

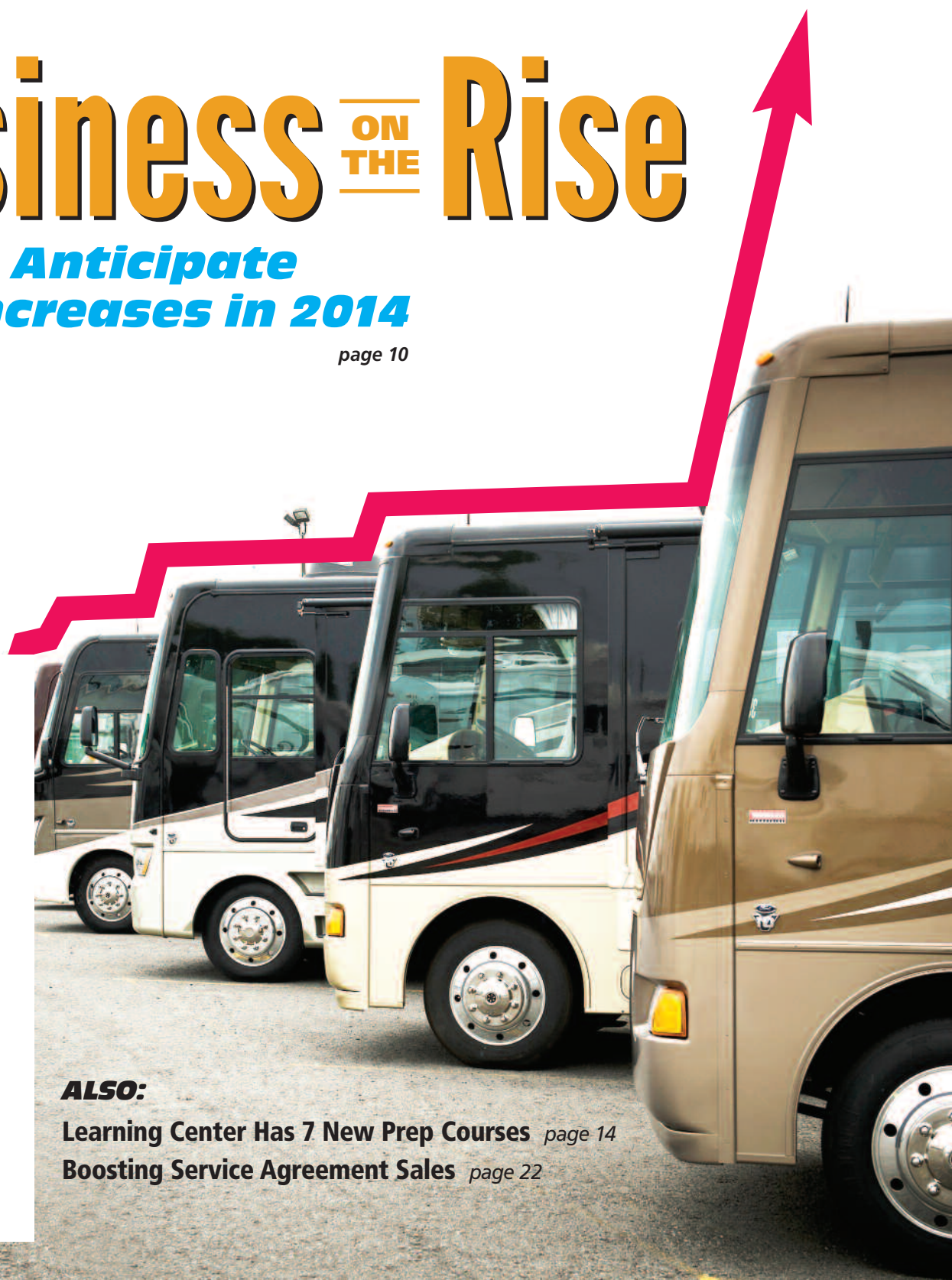
# RV EXECUTIVE TODAY

MARCH 2014

## Business ON THE Rise

**Dealers Anticipate  
Sales Increases in 2014**

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**Learning Center Has 7 New Prep Courses** page 14

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March 2014

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# Encouraging Employee Development

*By Phil Ingrassia, CAE, president*

A new workforce study by the research firm ESI Trends released at the NADA convention this year shows dealerships that fail to invest in training have higher levels of employee turnover than those that make continuing education a priority.

That's consistent with many other studies on training and retention, both inside and outside of vehicle sales. People who want to advance their careers are always on the lookout for opportunities for training and career development. Dealers who provide a set of tools to develop the leadership and management skills of employees can reap both immediate and long-term benefits through more engaged employees who are less likely to leave.

Dealer leaders at RVDA and the Mike Molino RV Learning Center have long recognized the need for continuing education. Last year, as the industry continued emerging from the downturn, RVDA surveyed young RV executives to gauge their interest in a variety of continuing education topics and year-round networking opportunities.

Even though seven in ten respondents were under 40 years old, 62 percent had been in the industry for more than 10 years. Many have firsthand experience in RV retailing but are looking for something more in terms of professional development.

Leadership topics headed the list of professional development opportunities that they're interested in exploring, followed by generational issues, increasing professionalism, personnel management, and advocacy.

Based on the survey results, the Learning Center is working to address these interests. In addition to programming at the convention, the Learning Center has developed webinars for

**"Dealer leaders at RVDA and the Mike Molino RV Learning Center have long recognized the need for continuing education."**

young RV professionals, middle managers, and anyone interested in professional development.

Recent Learning Center webinars conducted by our partner KPA covered such topics as leading and managing Millennials, developing effective HR policy manuals, motivating employees to take safety seriously, and appointment selling. More opportunities are in the works, both online and at the 2014 convention.

The Learning Center webinar programs are archived at [www.rvlearningcenter.com](http://www.rvlearningcenter.com), so if you miss the live events, you can access the information whenever it's convenient for you. They're free to attend live or to stream online later.

If you have ideas for topics you'd like to see addressed, either at the convention or via webinar, let us know by calling RVDA headquarters or sending an email to [info@rvda.org](mailto:info@rvda.org).

Thanks for your support.

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# Future Shock? Not if We Prepare

By Jeff Hirsch, chairman

I recently read a white paper by accounting firm Auto Team America on what auto dealers might encounter by 2025 and what they should do to prepare. The authors discuss a number of influences, including technology, regulation, manufacturer influence, and consumer buying preferences, and they interview nearly 100 dealers and industry experts. Their conclusions: Auto dealers will have to adapt to stay in business.

I'm not saying that all of Auto Team America's predictions are necessarily what's in store for RV dealers, but I believe some of them have implications for us. Here are some of the paper's most interesting points.

First, ATA found near unanimous agreement that there will be fewer car dealers. Consolidation isn't slowing – "the compression of gross margins, the increased capitalization requirements and other factors all point to fewer dealership owners, if not fewer rooftops," according to the paper.

Dealers were asked to describe their expansion plans for the coming decade, choosing from these four possible responses: aggressively seeking to add points/franchises; looking to purchase when the right deal comes along; improving the performance of current stores; and looking to reduce the number of stores/franchises. Eight percent of the dealers say they're aggressively seeking to add stores, 69 percent are looking to grow, 30 percent want to improve their current stores, and one percent wants to reduce the number of stores.

Another question asked what the current dealer's status would be in 2025. Twenty-eight percent responded that they would be "growing stronger than ever," 38 percent said they would be "involved but transitioning to a lesser role," and 34 percent said they would be retiring.

Retiring dealers and dealers unable or unwilling to meet manufacturer demands will provide opportunities for the consolidators. The ATA white paper predicts that by 2025 there will be a concentration of 80 to 100 dealership groups that own an average of 135 to 150 stores. Currently, only five groups own 100-plus stores. If you subtract this group from the top 125 dealer groups in the country, the average group holds 16 stores.

Conclusion: Larger organizations will achieve greater scales of efficiency, giving them the means to make the necessary capital expenditures, manage regulations, keep up with technology, and lower transaction costs. However, the one- to two-store retailers will still have a role because they're locally owned and enjoy the benefits of being integral parts of their communities.

The white paper also found that program cash such as volume bonuses, stair step programs, CSI incentives, and facility allowances greatly affects dealers' profitability. Without this income, 15 percent of the respondents say they would lose money, and another 52 percent say the income takes them from near break-even to profitability. Only a third say they don't need the income to be profitable.

Of course, program cash comes with a never-ending list of manufacturer controls and, not surprisingly, dealers say factory demands and interference are the biggest threats to their dealerships.

