

RV EXECUTIVE TODAY

SEPTEMBER 2014

RVDA DEALER SURVEY:

Sales Roll Continues

page 10

A nighttime photograph of a city skyline, featuring a prominent tower resembling the Eiffel Tower. Overlaid on the image is a circular logo with the text 'EDUCATION', 'PASSPORT TO EXCELLENCE', and '& TRAINING'. Below the logo, the text 'LATEST ADDITIONS TO CONVENTION SCHEDULE' is written in large, white, bold letters. At the bottom right, 'pages 20-24' is printed in a smaller font.

**LATEST
ADDITIONS TO
CONVENTION
SCHEDULE**

pages 20-24



Pickups Get More Towing Capacity

page 12

Don't Kill Your Service Profits

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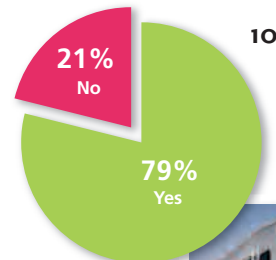
RV EXECUTIVE TODAY

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Business Partners Make a Difference for RVDA and Dealers

By Phil Ingrassia, CAE, president

As a member of RVDA, you have access to a line of RVDA-endorsed products and services that can help your dealership save time and money and provide some peace of mind.

Many people ask me how a product or service earns RVDA endorsement. Some products and services, such as Protective's XtraRide extended service agreement, Spader Business Management's 20 Groups, Caliper's employee testing, and American Fidelity's disability income insurance, have carried the RVDA endorsement for decades. These companies have demonstrated a strong track record of serving and supporting dealers and this association.

More recent programs, such as Coach-Net's Emergency Roadside Assistance Program, TRA Certification's Certified Green RV Program, and Suburban Propane's propane and propane supplies are first reviewed by the RV Assistance Corp (RVAC) Board of Directors, chaired by Tom Stinnett, and then approved by the full RVDA board of directors. It's a high bar to reach – these programs have to pass muster with a number of experienced dealer volunteer leaders before receiving the RVDA endorsement.

Many of the programs provide discounts for RVDA members – NADA Guide's Pre-owned RV Appraisal Guide, Bank of America Merchant Card Services' credit card processing, and Partnership's shipping program give RVDA member dealerships special pricing.

In addition to discounts for member dealerships, RVDA-endorsed companies provide financial support to the association, which has allowed RVAC to contribute a total of \$38,000 to the Mike Molino RV Learning Center over the years. For a complete list of RVDA's endorsed products and services and more details, see page 36.

"Associate members are the companies that want to do business with dealers and support all types of association activities."

Associate members are important

Of course, RVDA also has more business partners that hold associate membership in the association.

Associate members are the companies that want to do business with dealers and support all types of association activities.

I want to especially thank the convention partners, sponsor exhibitors, Learning Center contributors, and advertisers in this magazine. Some of their leaders serve with dealers on committees that help make this industry better. Many serve on joint boards or committees with RVDA and RVIA, such as the RVDA-RVIA Technician Certification Governing Board and the Go RVing Coalition.

As part of the new RVDA website design, associate members are easier to find than ever by clicking on the "Find Associate Members" box on the front page of www.rvda.org. You can search by business name or by business category. We also regularly run lists of associate members by category here in *RV Executive Today*.

As your dealership grows or your business needs change, I encourage you to look first at the companies that support dealers and your association.

Thanks for your support.

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The Start of Something Great?

By Jeff Hirsch, chairman



The 2014 RVDA convention is just around the corner, and I hope you'll take a moment today to register your key employees so they can get the tools and training they need to stay competitive. Learning new things and growing one's competency is a must in this ever-changing business. And this year's convention may well be the most comprehensive and well-rounded ever, because it offers advanced education in all aspects of our business.

I fully appreciate the cost of sending people to the convention – airfare, lodging, and food all add up. But where else can we go for such a complete, one-stop store of knowledge?

I've been checking out some of the scheduled workshops that are described on RVDA's special convention website (www.rvda.org/convention), and here's one that particularly caught my interest – speaker Don Bielen's "Beating the Odds: Crafting a Successful Lifetime Business Strategy." I've always thought of myself as the current steward of Campers Inn. It was my parents' dream that the family business they worked hard to create would continue to be passed along to future generations, and I'm determined to see that happen. So I'll be very interested to hear Bielen's advice on succession planning.

I'm also looking forward to our keynote speaker, Doug Lipp, because he once headed up Disney's training team and is now an internationally recognized expert on customer service. If you've been to any of the Disney parks, you know how smoothly and consistently everything runs. That doesn't just happen by chance. I want to hear more about how Disney makes it happen.

In Lipp's presentation, "Even Monkeys Fall from Trees: Learn from Mistakes and Embrace Change," he'll talk about how the best companies aren't afraid of change and accept the need to constantly evolve. And here's a bonus: Lipp knows about the RV lifestyle, being an RV owner himself. He'll share some real-life anecdotes and strategies that dealership personnel can relate to.

