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FEBRUARY 2014

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C O N T E N T S

February 2014

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And whatever your training needs, the Mike Molino RV Learning Center has a resource.



10 We ♥ RV Technicians

Nowhere is ongoing education more important than in the service department, the traditional backbone of the dealership. Make this the season you focus on technician certification.



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Will owners of towable RVs take to the re-engineered pickups now entering the market? Automakers – and RV dealers – will soon find out.



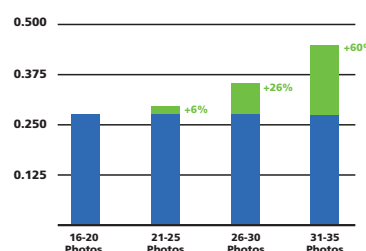
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Trying to Determine the Value of Consumer Leads

By Phil Ingrassia, CAE, president

One of the more lively discussions I have with dealers and their salespeople is about the value of consumer leads.

Leads seem to be coming from more sources than ever – third-party aggregator sites, dealer websites, shows, the manufacturers, and for dealers who participate, Go RVing.

Some leads are far more specific than others. If the leads come from a dealer website or directly from the manufacturer, these individuals may have perused the product, the floor plan, and even the interior color scheme they're looking to purchase.

Show leads can be incredibly strong, especially if the prospective customer was qualified by a salesperson. Most dealers tell me they don't pass final judgment on the success of a given show until weeks after the event. Even if a customer threw in his name and number just to win a prize at the display, he has a much better-than-average chance of being someone in the market for an RV.

Go RVing leads

Where do Go RVing leads fit into all this? Many times, Go RVing leads are just starting the RV buying process – that's what Go RVing is, a market expansion campaign. These individuals may need more development than other leads. But do Go RVing leads buy units? A new study says they do.

To better evaluate the Leads-Plus program, Go RVing contracted with IHS, which recently acquired Polk, to do a sales-match analysis to understand how Go RVing leads from the campaign translate into purchases.

Go RVing provided 208,000 leads gathered from July 2011 through December 2012 and then matched those names through Polk's registration data base of new and used RV registrations through June 2013.

IHS found that out of the total universe of U.S. households, the national new RV purchase rate for that period was

"Purchase rates for used RVs were even higher among Go RVing leads, at 1.5 percent. When combined, the total purchase rate for Go RVing leads was 2.35 percent, impressive when compared to the one to two percent rate the Direct Marketing Association considers good for lead conversions."

0.36 percent. The Go RVing lead rate of purchase for a new RV was 0.84 percent – more than double.

Purchase rates for used RVs were even higher among Go RVing leads, at 1.5 percent. When combined, the total purchase rate for Go RVing leads was 2.35 percent, impressive when compared to the one to two percent rate the Direct Marketing Association considers good for lead conversions.

Follow-up is critical – the study showed that the highest percentage of Go RVing leads who bought an RV purchased within 180 days of becoming a lead.

So how good is that lead? Well, certainly all leads are not created equal, but it's hard to know the value of an individual lead until we at least make an attempt to follow up. So unless your salespeople are so busy that they don't have time to prospect, the IHS study shows there are new and used sales waiting within those Go RVing lead downloads.

For more information on the 2014 Go RVing Dealer Program, see page 24.

Thanks for your support.

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Keeping RVDA Activities "Top of Mind"

By Jeff Hirsch, chairman

The swirl of RV show season is here, and regardless of the climate where you live, these shows are a welcome stimulus. Whether you're up North or down South, East or West, they kick off the year and bring excitement to both seller and buyer. Shows are often a leading indicator of how spring sales will turn out and give us an indication of new trends taking place in the market.

RV shows put a spotlight on camping during a season when RVing wouldn't otherwise be "top of mind" for many consumers. These shows remain one of the important ways our industry markets its wide array of products to both current and new customers.

RVDA's work also may not always be "top of mind" for some of our members as they focus on the day-to-day activities of managing their businesses. That's why dealers elect a board of directors. Our volunteer leaders are in place to keep RVDA and its staff focused on what's important for dealers as a group, so that you and your employees can concentrate on RV sales and service. I'd like to give you an overview of some of the issues the board is working on for you.

Consumer Financial Protection Bureau (CFPB)

The final months of 2013 were filled with activity on this front, as the CFPB continued its stated mission to eliminate what it says is discrimination in vehicle finance. RVDA and its allies dispute the entire premise of the agency's actions. We firmly believe dealers provide competitive rates and more sources to credit than many consumers could access by themselves.

However, in late December the CFPB and Department of Justice announced a major enforcement action against an auto lender. As part of the consent order, the lender agreed to monitor dealers more closely but said in a statement it did not believe there was "measurable discrimination" by dealers. The agency did not mandate any flat fee compensation for dealers, but the public still doesn't know the bureau's methodology for determining discrimination or if it takes into account all the legitimate factors that can affect finance rates.

It remains RVDA's top priority to minimize the impact that CFPB actions have on dealers' ability to finance customers, and we'll keep you updated on our progress and ask for your help when necessary. We realize the importance of dealer-assisted financing for you and your customers, and we'll continue to advocate this important issue on your behalf.

Brand Committees/Partners in Progress Meetings

Brand committees are one of the main tools in RVDA's industry relations toolbox. Keeping the lines of communication open between dealers and top manufacturing executives is more important than ever as production and sales increase as we emerge from the downturn.

At the most recent RVDA Board of Directors meeting, the board asked the Industry Relations Committee to take a

look at how the brand committees are operating and make improvements where necessary to meet the needs of both dealers and manufacturers. I think we can agree that these meetings need to be valuable for both parties if they're to be effective. Focusing more on win-win solutions can help advance overall industry growth as well as improve the RV travel experience for our customers.

If any of you have any thoughts or ideas on how to enhance the brand committee meetings, please feel free to contact any of the volunteer leaders or myself.

Young RV Executives

RVDA and the Mike Molino RV Learning Center continue to work on creating professional development and networking opportunities for young RV executives. These individuals represent the future leadership of the retailing industry, they'll be the stewards. We'll continue to allocate resources to strengthen this program for these up and comers.

We were fortunate to have a young RV executive at the RV Learning Center Board of Directors meeting in December, and he told us the convention/expo experience for him last year was "night and day" from a few years ago. The workshops and networking that the Learning Center had set up for younger people made it a more enjoyable event, he said. In fact, his experience at the convention was the tipping point in his decision to make the RV industry his career choice.

RV Dealers Convention/Expo

Speaking of the convention, the Convention/Expo Committee is already at work developing a new program to complement the move to The Strip and the convention center at Bally's with rooms at the adjacent Paris hotel.

