

RV EXECUTIVE TODAY

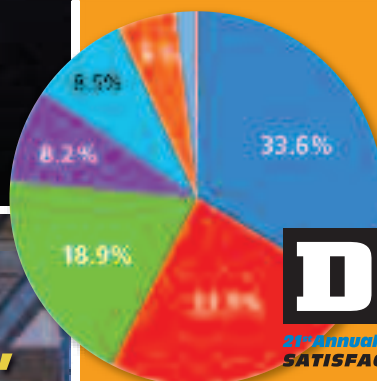
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DSI

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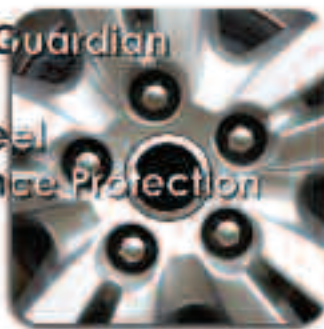


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Getting a Grip on Training

By Phil Ingrassia, CAE, president

Let's take a moment to celebrate the Certified RV Professionals among us. The service technicians, service writers/advisors, service and parts managers, parts specialists, and warranty administrators who earn certification and maintain their industry credentials over time.

These folks are on the front lines of interaction with customers and, as consumer research has demonstrated, they have a big impact on customers' overall satisfaction with the dealership experience – and customer word-of-mouth.

As the Mike Molino RV Learning Center launches the Society of Certified RV Professionals initiative at the RV Dealers International Convention/Expo this month, it's an appropriate time to say thank you to all certified employees and celebrate their accomplishments.

At the same time, we need to recognize the obstacles dealership employees face as they try to maintain that certification. Last month in this column, I wrote about the perception some people have that the training is inaccessible. They have a point – it's hard to find training, and once you've completed it, where is the documentation?

On the RVDA staff, Brett Richardson, Ronnie Hepp, and I are Certified Association Executives (CAEs) and we know what it's like to try to round up the credits from various continuing education programs to meet the 40 hours necessary to recertify every three years. Some CAEs throw up their hands and say it's not worth the hassle to recertify.

So, what can the RV industry do to help our certified employees stay certified?

Several years ago, the RV Learning Center, RVDA, and RVIA teamed up to build www.rvtrainingcalendar.org. Registration to use the site is free, and trainers and companies can list training with links to registration forms and other information. The RV Learning Center, RVIA, and several top trainers use the site for their educational offerings, but the site is underutilized by companies that provide training. Part of the Society's role will be to be more pro-active on this front. So all you companies that provide

"With most RV training offered through the leading suppliers and distributors, the quality is usually high enough to pass muster as credit toward certification."

training for technicians or fixed-ops people, expect a call from us – if we haven't called already – or get a jump start and send your information to info@rvda.org.

Another great favor that companies offering fix-ops or service tech training can do is to provide certificates of completion for their courses and document the time participants spend on the course, whether it's live training, webinar, or online.

Education credits are usually awarded by "hours" spent on the training. These are often called CEUs. What's interesting is that the term CEU is in the public domain, which means that any organization may award a CEU, and it's up to the certification body to determine if the coursework meets its standards. With most RV training offered through the leading suppliers and distributors, the quality is usually high enough to pass muster as credit toward certification.

Companies offering training can help certified RV dealership personnel maintain their professional credentials and add value to their training programs by offering certificates of completion. It's more challenging for online videos, but it may be worth it for companies to group these training sessions into half-hour or one-hour segments and offer an online quiz or other instrument to test for comprehension.

As we move forward, the RV Learning Center and the Society of Certified RV Professionals will do what we can to get out the word about available training opportunities. It shouldn't take as long as it does to find training, and we're working to improve the process for everyone.

Thanks for your support!

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Seeing Across to the Other Side of the Bridge

By Jeff Hirsch, chairman



I thought my last Chairman's Report would be the easiest to write, but it's turned out to be the hardest. This is the 25th column of mine to appear in *RV Executive Today*, and soon this chapter of my life will be closed. But wow, what a great chapter it was, filled with experiences beyond my expectations. Looking back, I've had some of my proudest career moments serving you as chairman.

It's been a humbling experience. The decisions and actions I take for Campers Inn are so much easier compared with decisions that have to represent the interests of many stakeholders. During the past two years, I saw what happens when groups with different needs and opinions have to find common ground. Sometimes there is no immediate solution.

I've always believed in the adage that we should seek to understand before we are understood. We don't always need to cross the metaphorical bridge to see the other side, but when we're able to listen to and empathize with the other side, our industry benefits. I feel we've made great strides in building industry unity through purposeful dialog with our partners and associates, always respectful of our unique differences.

RVIA President Richard Coon and Chairman Doug Gaeddert together encouraged open and honest dialog with the goal of achieving a stronger industry. I believe the mutual respect between RVIA and RVDA will be of benefit in years to come. Thanks to all of the fine people at RVIA who help professionalize our industry.

I'm also indebted to RVDA's staffers. They must maintain a high level of adaptability and encouragement with every new chair who comes on board, and they showed no less for me. I want to extend a special thanks to Phil Ingrassia, our president, who brings a level of passion for our association that money can't buy. For two years, we spoke several times a week about potential threats and opportunities. He's simply great to work with, and I'll always appreciate having served with him and being befriended by him.

I also want to thank Ronnie Hepp, vice president for administration, for being the master of details. Whether it was boardroom clarifications or keeping me informed, she was always there. I remember Ronnie sending me a note once, after I'd sent her my board meeting flight arrangements, pointing out to me that I might want to arrive in the morning rather than the evening so as not to miss the first day of the meeting. I also appreciate the rest of the staff, who made my job easier and often made me look better than I was. They are true professionals. And I send out a special thanks to Andy Heck, who served as past chairman for an extra year.

Finally, a special thanks to all of you who gave me your encouragement, guidance, and invaluable feedback over the past two years.

"Here's my main message: We need the association and the association needs you. I appreciate how we contribute differently, some by attending convention, others by using RVDA products and services or by volunteering, and others by making financial contributions."

To receive the benefits of a strong association, we must first make an investment. Together, all of our small investments add up to a greater return. After being chairman for two years, I can say unequivocally that RVDA is important to our success as dealers. The Consumer Financial Protection Bureau issue is proof alone that we need a collective voice when our businesses are threatened.

Here's my main message: We need the association and the association needs you. I appreciate how we contribute differently, some by attending convention, others by using RVDA products and services or by volunteering, and others by making financial contributions.

As I contemplate the future, I'm concerned about increasing regulation. The most effective counter to adverse legislation is a strong, unified voice. Several times during my chairmanship, we asked members to contact legislators to explain dealer positions on bills and regulations and point out consequences of lawmakers' votes. I was amazed by how receptive politicians were when they better understood the impact of potential legislation.

That's why we need a strong grass roots organization. If you agree with me that a maturing industry will face increasing legislative scrutiny, then call me and let's talk about you becoming a part of the solution by being an RVDA delegate. My goal is to increase our at-large delegates by 20.

When I became chairman, I was honored and delighted at the chance to give back to this industry and, more importantly, to you. What I didn't realize at the time was that I would receive a bigger gift from you. I learned a new phrase today – "a priori," which describes my improved understanding of how our industry functions. What I once saw from the outside isn't even close to what I experienced as chairman of RVDA.

I'll be forever indebted to you and the association for that.

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RV Retail Exceeds Wholesale Volume for Second Consecutive Month

By Thomas Walworth, Statistical Surveys/The Thrive Group

In July, for the second consecutive month, U.S. and Canadian dealer inventories of motorhomes and towable RVs shrank because retail sales exceeded factory-to-dealer shipments by significant amounts, according to market research firm Statistical Surveys/The Thrive Group.

The July inventory index for towables was 141.3, up sharply from 124.0 in June, and for motorhomes it was 117.8 in July, compared with 111.4 in June. July actually was the fourth consecutive month during which towable inventories shrank.

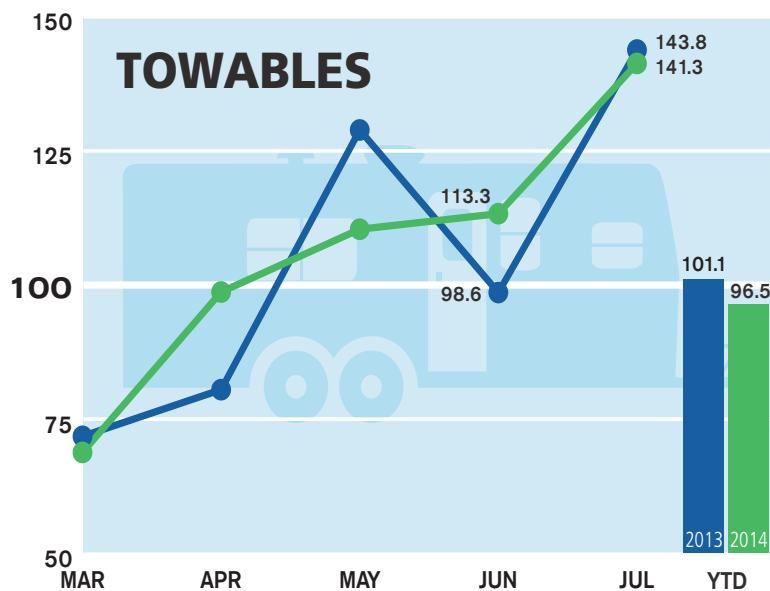
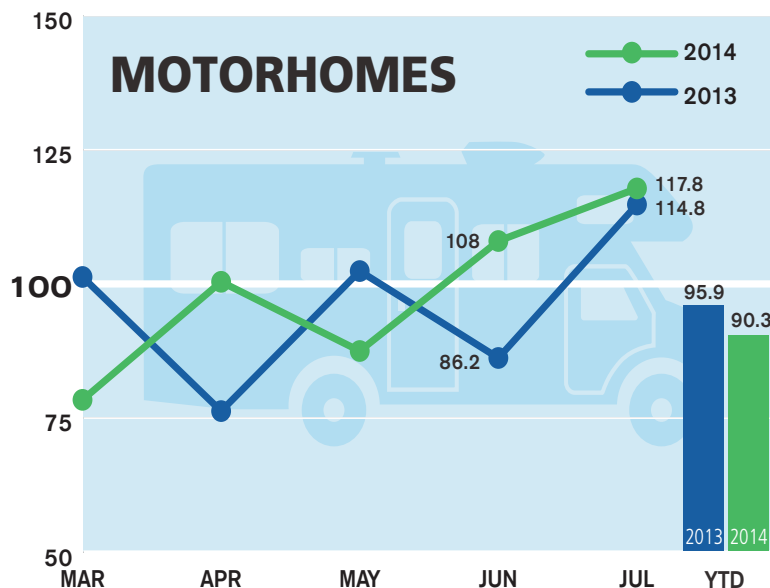
The towables inventory shrinkage at the dealer level from April through July cut into inventories that built up during the first quarter of this year. The result – the towables inventory index was 96.5 after the first seven months of this year, indicating a slight expansion. In the case of motorhomes, the inventory expansion after the first seven months of 2014 was a little more rapid, as shown by an index of 90.3.

