

# RV EXECUTIVE TODAY

JANUARY 2014

## GOING DEEP

GO RVING  
SETS **GAME PLAN**  
FOR 2014

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January 2014

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## Signs of Progress?

By Phil Ingrassia, CAE, president

The last two months of 2013 were filled with activity in Washington. While there is certainly no final resolution to a couple of major issues that affect RV dealers, there are some signs of progress.

### Budget accord

In mid-December, Republicans and Democrats in Congress reached an agreement on the federal budget. While not a long-term solution for persistent issues such as entitlement spending, the accord does provide some stability for the national economy as we begin 2014.

Action on the debt ceiling will be required later this year, but at least for the next 18 months or so, the threat of another government shutdown – and all the uncertainty that entails – is off the table.

### CFPB and indirect lending

In early November, RVDA worked closely with its allies to support a bipartisan letter from 22 U.S. senators asking the Consumer Financial Protection Bureau (CFPB) for greater transparency on its decision to try to change the traditional indirect motor-vehicle financing model.

In the letter, the senators observed that dealer-assisted financing “frequently results in consumers obtaining a lower cost of credit than is otherwise available to them” and stated that the CFPB had yet to explain the basis for its assertion that “disparate impact discrimination is present in the indirect auto financing market.” Several of RVDA’s state delegates were essential in gaining support from some of the senators who signed the letter.

In mid-November, a week after the agency received the senators’ letter, the CFPB hosted a vehicle finance forum. The big news coming out of the event was that the agency seems to be open to solutions other than a flat-fee payment to dealers who provide financing assistance to their customers. A CFPB official told RVDA and other industry attendees that the

**“With some of the political upheaval that clouded the economic horizon during the past year now off the table, it seems like there can be more focus on business – and RV dealers can look forward to building on the gains made in 2013.”**

bureau “believes there could be a variety of alternatives.” These could include a fixed percentage of the loan or a hybrid system in which compensation would be tied to the amount of the loan and the duration of the contract.

In 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.

While the enforcement action did not mandate any flat fee compensation for dealers, it remains troubling that the public still does not know the bureau’s methodology for determining discrimination or if it takes into account all the legitimate factors that can affect finance rates.

The good news: With at least some of the political upheaval that clouded the economic horizon during the past year off the table, it seems like there can be more focus on business – and RV dealers can look forward to building on the gains made in 2013.

Thanks for your support!

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# We Must Fix the Service Department

*By Jeff Hirsch, chairman*

**A**s the RV industry continues on the come-back trail, we'll face the challenges of an improving economy. We've seen the payroll numbers improve, the unemployment rate inch down from 7.3 percent to 7.0 in November, and total nonfarm payroll employment rise by 203,000. Transportation and warehousing, healthcare, and manufacturing all participated in the improvement. The monthly job gain over the past three months has averaged 193,000.

So with improving employment, why the worry? I'm concerned that many of the employees whom we were forced to lay off during the recession have found employment in other industries, further shrinking our labor pool. I'm wondering whether we, as an industry, will be able to participate fully in the recovery if we're not able to fill important positions.

When young people graduate high school or college, our industry isn't at the top of their awareness. This industry has many opportunities and career opportunities to offer, and I suggest that we begin an initiative to promote those employment opportunities.

Go RVing is an example of a cooperative effort to promote the RV lifestyle – maybe we could have a similar effort to address the shortage of qualified employees so that we're able to deliver the consumer expectations that Go RVing is promoting.

On a related personnel topic, when was the last time a customer called to complain about repeated poor experiences in your service department? How often do customers come to your dealership after having had similar bad experiences at other dealerships? As our industry has developed and matured, our service departments have come under increasing pressure. In today's marketplace, our technicians are expected to quickly diagnose problems and fix them correctly the first time. However, it seems as if dealerships, as a group, are failing to meet both the customer's expectations and those of our manufacturer partners.

During the recession, most of us significantly cut back personnel, and our service departments took a big hit to staffing levels and training programs. Over the past few years, we've begun spending more on training and pay. In the future, we'll need a higher level of technical expertise, given the span of projects and the depth of their sophistication. Gone are the days of focusing on the prep technician. Now the focus must shift to certified technicians who are skilled in many areas and capable of tracking electrical problems to their source, discovering and repairing rot, repairing generators, installing windshields on motorhomes, and much more – all while having a low number of comebacks.

When you look at many service departments, the techs are ill-equipped to handle a good portion of warranty service

– something we're obligated to do for both our customers and manufacturer partners. You can understand manufacturers' reluctance to reimburse warranty fairly – it's not a matter of distrust, but rather the perception that dealerships are unable to provide high-quality service without repeated visits for the same repair.

I believe that manufacturers are forced to factor into their warranty labor rates the average service department's inefficiency and inability to do the job right the first time. Yes, there are many fine service departments that have made the necessary investment in training, but as an industry, we need to improve.

We must stop this continual challenge between manufacturers and dealers. We must seek to resolve service problems the first time so our manufacturers don't have to pay thousands of dollars on warranty jobs that have a high probability of returning with the same issue.

There are initiatives going on in our industry, and we must support them and ask for more. For example, in a few states RVIA is running a pilot technician training program that promises to bring hands-on training to dealerships. In addition, suppliers and manufacturers are working with RVIA to compile technical information into an online library. There are also suppliers and manufacturers – Winegard, Lippert, Keystone, Dutchmen, and KZ for example – that offer hands-on training and/or financial incentives for technicians to become certified. Regional associations such as the New England RV Dealer Association, PRVCA, FRVTA and others are also stepping up to train technicians. Many of these opportunities are listed on [rvtrainingcalendar.org](http://rvtrainingcalendar.org), and more resources are available at [rvtechnician.com](http://rvtechnician.com).

