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JULY 2013

SPECIAL CONVENTION PREVIEW

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- ***Vendor Training +plus extended learning sessions*** *page 16*
- ***Keynoter Ross Shafer, author of "Nobody Moved Your Cheese"*** *page 14*

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- ***GM debuts more fuel efficient trucks*** *page 22*
- ***RVDA revises Model Dealer Agreement*** *page 24*

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C O N T E N T S

July 2013

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24 **RVDA Revises Model Dealer Agreement**

Is your dealer/manufacturer agreement as comprehensive as it should be? Check it out against the association's model agreement, newly revised to reflect market changes and changes in industry business practices. Or use it as a tool to help negotiate with manufacturers for a mutually beneficial agreement.

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RVDA's Model Dealer Agreement: *A Tool to Aid Negotiation*

By Phil Ingrassia, CAE, president

As RVDA volunteer leaders and staff worked over the past few months to revise the association's Model Dealer Agreement (see story on page 24), it became clear that "model" meant different things to different people.

To clarify, the model dealer agreement is designed to be used as a tool for dealers and manufacturers as they negotiate their business relationship. Using the model agreement is voluntary. It is not a model law or something that RVDA has the power to enforce on any business relationship.

Dealers on the RVDA Industry Relations Committee (chaired by Randy Biles and Debbie Brunoforte) patiently worked with each other and RVDA Director of Legal & Regulatory Affairs Brett Richardson to make the document relevant to the market conditions dealers are facing today.

Since the model was last updated in 2003, state laws have changed, manufacturer policies and procedures have changed, and the Internet has played a larger role in marketing RVs. Dealers can use the model to review their agreements, and it can serve as a starting point for discussion.

What is its value to manufacturers? Reading the model should give them insight into how dealers believe sales territories should be respected, how warranty service should be structured, and a host of other issues the committee (and previous RVDA leaders) have identified as key issues.

Sometimes policies covered by provisions in the model dealer agreement are addressed in separate addendums or procedures manuals set by the manufacturer after an agreement is signed. For instance, service policies are often updated, and it's not uncommon for them to be outlined in a separate document from the agreement. So, while areas covered in the "model" may not be part of a formal "dealer agreement," the impact is the same – the agreement and other policies determine how the dealer and manufacturer handle key areas of their business relationship.

"Dealers on the RVDA Industry Relations Committee patiently worked with each other and RVDA staff to make the association's Model Dealer Agreement relevant to the market conditions dealers are facing today."

Overall, the process of revising the model dealer agreement has been a good exercise for RVDA. Not only did board and committee members spend a lot of time on the revisions, but your representatives on the RVDA Board of Delegates devoted the majority of their last meeting providing input to make it a better document.

The revised RVDA Model Dealer Agreement was approved by the board last month, and distributed to members a few weeks ago. Please take a look and let us know what you think.

Thanks for your support.

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Give Your Managers the Gift of Education

By Jeff Hirsch, chairman

I've heard from many of you that one of your most difficult challenges is developing your core people, those key individuals who form the backbone of your company. These are the people who know how to develop long-term customer relationships that foster referrals and repeat business. These are the people who serve as mentors for the younger employees, teaching and leading by example. In short, these are the individuals who create your company's future.

As business picks up for many of us, it's more important than ever to invest in these core employees.

We need to extend the competitive advantage of education to our "middle managers," to further develop their skills so that they can continue competing in a changing market. The RV Dealers International Convention/Expo provides a great way for us to take them to the next level with education and training. I know that investing in education is expensive, which is why the convention committee has spent months developing a curriculum that's worthy of sending your people to. As the committee sought out new presenters and new topics, they kept in mind the goal of developing a broader program that would be relevant to a wider range of your employees.

You can expect lots of high-quality workshops, plus some new initiatives designed to give you even more reasons to bring more people to the convention. First, let me tell you about something the committee created for dealership managers – Vendor Training +plus. These in-depth training sessions are geared toward fixed-operations managers and lead staff and are slated for the first two days of the convention (Monday, September 30 and Tuesday, October 1). Instructors for these 4- and 8-hour courses will be provided by Blue Ox hitches, IDS software services, NCompass financial services, and other industry leaders.

Vendor Training +plus is free for all full convention registrants. It's also available at a special discounted rate for personnel who can't be away from the dealership for more than a couple of days. These staffers can attend the training sessions and a Tuesday evening reception in the expo hall, where they can take advantage of the networking opportunities and learn about the newest products and services.

My vision is to grow and develop the Vendor Training +plus program in the coming years until it's viewed as one of the cornerstones of our convention. I believe its potential is unlimited, and I hope you'll help us launch it by sending your staff to participate in it. It's a small investment when you consider your employees' enhanced knowledge and loyalty.

Another new convention feature that I'm very excited about is the program for our young dealership managers. Earlier this year, RVDA surveyed self-identified young RV executives to gauge their interest in a variety of convention/expo education topics and year-round networking opportunities. About 40 people completed the survey and told us they were interested in leadership, dealing with generational issues at the dealership, increasing their professionalism, and personnel management. The convention/expo committee worked with the RVDA staff and created a workshop track that addresses these interests. There will also be a special social event at the convention for young execs.

This is a great way for RVDA to reach out to our future leaders. I still remember how intimidated I felt at my first convention; if memory serves me well, I skipped it for the next couple of years. Nowadays, I am so inspired by the young people I see in my travels and at the convention who are willing to pursue a career in the RV industry. It's truly up to us to help them pursue their future. Seeing these young professionals, I wanted to find a way to help others get a leg up in our industry. I wanted to find a way to develop programs specific to their needs. This year, we'll have such a program at the convention. Early indications are that it'll be well attended.

There's more information on the convention starting on page 10, and you can register at www.rvda.org or use the form on page 30.

I urge you to invest in your dealership's future by bringing your managers and up-and-coming young people to RVDA's convention this year. I guarantee it'll be worth the trip. See you there!

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For the latest RV Inventory Index report, visit www.rvda.org.

Motorhome Retail Exceeded Wholesale at End of First Quarter

By Thomas Walworth, Statistical Surveys/The Thrive Group

Retail sales of motorhomes exceeded wholesale deliveries by 41 units in March, according to market research firm Statistical Surveys/The Thrive Group. A total of 3,141 motorhomes were sold by dealers during March, while 3,100 units were shipped from factories to dealerships during that month, yielding an inventory index of 101.3.

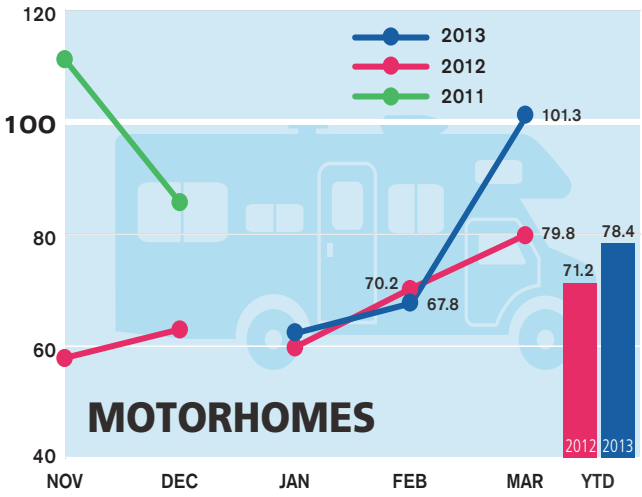
The 3,141 motorhomes retailed in March 2013 represents a 40.7 percent increase over the 2,233 units sold by dealers during March 2012. Meanwhile, wholesale deliveries of motorhomes in March 2013 increased 10.7 percent to 3,100 units, compared with 2,800 shipped a year earlier.

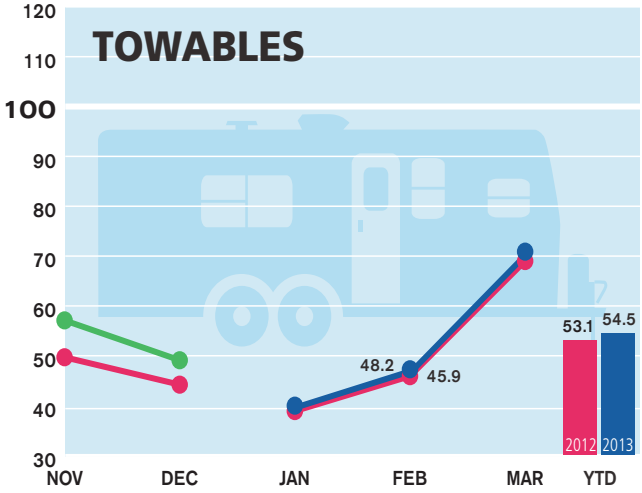
In the case of towables, dealer inventory accumulation continued in March 2013, although at a slower pace than in March 2012. The March 2013 inventory index for towables was 71.8, compared with 69.0 during the first three months of 2012.

Dealers retailed 18,234 towables in March 2013, compared with 17,245 in March 2012, a 5.7 percent increase. Manufacturers shipped 25,400 towable units in March 2013, a 1.6 percent increase over the 25,000 units delivered in March 2012.

Based in Grand Rapids, MI, Statistical Surveys/The Thrive Group tracks RV retail sales for the RV industry. 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.