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.

The 34,652 towable RVs retailed by U.S. and Canadian dealers in July represents a 4.3 percent increase when compared with the 33,229 units sold to North American consumers in July 2013. (U.S. towable retail sales were up 5.3 percent in July and 7.2 percent during the first half of this year. In Canada, towable RV retail sales were down 9.8 percent in July and were down 8.5 percent during the first seven months of this year.)

Wholesale shipments of towables increased 6.2 percent in July to 24,529 units, compared with 23,100 units delivered to dealerships in July 2013. During the first seven months of 2014, towable shipments were up 9.5 percent to 193,121 units, compared with 176,400 delivered during the same portion of 2013.

In the case of motorhomes, 3,772 units were retailed in July, a 13.3 percent increase over the 3,328 units sold in July 2013. Meanwhile, motorhome shipments increased 10.4 percent to 3,201 units in July, compared with 2,900 units shipped during July 2013. (U.S. motorhome retail sales were up 10.1



percent in July and 13.2 percent during the first seven months of this year, while Canadian motorhome sales were up an even 10 percent in July and were up 1.6 percent year-to-date.)

Walworth will present "How to Understand Today's Market Trends" with Scott Stropkai on November 12 at the RVDA convention. For more information, contact Tom Walworth at (616) 281-9898. The Thrive Group is a partnership between Statistical Surveys and Spader Business Management. ■

The Great Recession's Aftermath

Car Dealers Exited RV Retailing While Boat Dealership Locations Increased

By Jeff Kurowski

RVDA will release more data in the coming months. The U.S. Census Bureau conducts the economic census every five years, as required by law. Nearly 4 million companies representing all regions and industries provided data for the latest census, which was conducted between October 2012 and February 2013.

The Great Recession of 2008-2009 most likely played a significant role in reducing the number of automobile dealers selling RVs as a sideline, according to 2012 economic census data released recently by the U.S. Census Bureau.

The October edition of *RV Executive Today* compared the number of dealership locations primarily selling RVs in 2012 with the number of locations in 2007, the year the previous economic census was conducted. That comparison showed there were 2,619 U.S. locations in 2012 where RV sales were the primary line of business, compared with 3,100 locations in 2007 – a 15.5 percent decline.

However, 2007 economic census data was gathered when the RV industry was near its most recent peak, while the 2012 census figures show an

industry that had recovered about halfway from the depths of 2008-2009, when the RV industry shrank by 53 percent. In 2007, manufacturers shipped 353,400 units to U.S. and Canadian dealers; in 2009 they shipped 165,700 units. (RV shipments are forecast to reach 350,000 units in 2014 and 360,000 units in 2015.)

The economic census also tracks retail operations where RV sales are a sideline, and here's where some interesting shuffling of the deck occurred between 2007 and 2012.

Some outfits sell automobiles as their primary business and RVs as a sideline. Others sell boats, motorcycles, and other types of motor vehicles as their main business, with RVs as a sideline. When all of these

Number of U.S. Dealership Locations with RVs as a Main Business



businesses are combined, there were 4,121 dealership locations selling RVs and all other types of motor vehicles in 2012, compared with 5,849 in 2007, a 29.5 percent decline.

The vast majority of the decline occurred because more than 1,200 auto dealership locations either stopped selling RVs as a sideline or adopted legal structures completely separating their auto-related businesses from the RV businesses. The economic census revealed there were 707 auto dealership locations in 2012 selling new and/or used cars as the primary business and selling RVs as a sideline. But in 2007, there were 1,943 dealership locations selling RVs as a sideline, which means a 63.6 percent decline occurred between 2007 and 2012.

During the same time, somewhat remarkably, there was no change in the number of dealership locations that sold motorcycles, boats, and other motor vehicles as the primary

The number of businesses counting boat sales as their primary business and RV sales as a sideline actually increased between 2007 and 2012. There were 244 locations in 2012, compared with 162 in 2007, a 50.6 percent increase.

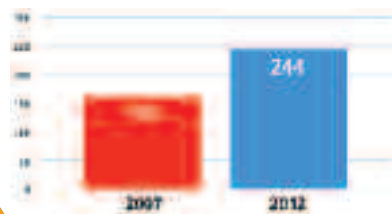


ers Added RV Lines

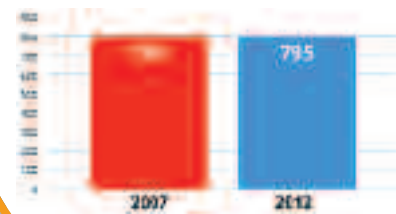
Number of Car Dealers Selling RVs as a Sideline



Number of Boat Dealers Selling RVs as a Sideline



Number of Motorcycle, Boat & Other Motor Vehicle Dealers Selling RVs as a Sideline



Source: U.S. Census Bureau

business, with RV sales as a sideline – there were 795 locations in 2007 and 2012.

The number of businesses counting boat sales as their primary business and RV sales as a sideline actually increased between 2007 and 2012. There were 244 locations in 2012, compared with 162 in 2007, a 50.6 percent increase.

Perhaps the Great Recession accentuated the difference between selling cars, which are necessities in most parts of the country, and selling recreational products such as RVs, boats and motorcycles, which are discretionary purchases. ■

Total Annual RV Shipments

To U.S. and Canada (000s)



Source: RVIA

Competitive Price/Value Remains Most Important to Dealers

By Jeff Kurowski



You can't beat the price/value proposition when it comes to helping dealers sell RVs, according to those who responded to RVDA's 21st Annual Dealer Satisfaction Index (DSI) survey. This was the seventh consecutive year that dealers said competitive price/value was the most important factor.

More respondents – 33.6 percent – selected competitive price/value this year as the factor that is most helpful when it comes to helping them sell RVs, and 23.6 percent said it is the second-most important factor. Another 14.9 percent picked competitive price/value as the third most important factor, meaning 72.1 percent of the U.S. and Canadian dealers who filled out the survey said competitive price/value is the most important, or the second- or third-most important factor in helping them sell RVs.

Dealers filling out the survey were tasked with choosing the most important factor, the second-most and third-most important factor when it comes to selling RVs. Here is the list of the eight factors from which DSI respondents made their selections:

- Sales support
- Sales territory

Most Important Factor For Dealers Selling RVs



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

A total of 423 dealers responded to the survey in 2014, compared with 469 in 2013. The 423 respondents rated 2,386 brands this year, an average of 5.6 brands per respondent.

Eighty-five Canadian dealers responded to the 2014 DSI, along with 338 U.S. dealers.

Since the current line of questions was implemented in 2008, vehicle

design/quality and vehicle design were rated as either the second- and third-most important factors each year when it comes to helpfulness in selling RVs.

In 2014, 18.9 percent of DSI respondents said vehicle design/reliability is the most-important factor, 19.4 percent said it is the second-most, and 23.6 percent said it is the third-most important factor. As a result, 61.9 percent of those filling out the DSI said vehicle reliability/quality is the most important, second-most or third-most important factor with in comes to selling RVs.

In the case of vehicle design, 23.9 percent this year said it is the most important factor, 19.2 percent said it is the second-most important and 8 percent said is the third most important factor, for a total of 51 percent of respondents saying it's the most important, second-most or third-most important factor.

The DSI is an annual confidential survey that asks dealers to express their level of satisfaction with their manufacturers and brands. The highest rated manufacturers/brands receive the RVDA Quality Circle Award. The award recipients will be announced in mid-November, and the awards will be handed out in Louisville on Dec. 1, the evening before the opening of the National RV Trade Show. ■

Dealers Sound Off On Model Year Introduction in New Baird Survey

Edited by RVDA staff

Dealers generally say that a consistent new-model introduction timeframe is important to their inventory stocking plans, according to the third-quarter RV dealer survey conducted by Baird Equity Research in partnership with RVDA. "Generally, dealers believe that a consistent mid-summer introduction is important (49 percent), while just 18 percent of dealers do not believe a consistent mid-summer introduction is crucial," the report says. The report also showed that retail RV demand is strong, with particular strength in motorhomes. Overall dealer sentiment in the survey remains high – 69 on a scale of 100 – as seasonal inventory patterns take shape. Baird reports that "dealers appear slightly more cautious as the season draws to an end. Dealer-reported motorhome inventory days increased to 138 from 119. Towable days increased to 138 from 131."

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RVBusiness's Top 50 Dealer Award Winners to be Honored at Convention

From RVBusiness

The newest class of U.S. and Canadian RV retailers slated to receive 2014 RVBusiness Top 50 Dealer Awards during a Nov. 12 evening reception at the RV Dealers International Convention/Expo in Las Vegas is a virtual who's who of U.S. and Canadian RV retailing – from smaller family-held stores to emerging independent chains during an era of rapid industry consolidation.