When it comes to the sales process, consumers will continue to reap the benefits of greater price transparency and competition. Generation Y will prefer to purchase via the Internet versus visiting the showroom, so salespeople will need to become more tech savvy. They'll also have to understand the different buying patterns of baby boomers and Generations X and Y.

Why am I writing about the ATA's paper? Because we need to figure out what our own industry's future looks like so we can be proactive, not reactive. Also, RVDA's convention committee is planning the 2014 educational program – are there workshop topics that could help you prepare for 2025? If anything in this column has you thinking about what the association can do to support your business's future, please contact RVDA staff with your ideas.

My dear friend and former RVDA chairman Jim Shields used to say "You don't know what you don't know." Jim, who passed away last month, was one of our association's greatest minds, and on many occasions he would challenge me or, better yet, call me out. Jim was the guy who originally urged me to serve RVDA, and there was no saying no to him. As many of you know, he was the 2013 winner of the James B. Summers Award and a recent inductee to the RV/MHI Hall of Fame. I'll always think of him as the Voice of the Dealer. There aren't many people out there like Jim, and we'll all miss him. My deepest condolences to his wife Sherry, son Joey, and family.



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# Typical End-of-Year Inventory Expansion Occurred in 2013

By Thomas Walworth, Statistical Surveys/The Thrive Group

Factory-to-dealer shipments of towable RVs and motorhomes exceeded retail sales by wide margins in November 2013, but that's typical of the Thanksgiving/Christmas season when consumers look to make other types of purchases, according to data gathered by market research firm Statistical Surveys/The Thrive Group.

The inventory index for towable RVs was 57.0 in November 2013, which means towable RV inventories expanded at a robust rate when compared with the inventory index of 77.4 for the first 11 months of 2013.

The pace of towable RV inventory expansion actually was more rapid in November 2012, when the inventory index was 49.7, and during the first 11 months of 2012, when the index was 72.1.

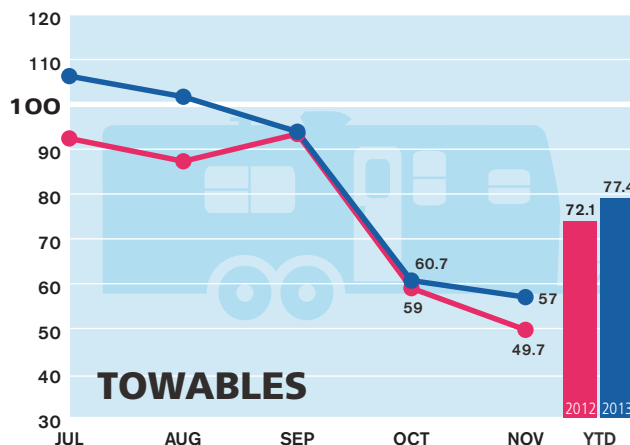
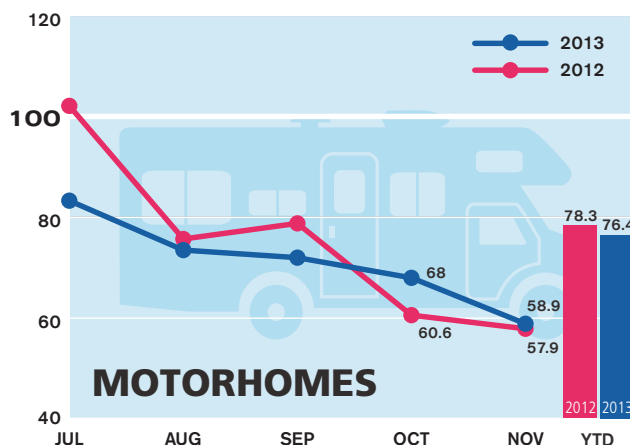
Pretty much the same occurred in the case of motorhomes, which had an inventory index of 58.9 in November 2013, and 76.4 during the first 11 months of 2013.

The 10,547 towable RVs retailed by U.S. dealers during November 2013 represented a 17.3 percent increase over the 8,993 units sold to consumers in November 2012. Wholesale shipments of towables were up 2.2 percent to 18,500 units in November 2013, compared with 18,100 units delivered to dealerships in November 2012.

In the case of motorhomes, 1,767 units were retailed in November 2013, a 32.7 percent increase over the 1,332 units sold in November 2012. Meanwhile, motorhome shipments increased 30.4 percent to 3,000 units in November 2013, compared with 2,300 units shipped during November 2012.

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

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



## Take Advantage of Your RVDA Websites

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

Visit both sites to download fact sheets on dealership best practices or the latest retail statistics, search the listings of training opportunities, and

purchase CD-ROMs, publications, videos, or webcasts to enhance your dealership's knowledge. RVDA member dealerships and any of their employees can have 24/7 access to most of RVDA's dealer specific information (broken down by department).

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



# Dealers Upbeat About 2014 Retail Market

By Jeff Kurowski

**R**V dealers are expecting big things this year, according to results from an RVDA survey conducted in late January-early February. After a good 2013, the majority of survey respondents are expecting 2014 to be even better.

Specifically, 68 percent of dealers who participated in the survey feel the outlook for the retail market this year will be better than it was in 2013. Another 32 percent believe the market will be about the same as it was last year.

The only area of concern to dealers as they head into spring is the size of inventories. Forty-five percent of respondents feel their inventory levels are too high, 50 percent believe inventories are the right size, and 5 percent feel they're too low.

## Solid growth in 2013

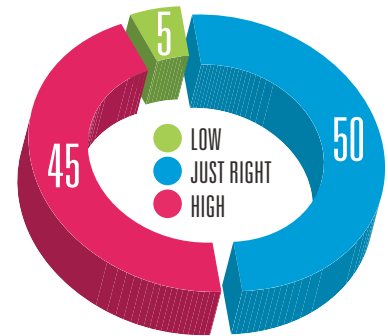
The optimism about 2014 comes after a solid recovery year in 2013. Fifty-nine percent of respondents said last year's retail market was better than it was in 2012, and 41 percent felt it was the same. No dealers said 2013 was worse than 2012.

All of the survey participants believe towable RV and motorhome sales will either be better in 2014 than they were in 2013, or at least the same. Seventy-seven percent believe towable sales will be better than in 2013, and 23 percent believe they'll be about the same. Fifty-nine percent feel motorhome sales will be better than last year, and 41 percent believe they'll be the same.

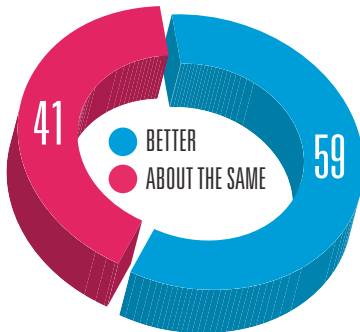
## Credit availability

The vast majority of dealers in the survey feel adequate amounts of both wholesale and retail credit are available. Ninety-five percent say there's sufficient floor plan credit, and 86 percent feel there's plenty of retail credit for their customers. ■

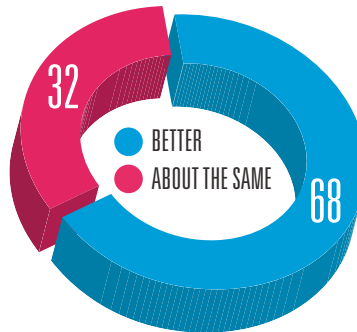
### For current conditions, your inventory is:



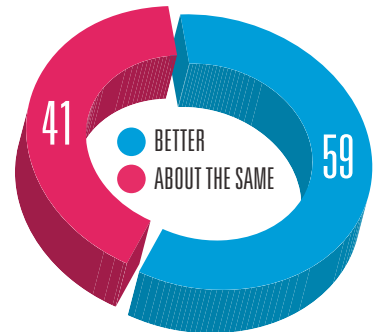
### How did your 2013 RV retail sales compare with 2012?



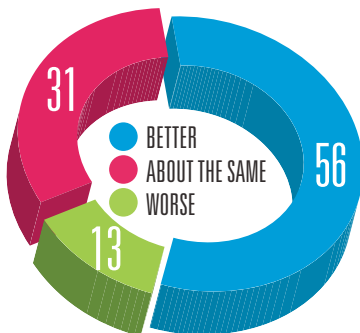
### How will 2014 RV retail sales compare with 2013?



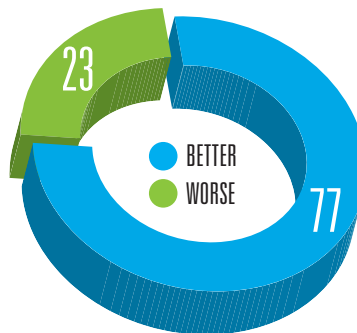
### How did your 2013 towable RV sales compare with 2012?