So mark the dates (Nov. 10-14), register your employees, and invest in your future. The only regret you might have is that you didn't bring enough people.

You can't be a great manager if you're not a good coach

If there's one nugget of advice that I'd like to leave with you, it's the importance of creating an environment where employees feel they can make a difference. The

most important thing I try to do every day is to help our team members feel good about the contributions they're making. You must show the connection between their work and the organization's mission and objectives. Help people grow. When you're vested in your employees, they'll take your company farther than you may ever have imagined.

Employees value learning and career development above most other aspects of a job, but many managers don't understand this. A manager needs to be supportive and actively involved with employees or they become disillusioned. A disillusioned employee seldom meets the company's objectives.

Here are a few suggestions for supporting your employees:

1. Listen with the intent of understanding. Turn off the voice in your head and listen with an open mind and an open heart. The open mind inspires creativity and the open heart shows you genuinely care.
2. Ask, don't tell. The path to employee growth is to help them develop their own solutions. Allow them to articulate their goals and challenges and find their own answers.
3. Follow through with your commitments. Perhaps you've encouraged a technician to pursue advanced training. If you never actually schedule the training, you'll break trust with that individual. If that person's development always ends up taking a back seat to other things, he'll draw his own conclusions.
4. Build employee accountability. Have an agreed-upon plan and a scoreboard.

All people work better when they're energized, when their careers are advancing, their goals are being met, and they know that management cares about them. When that happens, everyone prospers.

So what does this have to do with the convention in November? Simply this: By taking your people to the convention, you demonstrate that you're invested in their professional growth. Don't you think that could have a profound effect on their attitude and motivation?

Let this year's "Passport to Excellence" be the start of something great!

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Towables Retail Exceeds Wholesale Volume for Second Consecutive Month

By Thomas Walworth, Statistical Surveys/The Thrive Group

May marked the second consecutive month when retail sales of towable RVs by U.S. and Canadian dealers exceeded the number of units shipped from factories to dealerships across North America, according to data gathered by market research firm Statistical Surveys/The Thrive Group. As a result, the May inventory index for towables was 110.4, and in April, it was 103.5.

North American retail sales for towables also exceeded wholesale shipments in May and April of 2013, when the inventory indices were 128.9 and 106.8 respectively.

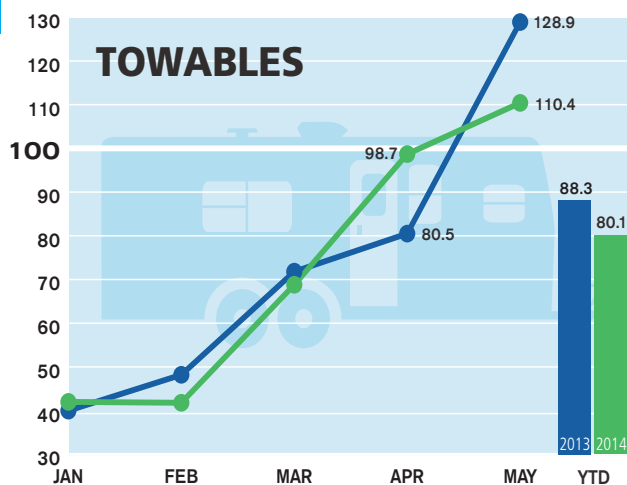
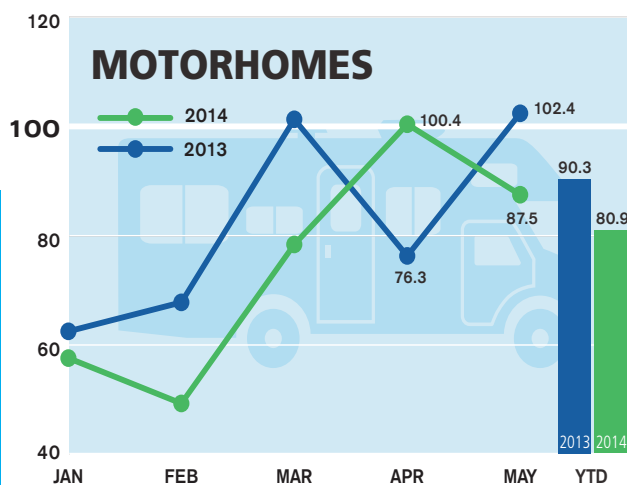
Meanwhile, wholesale deliveries of motorhomes exceeded North American retail sales in May, following an April during which retail exceeded wholesale. Motorhome retail in North American during May 2013 also exceeded wholesale.