A panel of industry experts convened at the RV/MH Hall of Fame in September for some rather intense deliberations, gavelled by BJ Thompson Associates, and selected five Blue Ribbon dealers for their well-documented commitment to best practices in every aspect of their retail stores – profitability, employee relations, technician training, charitable giving, and placing a high priority on customer care.

The Blue Ribbon dealers, in alphabetical order, are:

- ArrKann Trailer & RV Center, Edmonton, Alta.
- Bill Plemmons RV World, Rural Hall, NC
- ExploreUSA RV Supercenter, Plano, TX
- Ketelsen Campers of Colorado, Wheat Ridge, CO
- Mike Thompson's RV Super Stores, Santa Fe Springs, CA

Two retailers will receive special recognition as part of a program underwritten by Ally Financial Inc., Blue Ox, Cummins Power Generation, Dometic Corp., Freightliner Custom Chassis Corp., GE Capital Commercial Distribution Finance (CDF), Lippert Components Inc., Protective Asset Protection, and Stag-Parkway Inc.:

- Thompson Family RV, Davenport, IA, will receive the RVB Top 50 Spirit Award (sponsored by Ally Financial) for exceptional charitable outreach.
- Camper's Inn, Kingston, NH, will receive the RVB Top 50 Innovation Award (underwritten by Lippert Components) for outside-the-box business creativity.

RVBusiness Top 50 Dealer Awards candidates were nominated by their manufacturers based on professionalism and sales acumen. The dealers then submitted applications that sought detailed information about their operations.

"This program is unique in that it doesn't focus solely on sales," says RVB Publisher Sherman Goldenberg, co-owner of the Elkhart, IN-based trade journal. "We understand that what makes a dealership truly great isn't just



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what it does, but how it gets the job done. These dealers were selected for outstanding customer service, along with sound business practices and forward-thinking philosophies."

Here is the 2014 class, in alphabetical order:

- Alliance Coach RV Sales & Service, Wildwood, FL
- Alpin Haus, Amsterdam, NY
- American RV Sales & Service, Grand Rapids, MI
- ArrKann Trailer & RV Center, Edmonton Alberta, Canada
- Beckley's Camping Center, Thurmont, MD
- Bill Plemmons RV World, Rural Hall, NC
- Bob Ledford's RV & Marine, Greer, SC
- Bucars RV Centre, Balzac, Alta.
- Burlington RV Superstore, Sturtevant, WI
- Camper's Inn, Kingston, NH
- Carolina Coach & Camper, Claremont, NC
- Chemo RV Sales & Service Ltd., Williams Lake, BC
- Clem's RV Sales, Ellwood City, PA
- Coachlight RV Sales, Carthage, MO
- Coates RV Center, Columbus, MN
- Colonial RV, Lakewood, NJ
- Crestview RV Center, Buda, TX
- Curtis Trailers, Portland, OR
- Dandy RV Superstore, Anniston, AL
- ExploreUSA RV Supercenter, Plano, TX
- General RV Centers, Wixom, MI
- Guaranty RV Centers, Junction City, OR
- Ketelsen Campers of Colorado, Wheat Ridge, CO
- La Mesa RV Center, San Diego, CA
- Lazydays RV, Seffner, FL
- Lifestyle RVs, Grain Valley, MO
- Little Dealer Little Prices, Phoenix, AZ
- McClain's RV Superstore, Oklahoma City, OK
- Mike Thompson's RV Super Stores, Santa Fe Springs, CA
- Minard's Leisure World, Weyburn, Sask.
- Modern Trailer Sales, Anderson, IN
- Mount Comfort RV, Greenfield, IN
- Noble RV, Owatonna, MN
- Parkview RV Center, Smyrna, DE
- PleasureLand RV Center, Saint Cloud, MN
- Poulsbo RV, Kent, WA
- Richardson's RV Centers, Menifee, CA

- RV City, Morinville, Alta.
- Steinbring Motorcoach, Garfield, MN
- Tacoma RV Center, Fife, WA
- Tennessee RV Supercenter, Knoxville, TN
- Thompson Family RV, Davenport, IA
- Tom Johnson Camping Center, Marion, NC
- Tom Stinnett Derby City RV, Clarksville, IN
- Topper's Camping Center, Waller, TX
- Veurinks' RV Center, Grand Rapids, MI
- Walnut Ridge Family RV Sales, New Castle, IN

- Wilkins Recreational Vehicles Inc., Bath, NY
- Windish RV Center, Lakewood, CO
- Woody's RV World, Calgary, Alta.

All RVDA convention/expo attendees with a registration badge are welcome to attend the special 5:30-7:30 p.m. hors d'oeuvres and cocktails reception honoring the RVB Top 50 awardees. For questions on the Top 50 program, contact Sherman Goldenberg at (574) 457-3370 or (574) 457-6637 or B.J. Thompson at (574) 255-5000, extension 501. ■

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How to Improve the Value per Repair Order

By Don Tipton

Using a unit's service history to recommend additional services on the current visit is the most underused resource in the service department.

Improving the billed hours per customer repair order (RO) benefits technician productivity and quite often the effective labor rate collected. Improvements to these two areas will result in less non-productive time and an increase in collected revenue. Here's how to do it.

Scheduling lets you control how many customers come in on any given day as well as their arrival time. Scheduling improves the value per RO because it allows you to spend quality time with each customer. The customer's concerns are better documented, recommendations for additional services can be



offered, and a relationship with the customer can be formed.

Shop-loading has to do with inventory management. Units of time are inventory that, if not sold today, are lost forever, unlike new, used, or parts inventories which will be available the next day.

All you really have to sell in the service department is time, so you need an idea of how much of it is expected to come in every day. This is not an exact science, but an educated guess is better than no idea at all.

Ideally, your production capacity should always exceed

demand. Loading the day with more work than available time creates problems such as an increase in carry-over units, parking space and lot damage, delays in prepping new/used units, customer dissatisfaction, and no opportunity for up-sells. Pre-load the shop with 50-70 percent of production capacity, adjusted for conditions.

Using a unit's service history to recommend additional services on the current visit is the most underused resource in the service department. The service history should be reviewed for all customers with scheduled appointments in advance of their arrival at the dealership. Recommendations can be noted

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on a printed “pre-work order” that’s reviewed and discussed during the write-up. The service history can identify repairs that haven’t previously been performed, such as wheel bearing pack, roof re-seal, and LP gas check.

Here’s a simple 7-step process that should be used on every arriving service customer:

1. **Give a proactive and friendly greeting** *This makes a positive first impression.*
2. **Focus on the primary concerns** *You must take care of these first.*
3. **Repeat your understanding of their concerns and gain acknowledgment** *The customer needs to know you understand.*
4. **Present recommended services, maintenance menu and/or service history** *Now that their concerns are taken care of, go on the offense.*
5. **Perform a walk-around of the unit** *Inspect for damage and up-sell opportunities.*
6. **Offer to perform a no-charge inspection** *This should be performed by the technician.*
7. **Obtain authorization** *Quote a diagnosis and establish a status update time.*

Pre-packaged maintenance menus combine operations that should be performed at either certain mileage or time intervals, such as a 6,000-mile service package or a 6-month maintenance package. The package should be priced to include all parts and labor. Properly built menus should improve the effective labor rate. These packages are easy work for techs and they also tend to “train” the customer to have certain services performed at predefined intervals.

Have techs use a printed inspection form of items that require little or no removal or adjustments. The techs should record the inspection findings on the form and forward it to the service advisor as early as possible so he or she can recommend and obtain approval on any additional services while the unit is in the shop.

Develop a job pricing guide for the most common repairs and services. This guide should be an easy reference for use by all departments to price additional services and common repairs. Weighted parts and labor averaging will be required to establish a job price for most items.

Implement a spiff program on up-sells. The spiff could be for specific items such as grab handles or electric tongue jacks, or for any add-on customer-pay line on the RO. Change it up often and don’t run it continuously – a spiff shouldn’t become part of the pay plan.

Place a “next service due” sticker on the inside of the entry door on all customer units that should have a service performed within the next six to nine months. This will become a constant reminder to the customer. Have a printed list of these services attached to the customer copy of the RO.

Track technician efficiency on billable lines only – don’t waste time punching on and off everything they do. Keep it simple. The two measurements to stay focused on are:

1. Technician proficiency

- a. Technician clock time (time on-site) versus the billable (flat rate hours) produced

2. Technician efficiency (on billable lines)

- a. Technician clock time on each line (job) on the repair versus the billable (flat rate) time sold

Tracking this information can help identify a technician who needs help, training, or motivation. You can also determine if the amount of flat rate time for the job is adequate and what operations are the most efficient to sell.

Implement a “may we recommend” sheet that contains six to 10 accessories that the new or used buyer may be interested in adding after purchase. You can have a separate sheet for new and used buyers. The listed items should include color pictures, and each should be priced installed. The sheet should be placed in a conspicuous location, like the unit’s countertop, by the technician performing the inspection. A limited-time discount could apply to encourage the buyer to return soon.

Don Tipton is president of DTC Retail Consulting Inc. He will present “What Service Measurables Really Mean” and “Turn Your Service Department into a Cash Machine” on Nov. 13 during the convention.



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Successful Dealers Keep Up with Their Marketing Mix

By Thomas Walworth

For RV dealers to succeed today, they must continually monitor what's happening in the RV market and then adapt quickly. Market influences are always changing, and success is measured by how well the dealer can change in response.

The four cornerstones of marketing mix are product, price, place, and promotion. This holds true in any business but particularly in the RV market. Dealers will improve their unit turns if they pay attention to how the four Ps affect their area of responsibility or assigned market. Take a look at the matrix.

Product

You should know what's being sold in your area by manufacturer,

division, and model. You need to look at the variety, quality, design, and feature packages being offered by the manufacturer. And what is the manufacturer offering in warranty? Are you the last 30 feet of a manufacturer's assembly line? When you order poorly-made product at a discounted price, will warranty costs eat up your discount?

