer
3:45	

TUESDAY 11/3

8:15	The Omnia Group <i>Carolyn Eagen</i> Hire and retain Top Talent!				
9:30	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	Ron Wheeler
10:45	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	Ron Wheeler
12:00	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		
1:15	RV DealerPRO Training <i>Don Reed & Tim Kintz</i> Leading From the Neck Up to Bring Your Net Up	RV Inspection Connection <i>Terry Cooper</i> – Learn How a Certified RV Inspection of Your Rental Units Can Reduce Your Headaches	WFCO Electronics <i>Tom Ryan</i> Why WFCO products are "The HEARTBEAT of Today's RV's "	Brown & Brown Recreational Insurance	Ron Wheeler
2:15					

(As of July 24)

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Exhibitors as of July 24

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



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Duratain Inc.
Dutchmen Manufacturing Inc.
EasyCare RV
+ **EBay Motors**
Equalizer Systems
Bronze Partner:
Forest River Inc.
Platinum Partner:
GE Capital, Commercial Distribution Finance
+ **Genius Monkey**
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)
Level 5 Advertising
+ Lippert Components Inc.
Livin' Lite RV Inc.
Marzahn & King Consulting Inc.
Bronze Partner:
MBA Insurance Inc.
Medallion Bank

Merrick Bank
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.
Gold Partner:
Protective
+ PullRite
REBS Marketing
Riverside Travel Trailer
Roadtrek Motorhomes Inc.
Robert Weed Plywood Corporation
RV Comfort Systems
+ RV DealerPro Training
+ **RV Inspection Connection**
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EVERY Night Is Opening Night In RV Sales!

By Scott McKain

My wife Tammy and I recently bought tickets to see a comedian who was headlining in Las Vegas. He was in a casino's showroom for the weekend, and we figured his Sunday night performance would be the easiest of the shows to obtain good seats. He's one of Tammy's favorites from the "Blue Collar Comedy" channel on Sirius/XM, and we were ready for an evening of fun.

We were right about the seating...but wrong about the performance.

The opening comedian was sharp, if under-appreciated. His act was very professional and funny, with a tight set that focused on his problems being a newly-single guy. But the packed venue was there for the headliner, not the warm-up.

Then the main stand-up sauntered out, sat on a stool, and lazily worked his way through an hour. He apologized for sitting, blaming

it on a fall that broke a couple toes, then launched into a mostly stream-of-consciousness tirade on his accident. His rant was sloppy and not really funny.

We were very familiar with this comedian and assumed the show would be a bit profane and edgy. What we didn't expect was that he would do none of the material he's recognized for and instead use a packed Vegas showroom as his test lab for new stuff.

Years ago, I had the greatest part-time job in the world: a movie reviewer, syndicated to television stations in the United States, Canada, and Australia. I had the opportunity to interview the biggest celebrities in Hollywood and was intrigued by the desire of several major movie stars to forego the big bucks of film and spend time onstage in a Broadway production, doing up to eight performances a week before a live audience.



