

RV EXECUTIVE TODAY

JUNE 2015

Benchmarking the Dealership

page 10

Also:

**Improving Your ROI on
Third-Party Site Spends** page 15

**7 Habits of Highly Successful
RV Dealers** page 17

MAKE IT EASY FOR YOUR CUSTOMERS MAKE IT PROFITABLE FOR YOU

Sell them the best in Service Contracts, Tire and Wheel Coverages, Gap and Appearance Protection Products. American Guardian Group of Companies can supply you with all this and great customer service, fast handling of claims, training, reinsurance and so much more. Let us help you grow your business!



Compass RV Protection is a trademarked product of American Guardian Group of Companies.
Contact Kurt Harbeke at 800.579.2233 x4213 or kharbeke@agwsinc.com for more information | agwsinc.com

RISK MANAGEMENT 101

Consider Diversified Insurance Management as your
#1 source for sound dealership insurance protection.



Let Our Experience Make A Difference For You.

Open Lot • Garage Liability • Property • Crime • Umbrella & All Other

Diversified is an independent agency focused on one specialty...
RV Dealerships. Whether it is a comprehensive dealership insurance
package or new F&I Program, we take a leading role in the
underwriting, rates, policy coverage...not just the sales.

Diversified's coverage expertise and underwriting authority are your
assurance of unparalleled responsiveness to your dealership insurance
needs. Our people are knowledgeable and ready to design a custom fit
solution for your specific insurance needs. We are not tied up seeking
answers or solutions from an ivory tower thousands of miles away.

***FOR A 2ND OPINION ON
YOUR DEALERSHIP COVERAGE,
CALL DIVERSIFIED TODAY!***



1980 – 2015

1-800-332-4264 extension 0

Jeff Mullins and George Eidsness
Transwest Truck Trailer RV



Driven By You

BECAUSE JEFF AND GEORGE KNOW WE'LL TAKE CARE OF THEIR CUSTOMERS.

Jeff Mullins and George Eidsness of Transwest Truck Trailer RV in Frederick, Colorado, choose to sell premium motorhomes built on Freightliner Custom Chassis because along with providing the best-performing RV chassis, FCCC offers the industry's best owner care. In addition to a nationwide network of 450+ service centers, including nearly 100 Oasis centers dedicated to RV owners, FCCC offers 24/7 Direct factory support, hands-on dealer training and the heritage and excellence that comes with being a member of the Daimler Family. This means that Jeff and George can trust that their customers are in good hands and can focus more of their time on growing their business and benefitting from their customers' loyalty. In fact, through the partnership with FCCC, Transwest has experienced huge growth in just a few short years and now ranks in the top 10 in the country in diesel motorhome sales. Learn more about the value of working with a chassis partner that's Driven By You. Call us or visit [freightlinerchassis.com](https://www.freightlinerchassis.com) today.

 For more of the Transwest / FCCC story, visit <https://www.youtube.com/FreightlinerChassis>.

DAIMLER | Freightliner Custom Chassis - A Daimler Group Brand

Specifications are subject to change without notice. Freightliner Custom Chassis Corporation is registered to ISO 9001:2008 and ISO 14001:2004.
©2015 Daimler Trucks North America LLC. All rights reserved. Freightliner Custom Chassis Corporation is a subsidiary of Daimler Trucks North America LLC, a Daimler company.

RV EXECUTIVE TODAY

C O N T E N T S

June 2015

10 Benchmarking the Dealership

Is your dealership as profitable as it should be? For some insight, compare your margins and expense ratios with other dealers around the country.

13 Spring Quarter RV Retail Trends Are "Encouraging"

In spite of some expansion in dealer inventory this spring, investment firm Baird & Co. says the outlook for both motorhome and towable sales is good.

15 Improving ROI on Third-Party Site Spends

Not getting enough business from the third-party sites you use? Here are tips from an online marketplace veteran for using the sites to their full potential.

17 7 Habits of Highly Successful RV Dealers

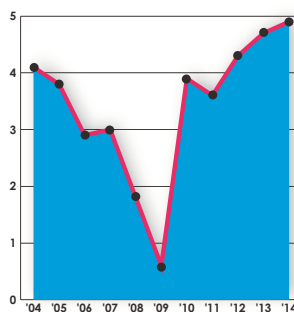
Even without looking at "the numbers," consultants can sense if a dealership has a sound foundation just by talking with its management team. Here are habits they routinely find in successful dealers.

18 Are Your Social Media Promotions Violating FTC Rules?

If your dealership sponsors social media promotions for the purpose of generating consumer endorsements, make sure they comply with these FTC truth-in-advertising rules.

20 Interns, Heat Stress Regulations, and Other Seasonal Matters

Hiring interns legally and preventing heat-related illness among employees are just a few harbingers of summer. Here's info for maintaining your cool — and your compliance.



10



15



17



18



20



ALSO:

25 Go RVing Hits the Road this Summer

IN EVERY ISSUE:

- | | |
|--------------------------------------|--|
| 6 Looking ahead | 31 Mike Molino RV Learning Center contributors |
| 7 Chairman's report | 34 RVDA endorsed products |
| 8 Officers, directors, and delegates | 35 RV industry's training calendar |
| 9 Industry trends | 35 Advertisers index |



Paying Attention to RV Tires

By Phil Ingrassia, CAE, president

There is a classic phrase that's considered one of the best advertising taglines in history – "Because there's a lot riding on your tires." It resonates because we all know it's true.

Anyone who has been around RVs for any length of time likely has a tire story.

I was once on a media "ride and drive" with a journalist, and the pitch to the writer was to show how easy it was to tow a trailer. Well, the brand-new folding camping trailer had a tire failure during the drive. We were able to get back on the road and salvage the story, but it wasn't the easy towing experience we were trying to share with the public.

We've also heard from many RVDA members over the years who have their own tire stories. There are many reasons tires fail, and knowing the causes is important to everyone in the industry. As RVIA's vice president of standards Bruce Hopkins told me, tires are a safety feature, not a commodity.

That's why RVDA was pleased to cooperate with RVIA in promoting an RV tire usage webinar in April that drew 350 attendees from 84 companies.

The event included NHTSA's Bruce York, Tim Ball, executive vice president of marketing and sales for Tredit Tire, and Walter Cannon, executive director of the Recreation Vehicle Safety Education Foundation (RVSEF).

The webinar focused on tire considerations for consumers, such as tire type, size, load rating and range, PSI, and tire age. The presentation took a look at what tires the RV industry is currently using and outlined the most common tire

"Making sure that dealership employees and their customers understand the need to maintain proper tire pressure and know speed ratings on RV trailer tires are keys to tire safety."

failures and causes.

"It was a good day for all of us in this industry," Cannon told me. He's been working on this issue for many years.

Cannon says making sure that dealership employees and their customers understand the need to maintain proper tire pressure and know speed ratings on RV trailer tires are keys to tire safety.

How can dealers access this information? RVSEF has videos and manuals on RV tire safety and other topics available at its website, www.rvsafety.com. Payments for the materials help support the group, which tours the country with its RV safety message.

Getting the proper information to consumers can prevent a lot of tire problems and make the RV travel experience more enjoyable.

Have a fun – and safe – summer season!

RV EXECUTIVE TODAY

PRESIDENT:
Phil Ingrassia, CAE

VICE PRESIDENT FOR
ADMINISTRATION:
Ronnie Hepp, CAE

EDITOR:
Mary Anne Shreve

GRAPHIC DESIGNER:
Ginny Walker

RVDA STAFF

Chuck Boyd
DEALER SERVICES MANAGER

Hank Fortune
DIRECTOR OF FINANCE

Jeff Kurowski
DIRECTOR OF INDUSTRY RELATIONS

Julie Anna Newhouse
MARKETING MANAGER

Brett Richardson, Esq., CAE
DIRECTOR OF LEGAL AND REGULATORY
AFFAIRS

Julianne Ryder
MARKETING COMMUNICATIONS SPECIALIST

Terri Whiteside
ACCOUNTING CLERK

MIKE MOLINO RV LEARNING CENTER STAFF

Karin Van Duyse
CHIEF

Liz Fleming
EDUCATION COORDINATOR

Tony Yerman
RV SERVICE CONSULTANT

Isabel McGrath
TECHNICIAN CERTIFICATION REGISTRAR

RV Executive Today is published monthly by the Recreation Vehicle Dealers Association of America at 3930 University Drive, Fairfax, VA 22030-2515. Periodicals postage paid at Fairfax, VA 22030 USPS No. 062450. Issued monthly to all RVDA members as a membership benefit paid for by their dues.

Postmaster please send address changes to:
RV Executive Today, 3930 University Drive,
Fairfax, VA 22030-2515 The annual subscription
rate of \$30 is a part of membership dues.

Editorial/Business Office:
3930 University Drive, Fairfax, VA 22030-2515
Phone (703) 591-7130 FAX (703) 359-0152

RV Executive Today (ISSN #1088-873X)
Volume 19, Issue 6

For advertising information contact:
Julie Newhouse, marketing manager
(703) 591-7130 x 103

Oil and Politics Could Create Cautious Consumers

By John McCluskey, chairman



It's the start of the RV selling season for most of the country, and dealership lots are filling up with new product. The manufacturers are busy – I know, because my order times are stretching out. The overall environment is still strong at the moment for RV retail, but two factors could soon affect consumer confidence. First, oil prices are ticking back up, taking money out of families' wallets. Second, political candidates are gearing up for their presidential runs, and we know from past history that negative campaigns have a negative effect on our customers.

Democrats are fighting over who is the most liberal, with President Obama sparring openly with Sen. Elizabeth Warren. On the other side of the political spectrum are the Republicans who, after the long and disruptive primary in the last presidential election, want to trim down the field of potential presidential candidates. They don't seem to be doing very well at this, with more candidates entering the field seemingly each week.

Both factors – oil and politics – could create cautious consumers who may decide to postpone making a large discretionary purchase.

But I happen to believe that other strong economic factors, such as low unemployment and inflation numbers, market gains, and affordable consumer financing, should offset the negatives and make for a successful season for RV dealers.

Canadian counterparts

In April, I had the opportunity to meet with our industry partners in Canada. During my trip, I visited their dealer association's national meeting and met with members of parliament in Ottawa. I learned some very interesting facts about the RV industry in Canada. For instance, I was surprised to learn that one in seven Canadians owns an RV – a significantly higher proportion than in the United States, where it's one in nine.

I also heard that our Canadian counterparts are concerned about the declining number of places to go RVing, which made me realize we must all be active in our local markets to ensure that our network of campgrounds remains strong.

Canadian RV dealers face legislative issues that are very similar to ours. Their government, like ours, regulates everything from the units themselves to employees and business practices. And, like us, the dealers there try to influence the rules and regulations coming out of Ottawa so that they take into consideration the needs and perspectives of small business owners. As both U.S. and Canadian dealers know, there are policy wins and losses – we seek to influence but can never control the outcome.

I also recently met with leaders from RVIA and found them to be open, creative, and candid as we discussed some key issues facing our industry. I expressed to them the need for strong suppliers and manufacturers who can invest in the development

and infrastructure necessary to keep our industry moving forward. Their professionalism made me understand why they were chosen to run their respective organizations. We may not always agree on subjects, but this type of respectful working relationship strengthens our industry.

CFPB and dealer-assisted financing

One of the key issues facing our industry continues to be the actions of the Consumer Financial Protection Bureau. Sen. Elizabeth Warren (D-MA) is still scrutinizing indirect lending in dealerships and still trying to bring it under the CFPB's authority. If legislation repealing the dealer exemption from CFPB oversight were to pass, dealer-assisted financing would either be regulated out of existence or severely constrained. The result would be less competition in the RV financing marketplace and higher interest rates for all consumers.

RVDA has been working with influential dealers and key congressional leaders to help protect dealer interests. We've been educating lawmakers on the realities of dealer-assisted financing, pointing out that Congress specifically exempted auto, boat, and RV dealers from CFPB jurisdiction because they are not banks and don't finance or underwrite loans. RVDA will keep members updated on developments.

Don't face it on your own

Now that the peak selling season is in full swing, we need to focus on our roles as CEOs and COOs. CEOs provide leadership, direction, and development, while COOs handle the day-to-day operations. Large dealerships will have both a CEO and COO, but owners of smaller businesses have to handle both jobs. It's a lot to ask of one individual. As we get into peak selling season, we need to make sure we are filling both roles and not simply addressing day to day issues. Luckily, there's help.

