

# RV EXECUTIVE TODAY

OCTOBER 2013



## SOCIAL MEDIA

for the Dealership

page 10

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# RV EXECUTIVE TODAY

C O N T E N T S

October 2013

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RV dealers are committed and enthusiastic users of social media but acknowledge they're not sure what kind of return they're getting for their efforts, according to a recent RVDA survey.



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# RV Industry Keeps Rolling in October

By Phil Ingrassia, CAE, president

It wasn't so long ago that the conventional wisdom in the RV industry was that business traditionally started to slow down in October in many parts of the country.

Well, not any more. Retail data from recent years shows that, in the words of Tom Walworth of Statistical Surveys, "October is a good month." Here's the breakdown of national RV retail registrations in October over the past few years, according to Statistical Surveys:

2009 . . . . . 12,196

2010 . . . . . 13,610

2011 . . . . . 13,420

2012 . . . . . 14,956

Those October numbers are closer to what U.S. dealers sell in March, with the smell of spring in the air. In fact, the only months with fewer than 10,000 national retail deliveries are now December and January – the dealers retailed more than 10,000 units in both February AND November in 2011 and 2012.

So everyone is making adjustments to what is now a year-round sales cycle, including your national advertising campaign. When Go RVing began in the late 90s, the industry's media buys were front loaded to coincide with spring and summer RV travel season. Go RVing typically would scale back advertising

**"Everyone is making adjustments to what is now a year-round sales cycle, including your national advertising campaign."**

significantly in the fall and early winter months, but with families and empty-nesters on the go and buying RVs all year-round, a new approach is needed.

This year, Go RVing's new "Away" ad featuring a tailgating theme made its debut Labor Day weekend and will continue to air throughout the fall in conjunction with college football ad buys with ESPN and CBS Sports.

The new ad is part of Go RVing's attempt to leverage the strong connection between RVing and tailgating season and to keep positive messages about RV travel in front of consumers throughout the year.

Have a great fall selling season... and thanks for your support!

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*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,  
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rate of \$30 is a part of membership dues.

Editorial/Business Office:  
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Phone (703) 591-7130 FAX (703) 359-0152

*RV Executive Today* (ISSN #1088-873X)  
Volume 17, Issue 10

For advertising information contact:  
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# Sales Up, Profit Up, Anxiety Up

By Jeff Hirsch, chairman



**T**his is turning out to be a great year. Surveys point to both higher sales and better profit margins. However, it feels like there is higher anxiety in spite of these positive factors.

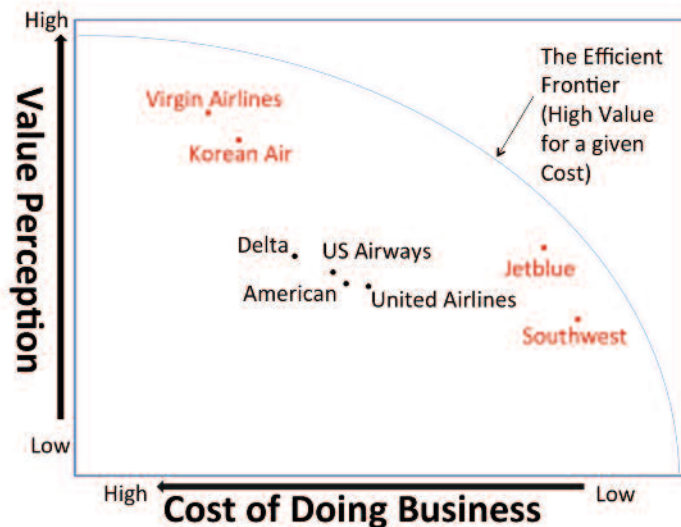
One of the reasons our anxiety continues to increase has to do with the business models we use. Our competitors can compete on price, value, quantity, or a combination of these factors. Please take a look at the accompanying chart. Each of the dots represents a different business. Every business provides a given amount of value per dollar spent (the cost/value proposition). Another way to look at this is that every business has its asset classes, and as these assets are deployed we look to achieve optimal returns on our investment. The question we must ask ourselves is, "Are these returns sustainable in the long term?"

This ratio changes, depending on where the business is located on the chart. The efficient frontier line represents the maximum value that could possibly be provided at a given cost, and the closer to the frontier, the more value a business is providing for every dollar spent. In other words, the closer you are to the efficient frontier relative to your competitors, the more secure you are in your business model.

We have seen the cost/value proposition play out in industries such as the airline industry. In the chart, you will notice that many airlines (the black dots) provided a similar cost/value proposition before the entry of the disruptive competitors (the red dots). These competitors provided more value for each dollar spent and therefore put themselves closer to the efficient frontier than the existing players. The original airlines had to change in order to provide a better cost/value proposition in order to compete. However, some of these airlines have had more difficulty changing due to legacy issues – such as the use of many models of aircraft while Southwest uses only the 737. Other legacy issues could be the age of the fleet, the aging workforce (pilots), or the multiple aircraft certifications each pilot needs.

It's important to note that disruptive forces don't have to compete on a lower price. Disney theme parks, for example, compete at the high value/high cost end of the efficient frontier. However, disruptive forces will take the form of a cost/value proposition that puts a business closer to the efficient frontier.

We are experiencing this today in our industry. We have mom and pop stores, off-site show dealers, destination locations, Internet dealers, regional players, and industry consolidators – and many of these competitors have been forced to change their value/cost proposition to remain competitive in



the marketplace. In other words, some competitors have squeezed the competition because they provide more value for each dollar spent. This is especially likely to occur when competitors converge in the same market – let's say a mom and pop after the entry of both a low cost/low value and high cost/high value competitor.

When we better understand the business models of competition, we become more tolerant of that competition. This understanding helps us better determine our system of activities that allows us to be comfortable with our own cost/value position, it indicates if we are in need of improvement, and it will help reduce anxiety caused by the unknown. I truly believe all of us are asking the same question, "In the long term, do we have the right business model to thrive in today's market?"

Finally, we have to be mindful that no matter what business model we choose, the other business models will affect our own. These varying business models are representative of RVDA's membership. Our association will need to be mindful that our dealers have gone through tumultuous change, and it is the association's job to recognize the landscape and help you navigate those changes by either developing or referring the resources to help you secure your place on the efficient frontier.

In closing, I want to thank everyone who attended the convention. I hope it was an opportunity to help you move your business a step closer to the efficient frontier. In my next column, I'll discuss moving toward the efficient frontier and the dangers that go along with changing business models in an evolving dealer landscape.



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# Retail Sales Almost Equal Wholesale Deliveries

By Thomas Walworth, Statistical Surveys/The Thrive Group

**R**V dealer inventories grew at extremely slow rates in June because retail sales almost equaled the number of units shipped from the factories to dealerships around the United States, according to market research firm Statistical Surveys/The Thrive Group. This was especially true in the case of towable RVs, which had an inventory index of 98.6 because 26,731 units were retail sold while 27,100 were delivered from factories to dealerships.