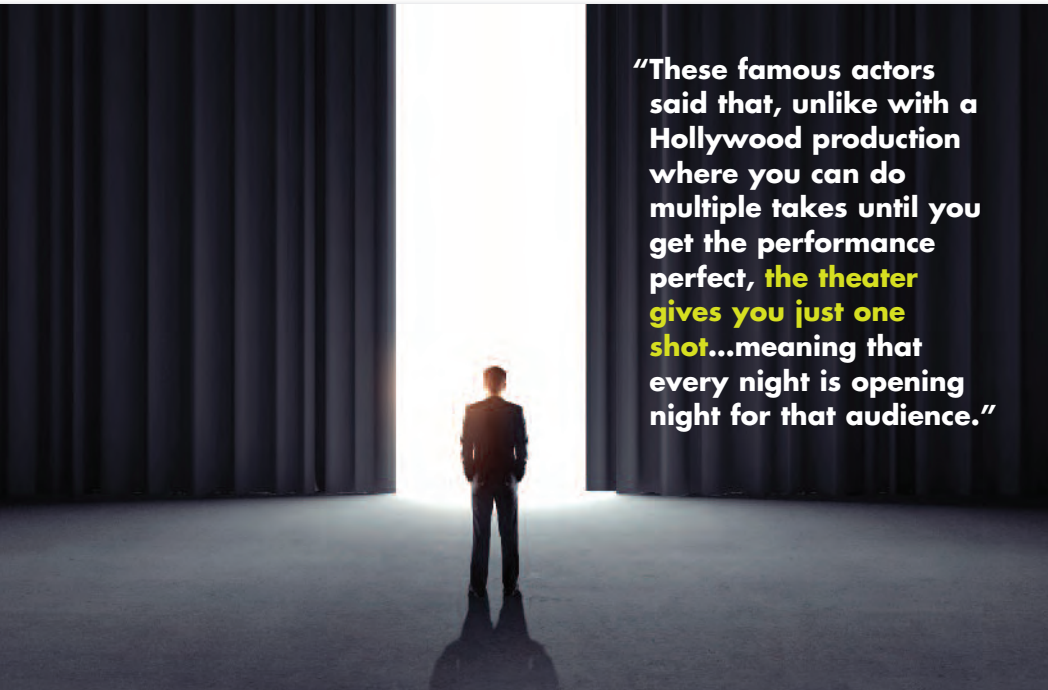
These famous actors said that, unlike with a Hollywood production where you can do multiple takes until you get the performance perfect, the theater gives you just one shot...meaning that every night is opening night for that audience. In other words, the special discipline of stagecraft made their film work sharper and more precise.

Critical point #1:

What are you doing to make your work at the dealership sharper and more precise? I'd suggest that one of the most important reasons to attend your upcoming convention is that it's an opportunity to learn, share, and grow.

I wish the comedian Tammy and I saw that night had realized his fans were there to see his best work. As a speaker, I have to work on new material and broaden my content – just as a comedian must develop new jokes and bits. However, I would never try an entirely new presentation on any audience! For that particular group, it's their opening night.

How does this relate to your dealership? Every time someone on



"These famous actors said that, unlike with a Hollywood production where you can do multiple takes until you get the performance perfect, the theater gives you just one shot...meaning that every night is opening night for that audience."

your team talks to a customer or prospect, demos the various features, services an existing customer's RV, or asks someone for the sale, it's "opening night."

Sure, there will be times when you're tired after working long hours, and there will always be frustrated or inconsiderate prospects who don't respond to your "performance." However, it's the discipline of getting each performance right that will make all of your work sharper and more precise.

I'm writing this on a Southwest flight heading from Las Vegas to San Antonio. The flight attendants delivered the safety instructions speech with fun and a sense of theatre. They've probably made the same presentation twice today before I boarded the plane, but you wouldn't know it. It's part of why so many customers find Southwest to be distinctive.

Critical point #2:

How are you creating that "opening night" experience for your dealership's customers every time in sales and service?

"ALL Business is Show Business" is the title of my first book, and the philosophy applies to your business. A "show business" only succeeds when it creates a compelling connection with the audience. If we don't care about the characters, we won't keep watching the show and recommending it to friends. If prospective customers don't feel like you care about them, they'll wonder if you'll provide good service after the sale, and they certainly won't recommend you as the RV dealer of choice to their friends.

In business, we frequently focus on the product and price and don't pay enough attention to the experience we're creating. Price only becomes of critical importance to

customers when they can't find anything else about your dealership that differentiates you from the competition.

If you can create a compelling experience and that "opening night" feeling every time you have a conversation with a customer or prospect – you'll create distinction and set yourself apart from the competition.