There are plans to expand the Vendor Training Plus+ program, offer additional programs for young executives and certified employees, and add more opportunities to meet with exhibitors in the expo. Moving the convention to the week of November 10 will allow more of us to keep working hard in October and look forward to a great educational and networking experience in November.

As I finish this column, I'm preparing for the RVST council meeting in Tampa. RVST provides leadership in creating training programs and competency standards for RV technicians that help improve consumers' satisfaction with the RV experience. Improving the service experience has, of course, been an ongoing goal for RVDA.

We're fortunate to have great people working as volunteers to keep RVDA moving forward throughout the year. While RVDA doesn't always have to be "top of mind" for you, participating in some of its activities can protect, improve, and expand your horizons.

I hope all of us enjoy a great start to the new year, and let's make 2014 the best yet.

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Towable Inventories Grew Rapidly

By Thomas Walworth, Statistical Surveys/The Thrive Group

After four months of towable RV wholesale and retail sales almost being equal, dealer inventories of towables expanded rapidly in October 2013, according to market research firm Statistical Surveys/The Thrive Group.

Most likely, towable inventories grew rapidly because units ordered during the manufacturers' open houses in September started arriving on dealers' lots in October.

Dealers retailed 15,355 towable RVs in October and received 25,300 units from the factories, yielding an inventory index of 60.7. Pretty much the same occurred in October 2012, when the towables inventory index was 59.

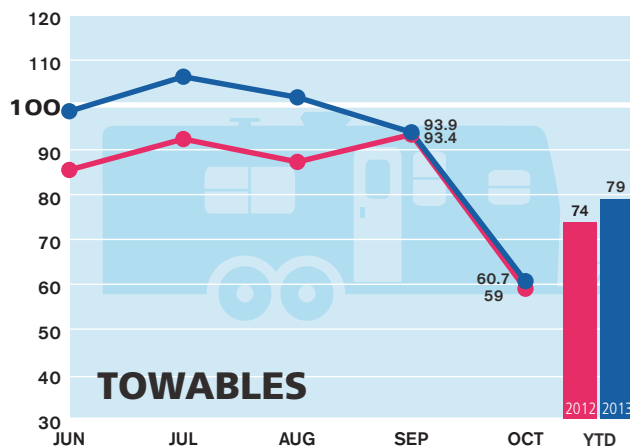
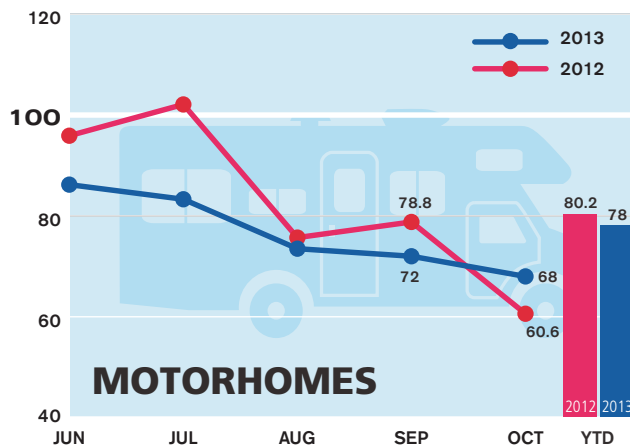
For the first 10 months of 2013, the towable RV inventory index was 79, meaning dealers built up their towable RV inventories at a slightly slower pace than they did during the first 10 months of 2012, when the inventory index for towables was 74.

Dealers also accumulated more motorhome inventory in October 2013, although at a slightly more rapid rate than during September 2013. Dealers retailed 2,380 motorhomes in October 2013 and received 3,500 units from the factories, yielding an inventory index of 68. In September 2013, the inventory index for motorhomes was 72, and in October 2012, and it was 60.6.

The 15,355 towables retailed by U.S. dealers last October represents a 17.8 percent increase over the 13,030 units sold to consumers in October 2012. Wholesale shipments of towables were up 14.5 percent to 25,300 units this past October, compared with 22,100 units delivered to dealerships a year earlier.

In the case of motorhomes, 2,380 units were retailed in October 2013, a 57.7 percent increase over the 1,516 units sold in October 2012. Meanwhile, motorhome shipments increased 40 percent to 3,500 units in October 2013, compared with 2,500 units shipped a year earlier.

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



For more information, contact Tom Walworth at (616) 281-9898. The Thrive Group is a partnership between Statistical Surveys and Spader Business Management. ■

Take Advantage of Your RVDA Websites

The RVDA and Mike Molino RV Learning Center websites are the dealership employee's complete online resources. These innovative, interactive websites provide easy access to the critical resources that assist dealers and their employees in running the dealership efficiently and effectively.

Visit both sites to download fact sheets on dealership best practices or the latest retail statistics, search the listings of training opportunities, and purchase CD-ROMs, publications, videos, or webcasts to enhance your dealership's

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- "Best practices" videos
- College scholarship program for employees

PARTS MANAGER

- Parts learning guides
- Aftermarket merchandising CDs
- Convention workshops, including Vendor Training +Plus
- Free webinars



We ♥ Techs

The service department has been called the backbone of the dealership, and nowhere is certification more important. The Mike Molino RV Learning Center, in partnership with RVIA, offers self-study prep courses for technicians working toward certification from the RVDA-RVIA RV Service Technician Certification Program.

The study courses – available only through the center – were developed by RVIA to give techs a leg up in earning

certification. A recent study showed that 79 percent of individuals who completed the course later passed the certification test, compared to 61 percent of those who didn't use the course.

"The courses are a great resource for technicians who want to advance through the certification process," says RV Learning Center Service Consultant Tony Yerman. "They're extremely easy to use and easily accessible." The content corresponds to all of the certification

test sections, is interactive, and combines text, audio, video, and practice tests. It also includes a discussion forum led by technical experts.

Don Crawford of Full Service RV Inc. in San Antonio says the course did a good job preparing him for the test. "It's well-designed and well-thought out," he says. "The written material was good, and the videos were outstanding."

The center also partners with the Florida RV Trade Association's Distance

Do for **YOU?**

SERVICE MANAGER

- Online certification training and prep courses
- Readiness/self-assessment tests
- Convention workshops, including Vendor Training +Plus
- Service Learning Guides
- Online training via Distance Learning Network
- 15-volume service textbook set



"Everyone realizes that the industry evolves, and so the learning can never stop."

*— Service manager
Leanna Camargo*

Learning Network (DLN) to provide tech training and certification prep. Since the beginning of the partnership in 2005, hundreds of dealerships have found this web-based video format a convenient, cost-effective way for techs to train, prepare for certification, and earn recertification continuing-education credits. DLN also offers training for service writers/advisors and customer-service training for dealership greeters and receptionists. **For more information visit www.rvtechnician.com.** ■

Whatever the Question, the Answer Is **Training**

By RVDA staff

If you want to rise above the competition, then "train, train, and train some more," says RVDA Chairman of the Board Jeff Hirsch. In a super-competitive market filled with good products, it's a dealership's personnel that distinguishes it from other retailers. An educated, professional staff – from the salespeople to the service writers – is what brings customers in and keeps them coming back.