In short, we must do better for our industry and coordinate our service training efforts. Standardization is important, and this must be a joint effort for dealers, manufacturers, and suppliers. As a dealer, require technician training and advocate for repair standardization. Invest in your service department and ask your vendors for support. Certified and re-certified technicians will go a long way in building a better relationship with all stakeholders.

I suspect that RV manufacturers and suppliers would give our dealerships the proper compensation if we were all able to fix problems correctly the first time. If our industry doesn't provide a higher level of service to consumers, then consumers will take their discretionary dollars to other industries.

I hope that all of you enjoyed the holiday season and that 2014 will bless you with great memories.



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# Towable Inventories Expand Slightly

By Thomas Walworth, Statistical Surveys/The Thrive Group

U.S. dealer inventories of towable RVs expanded slightly in September after contracting by an equally slight amount in August, according to market research firm Statistical Surveys/The Thrive Group.

Meanwhile, dealer inventories of motorhomes expanded at a slightly more rapid rate in September 2013 than they did in September 2012. Dealers retailed 17,775 towable RVs in September and received 18,900 units shipped from the factories, yielding an inventory index of 93.9.

For the first nine months of 2013, the towable RV inventory index was 81.1, meaning dealers didn't build up their towable RV inventories at as fast a pace as they did during the first nine months of 2012, when the inventory index for towables was 75.7.

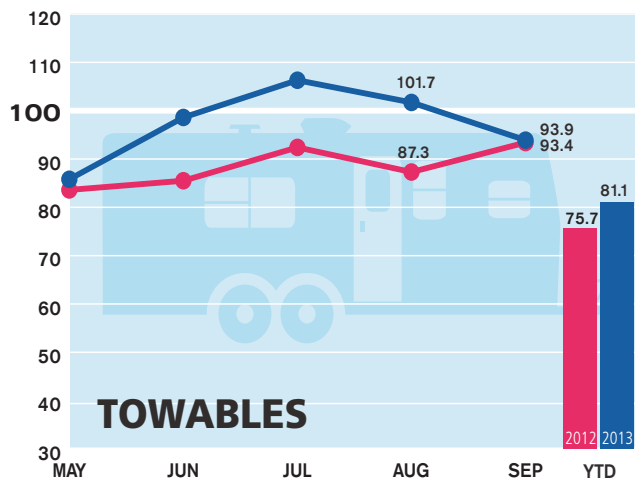
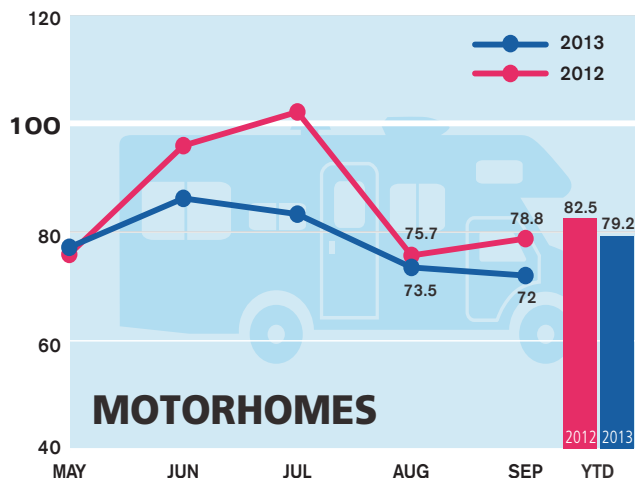
The opposite occurred with motorhomes, which had an inventory index of 72.0 in September 2013, compared with 78.8 in September 2012. For the first nine months of 2013, the motorhome inventory index was 79.2 versus 82.5 a year earlier.

The 17,775 towables retailed by U.S. dealers last September represents a 15.9 percent increase over the 15,319 units sold to consumers in September 2012. Wholesale shipments of towables also increased 15.2 percent to 18,900 units this past September, compared with 16,400 units delivered to dealerships a year earlier.

In the case of motorhomes, 2,377 units were retailed in September 2013, a 31.1 percent increase over the 1,813 units sold in September 2012. Meanwhile, motorhome shipments increased 43.5 percent to 3,300 units in September 2013, compared with 2,300 units shipped a year earlier.

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

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.



## 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

knowledge. RVDA member dealerships and any of their employees can have 24/7 access to most of RVDA's dealer specific information (broken down by department).

Make [www.rvlearning-center.com](http://www.rvlearning-center.com) and [www.rvda.org](http://www.rvda.org) your first source for all dealership information.





# GOING DEEP:

## Go RVing Sets Game Plan for 2014

*Edited by RVDA staff*

***Go RVing's goal in 2014 remains simple:  
Grow the RV market.***

**T**he Go RVing coalition's plans for the next 12 months include innovative approaches to reach new prospects while continuing to use outreach strategies that have proven to work in today's quickly-changing media environment.

### **"Going deep" with tailgating TV exposure**

One of the best examples of the new approach is extending Go RVing's

"Away" campaign deeper into the fall and focusing on activities like tailgating, whether at a college football game or a kids' soccer tournament.

The newest Go RVing TV spot, "Victory," shows how RVs are the perfect tailgate vehicle by featuring families gathered at a girls' soccer game where they are grilling, relaxing in and around the RVs, and enjoying each other's company. The strategy yielded Go RVing new partnerships

with ESPN, CBS Sports, and Sports Illustrated.

The longer media run in 2013 increased the number of Go RVing impressions to 3.8 billion – an increase of 28 percent over the previous year.

And the impressions are overwhelmingly hitting their target. A recent study by Russell Research shows Go RVing at a 39 percent awareness level for core families, and





three out of four of those targeted families like the “Away” ads.

Go RVing plans to build on the success of the new “Victory” spot and other ads in 2014.

