

# RV EXECUTIVE TODAY

FEBRUARY 2017



## Time to Up Your (Customer Service) Game

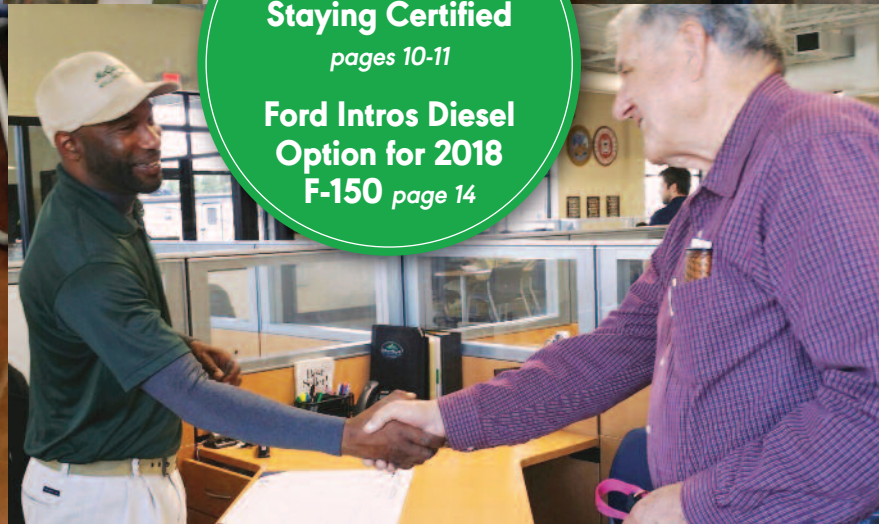
*Does your staff have the training to fulfill customers' expectations?* page 8



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**Getting and  
Staying Certified**  
pages 10-11

**Ford Intros Diesel  
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# RV EXECUTIVE TODAY

C O N T E N T S

February 2017

## 8 It's Time to Up Your (Customer) Service Game

Today's consumers expect a much higher level of service from the businesses they patronize. Can your dealership employees live up to those expectations? If they don't have the necessary skills and savvy, it's time to up their game through training. Here are resources to help increase your staff's professionalism.



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## 10 Technicians, Here's How to Earn Certification

Want to get started today? Here are the basics.



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## 11 So You're Certified – How Do You Stay That Way?

You worked hard to achieve your professional status. Don't let it expire. It's not difficult to keep up your certification.



11



12

## 12 You're a Member of the Club Now!

Earning certification comes with an important side benefit – automatic membership in the Society of Certified RV Professionals. The society provides public recognition of certified individuals and offers them help in maintaining their status.

## 14 Automakers Continue Incremental Updates to Expand Tow Vehicle Fleet

One of the more significant developments in tow vehicles occurs this fall, when Ford Motor Co. starts shipping to dealers its 2018 F-150 pickups with a diesel option. The only other full-size pickup with a diesel option is Fiat Chrysler's RAM 1500.



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## 18 NADAguides.com's Top Researched RV Brands

Find out how your brands fared in the latest results from NADAguides.com.



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## 19 RV Shows Get Off to a Roaring Start

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# The Value of Buying Used RVs from a Dealer

*By Phil Ingrassia, CAE, president*

Last month, I was going back and forth with a reporter regarding the benefits of buying a used RV from a dealer. RVDA always advises consumers to visit their local RV dealership before driving all over town chasing privately-owned used RVs listed for sale on various websites or in the newspaper.

The research shows that most used buyers purchase their RV from a private seller. As with used cars and trucks, there are lots of reasons why there are so many private transactions, including RVs changing hands among relatives and friends and the age of the units offered on the private market.

However, many buyers who go the private-sale route are never completely educated about how their RV and its appliances and components work, or the unit hasn't been well-maintained by the previous owner, or the buyer simply paid too much.

Bill Hawley of Hawleywood RV Ranch in Dodge City, KS, once told me that private sellers are often looking for a higher price than market value for their unit. "Sometimes neither the buyer nor seller knows the real value of the RV," he says.

People perceive they are getting a good deal, but if they visit a dealership they can compare prices on lots of units with similar features. This gives the buyer a better understanding of an RV's market value, which is pretty hard for someone to grasp when they're looking at a single unit in a stranger's driveway.

After-sale service is another important consideration. How many private sellers take the time to explain the unit and its appliances? How many know what "PDI" stands for? How many know about safety

**"How many private sellers take the time to explain the unit and its appliances or know about safety recalls on components?"**

recalls on components? What about financing, extended service agreements, or emergency roadside assistance?

Dealers can offer the best guidance on towing and hitch capabilities, order OEM parts for late model RVs, and have the latest information on new RV technology – the kind of information and service a private seller just can't provide.

Here's another phenomenon about private sales that Hawley told me: RVs tend to grow in length as they pass from buyer to buyer through private sales. Bring that big black Stanley tape measure if you're shopping for a pre-owned RV from a private seller, folks!

All of this underlines the major selling point that a private seller can't offer a used buyer – peace of mind, which is a recurring theme in the dealer-versus-private sale debate.

Do you have other thoughts on this topic? Send me a note at [pingrassia@rvda.org](mailto:pingrassia@rvda.org), and I'll share them with other members and the industry.

Thanks for your support.

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# Are Your Employees Up to the Challenge of Serving Today's Consumers?

By Darrel Friesen, chairman



**A**s the industry matures and our customers grow more impatient with broken or non-working RVs and components, it has become glaringly obvious to me that we as dealers need to train our employees better.

Today, consumers are simply not going to tolerate anything less than the kind of topnotch service they've come to expect from other industries. We need to make sure our people can deliver, especially our technicians. Otherwise, we're going to alienate and lose customers.

That's where the Mike Molino RV Learning Center comes in. The center has educational resources and training for almost every position in the dealership and also offers certification for five dealership positions: parts manager, parts specialist, service manager, service writer/advisor, and warranty administrator. These courses teach individuals the necessary knowledge and duties of the particular position, as well as the best practices.

For techs, there's the RVDA-RVIA RV Service Technician Certification program, which offers registered, certified, and master certified status.