The 33,940 towable RVs retailed by U.S. and Canadian dealers during May actually represent a 7.3 percent decline when compared with the 36,600 units sold to North American consumers in May 2013. (U.S. towables retail sales were up 1 percent in May and 5 percent during the first five months of this year, while Canadian towable sales were down 26 percent in May and were down 18 percent year-to-date.) Wholesale shipments of towables were up 8.3 percent in May to 30,753 units, compared with 28,400 units delivered to dealerships in May 2013.

In the case of motorhomes, 3,924 units were retailed in May, a 3.6 percent increase over the 3,789 units sold in May 2013. Meanwhile, motorhome shipments increased a robust 21.2 percent to 4,486 units in May, compared with 3,700 units shipped during May 2013. (U.S. motorhome retail sales were up 2 percent in May and 13 percent during the first five months of this year, while Canadian motorhome sales were up 3 percent in May but were down 2 percent year-to-date.)

Walworth will present "How to Understand Today's Market Trends" with his colleague 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. ■

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



Take Advantage of Your RVDA Websites

The RVDA, Mike Molino RV Learning Center and convention websites are the dealership employee's complete online resources. These innovative, interactive websites provide easy access to the critical resources that assist dealers and their employees in running the dealership effectively. Visit both sites to download fact sheets on dealership best practices or the latest retail statistics, search the listings of training opportunities, and purchase CD-ROMs, publications, videos, or webcasts to enhance your dealership's knowledge. RVDA member dealerships and any of their employees can have 24/7 access to most of RVDA's dealer specific information. Make www.rvlearningcenter.com, www.rvda.org and www.rvda.org/convention your first source for all dealership information.



Dealers *Optimistic* That Health

By Jeff Kurowski

RV dealers generally feel good about the size of their inventories, and two-thirds plan to order as many – or more – new RVs during the second half of this year than they did during the second half of 2013, according to an RVDA survey taken in August.

Twenty-eight percent of survey respondents plan to order more units during the second half of this year, and 38 percent plan to order the same amount as they did during the second half of 2013. Seventeen percent plan to order fewer units, and another 17 percent were undecided about their ordering plans for the remainder of 2014.

Concerning inventories, 75 percent of respondents

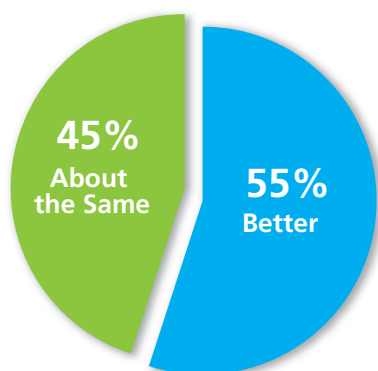
felt their inventory levels were just right for current market conditions, while 18 percent believed their inventories were too high, and 7 percent felt their inventories were too low.

The towable RV market was robust during the first half of 2014 – almost 60 percent of respondents said their towables sales were better than during the first half of 2013. Only 10 percent said their towables sales were worse, and 31 percent said they were about the same as they were during the first half of 2013.

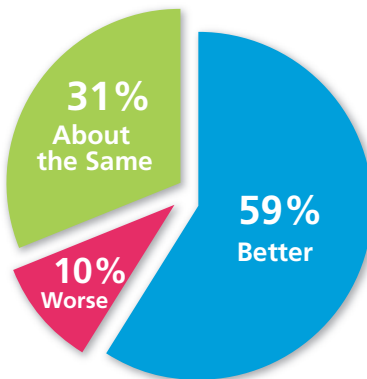
The motorhome market may not have been as strong during the first half of this year, but nevertheless, 36 percent of dealers said their motorhome sales were

THE NUMBERS

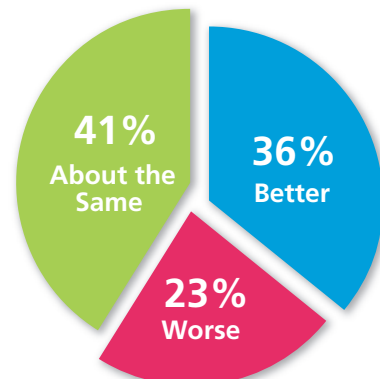
Is the Retail Market Better Than a Year Ago?



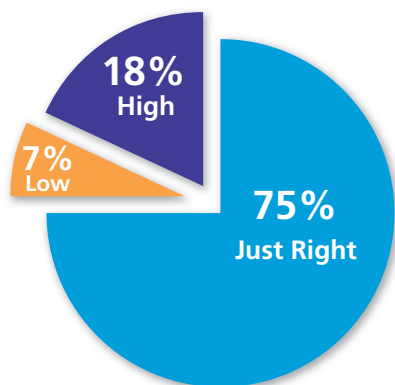
How Are Towable RV Sales Compared With A Year Ago?