The Mike Molino RV Learning Center offers training resources for almost every department and position in the RV dealership – even the greeter/receptionist. Materials include everything from study guides and videos to convention workshops and distance learning. The center also sponsors free webinars throughout the year that help keep dealers up to date on regulatory and legislative issues. Other materials are available in print, CD, and digital formats. Always, the goal is to help dealers operate more efficient, profitable businesses through increased knowledge and professionalism, using the most convenient and cost-effective tools possible.

Learning Center chairman Jeff Pastore once needed convincing about the benefits of training. Now he's a believer. "I've heard all the excuses – 'We don't have the time,' or 'We don't have the money,' or 'Certified employees will look for jobs at the competition,'" he says. But in his experience, training and certification make for happier employees who are more likely to stay. "They're more productive, and you'll see an increase in customer satisfaction. And with training, the dealership just makes more money."

One of the center's major goals is to increase certification throughout the RV dealership by offering it in five professions: parts manager, parts specialist, service manager, service writer/advisor, and warranty administrator. To help individuals prepare, the center consulted with industry experts and individuals who actually perform these jobs and then developed learning guides that explain the information and skills needed for each position. The guides can be used by mentors working with new or existing employees, or they can be used by employees who already have some experience.

The Learning Center also offers online readiness tests so individuals can gauge their preparedness for the certification test and identify any knowledge gaps. These tests take only 10 to 20 minutes to complete and provide instant feedback. Since each question ties to a job's specific skill or ability, the tests help pinpoint areas where an employee's knowledge is weak. Prep test results have shown to be good predictors of whether an individual will pass the certification exam. Information on accessing the tests is available on the center's website www.rvlearningcenter.com.

Training and certification have paid off in increased customer satisfaction and dealership revenue at Sierra RV Super Center in Reno, NV, says service manager Leanna Camargo, who has pushed her employees to undergo the program. Not only that, but morale has improved – staffers take pride in the certification patches on their jackets, she says. ■

Best Sellers

The RV Learning Center has a wealth of learning materials and publications to offer. Here are just a few.

RV Technician Magazine



This bi-monthly e-magazine focuses on the technical and aftermarket side of the RV industry, providing service personnel with troubleshooting

and repair direction and information on recalls, training opportunities, and new products.

Service Management Guide



This flat-rate manual provides average RV and component repair times and is vital for running a profitable service department. The

SMG also offers procedures and times for tow packages and slide-outs, plus sections on wiring, electrical, structures, exteriors, and interiors. It's available in a variety of formats: printed and indexed in a large, three-ring binder, as a pdf document on CD-ROM, and as a digital file suitable for import into third-party software systems (contact Spader Business Management for the digital edition). To order copies, see page 27.

The Damage Repair Estimator



Written and published by RV repair expert Tony Yerman, this resource provides average times and costs of making RV repairs and

purchasing parts. The estimator helps service departments prepare consistent, data-supported claim estimates for RV owners and insurance companies, a growing source of revenue from reimbursements for collision, storm, and vandalism repair. This guide is available as a printed, 300+ page manual and as an online subscription-based service. ■



Learning Center's Monthly Webinars- Quick, Convenient, and Free

How's this for convenience – free, 60-minute noontime (EST) webinars that keep you posted on important safety, environmental, and HR topics? The Mike Molino RV Learning Center offers these events two or more times a month through an alliance with RVDA associate KPA, a dealer services and Internet marketing provider.

The format is generally a 40-45 minute presentation by a subject expert, followed by a 15-20 minute question/answer session. Participants view the presentation slides through one of the most popular and easy to use web-conferencing platforms, Go-To-Meeting, and have the option of hearing the presenter through telephone dial-in or VOIP. If you can't make the live presentation, there is an archive of recorded webinars.

Recent webinar offerings have included "Automotive Lift Safety," "Ask the Attorneys: Your HR Legal Questions Answered," and "Managing Millennials." Check the center's website often for information about upcoming events. ■

Rev up your team's skills during **RV Professional Certification Week March 17-23**. The RV industry is growing again, and employees need to keep pace. The Mike Molino RV Learning Center can certify your parts and service managers, service writers/advisors, parts specialists, technicians, and warranty administrators.

Start preparing your staff now for certification, using the center's extensive array of products and programs. Certification candidates who take the test during certification week will receive a free, one-year subscription to *RV Technician* magazine. Visit www.rvlearningcenter.com for more information.

Mike Molino Learning Center Working on Executive Leader Development Program

Edited by RVDA staff



The Mike Molino RV Learning Center will begin an RV Leader Development Program next month, a special project to provide executive level training to dealers and dealership managers. This program has been developed in response to dealers' requests for more leadership development education. It will also address continuing education needs identified through the Learning Center's work with Young RV Executives, which launched at the 2013 RV Dealers International Convention/Expo.

The program's first presentation will be a one-hour interactive discussion in late March on practical ways to deal with the challenges facing RV industry leaders. RVDA members will be able to access and participate in this presentation via the Internet and over the phone. Registration is required but is free for members. A second and third session will follow in June and September. Check your inbox for more information on dates.



The program's purpose will be to help dealership leaders at all levels learn how to be innovative thinkers who can create and lead agile organizations.

Although the Learning Center and the RV Dealers International Convention/Expo have provided presentations and information on leadership skills for years, members asked for a comprehensive program that included instruction from within and beyond the RV industry. Dealers said they needed a program that offered leadership training for both themselves and their management level employees.

The program's purpose will be to help dealership leaders at all levels learn how to be innovative

thinkers who can create and lead agile organizations – skills that are needed to stay competitive in a volatile and complex business environment.

The program will focus on strategy, innovation, and people-leading skills, with an RV-specific curriculum that will be taught through individual and small-group coaching, plus live and virtual classroom instruction. The Learning Center's long-term plan is to expand the program to include an RV industry-specific Executive Assessment and Development Program and other programs that would allow participants to go into further depth on leadership topics, individually or in small groups. ■

10 Reasons Why You **Must** Prepare an Annual Budget for Your Dealership

By Hardee McAlhaney

Gathering your department managers together to create a realistic budget for the new year helps keep the dealership on track, promotes responsibility, and increases departmental cooperation. Here are more reasons why it's time well-spent.

1 Your management team will take ownership of monthly and annual goals.

When managers bring their projections and goals to the budget meeting, the team's mindset shifts from



what the owner wants to what the departments can contribute. Managers take ownership of the plan and become more invested in the outcome.