RVDA and the Mike Molino RV Learning Center have many resources for educating and training virtually all dealership employees. Having well trained staff around us makes it easier to handle both day to day operations and to manage all business segments. There are study guides and certification prep tests for those seeking certification in service, parts, body, and F&I. There are free webinars on human resources and environment/safety issues for dealership managers, and a development program for young RV executives, to mention just a few.

Education pays off: Well-trained employees create better experiences for our customers and make our responsibilities more manageable. So invest in growing your employees, and they'll grow your business in turn.

Have a strong selling season!

Chairman

John McCluskey
Florida Outdoors RV
Center
Stuart, FL
(772) 288-2221
john@floridayoutdoorsrv.com

1st Vice Chairman

Brian Wilkins
Wilkins R.V. Inc.
Bath, NY
(607) 776-3103
bwilkins@wilkinsrv.com

2nd Vice Chairman

Darrel Friesen
All Seasons RV Center
Yuba City, CA
(530) 671-9070
Darrel@allseasonsrvcenter.com

Treasurer

Tim Wegge
Burlington RV Superstore
Sturtevant, WI
(262) 321-2500
twegge@burlingtonrv.com

Secretary

Mike Regan
Crestview RV Center
Buda, TX
(512) 282-3516
Mike_regan@crestviewrv.com

Past Chairman

Jeff Hirsch
Campers Inn of Kingston
Kingston, NH
(603) 642-5555
jhirsch@campersinn.com

Director

Rod Ruppel
Good Life RV
Webster City, IA
(515) 832-5715
rod@webstercityrv.com

Director

Sherry Shields
Pan Pacific RV Centers Inc.
French Camp, CA
(209) 234-2000
sherry@pprv.com

Director

Ron Shepherd
Camperland of Oklahoma,
LLC
Tulsa, OK
(918) 836-6606
ron_shepherd@camperlandok.com

Director

Glenn Thomas
Bill Thomas Camper
Sales Inc.
Wentzville, MO
(636) 327-5900
g.thomas@btcamper.com

RVRA Representative

Scott Krenak
Krenak RV Center
Coloma, MI
(269) 468-7900
scott_krenak@krenakrv.com

RVAC Chairman

Tom Stinnett
Tom Stinnett Derby City
RV
Clarksville, IN
(812) 282-7718
tstinnett@stinnettrv.com

**RV Learning Center
Chairman**

Jeff Pastore
Hartville RV Center
Hartville, OH
(330) 877-3500
jeff@hartvillerv.com

DELEGATES**Alabama**

Rob Wagner
Madison RV Supercenter
Madison, AL
(256) 837-3881
rod@madisonrv.com

Alaska

Kevin Brown
Arctic RV & Interior
Topper
Fairbanks, AK
(907) 451-8356
arctciv@arctciv.com

Arizona

Devin Murphy
Freedom RV Inc.
Tucson, AZ
(520) 750-1100
dmurphy@freedomrvaz.com

Arkansas

Michael Moix
Moix RV Supercenter
Conway, AR
(501) 327-2255
mmoix@aol.com

California

Troy Padgett
All Valley RV Center
Acton, CA
(661) 269-4800
troy@allvalleyrvcenter.com

California

Joey Shields
Pan Pacific RV Centers Inc.
French Camp, CA
(209) 234-2000
joey@pprv.com

Colorado

Tim Biles
Pikes Peak Traveland
Colorado Springs, CO
(719) 596-2716
tim@pikespeakrv.com

Connecticut

Chris Andro
Hemlock Hill RV Sales
Inc.
Milldale, CT
(860) 621-8983
chrisa@hemlockhillrv.com

Delaware

Ryan Horsey
Parkview RV Center
Smyrna, DE
(302) 653-6619
rdhorsey@parkviewrv.com

Florida

Rob Rothenhauser
Ocean Grove RV
Supercenter
St. Augustine, FL
(904) 797-5732
rob@oceangrovervsales.com

Georgia

Doc Allen
C.S.R.A. Camperland Inc.
Martinez, GA
(706) 863-6294
docallen@csracamperland.com

Idaho

Tyler Nelson
Nelson's RVs Inc.
Boise, ID
(208) 322-4121
tyler@nelsonsrvs.com

Illinois

Richard Flowers
Larry's Trailer Sales Inc.
Zeigler, IL
(618) 596-6414
richardf@larrystrailersales.com

Indiana

Nathan Hart
Walnut Ridge Family
Trailer Sales
New Castle, IN
(765) 533-2288
nhart@walnutridgerv.com

Iowa

Jeremy Ketelsen
Ketelsen RV Inc.
Hiawatha, IA
(319) 377-8244
jketelsen@ketelsenrv.com

Kansas

Bill Hawley
Hawley Brothers Inc.
Dodge City, KS
(620) 225-5452
wildbill@pld.com

Kentucky

NeVelle Skaggs
Skaggs RV Country
Elizabethtown, KY
(270) 765-7245
nrskaggs@aol.com

Louisiana

Jim Hicks
Southern RV Super
Center Inc.
Bossier City, LA
(318) 746-2267
jim@southernrvsupercenter.com

Maine

Linda Mailhot
Seacoast RV
Saco, ME
(207) 282-3511
seacoastrv@seacoastrv.com

Maryland

Greg Merkel
Leo's Vacation Center Inc.
Gambrills, MD
(410) 987-4793
Admin-jacki@comcast.net

Massachusetts

Brian Sullivan
Campers Inn of Raynham
Raynham, MA
(508) 821-3366
bsullivan@campersinn.com

Michigan

Chad Neff
American RV Sales &
Service Inc.
Grand Rapids, MI
(616) 455-3250
chad@americanrv.com

Minnesota

Will Jarrot
PleasureLand RV Center
St. Cloud, MN
(320) 251-7588
w.jarrot@pleasurelandrv.com

Mississippi

Stephen (Snuffy) Smith
Country Creek RV Center
Hattiesburg, MS
(601) 268-1800
snuffy@countrycreekrv.net

Missouri

Ted Evans
Mid America RV Inc.
Carthage, MO
(417) 353-4640
tevans@midamericarv.com

Montana

Ron Pierce
Pierce RV Supercenter
Billings, MT
(406) 655-8000
rpierce@pierce.biz

Nebraska

Tony Staab
Rich & Sons Camper Sales
Grand Island, NE
(308) 384-2040
tony@richsonsrsv.com

Nevada

Beau Durkee
Carson City RV Sales
Carson City, NV
(775) 882-8335
beau@carsoncityrv.com

New Hampshire

Scott Silva
Cold Springs RV
Corporation
Weare, NH
(603) 529-2222
scott@coldspringsrv.com

New Jersey

Brad Scott
Scott Motor Home
Sales Inc.
Lakewood, NJ
(732) 370-1022
bscott@scottmotorcoach.com

New Mexico

Rick Scholl
Rocky Mountain RV World
Albuquerque, NM
(505) 292-7800
rscholl@rmrv.com

New York

Jim Colton
Colton RV
N Tonawanda, NY
(716) 694-0188
jcolton@coltonrv.com

North Carolina

Steve Plemmons
Bill Plemmons RV World
Rural Hall, NC
(336) 377-2213
steve@billplemmonsrv.com

Ohio

Dean Tensionn
Specialty RV Sales
Lancaster, OH
(740) 653-2725
dean@specialtyas.com

Oklahoma

Ron Shepherd
Camperland of Oklahoma,
LLC
Tulsa, OK
(918) 836-6606
ron_shepherd@camperlandok.com

Oregon

Lisa Larkin
Gib's RV Superstore
Coos Bay, OR
(541) 888-3424
lisa@gibsrv.com

Pennsylvania

Greg Starr
Starr's Trailer Sales
Brookway, PA
(814) 265-0632
greg@starrstrailersales.com

Rhode Island

Linda Tarro
Arlington RV Super
Center Inc.
East Greenwich, RI
(401) 884-7550
linda@arlingtonrv.com

South Carolina

Gloria Morgan
The Trail Center
North Charleston, SC
(843) 552-4700
gmorgan497@aol.com

South Dakota

Lyle Schaap
Schaap's RV Traveland
Sioux Falls, SD
(605) 332-6241
lyle@rvtraveland.com

Tennessee

Roger Sellers
Tennessee RV Sales &
Service, LLC
Knoxville, TN
(865) 933-7213
rsellers@tennesseerv.com

Texas

Mark Clay
Southern RV Supercenter
Tyler, TX
(903) 882-2335
mark@southernrvsupercenter.com

Utah

Jared Jensen
Sierra RV Corp
Sunset, UT
(801) 728-9988
jared@sierrarvsales.com

Vermont

Scott Borden
Pete's RV Center
South Burlington, VT
(802) 864-9350
scott@petesrv.com

Virginia

Lindsey Reines
Reines RV Center Inc.
Manassas, VA
(703) 392-1100
rv8955@aol.com

Washington

Ron Little
RV's Northwest Inc.
Spokane Valley, WA
(509) 924-6800
ron@rvsnorthwest.com

West Virginia

Lynn Butler
Setzer's World of
Camping Inc.
Huntington, WV
(304) 736-5287
setzersrv@aol.com

Wisconsin

Mick Ferkey
Greenway Inc.
Wisconsin Rapids, WI
(715) 325-5170
mickferkey@greenwayrv.com

Wyoming

Sonny Rone
Sonny's RV Sales Inc.
Evansville, WY
(307) 237-5000
rentals@sonnyrsvs.com

VACANT

Hawaii
North Dakota

AT-LARGE

Bob Been
Affinity RV Service Sales
& Rentals
Prescott, AZ
(928) 445-7910
bobbeen@affinityrv.com

Randy Coy
Dean's RV Superstore
Tulsa, OK
(918) 664-3333
rcoy@deansrv.com

David Hayes
Hayes RV Center
Longview, TX
(903) 663-3488
dhayes@hayesrv.com

Ben Hirsch
Campers Inn of Kingston
Kingston, NH
(603) 642-5555
bhirsch@campersinn.com

Ed Lerch
Lerch RV
Milroy, PA
(717) 667-1400
ed@lerchrv.com

Scott Loughheed
Crestview RV Center
Buda, TX
(512) 282-3516
scott@crestviewrv.com

Mike Noble
Noble RV Inc.
Owatonna, MN
(507) 444-0004
mnoble@noblerv.com

Mike Rone
Sonny's RV Sales Inc.
Evansville, WY
(307) 237-5000
mrone@sonnyrsvs.com

Adam Ruppel
Good Life RV
Webster City, IA
(515) 832-5715
adam@webstercityrv.com

Rod Ruppel
Good Life RV
Webster City, IA
(515) 832-5715
rodruppel@gmail.com

Earl Stoltzfus
Stoltzfus RV's & Marine
West Chester, PA
(610) 399-0628
estoltzfus@stoltzfus-rec.com

Glenn Thomas
Bill Thomas Camper Sales
Wentzville, MO
(636) 327-5900
g.thomas@btcamper.com

Larry Troutt III
Topper's Camping Center
Waller, TX
(800) 962-4839
latroutt3@gmail.com

Bill White
United RV Center
Fort Worth, TX
(817) 834-7141
bill@unitedrv.com

**Participating Past
Chairmen**

Bruce Bentz
Capital R.V. Center Inc.
Bismarck, ND
(701) 255-7878
bruce@capitalrv.com

Randy Biles
Pikes Peak Traveland Inc.
Colorado Springs, CO
(719) 596-2716
rwbiles@pikespeakrv.com

Debbie Brunoforte
Little Dealer, Little Prices
Mesa, AZ
(480) 834-9581
dbrunoforte@littledealer.com

Rex Floyd
Floyd's Recreational
Vehicles
Norman, OK
(405) 288-0338
rxflyd@aol.com

Crosby Forrester
Dixie RV Superstore
Newport News, VA
(757) 249-1257
info@dixieervsuperstore.com

Ernie Friesen
All Seasons RV Center
Yuba City, CA
(530) 671-9070
eefriesen@msn.com

Andy Heck
Alpin Haus
Amsterdam, NY
(518) 842-5900
aheck@alpinhaus.com

Rick Horsey
Parkview RV Center
Smyrna, DE
(302) 653-6619
rhorsey@parkviewrv.com

Tim O'Brien
Circle K RVs
Lapeer, MI
(810) 664-1942
t.obrien@circlekrrvs.com

Dan Pearson
PleasureLand RV
Center Inc.
St. Cloud, MN
(320) 251-7588
d.pearson@pleasurelandrv.com

Cammy Pierson
Curtis Trailers Inc.
Portland, OR
(503) 760-1363
cammypierson@yahoo.com

Joe Range
Range Vehicle Center Inc.
Hesperia, CA
(760) 949-4090
range1937@msn.com

Dell Sanders
J. D. Sanders Inc.
Alachua, FL
(386) 462-3039
jdsrv@att.net

Marty Shea
Madison RV Supercenter
Madison, AL
(256) 837-3881
mjshea@madisonrv.com

Bill Thomas
Bill Thomas Camper
Sales Inc.
Wentzville, MO
(636) 327-5900
Btcs1940@sbcbglobal.net

Larry Troutt
Topper's Camping Center
Waller, TX
(800) 962-4839
larrytroutt@toppersrvs.com

North American Dealer Inventory Growth Slows

By Thomas Walworth, Statistical Surveys/The Thrive Group

A softening Canadian retail market, labor shortages in Indiana and Iowa, and a robust U.S. retail market in February resulted in slower rates of inventory growth for RV dealers, according to market research firm Statistical Surveys/The Thrive Group.