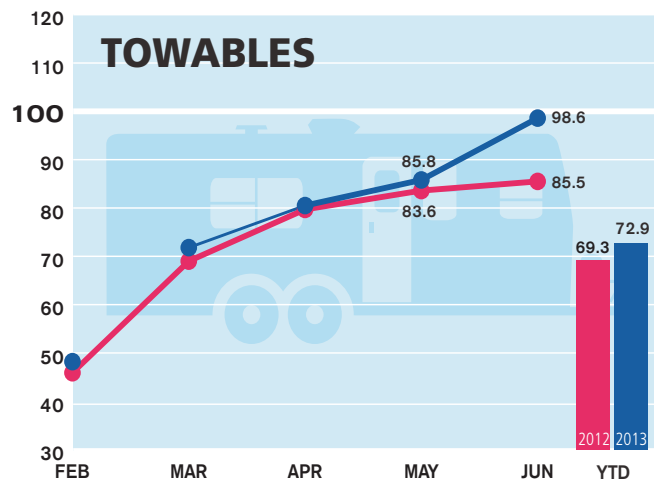
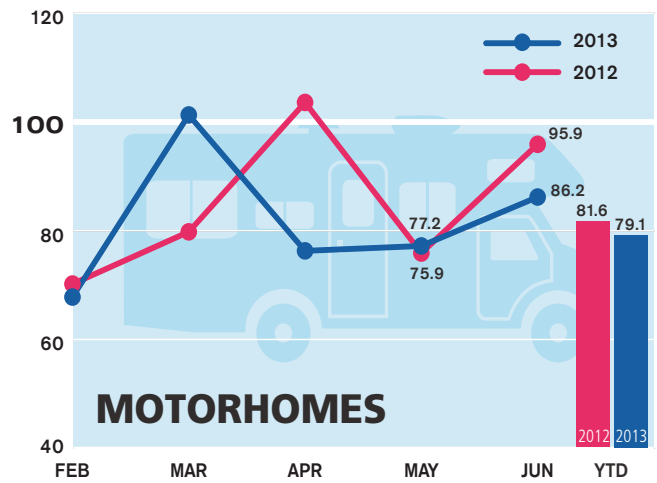
Meanwhile, the inventory index for motorhomes was 86.2 in June, the slowest rate of inventory growth so far this year, except for March, when motorhome inventories actually shrank a tiny amount. There were 2,930 motorhomes sold in June, while 3,400 units were shipped from factories to dealerships that month.

Dealers retailed 26,731 towables in June, compared with 21,289 in June 2012, a robust 25.6 percent increase. Manufacturers shipped 27,100 towable units in June, an 8.8 percent increase over the 24,900 units delivered in June 2012.

Meanwhile, dealers sold 2,930 motorhomes in June, compared with 2,205 sold in June 2012, a whopping 32.9 percent increase. Manufacturers shipped 3,400 motorhomes in June, compared with 2,300 in June 2012, a huge 47.8 percent increase.

Based in Grand Rapids, MI, Statistical Surveys/The Thrive Group tracks RV retail sales for the RV industry. For more information, contact Tom Walworth at (616) 281-9898. The Thrive Group is a partnership between Statistical Surveys and Spader Business Management. ■

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



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# SOCIAL MEDIA:

By Jeff Kurowski

The most frequently posted content is customer stories and photos, followed by RVing advice and how-to articles. Dealers also post sales and specials and dealership sponsored charitable events.

**R**V dealers are committed and enthusiastic users of social media but acknowledge they're not really sure what kind of return they're getting for their efforts, according to a recent RVDA survey. As one respondent, who monitors his Facebook page's "page insights," commented, "We're not sure what it really means, but we're trying to learn."

Most survey respondents say they use multiple social media platforms – in some cases, as many as four – but their actual investment is small. The most widely used is Facebook, with 95 percent of respondents saying they use it. The next most widely used are YouTube and Twitter, both at 65 percent. Google+ is used

by 55 percent, followed by LinkedIn at 45 percent and Pinterest at 30 percent.

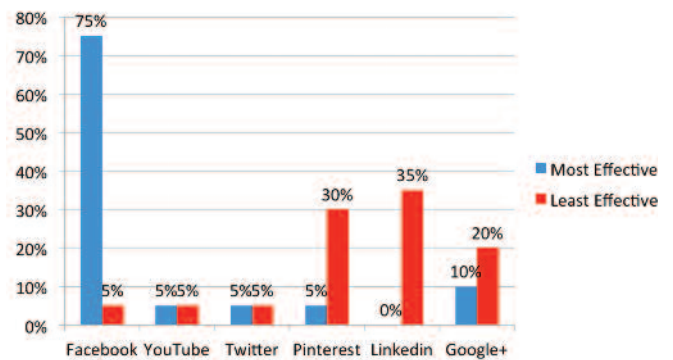
Asked to rate the most effective social platforms, 75 percent of respondents chose Facebook. Only 10 percent said Google+ is most effective. YouTube, Twitter and Pinterest were

each rated most effective by only 5 percent of those answering the survey.

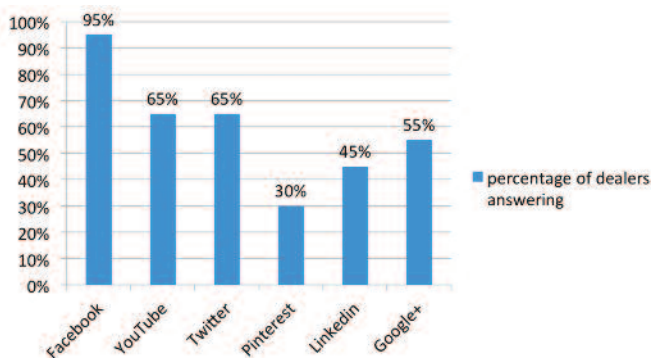
LinkedIn is rated least effective by 35 percent of those answering the survey, and Pinterest was rated least effective by another 30 percent.

The dealers who participated in the survey clearly expend an effort to

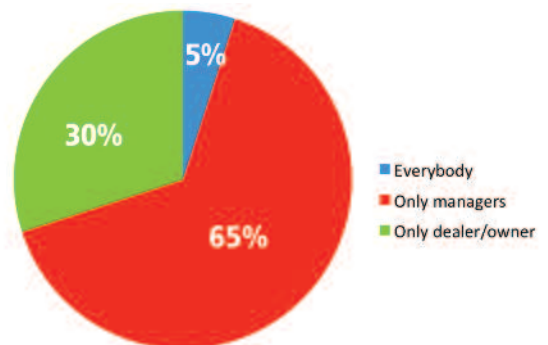
Most Effective/Least Effective Social Media Platforms



Which Social Media Platforms Do RV Dealers Use? (Includes All that Apply)



Which Dealership Employees Are Authorized to Post?





