GE Capital's Hyland: Positive Trends Bode Well for 2014 RV Market page 14

Manufacturers Debut New Models page 1

It's All About





#### ALSO IN THIS ISSUE:

- Price/Value Is Key to Selling RVs, Say Dealers page 13
- Changing it Up With Next Year's Convention page 24



AMPE

Lance Toy Hauler

verGreen Amped

RVDA The National RV Dealers Associ

**NOVEMBER 2013** 

## COVERAGE, VALUE, PROTECTION. FOR ALL SEASONS





## **GREAT PROTECTION, GREAT VALUE AND GREAT SERVICE.**

American Guardian Warranty Services knows the way. As one of the leading providers of extended service contracts and recreational vehicle aftermarket products in America, we've been there before. From the finance office, to the service bay, to the roadside, it's a new level of service.



Find out more about Forging Partnerships that Last Visit agwsinc com or call **Jon Anderson** at American Guardian Group of Companies 800 579-2233



## Time To Compare How The Competition Stacks Up?





Let Our Experience Make A Difference For You! (800) 332-4264 www.DiversifiedInsuranceManagement.com

Serving the RV Industry for over 30 years!

## FULLY EQUIPPED. DIGITAL ADVERTISING







Visit us in Louisville at Booth 804 or online at rvt.com/10k

\* Draw Dec 4th, some restrictions apply

# RV EXECUTIVE TODAY c o n t e n t s

14

**GE** Capital

November 2013

20

10



#### Manufacturers Debut New Models

A toy hauler with ramp patio, a German Class B motorhome looking for a U.S. partner, and an industrialstrength towable built especially for rugged, off-road camping are new stars on the scene.

**13 Price/Value Is Key to Selling RVs, Say Dealers** What's the most important thing RV manufacturers can do to help their dealers sell units? Answer – give them products with a good price/value point, according to results from RVDA's annual Dealer Satisfaction Index.

#### **14** GE Capital's Hyland: Positive Trends Bode Well for 2014 RV Market

RV Group president Tim Hyland forecasts a strong 2014 selling season and explains why the RV industry is part of the economic force known as the middle market.

20 Quality Circle Award Recipients

Eighteen manufacturers will receive RVDA's Quality Circle Award this year for their commitment to product excellence and dealer satisfaction. The ceremony will take place just prior to the opening of the National RV Trade Show in Louisville.

**23** Jim Shields Tapped for RVDA's Highest Honor California dealer Jim Shields of Pan Pacific RV Centers has received the 2013 James B. Summers Award. In addition to serving as RVDA chairman, Shields was instrumental in unifying his state's RV dealers, leading to the creation of CalRVDA.

24 Changing it Up with Next Year's Convention With a later date – the week of November 9 – and an exciting new locale on The Strip – Bally's and Bally's Paris – there are no more excuses not to bring your staff to next year's convention!

# <image><image><image><image>

#### ALSO:

- 21 RV Learning Center Renamed to Honor Molino
- 22 Three Dealers, One Associate Member Receive Chairman's Awards
- 24 RVDA Convention/Expo in Photos

#### IN EVERY ISSUE:

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





#### **RVDA Adjusts Bylaws** with an Eye on the Future

By Phil Ingrassia, CAE, president

ast year, several RVDA dealer members approached the board of directors to review the qualifications required to serve on RVDA's board of delegates (see page 8).

As background, the board of delegates serves as a critical link between members, the board of directors, and staff. Delegates participate in RVDA standing committees and task forces, and provide leadership within their states. Most delegates are active in their state and local associations in addition to the national RVDA.

Many initiatives RVDA takes on begin with the board of delegates, so it's extremely important that the body includes representation from all the different types of dealerships that make up the association's membership.

Delegates are elected by dealers in their state and also include at-large members (elected by the delegates themselves) and participating past chairmen of the RVDA Board of Directors. Since inception, membership on the board of delegates has been restricted to owners and officers of regular dealership members in accordance with RVDA's bylaws.

As dealership management practices evolve, many dealers argued that the "owner/officer" qualification is not sustainable if the association is to have a vibrant board of delegates. So the board of directors formed a bylaws task force that agreed a bylaws change could assist in the leadership of the association and widen the talent pool available to RVDA. The bylaws task force met in May and recommended the following change in the bylaws:

#### **ARTICLE VI Board of Delegates** SECTION 6. Qualification.

No person shall be eligible to be a Delegate (other than the President of RVDA) unless he or she is a representative of a Regular Member of the Association.

The change removed the requirement that a delegate must be an officer of the dealership. The board of directors approved the motion in June, and the membership approved the bylaws at the RVDA Annual Meeting last month during the convention.

The bylaws amendment only impacts the board of delegates and doesn't affect the requirement that officers serving on the board of directors must be owners or officers of regular dealer members. Dealer owners and officers will continue to have the responsibility for running RVDA.

The bottom line is that the bylaws change provides RVDA with the authority to give some up and coming managers – as designated by the dealer owner – the opportunity to participate in the board of delegates, contribute to the association, and grow as leaders.

Thanks for your support.

Phil

### **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

Patricia Williams Accounting Clerk

#### **RV LEARNING CENTER STAFF**

Karin Van Duyse Chief, RV Learning Center

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 17, Issue 11

For advertising information contact:

Julie Newhouse, Marketing Manager, (703) 591-7130 x 103

#### The Convention Was in October, but Spring Was in the Air

By Jeff Hirsch, chairman



hen I returned from this year's convention, something had changed in New Hampshire – Fall was arriving, and our oaks and maples are awash in oranges and yellows. The leaves are drifting to earth, but I'm already anxiously anticipating Spring's rejuvenation.

In a way, everyone who attended the convention was transforming themselves for Spring by participating in all of the educational activities. I don't know where else we can get, in a week's time, the same type of in-depth training that helps ready us for Spring.

While there, I asked attendees about their convention experiences. Although I did get one negative response about a proprietary workshop presenter, all the rest were very positive. Many of you made a point to compliment our keynote speakers, author and talk show host Ross Shafer and KOA CEO Jim Rogers. I, too, felt both had outstanding messages. I've given a lot of thought to Rogers' comments about how dealers should develop closer partnerships with their local KOA campgrounds – talk about a captive audience of potential RV customers. I think with a little effort we could identify synergies for mutual benefit.

I also got a lot of great feedback about the Vendor Training +Plus Program. Thanks to Blue Ox, IDS and Preserve (formerly NCompass) for helping champion this new program. I'd like to share my vision for VTP. Some of you have told me that your managers don't have the educational or managerial experience to be department heads. In fact, most of us probably have some really good people who just never got the tools necessary to lead others. This is an area in which VTP could play a bigger role. With even greater vendor involvement and support, dealers would be encouraged to bring more employees, and VTP could become one of the best reasons of all to attend the 2014 convention.

I believe our convention would be even more valuable to our expo vendors if they could talk with more of our top-level employees who make buying decisions. VTP will be on the board's agenda in Louisville, and we'll be exploring ways to grow it. Based on its fledgling success, I believe we'll be able to attract more industry stakeholders who'll want to participate.

And with the exciting news that next year's convention will move to Bally's on The Strip, and that the event will take place later in the year (Nov. 9-12), the 2014 convention is already guaranteed to be even better.

#### **Healthy marketplace**

In last month's column I described the concept of the efficient frontier and how dealers should try to position themselves closer to it. The general idea is to provide more value to the customer at a given cost. What I didn't discuss is what a healthy marketplace looks like.

In healthy industries, players aren't attempting to reach the same point along the efficient frontier. They have different models, and each is providing a different cost/value proposition. If too many players adopt the same model and strive for the same position, none provide much added value to the customer, who could choose any of them and be equally served.

However, if customers have the choice between low value at a low cost or high value at a high cost, then there's real choice – competitors are providing unique value propositions, and it's up to customers to decide which model they prefer. This differentiation is healthy.

This theory applies to RV dealers and manufacturers alike. A healthy marketplace needs a number of manufacturers providing different cost/value propositions, both high cost/high value and low cost/low value. When manufacturers partner with dealers who have the same business model, then differentiation is maintained and value is provided to the marketplace.

But if manufacturers all adopt the same business model – either by copying each other, through consolidation, or not choosing appropriate dealer partners – then dealers are limited in their own business models. In turn, customers will be limited in their choices, and our industry will be an unhealthy marketplace.