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Education: YOUR COMPETITIVE ADVANTAGE

2013 RV DEALERS INTERNATIONAL CONVENTION/EXPO

By RVDA staff

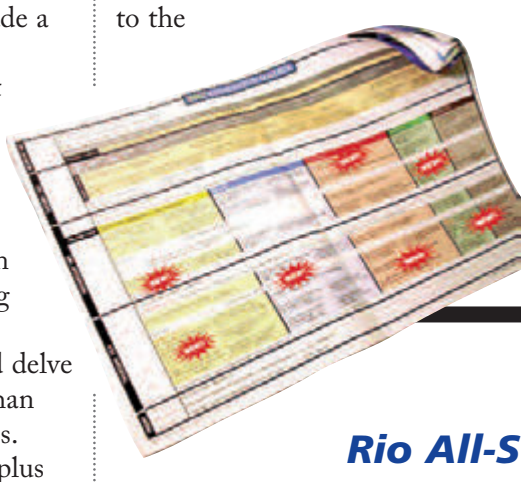
As the RV industry picks up speed, it's time to refocus on employee education. This year's five-day convention/expo is all about education and professional development. Its emphasis on the power of an educated workforce is evident with the addition of several new features – **Vendor Training +plus**, a program that offers longer proprietary training sessions; a special track of workshops for young RV executives; and pricing that makes it easier for dealers to bring more staff to the learning opportunities at the convention/expo.

The RVDA Convention/Expo Committee, chaired by John McCluskey of Florida Outdoors RV Center, made a special effort to find new presenters and topics that would benefit as wide a range of dealership personnel as possible. The committee struck on the idea of providing extended learning sessions that could delve into more detail than standard workshops. These Vendor Training +plus sessions run for four- or eight-hour-long slots and are scheduled for Monday, September 30 and Tuesday, October 1. They're included in the price of a full registration fee.

For dealership employees who can't stay for the entire convention, special pricing will allow them to attend just the Vendor Training +plus sessions and the Tuesday evening reception in the expo hall. This flexibility is designed so that more staffers can participate and build their professional skills without missing too much time from the job.

"Dealers this year are being encouraged to bring more staff to the

VENDOR TRAINING +plus



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convention/expo, especially their key middle managers," says McCluskey. "Vendor Training +plus gives our business partners in the industry a new way to connect with hundreds of key dealership staff who'll be in Las Vegas. Our dealer members are excited about this new program."

The convention will also offer a new focus on educating the next generation of RV dealers – for the first time, there will be special events for younger retailers. Earlier this year, RVDA surveyed self-identified young RV executives to learn more about them, determine how the association could better meet their needs, and see if they were interested in having special events at the convention. Dozens of survey respondents said "Yes!" In addition to workshops identified for them, there will also be a social event.

Where's your cheese?

This year's keynote speaker is six-time Emmy Award winner, author, and comedian **Ross Shafer**, best known for his book "Nobody Moved Your Cheese."

During his address at the opening general session on Wednesday, October 2, Shafer will discuss how technology has fueled consumers' demand for immediate gratification and how dealers can tap into that consumer urgency and use it to gain a competitive advantage. He'll share his "customer empathy" model for building

continued on page 12

uite Hotel & Casino

io All-Suite Hotel & Casino before west possible rate of **$119/night** s tax, and $30 for each additional 71 to book your reservations and p, using Code **SRRVDA3**. Book only good until August 27 and lable. Each of the Rio's 2,500 00 square feet and a view of te dressing area, sitting area airs, and in-suite refrigerator.

AGENDA-AT-A-GLANCE*

Sunday, September 29

4:00 - 5:30 pm	Registration desk open

Monday, September 30

7:00 am - 5:30 pm	Registration desk open
8:00 am - 11:30 am	RVDA of America Board of Directors breakfast & meeting
8:00 am - 5:30 pm	Vendor Training+ plus sessions
9:30 am - 4:45 pm	Proprietary workshops
12:00 noon - 3:15 pm	RVDA of America Board of Delegates lunch & meeting
12:00 noon - 5:00 pm	RVDA of Canada Board of Directors lunch & meeting
3:30 - 5:00 pm	Keystone Partners in Progress Brand Committee meeting
5:15 - 6:30 pm	Dutchman Partners in Progress Brand Committee meeting

Tuesday, October 1

7:00 am - 5:30 pm	Registration desk open
8:00 am - 5:00 pm	Partners in Progress Brand Committee meetings
9:00 am - 1:00 pm	Vendor Training+ plus sessions
9:30 am - 10:45 am	CrossRoads Partners in Progress Brand Committee meetings
9:30 am - 12:45 pm	Proprietary workshops
1:00 - 6:00 pm	Expo open
4:00 - 6:00 pm	Reception in Expo

Wednesday, October 2

7:00 am - 5:00 pm	Registration desk open
7:30 - 8:00 am	Early bird continental breakfast
8:00 - 9:30 am	Opening general session with Ross Shafer **"Customer Empathy: Top Changes You Need to Make to Win Your Customer's Long-Term Loyalty"**
9:45 - 11:00 am	Concurrent education sessions
11:15 am - 12:30 pm	Concurrent education sessions
12:30 - 2:45 pm	Expo open (lunch served 12:30-1:15)
2:45 - 4:00 pm	Concurrent education sessions
4:15 am - 5:30 pm	Concurrent education sessions
5:30 pm	Reserved for private events

Thursday, October 3

7:00 am - 5:00 pm	Registration desk open
7:30 - 8:00 am	Early bird continental breakfast
8:00 - 9:30 am	General session
9:45 - 11:00 am	RVDA of America annual meeting & RVDA of Canada annual meeting
9:45 - 11:00 am	Service and Parts education session
11:00 am - 1:00 pm	Expo open (lunch served 12:00-12:45)
1:15 - 2:30 pm	Concurrent education sessions
2:45 pm - 4:00 pm	Concurrent education sessions
4:15 - 5:30 pm	Concurrent education sessions
5:45 - 7:45 pm	Reserved for party (included with registration)

Friday, October 4

7:30 - 8:00 am	Early bird continental breakfast
7:45 - 9:00 am	Education session
9:15 - 10:30 am	Education session

** Subject to change*

continued from page 11

consumer loyalty and outline the top changes dealers need to make now.

"Ordinary customer service doesn't work in today's economy," according to Shafer. "It's customer empathy – the art of understanding the customer's emotional state before, during, and after the transaction – that will insure long-term growth and loyalty." Shafer analyzed thousands of customer complaints before writing "The Customer Shouts Back!" and "Customer Empathy™" to show how consumer expectations have changed radically.

Immediately after his opening session presentation, Shafer will conduct a follow-up on the concepts he popularized in "Nobody Moved Your Cheese," whose subtitle is "How to ignore the 'experts' and trust your gut." The book is humorous – chapters have titles such as "Those 'Chicken Soup' Books are for Fools" and "Sweat the Small Stuff. Or Die!" But its message is serious – we've all been paying too much attention to professional advice-givers instead of following our instincts.

"Crucial" skills

New workshop presenters this year include David Nelson of VitalSmarts, a Provo, Utah-based company that trains organizations and individuals to tackle managerial problems in ways that get employees to actually change their behavior. VitalSmarts' founders wrote the best sellers "Crucial Conversations" and "Crucial Confrontations," which have sold millions of copies apiece and have been praised by self-help celebrities Tom Peters and Stephen Covey. The books discuss the high cost of avoiding tough conversations and situations and teach better ways of getting one's message across when the stakes are high.

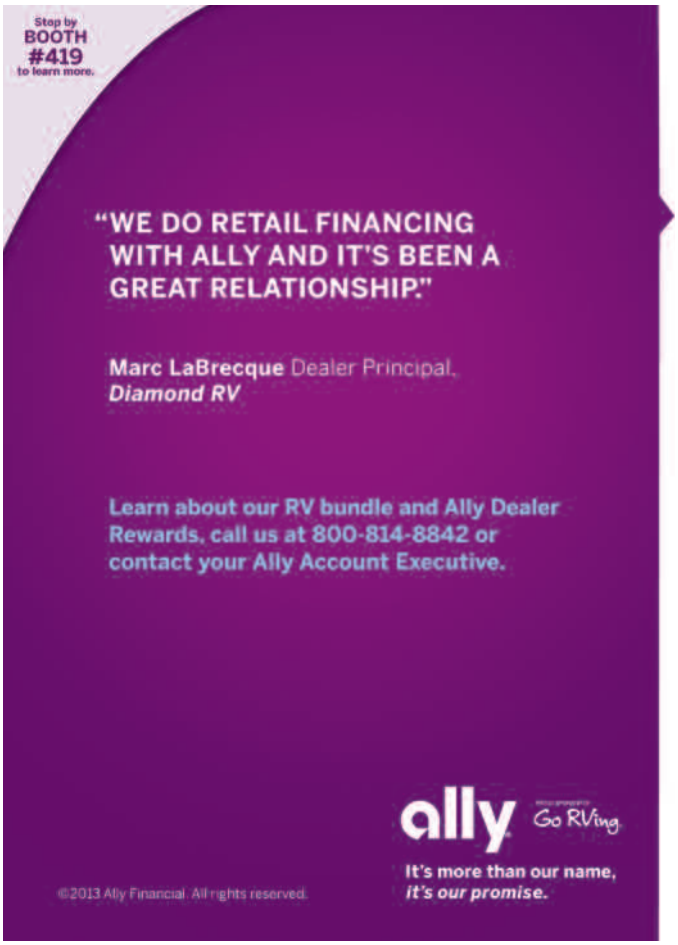
David Nelson

Barry Siskind

Nelson will present three workshops based on the "Crucial" principles – "Crucial Accountability: Tools for Resolving Broken Promises and Violated Expectations," "Crucial Conversations: Tools for Talking When Stakes are High," and "Influencer, the New Science of Personal Success."