The three factors led to an inventory index of 55.2 for towables in February 2015, compared with 48.0 in February 2014 and 46.3 in January 2015.

In the case of motorhomes, the inventory index was 63.2 for February 2015, versus 59.0 in February 2014 and 57.0 in January 2015.

The 15,288 towable RVs retailed by U.S. and Canadian dealers in February 2015 represented an 8.6 percent increase compared with the 14,074 units sold in February 2014.

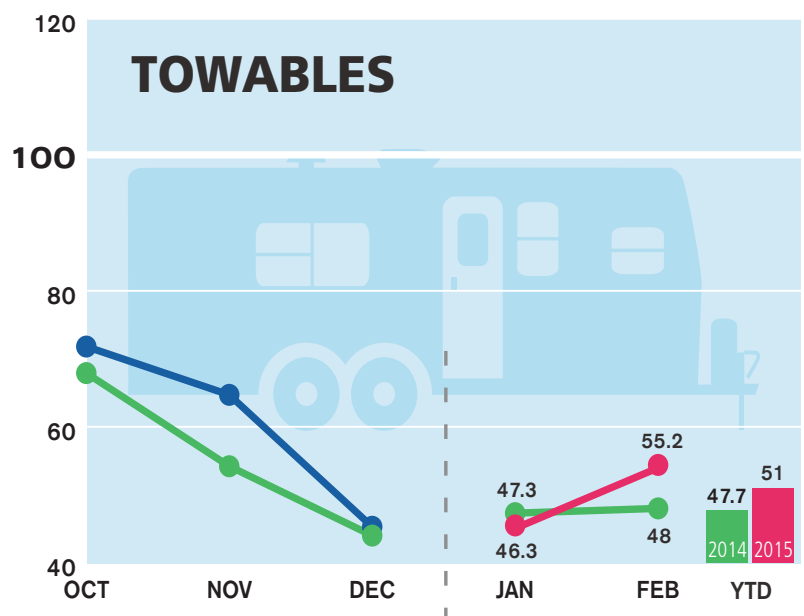
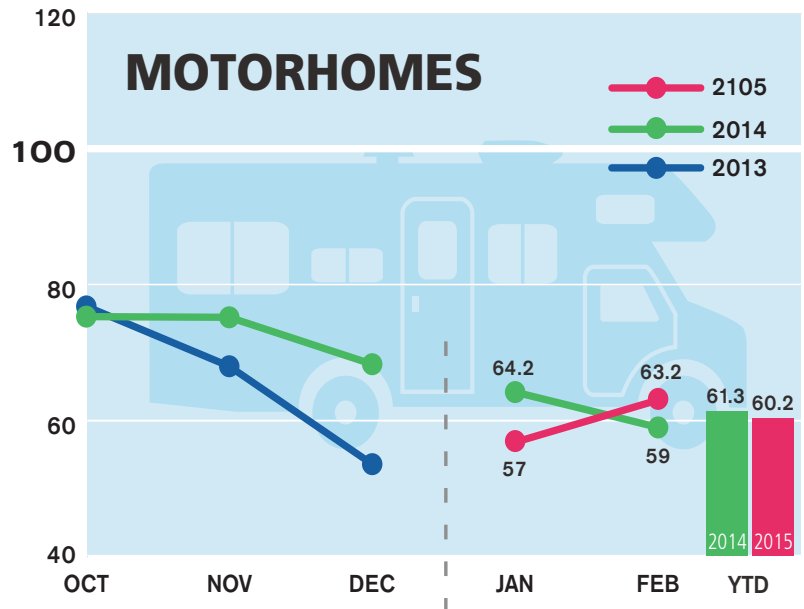
(U.S. towable retail sales were up 9.4 percent while towable retail sales in the much smaller Canadian market were down 8.4 percent last February, Statistical Surveys reported.)

The softening economy and weakening Canadian dollar made U.S.-built products appear more expensive to Canadians. That, along with labor shortages in Indiana, contributed to a 5.5 percent decrease in towable wholesale shipments in February – 27,687 units – compared with 29,300 units delivered to dealers in February 2014.

In the case of motorhomes, 2,581 units were retailed in the United States and Canada during February 2015, a 6.7 percent increase from the 2,419 units sold in February 2014. (U.S. motorhome retail sales increased 7.3 percent, while Canadian motorhome retail sales plunged 16.1 percent in February 2015.)

However, motorhome shipments decreased 3.2 percent in February 2015 to 4,087 units, compared with 4,100 units in January 2014.

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.



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. ■

Benchmarking the Dealership

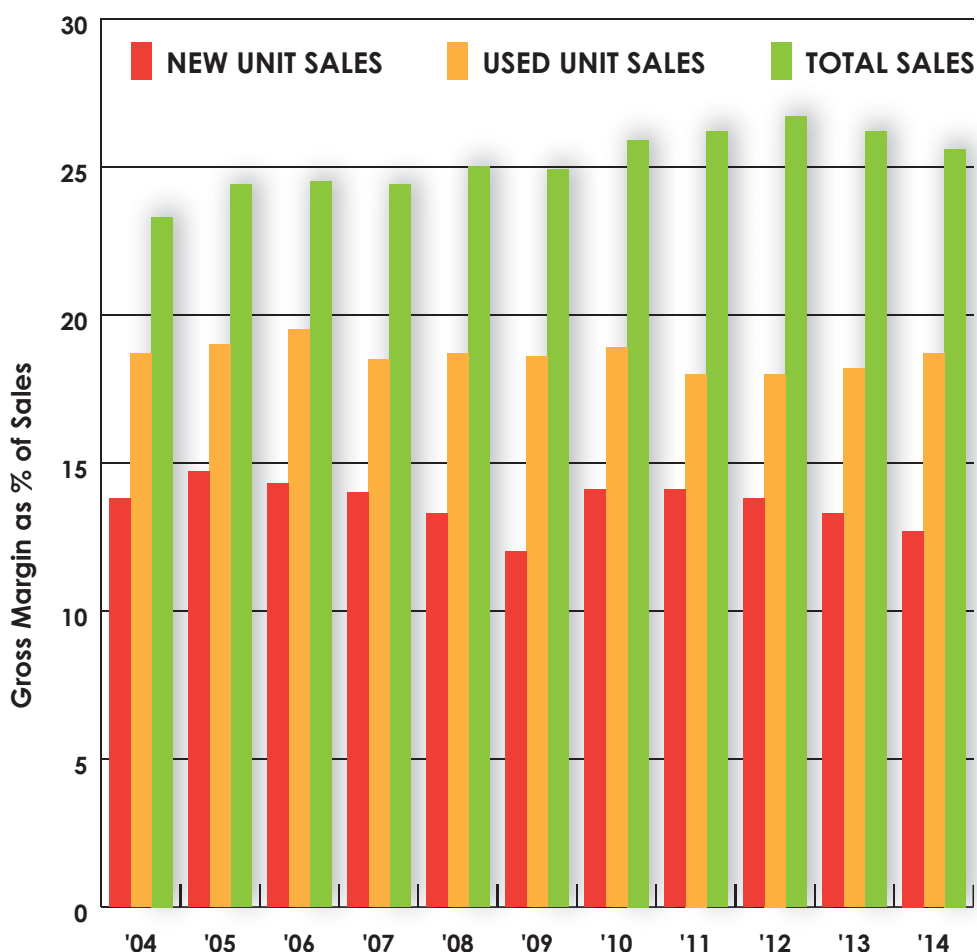
Source: Spader Business Management

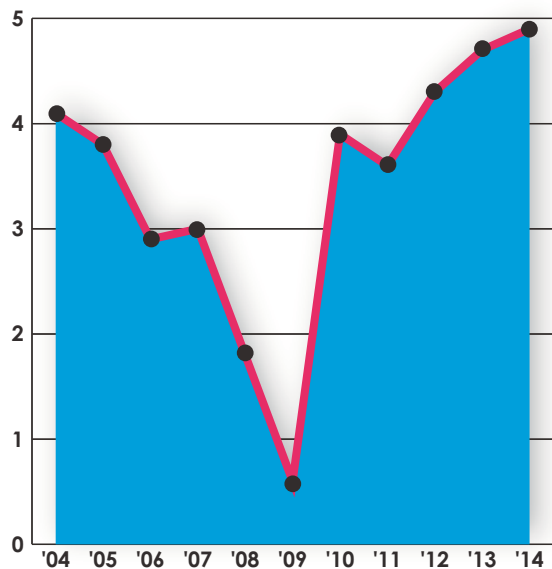
Analysis by Jeff Kurowski

Is your dealership as profitable as it should be? For some insight, compare your margins and expense ratios with other dealers around the country. This annual benchmarking section of *RV Executive Today* provides a point of reference on some important areas of dealership operations. The data is based on dealer-reported information and is an average, not a scientific study of all dealers.

Used Sales an Important Part of Dealership Revenue

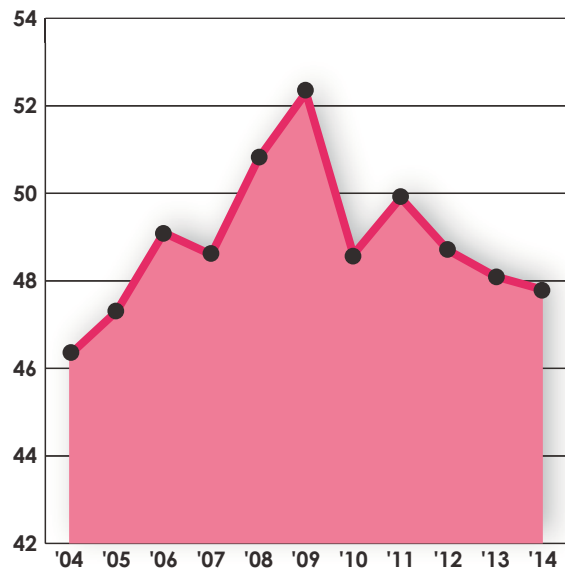
The gross margin on used unit sales in 2014 climbed 0.5 percent to 18.7 percent, its highest level since 2010. The gross margin on total sales (from all dealership departments) was 25.6 percent in 2014, down 0.6 percent from 2013.





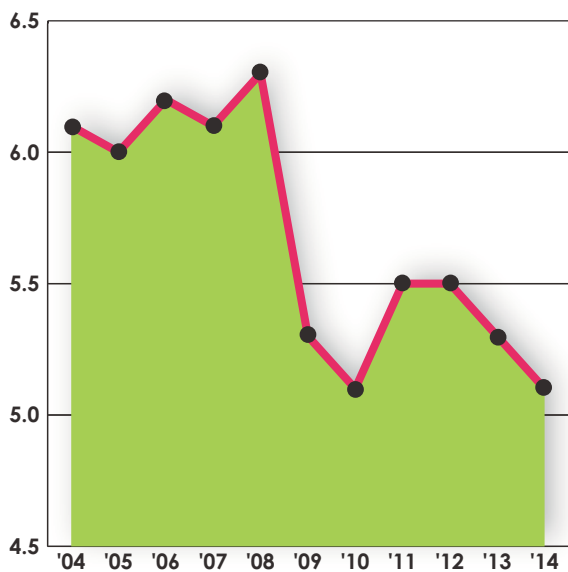
Net Profit as % of Sales

Net profit as a percentage of sales showed modest improvement in 2014, reaching 4.9 percent, compared with 4.7 percent for reporting dealers in 2013. Last year's net profit as a percentage of sales was the highest in more than 10 years.