2 People do what's inspected, not what's expected.

Managers will track their department's results daily, weekly, and monthly when it's their own goals they're trying to achieve. Knowing that the results will be compared to their projections motivates them to meet or exceed the goals.

3 Plans give owners peace of mind.

A realistic budget gives comfort to both the

owner and top management. If a month has a loss on the bottom line and it was budgeted as a loss, there's no ugly surprise!



4 Hope is not a plan.

A good budget will tell you when to worry and when not to. A written plan shows the owner where the dealership is and where it's going. Budgets eliminate fingers-crossed, wishful thinking.

5 Budgets increase lenders' confidence in your management team's abilities.

Well-prepared plans shared with bankers, investors, and family members confirm that your team has managerial competency. Budgets show your

creditors you're on top of the game and can help you obtain credit. And adequate lines of credit are essential to keep your business open.

6 Comparing actual results to the budget can alert you to potential problems.

This process, also known as "management by exception," points out when your systems and procedures are less than optimal. Focusing on the red flag areas will improve your bottom line.

7 Budgeting is a fundamental process of well-run companies.

Systems, procedures, and processes are the foundations of successful businesses. Without these in place, you're managing by the seat of your pants.



8 Budgets help improve your accounting.

Budget meetings give managers an opportunity to ask questions and challenge the numbers when they have that "something's just not right" feeling. This is a good system of checks and balances for your accounting.



9 Managers will come to realize the importance of departmental cooperation.

The budget process shows your management team how departments depend on each other to operate, how each affects the others, and how improved cooperation between departments improves results. The whole really is greater than the sum of the parts.

10 Preparing monthly balance sheets is critical to cash planning.

Do you find yourself asking, "Why is cash so tight when I made \$150,000 last month?" Preparing monthly pro forma balance sheets should be part of the budget process. Expenses



aren't the only use of your cash. Dealers have to invest in assets to operate their business such as non-floored RV inventories, parts inventory,

accounts receivables, equipment and even work-in-process. Pro forma balance sheets will point out uses of cash for these types of assets as well as sources of cash when these assets are reduced or liabilities increased. Preparing pro forma balance sheets is critical to your cash planning.

Hardee McAlhaney of McAlhaney Consulting LLC is a financial management consultant for RV dealerships. After serving as CFO and president of the first publicly traded RV dealership group, Holiday RV Superstores, he now works with dealer clients and serves as an advisor to the Priority RV Network dealer cooperative. He can be contacted at hm@mcalthaneyconsulting.com or 321-689-9238. ■



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Aaron Vogt

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I would recommend Jeff or Michael to anyone looking to get a unified sales process for their dealership. I wholeheartedly believe it will increase your percentages and profit.

Thank you Jeff for your continued efforts and for helping us work towards new levels of growth!"
Aaron Vogt – Vogt RV, Ft. Worth, TX



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Get On Board this Train(ing) Platform

Online learning is quicker and less expensive with the right program

By Peter Martin

The era of shutting down the dealership so you can send employees off site for training is a distant memory, thanks to online training platforms. Online programs let you train more people for less money and, best of all, you can maintain produc-

tivity while they're learning.

There are platforms for everyone at your dealership, from the secretary to the GM. Remember what Zig Ziglar once said: "The only thing worse than training employees and losing them is to not train them and

keep them." Before you invest in a new training platform, here's what you need to look for.

1 A platform that uses one-on-one video. No one wants to watch hours of mind-numbing slides with a droning voice-over. That kind of presentation sends out a message that training isn't really all that important. You want a speaker who delivers content in an engaging and memorable manner.

2 Interactive questions and checkpoints. These help employees retain the information, and they also increase listener engagement, which is key to effective training.

3 Progress quizzes. These can assess employees' progress in real time. Find a platform that offers a variety of quizzes – not just multiple-choice questions – so you can mix it up to prevent boredom. And the system should take employees back to the content they scored poorly on so they can get proficient with it.

4 Content structured for the adult learner in the online world. No one wants to sit in front of a computer for hours while a ton of information is dumped on him. Rather, the info needs to be given in small, easily-manageable chunks, or the learner will abandon the program.

5 Trackable progress. Your platform should log the time that employees spend in each module and let you know their



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Dealers can find online training for their employees through the Mike Molino RV Learning Center. The center, through partnerships with the FRVTA and RVIA, offers online courses on two training platforms. If you're interested in test-driving the platforms, email info@rvda.org.

progress. Managers need to know employees are in the review, repeat, rehearse, retain, remind, and reinforce mode rather than just watching and forgetting.

- 6 User-friendly and intuitive.** The best programs have a minimal learning curve and can easily be picked up from the first day. Otherwise, employees get frustrated and quit right off the bat.

- 7 Ability to co-brand the platform.** It's helpful to have a platform that allows you to customize and brand it. No one wants to see a generic training module – it's boring and makes the employee feel that he's just going through the motions.

- 8 Optimal streaming with no buffering.** It's painful to sit through a video as it buffers every 10 seconds. Our attention spans aren't built for this kind of

frustration. Ask a potential platform provider whether the videos will come with little to no wait time.

- 9 Diversity.** Find a platform that offers a variety of techniques such as one-on-one, role-playing, guidance simulations, and skill-drill simulations.

- 10 Ability to test-drive.** A good training platform will let you test-drive it without a sales pitch. You won't have full access, but you should be able to see if it's the right fit for your company and whether it's easy to use.

Peter Martin is president of Cactus Sky Communications and is a co-founder of ADT (Automotive Digital Training), a web-based, video-on-demand training and testing platform for the auto industry. Contact him at peter@cactussky-digital.com or (941)756-1932. ■

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Automakers Adapting Tow Vehicles to Fuel

By Jeff Kurowski

Will owners of towable RVs take to the re-engineered pickups that automakers are bringing to market? It all depends on whether towing capacity can be maintained, and RV dealers will soon get an idea, as these traditional tow vehicles are introduced in the next few months.

Creating significant buzz at the beginning of 2014 was the redesigned **Ford F-150** pickup, which was introduced during the North American International Auto Show in Detroit during January. The 2015 F-150's cab and pickup box are made almost entirely of various grades of aluminum, lowering the vehicle's weight by up to 700 pounds, according to Ford. Although the towing capacity wasn't disclosed, the automotive trade press is assuming the 700-pound weight reduction will increase towing capacity by the same amount, resulting in a maximum towing capacity of around 12,000 pounds for an F-150 equipped with a 3.5-liter EcoBoost V6 with the maximum towing package.

Another major trend is a shift toward using diesel engines to power popular light-duty pickups. An example is **Chrysler's 2014 RAM 1500 EcoDiesel**, expected to arrive on dealer lots in February. A RAM 1500 with

a 3.0L V6 EcoDiesel engine can tow up to 9,200 pounds, while the V8 version can pull up to 9,250 pounds.