Another new presenter is Barry Siskind, president and founder of International

"The convention will focus on educating the next generation of RV dealers – for the first time, there will be special events for younger retailers."



Spa & Golf

Harrah's Entertainment guests also have preferred access to two of the country's most beautiful courses, Cascata and Rio Secco, as well as golf instruction at the Butch Harmon School of Golf. Located at the Rio Secco, the school is where Tiger Woods honed his skills. Facilities include both indoor and outdoor practice areas, a 90-yard short game hole, and state-of-the-art computer and video equipment used to analyze golfers' swings.

Training and Management Company and the author of seven books on how to market at trade shows. ITMC helps businesses get the most from their trade show appearances by helping plan attention-grabbing displays, coordinating travel, arranging temporary staff, managing the physical exhibit, handling move-out logistics, measuring and evaluating results, and following up on leads. Siskind will share some of this expertise in three workshops – "Double Your Show Results: Strategies to Close Sales on the Show Floor and Turn Leads into Gold," "Creating a Winning Display," and "Establishing Benchmarks and Program Indicators."

Partners in progress

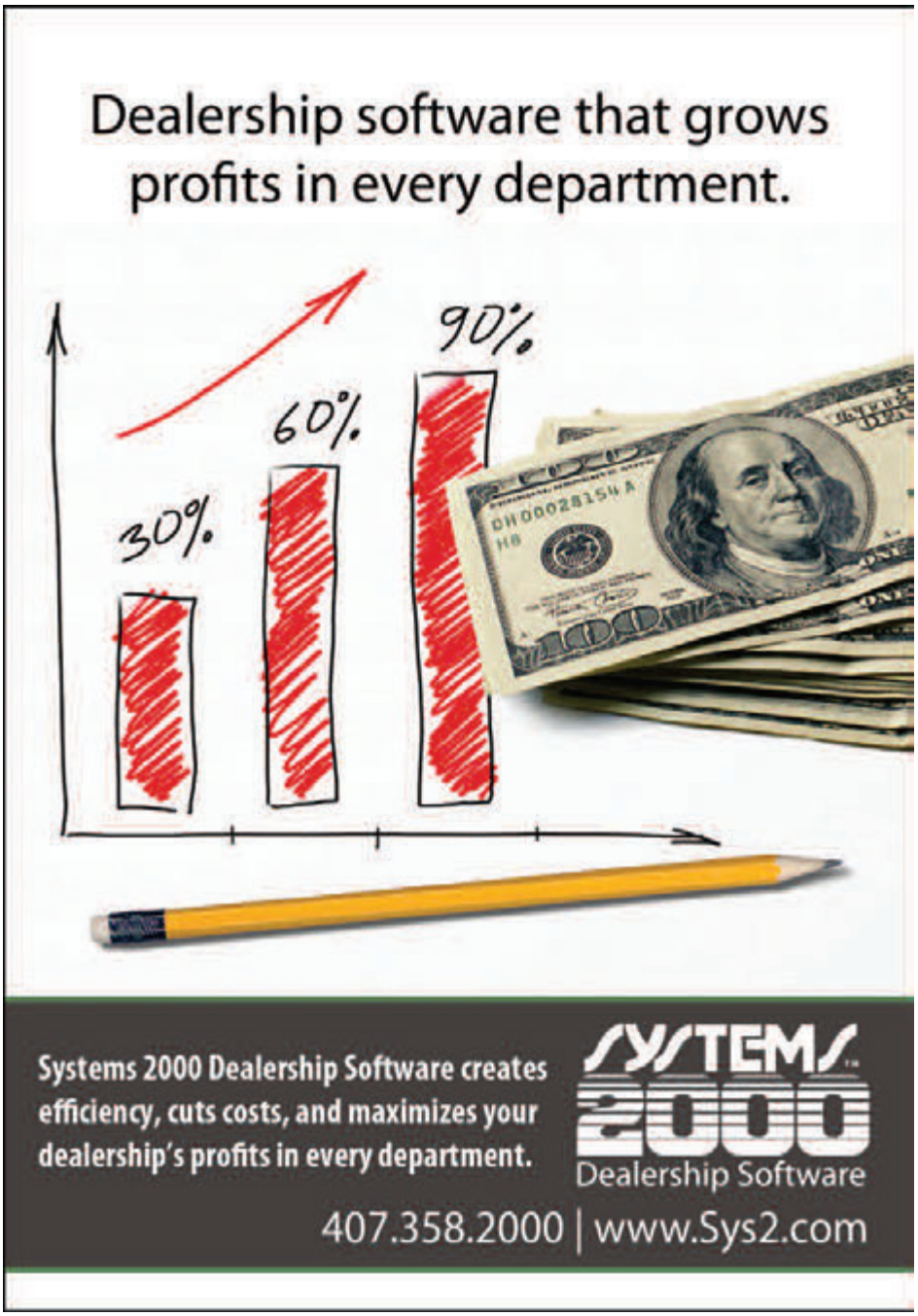
The results of RVDA's 20th annual Dealer Satisfaction Index (DSI) will be available for discussion during the Partners in Progress Brand Committee meetings held on Monday and Tuesday. These popular annual meetings give dealers the chance to meet with top executives from their manufacturers and discuss brand-specific issues. Please see page 20 for details on the current schedule.

For more convention information and updates over the summer, visit the convention section of www.rvda.org or follow RVDA on Facebook and LinkedIn. Early registration can save you money. You'll find a registration form on page 33.

Visit www.rvda.org for the latest schedule of workshops and other events.

There are special payment plans available, including an easy-pay option with three installments. Call the dealer services hotline for more information on these offers.

The Rio Spa offers a complete array of massage, body, facial and salon services, including haircuts, pedicures, and makeup applications.



Why Customer Service Is Being Replaced with Empathy

By Ross Shafer

Don't miss Ross Shafer's keynote presentation during the convention's opening general session on Wednesday, October 2.

My company has been producing customer service films since 1999, and many of them are sadly obsolete because customers' needs and buying habits have changed – dramatically. These shifts are good for me because, by the time you read this, human communication will have continued to deteriorate and my message will be even more relevant. Pardon my smugness, but please heed my warnings.

We live in a world of stress, heartache, and daily disruptions.

Your customers aren't just thinking about you and your competition. Your customers have lived full lives before they ever talk to you about your goods and services. They are emotionally and financially affected by bankruptcies, shaky employment, a volatile stock market, deteriorated home values, shrinking IRAs and credit lines, Amber alerts, and everything else that threatens to disrupt their already unstable lives.

Wait a minute. I don't mean to talk about "those people" as if they're somebody separate from you and me. You are likely one of them.

You might be saying, "Ok, so what does empathy have to do with it?" I'm so glad you asked.

First, understand that when people love you, they will give you more money.

This should be reason enough for you to adopt an empathy attitude over a service attitude. If customers feel understood, it relieves their stress and anger. Better yet, if they think you understand their concerns and vulnerabilities, you can make a mistake and they will forgive you. Nice side benefit, eh?

Your customers don't want a vendor anymore. They want a trusted advisor – an expert who can help them navigate a very complicated world. Contrary to what anyone tells you, having the lowest price will not be your greatest tool for growing market share in the future. Love and expertise will win.

Because women are heavily involved in transactions involving money, these transactions are always personal and almost always emotional to them.

Loving your customers translates to loyalty. Customers will reward you with their loyalty when they feel they have an emotional relationship with you. Let me underscore this by saying your customers do not want a business relationship with you. Why? Because they can't tell the difference between the business realm and the personal.

Customers respond to bad service with the same hurt feelings they experience in a bad personal relationship. If you ignore them, they feel unimportant. If you second-guess them, they feel defensive. If you dismiss them without satisfying them, they get angry. They can't help it. Humans don't have a firewall to protect them from their feelings.

However, feelings of happiness and cooperation surface if they feel loved and respected by you. We all want to fill our lives with people who treat us well. We want to see those people as often as possible because they make us feel good. Customers want to be emotionally connected to you. So, all you have to do is love them. Loving your customers makes them want to return – and when they do, they will give you more time, more market share, and more money.

Accept that women rule every checkbook.

In the research for our book, "The Customer Shouts Back," we dissected 1,000 random complaints that we found on websites and blogs worldwide. More than 83 percent of the complaints were written by women. When transactions go

badly, they get mad. Their complaints included words like "embarrassed," "helpless," "out of control," "hurt," "crushed," and "rejected." Those are the same words you would typically describe in a personal relationship.

Because women are heavily involved in transactions involving money, these transactions are always personal and almost always emotional to them. Not only do they complain about the perpetrator, they tell everyone else about that person or company. Faith Popcorn, author of "EVEolution – Understanding Women," says that the average satisfied female customer will recommend a service, shop, or client to 21 other people. Multiply that number by their social network influence (women post to an average of 278 "friends"), and now you've gone viral to a minimum of 5,838 people.

If you make an effort to understand the emotionality of the purchase process, you will start to form a relationship with your customers. That's critical, because an emotional bond is the only factor that breeds true loyalty.

You can actually quantify 'loving' your customers.

A man named John Hixon from Sweetwater, Texas, came up to me after one of my seminars and told me about how he'd inherited his father's grocery store after his dad passed away. John found out that the little store had annual sales of about $250,000 but had lost $200,000 during the same period. He decided to take a leave from his insurance business to liquidate the store. When he couldn't find a buyer, he decided to step in and see what he could do to save it.