In closing, I was proud to see two dear friends honored during the convention for their many contributions. No one more deserves to receive the James B. Summers award for lifetime achievement than Jim Shields, this year's recipient. And how fitting to honor former RVDA president Mike Molino, who dedicated his career to education, by renaming the RV Learning Center the Mike Molino RV Learning Center.



RVDA BOARDS: OFFICERS, DIRECTORS, & DELEGATES

Stuart, FL (772) 288-2221 john@floridaoutdoorsrv.com 2nd Vice Chairman Brian Wilkins

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

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

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

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

Director Will Jarnot PleasureLand RV Center Inc. St. Cloud, MN (320) 251-7588 w.jarnot@pleasurelandrv.com

Director Mike Regan Crestview RV Center Buda TX (512) 282-3516 Mike\_regan@crestviewrv.com

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

Director Ron Shepherd Camperland of Oklahoma, LLC Tulsa, OK (918) 836-6606 ron\_shepherd@camperlandok.com

**RVRA** Representative Scott Krenek Krenek RV Center Coloma, MI (269) 468-7900 scott\_krenek@krenekrv.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 **Alaska** Kevin Brown Arctic RV & Interior Topper Fairbanks, AK (907) 451-8356 arcticrv@arcticrv.com

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

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

Colorado Tim Biles Pikes Peak Traveland Colorado Springs, CO (719) 596-2716 tbiles@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 Rothenhausler 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 richardfl@earthlink.net

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

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

Marc LaBrecque Diamond RV Centre Inc. W. Hatfield, MA (413) 247-3144 info@diamondry.com

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

Minnesota Will Jarnot PleasureLand RV Center St. Cloud, MN (320) 251-7588 w.jarnot@pleasurelandrv.com

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

Missouri Sheri Wheelen Wheelen RV Center Inc. Joplin, MO (417) 623-3110 sheri@wheelenrv.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 tonv@richsonsrv.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 icolton@coltonry.com

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

North Dakota Michelle Barber Capital R.V. Center Inc. Minot, ND (701) 838-4343 michelle@capitalrv.com

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

Oklahoma

Tulsa, OK

**Oregon** Kory Goetz

Portland OR

(503) 760-1363

Pennsylvania

Brockway, PA (814) 265-0632

Rhode Island

Greg Starr Starr's Trailer Sales

Curtis Trailers Inc.

kgoetz@curtistrailers.com

greg@starrstrailersales.com

linda@arlingtonrv.com

North Charleston, SC

gmorgan497@aol.com

Lyle Schaap Schaap's RV Traveland

lyle@rvtraveland.com

Roger Sellers Tennessee RV Sales & Service, LLC

South Carolina

Gloria Morgan

The Trail Center

(843) 552-4700

South Dakota

Sioux Falls, SD (605) 332-6241

Tennessee

Knoxville, TN

Mike Regan

(512) 282-3516

Jared Jensen Sierra RV Corp

(801) 728-9988

jared@sierrarvsales.com

South Burlington, VT (802) 864-9350

Reines RV Center Inc.

scott@petesrv.com

Lindsey Reines

Manassas, VA (703) 392-1100

rv8955@aol.com

Ron Little RV's Northwest Inc.

Spokane Valley, WA (509) 924-6800

West Virginia

setzersrv@aol.com

ron@rvsnorthwest.com

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

Washington

Sunset, UT

Vermont

Virginia

Scott Borden Pete's RV Center

Texas

Utah

(865) 933-7213

rsellers@tennesseerv.com

Crestview RV Center Buda, TX

Mike\_regan@crestviewrv.com

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

Wyoming Ron Shepherd Camperland of Oklahoma, LLC Sonny Rone Sonny's RV Sales Inc. Evansville, WY (918) 836-6606 ron\_shepherd@camperlandok.com (307) 237-5000 rentals@sonnysrvs.com

Wisconsin

Mick Ferkey

(715) 325-5170

Greeneway Inc. Wisconsin Rapids, WI

mickferkey@greenewayrv.com

VACANT Alabama Arkansas Hawaii Maine

> 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 rcov@deansrv.com

David Hayes Hayes RV Center Longview, TX (903) 663-3488 dhayes@hayesrv.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 Rone Sonny's RV Sales Inc. Evansville, WY (307) 237-5000 mrone@sonnysrvs.com

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

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

Joey Shields Pan Pacific RV Centers Inc. French Camp, CA (209) 234-2000 joey@pprv.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 latroutt1@gmail.com

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

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

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

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

Larry McClain McClain's RV Inc. Lake Dallas, TX (940) 497-3300

Tim O'Brien Circle K RVs Lapeer, MI (810) 664-1942 t.obrien@circlekrvs.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 Center Madison, AL (256) 837-3881 mjshea@madisonrv.com

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

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

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

#### **Towable RV Inventories Shrink, Motorhome Inventories Expand**

Inventory

dealer

When the

at wholesale.

the RV

be 100.

Inventory

Index would

By Thomas Walworth, Statistical Surveys/The Thrive Group

V dealers' towable RV inventories shrank in July while motorhome inventories expanded, according to market research firm Statistical Surveys/The Thrive Group.

U.S. dealers in July sold 24,551 towable RVs to consumers and had 21,400 units shipped to them from manufacturers, yielding an inventory index of 114.7. Many industry observers believe dealers now order fewer units during the summer as they prepare to place large orders during the manufacturer open houses in September.

U.S. dealers retailed 2,750 motorhomes in July and had 3,300 units shipped to them from the factories that month, placing the inventory index at 83.3.

RV dealers' towable inventories shrank this past July; they grew during July 2012 but at a relatively slow rate. In July 2012, dealers retailed 19,132 units and received 20,700 units from the factories, yielding an inventory index of 92.4.

In July 2012, motorhome inventories

shrank - 2,042 units were retailed and 2,000 were shipped wholesale, yielding an inventory index of 102.1.

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.

100 When the RV Index is below 80 100, there's an expansion of 60 inventories. index is above MOTORHOMES 100, there's 40 shrinkage. If APR MAY JUN MAR the industry sold a unit at 120 retail for every unit delivered

120





RV Technician, a digital bimonthly magazine, is the industry source for detailed, in-depth articles geared for the professional RV repairer. It's written and vetted by master technicians and covers every aspect of RVs, from electrical systems to plumbing. It keeps techs up-to-date with:

- Articles on the latest technical information
- Training and tech certification info
- New products
- Customer service tips
- Safety issues
  - · Advice from industry experts
- A special subscribers-only website
- Printable PDF and online Flipbook versions

#### Subscribe now!

- RVDA member rate (1 year/6 digital issues): \$39.95\*
- Non-member rate (1 year/6 digital issues): \$49.95\*
- □ New subscription(s) or □ renewal(s)

RVDA members: Order multiple subscriptions for your office/company at reduced rates and save even more! Call (703) 591-7130 for bulk rate info.

#### Payment method:

Check enclosed – Payable to The RVDA Education Foundation 

□ Send an invoice – RVDA members only! or	🗅 AMEX	🖵 Mast	erCard	🖵 Visa	Discover
Name	E-mail				
Dealership address					
City	State	_ Zip	Phone		
Name on card	Card #				
Signature	Security co	de		Exp. d	ate
Billing address				Zip	

Return this form to RVDA Education Foundation, 3930 University Drive, Fairfax, VA 22030. Questions? Call the member services hotline or (703) 591-7130, or visit www.rvtechnician.com.

2013

2012

79.7

YTD

102.1

83.3

JUL

\*Prices are subject to

change

# Manufacturers Debut New Models

By Jeff Kurowski

Here are some of the new products that have made recent appearances. As dealers head to the National RV Trade Show, they can expect to see an array of new RVs aimed at making it even more fun for families to enjoy the outdoors together.

#### Lance Camper Manufacturing Corp. of

Lancaster, CA, a company which, for years, built only truck campers, expanded into the travel trailer and fifth wheel markets a few years ago. The company has introduced a toy hauler that's the first of a number of models it will introduce later in 2014, according to Norm Jacobson, marketing manager.

The Lance toy hauler features an all-new proprietary 'Z'-frame chassis, radius frameless windows, rear awning and front molded aerodynamic nose cap.