Ford F-150

Nissan, which has lagged way behind the Detroit 3 automakers and Toyota in pickup market share, also plans to introduce a 5L turbocharged diesel V8 for 2015, which some industry observers believe will boost the 2014 **Titan's** 9,500 pound towing capacity.

Based on one measure – torque – diesel engine-powered vehicles are better for the towable RV industry than gas engines, particularly at a time when government regulators are pushing the tow vehicle manufacturers to improve their fuel efficiency. Because diesel engines burn fuel more efficiently than gas engines, they create more torque, making them better at pulling travel trailers and fifth wheels.

However, a switch from gasoline to diesel engines will force consumers to make some trade-offs. First, because diesel engines are built more ruggedly to withstand the



THE FEDERAL GOVERNMENT STICKS A 24.4 CENTS-PER-GALLON TAX ON DIESEL AND AN 18.4 CENTS-PER-GALLON TAX ON GAS.



Chrysler's 2014 RAM 1500 EcoDiesel

Nissan Titan



Economy Standards

rigors of higher compression, they're more expensive, averaging \$5,000 in the case of pickups, according to website Extremetech.com.

Diesel engines do get better mileage – 25 to 30 percent better than similarly performing gasoline engines. But diesel fuel is more expensive. In early January, it sold for an average of \$3.87 a gallon, compared with \$3.31 per gallon for gas. That's a 17 percent difference, which means, despite sticker shock when consumers buy diesel for the first time, they're actually getting a better deal. Diesel would need to rise to \$4.13 - \$4.30 per gallon for the two fuels to be equivalent in terms of mileage. But if diesel engine-powered vehicles become more popular in North America, supply and demand could make diesel fuel more expensive on a per-gallon basis.

Taxes are also an issue. The federal government sticks a 24.4 cents-per-gallon tax on diesel and an 18.4 cents-per-gallon tax on gas. In some states, the diesel tax is lower than the gas tax, so, on average, motorists can expect to pay five cents per gallon more in federal and state taxes when burning diesel, according to *Automotive News*.

In Europe, about half of all vehicles on the road are diesel engine-powered, while in the United States, less than three percent are diesel-powered.

Whether consumers accept the less polluting, more fuel efficient tow vehicles now entering the market will continue to be of keen interest to RV dealers, since the RV and tow vehicle markets are so closely intertwined. ■



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Phone-Ins, Walk-Ins and Internet Leads: 4 Simple Ways to Get More of Each

By Chris Mapson

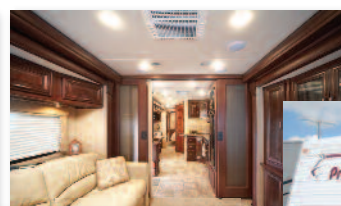
Have you ever wondered why some RV listings pull in buyers and others don't?

How is it that some ads get 20 people to call you, while other ads get passed over by thousands?

I know a dealer who gets 400 percent more leads per 100 units listed than other similar dealers in his market. If you could see his classified ads, you'd understand why – they generate more inquiries because they're created by following these four proven techniques. Start using them today to bump your lead volumes, too.

PHOTOS: More is more

RV classified ads need several key components in order to generate the maximum number of leads. One of the most important is the number of photos you publish for each RV. To prove that more pictures get you more leads, we looked at a large sample of RV ads,



counted up the leads, and did the math. Here's what we found:

Having 16 to 20 photos on each RV listing will definitely get you leads, but increasing the number to 31 to 35 will raise your leads by 60 percent.

Of course, photo quality is important – you need both magnificent "flow of room" shots and in-focus close-ups of the unit's amenities, window stickers, decals, and instrumentation. Turn the RV's lights on. Clean your camera lens. And make it a no-exceptions rule that a minimum of 30 photos must be used with each listing.

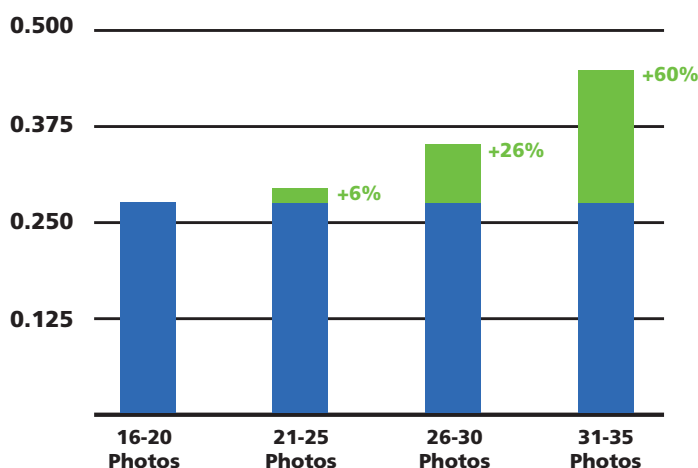
VIDEO: The best-kept secret?

RVT.com analyzed RV listings with and without video and counted up the leads they generated. Here's what we found.

Listings with video produced 46 percent more leads than those without! And visitors spent 20 percent more time on the RV detail pages.

Video takes work, but imagine if 46 percent more potential buyers walked onto your RV lot this summer than did last summer – all because you published a product demonstration video of each unit. What would that do to your sales volumes?

Lead Volumes by Number of Photos



46% More Leads WITH Video!



Time on RVD is Up 20% WITH Video!

Charts from RVT.com.

What your lot visitors see.
Promotions!
Fanfare!
Hoopla!



What your website visitors see. **Specials!**
Incentives!
Offers!

What thousands of RV shoppers see when they find your listings on 3rd party sites.
No mention of specials or promos.

What's more, of all the RV listings that are online today, only 2 percent have video. The RV video playing field is wide open, and the opportunity to capture market share is tremendous. You're losing sales without video.

Sell the conversion

The job of an RV classified ad isn't necessarily to sell the RV. Rather, the best listings make the phones ring, cause viewers to email you, and stimulate visits to the dealership. What can you put into the body of your listing that will cause these conversions?

Calls to action are the key. Some dealers are so intent on jamming every last feature of the RV into the ad that they forget to also include a reason for the RV shopper to take action. Ask buyers to email you. Ask for a quick call (include your phone number). Ask buyers to visit you (include your address and open hours). Put calls-to-action in every ad and RV description – they work.

Don't hide your promotions

You work hard to get the word out about your offers and sales. Dealership visitors notice the bustle and buzz around your specials, and website visitors are greeted with fanfare and hoopla about your promotions. But what about your listings on third-party lead generation websites? Do those readers learn about special offers you're running?