## Another new TV spot in 2014

Go RVing usually rolls out an all-new advertising campaign every three years, but coalition partners believe the current “Away” campaign strikes just the right chord with consumers. And, as demonstrated in 2013, the theme is adaptable enough that it can be executed in a variety of ways to appeal to consumers. So Go RVing will create another “Away” advertising spot for 2014. This will allow the coalition to evolve the message while reducing creative costs so that more dollars can be spent on other promotional efforts.

## More digital exposure

Go RVing has one of the largest and most engaged RV profiles on the Web through its Facebook, Twitter, and Pinterest activities. As consumers spend more and more time online researching and shaping their opinion of products, Go RVing will be there, too, providing them with information and engaging content. And it will continue to be dealers’ conduit for highly qualified, motivated RV buyers.

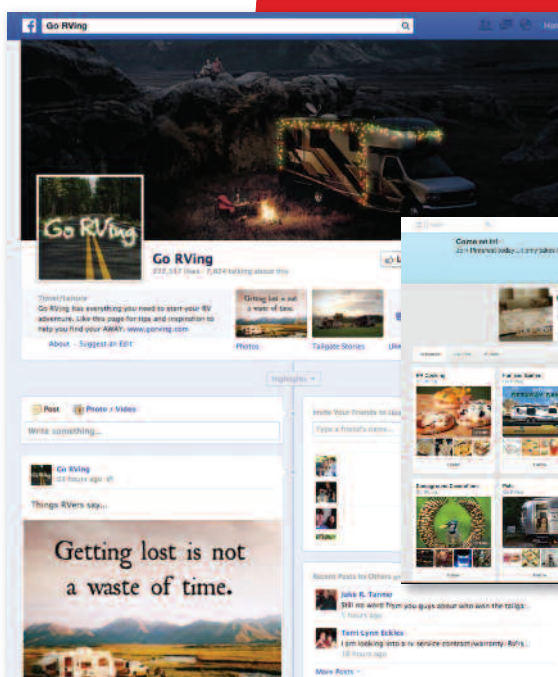
## Consumer outreach

Bringing products directly to consumers so they can walk through and experience them first-hand has proven very effective in showcasing the versatility of today’s RV. In 2014, Go RVing is signing on as a premiere sponsor at Live Nation’s Jamboree in the Hills, a huge, multi-day country music festival that draws tens of thousands of consumers, as well as top-tier talent like Toby Keith, Miranda Lambert, and Tim McGraw.

Go RVing will set up in the campground area, where consumers will be able to experience the latest and greatest RVs and watch acoustic sessions from top artists. ■



*Go RVing uses CBS Sports to focus attention on the fun and traditions of RV tailgating.*



*Go RVing's Facebook page now has more than 220,000 "likes" and is a key part of the program's social media outreach.*



*Pinterest is a relatively new way for consumers to engage with Go RVing.*

*Go RVing will have exposure at Live Nation's popular Jamboree in the Hills music festival in 2014.*



# Go RVing Dealer Program Underway in 2014

**T**he Go RVing dealer tie-in program returns in 2014, with a more targeted approach to getting leads generated by the national campaign to participating dealers.

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

Twenty-four hours a day, seven days a week, Go RVing dealers signed up for the tie-in program can access Go RVing leads via the Go RVing industry-only web portal.

Leads are prioritized according to customer purchase time frame – 3 months, 3-6 months, 6-12 months, or a year and longer. The desire to rent an RV is also captured when consumers provide that information.

Dealers also are notified when new leads are in the system; dealers can adjust the notifications based on their own preferences.

## Go RVing Dealer



## Questions? We Can Help!



**T**he Go RVing Leads-Plus Program is designed for easy use, but if you've never used it or haven't done so in a few months, you may want to take a quick refresher course on how it works.

There are various ways to sort leads – many dealers opt to download all the leads since their last download, while others want their leads sorted based on likelihood of purchase or want to do a larger data pull for a direct mailing. You can also set up automatic email reminders to download leads that are new in the system.

The process is explained in the industry-only section of GoRVing.com. RVDA staff can also walk you or your personnel through the process. For help, email Chuck Boyd at cboyd@rvda.org or call the dealer service hotline.



## Access to commercials and stock footage

Dealers and their partners can also target their local markets with versions of the Go

RVing national commercials that can be tagged with dealership contact information. Dealers can also create their own ads, using the latest stock footage of RVs in action. Both the TV spots and stock footage are now available as downloads.



## Digital RV pictures in the image bank on GoRVing.com

Dealers have access to multiple high resolution images of consumers enjoying a variety of RV products, which can be used in advertising, websites, social media, and other promotional materials.

Dealers received invoices in December 2013 for the 2014 program. If you're not signed up, visit [www.rvda.org](http://www.rvda.org) or contact RVDA at [info@rvda.org](mailto:info@rvda.org) for more information and a registration form. ■



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# New Study Shows that Purchase Rates by Go RVing Leads Outpace National Trends

**T**o better evaluate the success of 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 database of new and used RV registrations through June of 2013. This provided an adequate buying time for the analysis.


IHS found that out of the total universe of U.S. households, the national new RV purchase rate for that period was .36 percent. The Go RVing lead rate of purchase for a new RV was .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.


The IHS analysis also found that leads expressing an interest in an RV are most likely to purchase within the first three months of becoming a lead (36 percent), and 53 percent are most likely to purchase within 180 days. ■




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# GET ON BOARD WITH GO RVING!

*Away*  
is a place that's  
not on any map.  
But you know it  
when you find it.

**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](http://www.rvda.org) or send an email to [info@rvda.org](mailto:info@rvda.org)





# 5 Ways to Increase Your Customer Credit Applications

**Don't forget to market your second most important product.**

*By Laura Smith, Marketing Manager of Priority One*

**R**etailers spend significant time and dollars getting customers to walk through their doors. But RV dealers, whose sales greatly depend on financing availability, can't focus just on getting people into the dealership. Too often, they forget to market the financing they can offer customers. Here are ways to promote this vital benefit so you can secure more sales and increase F&I revenue.