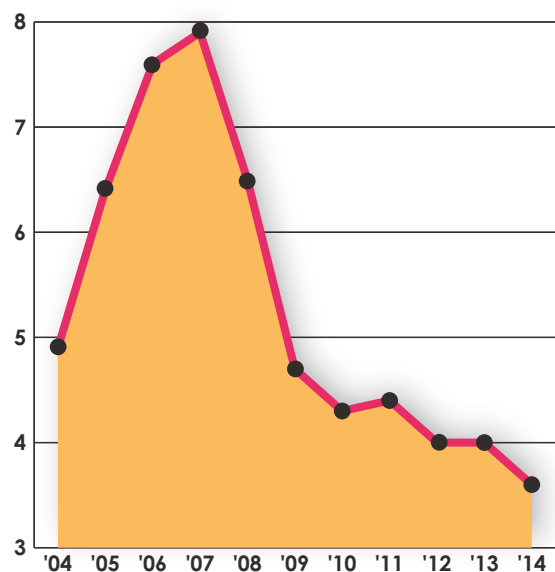
Personnel Expenses as % of Gross Margin

Personnel expenses (salaries, benefits, and other employment costs) as a percentage of gross margin declined to 47.8 percent in 2014 from 48.1 percent in 2013. Personnel costs as a percentage of gross margin have trended down for the past three years and are lower than they've been since 2005.



Advertising Expenses as % of Gross Margin

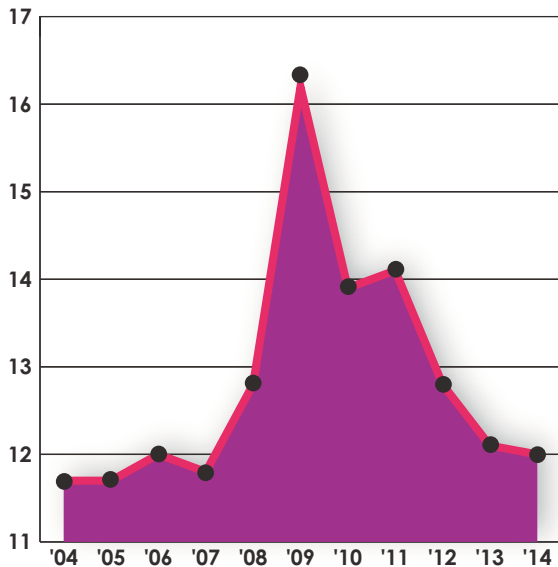
Advertising spending dipped slightly to 5.1 percent of gross margin in 2014, compared to 5.3 percent in 2013. Advertising expenses as a percent of gross margin are at the lowest point since 2010.



Floor Plan Interest Expense as % of Gross Margin

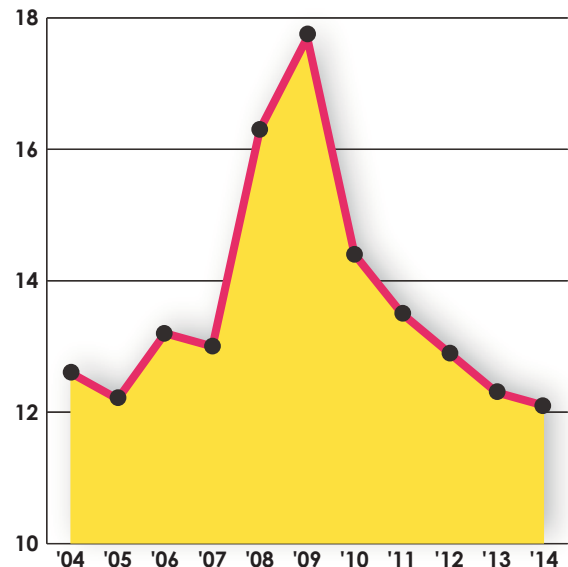
The often volatile measure of floor plan interest expense as a percentage of gross margin declined again between 2013 and 2014. It was 3.6 percent in 2014, a relatively sharp decline from 4.0 percent in 2012 and 2013. In 2014, floor plan interest as a percent of gross margin was less than half of what it was during the pre-recession year of 2007, when it was 7.9 percent.

continued on page 12



Semi-Fixed Expenses as % of Gross Margin

Other variable expenses, or costs that rise and fall depending on the amount of business occurring, inched down in 2014 to 12.0 percent of gross margin, compared with 12.1 percent in 2013.



Fixed Expenses as % of Gross Margin

Fixed expenses (mortgage and lease costs and expenses such as property taxes) as a percentage of gross margin slipped down to 12.1 percent in 2014, the lowest it's been in more than 10 years.



* CONSUMER IS 90% OF INTERNET USERS

ONLY \$4 PER 1,000 IMPRESSIONS

RVT.com/remarketing

1-800-282-2183 x.710

Spring Quarter RV Retail Trends Are “Encouraging”

By Jeff Kurowski

RV dealers reported some inventory expansion at the end of April but overall, as investment firm Robert W. Baird & Co. reports, motorhome and towable retail trends are “encouraging.”

Baird surveyed dealers during February through April in partnership with RVDA.

Dealers who responded to Baird’s survey reported that their motorhome retail sales were up “mid-teens percent,” while towable sales were up 12 to 14 percent during the February-through-April period. This was reflected in improved dealer inventory comfort levels for motorhomes and towables. Sixty-eight percent of dealers said their towable inventories were “just right,” compared with 47 percent who felt their towable inventories were “just right” during the previous November-through-January survey period.

In the case of motorhomes, 33 percent of dealers believed their inventories were too high during the February-through-April period, while 44 percent felt they were too high during the November-through-January period.

As one dealer said, “We’ve seen a more than 30 percent increase in sales and expect we’ll end the year with about a 20 percent increase.”

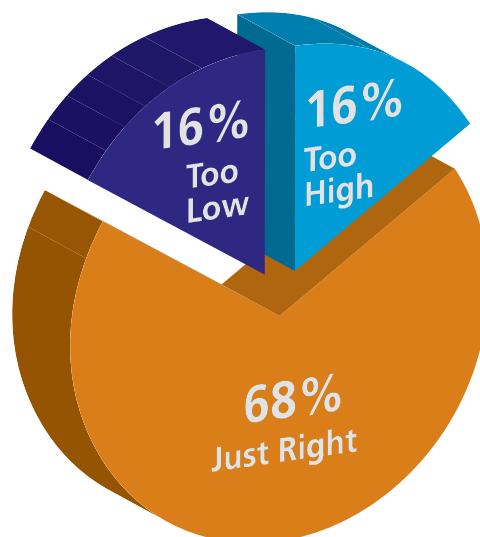
However, other dealers expressed some caution. “Lot traffic has dropped by a fairly large percentage in April over what we had seen in February and March,” said one respondent. “Sales are strong, but we’re just not getting the normal April lot traffic rush.”

Other dealers said that poor product quality and cumbersome warranty claims processing, among other things, are bigger long-term challenges facing the RV industry than its seasonal buying cycles.

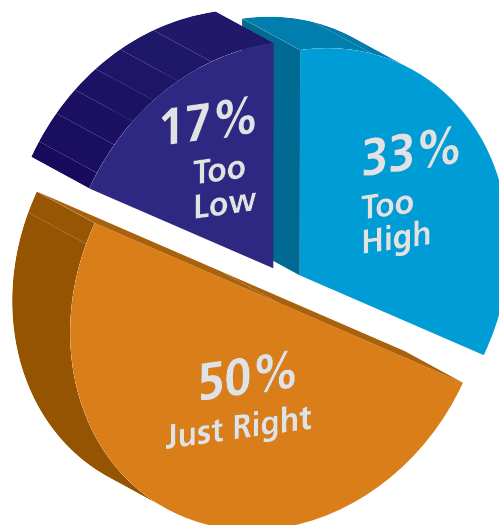
Other highlights of the Baird survey:

- Dealers’ days supply of towable RVs was 99 days during the February-through-April period, down from 116 days a year earlier. “On a days basis, towable inventory levels appear appropriate,” according to Baird.
- The days supply of motorhomes was 141 during the spring period, well above last year’s 110 days. However, Baird believes this higher motorhome inventory level remained in the “normal” range, although it also suggests that “order growth should slow now that dealers have sufficient inventory.”
- Sixteen percent of dealers responding to the Baird survey felt their towable inventories were too high as of late April, while another 16 percent believed they were too low.
- Fifty percent of dealers said their motorhome inventories were just right as of late April, while 17 percent believed they were too low.

Towable RV Inventory Comfort Level



Motorhome Inventory Comfort Level



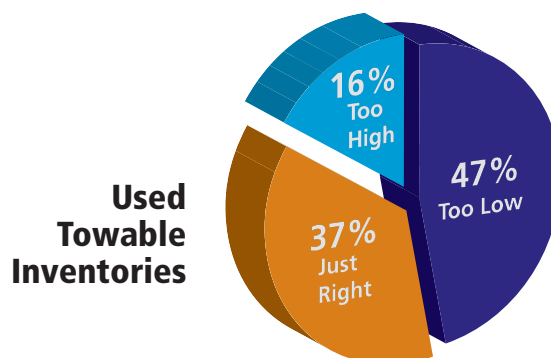
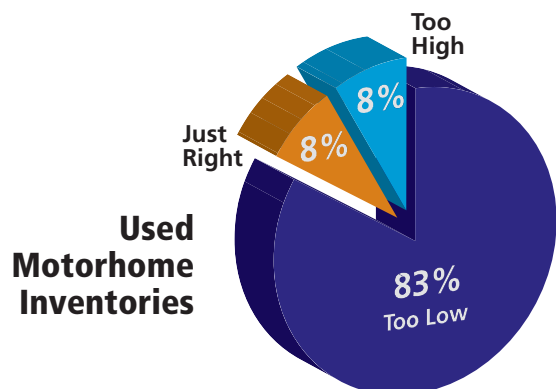
*Charts may not total 100% due to rounding.

continued on page 14

continued from page 13

- Used motorhome inventories were “lean,” according to Baird; some 83 percent of dealers responding to the survey said their pre-owned motorhome inventories were too low.
- Used towable inventories were “lean to balanced,” according to Baird, since 47 percent of dealers said their pre-owned towable inventories were too low and 16 percent said they were too high.

- Sixty-six percent of dealers said promotional activity by towable RV manufacturers hasn't changed significantly from the same period last year. Another 19 percent felt towable builders' promotional activities were lower than a year-ago, and 15 percent said they were higher.
- Sixty-three percent of dealers reported promotional activity by motorhome builders had not changed significantly from a year earlier. Another 21 percent believed motorhome manufacturers were less aggressive, and 16 percent felt they were being more aggressive. ■



*Charts may not total 100% due to rounding.

Before you measure twice and cut once, learn to read the ruler.

Nothing flashy here, just some sensible business strategies that took us a few decades to master. At Spader we use practical tools, workshops, and consulting programs to help you transform your business in astonishing ways.

Visit Spader20.com and let's get to work.



5 YEARS AHEAD, JUST LIKE OLD TIMES.



Improving ROI on Third-Party Site Spends

By Drew Clifton

There's a strong possibility that you're leaving some serious money on those RV dinette tables, at least when it comes to your use of third-party channels. Here's how to recapture that money, making better use of third-party lead sites.

Advertising and marketing reps like to say that, particularly with high-ticket items such as RVs, "If you make just one sale as a result of this ad/package/campaign, the service will more than pay for itself."

And it's true – the profit generated by the sale of just one motorhome, or even a high-end trailer, could potentially pay for a whole year's worth of third-party inventory listings.

Here's what well-executed third-party website advertising looks like – all of your inventory, openly listed on one or more highly focused, highly active marketplaces. Your brand name, logo, phone number, physical address, website link and other important information gets seen by thousands of new, highly qualified people.