A study published by IHS/Polk in April 2013 found that online vehicle shoppers spend up to twice as much time shopping on third-party sites as they do on dealer websites. Your third-party sites may account for thousands of views to your inventory every month. Make sure to mention your specials and promotions within the body of each RV classified.

Here's a case in point. A dealer in a mid-sized West Coast town ran a "Summer Madness Sale" in which all inventory was on sale, and customers had the chance to win prizes that included a trip for two to Mexico. Unfortunately, the dealer neglected to put these promotions into his RV classified ads.

Over the course of the summer, more than 5,000 RVing

families checked out the dealership's listings on RVT.com. These potential buyers were inspecting the dealer's inventory ads, examining the units, combing through the photos, reading the specs – but unfortunately, not one of these RV shoppers/buyers found out about the specials.

Chris Mapson is RVT.com's RV sales maximization specialist. He can be reached at (800) 282-2183 x 710. His blog appears at www.RVAdvertiser.com. ■



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YES, I WANT TO REGISTER MY TECHNICIANS! (Copy this form to register more than four.)

Company _____

Address _____

City/State/Zip _____

Phone _____ FAX _____

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



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

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

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Send progress reports and other notifications to the following supervisor:

TOTAL \$ _____ *

Name _____ Title _____ Email _____

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

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Acct # _____ Exp _____ Security Code _____

Cardholder Signature _____

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

DISTANCE LEARNING NETWORK

FRVTA – The Mike Molino RV Learning Center Partnership

\$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, 2014.

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 DLN offers online training for:

- **RV Technicians** – The certification prep course helps technicians get ready for the certification exam. Your subscription includes unlimited access to more than 50 training sessions, reviews, and test preparation sections. Also included are manufacturer- and supplier-specific advanced repair and troubleshooting classes designed to upgrade technicians' skills. Completion of these classes qualifies for recertification hours. Classes are available 24/7 throughout the program year, providing maximum flexibility.
- **Service Writers/Advisors** – This three-hour program is valuable for both new staff and experienced personnel preparing for the RV Learning Center's Service Writer/Advisor certification.
- **Greeters/Receptionists** – This 50-minute session is suitable for all employees who need customer service skills. It includes a final exam and certificate of completion.
- **Dealers/GMs** – This program features important topics for management, including lemon laws, LP gas licensing issues, and the federal Red Flags Rule.



DEALERSHIP REGISTRATION

Company Name: _____

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

Phone: _____ Fax: _____

Mentor Name: _____ Phone: _____

E-mail (at dealership): _____ Fax: _____

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

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

PAYMENT METHOD Note: prices are subject to change without notice. Complete lower section and mail or fax to:
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BACK FOR 2014 – THE GO RVING DEALER PROGRAM

Edited by RVDA Staff

The Go RVing dealer tie-in program is back for 2014, and dealers are signing up now for leads generated by the industry's national advertising and marketing communications campaign.

Using the "Away" theme, Go RVing messaging features an emotion-driven family focus and a continued emphasis on the affordability and accessibility of RV travel.

Leads from the program can be sorted by purchase timeframe to make follow-up more efficient for the sales team. Dealers are also notified when leads are available and can set up custom notifications in the industry-only section of the site.

The Go RVing Dealer program also gives dealers, state dealer associations, and their agencies options to use professionally-developed materials connected to the national campaign.

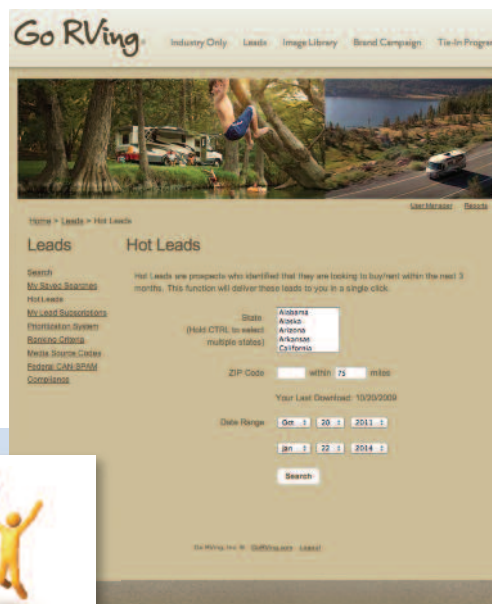
Key highlights of the Go RVing program for 2014:

Leads-Plus Program – 24 hours a day, seven days a week, Go RVing dealers signed up for the tie-in program can access Go RVing leads at GoRVing.com, prioritized according to purchase timeframe or by custom searches.

Downloadable commercials and stock footage – Target your local markets with taggable versions of the Go RVing national TV commercials, or create your own using the latest professionally shot stock footage. Both are now available as downloads.

Digital RV photos in the image bank on Go RVing.com – Go RVing Dealers signed up for the program have access to multiple high resolution images of consumers enjoying a variety of RV products. These images can be used in print and online advertising, on websites, for social media, and other promotional materials.

Questions? Email Chuck Boyd at cboyd@rvda.org or call him at (703) 591-7130 x113 or visit www.rvda.org.



GET ON BOARD WITH GO RVING!

Away

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

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

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

Here are the highlights:

Leads – Plus Program

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

Digital RV Image Library Pictures on GoRVing.com

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

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

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

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

Please enroll _____ dealership(s) at \$225 each.
Make checks payable to RVDA. ☐ Check here for leads delivered by U.S. mail.
Credit card (circle): VISA MC DISCOVER AMEX
Credit card #: _____ Exp. date: _____
Cardholder: _____ Security code: _____
Signature: _____

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



TECHNICIAN CAREER LADDER

MASTER CERTIFIED TECHNICIAN



A Promising Career Climb

Give your business a leg up with the revamped
RV Technician Certification Program.

Start your workforce – and your dealership – on the right path to success. The new RV Technician Certification Program is designed to streamline the certification process and adapt to the demands of a fast-paced business environment. The program makes certification more convenient and accessible than ever before.

- Improved, restructured program, featuring a two-path Career Ladder that allows candidates to pursue advanced technical specialties.
- Timesaving online testing options.
- Updated materials, textbooks, and online test-prep resources that reflect changing needs and industry trends.
- RVIA Trouble Shooter Clinics that track seamlessly with the specialty areas of the Career Ladder.

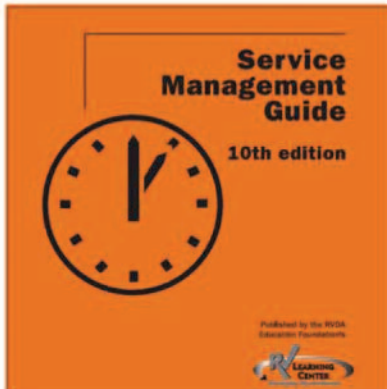
And the new RV Technician Certification Program will boost your bottom line. In a recent survey of more than 600 dealers...