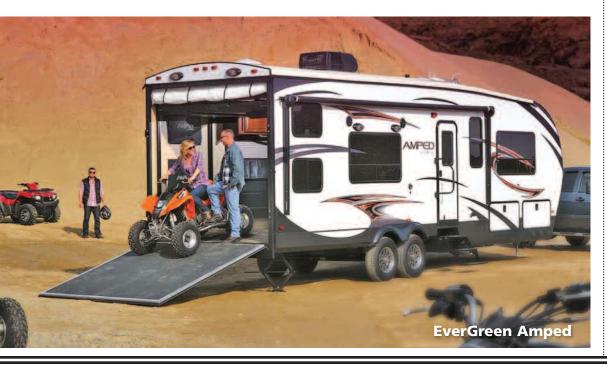
**EverGreen Recreational Vehicles**, Middlebury, IN, has



a 2014 Amped toy hauler with a "ramp patio option" – a 3,000-pound-rated ramp for loading and unloading motorcycles, all-terrain vehicles and other "toys" that doubles as the floor for a party deck.

Amped toy haulers, available in floor plans ranging from 22 to 32 feet in length, feature an arched, radius roof, and "Z-frame technology" that allows more storage space. With no wheel wells, there's space to store up to four ATVs and a 175-gallon water tank.

Other EverGreen units include the 2014 Bay Hill highprofile fifth wheel and the 2014 Alfa Gold fifth wheel built by EverGreen's Lifestyle Luxury RV division. The Bay Hill was created for RV enthusiasts wanting a luxury fifth wheel at an affordable price. Construction features include aluminum framed walls around all doors, windows and baggage door openings, vacuum laminated walls and floor, and Lippert Components' Level Up six-point automatic leveling system as a standard. The double slide-out equipped Bay Hill also features





a higher, arched interior ceiling, an 80-inch queen-size bed, doubledoor refrigerator/freezer, microwave and threeburner range with oven.

Lifestyle's Alfa Gold is designed "for year-round comfort for full-timers who love to travel." Built on the Lifestyle Titan Structure frame, the Alfa Gold incorporates a double-stacked, box-steel tube frame designed for superior strength and durability. Germany's **Hymer AG** has a Fiat Ducato chassis-mounted, diesel engine-powered Car GT 322 Class B motorhome. Hymer, Europe's largest RV builder, is looking for a North American partner to assemble its motorhomes on Fiat chassis assembled at a Chrysler Group factory in Mexico.

The Mercedes-Benz Sprinter chassis-mounted Serenity Class B was shown by Canada's **Leisure Travel** Vans. Serenity's curved, fiberglass body was designed to diminish wind noise and boost



fuel economy, and its solidwood cabinetry provides an incredible amount of interior storage for a 24-foot motorhome.



Making its first appearance at an RV industry event in October was **ADAK Adventure Trailers** of St. Augustine, FL, which also manufactures first-responder and military vehicles. ADAK

> differentiates itself from other towable RV builders by producing a trailer aimed at "dedicated

sportsmen" wanting a "secure, comfortable, durable means to pursue their passion." The trailer is designed to go off-road



"wherever your tow vehicle has the guts to pull it" and includes "long-term storage for all gear regardless of the sport," so loading and unloading after every trip isn't necessary.

Taking a more traditional design approach is **Open Range RV Co.** of

Shipshewana, IN, with its Light model. The Light comes with Lippert Components' Equa-Flex rubberized suspension system as a standard feature along with Gel coated

continued on page 12







continued from page 11

fiberglass walls, a 100-inch wide body frame, 42-inchdeep main slide, and 50-amp service. A heated and enclosed underbelly, double insulated baggage doors and a heated storage area make the Open Range Light ideal for use in cold weather.

#### Pacific Coachworks,

Riverside, CA, has its Powerlite toy hauler and Tango Ultra Lite and Tow Lite travel trailer series. Powerlite is available in floor plans ranging from 20 to 36 feet in length and features aluminum frame construction, chrome wheels, 3,000-pound capacity ramp doors, exterior radius fender skirts and interior and exterior LED lights.

Tango Ultra Lite units range from 21 to 28 feet and include 78-inch ceiling heights, a 13.5 BTU air conditioner, large double-door refrigerator, microwave oven and three-burner cooktop with oven. The Tango Tow Lite

**Skyline Koala** 

comes in 26- to 32-foot floor plans and features an electric awning, custom built Ibeam chassis, dual LPG bottles with cover, glass tub/shower

door, and laminated counter tops.

#### Livin' Lite Recreational

Vehicles, which was recently acquired by Thor Industries Inc., features its Axxess toy hauler and Camp Lite ultralightweight travel trailers, both made from 98 percent recyclable material. The Axxess is available in a 22-foot floor plan weighing 3,950 lbs. and a 26-foot floor plan weighing 4,950 lbs., both with 7 foot-3 inches of interior headroom and polished "chrome" sidewalls. The Camp Lite comes in 11-, 13- and 16-foot floor plans weighing from 1,800 to 3,250 lbs. and 6-foot-4 inches of interior headroom.

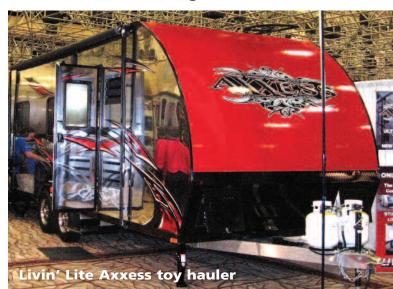
Nomad travel trailers and fifth wheels by **Skyline Corp.**, Elkhart, IN, come in three versions: the Retro stick and



Pacific Coachworks Tango

tin (wood frame with aluminum exterior); lightweight GL with a fiberglass exterior; and the Joey Select, which is available in both wood and aluminum construction and as an extension of the fiberglass GL series. Koala travel trailers and fifth wheels feature Skyline's exclusive Tow-Lite Technology including ultra-lightweight materials

> and an aerodynamic design, allowing it to be towed by smaller, more fuel-efficient vehicles than conventionally built trailers.





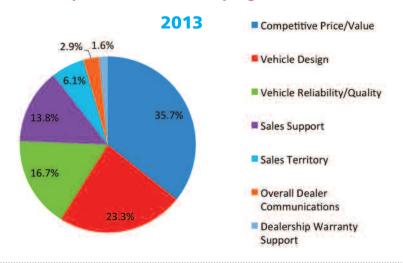
## **Price/Value Is Key to Selling RVs, Say Dealers**

By Jeff Kurowski

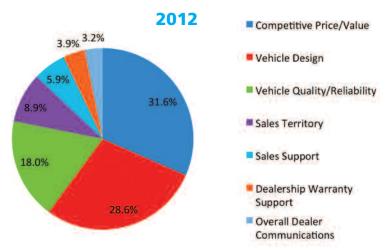
For the sixth year in a row, dealers say

price/value is by far the most helpful factor for selling RVs, according to results from RVDA's latest Dealer Satisfaction Index (DSI) survey. More respondents - almost 36 percent - chose this factor over other vehicle and manufacturer issues in the 20th DSI survey.

#### Most Important Factors Helping Dealers Sell RVs



#### Most Important Factors Helping Dealers Sell RVs



Since 2008, respondents have been tasked with choosing the three factors that are most helpful for selling RVs from this list of eight core issues:

- Sales support
- Sales territory
- Vehicle design
- Vehicle reliability/quality •
- **Competitive price/value**
- Parts support
- **Dealership warranty support** •
- **Overall dealer communications**

A total of 469 dealers responded to this year's survey, compared with 461 last year. These respondents rated 2,501 brands this year, an average of a little more than five brands per respondent.

Asked to pick the single most important factor in helping them sell RVs, 35.7 percent of dealers said competitive price/value, up from 31.6 percent in 2012.

Another 25.7 percent of dealers said competitive price/value was the second-most important factor, and 14.7 percent listed it as third. That means 76.1 percent of respondents believe that a competitive price is important in helping them sell RVs. A year ago, 73.4 percent felt that way.

Also this year, 23.3 percent of dealers listed vehicle design as the most important factor in helping them sell RVs, which is down from 28.6 percent of those answering the survey in 2012.

Another 16.7 percent of dealers listed vehicle reliability/quality as the most important factor helping them sell RVs, down from 18.0 percent in 2012.

The DSI is an annual confidential survey that asks dealers to express their level of satisfaction with their manufacturers and brands.

**GE** Capital

## **GE Capital's Hyland:** Positive Trends Bode Well for RV Market in 2014



Edited by Mary Anne Shreve

#### GE Capital, Commercial Distribution

**Finance** has supported the RV industry with floor plan financing products for more than 30 years, and it tracks and reports on industry trends. *RV Executive Today* interviewed Tim Hyland, president of the RV Group, for insight into the current market.

individual market segment, the U.S. middle market would be the world's fourth largest global economy. Obviously, the middle market is critical to America's competitiveness and future."