Scott McKain is an internationally acclaimed speaker and author of three bestselling books, including "Create Distinction: What to Do When 'Great' Isn't Good Enough to Grow Your Business," which was named one of the top 10 business books of the year. McKain specializes in helping businesses discover their unique strengths so that they can stand out from a crowded field of competitors. He will be the keynote speaker during the Nov. 3 convention general session. For more information, see the matrix on page 18. ■



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MONDAY	11:00 a.m. - 5:00 p.m.		11:00 - 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			
	2:45 - 3:45 p.m.		Partners in Progress meeting: 2:45 - 3:45 p.m. KZ RV			
	2:45 - 3:45 p.m.		Vendor Training +Plus: A Leadership Primer, Diversified Insurance Management Inc. & P&H Group			
	5:15 - 6:30 p.m.		Society for Certified RV Professionals Reception "Think your way to success!" Bob Clements Sponsored by Protective Asset Protection			
TUESDAY 11/3	8:15 a.m. - 2:15 p.m.	8:15 - 9:15 a.m.	Hire and Retain Top Talent! The Omnia Group			
		9:30 - 10:30 a.m.	New Products from MAXAIR and SUBURBAN – Revolutionary and Reliable, AIRXCEL Inc.	Turnkey Profit Center Programs from Lippert Components Lippert Components		
		10:45 - 11:45 a.m.	Cash Conversions, Diversified Insurance Management Inc. & P&H Group	Increasing Your Bottom Line with Certified Pre-Owned RVs RV Inspection Connection		
		12:00 - 1:00 p.m.	Maintaining Profits and Compliance in Today's Legal Environment, AGWS	The Online (Sales) Playbook Workshop eBay Motors		
		1:15 - 2:15 p.m.	Leading From the Neck Up to Bring Your Net Up RV Dealer Pro Training	Learn How a Certified RV Inspection of Rental Units Can Reduce Headaches, RV Inspection Connection		
TUESDAY 11/3	8:15 - 11:45 a.m.	The Adaptable (Young) RV Executive, Special Guest: David Spader (additional fee and advanced registration required)				
	9:30 a.m. - 2:15 p.m.	Partners in Progress meetings: 9:30 - 10:30 a.m. Jayco • 10:45 - 11:45 a.m. Forest River Towables • 12:00 - 1:00 p.m. RVDA of America				
	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, RVRA in partnership with RV Inspection Connection				
	2:30 - 4:00 p.m.	GENERAL SESSION: Create Distinction – When "Great" Isn't Good Enough to Grow Your Dealership, Scott McKain Platinum Ballroom				
	4:00 - 7:00 p.m.	Expo Open with Reception in Both Halls				
	7:00 - 8:30 p.m.	RVDA of Canada Reception (open to all Canadians)				
WEDNESDAY 11/4	EDUCATION TRACKS:		DEALER/GM	SALES	SOCIAL MEDIA/eMARKETING	F&I
	8:00 a.m.		Dealer lounge opens Sponsored by Thor Industries			
	9:00 - 10:00 a.m.		Eliminating that Demarcation Line Between Your Departments David Foco	Principle Centered Selling Randy Sobel	How Positive Reviews Drive Traffic to Your Dealership Peter Martin	Ethics for F&I Bill Kosloski
	10:15 - 11:15 a.m.		RVDA of America Annual Meeting • RVDA of Canada Annual Meeting			
	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	The Customer of the Future – Will Tomorrow's Customer Be Yours? Christine Corelli	Creating a Killer Online Video Strategy Phil Sura	Turning the Impulse into an Option The Impulse Options
	3:15 - 4:15 p.m.		Overcoming Profit Pitfalls, Chuck Marzahn	Best Practices in Hiring, Maryellen Adams	Telephone Inquiries Are Not Always About Price, Nancy Friedman	Driving Service Revenue to Improve Vehicle Sales Peter Martin
	4:15 - 5:30 p.m.		Young RV Executives Reception Sponsored by Coach-Net			
THURSDAY 11/5	5:30 - 7:30 p.m.		RVBusiness Top 50 Dealers Awards Reception Platinum Ballroom			
	9:00 - 10:00 a.m.		Key to Determining the Hiring and Development Criteria for Top Sales Performance, Ricardo Roman	How to Sell to Women Christine Corelli & Doug Dvorak	Social Media & Website Content Analysis and Strategy Bob McCann	A Fast Track to Success Greg Anderson
	10:15 - 11:15 a.m.		TBD	Just Close It – If You Don't Close, You Lose George Dans	Digital Marketing – What's Now and What's Next Samantha Scott	Chemical Warfare A Hassle-Free Wade
	11:00 a.m. - 2:00 p.m.		Expo Open (Lunch Served in Both Halls beginning at noon)			
	2:00 - 5:30 p.m.		Optional Events			
	2:00 - 3:00 p.m.		Displaying Dynamic Leadership in Your Dealership: How to Succeed in Business Doug Dvorak	Putting the Principles at Work in Your Dealership Randy Sobel	Five Myths About Search Engine Marketing Bob McCann	Using the Power of the Written Word Rich Moore
	3:15 - 4:15 p.m.		Aligning Your Team for Results Christine Corelli	Obtain and Surpass Your Goals Thru Effective Appointment Setting & Self Generating! Joni Stuker	Digital Marketing for Dealers Rich DeLancey	Keeping the World: Duane
	4:30 - 5:30 p.m.		Follow Me, I'm Right Behind You! How to Lead & Influence Others Jody Urquhart	Managing for Sales Success Doug Dvorak	Appeal to the Eye, Engage for the Buy – Leveraging Visual Selling Techniques Samantha Scott	Successful Selling Robert
FRI	5:30 - 7:30 p.m.		Evening Event			
	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			