# Dealers Use it but Say Return on Investment Is Hard to Measure

connect with customers through social media, with 35 percent saying they post content daily, and 45 percent saying they post three or more times weekly. The type of content most often posted is customer stories and photos, according to half of the respondents. Next is RVing advice and how-to articles, which are posted by 45 percent. Thirty-five percent post dealership sales and specials, and another 35 percent post dealership-sponsored activities/charitable events.

Because of the perceived importance attached to social media, 65 percent of dealers said only managers are allowed to post items on the dealership's social media platforms, and 30 percent said only the "dealer/owner" is authorized to provide such content. Only 5 percent of the dealers said "everybody" at the dealership can post.

Asked whether communicating with customers and potential customers by social media yields measureable gains, nearly half of respondents said that they don't know what to measure. Some

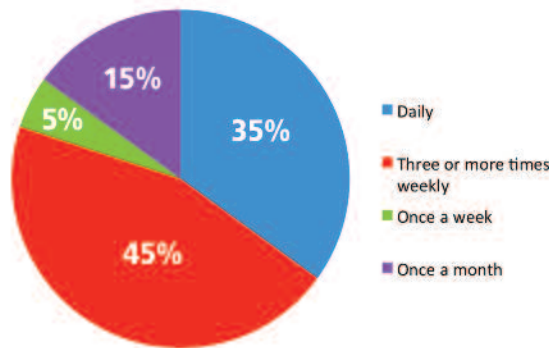
dealers count the number of Facebook "likes," but one dealer said his experience was that a great deal of his "likes" vanished at the end of a dealership contest that had been promoted on social media.

As another dealer wrote, "On Facebook, we monitor the 'page insights' for total likes, post reach and people engaged."

Another dealership measures its social media ROI by dividing its direct costs by the number of customers who, during the initial sales interview, name social media as their first point of contact. Still another dealer doesn't measure social media ROI at all but says the investment is "not a lot, except for people costs."

Social media can be a

**How Frequently Do RV Dealers Post on Social Media?**



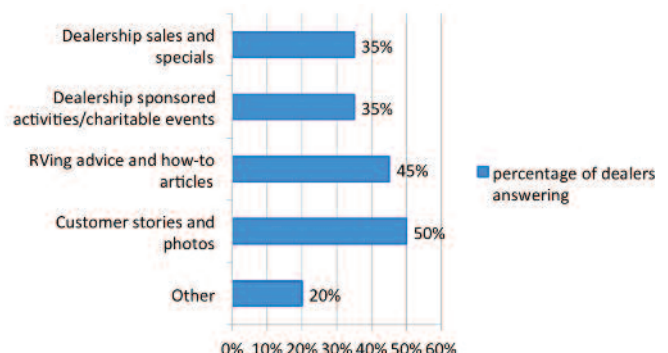
double-edged sword. While it can boost a dealership's reputation, that reputation can also be damaged by unhappy customers who may or may not have a justifiable reason to complain. As a result, the vast majority of dealers who answered the survey said they monitor

their social media for "negative posts," and they also monitor review sites such as Yelp, Better Business Bureau, Craigslist and Yext.

"We respond as fast as we can to negative posts," one dealer wrote. "We work hard to resolve their issues and encourage them to share their experiences online as well."

Another dealer said, "We respond quickly to negative posts. We have filters set on high (to screen negative) content." One dealer enrolled in a "24/7 reputation builder program" but added that the program is "not working well at the moment, but it has been in use only a few months."

**What Kind of Content Is Most Popular on RV Dealers' Sites?**



# THE ROAD TO SOCIAL M

By *Evanne Schmarder*

**C**hances are you've realized that social media has become an essential tool in your marketing toolbox. But whether your goal is to be a social media star or simply to secure a credible online presence, it takes commitment to a focused plan to become the toast of Twitter. Follow this blueprint, and you'll be well on your way.

## Program the GPS

As with any good marketing program, start by establishing clear, measurable goals and a review-and-revise schedule:

- Research supporting data such as current analytics and key social media performance indicators.
- Gather a trusted team to help you develop and plan your program.
- Commit all aspects of your plan to writing and include a content marketing section. Create a portable binder that can be referred to often and easily.
- Plan to do a thorough data review every three to six months. Be open to adjusting the program and trying new platforms, but be sure to give it time to produce results before switching things up.

.....  
**"Social media can be a full-time job and at a minimum requires attention and action a few times every day."**



The day-to-day actions required for a successful social media program aren't complex but do require consistency. Social media can be a full-time job and at a minimum requires attention and action a few times every day. Whom should you turn to? Look for people in your organization who are:

- keenly aware of your business and industry
- onboard with your mission, goals, and marketing plan
- good researchers
- organized
- effective writers
- good with customer communication
- able to run the program with minimal oversight

Whether you create a full- or part-time social media community manager position to oversee or implement the program, hand over these responsibilities to a member

of your marketing team, ask each department head to contribute on a rotating schedule, or outsource some or all of the job, include your social media team members in your planning and review sessions and allow them access to your written plan.

## Platforms

There are dozens of social media networks out there. Start small – you don't have to conquer the cyber world all at once. Concentrate on three complimentary and wildly popular social media platforms:

- **Facebook:** The most popular and wide-reaching social platform
- **YouTube:** Video continues to capture attention at an unprecedented pace.
- **Pinterest:** This visual platform may have relatively low social market share, but users are buyers, and that's the result you're seeking.



# EDIA SUCCESS



As you build each platform profile, brand it from the beginning and be consistent across all of your online properties. Use your dealership's colors, logo, tag line, etc. Make it easy for people to identify your business at a glance, from your website to your Facebook page to your email newsletters.

## Content

Focus on content that your target market would enjoy. That means relevant content, content that is worthy of a few minutes of their time. Get a feel for what's working by watching social conversations about the industry and your products. What are people saying and, more importantly, sharing?

Once you're comfortable identifying popular content, begin designing your message. Work this step into your planning session and design a detailed content marketing section.

- **Original content:** Share behind-the-scenes news, what's happening at the dealership, interesting purchasing and PDI tips, how-tos, and your take on applicable industry news. Ask for opinions via polls. Consider running occasional contests. (Exercise – Ask every single one of your employees to write down three topics, questions, or observations that they feel are of interest to your customers. Use this information as a catalyst in developing your original content.)
- **Content curation:** Using tools such as Scoop.it, Feedly.com, or SocialMention.com, look for interesting information to share with your audience. You might also want to share news coverage

of your dealership or brands you carry. Lastly, customer comments curated from comment cards can go a long way in cementing your reputation.