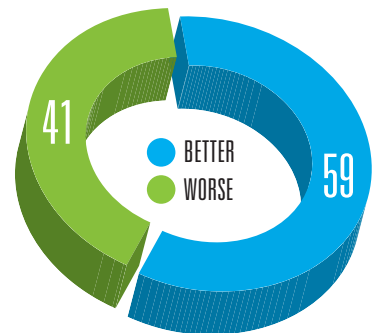
### How did your 2013 motorhome sales compare with 2012?



### What is your outlook for 2014 towable RV sales vs. 2013?

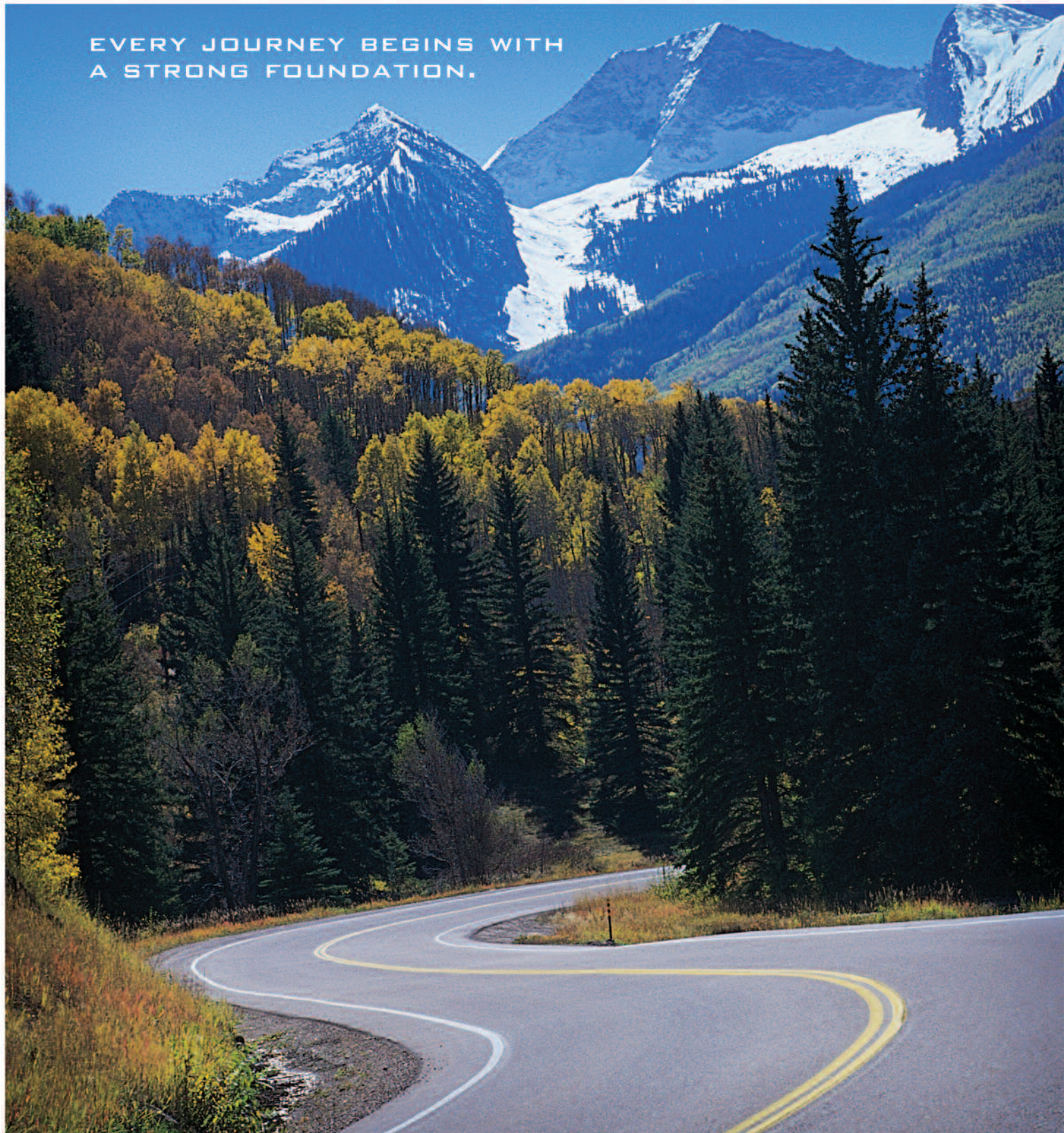


### What is your outlook for 2014 motorhome sales vs. 2013?





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[SPARTANCHASSIS.COM/RV](http://SPARTANCHASSIS.COM/RV)





# RV Shipments Up 12 percent in 2013

By Jeff Kurowski

**F**actory-to-dealer shipments of all types of RVs increased 12.4 percent in 2013 compared with 2012, although industry volume still remains below the recent peak levels of 2006 and 2007.

Manufacturers shipped 321,130 units to dealerships in the United States and Canada last year, compared with 285,750 in 2012. Some 390,500 units were shipped in 2006, and 353,400 units were shipped

in 2007. However, RVIA estimates that in 2006 dealers sold 40,000 to 60,000 units to relief agencies after Hurricane Katrina devastated New Orleans and other parts of the Gulf Coast during September of 2005.

Trailer sales last year bested the pre-recession level of 2007 and were close to the Katrina-inflated level of 2006, according to RVIA data. The vast majority of units that dealers sold for use as temporary housing following Katrina were travel trailers, according to RVIA.

Dealers received 197,450 travel trailers last year, an 11.6 percent increase over the 176,900 units delivered in 2012. They received 180,200 in 2007 and 203,600 in 2006, the highest total in more than 20 years.

Fifth wheel shipments also increased 7 percent last year to 70,600 units, compared with 66,000 units in 2012. Folding camper shipments declined 0.5 percent to 11,200 units, and truck camper shipments increased 4.4 percent to 3,560 units last year.

Motorhomes had a particularly strong recovery last year, posting a 36 percent increase in shipments, although the motorhome sector still has a ways to go to reach pre-recession levels.

Class A deliveries increased 30.7 percent in 2013 to 19,050 units, compared with 14,580 units in 2012. However, manufacturers shipped 32,900 Class As in 2007, so the 2013 volume was not quite 60 percent of what it was six years earlier.

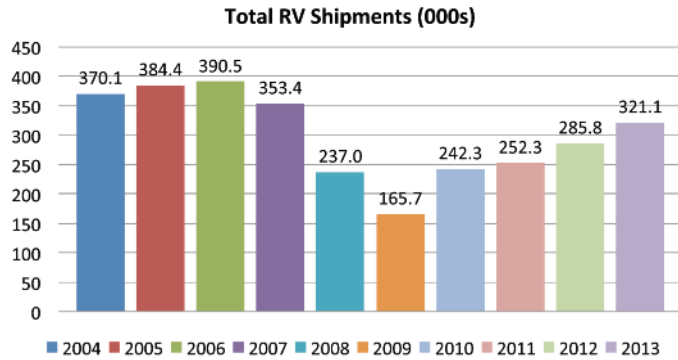
Class C motorhome shipments also rose by 48.8 percent last year to 17,100 units, compared with 11,500 units in 2012. Last year's Class C volume was almost 90 percent of what it was six years ago, when 19,500 units were delivered.

Class B motorhome shipments increased a modest 2.5 percent to 2,180 units last year, up from 2,120 units delivered to dealers in 2012. In 2007, manufacturers shipped 3,100 Class Bs. ■