And you can also include other powerful perks, such as video ads, on every listing, which can be used to add even more valuable messaging and branding opportunities within them. These video ads have really high click-through rates and can be quite cost-effective.

How important are third-party sites to buyers? Data tends to be inferential, coming from our cousins in the automotive industry. A 2014 cars.com study found that half of the 1,000 recent car buyers and shoppers it interviewed said independent research sites were the most influential online source for the information they gathered during their shopping journeys. Following close behind were search engines, automaker websites and dealership websites.

Low Cost

The value of third-party sites gets downplayed, in part because the cost is just low enough that client expectations are low – and so the amount of time and energy that clients spend working with them also stays low.

The methods for getting more ROI out of these third-party sites are simple but require leadership to get on board in order to realize more direct sales from this channel. Get it right, and your inventory will be found in more places; you'll be using the third-party sites closer to their full potential.

One of the biggest problems is your ability to get the vital information about your inventory out of your

file folders, off the desks, out of the computer hard drives, and into the third-party sites.

Third-party RV sites are unique. If designed well, they're set up to display and filter data on many facets of an RV. The sites thrive on data, eating it up and spitting it out in thousands of permutations. The data explodes into many thousands of web pages – thousands of which get indexed in Google and are found by millions of people every month.

Get Your Data In

The third-party RV site has a database with special information fields for each facet of an RV model. You must tell the site what the piece of data is (for example, the number of slide outs a unit has), using the correct data field. It's not sufficient to just put that information in the unit's description or to take a photo of the extended slide outs. The site can't infer this information by the year/make/model/floor plan info you send.

Think of it this way: If a data field isn't filled, that missing field will never bring you any sales. The great thing is that these fields don't change that often. You can set it up, field by field, once, and then leverage that one-time effort to list hundreds, or even thousands of RVs, more effectively.

"The great thing is that these data fields don't change that often. You can set it up, field by field, once, and then leverage that one-time effort to list hundreds, or even thousands of RVs, more effectively."

continued on page 16

Third-party sites have information fields for each facet of an RV model. Make sure you fill in every field every time – a missing field will never bring you any sales.



I need to stress that it's not the third-party site's responsibility to make sure you're sending it every data field – it's yours. To do that, you must make sure you can get all the data to the provider, and you need to

put pressure on your data provider to make sure they're sending all the right stuff to the third-party listing services. If they can't do it for you, find someone else.

Remember that some third-party services provide more data fields than others; make sure you use all of them.

Don't expect the third-party site to pressure the data provider – that can cause the provider to push back against the third-party site. I've even seen providers threaten to discontinue service, although this is probably atypical. Exert your power as a paying customer and insist that you need

to get connected with the third-party site. If they don't comply, go somewhere else – it's your sales they're hindering, not theirs.

Once you're connected, ensure that you're filling out every field for every unit, every time, and test to see if what you thought you set up is actually working.

Don't expect your sales to automatically skyrocket. This is a process to make sure you're missing fewer sales opportunities. There are other factors that affect your sales, including:

- **Your inventory:** Is it what people are already looking for? Remember, you don't have the same sway over customers as you do in person on the lot to present different options.
- **Your location:** Traffic and leads vary from region to region. You may need to find ways to pull in customers from surrounding areas, including additional paid advertising upgrade campaigns on third-party sites.
- **Your competition:** In this medium, the competition is just a click.
- **Time:** Don't expect overnight results, especially when there are so many ways to improve. Fixing one thing doesn't mean you're done. Get started on the other six things you can do to optimize ROI.
- **Support:** Work with the third-party sites and use their first-hand advice. If they lack a feature

you think is important, say so. You just might get it pushed through, especially if others are asking for the same thing.

- **The overall excellence of your brand:**

Top-quality photos and video (not photo montages) can separate you from the competition. And emphasize the care and attention you provide to your customers.

- **Your lead handling capacity:** Some 41 percent of consumers report that their inquiry wasn't followed up within 48 hours. Leads go cold fast. You simply must follow up within an hour to keep that lead hot. The particular vehicle consumers inquire about isn't the only concern here – it's that you're going to be the one helping them make their final purchase decision.

- **Your tracking capabilities:** Have a separate phone number for each third-party site so you can attribute sales. And connect web analytics data to your offline purchase funnel. Finally, collect referral data from as many sources as possible, including telephone, walk-in, and website. Everyone at the dealership should inquire, "How did you hear about us?"

Third-party sites can be an excellent value with the potential for achieving high ROI, but the dealer must feed them the right stuff. The sites can't make up missing data about your inventory, so they're forced to leave it blank, which leaves your inventory out of many web pages.

Get yourself properly connected to every available data field that the service offers. Once connected, be obsessive about ensuring that the data is accurate. The spelling needs to be correct, the values need to be of the right data type ("4" not "four"), and extra promotional copy cannot be added to fields ("BHFL29 – FOUR SLIDES BIG DISCOUNT TWO OWNERS ONE WEEKEND ONLY!!"). The service can't make sense of this, and you'll be left out of appearing on the proper page for that filter.

Also, consider every available advertising upgrade offered by the third-party site – there are opportunities to get in front of more shoppers and drive more website traffic. Not every upgrade may be the right move, but some can give powerful leverage. Ask for free trial periods on upgrade packages, as well as special bundle discounts.

Drew Clifton is a digital marketing consultant and practitioner. He has collaborated with the online RV marketplace RVT.com and written articles for RVAdvertiser.com. ■



"Leads go cold fast. You simply must follow up within one hour to keep that lead hot."

Seven Habits of Highly Successful RV Dealers

By Hardee McAlhaney

Good business practices are a hallmark of successful businesses. Even without looking at “the numbers,” consultants can usually sense if a dealership has a sound foundation just by discussions with its management team. Here are seven habits I routinely find in highly successful RV dealers.

1 They're always striving for the right management team. The saying “A chain is no stronger than its weakest link” is especially true for RV dealerships, where all departments are interdependent. A weak link in the management chain not only holds back the performance of all departments, but it also creates discontent and apathy. Highly successful dealers constantly focus on recruiting, hiring, and training the right team. In fact, creating the right team is viewed by highly successful dealers as their single most important task for short- and long-term success.

2 They empower their team. The management team is the dealership's primary income generator. Principals, general managers, and controllers are the primary managers of expenses. Highly successful dealers give their managers the authority to react to opportunities to generate higher income and higher gross profits. This empowerment in turn obligates the managers to achieve established revenue and gross profit goals. Successful dealers chal-

lenge their team to achieve results and arm them with the tools to do so.

3 They establish and communicate clear, achievable goals. Managers need to know the goals they're expected to reach. Highly successful dealers have their team participate in setting those goals. This practice shifts the team's mindset from what the owner expects to what the managers themselves commit to achieve. Managers take ownership of the goals and become invested in the outcome when they participate in setting the goals. Highly successful dealers involve their team in the establishment of achievable and clearly communicated goals.

4 They hold regular managers' meetings. Highly successful dealers regularly hold managers' meetings to insure consistent communication between managers and top management. And they insist that meetings happen, not just at the managerial level, but also at the departmental level. Highly successful dealers communicate with all employees at some time in the management process.



5 They acknowledge and reward performance. They understand that they need motivated employees for the dealership to be successful. Acknowledging success and rewarding performance are always practices of highly successful businesses. Monetary rewards and employee recognition in front of peers are always good business practices.

know that earning respect is an ongoing requirement. Leaders honor their commitments, treat their employees with respect, and don't criticize employees in front of their peers. Leaders are patient, understanding, and maintain a high level of integrity. Leaders accept responsibility for their actions and, above all, are decisive.

6 They manage by the numbers. Successful dealers look for trends in the data they collect, and they use analysis to make key decisions. They rarely ignore the numbers and go on “gut feelings.” They don't view “hope” as a business strategy.

7 They lead their team. Highly successful RV dealers lead their team by setting the example. They

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

Are Your Social Media Promotions Violating FTC Rules?

By Brett Richardson and Mary Anne Shreve

The Federal Trade Commission is investigating social media promotions for signs of unfair and deceptive advertising. It recently warned two companies that their special promotions on Pinterest and Twitter, which they were using to generate consumer endorsements for their products, violated truth-in-advertising guidelines.

If your dealership sponsors social media promotions for the purpose of generating consumer endorsements, you need to make sure the promotions comply with the FTC's disclosure and truth-in-advertising guidelines.

Shoe company walked into trouble

It's pretty clear that when a celebrity touts the benefits of a product or service, he or she is probably being paid for the endorsement. With other endorsements, though, it's not always apparent that they've been solicited. If that fact isn't properly disclosed, retailers can get into trouble.

The FTC recently slapped shoe retailer Cole Haan for its "Wandering Sole" social media contest on Pinterest and Twitter. In exchange for an entry into a sweepstakes awarding a \$1,000 shopping spree, contestants were asked to pin five images from Cole Haan's Pinterest board, plus their "favorite places to wander" images. Contestants were to include the #WanderingSole hashtag in every pin. The most creative pin won the shopping spree.

The FTC warned the company that its sweepstakes rewarded contestants for endorsing the company's products but failed to disclose that fact to other consumers. Other Pinterest and Twitter users could wrongly assume that the pins were being placed by objective third parties, when in fact the contestants had actually received something for their endorsements.

A customer endorsement must be from an actual, bona fide user of the endorsed product or service.



PlayStation promotion was no game

The FTC brought a similar case against Sony's advertising firm, Deutsch LA, which was promoting Sony's PlayStation Vita handheld gaming console on Twitter. An assistant account executive asked Deutsch LA employees to use their personal Twitter accounts to post positive comments about the console, using the same "#gamechanger" hashtag. The FTC said the employees' tweets were deceptive because they looked like endorsements from actual console users and failed to disclose their connection to Deutsch LA and Sony.

These cases make it clear that the FTC's ban on "unfair or deceptive acts or practices" extends to the use of endorsements and testimonials in advertising. The agency defines an endorsement as an advertising message that consumers are likely to believe reflects "the opinions, beliefs, findings, or experiences of a party other than the sponsoring advertiser." According to FTC guidelines, a customer endorsement must be from an actual, bona fide user of the endorsed product or service.

Also, if there's a connection between the endorser and the advertiser that consumers wouldn't reasonably expect – such as payments, considerations, or employment relationships – then that connection must be clearly and conspicuously disclosed. Because this information is likely to affect the endorsement's credibility with consumers, failing to disclose it is deceptive.

Unfortunately, the FTC hasn't yet provided clear-cut guidance on how to handle product promotions that award incentives to the contestants, such as Cole Haan's "Wandering Sole" campaign. However, requiring entrants to use a hashtag containing the term "contest" or "sweepstakes" (e.g., #RVDealerContest) should provide sufficient disclosure. In a slightly different advertising venue, the FTC has said that disclosures such as "#ad" and "#sponsored" are sufficient to disclose an incentivized relationship in certain social media postings. ■

A large white Twitter bird logo is shown against a blue background.

Using disclosures such as "#ad" and "#sponsored" are sufficient to disclose an incentivized relationship in certain social media postings.

That First Time...

How Do People Experience RVing That First Time?

Renting, That's How!

**You rent 'em,
We insure 'em**

**Rental Insurance
Since 1978**

MBA
INSURANCE
net

Call MBA for your rental quote **1-800-622-2201** www.MBAinsurance.net

Hiring an Intern – Legally

By KPA

Taking on interns used to be a straightforward process, but today there are a few pitfalls you need to avoid to stay out of trouble with the Department of Labor. Is the intern performing work you would normally pay someone to do? Is he or she categorized as an “employee” or a “trainee” as defined under the law? These are issues that can land you with a lawsuit.

Many interns are defined as employees and are required to be paid at least minimum wage under the Fair Labor Standards Act. Internships can only be unpaid in certain circumstances. All of the following must apply for an unpaid internship:

- The intern job and training description, even though it relates to the operation of the dealership, must be similar to what would be given in a vocational school.
- The training must be to the benefit of the intern and his or her education.



- The intern must not displace regular paid employees.
- The intern must work under close supervision of a regular dealership employee.
- The intern’s employer must not receive any immediate benefit or advantages from the intern’s activities. This means that if the intern is performing routine work for the business on a regular basis (such as filing, clerical work, or assisting customers), then the dealership is, in fact, benefiting and could not exclude the intern from minimum wage. However, if the internship program is structured around a classroom or academic experience as opposed to the employer’s actual operations, the internship will more likely be viewed as an extension of the individual’s educational experience and will have a better chance of exclusion from the minimum wage.
- The intern is not necessarily entitled to a paid position at the completion of the internship position.
- The employer and intern must mutually understand that the intern isn’t entitled to wages in relation to the internship.