Price Point

What are the fastest growing price points in your market? Dealers sometimes have problems with price points

that they have never carried. A manufacturer representative will stop in and show a dealer that a new price point is selling, and the dealer will respond that that price point has never sold in

continued on page 20



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his area. Consumer tastes do change, and that may be reflected in hot new price points.

Place

As I was talking with dealers this year, two subjects that frequently came up were transportation and when to stock the inventory. Northern Indiana used to manufacture 60 percent of the

RV market but now produces 85 percent. That has contributed to a bottleneck that we'd all like to see go away. The bottleneck will improve, but it will be here for years to come. You must be proactive in stocking your

inventory to meet demand. Look at the sales in your area by month. If it will take 60 days to meet demand, when should you order? Don't limit yourself to what will fit on your lot – search your area for places where you can store the units in the short term, such as empty warehouses, fair grounds, and vacant land. Stock the units so you can avoid the shipping bottleneck. Yes, your cost will increase, but what's the cost of a missed sale?

Promotion

It's a new world out there with the Internet and social media – everyone's there, dealers included. You work hard to get prospects onto the lot – do you know how your sales reps treat them? Do you monitor their presentations? Do you act as a team? Have reps give their presentations to the team so that the weaker salespeople can pick up some tips and the whole team can improve.

Are you involved in the neighborhood, sponsoring events and working on your community image? It's a two-way street: You must give something back to the community that supports your dealership.

Markets are constantly evolving, and your dealership must adapt to them. Never stop paying close attention to the changes in your area – they'll dictate what you need to have on your lot and when.

Tom Walworth is president of Statistical Surveys Inc., provider of market data solutions for the RV, marine, manufactured housing, and trailer industries. He will present "How to Understand Today's Market Trends" on Wednesday, Nov. 12 during the convention.



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11/10	8:00 a.m. - 5:00 p.m.	8:00 a.m. - 12:00 p.m. RVDA of Alberta Board of Directors breakfast & meeting Skyview 2 • 11:30 a.m. - 2:30 p.m. RVDA of America Board of Directors breakfast & meeting Skyview 1				
	2:45 - 3:45 p.m.	Partners in Progress meeting: KZ Palace 6 & 7		Vendor Training +Plus: RVDA Members have a NEW HIRING TOOL...Find out about it!		
	4:00 - 5:30 p.m.	Society of Certified RV Professionals Reception, with Michael Rees, “Making an Impact: Customer Satisfaction in Fixed Operations”				
TUESDAY 11/11	8:15 a.m. - 1:00 p.m.	Partners in Progress meetings: (all take place in Palace 6 & 7) 8:15 - 9:15 a.m. Crossroads • 9:30 - 10:30 a.m. Jayco •				
	8:15 - 9:15 a.m.	Vendor Training +Plus:	The Next Big Thing: RVDealerIntel by SureVista Solutions (repeated), Palace 3	Correct Track Suspension Alignment System – A Revolutionary New Product, Lippert Bronze 4		
	9:30 - 10:30 a.m.		American-made Products: Information, Installation & Increasing Profit, B&W Trailer Hitches Palace 1 & 2	Hydraulic Disc Brake Conversions Titan Tire Palace 3	Ordering Made Easy! CareFree's Configurator, Carefree of Color	
	10:45 - 11:45 a.m.		Towing Safety System by AL-KO Axis AL-KO Axis Inc. Palace 1 & 2	Online Marketing Tools & Strategies to Drive Traffic to Your Inventory, Auction123.com Palace 3	Finding the Profit in Cash Transactions, Brown Recreational Insurance	
	12:00 - 1:00 p.m.		Leveraging Trends to Predict Sales ALLY Financial Palace 1 & 2	The Next Big Thing: RVDealerIntel by SureVista Solutions (repeated), Palace 3	Thinking Outside the Box - Intentions, Livin Lite RV Palace 4 & 5	
	EDUCATION TRACKS:	DEALER/GM		SALES		RENTALS
	1:15 - 2:15 p.m.	Understanding and Preparing for the Affordable Healthcare Act Jeff Englander Palace 1 & 2		Go RVing Canada: Optimized Digital Marketing Tactics for RV Dealers, Cyrus Irani Bronze 4		Devil in the Details: Drafting Rental Agreements, Leslie Pujol Bronze 4
	2:30 - 4:00 p.m.	GENERAL SESSION: “Even Monkeys Fall from Trees: Learn from Mistakes and Embrace Change,” Doug Lipp Sponsored by Forest River Inc.				
	4:00 - 7:00 p.m.	Expo Open with Reception in Both Halls (Reception sponsored by Forest River Inc.)				
	7:00 - 8:30 p.m.	RVDA of Canada Reception (open to all Canadians) Skyview 1				
WEDNESDAY 11/12	7:30 a.m.	Early Bird Continental Breakfast				
	9:00 - 10:00 a.m.	Unlocking the Secret of Variable Gross Profit, Chad Carr Palace 1 & 2	DNA of a Championship Sales Team Marc Wayshak Bronze 4	Selling Like a Pro: Closing Sales Effectively and Effortlessly, Bob Phibbs, the Retail Doctor® Bronze 3	Developing Relationships, Peter Martin	
	10:15 - 11:15 a.m.	How to Understand Today's Market Trends, Tom Walworth and Scott Stropkai Palace 1 & 2	Championship Selling in the New Economy (repeated) Marc Wayshak Bronze 4		Partners in Progress: Prime Time Palace 6 & 7	
	11:00 a.m. - 3:00 p.m.	Expo Open with Lunch Served in Both Halls				
	2:00 - 3:00 p.m.	If You Fail to Train, You Train to Fail! George Dans Palace 1 & 2	Championship Selling in the New Economy (repeat) Marc Wayshak Bronze 4		Law & Disputes, Leslie Pujol Bronze 4	
	3:15 - 4:15 p.m.	9 Ways to Become a Better Leader (repeated), Michael Rees Palace 1 & 2	Managing Internet Leads in Today's Marketplace (repeated) Tom King & Lisa Rockwell Bronze 4		Your Biggest Challenges: Experts Panel Alanko, Brad B...	
	4:15 - 5:30 p.m.	Young RV Executives Reception Sponsored by Coach-Net Skyview 1				
	5:30 - 7:30 p.m.	RVBusiness Top 50 Awards Reception Platinum Ballroom				
THURSDAY 11/13	7:30 a.m.	Early Bird Continental Breakfast				
	9:00 - 10:00 a.m.	Beating the Odds: Crafting a Successful Lifetime Business Transition Strategy Don Bielen Palace 1 & 2	Driving Traffic! Alan Ram Bronze 4		RV Rental Management, Randall Jerem...	
	10:15 - 11:15 a.m.	Effectively Leading and Managing as a Young Executive, David Spader Palace 1 & 2	Five Simple Strategies to Supercharge Your Business (repeated), Alan Ram Bronze 4	Smell the Coffee and Then Close Your Sale, George Dans Bronze 3	Yelp Review Reputation, Palace 6 & 7	
	10:00 a.m. - 1:00 p.m.	Expo Open with Lunch Served in Both Halls				
	1:00 - 2:00 p.m.	RVDA of America Annual Meeting Platinum Ballroom • RVDA of Canada Annual Meeting Skyview 1				
	2:15 - 3:15 p.m.	9 Ways to Become a Better Leader (repeat), Michael Rees Palace 1 & 2	Five Simple Strategies to Supercharge Your Business (repeat) Alan Ram Bronze 4		How to Design the Maximum, Palace 6 & 7	
11/14	3:30 - 4:30 p.m.	Selecting & Engaging Millennials Ricardo Roman Palace 1 & 2	Managing Internet Leads in Today's Marketplace (repeat) Tom King & Lisa Rockwell Bronze 4		High Performance People for P, Palace 6 & 7	
	5:30 - 7:00 p.m.	Skyview Sunset Social Skyview 1				
	7:30 a.m.	Early Bird Continental Breakfast Palace 3				
11/14	8:00 - 10:15 a.m.	Compliance Education: The Current Legal Landscape & How it Applies to You, Julie Becker-Myers & Courtney Hennessey Palace 3				

Delegates lunch & meeting *Platinum Ballroom* • 12:00 p.m. - 5:00 p.m. *RVDA of Canada Board of Directors lunch & meeting *Skyview 1**

the Innovative New Hiring Tool That's Cost-Effectively Closing the Employment Gap, *The Employment Network - A CareerCo Company *Palace 4 & 5**

Sponsored by *Protective Asset Protection *Palace 1 & 2**


10:45 - 11:45 a.m. *EverGreen/Skyline* • 12:00 - 1:00 p.m. *Winnebago*



New Product Palace 4 & 5	Learn How Dealers Dominate Internet Marketing Wheeler Advertising <i>Bronze 2</i>	Using New IDS Technology to Improve the Customer Experience IDS <i>Bronze 3</i> (2-hour session)	Chassis Performance: Giving Your Stock Motorhome a High Performance Makeover, Blue Ox <i>Bronze 4</i>
actions, Brown & <i>Palace 4 & 5</i>	Leadership Development for Your Dealership Spader Business Management <i>Bronze 2</i> (2-hour session)	Compliance: CFPB, Dodd-Frank & the Dealership American Guardian Warranty Services <i>Bronze 3</i>	Lippert Component's Aftermarket Program Lippert Components <i>Bronze 4</i>
ional Diversification			



L	SERVICE	PARTS <small><i>Sponsored by Coast Distribution System</i></small>	SOCIAL MEDIA/eMARKETING
Details: ntal Agreements <i>Bronze 2</i>	In Search of Technicians: Finding, Screening and Training the Right Candidates, Betty Mills <i>Palace 4 & 5</i> 	Achieve 100% Shop Productivity in 30 Days, Don Reed <i>Palace 3</i>	Ignite Your Online Sales - How to Sell More RVs with eBay Motors Tracy Amato & Kevin Lorell <i>Bronze 3</i>