"If looked at as an

- from the National Center for the Middle Market

#### Tim Hyland, President, RV Group GE Capital, Commercial Distribution Finance

Recently, GE Capital, Commercial Distribution Finance said the RV industry was experiencing double-digit growth consistent with the U.S middle market. Can you explain what GE means by the middle market, and how do RVs fit into that segment of the economy?

The middle market is defined as businesses with revenues of \$10 million to \$1 billion, making the RV industry an important contributor to this sector of the economy.

In 2011, GE Capital joined with The Ohio State University's Fischer College of Business to establish the National Center for the Middle Market. Its purpose is to serve as the leading resource on the U.S. middle market economy. As the first center of its kind in the country, it funds research that drives value for middle market companies. It also offers a well-informed outlook on the health and future of the middle market via a quarterly report called the Middle Market Indicator.

On its own, the U.S. middle market would be the fourth-largest economy in the world. Middle market companies generate over \$9 trillion in combined revenues annually, making them a key component of America's competitiveness and future. The U.S. middle market is responsible for over one-third of private sector jobs – that's 43 million jobs. Many RV manufacturing companies fit into the middle market.

What does RV dealer stocking and ordering activity look like this fall – how does it compare with fall 2012?

From speaking with the OEMs, we've heard that dealers sold aggres-

#### What IS the Middle Market?



sively prior to the Manufacturer's Open House in Elkhart. We also saw high levels of buying activity, which suggests dealer confidence in the market. RVIA data shows that shipments are up 11.8 percent through August, and growth through Q4 is expected to achieve 11.7 percent over 2012. Therefore, our anecdotal feedback is supported by the numbers YTD and anticipated through the end of the year.

What regional differences do you see in RV sales?

I'm seeing healthy growth in inventory levels across the country. Some regions had cold springs, which may have created a slow start in those areas, but overall I'm seeing strong and steady growth across the regions. As the strength of motorhome sales continues to improve, we should see outpaced activity where the market was hardest hit in the downturn – states such as Florida, California and Michigan.

As it is, through August, we've seen that motorhomes as a percent of overall shipments moved from just over 9 percent of shipments last year to almost 12 percent in 2013. We'll be keeping an eye on that progress.

GE CDF says RV dealers are turning their inventory more than twice; how does that compare with pre-recession rates? What's the optimal turn rate in this post-recession economy?

There is really no such thing as an optimal turn rate. Different asset classes and OEMs will turn at different rates, and there are macro-economic factors that also need to be considered when thinking about turns. However, if you consider where we were at the depths of the recession when turns were dramatically lower and aging was three to four times higher, we feel good about two times or better in the RV space, especially with aging remaining low.

What can you tell us about GE CDF's outlook for the RV business in 2014?

As we've said in the past, strong consumer confidence, an improving housing market, and positive trends in personal disposable income are some of the indices we watch. Absent any catastrophic events, we expect the RV industry to stay strong through the 2014 selling season, based on the anticipation of a relatively strong U.S. economy.

We've been providing services to those in the RV business for more than 30 years, so we understand that it has its ups and downs. Most important, though, we believe in the longterm prospects of this industry, and we continue to support it.



#### Thanks to the 2013 RV Dealers International Convention/Expo Partners

RVDA Chairman Jeff Hirsch and RVDA President Phil Ingrassia recognized these companies for their generous support of the annual convention:





**GE Capital** Left to right: John McElvey, Jeff McDermott, Bill Hughes, Tim Hyland, Hirsch, Rick Derbonne, Dave Ashby, Bob Parish, Ingrassia

GOLD



**Bank of the West** Left to right: Mylene Huynh, Craig Morris, Hirsch, Dave Russell, Mark Beecher, Dan Swanson, Ingrassia, Jeff Stowe



Protective Left to right: Bill Koster, Jaime Pais, Hirsch, Ingrassia



**Thor Industries** Left to right: Ingrassia, Kyle Kwasny, Ryan Juday, Bob Wheeler, Troy James, Justin Humphreys, Nate Goldenberg, Hirsch, Bob Martin, Dana Simon, Aram Koltookian, Matt Thompson, Ryan Thwaits, Jeff Runels, and Andy Cripe

RRONZE



Ally Financial Left to right: Bill Thompson, Ellen Andeen, Nancy Clayton, Bruce Richard, Hirsch, Mark Manzo, Ed Arienti, Ingrassia



Brown & Brown Recreational Insurance Left to right: Hirsch, Steve Freedman, Michael Neal, Ingrassia



Bank of America Merrill Lynch Hirsch, Ernie Schumache



**Diversified Insurance Management** Left to right: Ingrassia, Hirsch, Terry MacMillan, Rob Wing



Lance Left to right: Scott Almquist, William Hill, Hirsch, Jack Cole, Gary Conley, Scott Martin, Ingrassia, Lou Bonessa





MBA InsuranceLeft to right:Not pictured:Mackenzie Dickson, JosephineForest RiverJohnson, Hirsch, Bert Alanko,Ingrassia, Carlos Avila

## ou rent em e insure " • Start Renting In 2013

**Rentals add** interest to your dealership...

Proven Fact - Rentals Increase Profitability and Create an Opportunity for Future Sales

**35** Years makes the Difference... Discover for yourself why we are still the ONE!

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

Onet

INSURANCE





KOA CEO Jim Rogers at the Young RV <u>Executives Reception</u>

# **2013** RV Dealers International Conv

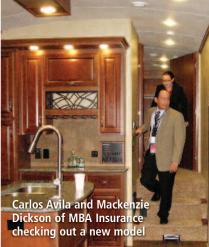




RV manufacturer, brought its Class B



Technician certification registrar Isabel McGrath helps with a question



Workshop attendees





KOA's Jim Rogers during RVDA's annual meeting





# /ention/Expo Highlights





The Wednesday lunch spread is always good!



Moore, vice chairman George Goodrick

The ADAK Adventure

got lots of attention

Trailer's rugged good looks





Statistical Surveys' Tom Walworth (far left,) moderating Thursday's panel discussion





## **Quality Circle Award Recipients** to be Honored at Louisville

By Jeff Kurowski

**Eighteen manufacturers** will receive **RVD**A's Quality Circle Award for their commitment to product excellence and dealer satisfaction. Each company scored high in the annual Dealer Satisfaction Index survey, which asks dealers to rate their makers on key issues such as sales and parts support, product value and overall dealer communications. The awards will be



presented during a reception on Dec. 2 at 5 p.m. in the Crowne Plaza Hotel in Louisville, KY, just prior to the opening of the National RV Trade show.

"The DSI Quality Circle Award recognizes the high level of success these manufacturers have had in working with their dealer business partners," says RVDA Chairman of the Board Jeff Hirsch of Kingston, NHbased Campers Inn. "Their commitment to continuously improving products and services ultimately helps dealers serve

customers better and preserves our industry's share of consumers' discretionary dollars."

The DSI asks dealers to indicate their level of satisfaction with brands/manufacturers on eight core issues: sales support, sales territory, vehicle design, vehicle reliability/quality, competitive price/value, parts support, dealership warranty support, and overall dealer communications.

To qualify for the Quality Circle Award, brands/manufacturers must receive at least 15 ratings and score 80 percent or above (or 4.0 or above on a five-point scale) in overall dealer satisfaction.

RVDA will honor 46 RV brands built by 18 manufacturers with Quality Circle Awards. In several cases, related brands were grouped together according to the manufacturer's recommendations.

#### 20<sup>th</sup> Annual RVDA DEALER SATISFACTION INDEX

The towable RV brands/manufacturers that will receive Quality Circle Awards are (in alphabetical order with the manufacturer's name in bold): Airstream; **Coachmen** (Clipper/Viking travel trailers); Forest River (Palomino travel trailers and fifth wheels, Rockwood/Roo expandables, and Sierra/Sandpiper); Grand Design (Solitude); Heartland (Big Country/Elk Ridge, Big Horn/Landmark, Cyclone/ Road Warrior/Torque, Gateway, North Trail/Wilderness, Prowler, Sundance, Trail Runner/Fairfield); Jayco (Eagle/Eagle Premier/Eagle HT, camping trailers, Jay Feather, Jay Flight/Swift/SLX/DST/ Bungalow, Pinnacle, and White Hawk); Keystone (Cougar/X-lite, Hornet/ Hideout/Energy, Laredo, Montana/Big Sky/High Country/Mountaineer, Outback/ Sydney, Raptor, and Sprinter/Copper Canyon); KZ (Sportsmen/Sportsmen Classic, Spree/Spree Escape; Lance (travel trailers, and truck campers); Lifestyle RV/ Bay Hill; Open Range; Prime Time (Avenger, LaCrosse/Tracer, and Crusader/Sanibel).