He couldn't afford to renovate or add new products, so he did something radical, something his dad would never have done. John started loving the customers. He would stand at the front door and say hello to everyone. He'd tell them, "I sure appreciate you coming into our store." With a twinkling eye he's say, "We're small but we're mighty." If they asked for an item, he wouldn't just point them down an aisle. He would escort them to, say, the oatmeal aisle. Then he'd explain why he carried that particular brand. Then, after the customer went through the checkout stand, John would be standing at the door to say goodbye and wish them a nice evening or weekend or holiday.

John told me that within nine months the little store was on pace to gross $1.5 million! And, the only thing he'd changed was that he started loving his customers. What's even more incredible is that during that same time, WalMart had opened just a few miles away.

Want more reasons to start shifting your thinking from customer service to customer empathy? Come hear me speak the RVDA convention/expo and I'll make a believer out of you.

Ross Shafer is the author of "Are Your Relevant?" "The Customer Shouts Back," "Nobody Moved Your Cheese," "Grab More Market Share," and "Customer Empathy." Ross is also the founder of the Customer Empathy Institute and is a frequent keynote speaker for Fortune 1000 organizations. For more information, visit www.RossShafer.com.

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Vendor Training +Plus and Proprietary Workshop Schedules*

for Monday, September 30 and Tuesday, October 1
(as of June 27)

MONDAY 9/30

	VENDOR TRAINING +plus	VENDOR TRAINING +plus	PROPRIETARY WORKSHOP	PROPRIETARY WORKSHOP	PROPRIETARY WORKSHOP
1:30 – 5:30	**1:30 - 5:30 pm** **Blue Ox** *Mike Thelander* Learn how to build loyal customers and increase sales and profits with innovative products from Blue Ox.	**1:30 - 5:30 pm** **OPEN**			
3:30 – 5:30			**RVT.COM Online Dealer Classifieds** *Chris Mapson* "Creating Online RV Ads that Win: 10 Smart 'Optimizer' Tips"	**SAL Group** *Will Flattery* F&I	**3:30 - 4:45 pm** **OPEN**

TUESDAY 10/1

	VENDOR TRAINING +plus	VENDOR TRAINING +plus	PROPRIETARY WORKSHOP	PROPRIETARY WORKSHOP	PROPRIETARY WORKSHOP	PROPRIETARY WORKSHOP
8:00 – 9:00			**Wheeler Advertising** *Ron Wheeler* TBD	**8:00 - 9:15 am** **OPEN**	**8:00 - 9:15 am** **OPEN**	**8:00 - 9:15 am** **OPEN**
9:00 – 1:00	**9:00 am - 1:00 pm** **NCompass RV** *Janet Scavo* "Spotlight on F&I: Four Fast-Paced Hours in the World of the Finance Department"	**9:00 am - 1:00 pm** **IDS – Integrated Dealer Software** *Mark Berggren & Grant Farrer* How to leverage your IDS DMS software to run a more efficient business				
9:30 – 11:00			**Mobile Outfitters/ Lippert Components** *Andy Murray & Steve Paul* Exciting new trailer parts and accessories	**Stag Parkway** *Frankie Blackstock* Learn how new technologies for RVers are creating new profit opportunities for dealers.	**Zamp Solar** *John Yozamp* Learn how to sell and install the proper battery, and increase your profit per unit sold.	**Everlogic** *Michael Goodwin* "Using QuickBooks to Run Your Dealership?"
11:30 – 1:00			**RV Dealer Pro** *Don Reed* "Identifying Hidden Profit Opportunities in Your Service Department"	**QUANTECH** *Mike Martin* "Raising the Bar on Lead Management" & "Customer Relationship Management"	**Livin Lite RV** *Scott Tuttle* "We're Talking Millions Here – Customers and Sales"	**Wheeler Advertising** *Ron Wheeler* TBD

***schedule subject to change**

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LET'S VOODOO!

If gambling no longer excites you, perhaps a 400-foot-high zip line will get your adrenalin pumping. The Rio is expected to open the **VooDoo Skyline** this summer, a thrill ride that will connect the hotel's two towers and give guests an aerial 360-degree view of The Strip. From the 50th-floor roof of the Masquerade Tower, riders will drop 845 feet to the top of the 20-story Ipanema tower. Then, they'll be towed backward to the starting point. The whole process will take a little more than a minute and will reach speeds of 33 mph at some points. The ride's operators had to get approval from the Federal Aviation Administration and local county officials to operate the ride, which they claim is safer than a traditional zip line. The VooDoo Skyline will run daily from noon to midnight.

Show Business

MJ Live

New to convention attendees this year at the Rio is **"MJ Live,"** the number one Michael Jackson tribute show starring Michael Firestone performing the King of Pop's biggest hits. Relive the energy, excitement, spectacle, and pure joy of the legendary superstar and his music. Awesome sound and lighting effects and dancers contribute to the magic as Firestone takes the audience back with "Bad," "Billie Jean," "Beat It," "Dangerous," "Smooth Criminal," "Black & White," "I Want You Back," and more.

Penn and Teller

The Rat Pack Is Back Show

Other shows at the Rio:

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Rio-licious

When it's time to eat, guests at the Rio have a veritable smorgasbord of choices. For starters, there's a newcomer – Pho Da Nang Vietnamese Kitchen, open for lunch and dinner and offering noodle soups, egg rolls, and charbroiled meats.

Then, there's the Village Seafood Buffet, touted as "the only all-seafood, all-the-time, all-you-can-eat Las Vegas seafood restaurant." It features lobster, crab legs, shrimp, oysters, sushi, and more.

Next, there's KJ Dim Sum, which offers dim sum and seafood for both lunch and dinner. It was opened in the Rio by the owner of longtime local favorite KJ Kitchen in Las Vegas' Chinatown and features favorites from its sister restaurant, plus new dishes that are Rio exclusives. KJ has become a hot spot for lunch because diners can eat well and still be done in 30 minutes.

Maybe you'd prefer Chicken Tandoori or Lamb Masala. Royal India Bistro has that covered. It's open for lunch, happy hour, and dinner.

Voodoo Steak House on the 50th floor offers steaks with a view – reputedly one of the best terrace views overlooking

The Wine

Village Seafood Buffet

KJ Dim Sum

Voodoo Steak House

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DSI
20th Annual RVDA DEALER SATISFACTION INDEX

Brand committee meetings are confidential – only dealers who sell new rolling stock from a manufacturer can attend that manufacturer's session. Ratings from the annual Dealer Satisfaction Index (DSI) survey will be reviewed during brand committee meetings. Dealers will meet first without company executives so they can formulate questions. Also, 15 more minutes have been added to the Forest River and Keystone meetings because of their size and product range. More brand committee meetings will be added as schedules are confirmed, so check the convention page on www.rvda.org frequently.

the city. The menu includes premium reserve and dry-aged beef, along with lobster and prawns.

And of course, there's Martorano's, an evening spot acclaimed for its "simple, old-school, Italian-American home cooking." Are any more words necessary?

The Wine Cellar offers a great spot for unwinding from the day's business with a glass of wine. There are hundreds of different vintages to choose from, all of them available by the glass. If you like, the sommelier will guide you in a wine tasting.

ALSO AT THE RIO:

- Buzios Seafood Restaurant
- All-American Bar and Grille
- Sao Paulo Café
- Burger King Whopper Bar
- Sports Deli
- Starbucks
- Carnival World Buffet

and Committee Meetings

MONDAY, SEPTEMBER 30:

Keystone *3:30 - 5:00 p.m.*

Dutchmen *5:15 - 6:30 p.m.*

TUESDAY, OCTOBER 1:

Jayco *8:00 - 9:15 a.m.*

CrossRoads/Redwood *9:30 - 10:45 a.m.*

Forest River *11:00 a.m. - 12:30 p.m.*

Winnebago motorized & Winnebago/ Sunnybrook towables *12:45 - 2:00 p.m.*

Heartland *2:15 - 3:30 p.m.*

Prime Time *3:45 - 5:00 p.m.*

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More Fuel-Efficient Truck Engines

By Jeff Kurowski

The RV industry got another boost when General Motors Corp. announced that its new 6.2 liter EcoTec3 V-8 engines – available this fall in MY2014 **Chevrolet Silverado 1500** and **GMC Sierra 1500** pickups – will have a maximum towing capacity of 12,000 pounds. That means Chevy and GMC pickups equipped with the engine will easily be able to pull a fully loaded Forest River Rockwood Signature Ultra Lite fifth wheel weighing around 10,000 pounds, or the Keystone Cougar Xlite, which tops out at about 11,000 pounds fully loaded.

GM also reported earlier that its 5.3L EcoTec3 V-8 – also coming this fall – will have a maximum towing capacity of 11,500 pounds properly equipped, and that its 4.3L V-6 has a towing rating up to 7,200 pounds, which means all three engines can pull a 6,000-pound Airstream trailer.

GM's efforts are the latest indication of how important the auto industry views towing.

All three EcoTec3 engines feature direct fuel injection, cylinder deactivation (which GM calls Active Fuel Management), and continuously variable valve timing. Cylinder deactivation means the engine will seamlessly switch to four-cylinder mode during light-load driving. EcoTec3 engines also include lightweight aluminum blocks and cylinder heads to help save gas.

The 5.3L V-8 has an EPA-estimated fuel economy rating of up to 23 mpg on the highway. Fuel economy estimates for the 6.2L V-8 weren't available at press time.

GM's efforts are the latest indication of how important the auto industry views towing, including RV trailer towing. Ford, the market share leader in the pickup sector, is expected to have its own response. Later this year it's expected to introduce pickups with "the next generation EcoBoost powertrain" and "truck-enhanced Auto Start-Stop engine shut-off technology" which shuts off the engine at traffic stops to save fuel.