*River, Inc. *Platinum Ballroom**

& Maintaining Customer s through Social Media <i>Bronze 2</i>	Managing the Essential Eight Controllables for Record Profits Don Reed <i>Palace 4 & 5</i>	Maximize the Moment (repeated)  Steve Holt <i>Palace 3</i>	Developing & Maintaining Customer Relationships through Social Media Peter Martin <i>Bronze 2</i>
Yes You CAN Be a Content Marketing Rock Star Evanne Schmarde <i>Bronze 3</i>	An In-House Body Shop: Lessons from the Trenches, David Foco, Tina & Lee Pickard, & Kathryn Carlson <i>Palace 4 & 5</i>	Selling More Parts Right Now George Dans <i>Palace 3</i>	Yes You CAN Be a Content Marketing Rock Star Evanne Schmarde <i>Bronze 3</i>

Order: RV Edition <i>Bronze 2</i>	7-3-4-6-The Combination for Success in RV Service, Chuck Marzahn <i>Palace 4 & 5</i>	How to Not be a Showroom for Amazon, Bob Phibbs, <i>the Retail Doctor</i>® <i>Bronze 3</i>	Sell More RVs by Dominating the Search Engines, Tim Resnik <i>Sponsored by InteractRV <i>Palace 3</i></i>
Issues & Challenges: Ask the Discussion, Leslie Pujo, Bert acon & Scott Krenek <i>Bronze 2</i>	Driving Your Service Department Towards 100% Fixed Absorption Chad Carr <i>Palace 4 & 5</i>	Visual Merchandising for Sales: Secrets to Successful Display Bob Phibbs, <i>the Retail Doctor</i> ® <i>Bronze 3</i>	Successful Visual eMarketing Evanne Schmarde <i>Palace 3</i>

Market Trends emiah <i>Palace 6 & 7</i>	What Service Measurables Really Mean, Don Tipton <i>Palace 4 & 5</i>	Creating a High Performance Parts Department, Bob Clements <i>Bronze 3</i>	Social Media: Is Social Media a Fad? Harvey Fisher & Courtney Hennessey <i>Palace 3</i>
s and Your Online Peter Martin	Turn Your Service Department into a Cash Machine (repeated) Bob Clements <i>Palace 4 & 5</i>	Use Variable Pricing Strategies to Maximize Parts Profits, Chad Carr <i>Palace 3</i>	Yelp Reviews and Your Online Reputation, Peter Martin <i>Palace 6 & 7</i>

ign Your Rental Fleet for m ROI, Randall Jeremiah	Educating Your Customers through Parts & Service, David Foco <i>Palace 3</i>	Turn Your Parts Department into a Profit Center, Rod Davis <i>Palace 3</i>	Advanced Social Media Strategies Sheril Vergara <i>Bronze 3</i>
formance HR: Maximize profits, Kathryn Carlson 	Signature RV Service, Don Tipton <i>Palace 4 & 5</i>	Maximize the Moment (repeat)  Steve Holt <i>Palace 3</i>	Advanced Digital Marketing Strategies, Roger Vergara <i>Bronze 3</i>

9:15 - 10:15 a.m. **Understanding Compliance Issues - and Solutions - with Back End Products, Chip Zyvoloski *Palace 3***



*of special interest to
young RV executives*

**Subject to change*

How to Be a Better Boss

By Michael Rees

Is being a leader the right thing for you? Here are some things to think about if you're hoping to become a manager, or even if you've been in a management position for a while.

Over the years, I've asked many managers how they got the position in the first place, and the vast majority were promoted from the floor – just the way I was. I was the most successful salesperson in the dealership, so when they needed a manager, they asked me first. Next thing I knew, I was the boss of the people I had worked alongside prior to the promotion.

A big mistake many people make as a boss is that they become “bossy.” Colleagues don't like being bossed around by anyone, especially someone who was working next to them the day before. Don't be a boss – be a leader.

You can lead from behind or from the front. I've found that great leaders pull their team along with them instead of pushing them. People normally find it easier to follow someone who leads rather than to be pushed into doing something that the boss doesn't do himself.

A good leader determines what motivates the team, recognizing that different members may very well be motivated by different things. Some of the main motivating factors are:

LOVE: People enjoy working with their co-workers, they like their working environment and the owner of the business. They also love what they do.

PRIDE: People want to be recognized for a job well done and may get more from a plaque for employee of the month than the bonus that comes with it.

HEALTH: Some people are really motivated by good health and like to work out for an hour.

LOYALTY: Employees who get to work whatever the situation – bad weather, illness, etc. – enjoy the stability of their jobs and work lives.

OPPORTUNITY: These people want to learn more and grow, if possible with the company. They work for the chance to advance in life (new car, house, boat).

FEAR: Some people are motivated by fear of losing the above or of losing their job if they don't do as they're asked.

Good leaders use these motivators to get people to do what's needed. Leaders who lead from the front will find

ways to use the first five factors, and ones who lead from behind use fear a lot to motivate. Sometimes if nothing else works, it may be necessary to use fear – “Do this or else.”

Managers become frustrated when they show or train a team member to do something a certain way, expect that person to do it that way from now on, and the person doesn't. Managers tell me, “It's like dealing with a 5-year-old – you have to tell them over and over, and they still don't do it. I didn't sign up to be a babysitter!”

My answer: Five-year-olds normally bug their parents with one word over and over. “WHY?” For children to learn different behavior, they need to understand why they must do things differently. Once they understand that, they usually comply.

Good leaders recognize that the same principle applies when trying to change adult behavior. We all need to understand why. We all need to be sold on the idea. Use features and benefits to make people understand what's in it for them, the company, and the customer.

For managers who say, “I didn't sign up to be a babysitter,” I say, “Yes you did – you just didn't realize it at the time!”

A good leader will understand that team members aren't supposed to know all the answers. Instead of becoming frustrated, embrace this fact and work with it. Think about it – if each team member thought the same way as the leader, we'd have a lot of leaders and no one to do the work. So embrace the fact that your people need help and guidance every day, and they may need to be shown the same thing several times over.

If it feels overwhelming, ask yourself if you're pushing or pulling. By using the motivating factors, good leaders will bring their team along with them for the ride, and the leadership role becomes more rewarding.

It isn't for everyone, though. Many people I've worked with in the past have tried leading and gone back to their old position because the added responsibility wasn't worth it for them.

Don't make the mistake of staying in a leadership position when it isn't for you – you won't like it, and more importantly, the team you're trying to lead won't like it, or you, either.

Michael Rees is president of A World of Training. He has worked in all areas of dealership management, including as a dealer partner in one of the largest dealerships in England. He has been a fulltime consultant and trainer since 2000. He will present “9 Ways to Become a Better Leader” on Wednesday, Nov. 12 and Thursday, Nov. 13 during the convention.



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Exhibitors as of October 24

For information on exhibiting, please contact Julie Newhouse at jnewhouse@rvda.org



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Holland Bar Stool Co.
+ IDS - Integrated Dealer Systems
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+ Livin' Lite RV, Inc.
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+ Wheeler Advertising, Inc.
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Wolters Kluwer Financial Services
Xantrex Technology /
Schneider Electric
Zamp Solar, LLC

Agenda-At-A-Glance



Sunday, November 9

11:30 a.m. RVDA of Alberta Golf Tournament

Monday, November 10

8:00 a.m. - 12:00 p.m. RVDA of Alberta Board of Directors breakfast & meeting
 9:00 a.m. - 5:30 p.m. Registration desk open
 11:30 a.m. - 2:30 p.m. RVDA of America Board of Delegates lunch & meeting
 12:00 noon - 5:00 p.m. RVDA of Canada Board of Directors lunch & meeting
 2:45 p.m. - 3:45 p.m. Vendor Training +Plus session
 2:45 p.m. - 3:45 p.m. KZ RV Partners in Progress meeting
 4:00 p.m. - 5:30 p.m. **Society for Certified RV Professionals reception with Michael Rees, "Making an Impact: Customer Satisfaction in Fixed Operations," sponsored by Protective Asset Protection**

Tuesday, November 11

7:00 a.m. - 7:00 p.m. Registration desk open
 8:15 a.m. - 9:15 a.m. Crossroads Partners in Progress meeting
 9:30 a.m. - 1:00 p.m. Vendor Training +Plus sessions
 9:30 a.m. - 10:30 a.m. Jayco Partners in Progress meeting
 10:45 a.m. - 11:45 a.m. EverGreen/Skyline Partners in Progress meeting
 12:00 noon - 1:00 p.m. Winnebago Partners in Progress meeting
 1:15 p.m. - 2:15 p.m. Concurrent workshops
 2:30 p.m. - 4:00 p.m. **Opening General Session with Doug Lipp, "Even Monkeys Fall from Trees: Learn from Mistakes and Embrace Change"**
 4:00 p.m. - 7:00 p.m. **Expo opens with reception in both halls**
 7:00 p.m. - 8:30 p.m. RVDA of Canada reception

Wednesday, November 12

7:00 a.m. - 7:30 p.m. Registration desk open
 7:30 a.m. Early bird continental breakfast *sponsored by TCF Inventory Finance*
 9:00 a.m. - 10:00 a.m. Concurrent workshops
 10:15 a.m. - 11:15 a.m. Prime Time Partners in Progress meeting
 10:15 a.m. - 11:15 a.m. Concurrent workshops
 11:00 a.m. - 3:00 p.m. **Expo Open with Lunch**
 2:00 p.m. - 4:15 p.m. Concurrent workshops
 4:15 p.m. - 5:30 p.m. Young RV Executives reception *sponsored by Coach-Net*
 5:30 p.m. - 7:30 p.m. RV Business Top 50 Awards reception

Thursday, November 13

7:00 a.m. - 5:00 p.m. Registration desk open
 7:30 a.m. Early bird continental breakfast *sponsored by Bank of America*
 9:00 a.m. - 10:00 a.m. Concurrent workshops
 10:00 a.m. - 1:00 p.m. **Expo Open with Lunch**
 10:15 a.m. - 11:15 a.m. Concurrent workshops
 1:00 p.m. - 2:00 p.m. RVDA of America Annual Meeting
 1:00 p.m. - 2:00 p.m. RVDA of Canada Annual Meeting
 1:00 p.m. - 2:00 p.m. Workshop for parts & service personnel
 2:15 p.m. - 3:15 p.m. Concurrent workshops
 3:30 p.m. - 4:30 p.m. Concurrent workshops
 5:30 p.m. - 7:00 p.m. Skyview Sunset Social (included with registration)

Friday, November 14

7:30 a.m. Early bird continental breakfast
 8:00 a.m. - 9:00 a.m. Compliance workshop: The Current Legal Landscape and how it Applies to You
 9:15 a.m. - 10:15 a.m. Compliance workshop: Understanding Compliance Issues & Solutions with Back-End Products



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Vendor Training +Plus Schedule

Vendor Training +Plus topics are designed to help dealership management increase profitability by staying current with the latest products and services available to them on the market. The hour-long sessions are free for all full convention registrants. Download the complete schedule on the mobile app.