Years ago, when we first had all of the service techs here at All Seasons RV Center certified, we found that our efficiency went up around 25 percent. What we spent in training turned out to be a small investment for a large return to the bottom line. These days, with labor costs continually rising and manufacturers holding their costs down, being more efficient at each step in the process is even more important.

In addition, we found that our customers were happier because we did their repairs faster and we got them right the first time. And the manufacturers were easier to work with because they knew we had trained technicians who could properly diagnose and repair items instead of just removing and replacing them in hit-or-miss style.

I could see how certification affected my own employees – it was obvious that they took pride in their achievement, and rightfully so. I saw that same sense of pride at the Society of Certified RV Professionals' annual reception during the RVDA convention. Since the society was created two years ago, one of its roles has been to honor dealership employees who have maintained their certification over the years. So far, 10 individuals have been

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---

recognized for their longterm commitment to professionalism. They've included individuals from all areas of the dealership, not just techs.

In case you didn't know, all employees who get certified automatically become members of the society. Member benefits include links to training courses, CEU-eligible training, educational webinars, and more. You can find the society's page on the RV Learning Center website.

During a recent short period of time, we lost five of our six certified technicians to retirement. Some had been with us for 25 years. It's hard to replace that kind of experience, but training and certification can help. We believe so strongly in that combo that we are once

again in the process of getting everyone certified. We know from experience that the cost will be more than recovered.

We've found that all of our certified personnel do a more professional job and take more pride in their work. Professional employees elevate not just the dealership, but the industry's reputation as well. Every time one of our customers tells a friend about how well they were treated by a well-trained, courteous staffer at All Seasons RV Center, the word spreads outward about the RV industry.

We all need to do our part to improve our professionalism and keep pace with today's higher standard of customer satisfaction. Otherwise, consumers will take their discretionary dollars elsewhere.

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# QUICKTAKES

## Info For The Big Picture

### RV DEALERSHIPS AND U.S. EMPLOYMENT

(Industrywide Totals)



Number of  
Employees

36,670



Number of  
Firms

2,185



Number of  
Locations

2,597



Annual Payroll  
(\$1,000)

\$1,743,056

## BY THE NUMBERS

The U.S. Census Bureau recently released these figures about RV retailers and their contribution to the economy, based on data from its latest U.S. Businesses Survey.

### BREAKDOWN BY DEALERSHIP SIZE



Number of  
Employees



Number of  
Firms



Number of  
Locations



Annual Payroll  
(\$1,000)

0 - 4	828	830	\$59,927
5 - 9	532	536	\$125,758
10 - 19	410	435	\$221,524
20 - 99	363	456	\$679,271
100 - 499	43	105	\$252,140
500+	9	235	\$404,436

**It's  
Time  
To**

**UP**

# Your Customer Service Game

*By RVDA staff*

**C**onsumers today expect a level of service from the businesses they patronize that would have been unimaginable to consumers of the past. Thanks to the Internet and standard-setting companies like Starbucks and Amazon, consumers expect to get what they want when they want it. Can your dealership live up to their expectations? Do your employees have the skills and savvy to compete?

When there are plenty of retailers and good products for consumers to choose from, their buying decisions could hinge on the professionalism of the dealership staffers they encounter. So make this the year you commit to upping your employees' game by giving them the training and polish they need to compete.

The not-for-profit 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



**Service managers need both technical knowledge and people skills.**

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."

In fact, a dealer survey showed that 80 percent believe certified technicians bring in more revenue for the dealership than do non-certified techs. And 75 percent believe certified techs perform better-quality work and create more satisfied customers than do non-certified peers.

The Learning Center's goal is to increase the level of professionalism throughout the RV dealership, so in addition to technician certification, it offers certification in five other professions: parts manager, parts specialist, service manager, service writer/advisor, and warranty administrator.

To help individuals prepare for the certification tests, the center consulted with industry experts and individuals who actually perform these jobs, then developed learning guides that explain the information and skills needed for each position.



**Dealers say their certified technicians perform better-quality work and make more money for the dealership. And customers are happier when their repairs are done right the first time.**



The principle-based 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 if they're adequately prepared and pinpoint any knowl-

edge gaps. These tests take only 10 to 20 minutes to complete and provide instant feedback. Since each question relates to a job's specific skills, the tests help pinpoint areas where an employee's knowledge is weak. Prep test results are good predictors of whether an individual will pass the certification exam.

Information about the tests, certification requirements, and applications is available on the center's website ([www.rvlearningcenter.com](http://www.rvlearningcenter.com)), where dealers can also find out more about all of the center's resources and programs. ■



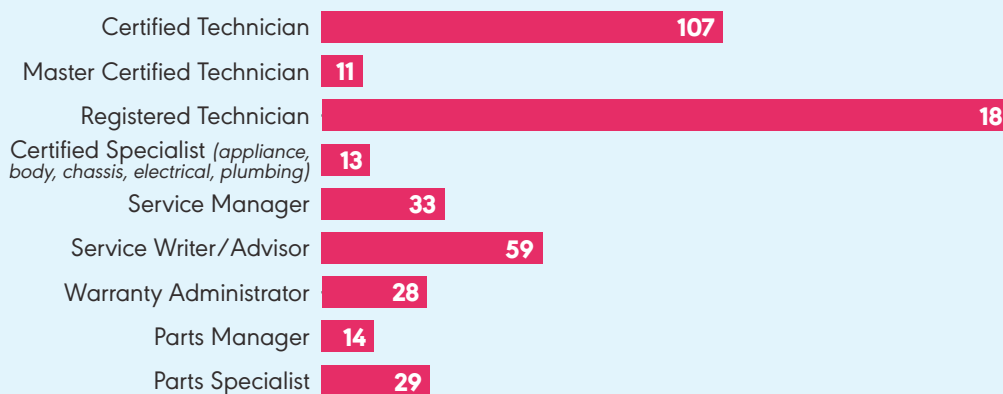
Trained, professional service employees – from parts specialists to service writers/advisors – help keep the dealership's customers satisfied and loyal.

## **RV Professional Certification Week is March 12-18**

**Recognize** your certified employees and encourage others to begin the certification process during RV Professional Certification Week. The RVDA-RVIA Tech Certification Program and the Mike Molino RV Learning Center have programs for technicians, service and parts managers, service writers/advisors, parts specialists, and warranty administrators.