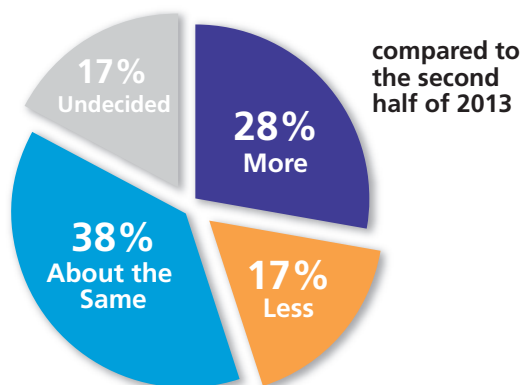
How Are Motorhome Sales Compared With a Year Ago?



For Current Market conditions, Your Inventory is:



RV Ordering Plans for Second Half of 2014



thy Sales Growth Will Continue

better than during the first half of 2013, and 41 percent said their sales were about the same. Twenty-three percent said their sales were worse.

Asked to rate the RV retail market as a whole, 55 percent of the dealers who answered the August survey said it was in better condition than it was a year earlier, and 45 percent said it was about the same.

Inventory financing continues to be a non-issue, with 96 percent of survey respondents indicating that enough wholesale credit is available and only 4 percent saying there's not enough.

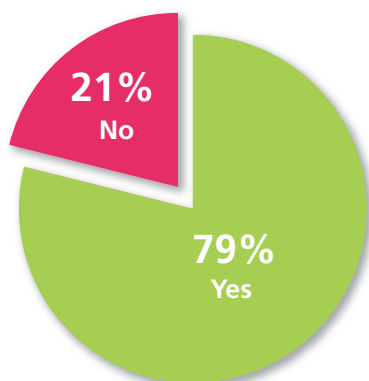
In terms of retail credit, 79 percent of respondents said there's an adequate amount available for their

customers, while 21 percent said there isn't. Those responses are only one percentage point different from the answers given a year ago.

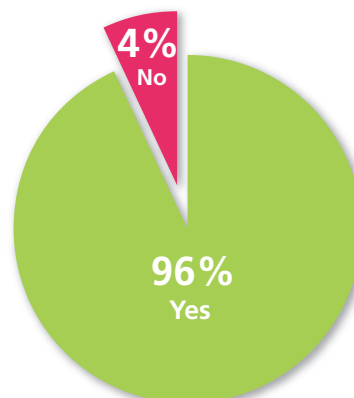
The manufacturer open houses in Elkhart, IN, evidently are here to stay – 59 percent of dealers answering the survey plan to attend the gatherings in Northern Indiana this month, and 31 percent of respondents don't plan to attend. Ten percent are undecided.

As for the National RV Trade Show in Louisville, 52 percent plan to attend, 21 percent don't, and 28 percent are undecided. ■

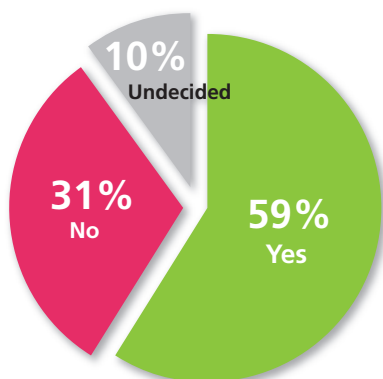
Is The Right Amount Of Retail Credit Available?



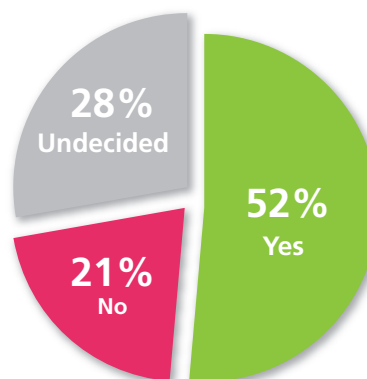
Is The Right Amount Of Wholesale Credit Available?



Do You Plan to Attend the Manufacturer Open Houses in Elkhart in September?



Do You Plan to Attend the National RV Trade Show in Louisville in December?



Heavy-Duty Pickups Adding Towing Capacity

By Jeff Kurowski

Auto Industry Is also Phasing in Towing Capacity Standard

FRV dealers stand to win big in the ongoing towing capacity battle between Ford and Chrysler. The clash of the pickup titans will benefit dealers and their customers in two important ways:

- The auto industry is showing that it remains committed to building vehicles capable of pulling the most popular RV models.
- RV dealers will eventually get a clearer picture of what towing capacities really are, since the auto industry will eventually follow a common towing standard.

The idea of implementing a common towing standard came up in July when Ford announced a new series of commercials that claim its 2015 Super Duty F-450 pickups have a “best in class” towing capacity of

Ford F450



31,200 pounds – 6,500 pounds more than its 2014 model. The 2015 F-450 went on sale in July, and the TV commercials touting its heightened towing capacity aired in conjunction with the kick-off of the college football season.

Earlier, Chrysler surprised Ford and other pickup manufacturers when it said that the towing capacity for its Ram 3500 heavy-duty pickup had been raised to 30,000 pounds, up from 22,750 pounds.