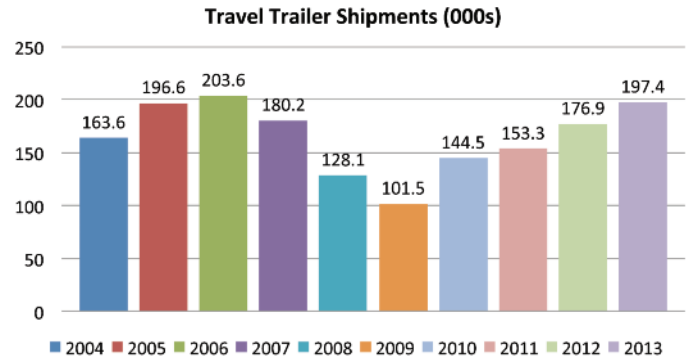




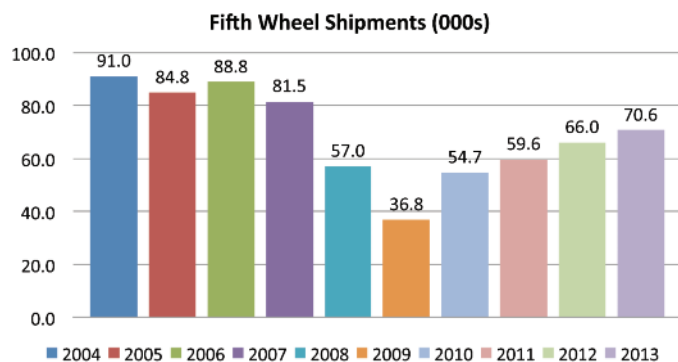
## Total Shipments Comparisons



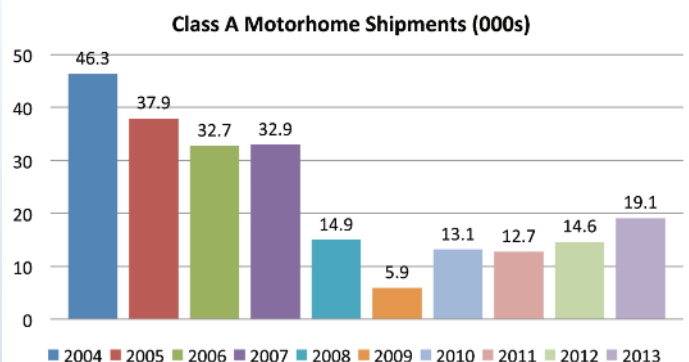
## Travel Trailer Shipments



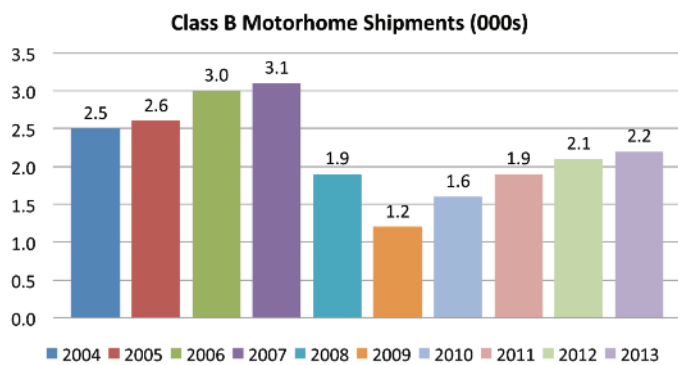
## Fifth Wheel Shipments



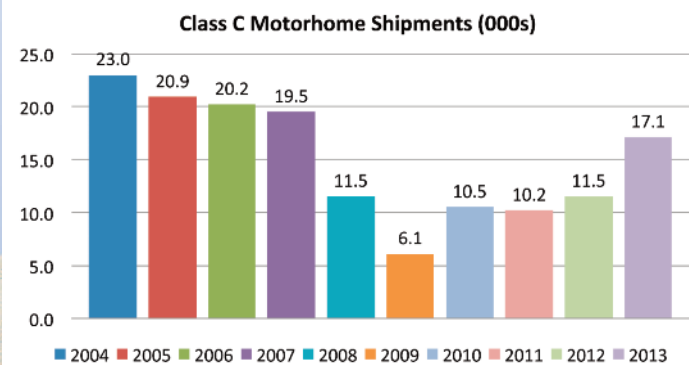
## Class A Motorhome Shipments



## Class B Motorhome Shipments



## Class C Motorhome Shipments



Source: RVIA

**T**he RV industry is constantly evolving, and technicians need to keep pace with the change. Continuing education isn't a nicety – it's a necessity. Skilled technicians earn more for themselves and their dealerships, provide better service to customers, and ensure their future in the workforce. The good news is that there are more training opportunities than ever before, and learning is easier, less expensive, and more convenient. Thanks to online learning programs, employees don't have to leave the dealership to upgrade their skills or become certified. Find out what's new in training and certification.



# RV Learning Center Has New Online Self-Study Courses

By Karin Van Duyse

**T**echnicians now have a way to prepare themselves – online – for every rung of the RV Service Technician Career Ladder. The Mike Molino RV Learning Center's seven new online self-study courses give techs a leg up on achieving certification.

## Features and benefits of the new courses:

- Online courses help prepare experienced technicians for certification.
- Enrollment provides one year of access to course content.
- The courses' content is keyed to the tests that make up the Technician Career Ladder.
- Practice tests are similar to the actual Registered, Certified, and Specialty exams, and the test questions come from a new, larger data base that better prepares techs.
- Graphics, charts, and instructional videos cater to various learning styles.
- The courses include access to mentor support.

## Features of the new distance learning platform

- Multi-platform software can be accessed through tablets, smartphones, PCs and Macs.
- Students can view detailed progress reports and provide their managers with documentation of their quiz and practice test scores.
- Students can print a completion certificate after earning a passing score on the final timed practice test.
- Industry sponsored training and continuing education categories are included.

## There's a course for each level of the Career Ladder:

- Registered Technician
- Certified Technician
- Certified Specialist
  - Appliances
  - Body (*coming soon*)

- Chassis
- Electrical systems
- Plumbing

## Registered Technician

After passing the initial candidate test, technicians can prepare for the next rung of the career ladder – registered technician – by taking the corresponding preparation course. The registered technician preparation course gives techs a level of proficiency in several core areas:

1. **Propane:** how it's stored in the RV, how it's delivered to appliances, and the materials and safety devices employed to ensure its safe and efficient use
2. **Basic electricity:** the fundamentals, including Ohm's Law manipulation, interpreting electrical diagrams, and using test equipment
3. **Interior:** fire, life, and safety information, and routine care and cleaning of interior surfaces
4. **Technical:** welding systems, pre-delivery inspection, and customer relations

Most technicians will be able to complete the course in about 15 hours; the cost is \$89 per registrant.

## Certified Technician

Technicians who have passed the registered technician test are ready for the next career rung – the certified technician preparation course provides training for the traditional, comprehensive path to certification – the 'left' side of the Career Ladder (see diagram on next page). The nine-section course instructs technicians on:

1. **Electrical:** service power sources, wiring, and inspection and testing
2. **Brakes, suspension, and towing**



3. **Plumbing:** fresh water, waste water, and propane piping
4. **Appliances:** air conditioning, water heaters, furnaces, refrigerators, and cooktops
5. **Generators:** operation, controls and components
6. **Hydraulics:** components, controls, maintenance and troubleshooting
7. **Exterior/Interior:** body, roof and slide outs

This is the most comprehensive prep course option; it costs \$249 per registrant and takes approximately 25 hours to complete.

### Certified Specialist

This level is available to technicians who have passed the registered technician test. The specialty or 'right side' path to certification breaks testing into individual specialties. Each course prepares a technician to be tested and certified in one of five specialty areas:

1. **Appliances**
2. **Body (coming soon)**
3. **Chassis**

### 4. Electrical systems

### 5. Plumbing

Each course will cost \$69 and vary in length from five to 15 hours.

All seven self-paced courses provide content based on the latest RV Service Standard. The many "check your under-

standing" quizzes interspersed throughout the courses, and the final practice tests modeled after the actual exams, are all designed to help technicians succeed.

**The registration form is on page 28. Please e-mail [info@rvda.org](mailto:info@rvda.org) or call (703) 591-7130 with questions.** ■

## NEED RECERTIFICATION CREDIT HOURS?

Technicians can use the RV Learning Center's online prep courses one time only to recertify. Techs who have already used the original 40-hour online certification prep course to recertify may not use any of the new certification prep courses toward recertification.

First-time prep course students – those who didn't take the original certification prep course – earn 15 hours of credit for the registered technician course and 25 hours for the certified technician course. Credit hours are awarded when students achieve a passing score on the final, comprehensive practice test at the end of each course. The new e-learning platform offers students the ability to

immediately print a certificate of completion when they achieve the minimum passing score on the final practice test. Remember: Technicians who used the original 40-hour course for recertification credit hours may not use either the registered or certified technician prep courses for the 40-hour continuing education requirement needed for recertification through training.

If you're a certified RV technician or have a lapsed certification, please contact the Technician Certification Registrar at (703) 591-7130, x102, or email [info@rvda.org](mailto:info@rvda.org) for help with continuing education credit hours and other recertification questions.



# Distance Learning Network Offers Fixed-Operations Certification Preparation

By Karin Van Duyse

**D**ealers can get unlimited access to 50 RV-specific training sessions for their employees by taking a yearly subscription to the Distance Learning Network, a partnership between the Mike Molino RV Learning Center and the Florida RV Trade Association. The DLN program, now in its eighth year, offers coursework reviews and test preparation sections; the only requirement to participate is a high-speed Internet connection. A video cable connected to a television is also useful when conducting group training seminars.