## **Certifications/Recertifications Earned in 2016**

### **Certifications Total 482**



### **Recertifications Total 269**



## **Did you know**

*that anyone who becomes certified as a technician, service manager, service writer/advisor, parts manager, parts specialist, or warranty administrator automatically becomes a member of the Society of Certified RV Professionals? One of the membership benefits is that you'll receive a list of CEU training opportunities in the society's newsletter email. The info can also be found on the society's web page on [www.rvlearningcenter.com](http://www.rvlearningcenter.com)*

# Technicians, Here's How to Earn Certification

If you've never been certified before by RVDA-RVIA, start by taking the Registered Technician test, which determines if you have basic knowledge in areas such as propane, electricity, and other RV related subjects. This is a timed, online test consisting of multiple-choice questions. Based on 2015 testing, approximately 80 percent of techs who take the Mike Molino RV Learning Center prep course pass the test versus a 57 percent passing rate for techs not enrolled in the course.

You can prepare for the test using RVDA-RVIA's online prep certification courses and materials. RVTA also offers an online prep course. To find out more about these and other resources, visit [www.rvtechnician.com](http://www.rvtechnician.com).

## Attention, Suppliers and Manufacturers: ***Your Training May Qualify for CEU Credits***

The Mike Molino RV Learning Center and RVIA are constantly searching for sources of high-quality training that can help technicians and fixed-operations employees maintain their certifications. Your company's training courses may qualify for continuing education units (CEU).

To find out, submit your materials to either the center or RVIA, and reviewers will determine if they're a match with the skills and learning objectives of various dealership positions. If approved, your course will be assigned CEUs.

Training providers must provide a certificate of completion or other record showing the number of CEUs that were earned by participants.

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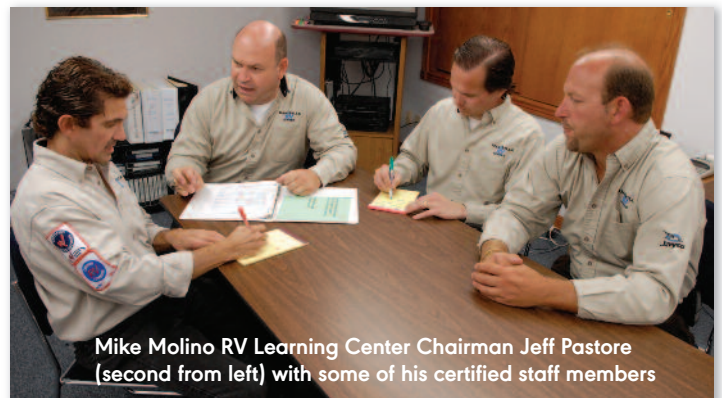


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Mike Molino RV Learning Center Chairman Jeff Pastore (second from left) with some of his certified staff members

Once you've become a registered technician, you can progress to the next level - Certified Technician. You'll take another timed, online test, plus complete a series of specific tasks (such as performing electrical system tests and installing air conditioners, generators, and refrigerators). Based on 2015 testing, 100 percent of techs who take the Learning Center's prep course pass the test versus a 68 percent passing rate for techs not enrolled.

If you achieve a score of 76.5 percent, you will earn Certified Technician status. If you score 90 percent, and have five consecutive years of RV Service employment, you will become a Master Certified Technician, the highest certification level available.

A preliminary score will appear on your computer screen after you complete the test, and you'll receive an official score report from the technician certification registrar via mail within 14 days. Techs who pass the registered and certification tests will receive a plaque, personalized certificate, three uniform patches, and a wallet ID card.

You can find information about the tests, certification requirements, resources, and fees - and sign up to start the process - at [www.rvtechnician.com](http://www.rvtechnician.com). ■



# So You're Certified – How Do You Stay that Way?

**T**o remain certified as a technician, service manager, service writer/adviser, parts manager, parts specialist, or warranty administrator, you must recertify every five years. That process requires accumulating continuing education units (CEUs) and submitting proof of continuous employment since your last certification.



## Sources for CEUs include:

- RVDA Convention/Expo (approved for learning center's certifications only)
- The Mike Molino RV Learning Center
- Supplier/distributor schools and correspondence courses
- Community colleges (approved courses only)
- Manufacturer training
- State association training sessions
- Distance Learning Training (FRVTA's DLN or the RVDA-RVIA's DLT)

The number of CEUs required and the time frame for accumulating them varies between the certifications. In general, though, technicians must have at least 20 hours of industry-sponsored training over five years, and the other fixed-operations positions must have at least 40 hours.

You can find information on specific courses on the Mike Molino RV Learning Center's website ([www.rvlearning-center.com](http://www.rvlearning-center.com)) under the Education menu and also on [www.rvtrainingcalendar.com](http://www.rvtrainingcalendar.com). If you can't meet the employment and/or CEU requirements, you can recertify by taking the certification test again. ■

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# Certified? You're a Member of the Club Now!



Earning certification comes with an important side benefit – automatic membership in the Society of Certified RV Professionals. If you're a certified technician, warranty administrator, parts or service manager, service writer/advisor, or parts specialist, you're already a member.

The society was created with two goals: to honor both newly certified employees and those who have made the commitment to professionalism by maintaining their certification over the years, and to facilitate professional development and training. The society

is open not just to credentialed RV professionals, but also to those who support them, including dealers and young RV executives.

The society encourages dealers to recognize their employees' achievements by participating in its recognition program. It publishes an update of individuals who earned certification or recertification during the previous quarter from either the Mike Molino RV Learning Center or the RVDA-RVIA RV Service Technician Certification program. The list appears in *RV Executive Today* magazine and on the learning center's website. The society

also provides templates for news releases that dealers can use to alert local media.

The highlight of the year is the society's annual recognition reception, held during RVDA's convention. Certified warranty administrator Regina Kerr of Tennessee RV Sales and Service in Knoxville, an honoree in 2014, says the award "meant the world" to her because "the warranty administrator takes



Liz Fleming, certification program registrar, and Tony Yerman, RVDA's service consultant and a certified master technician, work together to help dealership employees certify and recertify.

a lot of flak" from both dealership employees and manufacturers. "I think the society is a very good idea," she says. "It's really nice to be recognized, and it's a real honor."