A towing capacity of 30,000 pounds would be more than enough to

Ram 3500



safely tow a 42-foot Keystone

Raptor fifth wheel toy hauler, which weighs 21,440 pounds fully loaded, or a 46-foot, 6-inch Forest River Work & Play toy hauler fifth wheel, which comes in at 24,090 pounds fully loaded.

Chrysler also announced in July that the towing capacities for its heavy-duty pickups, including the Ram 3500, will be determined from now on by testing done according to Society of Automotive Engineers (SAE) standard J2807.

J2807 was supposed to be the auto industry's towing capacity standard beginning with the 2013 model year, but Toyota was the only pickup manufacturer to adopt it. As a result, the manufacturers continued using their own testing procedures for determining towing capacity, making apples-to-apples comparisons difficult.

Ford said it will build its aluminum F-150 pickup to conform to J2807 because the 2015 F-150, which will become available at the end of this year, represents a full redesign. The F-150 falls in the light-duty pickup category. However, its 2015 Super Duty models, which include the F-250 through the F-550, will not be built according to J2807, because they are undergoing a “mid-cycle refreshing,” and will not be all-new.

The migration of standard J2807 to the heavy-duty truck segment is important to RV dealers because an estimated 75 to 80 percent of heavy-duty pickup owners use their vehicles for towing, as do 25 percent of light-duty pickup owners.

Many more light-duty pickups are sold in the United States than heavy-duty pickups. Last year, some 763,000 Ford F-150 units were sold, compared with 232,000 Ford Super Duty pickups. ■

The adoption of a towing capacity standard by the heavy-duty truck segment is important to RV dealers because an estimated 75 to 80 percent of heavy-duty pickup owners use their vehicles for towing, as do 25 percent of light-duty pickup owners.

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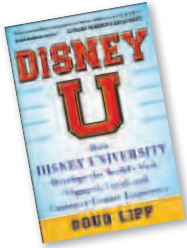
Shortfall

GAP

Some Organizations Aren't Ready for Employee Training – Are You?

A Lesson from Disney University

By Doug Lipp



"Marketing is the time and money you spend to get people in the door. Training is the investment you make to get customers to come back and employees to stay. It creates loyalty in both."

– Jim Cora, retired chairman,
Disneyland International

Jim Cora's comment reveals the secret behind the success of Disney's world famous employee development organization, the Disney University – unambiguous leadership support. Unfortunately, the following two situations are all too common in the business world. Both reflect a passive, victim mentality that undermines employee and organizational development. Both reflect the opposite of Cora's comments and open the door to competitors.

Situation #1: "This weak economy is killing me. Doing more with less is the name of the game. My budgets are slashed, and I have no wiggle room."

The resulting attitude:

- I don't have the budget, time, or people for training.
- Why train employees – they'll be gone pretty soon.

Situation #2: "This booming economy is killing me. We're barely filling existing orders. Plus, I can't keep my good people. They jump ship as soon as someone else comes along waving a little extra money."

The resulting attitude:

- I don't have the time or people for training.
- Why train employees – they'll be gone pretty soon.



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Aaron Vogt

"Michael Rees and Jeff Martin of "A World of Training" have been very successful in advising and training our sales staff. It's not always easy to get veterans to attempt change and accept, or for green peas to soak in the information. But with their assistance, we have been able to increase our sales and profits as well as maintain a core sales staff. I am more than satisfied with their system and their efforts.

I would recommend Jeff or Michael to anyone looking to get a unified sales process for their dealership. I wholeheartedly believe it will increase your percentages and profit.

Thank you Jeff for your continued efforts and for helping us work towards new levels of growth!"

Aaron Vogt – Vogt RV, Ft. Worth, TX



Michael Rees
(813) 951-6586



David Foco
(989) 324-0317

“Leaders must be innovative and comfortable with risk. Leaders must provide overt, enthusiastic and sustained support. They should be cheerleaders of training.”



One situation represents a dying environment and the other a thriving environment. Yet there are surprising similarities between the resulting attitudes. The odds are good that organizations with either of these corporate attitudes don't have a history of providing useful employee training, supported by the top leaders.

The extremes of economic booms and busts will never vanish, especially in the RV industry. Newer, lighter, and more fuel-efficient down-sized trailers and motorhomes abound, yet the rollercoaster of economic boom and bust will forever create considerable stress among leaders. No one is immune. Leaders in government, business, religious institutions, non-profits and start-up organizations all face similar challenges.

Boom and bust extremes force leaders to address the following challenges:

- **Doing more with less**
- **Keeping employees engaged and motivated**
- **Reducing employee turnover**
- **Improving customer service**
- **Differentiating from the competition**

Differentiation is the ultimate goal – how to stand out as the employer-of-choice, vendor-of-choice, service-provider-of-choice or the whatever-of-choice.