How IDS Technology to Improve the Customer Experience	Things Every RV Executive Should Know About 5th Wheel Towing, Pullrite	Ron Wheeler
Dealer Systems (2-hour session)	Brown & Brown Recreational Insurance	Ron Wheeler
Big Data: What It Means To Your RV Lead Generation, Genius Monkey		
CO products are "The HEARTBEAT of RV's," WFCO Electronics	Brown & Brown Recreational Insurance	Ron Wheeler

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



with the MBA Rental School

	RENTAL	SERVICE	PARTS
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For the RV Professional Peter	 How Positive Reviews Drive Traffic to Your Dealership Peter Martin	Turn Your Service Lane into a Selling Lane Budd Blackburn	Hell Hath No Fury Like a Customer Scorned Nancy Friedman
		Take on the Mass Merchandisers, the Internet and Win! Bob Clements	

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

Track for F&I Curtman	Social Media & Website Content Analysis and Strategy Bob McCann	Manage Your Shop by the Numbers Chuck Marzahn	TBD
Al Treatments/Protectants: How to Bring Home the Bacon Weiss	Digital Marketing – What's Now and What's Next Samantha Scott	Habits and Practices of the Exceptional Service Advisor Don Tipton	Developing a Powerful BDC for Parts and Service Joni Stuker

Influence With Integrity in F&I Boore	Displaying Dynamic Leadership Doug Dvorak	Five Myths About SEO Marketing Bob McCann	 I Love My Job, It's the People I Can't Stand! Jody Urquhart	Can They Sell at the Counter, or Are They Order Takers? George Dans
Up With Fraud in a Digital World Bunn	 Digital Marketing for Dealers Rich DeLancey		Service Isn't a Department – It's about the Attitude George Dans	Are We Hiring Customer Facing Employees in our Fixed Operations Departments? David Foco
ful Menu Selling A. Harkins	Follow Me, I'm Right Behind You! Jody Urquhart	Appeal to the Eye, Engage for the Buy Samantha Scott	Structure Your Service Department to Be Profitable Don Tipton	Managing for Sales Success Doug Dvorak

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- 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 _____
 Email _____



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!	Advanced 7/1 - 8/31	Regular After 8/31	Amount
First Registrant – includes Vendor Training +Plus, a \$205 value!	\$659	\$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!	\$639	\$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!	\$639	\$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.*	\$
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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:

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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.

10 Fatal Errors Salespeople Make

By Doug Dvorak

Selling is intrinsically difficult, but some salespeople make the process even harder by committing these fatal errors. Do you recognize any of them in your sales staff?

1. **Fails to project trustworthiness** – The salesperson's body language,

tone of voice, and general approach don't inspire confidence in the prospect.