RVDA Service Consultant Tony Yerman, a certified master technician, is another society honoree. Being recognized at the convention reception was a welcome and much appre-



Certified warranty administrator Regina Kerr was recognized for her long-term commitment to maintaining certification.

**W**ant to give your certified team members credit for their hard work and achievement? Their names can appear in the next update. Just return this form by email to [info@rvda.org](mailto:info@rvda.org) or fax to (703) 591-0734. More information about the Society of Certified RV Professionals and the recognition program is available at <http://tinyurl.com/SocietyofRVProfessionals>.



## Authorization to Include Employee Certification Information



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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Phone: \_\_\_\_\_

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

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

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Rev. May 2015





**Certified parts manager David Smith helps train others at his dealership.**

ciated gesture, he says. In a field where some of the jobs are "kind of thankless, it was nice to get some recognition." Technicians, even certified ones, don't usually get much praise at the dealership, he says. "There are lots of awards for top salesperson. They're always getting some sort of praise, and the service department employees don't."

employees and has also maintained his own status for more than five years. He was honored at the society's 2015 reception. "I was impressed by the event - I never thought I'd be rewarded for doing my job," he says.

The society encourages employees to maintain their certifica-

tion and provides resources for finding educational opportunities and CEU-eligible training. Find more information about the certification process, the RV industry training calendar, CEUs, and more on its webpage under the Certification menu at [www.rvlearning-center.com](http://www.rvlearning-center.com) or contact Liz Flemming, the certification registrar, at [lflemming@rvda.org](mailto:lflemming@rvda.org). ■

**This year's honorees are**, from left to right: parts manager Allen Cockcroft, service manager Jim L. Godfrey, RV parts specialist Dan Hall, warranty administrator Wendy Queen, and service writer Lacey Pintado. **Back row RVDA leaders are:** 2017 RVDA Chairman Darrel Friesen, All Seasons RV, Yuba City, CA; Society chairman Mick Ferkey, Greenway RV Sales and Service, Wisconsin Rapids, WI; 2016 RVDA Chairman of the Board Brian Wilkins, Wilkins RV, Bath, NY; and RVDA President Phil Ingrassia.



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Fort Lauderdale, FL

# Automakers Continue Incremental Changes to Expand Tow Vehicle Fleet

By Jeff Kurowski

**This fall, Ford Motor Co. will begin shipping its 2018 F-150 pickups with a diesel option. The only other full-size pickup with a diesel option is Fiat Chrysler's RAM 1500.**

**A**uto manufacturers, both domestic and foreign, continue to make incremental changes to their pickup offerings that expand the fleet of RV tow vehicles.

One of the more significant developments will occur this fall when Ford Motor Co. begins shipping to dealers its 2018 F-150 pickups with a diesel option. The only other full-size pickup with a diesel option is Fiat Chrysler's RAM 1500.

The optional Ford F-150 diesel engine will be a Power Stroke 3.0-liter V6. Its towing capacity ratings were not available as of mid-January. The maximum towing capacity for a 2017 diesel engine RAM 1500 is 10,700 pounds.

The towing capacity of a specific vehicle depends on several factors but, in general, diesel engines have greater capacity and get better mileage than gasoline engines, although they cost more.

Ford's 2018 F-150 line-up also will include four new or updated gasoline engines which will all have the ability to

shut off when the truck stops to save fuel and re-start when the driver pushes the gas pedal. The gas engines include an entry-level 3.3-liter V6; a 2.7-liter and a 3.5-liter twin turbocharged V6, and a 5.0-liter V8 featuring direct and port fuel injection for more power and fuel efficiency.

The turbocharged and V8-powered trucks will use a 10-speed automatic transmission, while the 3.3-liter V6 will come with a six-speed. The maximum towing capacity for 2017 model year F-150s is 12,200 pounds, and Ford intends to exceed that in 2018.

For towing heavier trailers, Ford builds the Super Duty F-250 through F-450. The maximum towing capacity for a 2017





F-250 with the towing package is 18,000 pounds; it's 27,500 pounds for an F-450.

Ford's 2018 F-150s will be built in Dearborn, MI, and Kansas City, MO.

Ford sold 820,000 F-Series pickups in 2016 – about 70 percent of which were F-150s – so it's understandable the Michigan-based company is investing resources to keep improvements coming along at a quick pace. One of its longer term plans is to begin building a gas/electric hybrid F-150 in 2020. According to Ford CEO Mark Fields, the hybrid F-150 will “offer excellent towing and payload capacity” and could even be used as a campsite generator.



Japanese automakers Toyota and Nissan also are investing in U.S. factories in an effort to become more competitive in the pickup market, thus giving RVers more tow vehicle choices.

Nissan entered the full-size pickup market in 2016 with the Titan XD, and it added the Titan half-ton for 2017. It has a maximum towing capacity of 9,390 pounds and is assembled in Mississippi using engines built in Tennessee.

To make towing safer and easier, the Titan half-ton includes an integrated trailer brake controller, trailer sway control (TSC), tow/haul mode with downhill speed control and a trailer light check system that allows a one-person hook-up operation – including checking turn signals, brake lights, and running/clearance lights.



President Donald Trump got Toyota's attention when, prior to his inauguration, he threatened to slap an import tariff on cars that Toyota builds in Mexico and sells in the United States. At the annual Detroit Auto Show in January, the Japanese automaker plastered its 2017 Tundra with decals declaring that it is built in San Antonio, TX. Otherwise, the 2017 Tundra, which has a towing capacity of up to 10,500 pounds, basically is a carry-over from 2016. ■





# Grow Your Dealership, Grow the Industry

**W**hen you donate to the Mike Molino RV Learning Center, you're helping to raise the level of professionalism in the RV industry. The center is a charitable organization dedicated to providing affordable education and certification for dealership employees.

A contribution to the center is an investment in your own business and your own industry. Everything the organization does focuses on one goal - to educate the RV dealership workforce so it provides industrywide excellence. Higher standards grow the industry and translate into prosperous dealerships.