The 2013 Ford EcoBoost F-150 pickups currently on the market can pull trailers up to 16,900 pounds during conventional towing and up to 17,100 pounds when equipped with a fifth wheel hitch.

Chrysler's Ram 3500 can, when equipped with a Cummins 6.7L diesel, pull up to an 18,000-pound trailer when equipped for

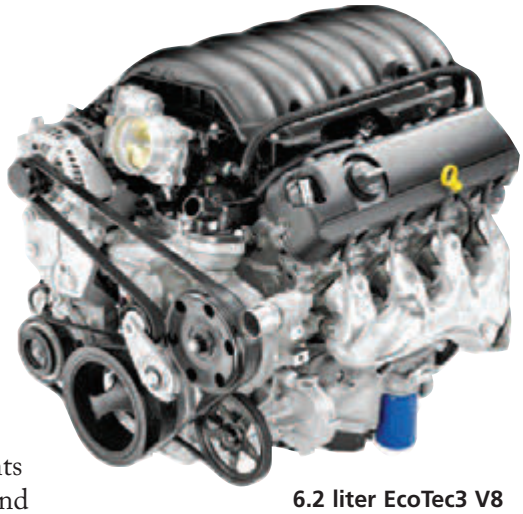
Chevrolet Silverado 1500

s Aid RV Industry

convention towing, and up to 30,000 pounds when equipped with a fifth wheel hitch.

Some 1.6 million pickups were sold in the United States in 2012, which is why the auto industry is working hard to improve fuel economy without sacrificing towing capacity. So far at least, improvements in fuel economy and fuel capacity have been going hand-in-hand due to the development of new technology.

GMC Sierra 1500


6.2 liter EcoTec3 V8

Although most trailer towing is done by construction contractors, farmers, and ranchers, RVers are a significant part of the mix. Almost 243,000 travel trailers and fifth wheels were sold in the United States and Canada last year. RVers may not trade in their pickups or other tow vehicles every year, but the number of towables built and sold does give an indication of the impact of the RV industry on the pickup truck sector.

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RVDA Updates Model Dealer Agreement

Document revised to reflect changes in industry, state laws

By RVDA Director of Legal & Regulatory Affairs Brett Richardson

RVDA members are receiving this month a copy of the association's revised Model Dealer Agreement (MDA), which the RVDA board of directors approved during its June 4 meeting in Arlington, VA. This is the first revision to the MDA since 2003 and, while based on the prevision version, it has been updated to reflect recent changes in industry business practices and state laws.

In the RV industry, there are good dealer agreements, poor dealer agreements, and in some cases, no dealer agreements at all. By their very nature, it stands to reason that manufacturer-written agreements are bound to contain provisions that favor the manufacturer. Dealers need to be able to negotiate with their manufacturers for a mutually beneficial arrangement.

RV dealers frequently choose to simply shake hands with a manufacturer representative rather than pay their attorney to review their various product line arrangements. A handshake or one-page document may have been enough in the past, but with today's liability issues and the amount of capital dealers invest in their facilities, a more formalized relationship should be in place.

The RVDA Model Dealer Agreement is a tool for dealers and manufacturers to address important aspects of their relationships without having to constantly reinvent the wheel. It covers issues such as dealer territory, transfer of ownership, termination, repurchase rights, warranty, indemnification, mediation, and other issues important to dealers.

The parties can, of course, adopt the RVDA MDA as their agreement, but it's more likely that they will customize it through negotiations to address their specific needs and understandings. Dealers can also use the model for reviewing a manufacturer's dealer agreement, identifying issues that it doesn't cover or that could be handled differently.

The revisions were developed by the

RVDA Industry Relations Committee, co-chaired by Randy Biles of Pikes Peak Traveland in Colorado Springs, CO, and Debbie Brunoforte of Little Dealer, Little Prices in Mesa, AZ.

RVDA President Phil Ingrassia notes that the RVDA Model Dealer Agreement is "a tool to serve as the basis of negotiation" between dealer and manufacturers. "Its use is voluntary and recognizes that various state laws may govern some of the areas covered in the model," he points out.

For further information, contact Richardson at brichardson@rvda.org.

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IDS has nearly 30 years of unparalleled experience in helping you transition to software specifically designed for your RV business.

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Regardless of dealership size, you can manage your business with the best solution on the market.

Some systems out there aren't complete. IDS gives us one complete system that satisfies all of our dealership needs. Astra G2 streamlines our service department, we have all the reporting and history we need, and the CRM allows us to stay on top of our customers. Without it, we wouldn't be as effective.

Brad Scott
Scott Motor Coach
Route 88 RV Center

IDS Integrated Dealer Systems

1-800-769-7425 | www.ids-astra.com/412

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MODEL BEHAVIOR

Read the entire RVDA Model Dealer Agreement online by accessing the members-only section of www.rvda.org and going to the industry relations page. The document is meant as a tool for negotiations and its use is purely voluntary. ***Here are some highlights.***

- Manufacturers may not terminate or fail to renew the manufacturer/dealer agreement without good cause, but dealers may terminate with or without good cause.
- Both dealers and manufacturers have an opportunity to cure if there is a termination for good cause.
- Agreement provides examples of good cause for dealer to terminate the relationship.
- Dealers receive repurchase benefits when the dealer terminates for good cause.
- There are restrictions on dealers displaying new product outside of their designated territory.
- Multi-store dealers with multiple product lines can't shuffle products between stores when another dealer already represents that product in an established territory.
- Territories can't be changed without a dealer's written consent.
- Manufacturers can't force a dealer to change his territory in order to keep his sales and service agreement.
- Manufacturers agree to follow state and federal anti-discriminatory pricing practices for wholesale sales to dealers.
- If manufacturers use market share to evaluate dealer performance, manufacturers are incentivized to work with dealers to develop a mutually agreeable formula.
- Manufacturers will accept and process warranty claims for manufacturer installed vendor items.
- Manufacturer warranty work will compensate dealer for diagnostic work as well as warranty labor.
- Dealers will take "commercially reasonable steps" to service out-of-warranty vehicles.
- Manufacturers will approve or reject warranty claims within 20 days of receiving them and pay approved claims within 45 days.
- A process is created for dealer and manufacturer non-binding mediation for disputes.

RVDA Endorsed Products

Certified Green RV Program
TRA Certification Inc.
www.tragreen.com
aleazenby@trarnold.com
Phone: (800) 398-9282 Fax: (574) 264-0740
TRA, the leading third-party green certification company, through its "Certified Green RV Program," measures, evaluates, and certifies RV manufacturers and verifies vendors for energy efficiency and environmental friendliness. This program empowers dealers to guide environmentally-conscious consumers in making better-informed decisions about their RV purchases, leading to increased customer satisfaction.

Credit Card Processing
Bank of America Merchant Services
https://rvdealer.bankofamerica.com
jay.machamer@bankofamericamerchant.com
(678) 784-0567
Bank of America Merchant Services offers RVDA members an annual savings averaging 10-to-15 percent on each Visa and MasterCard swipe transaction. Advanced equipment provides fast authorization, around-the-clock support, and improved funds availability for those with a depository relationship with the bank.

Disability Income Insurance/ Paycheck Protection Benefits
American Fidelity Assurance Company
www.afadvantage.com
steve.bolinger@af-group.com
(877) 967-5748, Ext. 8699
Dealerships can provide disability insurance to provide security for a portion of an employee's paycheck in the event they are unable to work due to a covered accident or illness.

Emergency Roadside and Technical Assistance
Coach-Net
www.coach-net.com
dealersales@coach-net.com
(800) 863-6740
Coach-Net provides emergency roadside and technical assistance solutions to RV dealers throughout the U.S. and Canada and for many RV and chassis manufacturers, RV clubs, and customer membership groups. Coach-Net provides dedicated service using over 150 employees with advanced communications technology tools combined with an extensive database of more than 40,000 service providers. The company employs trained Customer Service Agents and RVDA-RVIA/ASE Master Certified Technical Service Agents.

Employee Testing
Caliper Corp.
www.calipercorp.com
Ralph Mannheimer
rmannheimer@calipercorp.com
(609) 524-1214
For nearly a half-century, Caliper has consulted with over 25,000 companies on improving every aspect of their workforce – from hiring and selection to employee development and succession management. Starting with accurate, objective insights our consultants gain from our time-tested personality assessment, the Caliper Profile, we are able to help our clients reduce the high cost of turnover, help first-time managers excel and create solutions that are tailored, practical and adaptable. Whether you are looking to hire top performers, develop talent, build teams or transform your organization, we can help.

Extended Service Agreements
XtraRide RV Service Agreement Program
www.protectiveassetprotection.com
(800) 950-6060, Ext. 5738
The XtraRide RV Service Agreement Program is offered through the Asset Protection Division of Protective Life Insurance Company. The program has been exclusively endorsed by RVDA since 1992. The XtraRide programs and F&I solutions bring dealers increased profit opportunities while providing quality protection for their customers. Protective is dedicated to providing the RV industry with superior products and services given its ability to underwrite, administer, and market its own programs.

Health Insurance
Mass Marketing Insurance Consultants, Inc. (MMIC)
http://www.mmicinsurance.com/RVDA/
quotes@mmicinsurance.com
(800) 349-1039
MMIC contracts nationally with a number of health insurance companies to provide a wide variety of benefits. MMIC creates a customized insurance program best suited for individual dealerships. Coverage is available to individual members and those firms with two or more employees. With group coverage, all active full-time employees are eligible. Spouse and dependent children under age 19 (23 if full-time student) are also eligible. The cost of the coverage for the RVDA program may be paid in whole by the employer or shared with the employees. However, the employer's contribution must be at least 50% of the total cost.