- **Cross-platform content:** Promote your e-newsletter articles, blog pieces, YouTube videos, Pinterest pins, and new website content across your network.
- **Promotional content:** This is what we really want to post, but when it's posted in abundance, people are turned off. Post promotional content no more than 30 percent of the time, and do your best to make it entertaining and interesting, not a full-on sales job. Otherwise, people will simply ignore you, or worse, sever their online relationship with you.

Interaction is as important as high-quality content. Your social media maven(s) must respond appropriately to follower comments, questions and feedback both good and bad. Using a dashboard product such as HootSuite.com can help them keep up on and interact with all of your social platforms from a single site.

## Frequency

How often should you send out social media messages? Post too frequently and you'll annoy your audience. Too infrequently and they'll forget about you. Additionally, every platform is different. While it takes a bit of trial and error, I recommend posting as follows:

- **Facebook:** Three to four times a week. Include links and images in a comment below the original post.
- **YouTube:** Weekly is best, monthly at minimum.
- **Pinterest:** Every couple of days, utilizing repins (pinning others' content on your boards).

Ask your web master to add Facebook "like" and Pinterest "pin-it" buttons and social media chicklets to your site and to add at least one YouTube video to your homepage, above the fold. This encourages visitors to get social with you and share your content. When deciding what days and times to post, think about your customers' habits – When are they most likely to be surfing social media, and when can you grab their attention?

## Don't park it just yet

Developing and implementing a successful social media program is an ongoing, always-moving project that takes insight, data and action. If you do the upfront work, you'll find that it builds upon itself and yes, gets easier. But don't park it – you might think you've arrived at your destination but in three to six months it'll be time to recalculate your route.

*Evanne Schmarder is principal of Roadabode Productions. She conducts social media diagnostics and tune-ups, develops content strategy and marketing plans, and takes extreme pleasure in raising the profile of the outdoor recreation industry. Contact her at [evanne@roadabode.com](mailto:evanne@roadabode.com) or (702) 460-9863.*

How often should you send out social media messages?

# 5 Myths About Search Engine Advertising

By Blane Vik

**L**ast month, I shared with you five misconceptions about Search Engine Optimization (SEO) that needed to be set straight. This month, I'll discuss search engine advertising, more widely known as pay-per-click (PPC) advertising. If you believe the following myths about PPC, you're not getting the most from your online marketing efforts.



## 1 Keywords: The broader, the better.

Too many RV dealers focus on broad keywords like “new towable trailers” or “used RVs.” As a result, dealers drive a lot of traffic to their website but not many qualified clicks and buyers. In reality, the best searches are local and specific.

In addition to using generic keywords, you should also use specific keywords, such as “Fleetwood Southwind Springfield Missouri.” You’re more likely to dominate your market that way, because competition for specific keywords isn’t as tight. And that translates into lower costs to reach local customers.

Using a combination of broad keywords (“new RV Florida” or “used RV”) and narrow keywords (“new Winnebago towables”) allows you to hit both generic and brand-specific searches. The keywords should also be adjusted depending on what’s going on at your dealership. PPC advertising campaigns can be changed on the fly to expand or reduce reach in a particular market, or even instantly add a new one.

## 2 The more clicks, the more RVs and service I’ll sell.

High click-through rates with low conversion rates (a qualified lead or sale) can be misleading. For example, let’s say your dealership carries primarily Jayco and Winnebago RVs and your PPC campaign ad headline is “New RV Inventory Reduction Sale.” At first glance, it would seem that getting lots of clicks

is a good thing. However, if the majority are from shoppers on the other side of the country, fans of Fleetwood, or people looking for a used RV, you’re paying for clicks (and perhaps using up your monthly budget) without getting a single qualified lead or sale. The people clicking on your ad aren’t qualified and, in turn, didn’t find what they were looking for.

While creating PPC campaigns that target your exact audience as precisely as possible (“New Jayco RV Inventory Reduction Sale Minneapolis Minnesota”) may reduce the total number of click-throughs, the people who click on your ads are the ones who want to buy what you’re offering.

## 3 Being first is best.

Many RV dealers assume that the number one or two top position is what they should strive for. Then they experience sticker shock when they find out how much it takes to be (and stay) at the top. Instead, aim for the number three or four spot. Contrary to what many believe, potential buyers don’t have to scroll down very far on the first page of results to see the third and fourth paid ads. In other words, you don’t have to pay a premium for the first position to guarantee a high click-through rate. By targeting the third or fourth spot, you save money and still get excellent results.

**“Search engine advertising is a very effective lead generation tool – you pay for what you get, and you see immediate, measurable results.”**



Pay-per-click advertising campaigns are highly customizable and unlimited in size and scope. With a budget of \$500 per month, you'll likely see 100,000 impressions that generate 1,500 clicks a month. That's only 35 cents per click for 1,500 potential buyers.

## **There's no need for PPC when I have good Search Engine Optimization (SEO).**

Ranking well organically is great, but PPC can help increase traffic to your website and your brand exposure. Combining SEO and PPC is the way to go. Research shows that 60 percent of consumers bypass paid advertising and go directly to organic results. Why miss out on the 40 percent who click on paid listings? Even if

your website has high SEO rankings for your most popular keywords, adding PPC will allow your website to show up twice on the first page of the search engine results — once in the paid ad area and once in the organic area.

## **Driving traffic to my homepage is good enough.**

Consumers demand instant access to information. If they can't find what they're looking for within three clicks on your website, they'll move on to your competitor's. That's why it's important to create landing pages within your website that get prospects to the relevant information as efficiently and quickly as possible. You have to create specific paid ads that land your potential buyers right where they want to be. If they enter "Jayco

Redhawk," make sure that's the page on your website that they land on. No extra clicks, no endless navigation on your website to find what they're searching for.

Used correctly, PPC advertising gets you noticed and ensures that buyers looking for the RVs you sell find your website. Search engine advertising is a very effective lead generation tool — you pay for what you get, and you see immediate, measurable results. It helps your bottom line and your ability to determine the ROI.

*Blane Vik is search engine marketing manager at ARI, a leading provider of technology-enabled business solutions for dealers, distributors, and manufacturers in the RV, marine, powersports, and outdoor power equipment industries. Contact him at [vik@arinet.com](mailto:vik@arinet.com) or (414) 973-4346 or visit [www.arinet.com](http://www.arinet.com).*

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# Understanding the Affordable Care Act

By Ed Sterczek

**“Small-business employers feel uncertain and concerned about how the changes in the Affordable Care Act will affect them. They need to know where to begin and what to focus on.”**

**S**tarting in 2014, the Affordable Care Act requires that all Americans have a minimum amount of health insurance or be taxed by the government. The individual health insurance mandate can be satisfied through health coverage sponsored by the employer, an individual health insurance policy, or through a variety of government plans. Each is considered a form of “minimal essential coverage,” and individuals who don’t maintain minimum essential coverage will be assessed a tax penalty.