## Take advantage of lender programs and promotions.

Lenders offer promotions year round. Consumer show specials, changes in interest rates or program guidelines, and zero interest or no payments are great opportunities to freshen your marketing and reach out to potential customers. Show specials in particular create a sense of urgency. Encourage interested buyers to fill out a credit application immediately to take advantage of limited-time offers.



## Pique interest online.

If your website doesn't advertise the availability of financing, you're losing potential F&I income or worse yet, potential unit sales. Let customers know they can finance their purchase at your dealership so they don't have to spend time shopping for financing through outside sources. Whenever a customer has to reach outside of the dealership, whether for financing, insurance or service, you lose control of the process. Show them you're a full-service dealership, offering not only the RV they want but also the means to pay for it.

Provide an online credit application, payment calculators and information on the products your F&I office offers, such as extended warranties.

Consumers want to educate themselves before coming into the dealership, so give them everything they need on your website.



## Incorporate on-site marketing.

Once customers are in the door, they probably have a good idea of what they want to buy. Make this easier with display signs advertising financing, and have credit applications easily accessible. Use "payments as low as" hangtags showing estimated monthly payments for units on the lot. And encourage the sales staff to mention financing early in the process. They should also ask for a completed application from every customer at every sale. (In fact, many

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Make sure at every contact point—online, in print, on air and in the store—that customers know financing is available. Recognize the importance of marketing this key benefit and you'll create happy, loyal customers, ensure more sales and generate more F&I income.

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dealers give salespeople incentives for completed apps.) That way, customers are less likely to leave the dealership to seek financing. You don't want them to be exposed to outside influences that may eliminate your dealership's opportunity to generate F&I income or worse, jeopardize the sale altogether.

### Use your existing customer base.

These individuals may be ready for an upgrade, so reach out to them to promote dealership events and new product lines. Remind them that you can help them finance and protect their next purchase. Even if they aren't ready to buy today, they'll have your dealership in mind when they are. They might even refer your dealership to family and friends.

### Remain compliant.

The Federal Truth in Lending Act provides very specific guidelines covering the advertising and disclosure of closed-end credit. Make sure you review Regulation

Z and follow its guidelines when marketing any payments, rates or promotions. Get legal advice for any questions about disclosures – the penalties for violating these regulations can be quite severe.

*Laura Smith is marketing manager of Priority One Financial Services Inc., an F&I managed-services provider for dealers nationwide. Contact her at [lsmith@p1fs.com](mailto:lsmith@p1fs.com). ■*



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# RVDA Honors Towable and Motorized RV Brands

**R**VDA honored RV brands built by 18 manufacturers with its Quality Circle Award during an evening reception held just prior to the National RV Trade Show in Louisville last month. To qualify for the award, brands/manufacturers received at least 15 dealer responses and scored 80 percent or above in overall dealer satisfaction in the association's annual Dealer

Satisfaction Index (DSI) survey. "This award recognizes the high level of success these manufacturers have had in working with their dealer business partners," says RVDA Chairman of the Board Jeff Hirsch of Kingston, NH-based Campers Inn. "Their commitment to continuously improving products and services ultimately helps dealers serve customers better." ■



**Airstream motorized:** From left: Jeff Hirsch, Bob Wheeler, Justin Humphreys, Mark Inkrote, Tim Garner, Steve Hartman



**Airstream towables:** From left: Justin Humphreys, Hirsch, Bob Wheeler, Tim Maxwell, Brent Rudd, Gary Akin



**Coachmen motorized:** From left: Hirsch and Mike Bear



**Coachmen towables:** From left: Hirsch and Chris Mandell



**Forest River motorized:** From left: Hirsch and Don Gunden



**Forest River towables:** From left: Hirsch, Don Gunden, Nate Nickell, Jason Hershberger, Chris Gunter



**Grand Design:** From left: Hirsch and Marc Hauser



**Heartland:** From left: Hirsch, A.J. Jones, Chris Hermon, Brian Walczak, Coley Brady, Paul Craven, Ryan Brady, Kary Katzenberger, Mike Creech, Nick Eppert



**Jayco motorized:** From left: Andy Baer, Hirsch, John Ganyard, Wilbur Bontrager, Pat Carroll



**Jayco towables:** From left: Hirsch, Derald Bontrager, Devon Miller, Jim Jacobs



**Keystone:** From left: Hirsch, Matt Zimmerman, Jeff Runels, Brian Hyde, Ryan Juday, Bren Launch, Kyle Kwasny



**KZ:** From left: Hirsch, Marlene Snyder, Sonya Schmucker, Delbert Miller



**Lance:** From left: Hirsch, Gary Conley, Jeff Souleles, Bob Rogers, Jack Cole



**Leisure Travel Vans:** From left: Hirsch, Ryan Elias, Terry Elias



**Lifestyle:** From left: Jeff Hirsch, Mark Boessler, Dymon Farrer



**Newmar:** From left: Hirsch, Matt Miller, Dick Parks



# Dealers with Quality Circle Awards



**Open Range:** From left: Bill Flint, Randy Graber, Tammy Holland, Hirsch, Pam Graber, Russ Draper, David Holland



**Pleasure-Way:** From left: Hirsch and Dean Rumpel



**Prime Time:** From left: Hirsch, Jeff Rank, Jeff Wagner, Joe Luther, Ken Walters, Adam Smith



**Thor Motor Coach:** From left: Hirsch, Dana Simon, Ron Davidson, Joel Grimm, Adam Gudger



**Tiffin:** From left: Hirsch, Bob Tiffin, Tim Tiffin



**Winnebago:** From left: Hirsch, Randy Potts, Scott Degnan



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**Aaron Vogt**

"Michael Rees and Jeff Martin of "A World of Training" have been very successful in advising and training our sales staff. It's not always easy to get veterans to attempt change and accept, or for green peas to soak in the information. But with their assistance, we have been able to increase our sales and profits as well as maintain a core sales staff. I am more than satisfied with their system and their efforts.