2. **Doesn't know the product** – Prospects have the right to ask all sorts of questions, and the salesperson is expected to have inside-out knowledge about the product.

3. **Has no goals** – Selling stops happening when a person doesn't set financial goals for himself. Make sure the salesperson has a big enough reason to keep on selling.

4. **Talks too much** – Salespeople need to spend more time listening to their customers so they can then demonstrate how the product will solve their problems or fill their needs.



5. **Has a one-track approach** – Personalize the sales presentation with interesting stories or funny quotes. Keep it lively.

6. **Has a weak sales pitch** – The sales pitch is what catches attention. Salespeople simply can't spend enough time and care working on theirs.

7. **Pleads instead of persuades** – Don't plead – offer the right meaningful information to prospects and they'll be persuaded on their own.

8. **Doesn't follow up** – No matter how the initial sales meeting goes, you must enthusiastically follow up on every lead generated.

9. **Doesn't close** – Don't relax just because the presentation is going well – a deal isn't closed until the payment has been secured.

10. **Doesn't know the customer** – Do as much preliminary research as possible on your customers – who are they, what they like, and what they want.

Fundamental as these points are, they're too often skipped over by management. Make sure your sales team isn't making these mistakes. ■

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Ask For Referrals and Increase Sales Effectiveness 25%

By Doug Dvorak

Some companies hardly use advertisements and do most of their business on referrals. These companies have realized that referrals are worth their weight in gold for their potential to bring in new business. Salespeople tire of making cold calls, knowing that the chances of converting them into sales are very thin. Referred prospects, on the other hand, are another story altogether.

Referrals remove doubts

There are solid reasons why referrals work. A referred client is already inclined to trust the selling company because he trusts the referrer. Since the referred client's friend or relative has used the product and vouchsafes its quality, the salesperson doesn't have to do much convincing. It's only a matter of answering a few additional questions, and the salesperson can close the deal.

Let's consider some examples. A consumer is more likely to subscribe to a broadband connection service when a friend is already using that service and likes it. The same consumer might have resisted earlier efforts from the broadband service provider's salespeople.

You're more likely to join a social networking group when your friends invite you to join than when you're solicited by an advertisement. Likewise, Cynthia Jones is more likely to use an RV dealership if it's been referred to her by her friend Deborah Hill. She'll just call up Deborah to ascertain that the company does a good job.

Referrals not only work, they work faster. The referred client has few doubts because he trusts the friend or relative who recommended the product. Every salesperson and business should therefore seek referrals.

Ask and ye shall receive

Get referrals by asking properly. Timing is crucial – don't ask immediately after you have sold to a client. The client has just made a purchase. He'll be disinclined to refer anybody without first having used the product for a while. The best time to ask is a few days later when the client has used the product and is happy with it. Another good time to ask is after a customer service complaint has been attended to satisfactorily.

Research shows that customers typically are ready to give their opinion of a product 30 days after purchase. Their happiness peaks at this point. So call up customers and find out whether they're happy with the product. Happy customers will gladly reel off names and contact information of friends and associates, which salespeople can use to develop more – and quicker – sales.



Doug Dvorak is CEO of DMG International, a worldwide organization that offers sales and management training and workshops. He has helped Fortune 1000 companies, small to medium sized businesses, and civic organizations and has earned an international reputation for his educational methods and motivational techniques. 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 convention. For times, see the matrix on page 18. ■

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Proposed Overtime Rules May Require Dealers to Alter Pay Plans

By Brett Richardson, RVDA Director of Legal & Regulatory Affairs

Millions more American workers – including some RV dealership employees – will be eligible for overtime pay under the Department of Labor's proposed changes to the fair-labor law.

The Fair Labor Standards Act (FLSA) is a federal law that governs minimum wage and overtime pay requirements for most full-time and part-time workers in the private and public sectors. Currently, full-time workers earning as little as \$23,660 can be designated by their employers as salaried, making them exempt from overtime pay even if they work more than 40 hours per week. The Department of Labor proposes raising the threshold to \$50,400, starting in 2016. This would expand the number of workers eligible for overtime from about 8 percent of the salaried work force to about 40 percent, covering 5 million more workers.