MONDAY 11/10

2:45

The Employment Network- A CareerCo Company Kristy Fallon and Maryellen Adams

RVDA members have a new hiring tool. Find out about the innovative new hiring tool that's cost-effectively closing the employment gap. Join The Employment Network leaders as we demonstrate what hundreds of companies are saying has simplified and reduced their costs-per-hire. Its new innovative hiring tool, endorsed by RVDA, enables companies like yours to leverage a risk-free, performance-based system to recruit and staff for a variety of positions. *Palace 4 & 5*



3:45

TUESDAY 11/11

8:15

SureVista Solutions

Blake Ashdown

The Next Big Thing!
RVDealerIntel...
by SureVista
Palace 3



Lippert Components

Steve Paul

Correct Track Suspension
Alignment System –
A Revolutionary New
Product from Lippert
Components *Bronze 4*



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9:30

B&W Trailer Hitches

Gregg Lafferty

American-made
Products – Information,
Installation and
Increasing Profit, the
American Way
Palace 1 & 2



Titan Tire

Randy McMann

Hydraulic Disc Brake
Conversions
Palace 3



Carefree of Colorado

Traci DeYoung

Ordering Made Easy!
Come Learn about
CareFree's New Product
Configurator
Palace 4 & 5



**Wheeler
Advertising**

Ron Wheeler

Learn How Dealers
Dominate Internet
Marketing
Bronze 2



**IDS - Integrated
Dealer Systems**

Mark Berggren and
Mario Britz

Using New IDS
Technology to Improve
the Customer
Experience

(2-hour session)

Bronze 3



Blue Ox

Mike Thelander

Chassis Performance:
Giving Your Stock
Motorhome a High
Performance Makeover
Bronze 4



10:45

AL-KO Axis Inc.

Kary Royer

Towing Safety System
by AL-KO Axis
Palace 1 & 2



Auction123.com

Tracy Amato

Online Marketing Tools
and Strategies to Drive
Local Traffic to Your
Inventory
Palace 3



**Brown & Brown
Recreational
Insurance**

Shawn Moran &
Janet Scavo

Finding the Profit in
Cash Transactions
Palace 4 & 5



**Spader Business
Management**

David Spader

Leadership
Development for Your
Dealership

(2-hour session)

Bronze 2



Lippert Components

Steve Paul

Lippert Component's
Aftermarket Program
Bronze 4



12:00

Ally Financial

Bill Thompson

Leveraging Trends to
Predict Sales
Palace 1 & 2



SureVista Solutions

Blake Ashdown

The Next Big Thing!
RVDealerIntel...
by SureVista
Palace 3



Lin'N Lite RV

Scott Tuttle

Thinking Outside the
Box – International
Diversification
Palace 4 & 5



**American Guardian
Warranty Services**

Charles Campbell

Compliance: The CFPB,
the Dodd-Frank Act and
the RV Dealership
Bronze 3



1:00

One for the **show.** One on the **go.**



FOR DEALERS

The SalesHQ iPad app puts comprehensive product information in your hands through the convenience of an iPad. Available from the iTunes store, its sleek interface coupled with chassis data empowers our sales and dealer network to effectively communicate to customers all the many benefits of a Freightliner chassis.



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FOR OWNERS

24/7 Direct is the ultimate in customer service. In addition to 24/7/365 factory-direct support, FCCC owners have access to the RV industry's largest service network, including Oasis Service Centers dedicated to providing top-notch service to motorhome owners. Now, the new 24/7 Direct app helps users locate a dealer, receive directions, view service hours and much more – wherever, whenever. And of course, our factory-direct phone support is just a click away.



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2014 RV DEALERS INTERNATIONAL CONVENTION/EXPO

Nov. 10-14 • Bally's on the Las Vegas Strip



NEW DATES! NEW LOCATION!

Better timing, a new venue on the Las Vegas Strip, and an exciting line-up of new education sessions are waiting for dealers at the 2014 RV Dealers International Convention/Expo. Join us at Bally's from Nov. 10-14 for:

- Insight into how great companies embrace change from keynote speaker Doug Lipp, who helped shape Disney University's world-famous customer service training
- An expanded Vendor Training +Plus program
- A new education track on digital marketing and social media
- Partners In Progress meetings for many manufacturers
- A larger expo hall with more first-time exhibitors
- Easy access to Las Vegas nightlife
- Low convention rates so more dealership employees can attend

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Ally Introduces RV-Specific Training for Dealers

In a competitive and ever evolving industry, having a knowledgeable and well-trained staff can be the tipping point in making sales and building customer relationships.

Ally's market research shows that RV dealership employees want easy access to training tailored to their positions at the dealership. How can dealers provide that training without continually pulling staffers away from customers? Through a mix of in-person instruction, Web conferencing, and online courses.

Ally announces the creation of a new, RV dealership-specific feature to its Performance Development Center (PDC). The PDC for RV was inspired by feedback from the RV industry and is geared toward RV dealers. It has two online/on-demand training modules exclusively for the RV market.

The online courses are designed for busy dealership employees and are available 24/7. Each course takes less than 30 minutes, allowing employees to complete the training quickly and get back on the dealership floor to assist customers.

In addition to the on-demand courses, the PDC also has instructor-led training modules, available in-dealership or offsite, that are applicable to RV dealerships, including legal awareness, social media, and F&I management.

The PDC was created last year to provide innovative, accessible training with a focus on dealership processes and opportunities to improve profitability. It builds on Ally's long-established dealer training offerings, using

techniques such as role-based learning that develop the skills dealership employees need to excel at their jobs. The addition of RV-specific courses to the PDC provides tailored and effective training for RV dealers.

With training from Ally's Performance Development Center, your team won't just know more, they'll know how to do more. Learn more about the PDC at www.allydealertraining.com. ■



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YOU ASKED FOR IT - YOU'VE GOT IT!

NEW DATES: Nov. 10-14 • **NEW LOCATION:** Bally's on the Las Vegas Strip



RVDA members said they wanted a convention location on the Las Vegas Strip and later dates so they could bring more employees. Well, we heard you! The 2014 RV Dealers International Convention/Expo will be in the center of the action – Bally's on the Las Vegas Strip – and take place a full month later than previous years.

Between our new, central location and more convenient dates, this is the year to participate in the premier annual networking event for RV dealers.

And flexible registration rates combined with early bird discounts make it possible for more of your staff to share in this learning opportunity.

Education is the passport to better-managed, more productive dealerships, and this year's convention offers something for everyone.

VENDOR TRAINING + Plus Vendor Training +Plus sessions will give you and your staff

valuable face time with vendors and business partners and are included in your full registration. They're also available at a special low rate for employees who can only spend a day or two away from the dealership.

FULL REGISTRATION RATE

\$879 for first dealership registrant

\$879 per each additional registrant

If you've registered for the convention and want to bring employees to attend just the Vendor Training +Plus program, you can register them for that program for \$195 per person. The Vendor Training +Plus badge will also give the holder access to the expo and the opening reception on Tuesday, Nov. 11.

The Young RV Executives program, with events specifically focused on the needs of younger executives and new managers, returns for a second year.



Make the 2014 RV Dealers International Convention/Expo your destination for:

- A rich learning experience bringing together approximately 60 educational sessions on subjects driving your dealership today
- A new education track dedicated to social media and Internet-based marketing
- Business opportunities in the expo, where dealers can meet more than 100 manufacturers, vendors, and suppliers
- Mike Molino RV Learning Center's shorter, streamlined workshops for dealers/GMs, service writers/advisors, marketing and sales staff, parts and service managers, and rental operators
- Partners in Progress dealer/manufacturer meetings, now spread out from Monday through Thursday so dealers can attend more workshops
- Social events and networking opportunities

FOR MORE INFO VISIT
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DEALER REGISTRATION FORM

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

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



Nov. 10-14, 2014
Bally's on the Las Vegas Strip

2. *Registration Fees:*

First registrant locks in today's lowest rate for all future dealership personnel!	Amount	Total
First Registrant – includes Vendor Training +Plus , a \$195 value!	\$879	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>		
Second Registrant – includes Vendor Training +Plus , a \$195 value!	\$879	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>		
Third Registrant – includes Vendor Training +Plus , a \$195 value!	\$879	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>		
Fourth Registrant – includes Vendor Training +Plus , a \$195 value!	\$879	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>		
I would like to add a contribution to the Mike Molino RV Learning Center to promote education for our industry.*		\$
VENDOR TRAINING +Plus ONLY Dealership must have one full convention registrant to bring additional employees JUST for Vendor Training +Plus. The cost is \$195 per person and includes Vendor Training +Plus training on Monday, Nov. 10 and Tuesday, Nov. 11, and Tuesday's reception in the Expo. Photocopy this form to add more registrants for Vendor Training +Plus.		
Name _____ Badge First Name _____ Email _____		\$
Name _____ Badge First Name _____ Email _____		\$
3. Payment Information:		TOTAL \$

<input type="checkbox"/> Full Amount or <input type="checkbox"/> Easy Pay (credit card only: 3 equal installments will be charged to your credit card, first on date received, then at 30 and 60 days). If neither box is checked you will be charged the full amount in one payment.		<input type="checkbox"/> Check enclosed Charge my: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Amex <input type="checkbox"/> Discover	
Name on Card _____	Card # _____	Expires _____	Security Code _____
Billing Address _____	City _____	State/Prov _____	Zip/PC _____

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

CANCELLATION / REFUND POLICY: All cancellations must be in writing and received by August 31, 2014, to qualify for a refund. A \$30 administrative fee will be deducted from each refund request received by July 31, 2014. A \$100 administrative fee will be deducted from each refund request received between August 1, 2014 and August 31, 2014. No refunds will be made after August 31, 2014. *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.