Lead Qualifier Program
Customer Service Intelligence, Inc. (CSI)
www.tellcsi.com
bthompson@tellcsi.com
(800) 835-5274
The Scene: High Inventory-Low Sales. The Need: MORE SALES-New methods to meet circumstances. The Solution: CSI's Lead Qualifier Program. How it Works: Your sales leads are sent to CSI immediately following: initial contact with your sales staff – either in the showroom or by phone, website contact, Go RVing leads, and anywhere else you might acquire leads. CSI then makes a personal phone call to each lead, captivating their attention before your competitor does and establishing impressive rapport! We will uncover the prospect's initial impression of your dealership and staff; fully qualify the lead including exact needs and time frame for purchase; and provide you with their DEAL MAKER!

Pre-owned RV Appraisal Guidance
N.A.D.A. Appraisal Guides & NADAguides.com
www.nada.com
lsims@nadaguides.com
(800) 966-6232, Ext. 235
The N.A.D.A. RV Appraisal Guide is an essential tool for dealers needing to determine the average market value for used RVs. A new online program, RV Connect, is also available that provides updated RV values, creates custom window stickers for both newer and older RVs, and more. These products are all available at the RVDA "members only" rate.

Propane and Propane Supplies
Suburban Propane
www.suburbanpropane.com
sholmes@suburbanpropane.com
(800) 643-7137
Suburban Propane offers discounts to RVDA members on propane along with attractive and safe equipment for refilling most any propane cylinder, 24-hour service, on-site "Train the Trainer" instruction for dealership personnel, signage, and a periodic review of filling stations by experienced safety experts.

RVDA/Spader 20 Groups
Spader Business Management
www.spader.com
info@spader.com
(800) 772-3377
RVDA/Spader 20 Groups managed by Spader Business Management help dealers improve their management skills, recognize market trends, and solve problems. The groups include non-competing dealers who share experiences to develop best practices.

Shipping Discounts
PartnerShip, LLC
http://partnership.com/79RVDA
sales@PartnerShip.com
(800) 599-2902
The RVDA Discount Shipping Program, managed by PartnerShip, provides RVDA members with substantial shipping discounts. RVDA members who enroll in the free program will save on small package shipments with FedEx and less-than-truckload (LTL) freight shipments with UPS Freight and Con-way Freight. Visit www.PartnerShip.com/79rvda for more information and to enroll.

Visit www.rvcareers.org

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

The RV Learning Center proudly recognizes these

CONTRIBUTORS

*Active donors are those who have contributed to the RV Learning Center since 07/01/11.

RV Learning Center Annual Campaign 2013

Received From	Contributed 07/01/11 - 06/13/13*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 07/01/11 - 06/13/13*	Total Lifetime Pledge	Last Contribution
MAJOR GIFTS active donors* with cumulative donation or pledge of $25,000 or more							
Newmar Corporation	$45,000	$260,000	01/28/13	Ace Fogdall, Inc.	$2,500	$39,100	04/12/13
Bank of America Merrill Lynch	$5,000	$173,000	04/29/13	McClain's RV Superstore	$1,000	$36,000	08/14/12
Protective	$44,713	$132,558	01/18/13	Winnebago Industries	$6,000	$34,000	09/30/11
Tom Stinnett Derby City RV	$1,000	$101,500	12/28/12	Pikes Peak Traveland	$1,000	$31,000	06/03/13
PleasureLand RV Center, Inc.	$3,000	$86,350	10/22/12	RVAC	$8,000	$31,000	02/15/13
Horsey Family Memorial Fund	$1,000	$68,000	06/28/12	Paul Evert's RV Country, Inc.	$1,000	$30,000	04/01/13
Bill & Kristen Fenech	$2,500	$52,500	07/25/12	Tiffin Motor Homes, Inc.	$5,000	$28,500	03/11/13
Campers Inn of Kingston	$18,578	$50,000	03/20/13	Avalon RV Center, Inc.	$1,000	$26,500	04/12/13
Byerly RV Center	$20,000	$46,000	11/30/12	Bill Plemmons RV World	$2,500	$25,000	09/21/12
CHAMPIONS active donors* with a cumulative donation or pledge between $2,500 and $24,999							
Reines RV Center, Inc.	$4,500	$24,525	12/19/12	Motley RV Repair	$135	$8,075	11/04/11
Diversified Insurance Mgmt. Inc.	$2,200	$21,000	11/05/12	Curtis Trailers	$1,000	$8,000	06/03/13
Wilkins R.V., Inc.	$1,500	$19,600	06/28/12	American RV	$1,000	$6,925	10/04/12
Greeneway, Inc. (Route 66 Dealer)	$5,250	$18,550	06/11/13	Circle K RV's, Inc.	$250	$6,000	06/08/12
Jayco, Inc.	$1,000	$18,500	12/27/11	Hayes RV Center	$300	$5,400	02/01/13
Rivers RV	$500	$17,350	06/15/12	Webster City RV, Inc.	$1,000	$5,100	04/22/13
Alpin Haus	$1,500	$17,000	06/29/12	Madison RV Supercenter	$1,000	$5,000	08/21/12
Butch Thomas	$1,000	$16,000	11/30/12	Minnesota RVDA	$5,000	$5,000	01/11/13
Hartville RV Center, Inc.	$1,250	$15,500	05/07/13	Camperland of Oklahoma, LLC	$1,000	$4,350	06/25/12
MBA Insurance, Inc.	$2,000	$15,100	05/17/13	Topper's Camping Center.	$1,000	$3,500	04/18/13
Mike Molino	$550	$11,311	07/03/12	Myers RV Center, Inc.	,$1,250	$3,250	06/11/13
Affinity RV Service Sales & Rentals	$1,000	$11,000	11/21/12	United RV Center	$2,000	$3,000	09/20/12
AIRXCEL - RV Group	$1,000	$11,000	06/06/13	J. D. Sanders, Inc.	$500	$2,750	08/07/12
United States Warranty Corp.	$2,000	$10,250	04/12/13	Best Value RV Sales & Service	$1,000	$2,750	04/08/13
Little Dealer, Little Prices	$5,000	$10,050	01/23/13	RV Outlet Mall	$1,000	$2,550	06/05/13
Great Lakes RVA	$10,000	$10,000	02/27/13	Alliance Coach, Inc.	$500	$2,500	10/26/12
Hemlock Hill RV Sales, Inc.	$639	$10,000	09/14/12	RCD Sales Company, Ltd.	$1,000	$2,500	06/07/13
Rich & Sons Camper Sales	$4,000	$10,000	11/21/12				
LEADERS active donors* with a cumulative donation or pledge between $1,000 and $2,499							
Hilltop Trailer Sales, Inc.	$541	$2,122	07/20/12	Phil Ingrassia	$1,000	$1,000	09/05/12
Tacoma RV Center	$1,000	$1,500	06/15/12	Newell Coach	$1,000	$1,000	09/01/11
Noble RV, Inc.	$1,000	$1,400	03/11/13	Pete's RV Center	$1,000	$1,000	05/07/12
The Trail Center	$250	$1,350	02/01/13	Spader Business Management	$1,000	$1,000	12/02/11
Dinosaur Electronics	$1,000	$1,250	06/06/13	Bill Mirrielees	$250	$1,000	05/09/13
Skyline RV & Home Sales, Inc.	$1,250	$1,250	07/03/12				
BENEFACTORS active donors* with a cumulative donation or pledge between $500 and $999							
Fretz Enterprises, Inc.	$750	$750	06/18/12	All Valley RV Center	$500	$500	06/26/12
Steinbring Motorcoach	$500	$750	11/21/12	Camp-Site RV	$500	$500	12/31/12
Ronnie Hepp	$300	$625	08/24/12	Lindsey Reines	$500	$500	12/19/12
Holiday Hour, Inc.	$200	$500	03/20/13	Beckley's Camping Center	$500	$500	06/06/13
SUPPORTERS active donors* with a cumulative donation or pledge between $100 and $499							
Bowling Motors & RV Sales	$300	$300	12/16/11	Quality Drive-Away, Inc.	$250	$250	06/05/12
Howard RV Center	$250	$250	05/09/13	Karin Van Duyse	$250	$250	10/25/12
Foley RV Center	$250	$250	09/01/12	Happy Camping RV	$100	$100	10/19/12
Kroubetz Lakeside Campers	$250	$250	12/02/11	Amy Pennington	$100	$100	11/30/12
Mayflower RV, Inc.	$250	$250	07/27/12				
ENDOWMENTS							
Kindlund Family Scholarship		$270,000					

Education: YOUR COMPETITIVE ADVANTAGE
2013 RV DEALERS INTERNATIONAL CONVENTION/EXPO

EXHIBITORS as of June 20

A World of Training

ADP Lightspeed

AFC

AIRXCEL – RV Group

Alde

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American Guardian Group of Companies

America's RV and Marine Auction

Auction123.com

Bank of America Merrill Lynch

Bank of the West

Blue Ox

Carefree of Colorado

Cequent Performance Products

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Coach-Net/National Motor Club

Coast Distribution System

Cruiser RV, LLC/DRV, LLC

CURT Manufacturing, LLC

DealerVu

Diversified Insurance Management

Dometic, LLC

EasyCare RV

★ EverLogic, Inc. dba EverLogic

Fairview Fittings & Mfg., Inc.