The DOL is also discussing possible changes to the current job-duties test that's used to determine if a worker qualifies as a salaried employee. Some employee advocates want it spelled out that, in order for a worker to be classified as exempt, a certain percentage of his or her time must be spent on exempt duties.

If an employee isn't exempt, he or she must be paid one and a half times his regular pay for every hour over 40 in a particular workweek.

For a traditional RV dealership where the business primarily sells and services recreational vehicles, salespeople are exempt from the overtime rules. However, RV dealers do not have all of the dealership exemptions that their auto dealer counterparts have, and the proposal may apply to an RV dealer's employees in other departments, including parts, service, and front office, and may require dealers to pay more to employees who work more than 40 hours a week or tweak pay plans to avoid doing so.

Some dealership positions may be exempt from overtime requirements by a separate FLSA exemption for employers in the retail and service industries for employees who are compensated on a commission basis, and some courts have interpreted payment on a flat rate basis to equal a commission.

Here's what dealers should know:

- Salary levels will increase. The proposed rule sets the standard salary level at the 40th percentile of weekly earnings for full-time salaried workers, which is



Millions more American workers – including some RV dealership employees – will be eligible for overtime pay under the Department of Labor's proposed changes to the fair-labor law.

projected to be \$50,440 in 2016. The non-profit and service-sector industries and certain areas of the country will be disproportionately affected.

- Salary levels will rise automatically, based either on inflation or percentiles.
- The salary level of highly compensated employees (HCE) will be based either on inflation or percentiles. DOL proposes to set the HCE annual compensation level based on either the 90th percentile of earnings for full-time salaried workers (\$122,148 annually) or on changes in inflation. Currently, in order to come within this exemption, an employee must earn at least \$100,000.
- The DOL wants feedback on the job-duties test and nondiscretionary bonuses. While no changes have been proposed yet, the DOL acknowledges there are challenges with the duties test and wants examples regarding specific occupations. It also wants to hear from employers about the possibility of using nondiscretionary bonuses to satisfy a portion of the standard salary requirement.

RVDA is concerned about how this proposal will affect RV dealers and small businesses in general. The association is working with the Partnership to Protect Workplace Opportunity (www.protectingopportunity.org) to try to manage the proposal so that it has a smaller impact on the RV industry and other small businesses and non-profits.

Dealers interested in commenting have until September 4 to submit written comments at www.regulations.gov. After the comment period and a review by the Office of Management and Budget, the final rule is expected to become effective in mid-2016. ■

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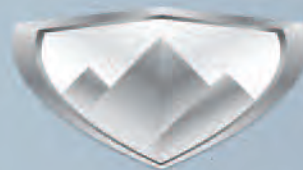


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Mick Ferkey: Service Department Is The Backbone of His Dealership

Dealer Mick Ferkey, of Greenway RV in Wisconsin Rapids, WI, believes so strongly in the importance of his parts and service departments that he calls them “the backbone of our company.”

During the 28 years that he and his wife Lora have owned the dealership, some of the most noticeable improvements and expansions have been made in the service department. A recent expansion, which added 10 service bays, are all staffed with trained and certified technicians. In fact, Ferkey requires all of his employees – techs and support staff – to be certified.

Ferkey wants his customers’ repairs to be done quickly and correctly, so they don’t have to waste time and fuel returning for work to be redone. Repair orders performed correctly the first time translate into customer confidence and increased revenue.



Ferkey makes sure that customers know about his employees’ training and professionalism. Staffers wear uniforms with their certification patches on the sleeves,

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and large banners with technicians' photos and certification titles hang over their work bays. Greenway also advertises its certified personnel on the walls leading into the service department, in newspaper ads, and on the dealership's website and social media. Customers actually ask for particular technicians because of the relationships they've built with them.

Aside from increased customer satisfaction, certification also has a financial impact on the dealership. "We can measure the revenue effect and tech performance by counting the technician's billable hours," says Ferkey. The techs get paid on an incentive plan, which means the more knowledge they obtain, the quicker they can complete repairs and the more billable hours they can produce.