GO RVING TAILGATING TOUR MARCHES ON

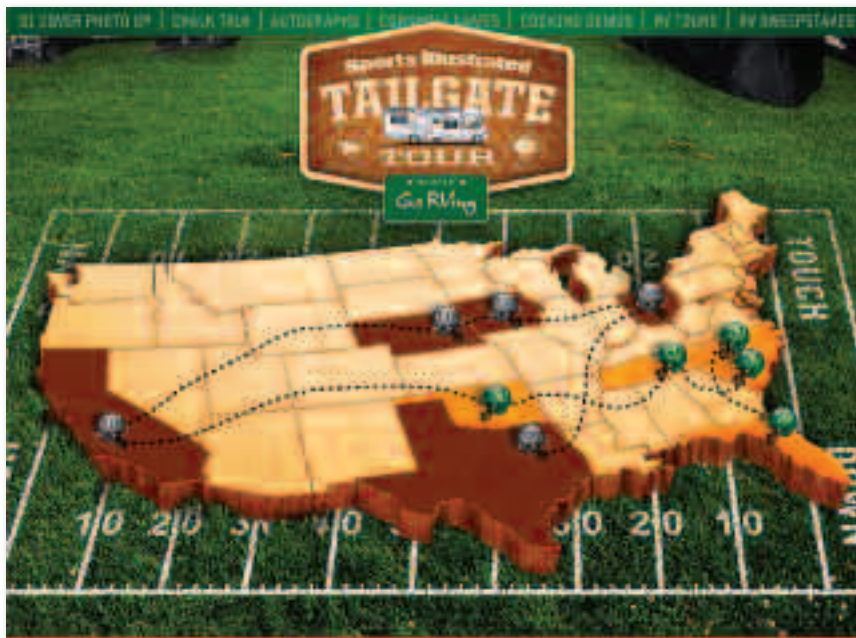
Edited by RVDA staff

The Sports Illustrated (SI) on Campus Tailgate Tour presented by Go RVing is introducing thousands of college football fans and other consumers to RV travel and camping as it travels to top college football matchups this fall.

More than 17,000 people participated in the tailgates during the tour's first month, with nearly 4,000 people touring the Fleetwood Storm Game Day edition motorhome and Keystone Bullet travel trailer that are the centerpieces of the event.

The Sports Illustrated (SI) on Campus Tailgate Tour presented by Go RVing is designed to be a high-impact, on-site consumer event that showcases RVs as ideal tailgate vehicles and provides fans the opportunity to tour the units. In addition to fan-accessible RVs, it also features cooking demonstrations with celebrity chefs, fan games and giveaways, and autograph and photo opportunities with Sports Illustrated personalities and college football alumni.

The "Elevate Your Tailgate" online sweepstakes is also a key element of



the tour, with the grand prize winner awarded a Fleetwood Storm motorhome and ten first place prize winners receiving Go RVing swag bags and YETI coolers. The sweepstakes has generated 175,000 entries, and more than 10,000 consumers have opted in to receive more information about RV travel and camping

from Go RVing.

As part of the tour, Go RVing content and video coverage of the tour stops will appear on Sports Illustrated website properties and their social media outlets.

For more information on the tour, visit www.si.com/sports-illustrated-tailgate-tour. ■



Think Pink!

Marty and Kathy Shea of Madison RV Center, Huntsville, AL, an RVDA member dealership, donated a pink Winnebago Minnie, dubbed "Pinky," to the Liz Hurley Foundation, a non-profit organization that has raised more than \$3 million for breast cancer awareness. The Sheas made the presentation immediately following the 11th annual Liz Hurley Ribbon Run, gifting the trailer to founder Liz Hurley, a popular local news anchor and herself a cancer survivor. "Anybody who knows me knows I hate surprises," Hurley said, "but this is an awesome surprise!" She said Pinky will be used at fund-raising events throughout the year.

GET ON BOARD WITH GO RVING!

Away

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

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

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

Here are the highlights:

Leads - Plus Program

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

Digital RV Image Library Pictures on GoRVing.com

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

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

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

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

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

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



CONTRIBUTORS

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



Received From	Contributed 10/09/12 - 10/08/14*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 10/09/12 - 10/08/14*	Total Lifetime Pledge	Last Contribution
MAJOR GIFTS active donors* with cumulative donation or pledge of \$25,000 or more							
Newmar Corporation	\$50,000	\$260,000	10/31/13	McClain's RV Superstore	\$6,000	\$42,000	06/30/14
RVDA of Canada	\$25,000	\$175,000	12/18/13	Pan Pacific RV Centers, Inc.	\$1,000	\$41,500	10/15/13
Bank of America Merrill Lynch	\$5,000	\$173,000	04/29/13	RVAC	\$12,000	\$38,000	12/20/13
Protective	\$50,199	\$161,162	11/22/13	Bill Thomas Camper Sales, Inc.	\$5,000	\$31,000	03/12/14
Tom Stinnett Derby City RV	\$1,000	\$102,000	12/05/13	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.	\$2,000	\$30,000	06/24/14
Horsey Family Memorial Fund	\$2,000	\$70,000	06/26/14	Tiffin Motor Homes, Inc.	\$5,000	\$28,500	03/24/14
Bill & Kristen Fenech	\$10,000	\$62,500	09/24/14	Reines RV Center, Inc.	\$5,000	\$27,025	12/18/13
Ron & Lisa Fenech	\$10,000	\$60,000	10/08/14	Avalon RV Center	\$1,000	\$26,500	04/12/13
Campers Inn	\$16,000	\$56,000	10/08/13	Holiday World of Houston	\$1,000	\$26,000	06/17/14
Byerly RV Center	\$16,000	\$52,000	01/10/14	Bill Plemmons RV World	\$5,000	\$25,000	06/13/14
Fogdall Family Fund	\$6,000	\$43,100	03/05/14				
CHAMPIONS active donors* with a cumulative donation or pledge between \$2,500 and \$24,999							
Diversified Insurance Mgmt. Inc.	\$6,600	\$21,000	02/24/14	Curtis Trailers	\$1,250	\$8,250	06/30/14
Dixie RV Superstore	\$5,000	\$20,000	03/21/14	Circle K RV's, Inc.	\$750	\$6,750	08/22/14
Earl Stoltzfus	\$10,000	\$20,000	08/30/13	Hayes RV Center	\$1,050	\$6,150	06/13/14
Wilkins R.V., Inc.	\$3,000	\$19,600	06/26/14	Burlington RV Superstore	\$750	\$5,750	06/17/14
Greenway, Inc. (Rte 66 Dealer)	\$5,250	\$18,550	06/11/13	Madison RV Supercenter	\$1,000	\$5,500	09/02/14
Alpin Haus	\$1,500	\$18,500	06/24/14	Camperland of Oklahoma, LLC	\$1,000	\$5,350	06/26/14
Rivers RV	\$250	\$17,600	05/31/13	Webster City RV, Inc.	\$2,000	\$5,100	05/05/14
Butch Thomas	\$1,000	\$16,000	11/30/12	Minnesota RVDA	\$5,000	\$5,000	01/11/13
Hartville RV Center, Inc.	\$2,250	\$15,750	06/10/14	Topper's Camping Center	\$1,000	\$4,000	06/16/14
MBA Insurance, Inc.	\$1,000	\$15,100	05/17/13	Best Value RV Sales & Service	\$2,000	\$3,750	05/12/14
Mike and Barb Molino	\$275	\$11,586	01/24/14	Myers RV Center, Inc.	\$1,500	\$3,500	06/25/14
Affinity RV Service Sales & Rentals	\$3,000	\$11,000	06/24/14	J. D. Sanders, Inc.	\$500	\$3,250	07/28/14
AIRXCEL RV Group	\$500	\$11,000	06/06/13	RCD Sales Company, Ltd.	\$1,000	\$3,250	08/11/14
United States Warranty Corp.	\$2,000	\$10,250	04/30/14	A World of Training	\$3,000	\$3,000	11/20/13
Little Dealer, Little Prices	\$5,000	\$10,050	01/23/13	RV Outlet Mall	\$750	\$2,550	06/05/13
Great Lakes RV Association	\$10,000	\$10,000	02/28/13	Alliance Coach, Inc.	\$1,000	\$2,500	04/11/14
Rick & Sons Camper Sales	\$4,000	\$10,000	11/14/13	Crestview RV Center	\$500	\$2,500	12/18/13
Folsom Lake RV Center	\$2,700	\$9,700	12/16/13	Phil Ingrassia	\$1,500	\$2,500	03/26/14
Motley RV Repair	\$1,000	\$9,075	09/13/13	Onsite Temp Housing	\$500	\$2,500	05/08/14
LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499							
The Trail Center	\$500	\$2,350	11/06/13	Candys Campers	\$250	\$1,300	08/12/14
Hilltop Trailer Sales	\$500	\$2,122	06/11/13	Out of Doors Mart, Inc.	\$500	\$1,250	09/18/13
Noble RV, Inc.	\$755	\$1,855	03/21/14	Schaap's RV Traveland	\$750	\$1,100	09/08/14
Dinosaur Electronics	\$900	\$1,650	06/18/14	Bill Mirelees	\$500	\$1,000	04/30/14
Lindsey Reines	\$1,500	\$1,500	12/20/13	Tom Manning & Associates	\$1,000	\$1,000	07/11/14
Skyline RV & Home Sales, Inc.	\$750	\$1,500	07/14/14				
BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999							
Beckley's Camping Center	\$500	\$750	06/17/14	Holiday Hour, Inc.	\$200	\$500	03/24/14
Camp-Site RV	\$500	\$750	01/13/14	Nie's Motor Homes	\$250	\$500	06/11/14
Steinbring Motorcoach	\$500	\$750	11/21/12	Ocean Grove Supercenter	\$500	\$500	06/04/14
Bell Camper Sales	\$300	\$550	09/09/14				
SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499							
Karin Van Duyse	\$250	\$250	10/26/12	John Peak	\$100	\$100	10/03/13
Modern Trailer Sales, Inc.	\$250	\$250	06/04/14	Mike Thompson's RV Super Stores	\$100	\$100	08/12/13
South Haven RV Center	\$250	\$250	05/12/14	Northwest RV Sales	\$100	\$100	08/04/14
Tennessee RV Sales & Service	\$250	\$250	02/21/14	Amy Pennington	\$100	\$100	11/30/12
Happy Camping RV	\$200	\$200	11/07/13	Setzer's World of Camping, Inc.	\$100	\$100	02/21/14
				American Guardian Warranty	\$100	\$100	10/01/14
ENDOWMENTS							
Kindlund Family Scholarship		\$270,000					