Even if an intern is earning class credit for the internship, he or she must be paid if all of the above criteria aren’t met.

RVDA associate member KPA provides HR management software for auto, truck, agricultural /heavy equipment, motorcycle, and RV dealers. For information, contact KPA at info@kpaonline.com or (800) 853-9659. ■

NEW HIRE TRAINING

FROM THE #1 RV SALES TRAINING COMPANY IN NORTH AMERICA



Kick start your new hires and keep them from burning up!

This workbook and textbook package is designed for their first 20 days of employment. It includes daily assignments, required reading, online videos and supervisor reviews.

**Regularly \$500
Now Only \$50***

**Get RV Specific Training
That Works With Your Schedule**

Unlimited Training Online 24/7 RV Specific Courses

**Increase your company's productivity
with daily online training at
www.sobeluniversity.com
253-565-2577**



*\$50 applicable for dealers on contract.
Contracts start as low as \$250/month. Call for details.

Beat Killer Heat

Stay cool, and no one gets an OSHA citation

By KPA

Did you know that heat is the number one weather-related killer? Although workplace heat stress has no specific standard in many states, OSHA has begun to aggressively inspect for heat-related issues. This is especially true in states like California, where updated standards regarding heat illness are about to go into effect.

Employers need to plan how to protect their employees from heat stress as well as protect themselves from costly citations and litigation.

Too much heat can compromise a body's cooling system, resulting in dehydration, cramps, exhaustion, and in some cases, fatal heat stroke. The risk of heat stress varies from person to person, which makes maintaining a safe work place even more challenging.

Factors can include physical condition, temperature, humidity, clothing, pace of work, and environmental conditions. Heat stress is particularly prevalent in repair facilities that don't have air conditioning.

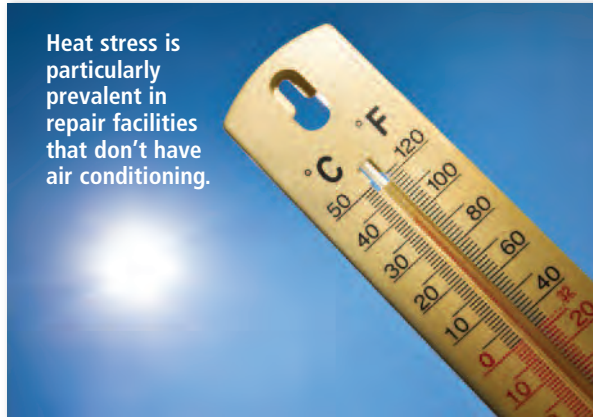
OSHA encourages employers to create a heat stress program and is attempting to regulate activities that carry a risk of heat stress. A violation may occur when employees have been working in hot environments and employers are aware of the risks but haven't taken adequate steps to protect their workers from the heat.

PROTECT YOUR EMPLOYEES:

- Provide adequate water, rest, and shade.
- Acclimate new employees and current employees who are returning from an extended time away.
- Implement a work-and-rest schedule.
- Provide a climate controlled area for cool down.
- Train temporary employees on the risk of heat stress and acclimate them to the environment.

OSHA may cite an employer if prompt remedial action isn't taken when an employee falls ill with heat stress. So, to protect your employees and yourself, establish responses and procedures for heat-related emergencies. And train your staff on the signs and symptoms.

RVDA associate member KPA provides environment and safety services for dealers. For more information, email info@kpaonline.com or call (800) 853-9659. ■



Warning Signs of Heat Illness

From the Centers for Disease Control and Prevention

Muscle cramping can be the first sign of heat-related illness and can lead to heat exhaustion or stroke. Here's how to recognize them and what to do:

HEAT EXHAUSTION

- Heavy sweating
- Weakness
- Cold, pale, and clammy skin
- Fast, weak pulse
- Nausea or vomiting
- Fainting

What You Should Do:

- Move to a cooler location.
- Lie down and loosen your clothing.
- Apply cool, wet cloths to as much of your body as possible.
- Sip water.
- If you have vomited and it continues, seek medical attention immediately.

HEAT STROKE

- High body temperature (above 103°F)
- Hot, red, dry or moist skin
- Rapid and strong pulse
- Possible unconsciousness

What You Should Do:

- Call 911 immediately – this is a medical emergency.
- Move the person to a cooler environment.
- Reduce the person's body temperature with cool cloths or even a bath.
- Do NOT give fluids.

LEARN HOW TO **STAND OUT** FROM YOUR COMPETITORS!

Get your Passport to Excellence: Education and Training



An educated, well-trained staff sets your dealership apart from the competition and wins over more customers with its professionalism. RVDA's convention/expo, slated for Nov. 2-6 at Bally's in Las Vegas, offers a week's worth of training opportunities for virtually every dealership employee. Here's just some of what you'll find:

- Streamlined education sessions with new speakers
- Wi-Fi equipped dealer lounge
- Free smartphone app for convention schedule planning

- Vendor Training +Plus sessions on Monday and Tuesday
- Workshops and reception for up-and-coming young RV executives
- Society of Certified RV Professionals education recognition and networking



2015 PARTNERS



GE Capital



Presented by:



Follow the conversation on:



FOR MORE INFO VISIT
WWW.RVDA.ORG/CONVENTION
AND REGISTER TODAY!



DEALER REGISTRATION FORM

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

Company Name _____
 Phone _____ Fax _____
 Address _____
 City _____ State/Prov _____ Zip/PC _____
 Email _____



Nov. 2-6, 2015
 Bally's on the Las Vegas Strip

2. Registration Fees:

First registrant locks in today's lowest rate for all future dealership personnel!	Early Bird Thru 6/30	Advanced 7/1 - 8/31	Regular After 8/31	Amount
First Registrant – includes Vendor Training +Plus, a \$205 value!	\$599	\$659	\$919	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>				

Second Registrant – includes Vendor Training +Plus, a \$205 value!	\$549	\$639	\$919	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>				

Third Registrant – includes Vendor Training +Plus, a \$205 value!	\$549	\$639	\$919	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>				

Fourth Registrant – includes Vendor Training +Plus, a \$205 value!	\$549	\$639	\$919	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>				

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

VENDOR TRAINING +Plus ONLY	Dealership must have one full convention registrant to bring additional employees JUST for Vendor Training +Plus. The cost is \$205 per person and includes Vendor Training +Plus training on Monday, Nov. 2 and Tuesday, Nov. 3, and Tuesday's reception in the Expo. Photocopy this form to add more registrants for Vendor Training +Plus.
Name _____ Badge First Name _____ Email _____	\$
Name _____ Badge First Name _____ Email _____	\$

3. Payment Information:

<input type="checkbox"/> Full Amount or <input type="checkbox"/> 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.	<input type="checkbox"/> Check enclosed Charge my: <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> Amex <input type="checkbox"/> Discover
Name on Card _____ Card # _____ Expires _____ Security Code _____	
Billing Address _____ City _____ State/Prov _____ Zip/PC _____	
	TOTAL \$

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, Ste. 145, 11331 Coppersmith Way, Richmond, BC V7A 5J9 • (604) 718-6325 • Fax: (604) 204-0154 • www.rvda.ca

CANCELLATION / REFUND POLICY: All cancellations must be in writing and received by August 31, 2015, to qualify for a refund. A \$50 administrative fee will be deducted from each refund request received by July 31, 2015. A \$100 administrative fee will be deducted from each refund request received between August 1, 2015 and August 31, 2015. No refunds will be made after August 31, 2015. *The Mike Molino RV Learning Center is a tax-exempt organization as described in section 501(c)(3) of the Internal Revenue Code. Contributions may be tax deductible as charitable donations.

New 11th 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 11th Edition of the Service Management Guide offers extensive updates and additions provided by dealers, service managers, and technicians.
- Service Check Sheets provide a valuable reference for service managers and technicians.
- A great tool for working with extended service contracts.
- Available in 2 formats: printed on durable cardstock paper with a 3-ring binder, and as a searchable pdf document on 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 **\$175**
Non-Members: **\$350**
Members save \$175!

Manual **and** CD-ROM:
RVDA Members **\$290**
Non-Members: **\$585**
Members save \$295!

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

New 11th Edition Service Management Guide (Flat Rate Manual)

Name: _____

Company Name: _____

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

Phone: _____ Fax: _____ E-mail: _____

☐ RVDA Member ☐ Non-RVDA Member I'd like to order the: ☐ Manual: _____ copies ☐ CD-ROM: _____ copies

Total Amount \$ _____

PAYMENT METHOD (Please check one)

☐ Check enclosed (payable to the Mike Molino RV Learning Center) ☐ Send an invoice (members only)

Credit Card: ☐ Visa ☐ MasterCard ☐ Amex ☐ Discover

Card Number: _____ Security Code: _____ Expires: _____

Name on Card: _____ Signature: _____

Billing Address: _____ Billing Zip: _____

ASSOCIATE MEMBERS THAT PROVIDE ACCOUNTING & CONSULTING SERVICES

ACCOUNTING

Rehmann

1500 W Big Beaver Road
Second Floor
Troy, MI
Phone: (248) 952-5000
www.rehmann.com
valerie.glaeser@rehmann.com

CONSULTING

RV Inspection Connection

110 Tulaka Blvd
Heber Springs, AR
Phone: (800) 628-1455
www.rvinspection.com
info@rvinspection.com

Omnia Group, The

1501 West Cleveland Street, #300
Tampa, FL
Phone: (813) 254-9449
www.omniagroup.com
carletta@omniagroup.com

Customer Service Intelligence Inc.

PO Box 2694
Crystal Lake, IL
Phone: (847) 639-5700
www.telcsi.com
sales@telcsi.com

Kelly Enterprises

PO Box 821665
Vancouver, WA
Phone: (800) 336-4275
www.jlkelly.com
info@jlkelly.com

Spader Business Management

PO Box 2820
Sioux Falls, SD
Phone: (605) 339-3616
www.spader.com
info@spader.com

RV EDUCATION 101

150 Bay Ridge Road
Harrells, NC
Phone: (910) 484-7615
www.rveducation101.com
mark@rveducation101.com

Marzahn & King Consulting Inc.

1064 Laskin Road Ste 13C
Virginia Beach, VA
Phone: (757) 227-6646
www.marzahnandking.com
sales@marzahnandking.com

RV DealerPro Training

1020 Taylor Station Road, Suite B
Gahanna, OH
Phone: (614) 471-8300
www.dealerprotraining.com
dreed@dealerprotraining.com

A World of Training

4523 River Close Blvd
Valrico, FL
Phone: (866) 238-9796
www.aworldoftraining.com
mrees@aworldoftraining.com

Fribley Technical Services Inc.

58194 Andrew Dr
Goshen, IN
Phone: (574) 533-5508
tfribley@maplenet.net

Recreational Vehicle Service Academy

1012 10th Street East
Palmetto, FL
Phone: (941) 722-5256
www.rvsa.net
rvsa@tampabay.rr.com

McAlhaney Consulting LLC

5357 Chiswick Circle
Orlando, FL
Phone: (321) 689-9238
hm@mcalthaneyconsulting.com

KPA

1380 Forest Park Circle Ste 140
Lafayette, CO
Phone: (303) 228-2387
www.kpaonline.com
ccreuziger@kpaonline.com

Sobel University

PO Box 65002
University Place, WA
Phone: (253) 565-2577
www.sobeluniversity.com
news@sobeluniversity.com

Blum Shapiro

W Hartford, CT
Phone: (860) 570-6492
www.blumshapiro.com
rparmelee@blumshapiro.com

DTC Retail Consulting Inc.

PO Box 49277
Jacksonville Beach, FL
Phone: (803) 917-9991
www.dtcetailconsulting.com
don@dtetailconsulting.com

The Advantage Repurchase Program *Proven To Increase Service Contract Sales*



It Takes Just Two Statements:

**"With a Service Contract You're Protected
If You Experience A Mechanical Failure!"**

or

**"Your Money Back If You Never Use
Your Service Contract!"**

With the Advantage Repurchase Program it's that Easy!