To learn more about the center and how to contribute, visit [www.rvlearningcenter.com](http://www.rvlearningcenter.com), call the dealer services hotline, or send an email to [info@rvda.org](mailto:info@rvda.org) or donate online. You can also use the accompanying form. The Mike Molino RV Learning Center is a 501(c)(3) tax-exempt organization, and your contribution may be tax-deductible as a charitable donation. ■

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## The RV Learning Center Pledge Agreement

I, \_\_\_\_\_, accept the invitation to join with others to support the dealership education efforts of the Mike Molino RV Learning Center. I hereby pledge and agree to contribute the total sum of \$ \_\_\_\_\_ to the Mike Molino RV Learning Center, a 501(c)(3) charitable organization.

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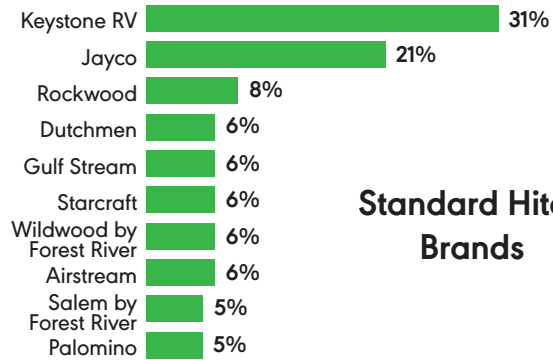
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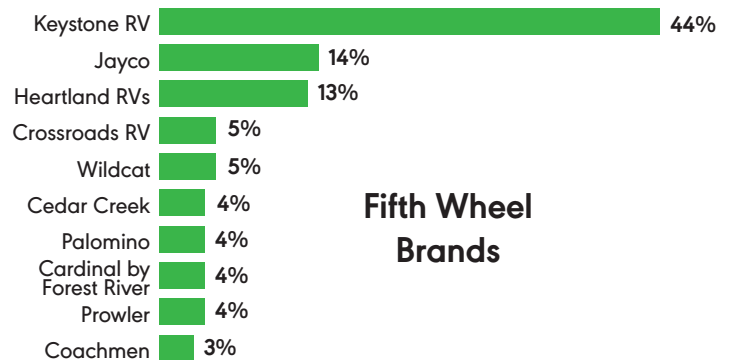
# NADA Guides' Top Researched RV Brands

**H**ere are the top researched brands on NADAGUIDES.com in 2016 through the third quarter. The N.A.D.A. RV Appraisal Guide is an essential tool for determining the average market value of used RVs. Also available is RV Connect, a new online program that provides updated RV values, creates custom window stickers for both newer and older RVs, and more. These products are available at the RVDA members-only rate. Visit [www.rvda.org](http://www.rvda.org) for more information, or call (703) 591-7130.

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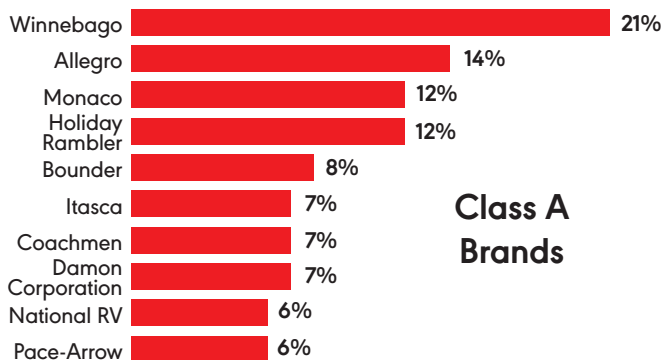


### Standard Hitch Brands

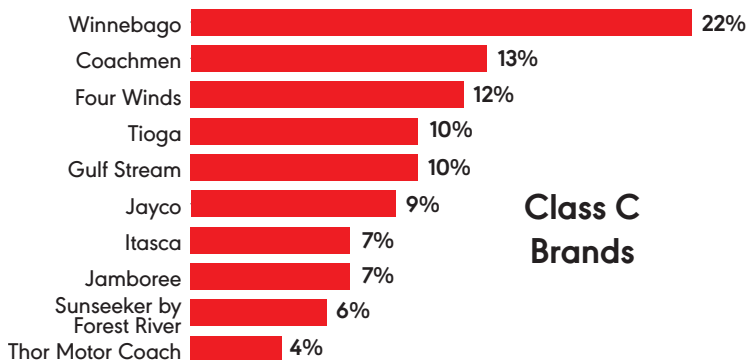


### Fifth Wheel Brands

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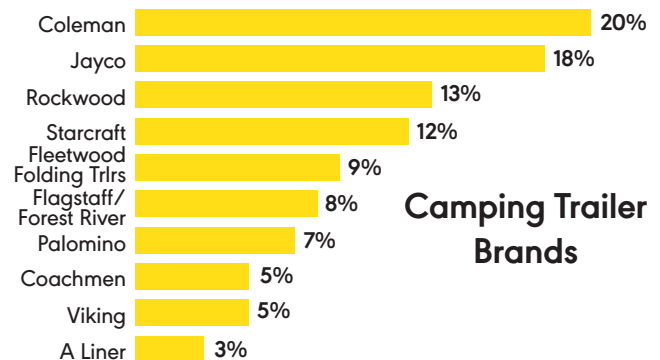


### Class A Brands

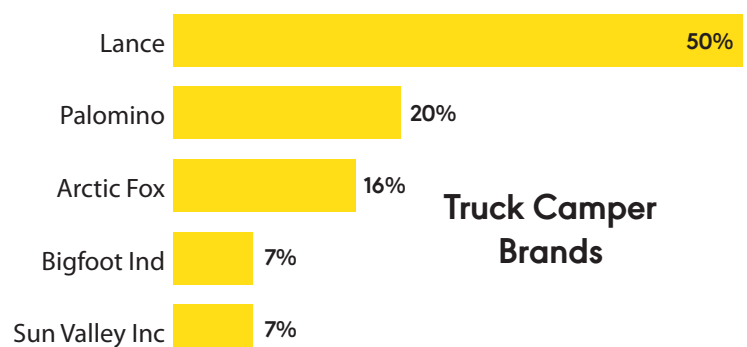


### Class C Brands

## RV BRANDS



### Camping Trailer Brands



### Truck Camper Brands



# Show Season In Full Swing

**RV retail shows got 2017 off on the right foot in cities across the country.**

*Below: The Washington Camping RV Expo drew good crowds to the 31st annual event in Chantilly, VA.*



*Above: More than 70,000 people attended the Florida RV SuperShow hosted by the Florida RV Trade Association (FRVTA). The event set an all-time record for attendance.*

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## The Florida RV Trade Association and RVDA's Mike Molino RV Learning Center

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

## The DLN offers online training for:

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



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 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.