Small business employers and individuals feel uncertain and concerned about how the changes in the Affordable Care Act will affect them. As regulations, mandates, and laws become effective over the months and years, it’s important to know where to begin and what to focus on.

## Key changes: expanded benefits

The health reform law defines certain categories of benefits as Essential Health Benefits (EHB). Small groups are required to include these benefits in their plan designs. Large and self funded groups aren’t required to offer them, but if they do, annual and lifetime dollar limits must be removed:

- Ambulatory patient services
- Prescription drugs
- Emergency services
- Rehabilitative and habilitative services
- Hospitalization
- Maternity and newborn care
- Laboratory services
- Mental health and substance use disorder services
- Preventive and wellness services and chronic disease management
- Pediatric services, including oral and vision care



## Note these significant changes:

- The introduction of pediatric dental and vision and habilitative coverage. Habilitative coverage is a health service that gives a patient a functional skill that should be present but is absent due to sickness or injury.
- Preventive services with no cost were expanded to include women’s preventive services, such as contraceptives, prenatal and expanded screenings.
- Employers will be required to provide coverage for EHB that has a minimum actuarial value of 60 percent. The actuarial value is tied to benchmark plans selected by each state. Note that state definitions of EHB will vary and may require product adjustments.

## Coverage changes

There are also new out of pocket maximum (OOPM) accumulation rules and deductible ceilings.

1. **OOPM ceiling at the Health Savings Account (HSA) level:** likely \$6,400 single/\$12,800 family in 2014 (2013 levels are \$6,250 single/\$12,500 family indexed to inflation)
  - All cost sharing (for EHB) must accumulate to OOPM
2. **Small group deductible ceiling:** \$2,000 single/\$4,000 family
  - These limits will be indexed to inflation.
  - The deductible ceiling does not apply in the individual market.



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## Coverage level requirements

Plan coverage requirements are limited to the bronze, silver, gold, and platinum coverage levels for individual, small group and exchanges. Exchanges are required to offer at least one silver and one gold plan. Plans must be plus or minus two percent of the target.

PLAN TYPE	% of the actuarial value of the covered benefits
BRONZE	60%
SILVER	70%
GOLD	80%
PLATINUM	90%

## Rating changes

The Affordable Care Act calls for a move to adjusted community rating, which means that using actual or expected health status or claims experience to set group premiums is prohibited. Beginning with plan years on or after January 1, 2014, other rating factors such as age, geographic area, and tobacco use may be used to vary

premiums, within certain limits. These rules are still proposed and subject to change before becoming final law.

## In addition, the Affordable Care Act calls for:

- Prohibiting pre existing condition exclusions
- Guaranteed availability of coverage
- Guaranteed renewability of coverage
- No medical underwriting
- Single risk pool
- Index rate
- Plan level adjustments to index rate
- Rate increase review and notifications
- Catastrophic plans for specific populations

## The role of Health Benefit Exchanges

Health Benefit Exchanges, also called Health Insurance Exchanges, are marketplaces unique to each state where individuals and small groups can shop for health plans at competitive rates. States can also form regional exchanges. Although exchanges won't be in place until 2014, members must inform all current employees and, going forward, new employees at the time of hire, about the exchanges and the circumstances under which an employee may be eligible for a premium tax credit or a cost-sharing subsidy.

## Employer mandate, requirements, and penalties

Beginning in 2014, employers with 50 plus full time employees may be subject to a penalty if an employee receives a premium credit or cost sharing subsidy. The penalty is calculated as follows:

- **Employers not offering coverage:** If an employer doesn't offer minimum essential coverage (MEC) and one or more full time employees receive a premium credit or cost sharing subsidy through the exchange, the penalty is \$2,000 per year per full time worker. When calculating the penalty, the first 30 full time workers are subtracted from the payment calculation.
- **Employers offering coverage:** If an employer offers MEC and one or more full time employees receive a premium credit or cost sharing subsidy through the exchange, the penalty is \$3,000 per employee who receives a premium credit or cost sharing subsidy.

*Ed Sterczek is with Mass Marketing Insurance Consultants Inc. Contact him at 1.800.349.1039 or by email at mmic@mmicinsurance.com.*

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# Protect your Dealership from Catastrophic Lawsuits

By Randy Dombrowski

**Don't become a legal statistic – review these rules and regs that all employers must follow.**

**L**awsuits over illegal employment practices can threaten a small business's very existence, thanks to publicity about record-setting settlements against big corporations. Dealers can protect themselves by reviewing their hiring process, workplace environment, and termination process.

## Just the facts

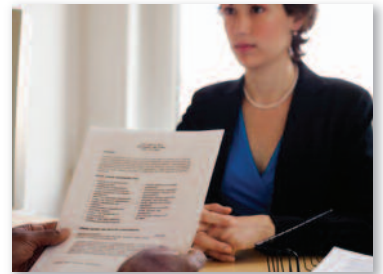
Avoid discriminatory questions on your application form, including physical conditions or

disabilities that aren't job related. Questions on height or weight, for instance, could be interpreted as discriminatory unless you can show that they're bona fide occupational qualifications. Have your attorney review the form for inappropriate questions.

Your job application should state that misrepresentations and omissions will lead to termination. It should also include a statement of employment-at-will, plus authorization to check references and conduct background checks. All applicants should sign the form, attesting to having read, understood, and accurately completed it. If any information is left off the form, investigate why.

During interviews, don't ask questions that imply a bias, such as "How many children do you have?" or "Are you married?" Don't seek information about general physical conditions or disabilities that aren't job-related.

If you use skill, knowledge, or physical tests in your hiring and screening process, review whether they're necessary and worth the potential liability. Tests must be work-related. For instance, don't measure an applicant's ability to lift 30 pounds if the position doesn't require that ability, or test a disabled person's



ability to lift if lifting could be engineered out of the job.

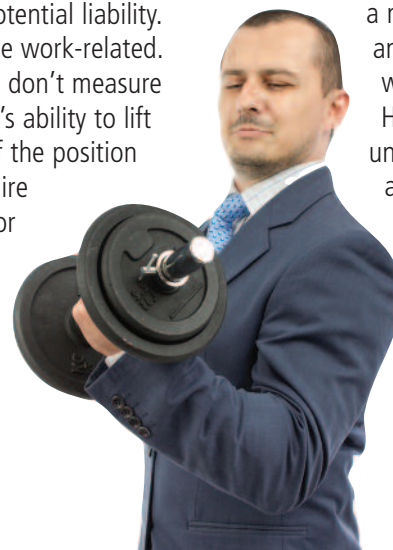
If you use an outside vendor to develop and administer tests, require it to hold your dealership harmless and indemnify you for any discrimination claims and damages that result from the exams.

Administer drug and alcohol tests on a pre-offer basis to help narrow the pool of candidates. But administer them consistently to all applicants, and confirm that your drug policy complies with state laws.