Differentiating one's business by doing more with less, motivating employees, and improving customer service is now more of a constant than an anomaly. The anxiety and stress that used to be felt only during the extremes of boom and bust are now a daily reality for many.

So how does Disney University do it? With the Four Circumstances. Disney University founder Van France attributes Disney's ongoing success to these factors that keep training from being viewed as a necessary evil. The Four Circumstances are just another name for organizational values. Specifically, they call for leaders to innovate, support, educate, and entertain.

Leaders must be innovative and comfortable with risk. Leaders must provide overt, enthusiastic and sustained support. They should be cheerleaders of training! Employee education and development must be an indispensable component of the organization's culture. And employee training – ranging from the front lines to the executive suite – must be entertaining, engaging and memorable, not boring and forgettable!

Things quickly get out of control when any of these four values is jettisoned and excuses start flying. Blaming the economy is just a convenient excuse for not providing employee training.

Van France, one of my Disney mentors, was a vocal and respected cheerleader for constantly providing relevant learning opportunities for Disney's employees. Over his decades of service, he challenged many Disney executives with this rant:

“The budget has become the scapegoat for every possible negative action and rejection of any suggestion for improving things. Cutting budgets is the coward's way out of any problem.”

What kind of leader are you? ■

Excerpted from “Disney U: How Disney University Develops the World's Most Engaged, Loyal and Customer-Centric Employees”

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Business Transition Planning Best Practices

By Donald Bielen, principal, MBA, CFP

If you ask seasoned business owners what their greatest concerns are, they often say, “The transition of my business,” or “Planning for my exit.” Most owners age fifty and older struggle to define their long-term relationship with their business. Their most challenging questions include:

- When and how should I plan for the businesses’ transition, considering my personal, business, and family goals and objectives?
- How can I realize value from my ownership to satisfy my financial requirements without crippling the business in the long term?
- Are my successors adequately prepared to take over the business? If not, what are my options?

- How should the transition plan be structured so that it’s fair and equitable to the next generation while still maintaining family unity?
- Who is best suited to assist me in this process?

Recognizing the need for business transition planning is a far cry from actually knowing how to do it. Identifying what not to do is half the battle.

Aside from no planning at all, one of the most dangerous pitfalls is presuming that a contingency plan (i.e. estate documents, buy/sell or shareholder’s agreement) constitutes a transition plan. In general, a contingency plan outlines what occurs in the event of the owner’s unexpected demise or disability. Alternatively, a

living transition plan provides the roadmap for a planned disengagement of the owner, using a financially sustainable process. The process must ensure a smooth transition of the operations and leadership of the organization.

How much do I need to satisfy my financial requirements?

Be careful not to overlook the obvious. Since the majority of the business owner’s net worth is tied to the business and related commercial real estate, the transition plan must take into account his or her financial requirements relative to the businesses’ capitalization and growth needs. Detailed personal and corpo-

continued on page 18

20 minutes into the meeting he was convinced that his #2 pencil was a magic wand*.



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rate financial models that forecast cash flows and asset values over an extended period under a variety of scenarios are critical for developing a viable transition strategy.

Businesses don't operate in a vacuum, and neither should an ownership transition strategy. You need to consider the successor's skills and goals, plus various family roles

and relationships. You must also incorporate into the planning process the interests and roles of the other stakeholders, regardless of whether they're active or inactive. These can include business partners, key employees, lenders, suppliers, customers, and other trusted advisors. Having a well-defined, written plan coordinating these components will increase the chances of a successful transition.

Proactive planning prevents pitfalls

Procrastination is not the business owner's friend. You should have a transition plan in place at least three to five years before your targeted departure. When a company is in growth mode, capital investment is the classic priority. But when the owner is planning his or her transition, the top priority is increasing business and personal cash flows. These competing financial objectives mean that you must budget proactively to strike a balance between personal and business requirements.

Avoid emotionally based decisions

Emotions usually drive bad decisions. A prime example is allowing "blood" rather than talent to make decisions about the company's future ownership and management. It's also important to note that successful managers don't necessarily make successful owners. The keys are to be objective, communicate often, and act in ways that build trust among the stakeholders. Decisions need to be made early in the planning process so that expectations can be managed. Owners don't want to create unrealistic expectations among family members or key employees.

A living transition plan is only as good as its execution. It must be written, measured against its goals, and adjusted periodically to ensure it stays on course. Making sure that all stakeholders are informed and on board will help maintain family unity and organizational loyalty – and ensure the businesses' continued success for years to come.