These motorized RV brands/manufacturers will also receive Quality Circle Awards: Airstream; Coachmen (Class C's); Forest River; Jayco (Class A's & C's); Leisure Travel Vans/Triple E; Newmar; Pleasure-Way; Thor Motor Coach; Tiffin; and Winnebago/Itasca.

"The DSI Quality Circle Award recognizes the high level of success these manufacturers have had in working with their dealer business partners." – Jeff Hirsch



## RV Learning Center Renamed to Honor Mike Molino

**The RV Learning Center** has been renamed the Mike Molino RV Learning Center in recognition of RVDA's longest serving CEO. Molino provided groundbreaking leadership in promoting continuing education and educational opportunities for dealers and their staff during his tenure as RVDA president from 1996 – 2012.

Jeff Pastore, chairman of the Learning Center's board of directors, announced the change Oct. 2 during the opening general session of the 2013 RV Dealers International Convention/Expo.

"Mike was the driving force behind a number of initiatives at RVDA that continue today, including public affairs advocacy, industry relations, and Go RVing," said Pastore, "but what really stands out for many of us is Mike's unwavering commitment to and leadership in continuing education."

Working with volunteer leaders, Molino began the RVDA Education Foundation, which later became the RV Learning Center. He was also instrumental in creating certification programs for fixed operations staff and the partnership with RVIA for the tech certification preparation program.

The Learning Center is dedicated to providing dealers and their employees with innovative ways to operate RV dealerships through education resources including publications, distance learning, live workshops, online products, training, and certification programs. For more information, visit www.rvlearningcenter.com, send an email to info@rvda.org, or send a fax to (703) 359-0152. The Learning Center is a 501(c)(3) tax-exempt organization; contributions may be taxdeductible as charitable donations.



Congratulating Molino are (left to right) RVDA of Canada Chair Ian Moore, RVDA of Canada President Eleonore Hamm, RVDA Chair Jeff Hirsch, and RVDA President Phil Ingrassia.



Barbara and Mike Molino with a plaque showing the new logo of the renamed Learning Center

#### Lance Camper Honored for Growing RVDA Membership

Lance Camper Manufacturing recently received RVDA's Sue Caldwell Memorial Award for Outstanding Achievement in Membership Recruitment. The company was instrumental in adding 15 dealers to RVDA's membership in 2013. RVDA Chairman Jeff Hirsch (right) presents the award to national sales manager Gary Conley, who accepted on behalf of his company.



#### CELEBRATE!

## RVDA Chairman Jeff Hirsch Honors Three Dealers, One Associate Member with Service Awards

**RVDA** Chairman of the Board Jeff Hirsch presented Chairman's Service Awards to three dealers and one associate member during RVDA's annual meeting at the 2013 RV Dealers International Convention/Expo in Las Vegas. The annual award allows the chairman to personally recognize individuals who have made a significant contribution to RVDA and the industry.

Dealers **Rick Horsey** of Parkview RV, Smyrna, DE, **John McCluskey** of Florida Outdoors RV Center, Stuart, FL, and **Tom Stinnett** of Tom Stinnett Derby City RV,

Clarksville, IN, were honored, as was associate member **Matt Zimmerman** of Keystone RV and Dutchmen RV.

Hirsch recounted Horsey's many contributions, including serving as chairman of RVDA and the RV Learning Center and helping the board of directors navigate through a host of issues regarding the timing and location of the convention. Hirsch praised his commitment to the industry, saying, "there are few people who've done as much for dealers as Rick Horsey."

In honoring McCluskey, Hirsch cited his service as



Above: Tom Stinnett, Jeff Hirsch, John McClusky. Right: Rick Horsey, Matt Zimmerman

second vice chair and RVDA Convention/Expo Committee Chairman. In the latter role, McCluskey gave an "incredible amount of time, thought, and leadership to create a topnotch experience for all of us." Hirsch said. As chair of the convention/expo committee, McCluskey was especially busy with the launching of two new initiatives, the Young RV Executives Program and Vendor Training +Plus. He also played a crucial role in the negotiations to move the convention to Bally's in Las Vegas through 2017.

Tom Stinnett, a past RVDA chairman, was recognized for his continuing leadership as RV Assistance Corporation (RVAC) Chairman and as co-chairman of the Go RVing Coalition. "Tom provided stability in those areas and took one more thing to worry about off my



plate," said Hirsch. RVAC is RVDA's for-profit subsidiary that develops member benefits for the association; it has contributed \$31,000 to the Mike Molino RV Learning Center.

Hirsch cited Zimmerman's commitment to dealership education. "Matt made time to serve as a manufacturer representative on the Convention/ Expo Committee, providing great insight and helping provide a business partner's perspective on our activities here in Las Vegas," Hirsch said. And Zimmerman was instrumental in a ground-breaking program that will provide \$250,000 over the next five years to help get technicians in Kevstone/Dutchmen's dealer network certified. Hirsch said he hoped other manufacturers would follow that example.



22 RV EXECUTIVE TODAY

## **Jim Shields Receives RVDA's Highest Honor**

Jim Shields, owner of French Camp, Calif.-based Pan Pacific RV Centers Inc., received the 2013 James B. Summers Award during the RV Dealers International Convention/Expo in Las Vegas. He was recognized for his longtime service to RVDA, including a term as chairman; his role in unifying California RV dealers, which lead to the creation of CalRVDA, one of the most influential state dealer associations; and his eagerness to help struggling dealers succeed.

"Jim Shields is one of the great thinkers in our industry," said RVDA President Phil Ingrassia, as he presented the award.



"He's continually trying to improve the process and make things better at the dealership, in the industry, and at RVDA."

Jim Shields was surrounded by other JBS award recipients when he was honored at the 2013 convention.

In addition to serving as RVDA chairman in 2006-2007, Shields' service to the association includes co-chairing the Government

Jim and Sherry Shields

Relations Committee, participating in the RVDA Marketing Task Force, and serving a term as a director on the Mike Molino RV Learning Center board.

As a young man, Shields worked in his father's farm implement and motorcycle business, leaving eventually to work for American Honda Motor Company. His next position was as a computer salesman. During that time, he sold equipment to the owner of a small travel trailer dealership. When the owner retired, Shields bought the RV business. He and his wife Sherry worked hard to develop the company and acquire additional dealerships. Today, Pan Pacific includes three locations and sells dozens of makes and models.

The JBS honoree is chosen by the RVDA board each year by secret written ballot from nominations made by association members. The award, created in 1986, is named for RVDA's first CEO in recognition of his tireless service to RVDA.

#### READ WHAT OTHER DEALERS SAY ABOUT A WORLD OF TRAINING FOR BOTH SALES AND SERVICE TRAINING

"If you want real-life training that sticks, A World of Training is the training company to use." Nathan Hart, Walnut Ridge Family RV, New Castle, Indiana

"A World of Training is responsible for helping us take the dealership to the next level by implementing structure and monitoring processes to make sure we are successful." Mark Primeaux, Primeaux RV, Lafayette, Louisiana

"I have been a client of A World of Training for several years. They are experts in all departments. They have helped us set up areat systems and processes that we use every day." Jamie Dodd, Dodd RV, Yorktown, Virginia

"The training was great and everyone is excited for the next round. The managers are also excited to use your ideas to help their ongoing training process." Clifton Lewis, Lewis RV Center, Oklahoma City, Oklahoma

Call NOW to schedule a FREE profit potential evaluation Off: (866) 238 - 9796 Cell: (813) 951 - 6586





#### CONVENTION NEWS

## **Changing It Up! RVDA'S 2014 CONVENTION TO MO**

#### Some of the most exciting news coming from this year's convention/ expo was the announcement that next year's event will move to The Strip – specifically, Bally's and Bally's Paris.

And to enable more dealers and dealership employees to attend the industry's premier event for RV retailers, the convention has been pushed to the beginning of November for the next four years. In 2014, it will occur the week of Nov. 9.

RVDA Chairman of the Board leff Hirsch and RVDA of Canada Chairman of the Board Ian Moore announced the changes during the opening general session last month. "The new dates give us the opportunity to take advantage of the October market and give us a little more time

between the Elkhart open houses and the convention," Hirsch said.