Finally, train your managers on proper interviewing techniques that minimize liability but still allow them to get the information they need to make sound hiring decisions.

## Zero tolerance for harassment

Employers are legally responsible for providing a nondiscriminatory and harassment-free workplace. Harassment includes unwelcome sexual advances or requests for favors, or other verbal or physical conduct



## Do You Comply?

**All employers must follow these federal employment laws:**

- \* **Equal Pay Act** – prohibits wage discrimination on the basis of sex
- \* **Age Discrimination in Employment Act** – prohibits discrimination based on age for employees 40 and older
- \* **Americans with Disabilities Act** – bars employment discrimination based on disability
- \* **Fair Labor Standards Act** – establishes a national minimum wage and overtime rules
- \* **Consolidated Omnibus Budget Reconciliation Act (COBRA)** – requires employers to offer continued health and dental insurance coverage to terminated employees
- \* **Family and Medical Leave Act** – requires leave and job-return for personal or family medical reasons and for the care of newborn or newly-adopted children
- \* **National Labor Relations Act** – bans retaliation against employees seeking to unionize

continued on page 20



Harassment can take the form of touching, lewd or off-color jokes, and even foul language.

of a sexual nature that's made a condition of employment or promotion. Harassment can take the form of touching, lewd or off-color jokes, and even foul language. Also included are activities that create a hostile, intimidating, or otherwise offensive work environment.

Never ignore harassment complaints, keeping in mind that harassment can be based on race, color, religion, national origin, age, and disability as well as sex. And don't threaten or fire complainants.

Failing to have a written anti-harassment program in place increases your exposure to lawsuits and makes it harder to defend against them should they arise. Your anti-harassment policy – which should be included in your employee

handbook and distributed to all employees – needs the following:

- \* A written complaint procedure with two or more reporting channels
- \* Reporting and investigation procedures
- \* Disciplinary procedures that emphasize your dealership's zero-tolerance policy

## When it's time to part ways

Every dealership needs written employment rules and termination policies drawn up with the help of an attorney who specializes in employment practices. And both supervisors and employees need to be aware of the policies.

Your termination policy should include an employee-

counseling procedure that alerts workers of performance problems early on and gives them an opportunity to improve. Train supervisors on the policy and have them document the counseling and remediation steps they take with problematic workers.

Investigate each case thoroughly before considering termination – it's not always the appropriate action. But do ensure that employees are disciplined consistently for the same offense.

Have a documentation file to support a termination.





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Documentation may include poor performance reviews, disciplinary notices, incident reports, and records of investigations. Remember: Firing an employee for poor performance when his or her most recent review was satisfactory can make it hard to defend a legal claim.

Many people are employed "at will," meaning they can be fired at any time. However, they can't be fired for reasons that violate the law. Allegations of wrongful discharge frequently accompany claims of harassment or discrimination.

It's always best to consult with legal counsel or your human resources specialist before firing someone. Before deciding to terminate, consider the following:

- **Was the employee told of the problems?**
- **Were the problems documented?**
- **Did the employee get remedial training and time to improve?**
- **Did the employee know his or her job was at risk?**
- **Could extenuating factors explain poor performance?**

### Short and to the point

If termination is the proper course, be calm and professional. Avoid displays of anger or comments that could be construed as demeaning or disrespectful. Keep the meeting brief: Explain the reasons for the termination but don't debate previously discussed facts, and make it clear your decision is final. You might consider giving the employee an opportunity to resign. Finally, don't forget to collect company property and ID cards and to deactivate the employee's systems access.

Write a summary of the meeting afterwards, including reasons for the termination, management's actions, and any admissions made by the employee during the meeting. Contact your attorney if you believe a claim of discrimination, harassment, or wrongful discharge may be made.

*Randy Dombrowski is an account executive for Sentry Insurance, a provider of property and casualty coverages for the dealership industry. He can be reached at [randy.dombrowski@sentry.com](mailto:randy.dombrowski@sentry.com).*

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# Raise Revenue with Revved-Up Repair Orders

By Gary Motley

**A truly professional** service write-up is a multi-step process that should make customers feel that the advisor is committed to ensuring their repair and that the dealership is technically capable of handling it. Customers should also believe that they're getting value for the money they're being asked to spend.

A correctly done write-up will also satisfy the technician that each listed problem actually exists and provide enough information to put the tech on the right diagnostic path. The tech also needs to know that enough money has been procured to get the job done efficiently and correctly.

The professional service advisor sets aside enough time to make a thorough examination of all concerns. The advisor should always go to the RV with the customer to perform the write-up. The advisor needs product knowledge of all components, including why the vehicle contains the component, how the component works, attributes of the component, typical problems and fixes of the component, and related costs.

The advisor should thoroughly document each concern, including the customer's description of the problem and the conditions under which the problem occurs. The advisor also needs to ensure that adequate time and money have been agreed to up front so the job can be completed without interruptions for customer authorizations for more money.

## Here's my eight-step process for writing ROs.

# 1

### A quick and friendly greeting.

Acknowledge customers immediately. I want to stress the importance of a smile. Service customers come to you



because they have problems, and not acknowledging them as they enter the service office adds to their frustration.

# 2

### Listen with interest.

Customers have usually had hours or even days to think about what they're going to say to the service advisor. Let them relay it all, even if you know what they're going to say. Interrupting them just frustrates them even more. When the wind in their verbal sail is gone, it's your turn to talk.

# 3

**Ask questions and document the answers.** Technicians rely on the service advisor to provide clues that will lead to the correct fix. Here's what you need to find out:

**What** – A description of the problem. "Noise" doesn't say much –

clarify by defining it as loud, soft, clunky, or tinny.

**Where** – Explain where the concern is located, such as the driver's side top, front quarter.

**When** – What conditions seem to spark the problem? These may include temperature, or the length of time the unit runs before the problem appears. "When" is the most critical element to a successful duplication process.

**How long** – Long-ignored problems may require component replacements.

**Who** – It may be necessary to contact someone other than the person who attempted to explain the concerns.

Finally, always ask if anyone else has worked on the problem and if so, what did they fix or replace. Customers scold service advisors for replacing a part that someone else



recently replaced. There is no way to recover credibility after that. Request a copy of the previous invoice related to a failed fix.

## 4 Update customer information.

Your customers' contact information continuously changes, so use service visits to update phone numbers, home and work addresses, names, and email addresses.

## 5 Confirm the concern and thoroughly examine the RV.

Does the concern really exist, or is a little consumer education in order? What related components might affect the problem? Can the advisor fix the problem on the spot? Does the shop have the skills to fix each concern? Are the needed parts typically stocked?

Confirming concerns and making accurate estimates takes comprehensive RV knowledge. Professional service advisors are ongoing students of product, continuously studying the many unique components of the RV to ensure up-to-date knowledge. Give the customer an estimate of time and cost before going to the next step.