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

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

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

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

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

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

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

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

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

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



# RVDA Endorsed Products



## **Certified Green RV Program TRA Certification Inc.**

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

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

## **Credit Card Processing Bank of America Merchant Services**

https://rvdealer.bankofamerica.com  
jay.machamer@bankofamericamerchant.com  
(678) 784-0567

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

## **Disability Income Insurance/ Paycheck Protection Benefits American Fidelity Assurance Company**

www.afadvantage.com  
Ted Brehoney, ted.brehoney@af-group.com  
(800) 654-8489, Ext. 6530

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

## **Emergency Roadside and Technical Assistance Coach-Net**

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

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

## **Employee Behavioral Assessment Omnia Group**

www.OmniaGroup.com/rvda/  
Carletta@OmniaGroup.com  
(800) 525-7117 x1226

The Omnia Group's assessment solutions help dealers select the right person for the job, increase retention, develop top talent, improve communication, and build a strong workplace culture. In fewer than 15 minutes, the Omnia Profile reveals personality tendencies of candidates and employees, giving dealers the insight to select, retain, and develop their biggest asset. By navigating the complexities of human behavior, dealers can make more informed hiring decisions and increase retention to improve return on investment.

## **Extended Service Agreements XtraRide RV Service Agreement Program**

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

The XtraRide RV Service Agreement Program is offered through the Asset Protection Division of Protective Life Insurance Company. The program has been exclusively endorsed by RVDA since 1992. The XtraRide programs

and F&I solutions bring dealers increased profit opportunities while providing quality protection for their customers. Protective is dedicated to providing the RV industry with superior products and services given its ability to underwrite, administer, and market its own programs.

## **Health Insurance Mass Marketing Insurance Consultants Inc. (MMIC)**

www.mmicinsurance.com/RVDA/  
quotes@mmicinsurance.com  
(800) 349-1039

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

## **Hiring Tools Employment Network-A Careerco Company**

www.employmentnetwork.net

(718) 307-6258

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

## **Lead Qualifier Program Customer Service Intelligence Inc. (CSI)**

www.tellcsi.com  
bthompson@tellcsi.com  
(800) 835-5274

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

## **Loan Origination and Warranted Loan Documents AppOne**

www.appone.net  
<http://www.appone.net/

AppOne is a web-based indirect loan origination platform designed to help recreational vehicle dealers and lenders manage the origination process of retail credit applications from lender submission to funding. It provides dealers and lenders access to a library of compliant and warranted loan documents. The loan documents are regularly reviewed for compliance with the latest the federal and state laws in all 51 U.S. jurisdictions. Dealers using AppOne also have access to their lender(s) on the AppOne Lending Network, a community of national, regional and local financial institutions. The network makes it easier for dealers to establish lender partnerships and secure financing for their customers.

## **Market Intelligence Program RV Industry Data Program from Statistical Surveys**

Scott Stropkai, sstropkai@statisticalsurveys.com  
(616) 281-9898 ext.128

Dealers receive a 10 percent discount on customized reports through Statistical Surveys' RV Industry Data Program. Using Tibco Spotfire software, the program provides dealers with data visualization and analytics

that can yield valuable insights for better decision making, including data on where new units are being registered and which dealers sold which units by make, model, length and axles.

## **Office Supplies Office Depot**

www.officediscounts.org/rvda.html

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

## **Pre-owned RV Appraisal Guidance N.A.D.A. Appraisal Guides & NADAguides.com**

www.nada.com  
lsims@nadaguides.com  
(800) 966-6232, Ext. 235

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

## **Propane and Propane Supplies Suburban Propane**

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

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

## **RVDA/Spader 20 Groups Spader Business Management**

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

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

## **Shipping Discounts PartnerShip, LLC**

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

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

## **Software & Consulting Services KPA**

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

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

# The Mike Molino RV Learning Center proudly recognizes

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

Received From	Contributed 1/17/15- 1/17/17	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
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## MAJOR GIFTS

Camping World and Good Sam	\$150,000	\$667,987	\$1,000,000	6/8/16
Protective	75,668	270,584		12/2/16
Newmar Corporation	50,000	260,000		12/7/16
Coach-Net	5,000	204,917		1/26/15
Tom Stinnett Derby City RV	2,500	105,000		12/16/16
Brown & Brown Recreational Insurance	20,000	20,000	100,000	3/21/16
Campers Inn	20,000	81,000	100,000	12/16/16
PleasureLand RV Center Inc.	4,000	96,850		12/14/16
Bill & Kristen Fenech	10,000	72,500		8/23/16
Horsey Family Memorial Fund	2,000	72,000		6/14/16
Ron & Lisa Fenech	10,000	70,000		8/23/16
Byerly RV Center	10,000	62,000		1/3/17
RVAC	14,000	52,000		4/8/16
Bill Plemmons RV World	5,000	20,050	50,050	6/9/16
All Seasons RV Center	2,000	38,049	47,049	12/20/16
McClain's RV Superstore	2,000	44,000		6/18/15
Pan Pacific RV Centers Inc.	3,000	41,500		11/23/16
Reines RV Center Inc.	7,500	39,025		1/6/17
Palm RV	7,500	7,500	37,500	2/18/16
Bill Thomas Camper Sales Inc.	6,000	37,000		1/3/17
Holiday World of Houston	7,000	33,000		9/30/16
Wilkins R.V. Inc.	4,900	23,000	33,000	1/8/16
Pikes Peak Traveland Inc.	1,500	32,700		6/26/15
Diversified Insurance Management Inc.	1,600	24,800	31,200	4/25/16
Paul Evert's RV Country Inc.	2,000	29,000	30,000	3/11/16

## CHAMPIONS

Greeneway Inc. (Route 66 Dealer)	2,500	22,350		12/12/16
Alpin Haus	2,000	20,500		7/5/16
MBA Insurance Inc.	2,000	17,100	20,100	6/1/16
Hartville RV Center Inc.	2,000	14,750	15,750	5/5/16
Mike & Barb Molino	550	12,136		8/14/16
Little Dealer, Little Prices	500	11,550		12/6/16
Affinity RV Service Sales & Rentals	2,000	11,000		6/15/16
Floyds Recreational Vehicles	250	10,500		4/13/16
Motley RV Repair	1,000	10,075		9/17/15

## Received From

United States Warranty Corporation

Don Clark

Hemlock Hill RV Sales Inc.