- 80% confirm certified technicians make them more money than non-certified counterparts.
- 75% report certified technicians perform better quality work than non-certified counterparts.
- 72% believe certified technicians create more satisfied customers.

It's time to take the first step. The certification process is just a click away. Visit www.rvtechnician.com to learn more.

www.rvtechnician.com

10th Edition Service Management Guide (Flat Rate Manual)



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

- The 10th Edition of the Service Management Guide offers extensive updates and additions provided by dealers, service managers, and technicians.
- It also offers all new Service Check Sheets that provide a valuable reference for service managers and technicians.
- It is a great tool for the service department when working with extended service contracts.
- The Service Management Guide is also available in CD-ROM.

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

Manual or CD-ROM: RVDA Members \$164.95 Non-Members: \$330.00

Manual and CD-ROM: RVDA Members \$275.00 Non-Members: \$550.00

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

Order Form – 10th Edition Service Management Guide (Flat Rate Manual)

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ E-mail: _____

☐ RVDA Member ☐ Non-RVDA Member Manual - # of Copies: _____ CD-ROM - # of Copies: _____

Method of payment (Please check one)

☐ Check enclosed (Made Payable to: Mike Molino RV Learning Center)

☐ Send an invoice (members only) Credit Card: ☐ Visa ☐ Master Card ☐ American Express ☐ Discover

Card Number: _____ Expiration Date: _____ Security Code: _____

Name on Card: _____ Signature: _____

Billing Address: _____ Billing Zip: _____



10/13

RVDA, 3930 University Dr, Fairfax, VA 22030 (703) 591-7130, Fax (703) 359-0152, Email: info@rvda.org

RVDA Endorsed Products

Certified Green RV Program

TRA Certification Inc.

www.tragreen.com

aleazenby@trarnold.com

Phone: (800) 398-9282 Fax: (574) 264-0740

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

Credit Card Processing

Bank of America Merchant Services

<https://rvdealer.bankofamerica.com>

jay.machamer@bankofamericamerchant.com

(678) 784-0567

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

Disability Income Insurance/

Paycheck Protection Benefits

American Fidelity Assurance

Company

www.afadvantage.com

Ted Brehoney

ted.brehoney@af-group.com

(800) 654-8489, Ext. 6530

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

Emergency Roadside and Technical Assistance

Coach-Net

www.coach-net.com

dealersales@coach-net.com

(800) 863-6740

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

Employee Testing

Caliper Corp.

www.calipercorp.com

Ralph Mannheimer

rmannheimer@calipercorp.com

(609) 524-1214

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

Extended Service Agreements

XtraRide RV Service Agreement Program

www.protectiveassetprotection.com

(800) 950-6060, Ext. 5738

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

Health Insurance

Mass Marketing Insurance

Consultants Inc. (MMIC)

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

quotes@mmicinsurance.com

(800) 349-1039

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

Lead Qualifier Program

Customer Service Intelligence Inc. (CSI)

www.tellcsi.com

bthompson@tellcsi.com

(800) 835-5274

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

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

Pre-owned RV Appraisal Guidance

N.A.D.A. Appraisal Guides

& NADAguides.com

www.nada.com

Isims@nadaguides.com

(800) 966-6232, Ext. 235

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

Propane and Propane Supplies

Suburban Propane

www.suburbanpropane.com

sholmes@suburbanpropane.com

(800) 643-7137

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

<http://partnership.com/79RVDA>

sales@PartnerShip.com

(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 www.PartnerShip.com/79rvda for more information and to enroll.

Visit www.rvcareers.org

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



Need Money for College?

College Scholarships Available from the Mike Molino RV Learning Center

More information and an application available at www.rvlearningcenter.com

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. The scholarship program is made possible through the generosity of the Newt and Joanne Kindlund Family.



The Mike Molino RV Learning Center proudly recognizes these

CONTRIBUTORS

*Active donors are those who have contributed to the RV Learning Center since 07/01/12.