## 6 Determine other needs.

The RV probably also needs other repairs or parts, such as tires, chassis maintenance, drive train maintenance, lights and lenses, plumbing maintenance, battery maintenance, wipers, glass repairs, air conditioner maintenance, towable suspension and safety checks, state inspections, genset service, interior and exterior appearance reconditioning, and manufacturer recalls and updates.

Use check sheets, maintenance menus, inspection worksheets, maintenance logs and price sheets to identify other needs. Service advisors do their customers a favor by identifying needed maintenance. Many customers know about car maintenance but aren't as familiar with RV maintenance.

## 7 Close all agreements.

Confirm the promised delivery time and estimated cost with a signature on a document. To avoid misunderstandings about warranty coverage and payment, also determine how the customer will pay.

## 8 Thank the customer


and present your business card. Don't shortcut the time you spend with customers at the beginning of the service transaction. I noticed during a


recent visit to a dealership that the service advisors weren't allowing adequate time for each write-up, and as a result, there were problems resulting from the lack of documentation. This reminds me of the adage that there's never enough time to do it right but always enough time to do it over.


*Gary Motley is owner of Motley RV Repair in Oklahoma City. He is a master certified RV technician and a member of the RV Technician Advisory Board. Contact him at [rvrepairs@aol.com](mailto:rvrepairs@aol.com).*


# Sys2K



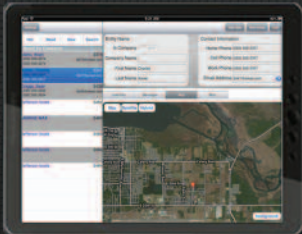
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Unit Inventory

  
Service Advisor

  
Service Mechanic






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# Go RVing PROGRAM FOR 2013!

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

## Leads – Plus Program

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

## Digital RV Image Library Pictures on GoRVing.com

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

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

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

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

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

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

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





# Go RVing Facebook Page Continues to **GROW**

Go RVing

Edited by RVDA staff

**Go RVing's Facebook page now has nearly 200,000 "likes," up from 30,000 two years ago.**

The growing community is a mix of both current and prospective owners who have actively chosen to follow the messaging provided daily on the page.

Go RVing uses several different measurements to get a good overview of the social media campaign's reach. Some individual Go RVing posts have been seen by hundreds of thousands of other Facebook subscribers through organic and viral sharing.

Recently, the page informed its audience of the new Go RVing tailgating ad, special Go RVing contests, and tips for making the most out of an RV adventure.

The site is located at [www.facebook.com/GoRVing](http://www.facebook.com/GoRVing), or simply search for Go RVing on Facebook.



**A WORLD OF TRAINING HAS THE TRAINING SOLUTIONS YOU NEED TO:**

- Turn **good** performers into **superstars!**
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- Enhance** your **customers'** experience!
- Get your managers to **manage!**
- Grow Your Business up to 50% and more!**



**Michael Rees**  
(813) 951-6586



**David Foco**  
(989) 324-0317



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

## 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



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  
than 50 training sessions, reviews, and test prepara-  
tion sections. Also included are manufacturer- and

### DEALERSHIP REGISTRATION

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

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

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

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

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

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

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

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

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

Name on Credit Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_ Expires: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_

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

10/2013



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**Statement of Ownership, Management, and Circulation**

1. Publication Title: **RV Executive Today**

2. Publication Number: **0 6 - 2 4 5 0**

3. Filing Date: **9/5/13**

4. Issue Frequency: **Monthly**

5. Number of Issues Published Annually: **12**

6. Annual Subscription Price: **\$30**

7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®):  
**3930 University Drive, Fairfax, VA 22030**

Contact Person: **Mary Anne Shreve**  
Telephone (include area code): **703/591-7130**

8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer):  
**Same as above**

9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank):

Publisher (Name and complete mailing address):  
**RVDA  
3930 University Drive, Fairfax, VA 22030**

Editor (Name and complete mailing address):  
**Mary Anne Shreve  
3930 University Drive, Fairfax, VA 22030**

Managing Editor (Name and complete mailing address):  
**Same as above**

10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.)

Full Name: **The National RV Dealers Association**

Complete Mailing Address: **3930 University Drive, Fairfax, VA 22030**

11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box ☒ None

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

Complete Mailing Address: \_\_\_\_\_

12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one):  
☐ Has Not Changed During Preceding 12 Months  
☐ Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)

PS Form 3526, August 2012 (Page 1 of 2 (Instructions Page 3)) PSN 7530-01-000-9001 PRIVACY NOTICE: See our privacy policy on www.usps.com

13. Publication Title: **RV Executive Today**

14. Issue Date for Circulation Data Below: **9/01/13**

15. Extent and Nature of Circulation

**Monthly trade association magazine**

a. Total Number of Copies (Net press run): **1,700**

b. Paid Circulation (By Mail and Outside the Mail)

(1) Mailed Outside-County Paid Subscriptions Stated on PS Form 3541 (include paid circulation above nominal rate, advertiser's proof copies, and exchange copies): **1,600**

(2) Mailed In-County Paid Subscriptions Stated on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies): \_\_\_\_\_

(3) Paid Distribution Outside the Mail Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS®: \_\_\_\_\_

(4) Paid Distribution by Other Classes of Mail Through the USPS (e.g., First-Class Mail®): \_\_\_\_\_

c. Total Paid Distribution (Sum of 15b (1), (2), (3), and (4)): **1,600**

d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)

(1) Free or Nominal Rate Outside-County Copies Included on PS Form 3541: **75**

(2) Free or Nominal Rate In-County Copies Included on PS Form 3541: \_\_\_\_\_

(3) Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g., First-Class Mail): \_\_\_\_\_

(4) Free or Nominal Rate Distribution Outside the Mail (Carriers or other means): \_\_\_\_\_

e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3), and (4)): **75**

f. Total Distribution (Sum of 15c and 15e): **1,675**

g. Copies Not Distributed (See Instructions to Publishers B4 (page #2)): **25**

h. Total (Sum of 15f and g): **1,700**

i. Percent Paid (15c divided by 15f times 100): **95.5%**

16. ☐ Total circulation includes electronic copies. Report circulation on PS Form 3526-X worksheet.