Forest River

GE Capital

Girard Systems

I.C.E. Signs

IDS - Integrated Dealer Systems

KZ RV LP

Lance Campers Manufacturing Corp.

Leisure Travel Vans / Triple E RV

Livin Lite Recreational Vehicles

Manheim Specialty Auctions

Marine One Acceptance Corp.

Marzahn & King Consulting

MBA Insurance, Inc.

Medallion Bank

Merrick Bank

★ Mobile Outfitters a Division of Lippert Components, Inc.

MOR/ryde International

Mouse Free

NADAguides & NADAguides.com

NWAN/National Automotive Experts

NCompass RV

Northpoint Commercial Finance, LLC

NTP Distribution

Nukleus

Open Range RV Company

Pacific Coachworks, Inc.

Parallax Power Supply A Division of Connecticut Electric, Inc.

Pettes & Hesser, Ltd.

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Priority One Financial Services, Inc.

ProResponse

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Reed Brothers Insurance

Reese

Roadtrek Motorhomes, Inc.

Robert Weed Plywood Corporation

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RVM Promotions

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If you're not an RVDA member, look what you're missing:

RVDA Gives Dealers MORE of What They Want.

We understand dealers.

WE ARE DEALERS.

MORE leads.

Consumers find OUR members. Where are YOU?

- **Our Rand McNally smartphone** app puts RVDA members "on the map," guiding RV users to member dealers for sales and service.
- **RVDA's website** at www.rvda.org has a **dealer directory for consumers** that lists our members by state with **direct links** to their sites.

MORE resources.

The right tools make a job easier. Our members have the tools.

- **RV Learning Center info** on operations, industry stats, and benchmarks for better management practices and increased sales
- **RVDA's Summary of Dealer Agreements** guide for comparing manufacturers' dealer agreements with the RVDA-approved Model Dealer Agreement
- **Publications, Training, and Education**—***All discounted with membership***
- ***RV Executive Today***, RVDA's monthly magazine, packed with articles to help you manage more effectively

MORE success.

RVDA members are leading the way. We want you with us.

- **The RV industry is one of the nation's economic success stories**. Is your dealership part of it? Join RVDA and see how our members **learn more, sell more,** and **make more** with the advantages of membership.

Want MORE? JOIN US.

RVDA is led by and for dealers. Membership is a powerful tool for improving our industry, one dealership at a time. Turn the page for more information, or go to www.rvda.org and click on "JOIN" at the top of the page.

RVDA
The National RV Dealers Association
Powered by Dealers

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MEMBERSHIP APPLICATION

Date: ___/___/___

Name _____

Company _____

Address _____ P.O. Box _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

MEMBERSHIP DUES*	**DUES AMOUNT**
RV dealer *(rolling stock retailer-$499)**	_____
Rental association *(RV rental only -$230)* *Dealer members add $140	_____
Aftermarket *(RV service, parts & accessory retailer only)* - $224	_____
Branch membership of RVDA member *(each additional location - add $299)*	_____
**(California dealers add $200 for CalRVDA membership)*	_____
**(Arizona dealers add $129 for ARVDA membership)*	_____
Total enclosed:	_____

METHOD OF PAYMENT

❑ Check *(payable to RVDA)* ❑ VISA ❑ MC ❑ AMEX ❑ DISCOVER

Card # _____ Exp. date _____ Security code _____

Cardholder _____ Signature _____

Sponsor's name (if applicable) _____

MAIL THIS APPLICATION TO:

RVDA, 3930 University Dr., Fairfax, VA 22030-2515 or FAX to (703) 359-0152 • info@rvda.org

Questions about RVDA benefits? Call our member service hotline: 1-888-687-7832 or go to www.rvda.org

RVDA dues are not tax deductible as a charitable contribution; however, dues may be deductible as an ordinary business expense.

A Promising Career Climb

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

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

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

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

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

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

www.rvtechnician.com

Sept 30 - Oct 4 2013
Rio All-Suite Hotel & Casino
Las Vegas

Experience THE POWER of Education

at the 2013 RV Dealers International Convention/Expo!

Education: YOUR COMPETITIVE ADVANTAGE

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NEW for 2013! VENDOR TRAINING +plus

Specialized product and service sessions by vendors will give your staff more time to build skills and tackle new technology. Spend quality time learning from your business partners and be more productive! It's included in your full registration fee and is also available at a special low rate for staff who can only spend a day or two away from the dealership.

Special events tailored to young RV execs, including chances to network, socialize, and learn in ways that meet your unique needs. And you'll also learn why the industry needs YOU!

Attend the 2013 RV Dealers International Convention/Expo for:

Topics and tracks for all dealership personnel: A new series of workshops for service writers/advisors, marketing and sales staff, F&I professionals, parts and service managers, and rental operations.

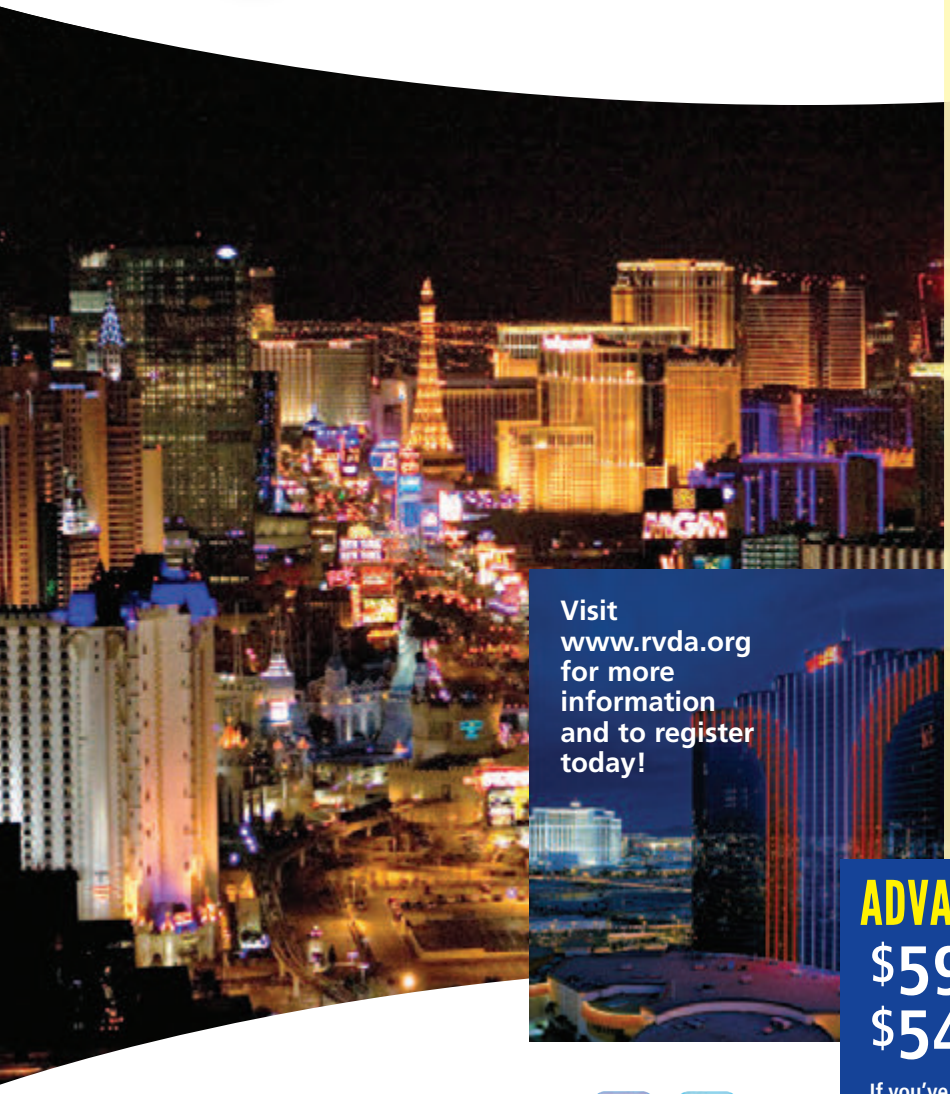
RV Learning Center workshops with more ways to learn, including roundtable discussions to foster peer-to-peer learning.

Motivation to help you lead your staff to new levels of productivity.

Business opportunities in the Expo: Meet more than one hundred manufacturers, vendors, and suppliers who can help you find products and services to solve problems and boost your profits.

THE Dealer Networking Event of the Year:

Your best opportunity to trade ideas, share concerns, and brainstorm with peers who care about the dealer's role in our industry. RVDA brand committee meetings are considered one of the best ways to network with peers.



Visit www.rvda.org for more information and to register today!

ADVANCED REGISTRATION RATE

$599 for first dealership registrant

$549 per each additional registrant

If you've registered for the convention and want to bring employees to attend just the Vendor Training +plus program, they can register for that program for $179 per person. The Vendor Training +plus badge will also get the holder into the Expo on Tuesday, Oct. 1.