Curtis Trailers Inc.

Crestview RV Center

Burlington RV Superstore

Circle K RV's Inc.

All Valley RV Center

Hayes RV Center

A World of Training

Madison RV Supercenter

Camperland of Oklahoma LLC

Topper's Camping Center

Best Value RV Sales & Service

Phil Ingrassia

Good Life RV

ROUTE 66 RV Network

RCD Sales Company Ltd.

J. D. Sanders Inc.

Myers RV Center Inc.

Hilltop Trailer Sales Inc.

Noble RV Inc.

Skyline RV & Home Sales Inc.

RV Outlet Mall

United RV Center

Highland Ridge RV Inc.

Tacoma RV Center

American Guardian Warranty

The Trail Center

Alliance Coach

Austin Chapter of Texas RV Association

Bill & Shannon Koster

Onsite Temp Housing

## LEADERS

Dinosaur Electronics

Leo's Vacation Center Inc.

Mount Comfort RV



# these CONTRIBUTORS



Contributed 1/17/15- 1/17/17	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
2,000	9,250	10,250	5/6/16
10,000	15,000		10/7/16
3,361	10,000		8/12/15
1,500	9,750		12/28/16
3,500	8,000		12/28/16
1,250	7,500		12/31/16
750	7,500		6/9/16
4,500	6,000	7,000	7/15/16
200	6,850		6/20/16
3,500	6,500		9/17/15
1,000	6,500		11/30/16
1,000	6,350		6/22/16
1,803	6,053		10/7/16
2,000	5,750		4/11/16
2,000	5,500		12/12/16
2,000	4,100	5,100	6/24/16
1,000	2,000	5,000	2/16/16
1,099	4,349		6/17/16
500	3,750		7/11/16
250	3,750		6/22/15
1,500	3,622		6/27/16
1,600	3,505		6/20/16
1,500	3,500		8/8/16
750	3,300		6/20/16
100	3,200		11/10/15
500	3,000		4/11/16
1,500	3,000		6/17/16
2,400	2,800		1/1/17
600	2,550		11/21/16
1,000	2,000	2,500	5/23/16
2,500	2,500		6/27/16
500	500	2,500	12/2/16
500	1,000	2,500	10/29/15
550	2,200		6/14/16
2,000	2,000		3/11/16
2,000	2,000		10/17/16

## Received From

Contributed 1/17/15- 1/17/17	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
NERVDA	1,000	2,000	12/18/15
Candys Campers	500	1,800	6/6/16
Ocean Grove RV Supercenter	1,750	1,750	6/14/16
Out of Doors Mart Inc.	250	1,750	10/13/15
Gib's RV Superstore	1,500	1,500	12/2/15
Camp-Site RV	500	1,250	1/29/16
Ronnie Hepp	500	1,125	12/31/15
Airstream Adventures Northwest	1,000	1,000	6/10/16
Beckley's Camping Center	250	1,000	6/12/15
Bill Mirrielees	500	1,000	5/5/16
Moix RV Supercenter	1,000	1,000	12/22/16
Tennessee RV Sales & Service LLC	500	1,000	6/14/16

## BENEFACTORS

Keepers RV Center	700	800	850	12/23/16
American Family RV Inc.	500	500		9/2/16
Camp-Land RV	500	500		6/14/16
Colonial Airstream & RV	500	500		5/2/16
Florida Outdoors RV Center	500	500		6/15/15
Holiday Hour Inc.	200	500		3/14/16
Kroubetz Lakeside Campers	250	500		11/9/15
Modern Trailer Sales Inc.	250	500		6/22/15
The Makarios Group LLC	500	500		6/3/16
Tri-Am R.V Center of East Tennessee	500	500		1/3/17

## SUPPORTERS

Starr's Trailer Sales	450	450		6/16/16
Lou Novick	100	400		11/25/15
Carolina Coach & Camper	250	350		6/15/16
Liberty RV	250	300		9/6/16
Arlington RV Supercenter Inc.	250	250		6/8/15
Black Book RV Value Guide	150	250		3/16/16
Elizabeth RV	250	250		10/11/16
Foremost Transportation Incorporated	250	250		5/4/15
Richard's RV ServiCenter	120	120		7/15/16
Chesapeake RV Solutions	100	100		2/29/16
RV Value Mart Inc.	100	100		6/15/15

## ENDOWMENTS

Kindlund Family Scholarship	\$270,000
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# GET GOING WITH GO RVING!