The textbooks, updated in 2012, are written by RV service experts and published by the RV Industry Association (RVIA). They can be purchased from the Mike Molino RV Learning Center. See page 30 for the order form.

The DLN's instructional sessions are also supported by study guides

## The DLN's advantages include:

- **Onsite training**
- **Group training**
- **No travel time or expenses**
- **Self determined learning pace**
- **One fixed price of \$995 for the subscription term**  
(August 1 through July 31)

Subscribers select a training mentor to work with the association's instructional experts, Jim Carr and Judy Wilson. Watch a free mentor training video here: <http://netcast.usf.edu/rvtrade/index.php>.

The 2013-14 DLN program includes a broad curriculum designed to improve the performance of many dealership personnel, including:

**RV service technicians** – The prep courses help techs get ready for each section of the RV Service Technician Career Ladder (candidate, registered technician, certified technician, certified specialist).

The certification prep program is delivered through team instruction from Rob Cochran, owner of Camping Connection in Kissimmee, FL, and parts and service director Steve Roddy of North Trail RV, Ft. Myers, FL. Both men are master certified technicians.

The online video-based prep courses are supported by the 14-volume "RV Service Textbook" set and "Electricity Demystified." The online instructors refer to the books throughout and use the end of chapter tests. Each training session identifies which chapters will be covered. The onsite training mentor makes sure students have that information so they get the maximum benefit of the sessions.

from RVIA that contain general information about the actual tests that make up the RV Service Technician Certification Career Ladder, sign-off sheets, sample test questions, and practice tests. These free guides can be obtained from [www.rvtechnician.com](http://www.rvtechnician.com).

**Service writers/advisors** – This three-hour program is valuable for both new and experienced personnel preparing for the Mike Molino RV Learning Center Service Writer/Advisor certification.

**Service and parts personnel** – While these video-based sessions are designed to upgrade technicians' skills, service writers/advisors and parts personnel also benefit from learning about the products used in today's RVs. Many of these sessions qualify for recertification hours. A variety of industry professionals teach them.

**Greeters/receptionists** – Approximately 50 minutes long, this online session is suitable for all employees who need customer service skills. Those who pass the final exam earn a certificate of completion. A six-module learning guide supports the session with sections on:

1. **The importance of customer service skills**
2. **Expectations for the RV receptionist**
3. **First impressions**
4. **Communicating on the phone**
5. **Handling difficult customers**
6. **Organizational techniques for the workplace**

**Dealers/GMs** – The platform also offers sessions on important topics for management, including lemon laws, LP gas licensing issues, and the federal Red Flags Rule.

Find a subscription form on page 29. For more information, call (386) 754-4285. ■



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# Get Tech Training Through Northampton Community College's Online Learning Program

**N**orthampton Community College in Bethlehem, PA, and the Pennsylvania RV & Camping Association (PRVCA) offer a comprehensive online program for RV technicians. Established in 2003, the program's goal is to teach students

basic troubleshooting and repair and maintenance procedures so they'll be prepared for a career at any RV dealership or service facility. Individuals can complete the entire program and earn a specialized diploma or simply enroll in individual courses.

## How is Northampton's distance learning program organized?

The program consists of 13 different online courses. There are three semesters a year with three courses administered each semester. Students complete the majority of their assignments – website research, discussion forum, quizzes and exams – within Blackboard Inc.'s learning management system. Some activities require using email. Some assignments may be submitted in Microsoft Word and emailed to the instructor. Online coursework is supplemented by hands-on assignments at an RV dealership or aftermarket service center.

The program is designed for RV maintenance and sales personnel, service managers, factory field technicians, service representatives, inspectors and those seeking a new, hands-on career in a growing industry. Certified techs may use the courses for recertification credit, and working techs may use the program to prepare for certification.

## What will I learn? What will I do?

Each lesson follows textbooks. You'll read and study a brief history of recreational vehicles and then delve right into the safe use of tools and specialized equipment. You'll learn about the role of the RV service technician in the shop, along with record-keeping, customer service, and other jobs you may qualify for after the training.

Each of the recreational vehicle's major systems is dissected and studied – LP, plumbing, and electrical. Then you'll learn how to troubleshoot major appliances on RVs, including the air conditioner, the absorption refriger-

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Northampton Community College is one of only three National Recreation Vehicle Technical Institute (NRVTI) approved sites nationwide.

ator, the furnace and the water heater. You'll also study preventive maintenance.

Individuals work primarily on their own but have regular interaction with the instructor and other students in a discussion forum. You'll also be required to work with an RV dealer or aftermarket service center for assis-

tance in passing the hands-on assignments. If you're not already employed at an RV dealership, you must visit one and send the names and contact information of the owner/general manager and the service manager to your instructor, who will then contact the facility to arrange for someone there to act as your preceptor. This is

very important, since some hands-on assignments require verification by an approved individual.

There are weekly assignments, an occasional pop quiz, and a comprehensive final exam. Each course has a pass/fail grading system. You'll receive a certificate of completion when you successfully fulfill all of the program requirements.

## Course schedule

Each course follows a Monday to Sunday schedule. You can begin the course work for a given class on each Monday at 11 a.m. EST. All course-work requirements for the week are due the following Sunday by 11 p.m. EST. You can work ahead, but it's not recommended, since the instructor can insert comments at any time during each lesson. If you must retake a quiz or hands-on component due to a failing grade, you have one additional week to submit the required materials.

*continued on page 20*



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Get your managers to **manage!**  
**Grow Your Business up to 50% and more!**



Nick & Tony Staab, Rich & Sons RV, Nebraska

"I would recommend A World of Training to any dealership that is ready to improve their day to day business. Through working smarter, your staff can find more success and more satisfaction in their days. If you are not an owner who is willing to get in there and get your hands dirty, then I would recommend you save your money. A World of Training can train your staff, give you the tools and knowledge to move in the right direction, but it is up to you as a manager to hold up the standard everyday."



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■ ASSOCIATE MEMBER ■



Michael Rees  
(813) 951-6586



David Foco  
(989) 324-0317

## Remaining 2014 Schedule

<b>RV Preventive Maintenance:</b>	March 17 - April 14
<b>RV Air Conditioning:</b>	May 5 - June 6
<b>RV Water Systems:</b>	June 16 - July 20
<b>RV Towing Systems:</b>	July 28 - Aug. 24

## Course Requirements

### TEXTBOOKS –

required for the specialized diploma:

1. "Introduction to RV Service"
2. "RV Propane Systems"
3. "RV Plumbing Systems"
4. "Electricity Demystified"
5. "RV Electrical Systems"
6. "RV Air Conditioning"
7. "RV Refrigerators"
8. "RV Heating Appliances"
9. "RV Water Heaters"
10. "RV Preventive Maintenance"
11. "RV Pre-Delivery Inspection"
12. "RV Ranges and Cooktops"
13. "RV Generators"
14. "RV Brake, Suspension & Towing Systems"
15. "RV Hydraulics"

*All texts except "Electricity Demystified" are published by RVIA and may be ordered through the Mike Molino RV Learning Center. See page 30 for the order form, or email [info@rvda.org](mailto:info@rvda.org), or call (703) 591-7130. PRVCA members should visit <http://www.prvca.org> for information about financial assistance that's available to dealership personnel. PRVCA members should place their textbook order through Heather Leach at [heather@prvca.org](mailto:heather@prvca.org), or (888) 303-2887.*

### TOOLS –

Chapter 3 in the textbook "Introduction to RV Service" lists several tools commonly used by RV technicians. Students are highly encouraged to acquire these tools and can get information on free or discounted tools by contacting PRVCA at (888) 303-2887 about its Tools for Techs program. Dealerships expect technicians to own their own hand tools as a condition of employment.

### TECHNOLOGY –

Internet and email access (hi-speed access is recommended). Experience doing web searches is vital.

## Preparation for technician certification

Experienced techs who complete all 13 courses will have a good preparation for RV Service Technician Certification. Technicians pursuing the Certified Specialist path to certification may choose an abbreviated program by completing the Northampton course that corresponds to one or all of the five specialties that comprise the Specialist Path to certification. See page 15 for the RV Service Technician Career Ladder.

Northampton's courses are also approved for recertification credit. Students must successfully complete all course requirements to earn the credits. The number of credit hours awarded

varies by course. The technician certification program registrar can answer questions about recertification. Email [imcgrath@rvda.org](mailto:imcgrath@rvda.org), or call (703) 591-7130, x102.

## About Northampton Community College

Northampton Community College is a fully accredited institution. Students can choose from nearly 100 transfer and career programs leading to associate degrees, certificates and diplomas. The college is 90 miles west of New York City and 60 miles north of Philadelphia.