- ✓ Helping dealers sell more Service Contracts for 14 plus years
- ✓ Millions in Buy Backs paid - with thousands of repeat sales
- ✓ Insured by Lloyd's
- ✓ Reserves held in U.S. Banks
- ✓ References Available



The Advantage - a product of the Wildfire Group,
offering products to the industry for over 22 years.

For more information Call (877) 973-4321 or visit www.wildfireaftermarket.com

GET ON BOARD WITH GO RVING!

Away

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

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

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

Here are the highlights:

Leads – Plus Program

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

Digital RV Image Library Pictures on GoRVing.com

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

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

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

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

Please enroll _____ dealership(s) at **\$250** each.
Make checks payable to RVDA. ☐ Check here for leads delivered by U.S. mail.
Credit card (circle): VISA MC DISCOVER AMEX
Credit card #: _____ Exp. date: _____
Cardholder: _____ Security code: _____
Signature: _____

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



Go RVing Hits the Road this Summer

Edited by RVDA staff

Go RVing's special-event marketing efforts are shifting into high gear with the approach of the summer travel season, bringing a hands-on RV experience to thousands of consumers in the campaign's target market.

Country Living Fairs

Renewing a successful two-year partnership, Go RVing is teaming up with Country Living to have a significant RVing presence at Country Living Fairs this summer and early fall. The April kickoff event took place in Nashville, where Go RVing had two RVs on display – a Starcraft AR-ONE MAXX travel trailer and a Riverside RV Retro 177 travel trailer. More than 2,200 consumers toured the RVs during the fair.

In addition to the RVs, Go RVing sponsored seminars presented by the Sisters on the Fly group. The “How-To Chats” took place around the Go RVing fire pit and included “Organizing Your Trailer,” “Towing and Safety,” and “Dutch Oven Cooking.”

Go RVing will have displays at upcoming Country Living Fairs in Rhinebeck, NY in June; Columbus, OH, in September; and Atlanta in October.

Go RVing & LPGA

Go RVing is promoting RV travel and camping at two LPGA tour stops this spring with RVs displayed on the golf course.

The first event was at the North Texas Shootout at the Las Colinas Country Club in Dallas from April 30 to May 3 and featured a Newmar Ventana motorhome and a Roadtrek RS Adventurous motorhome provided by RVDA member National Indoor RV Center of Dallas. The vehicles were loaned to Go RVing with the assistance of the Texas RV Association (TRVA). Nearly 2,000 golf fans toured the RVs at the event.

A Forest River Georgetown Class A motorhome and a Thor Chateau Class C motorhome were also showcased at the Kingsmill Championship last month at the Kingsmill Resort in Williamsburg, VA. These units are being provided by RVDA member Dodd RV of the Peninsula in Yorktown, VA.

Over the past two years, experiential marketing has become an important element in Go RVing's efforts to reach consumers in the campaign's target market. Go RVing works with media partners such as *Sports Illustrated*, *Garden & Gun*, *Country Living*, *Outside* and *LiveNation* to showcase RV travel and camping at fairs, festivals and sporting venues that draw large crowds.

After last year's tremendous success, during which more than 50,000 people were introduced to RVing, Go RVing expanded the program for 2015.



Go RVing organized an RV display for families at the LPGA's North Texas Shootout in Dallas.

In addition to the events above, Go RVing also has displays at:

- **The Dominion Riverrock** in Brown's Island, VA, and the **GoPro Mountain Games** from June 4-7 in Vail, CO, as part of the media buy with *Outside*
- **Coastal Living's Seaside Events** this summer (*locations and dates to be determined*)
- **The Iowa State Fair** from August 15-16 in Des Moines, IA, through a partnership with *Family Fun*
- **Jamboree in the Hills** in Belmont, OH, from July 16-19 in conjunction with LiveNation, as well as another country music festival to be determined with CMT in June or July
- **The Wild Georgia Shrimp Festival** from September 19-20 in Jekyll Island, GA, in affiliation with *Southern Living*. ■



Golf fans have some fun and check out RVs at the Go RVing display during the LPGA's Kingsmill Championship last month.



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

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

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, 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.

TECHNICIAN CAREER LADDER

MASTER CERTIFIED TECHNICIAN

Master Score on Test



Certified Technician

Certification Test



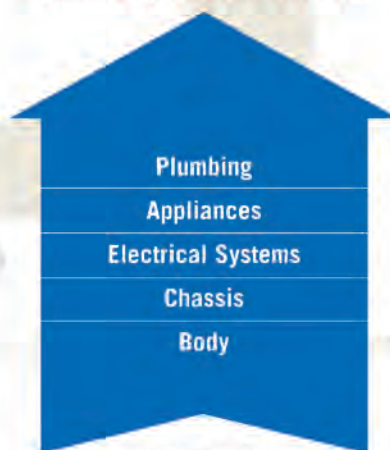
Optional Paths



Registered Technician

Technician
Certification Candidate

Certified Specialist in All Areas



Plumbing

Appliances

Electrical Systems

Chassis

Body

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 to learn more.

www.rvtechnician.com

ONLINE TRAINING WITH FRVTA'S DISTANCE LEARNING NETWORK

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

partner to provide distance learning opportunities to RV dealers and their employees. The Distance Learning Network is \$995 per year for each dealership location. Over 50 sessions available, 24 hours a day, seven days a week, with full access to training through July 31, 2015.



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.

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

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: _____

Card Holder Signature: _____

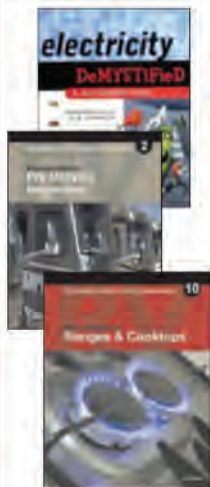
The Mike Molino RV Learning Center proudly recognizes these

CONTRIBUTORS

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



Received From	Contributed 05/27/13 - 05/27/15*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 05/27/13 - 05/27/15*	Total Lifetime Pledge	Last Contribution
MAJOR GIFTS active donors* with cumulative donation or pledge of \$25,000 or more							
Newmar Corporation	\$50,000	\$260,000	01/16/15	Fogdall Family Fund	\$4,000	\$43,100	03/05/14
Coach-Net	\$5,000	\$204,917	01/26/15	McClain's RV Superstore	\$6,000	\$42,000	06/30/14
Protective	\$62,358	\$194,916	01/07/15	Pan Pacific RV Centers, Inc.	\$2,000	\$41,500	10/20/14
RVDA of Canada	\$25,000	\$175,000	12/18/13	Bill Thomas Camper Sales, Inc.	\$10,000	\$36,000	03/06/15
Tom Stinnett Derby City RV	\$1,000	\$102,500	12/12/14	Reines RV Center, Inc.	\$6,500	\$31,525	12/31/14
PleasureLand RV Center, Inc.	\$14,500	\$96,850	01/05/15	Diversified Insurance Mgmt. Inc.	\$6,600	\$31,200	12/23/14
Horsey Family Memorial Fund	\$2,000	\$70,000	06/26/14	Pikes Peak Traveland	\$1,200	\$31,200	11/21/14
Campers Inn	\$20,000	\$66,000	02/25/15	Paul Evert's RV Country, Inc.	\$1,000	\$30,000	06/24/14
Bill & Kristin Fenech	\$10,000	\$62,500	09/24/14	Tiffin Motor Homes, Inc.	\$2,500	\$28,500	03/24/14
Ron & Lisa Fenech	\$10,000	\$60,000	10/08/14	Holiday World of Houston	\$1,000	\$26,000	06/17/14
Byerly RV Center	\$6,000	\$52,000	01/10/14	Bill Plemmons RV World	\$5,000	\$25,000	06/13/14
RVAC	\$14,000	\$45,000	03/30/15				
CHAMPIONS active donors* with a cumulative donation or pledge between \$2,500 and \$24,999							
Jayco	\$5,000	\$23,500	12/08/14	Camperland of Oklahoma, LLC	\$1,000	\$5,350	06/26/14
Dixie RV Superstore	\$5,000	\$20,000	03/21/14	Good Life RV	\$2,000	\$5,100	04/24/15
Earl Stoltzfus	\$10,000	\$20,000	08/30/13	Don Clark	\$5,000	\$5,000	10/24/14
Greenway, Inc. (Rte 66 Dealer)	\$1,550	\$19,850	12/22/14	Don Gunden	\$5,000	\$5,000	12/31/14
Wilkins R.V., Inc.	\$3,000	\$19,600	06/26/14	Bob and Amy Martin	\$5,000	\$5,000	12/16/14
Alpin Haus	\$1,500	\$18,500	06/24/14	Route 66 RV Network	\$1,000	\$5,000	01/12/15
Rivers RV	\$250	\$17,600	05/31/13	Best Value RV Sales & Service	\$2,000	\$4,750	05/01/15
Hartville RV Center, Inc.	\$2,250	\$15,750	05/27/15	Crestview RV Center	\$3,000	\$4,500	01/09/15
AIRXCEL RV Group	\$2,500	\$13,000	10/27/14	Topper's Camping Center	\$750	\$4,250	11/25/14
Mike and Barb Molino	\$275	\$11,586	01/24/14	Phil Ingrassia	\$2,500	\$3,500	12/29/14
Little Dealer, Little Prices	\$1,000	\$11,050	12/11/14	Myers RV Center, Inc.	\$500	\$3,500	06/25/14
Affinity RV Service Sales & Rentals	\$2,000	\$11,000	06/24/14	J. D. Sanders, Inc.	\$500	\$3,250	07/28/14
United States Warranty Corp.	\$1,000	\$10,250	04/30/14	RCD Sales Company, Ltd.	\$1,000	\$3,250	08/11/14
Rich & Sons Camper Sales	\$2,000	\$10,000	11/14/13	United RV	\$100	\$3,100	11/25/14
Folsom Lake RV Center	\$2,700	\$9,700	12/16/13	A World of Training	\$3,000	\$3,000	11/20/13
Motley RV Repair	\$1,000	\$9,075	09/13/13	All Valley RV Center	\$1,000	\$3,000	11/10/14
Curtis Trailers	\$1,250	\$8,250	06/30/14	Highland Ridge RV, Inc.	\$250	\$2,750	04/20/15
Circle K RV's, Inc.	\$750	\$6,750	08/22/14	RV Outlet Mall	\$250	\$2,550	06/05/13
Hayes RV Center	\$1,250	\$6,650	12/15/14	Alliance Coach, Inc.	\$500	\$2,500	04/11/14
Burlington RV Superstore	\$1,250	\$6,250	12/09/14	Onsite Temp Housing	\$500	\$2,500	05/08/14
Madison RV Supercenter	\$1,000	\$5,500	09/02/14				
LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499							
The Trail Center	\$600	\$2,450	11/21/14	Schaap's RV Traveland	\$1,000	\$1,350	12/19/14
Hilltop Trailer Sales	\$500	\$2,122	06/11/13	Candys Campers	\$250	\$1,300	08/12/14
Noble RV, Inc.	\$755	\$1,905	11/20/14	Camp-Site RV	\$500	\$1,000	01/20/15
Northern Wholesale Supply, Inc.	\$1,000	\$1,750	12/12/14	Bill Mirrieles	\$500	\$1,000	05/01/15
Steinbring Motorcoach	\$500	\$1,750	12/03/14	Tom Manning & Associates	\$1,000	\$1,000	07/11/14
Dinosaur Electronics	\$900	\$1,650	06/18/14	NERVDA	\$1,000	\$1,000	11/23/14
Out of Doors Mart, Inc.	\$750	\$1,500	11/03/14	Prime Time Manufacturing	\$1,000	\$1,000	12/30/14
Skyline RV & Home Sales, Inc.	\$750	\$1,500	07/14/14				
BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999							
American Guardian Warranty	\$800	\$800	05/01/15	Holiday Hour, Inc.	\$100	\$500	03/24/14
Beckley's Camping Center	\$500	\$750	06/17/14	Niel's Motor Homes	\$250	\$500	06/11/14
Bell Camper Sales	\$300	\$550	09/09/14	Ocean Grove Supercenter	\$500	\$500	06/04/14
Airstream Adventures Northwest	\$500	\$500	05/26/15	Tennessee RV Sales & Service, LLC	\$500	\$500	11/25/14
SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499							
Foremost Transportation Inc.	\$250	\$250	05/04/15	Keepers RV Center	\$100	\$100	12/10/14
Modern Trailer Sales, Inc.	\$250	\$250	06/04/14	Mike Thompson's RV Super Stores	\$100	\$100	08/12/13
Southaven RV Center	\$250	\$250	05/12/14	Northwest RV Sales	\$100	\$100	08/04/14
C.S.R.A. Camperland	\$200	\$200	12/12/14	RV Share	\$100	\$100	12/31/14
Happy Camping RV	\$100	\$200	11/07/13	Setzer's World of Camping, Inc.	\$100	\$100	02/21/14
Black Book RV Value Guide	\$100	\$100	10/24/14	Starr's Trailer Sales	\$100	\$100	11/25/14
John Peak	\$100	\$100	10/03/13				
ENDOWMENTS							
Kindlund Family Scholarship		\$270,000					



RV Service Textbooks

SUMMARIES & ORDER FORM

Published by RVIA, Available through The RV Learning Center

These RV textbooks help technicians increase their knowledge and understanding of the various RV components and operating systems found in today's RVs, and also prepares them for the new testing requirements of the RV Service Technician Career Ladder. The complete set consists of 14 volumes —written by RV service experts, and the Electricity Demystified text.