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**



**Michael Rees**  
(813) 951-6586



**David Foco**  
(989) 324-0317



# Dealer Federal Compliance Priorities

By Brett Richardson, RVDA director of legal & regulatory affairs

**Of course your dealership complies with federal laws – or does it? Better refresh your understanding of these major rules and regulations.**

What better way to prepare for the new year than to review the federal rules and regulations that govern your dealership. These compliance requirements are very different from 20 years ago, when dealers simply had to refrain from acting deceptively. Now they have proactive requirements, such as creating and updating annual compliance programs and handling customers' personal information in a secure manner. Here's what you and your managers need to know about:

## Dealer assisted financing

The Consumer Financial Protection Bureau (CFPB) in 2013 warned banks that they will be held responsible for allowing dealers to discriminate against minorities. The CFPB claims that allowing dealers to determine how much to mark up a wholesale rate to a customer has resulted in

discriminatory lending to minorities. Although RVDA and other industry associations dispute the CFPB's findings, you can expect your lending partners to scrutinize your customer contracts for evidence that discrimination is occurring at your dealership. Ensure that the F&I office uses a standard rate markup for customers with similar economic profiles.

## FTC Red Flags Rule

This rule requires a dealership to perform a risk analysis to develop a written identity theft prevention program. A dealer's program must be appropriate to the size and complexity of the dealership and the nature of its obligations. Once a red flag is triggered, the dealership must follow its written procedures to confirm the identity of the individual seeking credit, or to decide to stop the transaction, and inform the authorities if appropriate. For more information, visit the RVDA members-only website.

## FTC Safeguards Rule

This rule requires financial institutions – including RV dealers – to ensure the security and confidentiality of their customers' personal information with administrative, technical and physical safeguards. Dealers must also take reasonable

steps to ensure that affiliates and service providers safeguard the customer information provided to them. As with the Red Flags Rule, this rule requires dealers to develop a written information security program that's appropriate to the dealership's size and complexity, the nature and scope of its activities, and the sensitivity of the customer information. For more information, visit the RVDA members-only website.

## FTC Privacy Rule

Have you updated your privacy notice for the safe harbor protection? A privacy notice is an initial or annual notice required to be given to your consumers and customers under the Gramm Leach Bliley Act and the FTC Privacy Rule. A model privacy notice form was issued by the FTC in November 2009 and is intended to provide a "safe harbor" from liability. For more information, visit the RVDA members-only website.

## Adverse action notices

Both the Fair Credit Reporting Act (FCRA) and the Equal Credit Opportunity Act require creditors – including RV dealers



# & Checklist for 2014

— to give consumers notices if they take adverse action on their credit applications. An adverse action means a refusal to grant credit in substantially the amount or on substantially the terms requested by the consumer, unless the consumer accepts a counteroffer of credit.

As creditors, dealers must give adverse action notices to consumers in three situations: when a dealer takes a credit application but, due to the customer's credit history, decides not to send it to any financing source; when a dealer unwinds or re-contracts a spot-delivery deal; and when a dealer isn't able to get the customer financed on terms acceptable to the customer.

## **Risk-based pricing notice**

Creditors must give consumers a risk-based pricing notice (RBPN) when the creditor uses a consumer report as the basis for offering credit with less-favorable terms than those obtained by other consumers. The RBPN aims at improving the accuracy of credit reports by alerting consumers when there's negative information in their report so they have an opportunity to correct errors.

The rules determining who must

receive the notice and who doesn't are rather complicated. Luckily, there's a simple safe harbor for dealers. Rather than figuring out each customer's case, most dealers have opted to give the Credit Score Disclosure Exception Notice to every customer applying for credit. The notice must be provided after the credit score has been obtained but at or before the time the customer becomes contractually obligated.

## **IRS/FINCEN Cash Reporting Form 8300**

The IRS isn't shy about auditing dealerships for Form 8300 cash reporting violations. If your dealership hasn't yet been audited, expect a visit. Typically, if the IRS finds a violation or failure to report the first time it audits, it fines the dealership the minimum and gets assurance from management that the dealership understands the rules. When the dealership is audited again five years later, violations are treated as intentional and subject to the maximum penalties, which can be in the hundreds of thousands, or even millions.

Dealers must report cash transactions within 15 days and must send appropriate notices to all customers by January 31 of the following year. ■

## **Quick Compliance Tips**

- **Give consumers a copy of your privacy policy immediately after you receive any personal information.**
- **Get permission and a signature from the consumer before accessing his or her credit file, and store the signature in a secure location.**
- **Run an OFAC and Red Flags check on all consumers and verify their identity before entering into a business relationship.**
- **Immediately shred all discarded personal information.**
- **Make all employees acknowledge in writing that they adhere to your information security program.**
- **Never leave personal information exposed or in a non-secure location.**
- **Spot-check deal jackets to confirm employees are complying with company policy.**
- **All electronic personal/private information must be password protected, and all hard documents must be stored in a secure location.**
- **Discuss risk assessment regularly in management meetings.**



# What's New on the Floor? Full-Wall Entertainment

By Jeff Kurowski

**New-model introductions at the 2013 National RV Trade Show – including Prime Time Manufacturing's entry into the toy hauler segment – prove the event is still a venue where dealers can order the latest models and see modifications made to units first shown during Open House Week in Elkhart, IN, three months earlier. Here are some highlights.**



Prime Time Spartan toy hauler

This month, **Forest River Inc.'s Prime Time division launches Spartan**, its first toy hauler. The initial floor plan will be a compact, easy-to-tow fifth wheel called the 1032. Its wide-body design will provide generous living space and extra room throughout. Equipped with 7,000-lb. axles and upgraded suspension, the 10-foot garage will accommodate up to 3,000 lbs. of motorcycles, all-terrain vehicles and other toys.