The new dates are: 2015 – the week of November 1: 2016 – the week of November 6; and 2017 the week of November 7. Bally's and Bally's Paris are part of Caesars Entertainment, as is the Rio, where RVDA has held its convention/expo for more than 10 years. The association was able to negotiate a change of venue with Caesars executives.

Dealers and exhibitors at the convention responded enthusiastically to the news. As one individual said, "We're 100 percent for the change. It'll be better for us and better for the industry. And the Rio has served us well over the years, but it's time to move on."



#### **Mark Your Calendar!**

2014 Nov. 9-14 2015 Nov. 1-6 2016 Nov. 6-11 2017 Nov. 7-12

## **VE DATE AND VENUE**

#### Here's how some convention attendees reacted to the news:

"We figure attendance should improve, because we're removing most of the obstacles people mention when asked why they don't go to the convention." — Darrell Friesen, All Seasons RV Center

"November is a better time of year. There's not as much going on. I have four people here and could bring six to eight next year." – Jeff Daily, Pacific Coachworks "Sometimes change is good. If the change in venue results in higher attendance, AGWS would reevaluate how many people to bring." – Mick DeLavallade, AGWS

"The Strip's more fun, and more people will come next year."

– Randy Adams, RVM Promotions

"November is better for us. The venue isn't as important, as long as it's still in Las Vegas. I brought four people this year. If it's later, I could bring eight to 10." — Clint Mack, Fife RV

"Paris is in the heart of The Strip, so there will be more to do. I've been here six years in a row, so it'll be nice to go someplace different. And the time change is good. This year I brought three to the convention. Next year I'll consider bringing four or five." – Peter Reyer, Paul Evert's RV Country



## GO RVING PROGRAM FOR 2013!

The Go RVing dealer tie-in program is back in 2013... and better than ever! The "Away" campaign returns to the emotion-driven family focus of past campaigns, along with continued emphasis on the affordability and accessibility of the RV lifestyle for multigenerational families. This optional program also gives dealers, state dealer associations, and their agencies options to use materials connected to the national campaign. *Here are the highlights:* 

#### Leads - Plus Program

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

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

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

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

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

Name:	
Address:	
	State: Zip:
Phone:	Fax:
Email:	
Dealer website:	

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

when you find it.

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's Facebook Page Doubles Fans in 3 Months

Edited by RVDA staff

**Between June** and the end of September, Go RVing doubled its following on Facebook, jumping from 100,000 followers to more than 207,000 and placing it on an elite list of pages that reach that milestone. Facebook says only 1 percent of all its brand-affiliated pages reach that status.

The biggest reason behind the growth of Go RVing's fan base is that followers are sharing the site's daily posts, which average more than 300 shares per week. That means current Go RVing followers are enjoying the posts and choosing to repost them on their walls for their friends to see.

The **#RVTailgateSweeps** has contributed an estimated 5,000 new followers since Go RVing's partnership with *Sports Illustrated* and coordinating sweepstakes launched at the end of August.

Go RVing continues to produce compelling content that consumers can enjoy and share on Facebook. Many



Go RVino

Facebook posts link to Go RVing's Instagram, Pinterest, and Twitter accounts, putting industry messages in front of more consumers and potential buyers.



## Online Training with FRVTA's

## **DISTANCE LEARNING NETWORK**

#### FRVTA-RV Learning Center Partnership

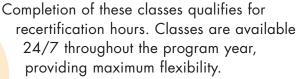
\$995 per year for each dealership location. Over 50 sessions available, 24 hours a day, seven days a week, with full access to training through July 31, 2014.

#### The DLN offers your dealership:

- Onsite training
- Group training
- No travel time or expenses
- Self-determined pace
- One fixed price of \$995 for the subscription term

#### The DLN offers online training for:

 RV Technicians – The certification prep course helps technicians get ready for the certification exam. Your subscription includes unlimited access to more than 50 training sessions, reviews, and test preparation sections. Also included are manufacturer- and supplier-specific advanced repair and troubleshooting classes designed to upgrade technicians' skills.



 Service Writers/Advisors – This three-hour program is valuable for both new staff and experienced personnel preparing for

the RV Learning Center's Service Writer/Advisor certification.

- Greeters/Receptionists This 50-minute session is suitable for all employees who need customer service skills. It includes a final exam and certificate of completion.
- **Dealers/GMs** This program features important topics for management, including lemon laws, LP gas licensing issues, and the federal Red Flags Rule.

DEALERSHIP REGISTRA	TION
DEALERSIIIP REGISIRA	

Company Name:				
Address:	City:	S	State:	_ Zip:
Phone:	Fax:			
Mentor Name:		Phone:		
E-mail (at dealership):		Fax:		
**High speed Internet access require	ed. RVIA serv	ice textbook	s not in	cluded**
location(s) at <b>\$995 each</b> = payment due: \$	(s	select payment me	thod below	)
PAYMENT METHOD       Note: prices are subject to         Florida RV Trade Association, 10510 Gibsonton Drive         PAY BY CHECK OR MONEY ORDER	, <b>Riverview, FL 33</b> PAY BY VISA C	578, (813) 741-0 DR MASTERCAR	0488, Fax	
Name on Credit Card:				
Card Number:	Sec	urity Code:	Ехрі	res:
Card Billing Address:	City:		State:	_ Zip:
Card Holder Signature:				

For more information, call (386) 754-4285 or go to www.fgc.edu/rv-institute.aspx

#### RV/MH Hall of Famer and former RVDA CEO Bob Strawn Passes Away

Former RVDA president, CEO, and chairman of the board Robert J. "Bob" Strawn passed away on Thursday, Oct. 10, at his home in Elberta, AL. Strawn was one of the most honored individuals in the RV retail industry; he was inducted into the RV/MH Hall of Fame, received the James B.



Summers Award, and had the RVDA headquarters building in Fairfax, VA, named after him.

Strawn served RVDA for 17 years as a volunteer dealer leader, joining the board of directors in 1979 and advancing to higher elected positions until he became chairman of the board in 1983-84. He was on a search committee to find a successor for retiring RVDA President Jim Summers when he decided to sell his Denver dealership and apply for the job himself. He then served as the association's CEO from 1986-1996. Throughout his tenure at RVDA, Strawn was assisted by his wife Nadine, who handled all of the finance and administration operations for the association.

Under Strawn's leadership, the association improved its financial stability, education programs, and member services. He was inducted into the RV/MH Hall of Fame in 1996, and the RVDA headquarters building was dedicated in his name that same year. He received the association's highest honor, the James B. Summers Award, in 1997.

"As a volunteer, Bob played a key role in getting RVDA established in the Washington, D.C., area and, as president, developed a professional organization and staff to serve dealers more effectively," said RVDA President Phil Ingrassia. "He left a lasting impression on this association and will be missed by his many friends in the RV industry."

Strawn was born in Oklahoma and reared on a Nebraska farm. He graduated from the National Maritime Academy in Kings Point, NY, and served on merchant and Navy ships in World War II. Afterwards, he earned an engineering degree, developed and patented a vaporizing process for industrial LP-gas burners, and opened a manufacturing business in Colorado.

Strawn sold his Denver business in 1968 and bought a small Colorado RV dealership. He quickly became involved in association affairs and advanced through the leadership of the Colorado state association. Strawn joined the national RVDA Board of Directors in 1979 before advancing to higher elected positions, becoming chairman of the board in 1983-84.

Strawn was interred in Barrancas National Cemetery, Pensacola, FL. Condolences may be sent to his widow, Nadine, via tjstrawn@embarqmail.com, and memorials may be made to Heifer International.



find out why at spader20.com

1-800-772-3377 INFO@SPADER.COM

-John Spader President of Spader Business Management

Fulfilling. Success.

PADER

business management

**2013 RV DEALERS INTERNATIONAL CONVENTION & EXPO** 

Las Vegas, NV \* September 30 - October 4

#### Multiple Sessions on CD-ROM or Individual Sessions on Audio CDs

#### Purchase multiple sessions, grouped by RVDA Track, on ONE (1) CD-ROM or select individual sessions on audio CDs.

CD-ROMs play in computers only. Some sessions may require multiple audio CDs due to session length and may appear in multiple Tracks. Please contact AudioPrint International if you have questions.

To order, circle/indicate API CODE(S) of selection(s) and complete form below. Payment must accompany order. Please allow 3-4 weeks for delivery. Post-convention credit card orders MUST include card billing address. Prices, list, fees, and availability subject to change. Thank you.