Ferkey pays technicians based on their training and certification progress, as well as a newly established bonus program, for the number of billable hours produced. One advantage to this system is that if a tech has to readdress a repair that was already paid for under the incentive plan, the time taken to redo the repair comes out of the bonus pay and not the base pay. "We never want an employee's income to be under hardship," Ferkey says.

Having an educated staff is so important to this dealer that job candidates are questioned during the hiring interview about their attitude toward training and certification. Ferkey believes that RV manufacturers could also do more to support training and certification, noting that one company created a scholarship program for dealership technicians to take the RVDA/RVIA certification courses.

Feeling as he does about the value of certification, Ferkey serves as co-chairman of the Society of Certified RV Professionals, which was created to support and recognize individuals who work to achieve greater professionalism. ■



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 are implementing a news release program that will recognize 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. The announcement will include the names of the individuals and the type of certification. Employers will not be identified.

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RETURN by email to info@rvda.org, or fax to: 703-359-0152.

Rev. Dec. 2014

Campers Inn RV Celebrates Grand Opening of First Connecticut Dealership



Campers Inn RV Sales Consultant Bill O'Brien cuts the ribbon held by Greater Manchester Chamber of Commerce President April DiFalco and Campers Inn Inventory Manager Brian Sullivan.

Campers Inn RV, a family-owned RV dealership group headquartered in Kingston, NH, celebrated the grand opening of its new dealership in Union, CT, with a ribbon cutting ceremony at the Greater Manchester Chamber of Commerce. The Union location is one of two new dealerships that Campers Inn opened in June as it continues its expansion throughout the eastern United States. The other dealership is Peco Campers in Tucker, GA.

In addition to the ceremonial ribbon cutting outside the chamber, the dealership also held a four-day celebration weekend at the store with food, entertainment, and prizes for customers. "Campers Inn RV was born in New England, and as we grow nationwide, we remain committed to supporting the region where we began," said Jeff Hirsch, president of Campers Inn RV and immediate past president of RVDA. ■