Allied Recreation Group (ARG), new owner of the Monaco and Holiday Rambler brands, provided a preview of the **2015 Monaco Dynasty** and Holiday Rambler Vacationer Class A motorhomes at the Louisville show. Production of the "big bore" Cummins diesel engine-powered Dynasty and gas engine Vacationer will

begin this spring.

American Industrial Partners, parent of ARG, acquired the Fleetwood and American Coach motorhome brands in 2009, and it

purchased the Monaco and Holiday Rambler brands from truck and diesel engine manufacturer Navistar in May 2013. ARG will build all four brands at the same manufacturing complex in Decatur, IN, but the four brands will be distinct, says ARG CEO John Draheim.

California's **Lance Camper** introduced its first expandable travel trailer at Louisville. Lance Camper started building truck campers in 1965, and it entered the lightweight travel trailer sector a few years ago. The company has been successful at adding dealers in the eastern two-thirds of the country to its dealer body.



Lance Camper expandable travel trailer



Grand Design Reflection

Entering its second year in business, **Grand Design Recreational Vehicles**, the manufacturer founded by RV industry veterans Don Clark and Ron and Bill Fenech, showed its second and third brands at Louisville – the mid-priced Reflection fifth wheel and Momentum luxury toy hauler.

Grand Design launched during the 2012 Louisville Show and began



2015 Monaco Dynasty



Winnebago Travato



Winnebago Destination



# ment Systems, Pull-out Porches, and More



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production of the Solitude fifth wheel during the spring of 2013.

The Momentum features an oversized residential master bath, premium entertainment center, Trailair Rota-flex pin box, frameless windows, and the Dometic comfort control three-zone thermostat energy management system.

**Winnebago Industries' Travato Touring Coach** and Destination fifth wheel were among the new products introduced at Louisville.

The Travato Class B motorhome is mounted on the new Chrysler RAM ProMaster chassis and offers fuel economy in the 16 to 18 mpg range.

It's a maneuverable 20 feet long and includes a flip-up, rear double bed that allows for the storage of bikes or other large items.

The Destination is Winnebago's first full-size luxury fifth wheel combining motorhome styling with a high-end residential appeal. Interior amenities include custom hardwood cabinets and an entertainment center with a 50-inch TV.



Keystone Cougar

**Keystone RV Co.** brought its Cougar X-lite mid-profile fifth wheel to Louisville. It includes new exteriors, pendant lighting and refined interior upgrades. Also available as a travel trailer, the X-lite offers towability along with deluxe master suites, full-sized slide-outs, and bunkhouse models that can sleep up to nine people.

**Forest River's FR3 crossover** gas-engine motorhome combines the family-friendly livability and affordability of an easy-to-drive Class C motorhome with the space, convenience and styling of a Class A. It includes



flush-floor construction for a smooth transition from the cab to the living area.

Driver and passenger seats of the FR3 have the ability to become part of the entertainment rooms with an easy swivel. Radius ceilings throughout the coach increase headroom for a more open, relaxed living space. Oversized dinette seating and windows offer an excellent view with side windows in the deep slide-out.



Dutchmen Aerolite

**Dutchmen's Aerolite** is a full-sized ultralight travel trailer. Shown is the 29-foot 282DBHS model equipped with a super-sized slide-out, a U-shaped dinette and sofa, a king-size bed, full kitchen and bathroom, and triple-bunk system to boost sleeping capacity. There are two entrances and plenty of windows to provide natural light; it weighs just over 6000 lbs.

**The Shasta division of Forest River** showed its Revere series of stick and tin travel trailers and fifth wheels, which include seven-

foot ceilings, deep slide outs and a full-wall entertainment center with space for a 32-inch TV. ■



Shasta Revere



Forest River FR3 crossover

# 10 Ways to Renovate Your RV Store on a Tight Budget

By Linda Caban

**C**hange is a powerful tool for creating sales. Have you ever noticed how customers always want to see the things you're moving around the store? How curious they are about merchandise that just arrived and is waiting to be positioned in its "right" place? Here are some easy and affordable ways to renovate your store that are equally quick and effective.

## 1. Clear the clutter

We've heard this a million times, but it bears repeating because it works better than anything else you can do to change the appearance, energy, and ambience of your store. The aim isn't to look like a museum but simply to get rid of stuff on the floor, behind the register, and in corners and halls. Clean out the stockroom and make it easy to find things. Start with one area a week until the store's done. It'll feel fresh and new to you and your customers.



## 2. Focus on focal areas

Concentrate on the first five areas people see as they enter the store. Survey your staff, customers, friends, and family to determine what those areas really are – not what you think they are. Then, merchandise them with seasonal or colorful products.



Add color to some walls and add good signs. Make sure your logo is on each sign. And light up each area.

## 3. Play the angles

You can direct how customers walk through the store by how you angle the front mat, the

fixtures, and the signs. If you want people to move to the left, angle these items to draw customers to that area. Remember that every angle creates another focal point at the end of the sight line, so make that great.

## 4. Update the register

This can be as easy as repainting if your desk is wood. If you're stuck with laminate, consider covering it with decorative tiles, decoupage (photos of people's travels), wood, rippled tin roofing (depending on your image), or fabric panels. Anything you can glue or screw onto your desk will make it more interesting than basic, boring laminate.