Received From	Contributed 07/01/12 - 12/31/13*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 07/01/12 - 12/31/13*	Total Lifetime Pledge	Last Contribution
MAJOR GIFTS active donors* with cumulative donation or pledge of \$25,000 or more							
Newmar Corporation	\$50,000	\$260,000	10/31/13	Pan Pacific RV Centers, Inc.	\$1,000	\$41,500	10/15/13
RVDA of Canada	\$25,000	\$175,000	12/18/13	McClain's RV Superstore	\$6,000	\$41,000	08/05/13
Bank of America Merrill Lynch	\$5,000	\$173,000	04/29/13	Ace Fogdall, Inc.	\$2,000	\$39,100	04/12/13
Protective	\$50,199	\$161,162	11/22/13	RVAC	\$12,000	\$38,000	12/11/13
Tom Stinnett Derby City RV	\$1,000	\$102,000	11/25/13	Pikes Peak Traveland	\$1,000	\$31,000	06/03/13
PleasureLand RV Center, Inc.	\$4,000	\$86,350	11/15/13	Paul Evert's RV Country, Inc.	\$1,000	\$30,000	04/01/13
Horsely Family Memorial Fund	\$1,000	\$69,000	07/01/13	Tiffin Motor Homes, Inc.	\$2,500	\$28,500	03/11/13
Bill & Kristen Fenech	\$7,500	\$57,500	07/09/13	Reines RV Center, Inc.	\$5,000	\$27,025	12/18/13
Campers Inn of Kingston	\$23,578	\$56,000	10/08/13	Avalon RV Center, Inc.	\$1,000	\$26,500	04/12/13
Ron & Lisa Fenech	\$5,000	\$55,000	08/27/13	Holiday World of Houston	\$500	\$25,500	06/17/13
Byerly RV Center	\$11,000	\$47,000	07/08/13	Bill Plemmons RV World	\$5,000	\$25,000	06/24/13
CHAMPIONS active donors* with a cumulative donation or pledge between \$2,500 and \$24,999							
Diversified Insurance Mgmt. Inc.	\$2,200	\$21,000	11/05/12	American RV	\$1,000	\$6,925	10/04/12
Earl Stoltzfus	\$10,000	\$20,000	08/30/13	Circle K RV's, Inc.	\$250	\$6,250	06/24/13
Wilkins R.V., Inc.	\$1,500	\$19,600	07/22/13	Hayes RV Center	\$800	\$5,900	12/24/13
Greenway, Inc. (Route 66 Dealer)	\$5,250	\$18,550	06/11/13	Burlington RV Superstore	\$500	\$5,500	06/19/13
Rivers RV	\$250	\$17,600	05/31/13	Hayes RV Center	\$800	\$5,900	12/23/13
Alpin Haus	\$500	\$17,500	06/21/13	Webster City RV, Inc.	\$1,000	\$5,100	04/22/13
Butch Thomas	\$1,000	\$16,000	11/30/12	Madison RV Supercenter	\$1,000	\$5,000	08/08/13
Hartville RV Center, Inc.	\$1,250	\$15,750	10/18/13	Minnesota RVDA	\$5,000	\$5,000	01/11/13
MBA Insurance, Inc.	\$1,000	\$15,100	05/17/13	Camperland of Oklahoma, LLC	\$500	\$4,850	07/02/13
Mike and Barb Molino	\$750	\$11,561	10/24/13	Topper's Camping Center.	\$500	\$3,500	04/18/13
Affinity RV Service Sales & Rentals	\$2,000	\$11,000	07/01/13	Myers RV Center, Inc.	\$1,250	\$3,250	06/11/13
AIRXCEL - RV Group	\$500	\$11,000	06/06/13	A World of Training	\$3,000	\$3,000	11/20/13
United States Warranty Corp.	\$1,000	\$10,250	04/12/13	J. D. Sanders, Inc.	\$500	\$3,000	08/05/13
Little Dealer, Little Prices	\$5,000	\$10,050	01/23/13	United RV Center	\$1,000	\$3,000	09/20/12
Great Lakes RVA	\$10,000	\$10,000	02/27/13	Best Value RV Sales & Service	\$1,000	\$2,750	04/08/13
Hemlock Hill RV Sales, Inc.	\$639	\$10,000	09/14/12	RV Outlet Mall	\$750	\$2,550	06/05/13
Rich & Sons Camper Sales	\$4,000	\$10,000	11/14/13	Alliance Coach, Inc.	\$500	\$2,500	10/26/12
Folsom Lake RV Center	\$2,700	\$9,700	12/16/13	RCD Sales Company, Ltd.	\$750	\$2,500	06/07/13
Motley RV Repair	\$1,000	\$9,075	09/13/13	Crestview RV Center	\$500	\$2,500	12/18/13
Curtis Trailers	\$1,000	\$8,000	06/03/13				
LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499							
The Trail Center	\$500	\$2,350	11/06/13	Noble RV, Inc.	\$505	\$1,405	06/21/13
Hilltop Trailer Sales, Inc.	\$541	\$2,122	06/11/13	Dinosaur Electronics	\$500	\$1,250	06/06/13
Phil Ingrassia	\$2,000	\$2,000	12/24/13	Out of Doors Mart, Inc.	\$500	\$1,250	09/18/13
Lindsey Reines	\$1,500	\$1,500	12/20/13	Bill Mirrielees	\$250	\$1,000	05/09/13
Skyline RV & Home Sales, Inc.	\$1,250	\$1,500	06/14/13				
BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999							
Schaap's RV Traveland	\$500	\$850	11/14/13	Camp-Site RV	\$205	\$500	12/31/12
Steinbring Motorcoach	\$500	\$750	11/21/12	Holiday Hour, Inc.	\$100	\$500	03/20/13
Ronnie Hepp	\$300	\$625	08/24/12	Beckley's Camping Center	\$250	\$500	06/06/13
SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499							
Bell Camper Sales	\$200	\$450	08/26/13	Happy Camping RV	\$200	\$200	11/07/13
Foley RV Center	\$250	\$250	09/01/12	Mike Thompson's RV Super Stores	\$100	\$100	08/12/13
Kroubetz Lakeside Campers	\$250	\$250	12/02/11	John Peak	\$100	\$100	10/03/13
Mayflower RV, Inc.	\$250	\$250	07/27/12	Amy Pennington	\$100	\$100	11/30/12
Karin Van Duyse	\$250	\$250	10/25/12				
ENDOWMENTS							
Kindlund Family Scholarship		\$270,000					

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THE RV Industry's

CENTRAL TRAINING CALENDAR



View | List Monthly Weekly Daily

Dealer/GM
Sales
Service
RV Service Technician
Parts
F & I
Rental

<< Back		March 2014					Fwd >>	
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
		ONGOING ONLINE EVENTS: Technician Certification Self-Study Prep Course FRVTA's Distance Learning Network - Training for Every Position at Your Dealership Customer Service Training through FRVTA's DLN Service Writer/Advisor Training through FRVTA's DLN					1	Sobel University Registration Begins Show Online Events
2 Show Online Events	3 Show Online Events	4 Spader Service Management Workshop Show Online Events	5 Show Online Events	6 Show Online Events	7 Show Online Events	8 Show Online Events		
9 Show Online Events	10 Spader Total Management 1 Workshop Show Online Events	11 Show Online Events	12 Show Online Events	13 Show Online Events	14 Show Online Events	15 Show Online Events		
16 Show Online Events	17 RV Preventive Maintenance Show Online Events	18 Kelly Enterprises 3-Day Financial Center Seminar Show Online Events	19 Show Online Events	20 Sobel University Course Grading Deadline Show Online Events	21 Show Online Events	22 Show Online Events		
23 Show Online Events	24 Comprehensive Sales Seminar (3 credits) Show Online Events	25 Show Online Events	26 Show Online Events	27 Write-Up and Close Seminar (2 credits) Show Online Events	28 Show Online Events	29 Show Online Events		
30 Show Online Events	31 RV Technician Certification Training w/hands-on Show Online Events							

Go RVing®

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

RVDA Welcomes Our Newest Members
12/1/13 - 12/31/13

Dealers

Mentor RV
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Wehr RV
Mountain Grove, MO

Aftermarket

Camper Corral
Sebring, FL

HGR's Truck and Trailer Sales Inc.
Hope Mills, NC

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American Guardian 800-579-2233 2	Protective 888-326-0778 back cover	Spader 800-772-3377 19
Diversified Insurance Management Inc. 800-332-4264 3	RVT.com 888-928-0947 17	Systems 2000 407-358-2000 16

Offer your customers more.



Protective Asset Protection's XtraRide® service contract now offers MORE.

- More parts coverage
- More pre-owned benefits
- More travel benefits
- More pet and food spoilage benefits
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- More opportunities to drive your dealership's profitability

Like you, we believe in doing more to serve the increasing number of RV buyers that are unprotected from the cost of future mechanical expenses – so they can protect tomorrow and embrace today. This is why we took our leading service contract solution and added more.

Call us at 888 326 0778 or visit protectiveassetprotection.com to learn more about the XtraRide service contract program.



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F&I Training | On-Line Rating, Reporting & Contracts

*An RVDA endorsed product or service is one that has been extensively evaluated by the RVDA to assure quality, dependability and overall value. RVDA and the RVDA Education Foundation receive compensation from a Protective company for business generated by RV dealers. The XtraRide service contract program is backed by Lyndon Property Insurance Company, a Protective company, in all states except New York. In New York this product is backed by Old Republic Insurance Company.