17. Publication of Statement of Ownership  
☒ If the publication is a general publication, publication of this statement is required. Will be printed in the **October 2013** issue of this publication. ☐ Publication not required

18. Signature and Title of Editor, Publisher, Business Manager, or Owner: **M. A. Shreve**

Date: **9/5/13**

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

PS Form 3526, August 2012 (Page 2 of 2)

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- ★ 3/10 – 3/14/14 - Sioux Falls, SD

## SERVICE MANAGEMENT

- ★ 1/14 – 1/16/14 - Orlando, FL
- ★ 3/4 – 3/6/14 - Chicago, IL

## SERVICE WRITING

- ★ 4/1 – 4/3/14 - Sioux Falls, SD

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# RVDA Endorsed Products

## Certified Green RV Program

### TRA Certification Inc.

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

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

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

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

## Credit Card Processing

### Bank of America Merchant Services

<https://rvdealer.bankofamerica.com>

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

(678) 784-0567

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

## Disability Income Insurance/

### Paycheck Protection Benefits

### American Fidelity Assurance Company

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

[steve.bolinger@af-group.com](mailto:steve.bolinger@af-group.com)

(877) 967-5748, Ext. 8699

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

## Emergency Roadside and Technical Assistance

### Coach-Net

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

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

(800) 863-6740

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

## Employee Testing

### Caliper Corp.

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

Ralph Mannheimer

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

(609) 524-1214

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

## Extended Service Agreements

### XtraRide RV Service Agreement Program

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

(800) 950-6060, Ext. 5738

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

## Health Insurance

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

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

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

(800) 349-1039

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

## Lead Qualifier Program

### Customer Service Intelligence Inc. (CSI)

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

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

(800) 835-5274

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

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

## Pre-owned RV Appraisal Guidance

### N.A.D.A. Appraisal Guides & NADAguides.com

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

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

(800) 966-6232, Ext. 235

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

## Propane and Propane Supplies

### Suburban Propane

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

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

(800) 643-7137

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

## RVDA/Spader 20 Groups

### Spader Business Management

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

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

(800) 772-3377

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

## Shipping Discounts

### PartnerShip, LLC

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

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

(800) 599-2902

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

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

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



# November 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](mailto:mashreve@rvda.org).

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

## Department Tasks:



### Dealer/General Manager

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



### Sales

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



### Service

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



### Rentals

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



### F & I

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



### Parts & Accessories

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

The RV Learning Center proudly recognizes these

# CONTRIBUTORS

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



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<b>MAJOR GIFTS</b> active donors* with cumulative donation or pledge of \$25,000 or more							
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Protective	\$21,595	\$132,558	01/18/13	Pikes Peak Traveland	\$1,000	\$31,000	06/03/13
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<b>CHAMPIONS</b> active donors* with a cumulative donation or pledge between \$2,500 and \$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
Greenway, Inc. (Route 66 Dealer)	\$5,250	\$18,550	06/11/13	Burlington RV Superstore	\$500	\$5,500	06/19/13
Rivers RV	\$250	\$17,600	05/31/13	Hayes RV Center	\$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	07/01/13	Myers RV Center, Inc.	\$1,250	\$3,250	06/11/13
AIRXCEL - RV Group	\$500	\$11,000	06/06/13	J. D. Sanders, Inc.	\$500	\$3,000	08/05/13
United States Warranty Corp.	\$1,000	\$10,250	04/12/13	United RV Center	\$1,000	\$3,000	09/20/12
Little Dealer, Little Prices	\$5,000	\$10,050	01/23/13	Best Value RV Sales & Service	\$1,000	\$2,750	04/08/13
Great Lakes RVA	\$10,000	\$10,000	02/27/13	RV Outlet Mall	\$750	\$2,550	06/05/13
Hemlock Hill RV Sales, Inc.	\$639	\$10,000	09/14/12	Alliance Coach, Inc.	\$500	\$2,500	10/26/12
Rich & Sons Camper Sales	\$2,000	\$10,000	11/21/12	RCD Sales Company, Ltd.	\$750	\$2,500	06/07/13
<b>LEADERS</b> active donors* with a cumulative donation or pledge between \$1,000 and \$2,499							
Hilltop Trailer Sales, Inc.	\$541	\$2,122	06/11/13	Dinosaur Electronics	\$500	\$1,250	06/06/13
Skyline RV & Home Sales, Inc.	\$1,250	\$1,500	06/14/13	Phil Ingrassia	\$1,000	\$1,000	09/05/12
Noble RV, Inc.	\$505	\$1,405	06/21/13	Bill Mirrieles	\$250	\$1,000	05/09/13
The Trail Center	\$250	\$1,350	02/01/13				
<b>BENEFACTORS</b> active donors* with a cumulative donation or pledge between \$500 and \$999							
Steinbring Motorcoach	\$500	\$750	11/21/12	Holiday Hour, Inc.	\$100	\$500	03/20/13
Ronnie Hepp	\$300	\$625	08/24/12	Lindsey Reines	\$500	\$500	12/19/12
Camp-Site RV	\$205	\$500	12/31/12	Beckley's Camping Center	\$250	\$500	06/06/13
<b>SUPPORTERS</b> active donors* with a cumulative donation or pledge between \$100 and \$499							
Bell Camper Sales	\$200	\$450	08/26/13	Karin Van Duyse	\$250	\$250	10/25/12
Foley RV Center	\$250	\$250	09/01/12	Happy Camping RV	\$100	\$100	10/19/12
Kroubetz Lakeside Campers	\$250	\$250	12/02/11	Amy Pennington	\$100	\$100	11/30/12
Mayflower RV, Inc.	\$250	\$250	07/27/12	Mike Thompson's RV Super Stores	\$100	\$100	08/12/13
<b>ENDOWMENTS</b>							
Kindlund Family Scholarship		\$270,000					



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# THE RV Industry's

## CENTRAL TRAINING CALENDAR



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Sun Mon Tue Wed Thu Fri Sat

### ONGOING ONLINE EVENTS:

Technician Certification Self-Study Prep Course  
FRVTA's Distance Learning Network - Training for Every Position at Your Dealership  
Customer Service Training through FRVTA's DLN  
Service Writer/Advisor Training through FRVTA's DLN

Sobel University Registration Begins  
Show Online Events

3	4	5	6	7	8	9
Show Online Events	Calgary Trouble Shooter Clinic Spader Total Management 1 Workshop Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events
10	11	12	13	14	15	16
Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events
17	18	19	20	21	22	23
Show Online Events	Show Online Events	Show Online Events	Sobel University Course Grading Deadline Show Online Events	Show Online Events	Show Online Events	Show Online Events
24	25	26	27	28	29	30
Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events

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*As of Sept. 12, 2013*

### Dealers

American Truck & RV  
San Angelo, TX

Billings RV  
Billings, MT

JDs RV Outlet  
Clovis, CA

Quality RV  
Ramsey, MN

### Aftermarket

Auto Collision Solutions  
Rancho Santa Margarita, CA

Brazel's RV Performance  
Centralia, WA

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A World of Training 866-238-9796	25	Protective 888-326-0778	back cover
American Guardian 800-579-2233	2	RVIA 703-620-6003	21
Diversified Insurance Management Inc. 800-332-4264	3	RVT.com 888-928-0947	15
GE 800-289-4488	4	Sobel University 253-565-2577	18
IDS 800-769-7425	20	Spader 800-772-3377	27
MBA Insurance Inc. 800-622-2201	17	Systems 2000 407-358-2000	23

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