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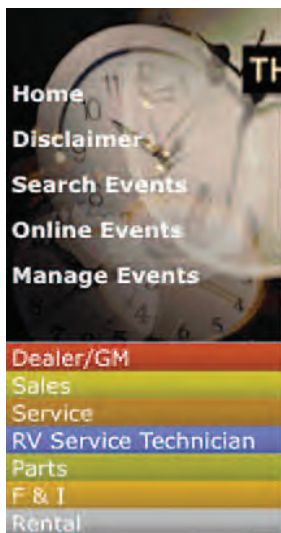
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Jayco	\$5,000	\$23,500	12/08/14	Good Life RV	\$2,000	\$5,100	04/24/15
MBA Insurance, Inc.	\$1,000	\$20,100	06/19/15	Don Clark	\$5,000	\$5,000	10/24/14
Dixie RV Superstore	\$5,000	\$20,000	03/21/14	Don Gunden	\$5,000	\$5,000	12/31/14
Earl Stoltzfus	\$10,000	\$20,000	08/30/13	Bob and Amy Martin	\$5,000	\$5,000	12/16/14
Greenway, Inc. (Rte 66 Dealer)	\$1,550	\$19,850	12/22/14	Route 66 RV Network	\$1,000	\$5,000	01/12/15
Wilkins R.V., Inc.	\$3,000	\$19,600	07/02/15	Topper's Camping Center	\$1,053	\$4,553	06/19/15
Alpin Haus	\$2,000	\$19,500	06/18/15	Best Value RV Sales & Service	\$2,000	\$4,750	05/01/15
Hartville RV Center, Inc.	\$2,250	\$15,750	05/27/15	Crestview RV Center	\$3,000	\$4,500	01/09/15
AIRXCEL RV Group	\$2,000	\$13,000	10/27/14	Myers RV Center, Inc.	\$500	\$3,750	06/22/15
Mike and Barb Molino	\$275	\$11,586	01/24/14	Phil Ingrassia	\$2,500	\$3,500	12/29/14
Little Dealer, Little Prices	\$1,000	\$11,050	12/11/14	J. D. Sanders, Inc.	\$750	\$3,500	06/12/15
Affinity RV Service Sales & Rentals	\$2,000	\$11,000	06/15/15	RCD Sales Company, Ltd.	\$750	\$3,250	08/11/14
United States Warranty Corp.	\$2,000	\$10,250	06/15/15	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
Motley RV Repair	\$1,000	\$9,075	09/13/13	All Valley RV Center	\$1,000	\$3,000	11/10/14
Curtis Trailers	\$250	\$8,250	06/30/14	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
Camperland of Oklahoma, LLC	\$1,000	\$5,850	06/23/15	Skyline RV & Home Sales, Inc.	\$1,000	\$2,500	06/19/15
Madison RV Supercenter	\$1,000	\$5,500	09/02/14				
LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499							
The Trail Center	\$600	\$2,405	06/19/15	Candys Campers	\$250	\$1,300	08/12/14
Noble RV, Inc.	\$1,000	\$1,905	11/20/14	American Guardian Warranty	\$1,000	\$1,000	06/01/15
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
BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999							
Ocean Grove Supercenter	\$750	\$750	06/15/15	Holiday Hour, Inc.	\$200	\$500	06/19/15
Bell Camper Sales	\$300	\$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	Tennessee RV Sales & Service, LLC	\$500	\$500	11/25/14
SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499							
Keepers RV Center	\$100	\$100	12/10/14	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	Mike Thompson's RV Super Stores	\$100	\$100	08/12/13
Southaven RV Center	\$250	\$250	05/12/14	Northwest RV Sales	\$100	\$100	08/04/14
The Makarios Group, LLC	\$250	\$250	06/03/15	RV Share	\$100	\$100	12/31/14
C.S.R.A. Camperland	\$200	\$200	12/12/14	Rv Value Mart, Inc.	\$100	\$100	06/15/15
Starr's Trailer Sales	\$200	\$200	06/15/15	Setzer's World of Camping, Inc.	\$100	\$100	02/21/14
Happy Camping RV	\$100	\$200	11/07/13				
ENDOWMENTS							
Kindlund Family Scholarship		\$270,000					



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CENTRAL TRAINING CALENDAR

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Sun	Mon	Tue	Wed	Thu	Fri	Sat			
		1 Sobel University Registration Begins Show Online Events	2 Show Online Events	3 Show Online Events	4 Show Online Events	5 Show Online Events			
6 Show Online Events	7 RV Inspector/RV Maintenance Tech Training Show Online Events	8 Show Online Events	9 Ally Social Media Training - Plano Ally Legal Awareness Training - Plano Show Online Events	10 2015 NATDA Trade Show & Convention Show Online Events	11 Show Online Events	12 Show Online Events			
13 Show Online Events	14 RV Technician Certification Training - w/hands-on Dometic Training Dexter Axle Training Pre-Delivery Inspection Training Keller Marine and RV Training Make More Money & Create Loyal Customers with Blue Ox Chassis Enhancements Roof Leaks, Detection & Prevention with David's Permanent Coatings The Ups and Downs of Towing Suspension with MorRyde Show Online Events	15 Titan International Technician Training Atwood RV Technician Training Lippert Components Training Norcold/Thetford Technician Training Show Online Events	16 Ally Social Media Training - Baltimore Show Online Events	17 Show Online Events	18 Show Online Events	19 Show Online Events			
20 Show Online Events	21 Show Online Events	22 Aqua-Hot Service Technician Certified Training Class 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

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**RVDA Welcomes
Our Newest Members**
6/1/15 - 6/30/15

Dealers

Crain RV
Little Rock, AR

Hood RV Center
Decatur, AL

Aftermarket

West Texas RV Repair
LLC, San Angelo, TX

Rental

Adventure KT Inc
El Cajon, CA

Lightnin RV Rentals
Lawrenceville, GA

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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