SAVE 30% WHEN YOU ORDER A COMPLETE HARD COPY OR CD-ROM SET!

See next page for details!

Textbook Title	Price	# books	Total \$
Introduction to RV Service — Provides an introduction to the RV industry, the various types of RVs and their structural characteristics and systems, the basic tools utilized by RV technicians, and safety in the RV workplace. Summaries of industry codes and standards and RV technician job classifications are also included as well as basic information on using RV service manuals. Developing and demonstrating solid customer relations and record keeping skills are also addressed.	\$19.95		
Electricity Demystified — Written in a step-by-step format, this practical guide begins by covering direct current (DC), voltage, resistance, circuits, cells, and batteries. The book goes on to discuss alternating current (AC), power supplies, wire, and cable. Magnetism and electromagnetic effects are also addressed. Detailed examples and concise explanations make it easy to understand the material.	\$14.95		
RV Electrical Systems — Provides instruction on performing AC and DC voltage systems inspections and tests; servicing AC and DC power sources; servicing wiring/distribution systems; and maintaining, repairing and inspecting AC and DC devices.	\$49.95		
RV Propane Systems — Provides instruction on inspecting and maintaining propane containers and fittings; inspecting and maintaining the piping system; performing propane system tests; purging and filling containers; transferring propane from container to container; and burning off propane in a container.	\$49.95		
RV Generators — Covers the installation, maintenance and repair of RV generators, the generator section and control system. This includes inspecting, maintaining and repairing generator components and verifying battery voltage, fuel source and pressures, engine operation, output voltage and frequency, and governor operation.	\$39.95		
RV Ranges & Cooktops — Provides instruction on the installation, repair and replacement of ranges and ovens. This includes verifying gas pressure; verifying grate clips installation; checking lines and fittings; repairing and replacing components; verifying range burners are not affected by operation of force air furnace or other appliances; and performing function test.	\$39.95		
RV Water Heaters — Covers the installation, repair and replacement of RV water heaters — Pilot, DSI (direct spark ignition) and Electric. Topics addressed include inspecting ignition systems, verifying gas pressure; troubleshooting the sequence of operation, repair and replacement of various components; draining and flushing the water heater and inspecting fittings for calcium deposits; checking fittings on the tank; inspecting and replacing the water tank; and checking lines and valves for motor aide.	\$39.95		
RV Plumbing Systems — Provides instruction on performing fresh water systems tests; inspecting and repairing fresh water storage tanks, distribution systems, and fixtures and devices; performing waste water systems tests; and inspecting, repairing and replacing waste holding tanks and drainage piping systems.	\$39.95		
RV Heating Appliances — Covers installation, repair and replacement of RV heating systems, including gravity, pilot and DSI (direct spark ignition furnaces). Topics examined include verifying pressure and electrical voltage; inspecting and cleaning burner, pilot, exhaust tube and air intake; troubleshooting the sequence of operation; repairing and replacing various furnace components; inspecting and correcting ducting and return air.	\$39.95		

RV Service Textbooks

RV Refrigerators – Provides instruction on the installation, repair and replacement of absorption refrigerators (manual and automatic selection). This includes verifying proper venting, AC and DC power sources, propane gas pressure, and leveling; diagnosing and replacing electric and gas components; diagnosing and replacing the cooling unit; diagnosing, repairing and replacing the internal ice maker components; and performing function tests.	\$39.95		
RV Air Conditioning – Covers the installation, repair and replacement of air conditioning and heat pump units, including verifying air flow, assessing the integrity of the electrical system, and evaluating the integrity of refrigerant systems.	\$39.95		
RV Pre-Delivery Inspection – Introduces and explains the many important steps in inspecting the RV before delivering to the customer, including checking propane systems, pre-testing all appliances and accessories, testing and inspecting the AC and DC electrical system; checking safety items, lighting, window roof molding seals, and wiper blades; checking and lubing doors; visually inspecting chassis; checking lug nuts and tire pressure; testing water supply and drainage systems; and conducting a test drive.	\$39.95		
RV Preventive Maintenance – Examines what services to perform for preventative maintenance, including checking propane systems; servicing and adjusting appliances; testing G.F.C.s; winterizing and de-winterizing coach; checking safety items; checking and lubricating doors; checking exterior lights; checking window roof molding seals; changing oil and filter on power plants; checking wiper blades; visually inspecting fluid levels; servicing batteries; inspecting belts and hoses; changing chassis oil and filter and lubricating chassis; changing transmission oil, filter and gasket; visually inspecting chassis; checking lug nuts and tire pressure; flushing and refilling cooling system; and performing a test drive.	\$39.95		
RV Brakes, Suspension & Towing – Covers the basics of brakes and brake controllers used in RV towable systems. References RV suspension systems as well as wheels and tires. Fully describes types of RV towing systems, hitches, wiring, and accessories. Includes information on troubleshooting, repair and replacement of stabilizer jacks and mechanical landing gear jacks. Textbook also covers vehicle weights, weight safety, weight labels, legal regulations, codes and standards.	\$39.95		
RV Hydraulics – Covers the basic principles and laws of hydraulics, hydraulic terminology, special tools and equipment and basic hydraulic circuits. The book introduces the technician to hydraulic system components and their functions. Includes information on performing hydraulic system maintenance, safety, and troubleshooting procedures.	\$39.95		
Save almost \$200 – Complete Book Set	\$382.00		
TOTAL COST OF TEXTBOOKS IF PURCHASED INDIVIDUALLY	\$574.25		
ALSO AVAILABLE ON CD-ROM (NOTE: Electricity Demystified is NOT on the CD-ROM, but will be included in hard copy format with your order.)	\$382.00		

Price includes shipping and handling. **Total Amount Enclosed: \$**

Name: _____ **Company:** _____

Shipping Address: _____

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

Phone: _____ **Fax:** _____

Method of Payment (Please Check One):

- ☐ Check (Made Payable to the Mike Molino RV Learning Center)
☐ Send an Invoice (RVDA Members Only)
☐ Credit Card: ☐ Visa ☐ MasterCard ☐ Amex ☐ Discover

**Mail this form to Mike Molino RV Learning Center
or fax to (703) 359-0152.**

For more information call (703) 591-7130 or visit
our website at www.rvlearningcenter.com

Card No.: _____ **Expiration Date:** _____

Name on Card _____

Signature: _____

Billing Address (if different from above): _____

RVDA Endorsed Products

Certified Green RV Program TRA Certification Inc.

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

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

Credit Card Processing Bank of America Merchant Services

https://rvdealer.bankofamerica.com
jay.machamer@bankofamericamerchant.com

(678) 784-0567

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

Disability Income Insurance/ Paycheck Protection Benefits American Fidelity Assurance Company

www.afadvantage.com

Ted Brehoney

ted.brehoney@af-group.com

(800) 654-8489, Ext. 6530

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

Emergency Roadside and Technical Assistance Coach-Net

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

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

employs trained Customer Service Agents and RVDA-RVIA/ASE Master Certified Technical Service Agents.

Employee Testing Caliper Corp.

www.calipercorp.com

Ralph Mannheimer
rmannheimer@calipercorp.com
(609) 524-1214

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

Extended Service Agreements XtraRide RV Service Agreement Program

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

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

Health Insurance Mass Marketing Insurance Consultants Inc. (MMIC)

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.

Hiring Tools Employment Network- A Careerco Company

www.employmentnetwork.net

(718) 307-6258

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

Lead Qualifier Program Customer Service Intelligence Inc. (CSI)

www.telcsi.com

bthompson@telcsi.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 safety experts.

RVDA/Spader 20 Groups Spader Business Management

www.spader.com

info@spader.com

(800) 772-3377

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

Shipping Discounts PartnerShip, LLC

www.PartnerShip.com/79rvda

(800) 599-2902

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

Software & Consulting Services KPA

www.kpaonline.com

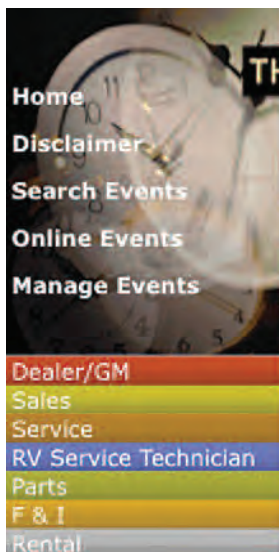
ccreuziger@kpaonline.com

(303) 228-2383

KPA provides consulting services and software to more than 5,100 automotive, truck, and equipment dealerships. Its Environmental Health & Safety product line provides on-site, on-call, and online services. Its Human Resource Management software, a total HR solution designed in collaboration with leading labor and employment attorneys, ensures your business is in complete compliance with state and federal regulations. Users have access to on-demand advice from attorneys with expertise in the RV industry.

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 Industry's

CENTRAL TRAINING CALENDAR

<< Back		July 2015					Fwd >>	
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
				1	2	3	4	
			Sobel University Registration Begins Show Online Events	Show Online Events	Show Online Events	Show Online Events		
	5	6	7	8	9	10	11	
Show Online Events	RV Inspector/RV Maintenance Tech Training Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	
	12	13	14	15	16	17	18	
Show Online Events	Water Heater System Service Show Online Events	Lippert Technical Training Show Online Events	Show Online Events	Lippert Technical Training Show Online Events	Show Online Events	Show Online Events	Show Online Events	
	19	20	21	22	23	24	25	
Show Online Events	Show Online Events	Aqua-Hot Service Technician Certified Training Class Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	
	26	27	28	29	30	31		
Show Online Events	RV Electrical Systems Service Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events		

Go RVing

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

ADVERTISERS INDEX

American Guardian Warranty (800) 579-2233	2	RVT.com (800) 282-2183	12
Diversified Insurance Management Inc. (800) 332-4264	3	Sobel University (253) 565-2577	20
Freightliner Custom Chassis freightlinerchassis.com	4	Spader (800) 772-3377	14
MBA Insurance Inc. (800) 622-2201	19	Wildfire Marketing (877) 973-4321	25
Protective (888) 258-1901	back cover		



To remain the **BEST** you have to keep improving.

The XtraRide® RV Service Contract Program keeps getting better.

This enhanced program gives your dealership the **BEST** opportunity to improve customer satisfaction and profitability.

- New Gold coverage level gives your customers a lower-priced option
- Increased additional benefits coverage
- More term options



Find out how Protective Asset Protection can help your dealership protect customers' tomorrows so they can embrace today. Call us at **866 483 5088** or visit protectiveassetprotection.com to learn more.

Protect Tomorrow. Embrace Today.™

XtraRide Service Contracts | Post-Sale Programs
Dealer Experience Refund & Reinsurance Programs
F&I Training | On-Line Rating, Reporting & Contracts



*An RVDA endorsed product or service is one that has been extensively evaluated by the RVDA to assure quality, dependability and overall value. RVDA and the RVDA Education Foundation receive compensation from a Protective company for business generated by RV dealers.

The XtraRide service contract program is backed by Lyndon Property Insurance Company, a Protective company, in all states except New York. In New York this product is backed by Old Republic Insurance Company.