## Learn more and enroll

To learn more and register for a course, visit <https://lifelearn.northampton.edu/modules/>. Click on "View Catalog" under "Center for Business and Industry (CBI)". Then select "Technical and Trades." Search for a course and follow the registration procedure. Call (610) 861-5390 if you have problems registering. Tuition varies by course. ■





# Brunoforte and Shields to Be Inducted into RV/MH Hall of Fame

*Edited by RVDA staff*

**F**ormer RVDA chairmen Debbie Brunoforte and the late Jim Shields are among the 10 RV and manufactured housing industry executives who will be inducted into the RV/MH Heritage Foundation Hall of Fame this summer.

Brunoforte, RVDA's 2009-2010 chairman, and Shields, chairman in 2006-2007, will be honored during ceremonies at the Hall of Fame facility in Elkhart, IN, during the annual induction dinner on August 4.

Brunoforte is president and CEO of Arizona dealership Little Dealer, Little Prices, and Shields was president of California dealership Pan Pacific RV Centers Inc.

RV/MH Heritage Foundation President Darryl Searer praised the 10 honorees for their outstanding careers. "I join their friends, family and colleagues in welcoming these new inductees, who will join the honored rolls of industry leaders, pioneers and innovators who have made significant contributions to the RV and manufactured housing industries," he said.

Brunoforte knew she had been nominated but says she was caught by surprise when she was named a member of the Hall of Fame Class of 2014. "I'm thrilled," she said, "because I love the RV industry, I love the people, the customers, the product, and what we do for society."

Brunoforte also described Shields as a mentor who was "bright, articulate and so selfless. He loved to teach, and he helped so many struggling dealers."

## The other Class of 2014 inductees from the RV industry are:

- **Bob Livingston**, senior vice president/ group publisher, Good Sam Enterprises LLC
- **Peter B Orthwein**, executive chairman, Thor Industries Inc.
- **John D Roba**, founder and president of manufacturer's representative firm Roba and Associates, and supplier firm JR Products



*Debbie Brunoforte*



*Jim Shields*

## Inductees from the manufactured housing industry are:

- **Barry Cole**, president of Manufactured Housing Insurance Services and Cole Housing Corp.
- **Ed Evans**, managing partner of EPM
- **Thomas "Tom" L. Kern**, CEO of supplier firm Style Crest Enterprises
- **Richard "Dick" King**, founder and CEO of King Insurance
- **Gary McDanial**, CEO, YES! Communities ■

## New Dates. New Location.

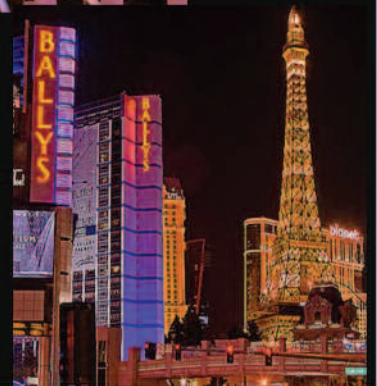
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# Boost Service Agreement Sales with a Consistent Follow-Up Plan, Says Protective's Koster

*Edited by Mary Anne Shreve*



**RV Executive Today interviews Bill Koster, vice president of the Recreation Vehicle & Specialty Products division of Protective, about what to**

**look for in a service-agreement program, how dealers can increase sales of service agreements, and more.**

**Q** RV manufacturers are adding a lot of new technology to their units in response to customer demand. How is service agreement coverage keeping up with these high-tech components?

**A** Most service agreement providers are keeping up with the technology, although it's something of a balancing act. New technology is often untested in the marketplace, yet consumers want coverage for these newer components. As providers, we are constantly working to find the right balance of coverage to meet

the needs of dealers and consumers. For instance, today we cover VORAD (Vehicle Onboard Radar) control, but due to the newness of the component, there's a surcharge associated with the coverage.

As things change, we as providers continue to make adjustments to the service agreement. For example, slide outs used to be uncommon but now you'd be hard pressed to find an RV without one. Even pop-ups have them. As this component has become more common, we have added necessary coverage for them to our base program.

**Q** What should dealers look for when they're reviewing service agreement programs?

**A** Look into what types of repairs your service department experiences. Ask your service manager what kind of claims he's seeing and compare programs to see if they cover common failures. Ask your own employees what it's like to deal with particular companies. How easy is it to file claims? If it's always a struggle, then you're not getting what you paid for. Customers are paying for reliable coverage — they should see the value for their money.

**Q** The motorhome segment of the market continues to rebound and is forecast to be the biggest growth area in the industry, percentage-wise, for 2014. What opportunities do you see for dealers to increase their service agreement penetration in that segment?

**A** Our numbers indicate service agreement acceptance rates are higher on motorhomes than travel trailers, which makes sense because motorhomes have more things that can go

wrong. The opportunity to present the benefits of a service agreement isn't just at the point of sale — if customers don't buy a service agreement at the time of purchase, follow up with them. Generally speaking, as long as there's still a chassis warranty in effect, Protective can provide a service contract. It makes sense to follow up two, three, four times during the chassis warranty period.

Unfortunately, probably less than 10 percent of dealers have a formal follow-up process. Once those customers leave the dealership, they'll be receiving solicitations from Internet-based providers and others. That's why the dealer should take the lead with a follow-up program.

Dealers who have implemented a follow-up program can be very successful. We know there are customers who want to buy a contract after the sale because we receive calls from them and we refer them back to the dealer.

Another easy-to-do idea is to have service managers keep a "repair manual" so customers can see actual repair orders for repairs that would have been covered by a service agreement. This provides consumers with something tangible that helps them better understand





the benefits of a service agreement.

It's also important that everyone in the dealership be familiar with the service agreement, not just the salesperson. When everyone in the dealership can explain the benefits, it's easier to show customers the peace of mind they're purchasing.

**Q Used units are prime candidates for service agreements. What advice can you give dealers who want to make inroads with this segment?**

**A** People are keeping their RVs longer since the recession. Owners may realize that if they're going to keep the unit awhile, they should purchase a service agreement. There are more than 5 million RVs on the road that are eligible for service agreements that don't have one. Imagine getting even just one percent of that business. Dealers should be writing a lot more service agreements on used units than on new, simply because there are so many more used units out there.

Inform your customers. Let them know that labor and parts costs grew faster in the past five years than in the previous 20 and that RVs are now more complicated to repair. For instance, it could require several hours just to

gain access to the refrigerator to repair it.

Also, consider promoting service agreements to other customers at the dealership, such as those who visit the parts department.

As for new owners, if they hesitate to buy a service agreement because their unit comes with a manufacturer warranty, point out the additional benefits available with a service agreement, such as towing and road service, travel expenses, food spoilage and pet care.

**Q There are some "new" service agreement products coming to market right now. What should dealers ask when reviewing these programs?**

**A** One of the first questions I'd ask is, "What kind of RV experience do you have?" If the company has no previous experience, how does it adequately price a seven-year service agreement? Also, ask who the obligor is — it should be the administrator, not the dealer. Dealers should be transferring liability, not assuming it, when selling service agreements.

Show the program to your service manager and ask him if there's anything it doesn't cover that it should. Of course the provider is going to tout its good points, but

your manager has a better idea of a program's value.

It's human nature to get caught up in the hype that often surrounds a new product, but if a new service plan sounds too good to be true, it probably is. At the end of the day, the claim experience is paramount.

Nothing beats decades of industry experience. Companies with a proven record of paying claims, answering the phone, and doing what they say they're going to do are the companies that dealers should align themselves with.

**Q RVDA has endorsed Protective's XtraRide service agreement since 1992, and the program has changed**

**over time. How do you work with dealers and agents to ensure the agreement is a market leader?**

**A** Protective Asset Protection has been serving dealers for over 50 years. We're fortunate to have a lot of experienced people who are dedicated to meeting the needs of dealerships.

Also, we rely on our RV Agent Council not only for feedback about program changes but also for input on our business processes and procedures.

Personally, I try to visit as many dealerships as I can throughout the year, and of course, we rely heavily on our relationship with RVDA. ■

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

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

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

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Method of payment (Please check one)

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Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Billing Zip: \_\_\_\_\_



10/13



# Former RVDA Chairman of the Board Jim Shields Passes Away

**F**ormer RVDA Chairman of the Board Jim Shields of Pan Pacific RV Centers Inc. in French Camp, CA, passed away on February 13 after a courageous battle with cancer. Shields served as RVDA chairman from 2006-07 and, until his death at age 68, was a member of the RVDA Board of Delegates and served as co-chairman of the Government Relations Committee. He was also a past director of the Mike Molino RV Learning Center Board of Directors. He was a founding member of CalRVDA and also served as its president.