Donald Bielen, director of business advisory services at The Rainier Group Inc., has advised privately-held companies on transition and succession plans for 22 years. He'll present "Beating the Odds: Crafting a Successful Lifetime Business Transition Strategy" on Nov. 13 during the convention/expo. For more information, visit www.rvda.org/convention. ■



The advertisement features a silhouette of a moose against a sunset background. In the top right corner, there is a circular logo that reads "PROUDLY MADE IN SWEDEN" around a moose head. The main headline reads "The King of Comfort since 1949!". Below this, the text states: "From a refreshing hot shower on a late summer night to heated floors and towels on a frosty morning the Alde Compact 3010 heating system brings maximum comfort for every season." Further down, it says: "In addition to hot water and quiet pleasant warmth the Alde Compact 3010 heating system offers many smart energy solutions for premium comfort in your RV." At the bottom, it provides the website "For more information please visit www.alde.us". The Alde logo is prominently displayed, followed by the tagline "Clean, Quiet & Comfortable Heating". To the left of the Alde logo, there are seven small icons representing various RV amenities: a shower, a bed, a snowflake, a sun, a coffee cup, a house, and a plug.

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11/10	8:00 a.m. - 5:00 p.m.	8:00 a.m. - 12:00 Noon RVDA of Alberta Board of Directors meeting • 11:30 a.m. - 2:30 p.m. RVDA of America Board of Delegates			
	2:45 - 3:45 p.m.	Partners in Progress meeting: KZ			
	4:00 - 5:30 p.m.	Society for Certified RV Professionals Reception			
TUESDAY 11/11	8:15 a.m. - 1:00 p.m.	Partners in Progress meetings: 8:15 - 9:15 a.m. Crossroads • 9:30 - 10:30 a.m. Jayco • 10:45 - 11:45 a.m. Heartland			
	8:15 - 9:15 a.m.	Vendor Training +Plus:	The Next Big Thing...and How You Can Profit from It! <i>(repeated)</i> , SureVista	Correct Track Suspension Alignment System – A Revolutionary New Product, Lippert Components	
	9:30 - 10:30 a.m.		American-made Products: Information, Installation & Increasing Profit, B&W Trailer Hitches	Chassis Performance: Giving Your Stock Motorhome a High Performance Makeover, Blue Ox	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.	Online Marketing Tools & Strategies to Drive Traffic to Your Inventory, Auction123.com	Finding the Profit in Cash Transactions, Brown & Brown Recreationals
	12:00 - 1:00 p.m.		Leveraging Trends to Predict Sales ALLY Financial	Details to come Evergreen RV	Thinking Outside the Box - Intentions, Livin Lite RV
	EDUCATION TRACKS:	DEALER/GM	SALES		RENTALS
	1:15 - 2:15 p.m.	Understanding and Preparing for the Affordable Healthcare Act, Jeff Englander	Details coming soon		Devil in the Details Rental Agreements
	2:30 - 4:00 p.m.	GENERAL SESSION: Even Monkeys Fall from Trees: Learn from Mistakes and Embrace Change, Doug Lipp			
	4:00 - 8:30 p.m.	4:00 - 7:00 p.m. Expo Open with Reception in Both Halls • 7:00 - 8:30 p.m. RVDA of Canada Reception <i>(open to all Canadians)</i>			
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	DNA of a Championship Sales Team, Marc Wayshak	Details coming soon	Developing Relationships Peter Martin
	10:15 - 11:15 a.m.	How to Understand Today's Market Trends, Tom Walworth and Scott Stropkai	Championship Selling in the New Economy (repeated), Marc Wayshak		1 Partner
	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	Championship Selling in the New Economy (repeat), Marc Wayshak		Law & Diso Leslie Pujol
	3:15 - 4:15 p.m.	9 Ways to Become a Better Leader (repeated), Michael Rees	Managing Internet Leads in Today's Marketplace (repeated), Tom King & Lisa Rockwell		Your Biggest t Experts Panel Alanko, Brad B
	4:15 - 5:30 p.m.	Young RV Executives Reception <i>Sponsored by Coach-Net</i>			
	5:30 - 7:30 p.m.	RVBusiness Top 50 Awards Reception			
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	Driving Traffic! Alan Ram		RV Rental M Randall Jeren
	10:15 - 11:15 a.m.	<i>Young Executives Special Session:</i> Effectively Leading and Managing as a Young Executive, David Spader	Five Simple Strategies to Supercharge Your Business (repeated), Alan Ram	Smell the Coffee and Then Close Your Sale, George Dans	Yelp Review Reputation,
	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 • RVDA of Canada Annual Meeting			
	2:15 - 3:15 p.m.	9 Ways to Become a Better Leader (repeat) Michael Rees	Five Simple Strategies to Supercharge Your Business (repeat), Alan Ram		How to Desi the Maximu
	3:30 - 4:30 p.m.	Selecting & Engaging Millennials, Ricardo Roman	Managing Internet Leads in Today's Marketplace (repeat), Tom King & Lisa Rockwell		High Perform People for P
FRIDAY	4:30 p.m.				
	7:30 a.m.	Early Bird Continental Breakfast			
	8:00 - 9:00 a.m.	Compliance Education: Compliance: The Current Legal Landscape and How it Applies to You, Julie Becker-Myers and Courtney Her			
	9:15 - 10:15 a.m.	Compliance Education: Understanding Compliance Issues - and Solutions - with Back End Products, Chip Zyvoloski			