General		Session Panel is Included on ALL CD-ROM Tracks	ks <u>API Code</u> <u>Track - Title / Presenter(s)</u>	
		Also available on 2 Audio CDs	13-02-13	Tame the Social Media Beast Pierre Trudel
	API Code	<u>Track/Title - Presenter(s)</u> Thursday General Session Panel -	14-02-13	20 Groups: Habits of High Performers Jim McCann & Panel
	23-02-13	Managing Inventory with Logic - Not Emotion Tom Walworth, Troy James, Will Jarnot, Mike Regan, Ernie Schumacher (2 Audio CDs)	19-02-13	Still Surprised by Why People Do What They D David Spader
	80-02-13	D/GM Track on 1 CD-ROM All sessions below plus General Session Panel	20-02-13	4 Ways to Increase Your F&I Revenue Through Back-End Product SalesRob Auer, Jared Zin
	03-02-13	Establishing Benchmarks and Program IndicatorsBarry Siskind	27-02-13	Grow Your Leadership & Management Skills . Paul Webb
	08-02-13	Healthcare Reform: How to Get Ready NowKathryn Carlson	28-02-13	Dealership Culture - The Ultimate Differentiate

#### MORE SESSIONS ON PAGE 2

#### People Do What They Do? .. our F&I Revenue Through les .. Rob Auer, Jared Zimlin 0 & Management Skills .. The Ultimate Differentiator .. 33-02-13 Managing the Millennial Generation ...Betty Mills

		Paid	Cash	Check	Charge
Extend the Convention's Value - Learn and train all year long CONV PRICIN AUDIO CD-ROMs by Track	VENTION		lit card ord ude billing		
Parts Track - 10 Sessions \$2	225	ISCOVER	-		Expiration Date
Sales Track - 10 Sessions \$2	225 Printe	ed Name			
Friday Sessions Track - 2 Sessions \$	75 Com				
AUDIO CDs by Session Per Audio CD \$	25 City_ State			ZIP	
Audio CD 9 for 8 Pack / 1 Free\$ 2Audio CD 16 for 14 Pack / 2 Free\$ 3All Sessions on 53 CDs - SAVE 47%\$ 6	350 Emai	il Address			post-convention)
Complete Audio CD Set INCLUDES Storage Case		et /State/Zip			
**Plus S/P - International requests h	ighor	inity, FL 34655	,	75.7154 * Fax	rings Blvd, # 327 : 727.375.7445

They re III: order your convention order y CDs now!

#### Order Multiple Sessions by Track on CD-ROM or Individual Sessions on Audio CDs

API Code	<u> Track - Title / Presenter(s)</u>
80-02-13	D/GM Track on 1 CD-ROM - Continued from Front, three sessions below plus General Session Panel
34-02-13	Consolidating Back-Office Operations for Multi-Location Dealer GroupsMercedes Hendricks
39-02-13	Luck is When Preparation Meets OpportunityJim Rogers
40-02-13	Online Reputation Management Peter Martin
81-02-13	Parts Track on 1 CD-ROM All sessions below plus General Session Panel
05-02-13	Discover Hidden Profits in Your Parts Department Mark De Lucia
11-02-13	Growing a Dealership with Parts, Accessories and Service Gary McGugan
16-02-13	The Art of Successful Selling in the Parts DepartmentMichael Doyle
23-02-13	Creating a Winning Display: Turn Your Parts Display into a Visual ExperienceBarry Siskind
26-02-13	"Rooftop" Measurements for Effective and Profitable Fixed OperationsMike Nicholes
30-02-13	Stock the Right Part at the Right Time Chuck Marzahn
36-02-13	A Day in the Life of a Successful Parts Manager Mike Nicholes
43-02-13	Let's Get Visual: Merchandising's Secret WeaponsLinda Cahan
82-02-13	Rental Track on 1 CD-ROM All sessions below plus General Session Panel
07-02-13	How to Comply with 20th Century Laws in the 21st CenturyLeslie Pujo
08-02-13	Healthcare Reform: How to Get Ready Now Kathryn Carlson
18-02-13	New Strategies for an Old Problem: Eliminating Unrecoverable Vehicle DamagesDavid E. Purinton
19-02-13	Still Surprised by Why People Do What They Do? David Spader
32-02-13	RV Rental AgreementsLeslie Pujo
38-02-13	Panel Discussion: The Value of RV Rentals to Sales and Service DepartmentsLeslie Pujo, Scott Krenek, Jim Rogers, Scott Jones
40-02-13	Online Reputation Management Peter Martin
	ure to ask about our extensive "Digital Library" ssions recorded at previous RVDA Conventions
	AudioPrint Inter

#### API Code Track - Title / Presenter(s) 83-02-13 Sales Track on 1 CD-ROM All sessions below plus General Session Panel 04-02-13 How to Close a Sale Easily with a WWW Customer .. Pierre Trudel 10-02-13 Digital Advertising that Reaches Today's RV Prospects .. Roger Vergara 15-02-13 Strategies to Double Your Show Results ... Barry Siskind (2 Audio CDs) 22-02-13 How to Hire Your Next Top Sales Person ... Kathryn Carlson 29-02-13 Execute Your Video Initiative Strategy: How to Apply Innovative Video Techniques ...Mike DeLong 35-02-13 A Day in the Life of a Successful Sales Manager ... Michael Rees 41-02-13 Advanced Business Communications .. Paul Webb 42-02-13 Selling Excellence - A Continuing Quest ... Gary McGugan 84-02-13 Service Track on 1 CD-ROM All sessions below plus General Session Panel 06-02-13 Inspection Processes & Tools for a Successful Service Manager .. David Foco 12-02-13 Let's Put the "P" Back in Service ... Jim Carr

- 24-02-13 How to Utilize Email Marketing to Increase Your Fixed Ops Revenue ...Peter Martin
- 26-02-13 "Rooftop" Measurements for Effective and Profitable Fixed Operations ..Mike Nicholes
- 31-02-13 Boomer Power: Meet the Best Buyers on the Planet ..Linda Cahan
- 37-02-13 Customer Service or "Am I Selling?" .. Paul Webb
- 44-02-13 New Hires with a Customer Service Mindset ... Ricardo Roman

#### 85-02-13 Friday Track on 1 CD-ROM - Includes two sessions below (Canadian Compliance sold separately)

- 45-02-13 ECOA Compliance 101: What You Need to Know and Why You Need to Care About It ..Chip Zyvoloski (2 Audio CDs)
- 46-02-13 CFPB Guidance and Rate Markups: Do You Understand Your Roles and Responsibilities? .. Chip Zyvoloski
- **47-02-13 Wednesday Canadian Compliance Session** Canada's New Anti-Spam Law and What It Means for Your Business ..Brian Bowman *(Audio CD Only)*

AudioPrint International, Inc. 1324 Seven Springs Blvd., # 327 \* Trinity, FL 34655 Phone: 727.375.7154 / Fax: 727.375.7445 audioprint@verizon.net

## RVDA

## **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

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

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

www.afadvantage.com steve.bolinger@af-group.com (877) 967-5748, Ext. 8699

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

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

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

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

#### Employee Testing Caliper Corp.

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

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

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

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

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

**M**MIC 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 fulltime employees are eligible. Spouse and dependent children under age 19 (23 if fulltime student) are also eligible. The cost of the coverage for the RVDA program may be paid in whole by the employer or shared with the employees. However, the employer's contribution must be at least 50% of the total cost.