RVDA Dealer Members Only – Expires 8/30/13

Follow the convention on: LinkedIn

Presented by: RVDA The National RV Dealers Association Powered by Dealers · RVDA Canada · RV Learning Center Developing Top Performers

DEALER REGISTRATION FORM

Sept 30 - Oct 4, 2013
Rio All-Suite Hotel & Casino
Las Vegas

1. Registration Information. Please copy this form if adding registrants.

Company Name _____

Phone _____ Fax _____

Address _____

City _____ State/Prov _____ Zip/PC _____

Email _____

2. RVDA Dealer Member Registration Fees:

First registrant locks in today's lowest rate for all future dealership personnel!	Advanced *by 8/30*	Late	Amount
First Registrant – includes **Vendor Training +plus**, a $179 value!	**$599**	**$799**	**$**
Registrant Name _____ Email _____			
Badge First Name _____ *Please check here if you require special accommodations.* ☐			
Second Registrant – includes **Vendor Training +plus**, a $179 value!	**$549**	**$799**	**$**
Registrant Name _____ Email _____			
Badge First Name _____ *Please check here if you require special accommodations.* ☐			
Third Registrant – includes **Vendor Training +plus**, a $179 value!	**$549**	**$799**	**$**
Registrant Name _____ Email _____			
Badge First Name _____ *Please check here if you require special accommodations.* ☐			

Non-Member Dealer – includes **Vendor Training +plus**, a $179 value!	**$999**	**$**
Registrant Name _____ Email _____		
Badge First Name _____ *Please check here if you require special accommodations.* ☐		

I would like to add a contribution to the RV Learning Center to promote education for our industry.*	**$**

VENDOR TRAINING +plus ONLY

Dealership **must have one full convention registrant** to bring additional employees JUST for Vendor Training +plus. The cost for Vendor Training +plus is **$179** per person and includes training on Monday, Sept. 30 and Tuesday, Oct. 1, plus Tuesday's reception in the Expo. Photocopy this form to add more registrants for Vendor Training +plus.

Name _____ Badge First Name _____ Email _____ **$**

Name _____ Badge First Name _____ Email _____ **$**

3. Payment Information:

TOTAL **$**

☐ **Full Amount** or ☐ **Easy Pay** (credit card only: 3 equal installments will be charged to your credit card, first on date received, then at 30 and 60 days). If neither box is checked you will be charged the full amount in one payment.

☐ Check enclosed

Charge my: ☐ VISA ☐ MasterCard ☐ Amex ☐ Discover

Name on Card _____ Card # _____ Expires _____ Security Code _____

Billing Address _____ City _____ State/Prov _____ Zip/PC _____

MAIL OR FAX A COPY OF THIS FORM TO: RVDA of America, 3930 University Drive, Fairfax, VA 22030-2515 • (703) 591-7130 • Fax: (703) 359-0152 • www.rvda.org
RVDA of Canada, 204-6411 Buswell St, Richmond, BC V6Y 2G5 • (604) 718-6325 • Fax: (604) 204-0154 • www.rvda.ca

CANCELLATION / REFUND POLICY: All cancellations must be in writing and received by August 30, 2013, to qualify for a refund. A $30 administrative fee will be deducted from each refund request received by July 31, 2013. A $100 administrative fee will be deducted from each refund request received between August 1, 2013 and August 31, 2013. No refunds will be made after August 31, 2013. *The RV Learning Center is a tax-exempt organization as described in section 501(c)(3) of the Internal Revenue Code. Contributions may be tax deductible as charitable donations.

SEPT 30 - OCT 4
RIO ALL-SUITE HOTEL & CASINO
LAS VEGAS

Education: YOUR COMPETITIVE ADVANTAGE

2013 RV DEALERS INTERNATIONAL CONVENTION/EXPO

Experience THE POWER of Education

At the 2013 RV Dealers International Convention/Expo you'll find:

- **NEW** – **Vendor Training +plus** will give registrants the opportunity for extended training during the first day and a half of the convention, and it's included in the regular registration fee.
- Opening general session speaker Ross Shafer will help dealers implement Customer Empathy™ to win long-term customer loyalty. He'll also share his philosophy on success and motivation – as popularized in his book "Nobody Moved Your Cheese"– during a follow-up session.
- Social and education sessions specifically designed for young executives
- How-to sessions on reaching customers through technology
- A full range of products and services to help you make more money and operate more efficiently
- RV brand committee meetings for many manufacturers
- Networking events to catch up with your industry colleagues

VISIT WWW.RVDA.ORG FOR MORE INFORMATION & TO REGISTER.

Presented by:

RVDA The National RV Dealers Association Powered by Dealers

RVDA CANADA

RV Learning Center Developing Top Performers®

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RV Technician Certification Preparation Online Self-Study Course

Time Tested. Dealer Approved.

Join over 1,700 technicians who used the course for training and as a resource for certification preparation. Individual enrollment. 40 hours of content. One year course term.

Enrollment Information

Video preview, policies, technical requirements and FAQs available at rvtechnician.com.

Company: _____

Billing Address: _____

City: _____ State: ___ Zip: _____

Phone: _____ Fax: _____

Enroll the following RV Technician (s) from our dealership:
(Each technician must have a unique email address).

1. Name: _____
   Email: _____
2. Name: _____
   Email: _____
3. Name: _____
   Email: _____

Send progress reports to this supervisor:

Supervisor's Name: _____

Email: _____

TUITION: $249 per technician.

All enrollments must be pre-paid in U.S. Funds.

O Check enclosed - Payable to RV Learning Center

O Credit Card (circle) VISA MC AMEX DISCOVER

Credit card #: _____

Exp. Date: _____ Security code: _____

Cardholder: _____

Signature: _____

Quantity discounts available when enrolling four or more technicians at one time. Email info@rvda.org for help. Tuition subject to change without notice. The RVDA-RVIA RV Technician Certification Test is a separate application and fee.

Fax to (703) 359-0152, or mail to RVDA, 3930 University Dr., Fairfax, VA, 22030.
Call (703) 591-7130 to enroll by phone.

RV Learning Center
Developing Top Performers

Go RVing Program for 2013!

The Go RVing dealer tie-in program is back in 2013... 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.

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

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

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

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

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: _____

August 2013

RV Executive Today spoke with dealers to recreate the monthly calendar to make it more useful in planning your month. Use the checklists below to track each department's progress. If you have comments or suggestions, please e-mail the editor at mashreve@rvda.org.

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Department Tasks:

Dealer/General Manager
- D-1 Department Managers Meeting
- D-2 Change Ads
- D-3 Check Go RVing Leads
- D-4 Review Department Activity
- D-5 Review Numbers

Sales
- S-1 Check Internet Leads
- S-2 Check Inventory
- S-3 Change Display
- S-4 Customer Follow Up
- S-5 Review R.O.'s on Deals
- S-6 Department Meeting

Service
- SV-1 Check Outstanding Warranties
- SV-2 Review All Carryover R.O.'s
- SV-3 Review Numbers
- SV-4 Review Actual vs. Flat Rate Time
- SV-5 Department Meeting

Rentals
- R-1 Review R.O.'s
- R-2 Check Rental Contracts
- R-3 Review Repairs Needed
- R-4 Place Ads
- R-5 Department Meeting

F & I
- F-1 Check On Outstanding Titles
- F-2 Check Distress Titles
- F-3 Log Deals
- F-4 Review Log
- F-5 Review Pricing Policies
- F-6 Department Meeting

Parts & Accessories
- P-1 Check Replacement Parts Orders
- P-2 Check Weekly Parts Orders
- P-3 Change Displays
- P-4 Review All R.O.'s - Make Sure Parts Are Listed
- P-5 Review Numbers
- P-6 Department Meeting

** Make copies of the calendar above for each department to track progress.*

THE RV Industry's CENTRAL TRAINING CALENDAR

Home
Disclaimer
Search Events
Online Events
Manage Events

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

View | List Monthly Weekly Daily

<< Back July 2013 Fwd >>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 RV Technician Certification Training - w/hands-on Show Online Events	2 Show Online Events	3 Show Online Events	4 Show Online Events	5 Show Online Events	6 Show Online Events
7 Show Online Events	8 Show Online Events	9 Kelly Enterprises 3-Day Financial Center Seminar 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 Show Online Events	17 Show Online Events	18 Show Online Events	19 Show Online Events	20 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 Show Online Events
28 Show Online Events	29 Show Online Events	30 Spader Total Management 1 Motorcoach Workshop Show Online Events	31 Show Online Events			

ONGOING ONLINE EVENTS:

Technician Certification Self-Study Prep Course

FRVTA's Distance Learning Network - Training for Every Position at Your Dealership

Customer Service Training through FRVTA's DLN

Service Writer/ Advisor Training through FRVTA's DLN

Go RVing®

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

RVDA Welcomes Our Newest Members
As of June 20, 2013

Dealers

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West Boylston, MA

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A World of Training
866-238-9796. 15

American Guardian
800-579-2233. 2

Bank of the West
www.bankofthewest.com 17

Diversified Insurance Management Inc.
800-332-4264 3

GE
800-289-4488 4

IDS
800-769-7425. 24

MBA Insurance Inc.
800-622-2201. 19

Protective
888-326-0778 . . . . . back cover

PRVCA Pennsylvania RV Show
888-303-2887. 25

RVT.com
888-928-0947. 23

Sobel University
253-565-2577. 20

Spader
800-772-3377. 21

Systems 2000
407-358-2000 13

10th Edition
Service Management Guide (Flat Rate Manual)

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

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

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

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

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

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

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

Name:_____

Company Name:_____

Address:_____

City:_____ **State:**_____ **Zip Code:**_____

Phone:_____ **Fax:**_____ **E-mail:**_____

___RVDA Member ___Non-RVDA Member Manual - # of Copies:___ CD-ROM - # of Copies:____

Method of payment (Please check one)

___Check enclosed (Made Payable to The RVDA Education Foundation)

___Send an invoice (members only) Credit Card: __Visa __Master Card __American Express __Discover

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

Name on Card:_____ **Signature:**_____

Billing Address:_____ **Billing Zip:**_____

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Offer your customers more.

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