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

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

## HERE ARE THE HIGHLIGHTS:

### Leads – Plus Program

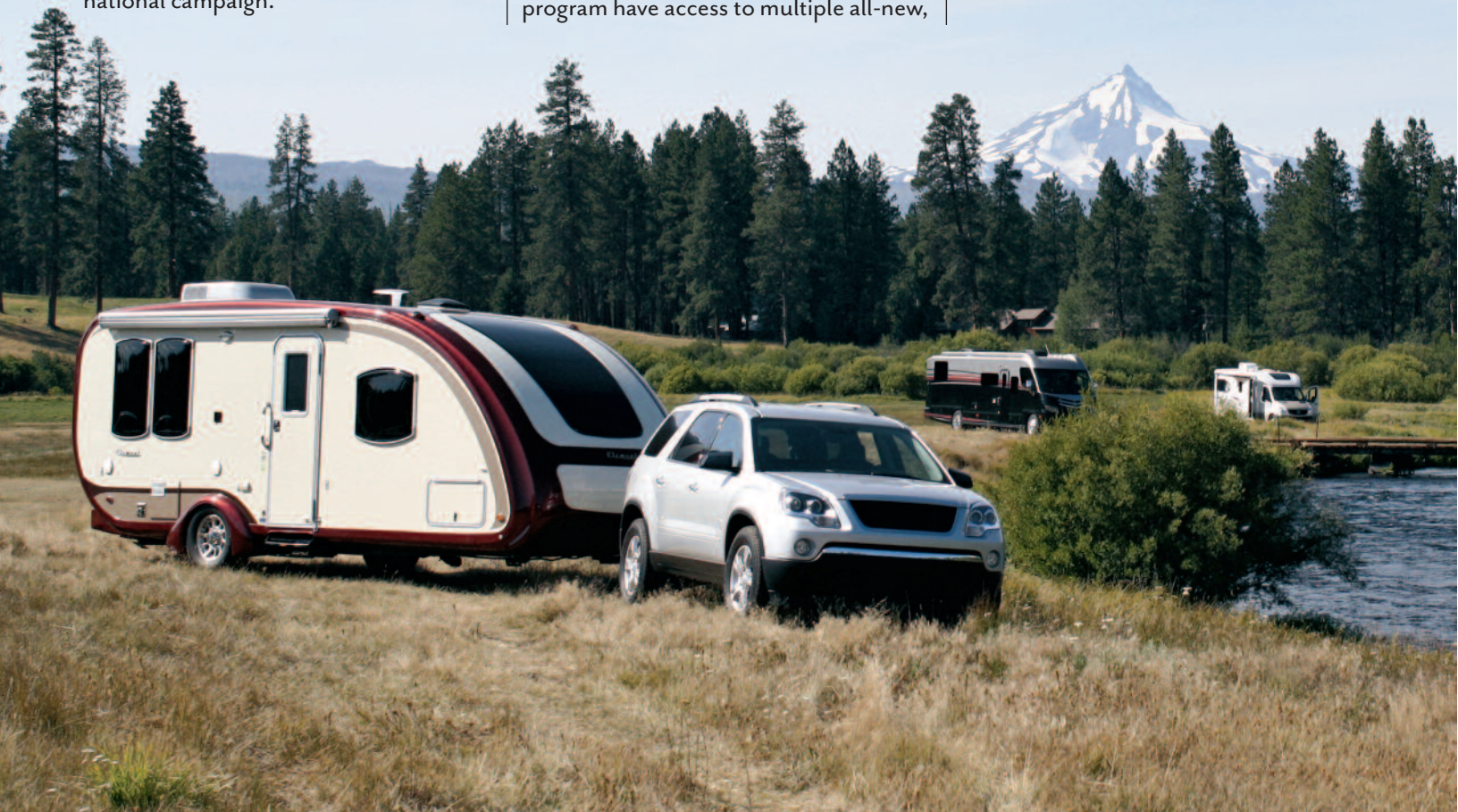
24 hours a day, 7 days a week, Go RVing dealers signed up for the tie-in program can access via the Internet Go RVing leads that are prioritized according to the consumer's purchase timeframe.

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

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

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

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



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

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

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

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

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

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

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

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

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

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

Credit card (circle): VISA MC DISCOVER AMEX

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

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

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

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





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# THE RV Industry's

## CENTRAL TRAINING CALENDAR

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Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Sobel University Online Registration Certified RV Inspector Training & Certification	2 Show Online Events	3 Show Online Events	4 Show Online Events
			Show Online Events			
5 Show Online Events	6 Advanced Training for Certified RV Inspectors Only Spader Total Management 1 Workshop Show Online Events	7 Show Online Events	8 Show Online Events	9 Show Online Events	10 Show Online Events	11 Show Online Events
12 Show Online Events	13 Show Online Events	14 Show Online Events	15 Show Online Events	16 FREE Webinar: How to Custom Tailor Your Menu to Fit the Needs of Your Customers Show Online Events	17 Show Online Events	18 Show Online Events
19 Show Online Events	20 RV Inspector/RV Maintenance Tech Training Show Online Events	21 Show Online Events	22 Show Online Events	23 Show Online Events	24 Show Online Events	25 Show Online Events
26 Show Online Events	27 RV Technician Certification Training (www.rvtrainingcenter.com.) - RVIA curriculum w/hands-on Advanced Training for Certified RV Inspectors Only Show Online Events	28 Show Online Events	29 Show Online Events	30 Show Online Events	31 Show Online Events	

Go RVing®

Don't see your events listed? Visit [www.rvtrainingcalendar.com](http://www.rvtrainingcalendar.com) to upload your events to the calendar.

#### RVDA Welcomes Our Newest Members

12/1/16 - 12/31/16

##### Dealers

Desert Autoplex RV  
Mesa, AZ

##### Aftermarket

Miles Mobile Service  
Rapid City, SD

##### Rental

Cincinnati RV Rental  
Maineville, OH

## ADVERTISERS INDEX

#### American Guardian Warranty Services

(800) 579-2233 x4213 .....21

#### DealerPro RV

(888) 553-0100 .....16

#### Diversified Insurance Management

(800) 332-4264 .....2

#### MBA Insurance

(800) 622-2201 .....17

#### Protective Asset Protection

(888) 326-0778 .....back cover

#### RVt.com

(800) 282-2183 .....11

#### Sobel University

(253) 565-2577 .....10

#### Spader Business Management

(800) 772-3377 .....13



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# CELEBRATING 25 YEARS

## as the Exclusively Endorsed Service Contract Program of the RVDA

We are honored to have XtraRide® be the exclusively endorsed service contract program of the RVDA for 25 years.

Year after year we deliver best-in-class service to our dealers and their customers. RV dealers know they can trust XtraRide to protect their customers from the costs of unexpected mechanical failures and deliver ownership satisfaction that helps keep customers coming back.



Find out how Protective Asset Protection can help your dealership protect customers' tomorrows so they can embrace today. Call us at **888 326 0778** or visit [protectiveassetprotection.com](http://protectiveassetprotection.com) to learn more.

**Protect Tomorrow. Embrace Today.™**

XtraRide Service Contracts | Post-Sale Programs  
Dealer Experience Refund & Reinsurance Programs  
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.