Last year Shields received RVDA's highest honor, the James B. Summers Award, for his consistent and outstanding contribution to the association and its members. He was also recently named to the 2014 class of the RV/MH Hall of Fame.

Shields was a strong advocate for RV dealers and the RV industry at the national, state and local levels. "Jim encouraged the association to become more active in



*Jim Shields and wife Sherry accepting the JB Summers Award at the 2013 RV Dealers International Convention/Expo*

educating Congress on the impact of CAFE standards on towing capacity," said former RVDA President Mike Molino. "He advocated for sensible laws and regulations that saved energy and curbed pollution while preserving the capacity to tow trailers.

"He also urged the engineers at Ford, General Motors and Chrysler to ensure that towing capacity continued to be on their priority list as they developed more efficient pick-up trucks. Jim was never shy about a cause that he believed in," said Molino.

Shields was a mentor and friend to many dealers and was extremely active in RVDA/Spader 20 Groups. "Jim was an outstanding businessman and one of the great thinkers in the RV industry," said RVDA President Phil Ingrassia. "He was focused on continually trying to make things better – at RV dealerships, in the industry, and at RVDA."

A native Californian, Shields is survived by his wife Sherry, son Joey, daughter Gina, and other family members. Memorial contributions may be made to [www.cancer.net](http://www.cancer.net) or to Lincoln Presbyterian Church. ■

## BETTER ADS | MORE LEADS | MORE SALES



  
**Best Selling  
RV Classifieds**



# New Go RVing Stock Footage Now Available

*Edited by RVDA Staff*

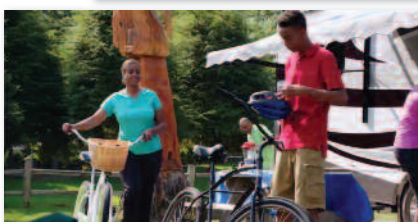
**G**o RVing has produced new stock video (or B-roll footage) that's ideal for editing into local TV commercials or other promotional videos. This high-quality footage is a cost-effective alternative to organizing your own video shoots.

Every major RV type (Classes A, B, and C; travel trailer, fifth wheel, expandable travel trailer, folding camping trailer, truck camper and sport utility RV) is included in the footage. The video was shot at campgrounds and also on the highway, in residential areas and in beach settings at Lake Michigan.

For convenience, the B-Roll has been divided into two categories – lifestyle and RV focused/driving footage:

**Lifestyle footage** – This approximately six-minute video contains beautiful close-ups of couples and families enjoying time together in their RVs. There's a combination of both interior and exterior footage.

**RV focused/driving** – The RV is the central focus in this approximately 10-minute video. Shots are wide-angle and show



the full vehicle in natural backgrounds. People in the video are secondary to the vehicle.

These video files are high-definition, broadcast-quality files compressed using an h264 codec. They have been created as QuickTime movie files and will be compatible with standard editing platforms currently used by the vast majority of production facilities. Prices are \$99 for lifestyle scenes and \$99 for running vehicle scenes.

To order, visit the [www.gorving.com](http://www.gorving.com) and click on the Industry Only section at the bottom of the web page.

Also new this year are previews of the footage. Please note that the previews are not broadcast quality and cannot be downloaded. To buy the videos for production

purposes, use your Go RVing login, go to the Tie-in Program tab and download. An invoice will be automatically generated upon completion of the download. ■

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# GET ON BOARD WITH GO RVING!

*Away*

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

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

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

### Here are the highlights:

#### Leads – Plus Program

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

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

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

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

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

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

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

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







## RV TECH CERT PREP COURSES

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



### Just getting started?

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

#### REGISTERED TECHNICIAN

##### Course A. \$89

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

### Already a Registered Technician?

#### Choose Your Path:

#### CERTIFIED TECHNICIAN PREP COURSE

##### Course B. \$249

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

#### CERTIFIED SPECIALIST PREP COURSE

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

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

- C1. Appliances \$69
- C2. Body \$69 *Coming Soon!*
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- C4. Electrical Systems \$69
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**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 \_\_\_\_\_

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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:

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

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# Online Training with FRVTA's

## DISTANCE LEARNING NETWORK

### FRVTA – The Mike Molino RV Learning Center Partnership

\$995 per year for each dealership location.  
Over 50 sessions available, 24 hours a day, seven days a week, with full access to training through July 31, 2014.

#### The DLN offers your dealership:

- Onsite training
- Group training
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- Self-determined pace
- One fixed price of \$995 for the subscription term



tion 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.

### The DLN offers online training for:

- **RV Technicians** – The certification prep course helps technicians get ready for the certification exam. Your subscription includes unlimited access to more than 50 training sessions, reviews, and test preparation sections.
- **Dealers/GMs** – This program features important topics for management, including lemon laws, LP gas licensing issues, and the federal Red Flags Rule.

### DEALERSHIP REGISTRATION

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

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

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

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

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

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

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

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

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

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# 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.

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Textbook Title	Price	# books	Total \$
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<b>Electricity Demystified</b> – 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		
<b>RV Electrical Systems</b> – 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		
<b>RV Propane Systems</b> – 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		
<b>RV Generators</b> – 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		
<b>RV Ranges &amp; Cooktops</b> – 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		
<b>RV Water Heaters</b> – 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		
<b>RV Plumbing Systems</b> – 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		
<b>RV Heating Appliances</b> – 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

<b>RV Refrigerators</b> – 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		
<b>RV Air Conditioning</b> – 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		
<b>RV Pre-Delivery Inspection</b> – 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		
<b>RV Preventive Maintenance</b> – 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		
<b>RV Brakes, Suspension &amp; Towing</b> – 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		
<b>RV Hydraulics</b> – 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		
<b>Save almost \$200 – Complete Book Set</b>	<b>\$382.00</b>		
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Billing Address (if different from above): \_\_\_\_\_

# RVDA Endorsed Products

## Certified Green RV Program

### TRA Certification Inc.

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

[aleazenby@trarnold.com](mailto:aleazenby@trarnold.com)

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

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

## Credit Card Processing

### Bank of America Merchant Services

<https://rvdealer.bankofamerica.com>

[jay.machamer@bankofamericamerchant.com](mailto:jay.machamer@bankofamericamerchant.com)

(678) 784-0567

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

## Disability Income Insurance/

### Paycheck Protection Benefits

### American Fidelity Assurance

### Company

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

Ted Brehoney

[ted.brehoney@af-group.com](mailto:ted.brehoney@af-group.com)

(800) 654-8489, Ext. 6530

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

## Emergency Roadside and Technical

### Assistance

### Coach-Net

[www.coach-net.com](http://www.coach-net.com)

[dealersales@coach-net.com](mailto:dealersales@coach-net.com)

(800) 863-6740

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

## Employee Testing

### Caliper Corp.

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

Ralph Mannheimer

[rmannheimer@calipercorp.com](mailto:rmannheimer@calipercorp.com)

(609) 524-1214

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

## Extended Service Agreements

### XtraRide RV Service Agreement Program

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

(800) 950-6060, Ext. 5738

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

## Health Insurance

### Mass Marketing Insurance

### Consultants Inc. (MMIC)

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

[quotes@mmicinsurance.com](mailto:quotes@mmicinsurance.com)

(800) 349-1039

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

## Lead Qualifier Program

### Customer Service Intelligence Inc. (CSI)

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

[bthompson@tellcsi.com](mailto:bthompson@tellcsi.com)

(800) 835-5274

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

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

## Pre-owned RV Appraisal Guidance

### N.A.D.A. Appraisal Guides

### & NADAguides.com

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

[Isims@nadaguides.com](mailto:Isims@nadaguides.com)

(800) 966-6232, Ext. 235

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

## Propane and Propane Supplies

### Suburban Propane

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

[sholmes@suburbanpropane.com](mailto:sholmes@suburbanpropane.com)

(800) 643-7137

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

## RVDA/Spader 20 Groups

### Spader Business Management

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

[info@spader.com](mailto:info@spader.com)

(800) 772-3377

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

## Shipping Discounts

### PartnerShip, LLC

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

[sales@PartnerShip.com](mailto:sales@PartnerShip.com)

(800) 599-2902

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

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

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





# Need Money for College?

**College Scholarships Available from the Mike Molino RV Learning Center**

More information and an application available at [www.rvlearningcenter.com](http://www.rvlearningcenter.com)

*The Mike Molino RV Learning Center is a tax exempt organization as described in section 501(c)(3) of the Internal Revenue Code. Contributions may be tax deductible as charitable donations. The scholarship program is made possible through the generosity of the Newt and Joanne Kindlund Family.*