## 5. Apply make-up

Paint is the magic fix for almost any area. If the store has always been neutral colored, liven it up! Add a great color on one focal wall and watch the area pop!

## 6. Re-do your signage inside and out



Signs get old fast. You can change the image of your store immediately by updating the signs. And take a closer look at sign holders – if your Plexiglas ones are yellowed,

scratched, or cracked, it's time to refresh. Old, broken ones make your store look unprofessional and worn out.

## 7. Light it up!

The trend is moving quickly towards LED lights, which are becoming more color-correct and affordable. They'll pay for themselves with energy savings. You'll be able to add spotlights on prime focal areas once you reduce your energy and bulb costs.



Redoing lighting is costly, but when done right, it can transform the look and feel of your store.

## 8. Add color to your fixtures and shelving

Enliven wood fixtures with a fresh coat of paint. For tables, cover the tops with a piece of fabric-covered foam board, using tape over the





## Associate members that provide advertising, marketing, promotions, and trade journal services.

### GOOD SAM ENTERPRISES

1818 Westlake Avenue N Ste 420  
Seattle, WA 98109  
P: (805) 667-4100  
TOLL FREE: (800) 765-1912  
F: (805) 667-4419  
[www.goodsamclub.com](http://www.goodsamclub.com)

### HEARST BUSINESS MEDIA BLACK BOOK DIVISION

8335 Cherry Lane  
Laurel, MD 20707  
P: (770) 533-5332  
F: (301) 317-8330  
[www.blackbookauto.com](http://www.blackbookauto.com)

### HORSEPOWER 360 MARKETING

2940 Hebron Park Drive, #217  
Hebron, KY 41048  
P: (859) 309-4434  
F: (859) 309-4420  
[www.hp3sixty.com](http://www.hp3sixty.com)

### KEY CONNECTIONS LLC

9650 Loblolly Pine Circle  
Orlando, FL 32827  
P: (727) 967-2867  
[www.rvdealertodealernet.com](http://www.rvdealertodealernet.com)

### OUTPOST RV DIRECT MAIL MARKETING

3221 Tyrone Boulevard N  
St Petersburg, FL 33710  
P: (727) 347-6720  
TOLL FREE: (800) 456-9222  
F: (727) 344-0327  
[www.outpostgroup.com](http://www.outpostgroup.com)

### RH POWER & ASSOCIATES INC.

9621 Fourth Street NW  
Albuquerque, NM 87114  
P: (505) 761-3150  
TOLL FREE: (800) 552-1993  
F: (505) 761-3153  
[www.rhpower.com](http://www.rhpower.com)

### RV PRO MAGAZINE

2800 W Midway Blvd  
Broomfield, CO 80020  
P: (303) 469-0424 Ext. 239  
TOLL FREE: (800) 669-0424  
F: (303) 469-5730  
[www.rv-pro.com](http://www.rv-pro.com)

### RV TRADER

150 Granby St  
Norfolk, VA 23510  
P: (877) 354-4068  
TOLL FREE: (877) 354-4068  
F: (866) 443-1800  
[www.rvtrader.com](http://www.rvtrader.com)

### RVM PROMOTIONS

4748 Edenwood Drive  
Fort Worth, TX 76123  
P: (386) 547-8013  
F: (817) 420-9144  
[www.rvmpromotions.com](http://www.rvmpromotions.com)

### RVT.COM CLASSIFIEDS

P: (778) 424-5091  
TOLL FREE: (800) 677-4484  
F: (778) 484-5096  
[WWW.RVT.COM](http://WWW.RVT.COM)

### USA:

726 CHERRY ST. #160  
SUMAS, WA, 98295-8000

### CANADA:

1102-1329 ELLIS ST  
KELOWNA, BC V1V 2N9

### SUREVISTA SOLUTIONS

241 E. Saginaw  
East Lansing, MI 48826  
P: (800) 990-7202  
TOLL FREE: (800) 990-7202  
F: (517) 336-4454  
[www.surevista.com](http://www.surevista.com)

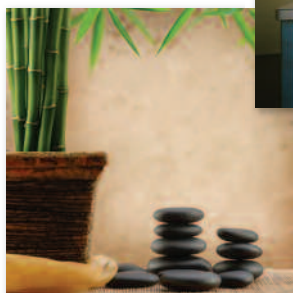
### WHEELER ADVERTISING INC.

600 Six Flags Drive Suite 226  
Arlington, TX 76011  
P: (817) 633-3183  
TOLL FREE: (800) 678-7822  
F: (817) 633-3186  
[www.wheeleradvertising.com](http://www.wheeleradvertising.com)

staples to avoid scratching the table surface. If you have a shelving fixture, cover the base of the shelves with fabric-covered foam core or paint the wall in back of the fixture to reflect more light.

### 9. Refresh your exterior

Redo the exterior with paint, plants, signs, and decorative elements to add personality to your store. Make sure signs are clean and the lights that shine on them are working. Add a sign at eye level if you don't have one already, and remove all the credit card stickers.



### 10. Bring feng shui principles to the design and décor

Get rid of anything that blocks the store entrance, including trees, bushes, garbage cans, boxes, umbrella stands, bunched-up entry mats, fixtures, or low-hanging flags.

Move fixtures that impede the flow of customers throughout your store and through each area. Remove

sharp corners in tight spaces.

Add light to dark corners and to low-ceiling areas. Try fluorescent wall washers to add light to corners affordably. When you add a decorative element to the store, make it natural.

Realize that all of the space in your store has an effect on sales and staff, including stockrooms, hallways, offices, restrooms, attic, basement, loading dock, parking lot, break room, and the back-door area.