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RVDA THANKS OUR 2014 CONVENTION/EXPO SPONSORS, WHOSE GENEROSITY MAKES THE CONVENTION HAPPEN!

Breakfast Wednesday, Nov. 12
Sponsor: TCF Inventory Finance Inc.



Dealer Lounge
Sponsor: Thor Industries Inc.



Parts Educational Track
Sponsor: Coast Distribution System



Tuesday Evening Reception
Sponsor: Forest River



Convention Mobile App
Sponsor: eBay Motors



Expo Hall Luncheon Wednesday & Thursday
Co-Sponsors: Tiffin Motors, NTP-STAG, Sys2k



**Young RV Executives Reception
Wednesday, Nov. 12**
Sponsor: Coach-Net



General Sponsor
Sponsor: Winnebago



General Sponsor
Sponsor: Newmar



General Sponsor
Sponsor: Carefree of Colorado



When it comes to RV Accessories there's only one place to buy!

- LED Lighting
- Director's Chairs
- RV Mats
- Induction Cooktops
- Solar
- BBQ Grill Mats
- RV Lithium Batteries
- EezTire - Tire Pressure Monitoring System (TPMS)



www.eezrvproducts.com
(510) 910-5397

RVDA Endorsed Products

Certified Green RV Program TRA Certification Inc.

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

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

Credit Card Processing Bank of America Merchant Services

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

(678) 784-0567

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

Disability Income Insurance/ Paycheck Protection Benefits American Fidelity Assurance Company

www.afadvantage.com
Ted Brehoney
ted.brehoney@af-group.com
(800) 654-8489, Ext. 6530

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

Emergency Roadside and Technical Assistance Coach-Net

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

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

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

Employee Testing Caliper Corp.

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

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

Extended Service Agreements XtraRide RV Service Agreement Program

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

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

Health Insurance Mass Marketing Insurance Consultants Inc. (MMIC)

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

MMIC contracts nationally with a number of health insurance companies to provide a wide variety of benefits. MMIC creates a customized insurance program best suited for individual dealerships. Coverage is available to individual members and those firms with two or more employees. With group coverage, all active full-time employees are eligible. Spouse and dependent children under age 19 (23 if full-time student) are also

eligible. The cost of the coverage for the RVDA program may be paid in whole by the employer or shared with the employees. However, the employer's contribution must be at least 50% of the total cost.

Hiring Tools Employment Network- A Careerco Company

www.employmentnetwork.net
(718) 307-6258

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

Lead Qualifier Program Customer Service Intelligence Inc. (CSI)

www.telcsi.com
bthompson@telcsi.com
(800) 835-5274

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

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

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

Propane and Propane Supplies Suburban Propane

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

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

RVDA/Spader 20 Groups Spader Business Management

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

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

Shipping Discounts PartnerShip, LLC

www.PartnerShip.com/79rvda
(800) 599-2902

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

Software & Consulting Services KPA

www.kpaonline.com
ccreuziger@kpaonline.com
(303) 228-2383

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

Visit www.rvcareers.org

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

ONLINE TRAINING WITH FRVTA'S DISTANCE LEARNING NETWORK

The DLN offers your dealership:

- Onsite training
- Group training
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- Self-determined pace
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The Florida RV Trade Association and RVDA's Mike Molino RV Learning Center

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



than 50 training sessions, reviews, and test preparation sections. Also included are manufacturer- and supplier-specific advanced repair and troubleshooting classes designed to upgrade technicians' skills. Completion of these classes qualifies for recertification hours. Classes are available 24/7 throughout the program year, providing maximum flexibility.

• **Service Writers/Advisors** – This three-hour program is valuable for both new staff and experienced personnel preparing for the RV Learning Center's Service Writer/Advisor certification.

• **Greeters/Receptionists** – This 50-minute session is suitable for all employees who need customer service skills. It includes a final exam and certificate of completion.

• **Dealers/GMs** – This program features important topics for management, including lemon laws, LP gas licensing issues, and the federal Red Flags Rule.

The DLN offers online training for:

• **RV Technicians** – The certification prep course helps technicians get ready for the certification exam. Your subscription includes unlimited access to more

DEALERSHIP REGISTRATION

Company Name: _____

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

Phone: _____ Fax: _____

Mentor Name: _____ Phone: _____

E-mail (at dealership): _____ Fax: _____

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

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

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

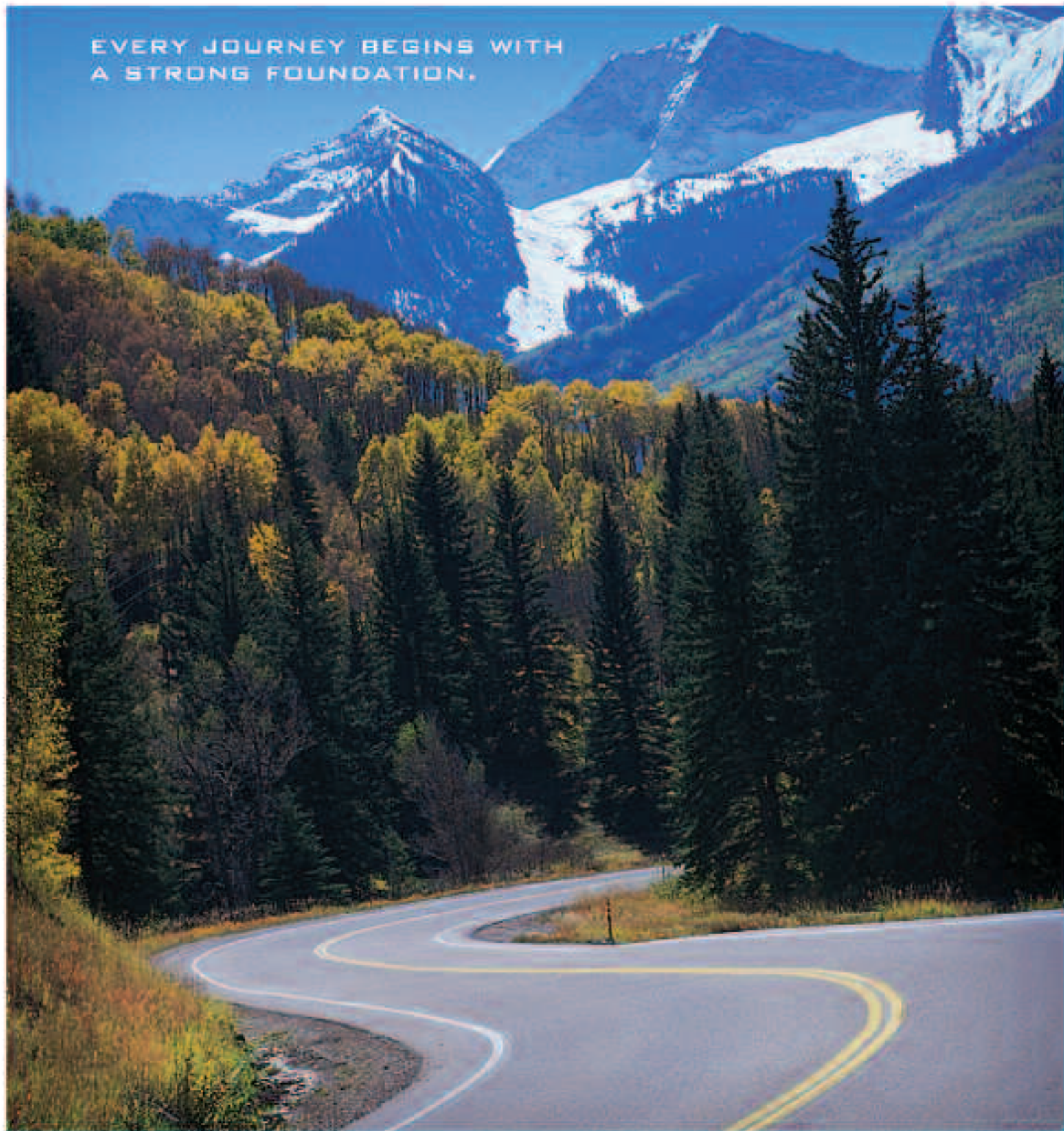
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At **Spartan Chassis**, our goal is clear: to provide our owners an exceptional RV experience. To achieve that, we design/engineer and build up every chassis to meet the unique needs of the coach builders we serve. In addition, we push the technology envelope to optimize the innovation on those things our customers value: maneuverability, ride quality, coach handling, ease of maintenance and product quality/reliability to name a few.



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*RVDA endorsed product or service is one that has been extensively reviewed 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 the product is backed by D&F Republic Insurance Company.