The Mike Molino RV Learning Center proudly recognizes these

# CONTRIBUTORS

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



Received From	Contributed 07/01/12 - 02/19/14*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 07/01/12 - 02/19/14*	Total Lifetime Pledge	Last Contribution
<b>MAJOR GIFTS active donors* with cumulative donation or pledge of \$25,000 or more</b>							
Newmar Corporation	\$50,000	\$260,000	10/31/13	Pan Pacific RV Centers, Inc.	\$1,000	\$41,500	10/15/13
RVDA of Canada	\$25,000	\$175,000	12/18/13	McClain's RV Superstore	\$6,000	\$41,000	08/05/13
Bank of America Merrill Lynch	\$5,000	\$173,000	04/29/13	Ace Fogdall, Inc.	\$2,000	\$39,100	04/12/13
Protective	\$50,199	\$161,162	11/22/13	RVAC	\$12,000	\$38,000	12/11/13
Tom Stinnett Derby City RV	\$1,000	\$102,000	11/25/13	Pikes Peak Traveland	\$1,000	\$31,000	06/03/13
PleasureLand RV Center, Inc.	\$4,000	\$86,350	11/15/13	Paul Evert's RV Country, Inc.	\$1,000	\$30,000	04/01/13
Horsely Family Memorial Fund	\$1,000	\$69,000	07/01/13	Tiffin Motor Homes, Inc.	\$2,500	\$28,500	03/11/13
Bill & Kristen Fenech	\$7,500	\$57,500	07/09/13	Reines RV Center, Inc.	\$5,000	\$27,025	12/18/13
Campers Inn of Kingston	\$23,578	\$56,000	10/08/13	Avalon RV Center, Inc.	\$1,000	\$26,500	04/12/13
Ron & Lisa Fenech	\$5,000	\$55,000	08/27/13	Holiday World of Houston	\$500	\$25,500	06/17/13
Byerly RV Center	\$5,000	\$52,000	01/10/14	Bill Plemmons RV World	\$5,000	\$25,000	06/24/13
<b>CHAMPIONS active donors* with a cumulative donation or pledge between \$2,500 and \$24,999</b>							
Diversified Insurance Mgmt. Inc.	\$2,200	\$21,000	01/13/14	American RV	\$1,000	\$6,925	10/04/12
Earl Stoltzfus	\$10,000	\$20,000	08/30/13	Circle K RV's, Inc.	\$250	\$6,250	06/24/13
Wilkins R.V., Inc.	\$1,500	\$19,600	07/22/13	Hayes RV Center	\$800	\$5,900	12/24/13
Greenway, Inc. (Route 66 Dealer)	\$5,250	\$18,550	06/11/13	Burlington RV Superstore	\$500	\$5,500	06/19/13
Rivers RV	\$250	\$17,600	05/31/13	Hayes RV Center	\$800	\$5,900	12/23/13
Alpin Haus	\$500	\$17,500	06/21/13	Webster City RV, Inc.	\$1,000	\$5,100	04/22/13
Butch Thomas	\$1,000	\$16,000	11/30/12	Madison RV Supercenter	\$1,000	\$5,000	08/08/13
Hartville RV Center, Inc.	\$1,250	\$15,750	10/18/13	Minnesota RVDA	\$5,000	\$5,000	01/11/13
MBA Insurance, Inc.	\$1,000	\$15,100	05/17/13	Camperland of Oklahoma, LLC	\$500	\$4,850	07/02/13
Mike and Barb Molino	\$775	\$11,586	01/24/14	Topper's Camping Center.	\$500	\$3,500	04/18/13
Affinity RV Service Sales & Rentals	\$2,000	\$11,000	07/01/13	Myers RV Center, Inc.	\$1,250	\$3,250	06/11/13
AIRXCEL - RV Group	\$500	\$11,000	06/06/13	A World of Training	\$3,000	\$3,000	11/20/13
United States Warranty Corp.	\$1,000	\$10,250	04/12/13	J. D. Sanders, Inc.	\$500	\$3,000	08/05/13
Little Dealer, Little Prices	\$5,000	\$10,050	01/23/13	United RV Center	\$1,000	\$3,000	09/20/12
Great Lakes RVA	\$10,000	\$10,000	02/27/13	Best Value RV Sales & Service	\$1,000	\$2,750	04/08/13
Hemlock Hill RV Sales, Inc.	\$639	\$10,000	09/14/12	RV Outlet Mall	\$750	\$2,550	06/05/13
Rich & Sons Camper Sales	\$4,000	\$10,000	11/14/13	Alliance Coach, Inc.	\$500	\$2,500	10/26/12
Folsom Lake RV Center	\$2,700	\$9,700	12/16/13	RCD Sales Company, Ltd.	\$750	\$2,500	06/07/13
Motley RV Repair	\$1,000	\$9,075	09/13/13	Crestview RV Center	\$500	\$2,500	12/18/13
Curtis Trailers	\$1,000	\$8,000	06/03/13				
<b>LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499</b>							
The Trail Center	\$500	\$2,350	11/06/13	Noble RV, Inc.	\$505	\$1,405	06/21/13
Hilltop Trailer Sales, Inc.	\$541	\$2,122	06/11/13	Dinosaur Electronics	\$500	\$1,250	06/06/13
Phil Ingrassia	\$2,000	\$2,000	12/24/13	Out of Doors Mart, Inc.	\$500	\$1,250	09/18/13
Lindsey Reines	\$1,500	\$1,500	12/20/13	Bill Mirrieles	\$250	\$1,000	05/09/13
Skyline RV & Home Sales, Inc.	\$1,250	\$1,500	06/14/13				
<b>BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999</b>							
Schaap's RV Traveland	\$500	\$850	11/14/13	Camp-Site RV	\$250	\$750	01/13/14
Steinbring Motorcoach	\$500	\$750	11/21/12	Holiday Hour, Inc.	\$100	\$500	03/20/13
Ronnie Hepp	\$300	\$625	08/24/12	Beckley's Camping Center	\$250	\$500	06/06/13
<b>SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499</b>							
Bell Camper Sales	\$200	\$450	08/26/13	Happy Camping RV	\$200	\$200	11/07/13
Foley RV Center	\$250	\$250	09/01/12	Mike Thompson's RV Super Stores	\$100	\$100	08/12/13
Kroubetz Lakeside Campers	\$250	\$250	12/02/11	John Peak	\$100	\$100	10/03/13
Mayflower RV, Inc.	\$250	\$250	07/27/12	Amy Pennington	\$100	\$100	11/30/12
Karin Van Duyse	\$250	\$250	10/25/12				
<b>ENDOWMENTS</b>							
Kindlund Family Scholarship		\$270,000					



# THE RV Industry's

## CENTRAL TRAINING CALENDAR

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



View | List Monthly Weekly Daily

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Sun	Mon	Tue	Wed	Thu	Fri	Sat		
		1 Spader Service Writing Workshop Sobel University Registration Begins  Show Online Events	2 Show Online Events	3 Show Online Events	4 Show Online Events	5 Show Online Events		
6 Show Online Events	7 Show Online Events	8 Show Online Events	9 Show Online Events	10 Show Online Events	11 Show Online Events	12 Show Online Events		
13 Show Online Events	14 Show Online Events	15 Kelly Enterprises 3- Day Financial Center Seminar  Show Online Events	16 Show Online Events	17 Show Online Events	18 Show Online Events	19 Show Online Events		
20 Sobel University Course Grading Deadline  Show Online Events	21 Show Online Events	22 Show Online Events	23 Show Online Events	24 Show Online Events	25 Show Online Events	26 Show Online Events		
27 Show Online Events	28 Show Online Events	29 Show Online Events	30 Show Online Events	<div>ONGOING ONLINE EVENTS:</div> <div><div>Technician Certification Self-Study Prep Course</div><div>FRVTA's Distance Learning Network - Training for Every Position at Your Dealership</div><div>Customer Service Training through FRVTA's DLN</div><div>Service Writer/ Advisor Training through FRVTA's DLN</div></div>				

## Go RVing®

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

## ADVERTISERS INDEX

**RVDA Welcomes  
Our Newest Members**  
1/1/14 - 1/31/14

### Dealers

Wehr RVs  
Mountain Grove, MO

### Aftermarket

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

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# Offer your customers more.



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

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

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

Call us at 888 326 0778 or visit [protectiveassetprotection.com](http://protectiveassetprotection.com) to learn more about the XtraRide service contract program.



## Protect Tomorrow. Embrace Today.™

XtraRide Service Contracts | Post-Sale Programs

Dealer Experience Refund & Reinsurance Programs | Rental 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.