*Linda Cahan of Cahan & Company is an internationally recognized expert in visual merchandising who gives seminars, trains retailers, and writes for retail magazines. She has worked as a consultant for independent and corporate retailers since 1971. Contact her at [lindacahan@gmail.com](mailto:lindacahan@gmail.com). ■*

# TECHNICIAN CAREER LADDER

MASTER CERTIFIED TECHNICIAN

Master Score on Test

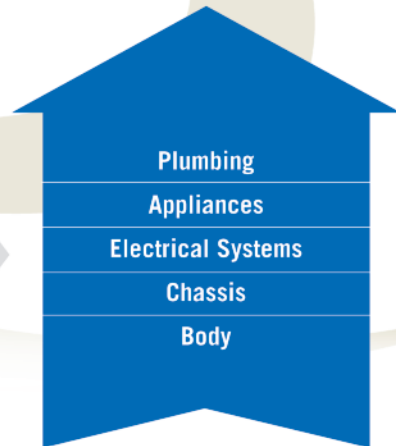
Certified Specialist in All Areas



Certification Test



Optional Paths



Certified Specialties

## 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](http://www.rvtechnician.com) to learn more.***

**[www.rvtechnician.com](http://www.rvtechnician.com)**





## RV TECH CERT PREP COURSES



Every technician can have access to individual self-study training and certification preparation for all sections on the career ladder.

### Just getting started?

Take the **FREE** online **Candidate test** by clicking on "**How to Become Certified**" at [www.rvtechnician.com](http://www.rvtechnician.com)

#### REGISTERED TECHNICIAN

##### Course A. \$89

The **Registered Technician Course** prepares RV Service Technician Candidates to take the **Registered RV Service Technician** test. \*

### Already a Registered Technician?

#### Choose Your Path:

#### CERTIFIED TECHNICIAN PREP COURSE

##### Course B. \$249

Comprehensive Certification Preparation Course that represents the left side of the RV Service Technician Career Ladder. This course is preparation for testing as a **Certified Technician**. \*

#### CERTIFIED SPECIALIST PREP COURSE *Coming Soon!*

##### Course C. \$69/specialty

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

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

**ALL COURSES USE AN INTERACTIVE MULTIMEDIA ONLINE FORMAT.** Combines text, audio, graphics, and video with mentor support. All content is online. No extra materials needed. Courses align with core knowledge areas of certification tests.\*

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

**YES, I WANT TO 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.

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

Cardholder Name \_\_\_\_\_ Billing Address \_\_\_\_\_

Acct # \_\_\_\_\_ Exp \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

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

# RVDA Endorsed Products

## Certified Green RV Program

### TRA Certification Inc.

[www.tragreen.com](http://www.tragreen.com)

[aleazenby@trarnold.com](mailto: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](mailto: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](http://www.afadvantage.com)

Ted Brehoney

[ted.brehoney@af-group.com](mailto: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](http://www.coach-net.com)

[dealersales@coach-net.com](mailto: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](http://www.calipercorp.com)

Ralph Mannheimer

[rmannheimer@calipercorp.com](mailto: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](http://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](mailto: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](http://www.tellcsi.com)

[bthompson@tellcsi.com](mailto: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](http://www.nada.com)

[Isims@nadaguides.com](mailto: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](http://www.suburbanpropane.com)

[sholmes@suburbanpropane.com](mailto: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](http://www.spader.com)

[info@spader.com](mailto: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](mailto: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](http://www.PartnerShip.com/79rvda) for more information and to enroll.

**Visit [www.rvcareers.org](http://www.rvcareers.org)**

RV dealers can access resumes and post job openings through a partnership with Boxwood Technology at [www.rvcareers.org](http://www.rvcareers.org).



# Online Training with FRVTA's

## 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:  
**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: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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 - 12/20/13*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 07/01/12 - 12/20/13*	Total Lifetime Pledge	Last Contribution
<b>MAJOR GIFTS active donors* with cumulative donation or pledge of \$25,000 or more</b>							
Newmar Corporation	\$50,000	\$260,000	10/31/13	Pan Pacific RV Centers, Inc.	\$1,000	\$41,500	10/15/13
Bank of America Merrill Lynch	\$5,000	\$173,000	04/29/13	McClain's RV Superstore	\$6,000	\$41,000	08/05/13
Protective	\$50,199	\$161,162	11/22/13	Ace Fogdall, Inc.	\$2,000	\$39,100	04/12/13
RVDA of Canada	\$25,000	\$175,000	12/18/13	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
Horsey 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
<b>CHAMPIONS active donors* with a cumulative donation or pledge between \$2,500 and \$24,999</b>							
Diversified Insurance Mgmt. Inc.	\$2,200	\$21,000	11/05/12	Curtis Trailers	\$1,000	\$8,000	06/03/13
Earl Stoltzfus	\$10,000	\$20,000	08/30/13	American RV	\$1,000	\$6,925	10/04/12
Wilkins R.V., Inc.	\$1,500	\$19,600	07/22/13	Circle K RV's, Inc.	\$250	\$6,250	06/24/13
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	\$300	\$5,400	02/01/13
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
Motley RV Repair	\$1,000	\$9,075	09/13/13	RCD Sales Company, Ltd.	\$750	\$2,500	06/07/13
<b>LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499</b>							
The Trail Center	\$250	\$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
Crestview RV Center	\$500	\$2,000	12/18/13	Out of Doors Mart, Inc.	\$500	\$1,250	09/18/13
Lindsey Reines	\$1,500	\$1,500	12/20/13	Phil Ingrassia	\$1,000	\$1,000	09/05/12
Skyline RV & Home Sales, Inc.	\$1,250	\$1,500	06/14/13	Bill Mirrieles	\$250	\$1,000	05/09/13
<b>BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999</b>							
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
<b>SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499</b>							
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				
<b>ENDOWMENTS</b>							
Kindlund Family Scholarship		\$270,000					



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