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

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

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

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

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

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

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

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

#### Shipping Discounts PartnerShip, LLC

http://partnership.com/79RVDA sales@PartnerShip.com (800) 599-2902

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

#### Visit www.rvcareers.org

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

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

## December 2013

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

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	<b>25</b> CHRISTMAS	26	27	28
29	30	<b>31</b> NEW YEAR'S EVE				

#### **Department Tasks:**

#### **Dealer/General Manager**

- **D-1** Department Managers Meeting
- D-2 Change Ads
  - D-3 Check Go RVing Leads
  - **D-4** Review Department Activity
  - **D-5** Review Numbers

#### Rentals

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



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



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



#### Service

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



#### **Parts & Accessories**

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



#### 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 - 10/17/13*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 07/01/12 - 10/17/13*	Total Lifetime Pledge	Last Contribution
MAJOR GIFTS acti	ve donors* v	vith cumul	ative donati	on or pledge of \$25,000 or more			
Newmar Corporation	\$25,000	\$260,000	01/29/13	Pan Pacific RV Centers, Inc.	\$1,000	\$41,500	10/15/13
Bank of America Merrill Lynch	\$5,000	\$173,000	04/29/13	McClain's RV Superstore	\$6,000	\$41,000	08/05/13
Protective	\$21,595	\$132,558	01/18/13	Ace Fogdall, Inc.	\$2,000	\$39,100	04/12/13
Tom Stinnett Derby City RV	\$500	\$101,500	12/28/12	Pikes Peak Traveland	\$1,000	\$31,000	06/03/13
PleasureLand RV Center, Inc.	\$2,000	\$86,350	10/22/12	RVAC	\$5,000	\$31,000	02/15/13
Horsey Family Memorial Fund	\$1,000	\$69,000	07/01/13	Paul Evert's RV Country, Inc.	\$1,000	\$30,000	04/01/13
Bill & Kristen Fenech	\$7,500	\$57,500	07/09/13	Tiffin Motor Homes, Inc.	\$2,500	\$28,500	03/11/13
Campers Inn of Kingston	\$23,578	\$56,000	10/08/13	Avalon RV Center, Inc.	\$1,000	\$26,500	04/12/13
Ron & Lisa Fenech	\$5,000	\$55,000	08/27/13	Holiday World of Houston	\$500	\$25,500	06/17/13
Byerly RV Center	\$11,000	\$47,000	07/08/13	Bill Plemmons RV World	\$5,000	\$25,000	06/24/13
CHAMPIONS activ	ve donors* w	ith a cumu	lative dona	tion or pledge between \$2,500 a	nd \$24,999		
Reines RV Center, Inc.	\$2,500	\$24,525	12/19/12	Motley RV Repair	\$1,000	\$9,075	09/13/13
Diversified Insurance Mgmt. Inc.	\$2,200	\$21,000	11/05/12	Curtis Trailers	\$1,000	\$8,000	06/03/13
Earl Stoltzfus	\$10,000	\$20,000	08/30/13	American RV	\$1,000	\$6,925	10/04/12
Wilkins R.V., Inc.	\$1,500	\$19,600	07/22/13	Circle K RV's, Inc.	\$250	\$6,250	06/24/13
Greeneway, Inc. (Route 66 Dealer)	\$5,250	\$18,550	06/11/13	Burlington RV Superstore	\$500	\$5,500	06/19/13
Rivers RV	\$250	\$17,600	05/31/13	Hayes RV Center	\$300	\$5,400	02/01/13
Alpin Haus	\$500	\$17,500	06/21/13	Webster City RV, Inc.	\$1,000	\$5,100	04/22/13
Butch Thomas	\$1,000	\$16,000	11/30/12	Madison RV Supercenter	\$1,000	\$5,000	08/08/13
Hartville RV Center, Inc.	\$1,000	\$15,500	05/07/13	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 Molino	\$500	\$11,311	07/03/12	Topper's Camping Center.	\$500	\$3,500	04/18/13
Affinity RV Service Sales & Rentals	\$2,000	\$11,000 \$11,000	07/01/13	Myers RV Center, Inc.	\$1,250	\$3,250	06/11/13
AIRXCEL - RV Group United States Warranty Corp.	\$500 \$1,000	\$11,000 \$10,250	06/06/13 04/12/13	J. D. Sanders, Inc. United RV Center	\$500 \$1,000	\$3,000 \$3,000	08/05/13 09/20/12
Little Dealer, Little Prices	\$1,000 \$5,000	\$10,250	01/23/13	Best Value RV Sales & Service	\$1,000	\$3,000 \$2,750	04/08/13
Great Lakes RVA		\$10,000	02/27/13	RV Outlet Mall	\$750	\$2,750 \$2,550	06/05/13
Hemlock Hill RV Sales, Inc.	\$10,000 \$639	\$10,000	02/27/13	Alliance Coach, Inc.	\$750 \$500	\$2,550 \$2,500	10/26/12
Rich & Sons Camper Sales	\$2,000	\$10,000	11/21/12		\$300 \$750	\$2,500 \$2,500	06/07/13
				or pledge between \$1,000 and \$2	-	φ2,500	00/07/13
The Trail Center	\$250			Dinosaur Electronics	\$500	\$1,250	06/06/13
Hilltop Trailer Sales, Inc.	\$541	\$2,122	06/11/13	Out of Doors Mart, Inc.	\$500 \$500	\$1,250	09/18/13
Skyline RV & Home Sales, Inc.	\$1,250	\$1,500	06/14/13	Phil Ingrassia	\$300 \$1,000	\$1,000	09/05/12
•	\$1,230 \$505			•	. ,		
Noble RV, Inc.	-	\$1,405	06/21/13	Bill Mirrielees	\$250	\$1,000	05/09/13
				ation or pledge between \$500 ar		<b>\$</b> 500	00/00/40
Schaap's RV Traveland	\$500	\$850		Holiday Hour, Inc.	\$100 \$500	\$500 \$500	03/20/13
Steinbring Motorcoach	\$500 \$200	\$750 \$625		Lindsey Reines	\$500 \$250	\$500 \$500	12/19/12
Ronnie Hepp	\$300 \$205	\$625 \$500	08/24/12 12/31/12	Beckley's Camping Center	\$250	\$500	06/06/13
Camp-Site RV							
				tion or pledge between \$100 and		¢400	10/10/10
Bell Camper Sales	\$200 \$250	\$450 \$250	08/26/13 09/01/12	Happy Camping RV	\$100 \$100	\$100 \$100	10/19/12 08/12/13
Foley RV Center Kroubetz Lakeside Campers	\$250 \$250	\$250 \$250	12/02/11	Mike Thompson's RV Super Stores John Peak	\$100	\$100	10/03/13
Mayflower RV, Inc.	\$250 \$250	\$250 \$250	07/27/12	Amy Pennington	\$100	\$100 \$100	11/30/12
Karin Van Duyse	\$250 \$250	\$250 \$250	10/25/12		φιου	φιου	11/30/12
ENDOWMENTS	φ200	φ200	10/23/12				
Kindlund Family Scholarship		\$270,000					

# CENTRAL TRAINING CALENDAR

Dealer/GM	<< Back December 2013 Fv						
Sales	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Service RV Service Technician Parts F & I Rental	Sobel University Registration Begins Show Online Events		2 Show Online Events	Selling Has Nothing To Do With Selling Show Online Events	Increasing Your Sales Power to New Levels of Excellence Show Online Events		Show Online Events
Go RVing. Don't see your events listed? Visit	E Show Online Events	Comprehensive Sales Seminar ( 3 credits) Spader Total Management 1 Workshop Show Online Events	10 Spader Parts 8 Accessories Management Workshop Show Online Events	Show Online Events	12 Write-Up and Close Seminar (2 credits) Show Online Events	Show Online Events	Show Online Events
www.rvtrainingcalendar.com to upload your events to the calendar.	18 Show Online Events	16		the second second	1	Sobel	Show Online Events
	22	23	24	25	20	5 27	28

Show Online Events Show Online Events

29	30	31	ONGOING	ONLINE EVI	ENTS:	_
nline Events	Show Online Events	Show Online Events	Technician Certification Self-Study Prep Course	FRVTA's Distance Learning Network - Training for Every Position at Your Dealership	Training through	Service Writer/ Advisor Training through FRVTA's DLN

#### ADVERTISERS INDEX

RVDA Welcomes	A V
Our Newest Members	866
9/1/13 - 9/30/13	Δm

Show Or

#### Dealers

Home

Disclaimer Search Eve

Online Events Manage Events

Cypress RV Sales Winter Haven, FL

DC's RV Center Bakersfield, CA

#### Rental

RV Rentals, Seattle Seattle, WA

A World of Training	Protective
866-238-9796	888-326-0778 back cover
American Guardian	RVT.com
800-579-2233	888-928-0947
Diversified Insurance Management Inc.	Sobel University
800-332-4264	253-565-2577
IDS	Spader
800-769-7425 27	800-772-3377
MBA Insurance Inc.	Systems 2000
800-622-220117	407-358-200015

## 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 to learn more about the XtraRide service contract program.

#### Protect Tomorrow. Embrace Today.™

 XtraRide Service Contracts
 I Post-Sale Programs

 Dealer Experience Refund & Reinsurance Programs
 I Rental Programs

 F&I Training
 I On-Line Rating, Reporting & Contracts



**Xtra**Ride

\*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.