- 12:00 - 1:00 p.m. **Winnebago**

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Actions, Life Insurance	Lippert Component's Aftermarket Program Lippert Components	Leadership Development for Your Dealership: Part 1 Spader Business Management	Using New IDS Technology to Improve the Customer Experience: Part 2, IDS
International Diversification	The Next Big Thing...and How You Can Profit from It!(<i>repeat</i>), SureVista	Leadership Development for Your Dealership: Part 2 Spader Business Management	Compliance: CFPB, Dodd-Frank & the Dealership American Guardian Warranty Services

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Details: Drafting ements, Leslie Puj	In Search of Technicians: Finding, Screening and Training the Right Candidates, Betty Mills	Achieve 100% Shop Productivity in 30 Days, Don Reed	Ignite Your Online Sales - How to Sell More RVs with eBay Motors, Tracy Amato & Kevin Lorell

<p>& Maintaining Customer Relationships through Social Media, Don Reed</p>	<p>Managing the Essential Eight Controllables for Record Profits, Don Reed</p>	<p>Managing the Essential Eight Controllables for Record Profits, Don Reed</p>	<p>Developing & Maintaining Customer Relationships through Social Media, Peter Martin</p>
<p>0:15 - 11:15 a.m. Events in Progress meeting: Skyline</p>	<p>Details coming soon</p>	<p>Selling More Parts Right Now, George Dans</p>	<p>Yes You CAN Be a Content Marketing Rock Star, Evanne Schmarder</p>

Order: RV Edition,	7-3-4-6-The Combination for Success in RV Service, Chuck Marzahn	Details coming soon	Sell More RVs by Dominating the Search Engines, Tim Resnik, Sponsored by InteractRV
Issues & Challenges: Ask the Discussion, Leslie Pujo, Bert Macdon & Scott Krenak	Driving Your Service Department Towards 100% Fixed Absorption, Chad Carr	Details coming soon	Successful Visual eMarketing, Evanne Schmarder

Market Trends, Brian	What Service Measurables Really Mean, Don Tipton	Creating a High Performance Parts Department, Bob Clements	Social Media: Is Social Media a Fad? Harvey Fisher & Courtney Hennessey
Business and Your Online Reputation, Peter Martin	Turn Your Service Department into a Cash Machine (repeated), Bob Clements	Use Variable Pricing Strategies to Maximize Parts Profits, Chad Carr	Yelp Reviews and Your Online Reputation, Peter Martin

	Educating Your Customers through Parts & Service, David Foco		
Design Your Rental Fleet for Maximum ROI, Randall Jeremiah	Turn Your Service Department into a Cash Machine (repeat), Bob Clements	Details coming soon	Advanced Social Media Strategies, Sheril Vergara
Improve HR: Maximize Profits, Kathryn Carlson	Signature RV Service, Don Tipton	Details coming soon	Advanced Digital Marketing Strategies, Roger Vergara

Exhibitors as of August 12

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



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Brasher's Sacramento RV, Marine & PowerSports Auction
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NextGear Capital
Northpoint Commercial Finance, LLC
NTP Distribution
NWAN/National Automotive Experts
Omnia Group, The
Pacific Coachworks, Inc.
Parallax Power Supply - A Division of Connecticut Electric, Inc.
Pettes & Hesser, Ltd.
Phoenix American Warranty Co., Inc.
PowerMax Converters
Progress Mfg., Inc.
Protective
PullRite / Pulliam Enterprises
Rainmaker Software

KEY

Partners..... Green
Sponsor..... Orange
Vendor Training +Plus . . +
New Exhibitor Blue

Reese
Riverside Travel Trailer
Roadtrek Motorhomes, Inc.
Robert Weed Plywood Corporation
RV DealerPro Training
RV PRO Magazine
RV Trader
RVDA
RVing Accessibility Group, Inc.
RVM Promotions
RVmenu, LLC
Sebrite Financial Corp.
Sobel University
+ Spader Business Management
Stag-Parkway
Statistical Surveys, Inc.
+ SureVista Solutions
+ Sys2K / RV 123
TCF Inventory Finance, Inc.
Tekonsha
Thor Industries, Inc.
Thor Motor Coach
+ Titan Tire
U.S. Bank Recreation Finance
United States Warranty Corporation
US Equity Advantage
Warrantech Automotive, Inc.
+ Wheeler Advertising, Inc.
Williams and Stazzone Insurance Agency, Inc.
Wolters Kluwer Financial Services
Xantrex Technology / Schneider Electric
Zamp Solar, LLC

AGENDA-AT-A-GLANCE*

Sunday, November 9

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



Monday, November 10

7:00 a.m. - 5:30 p.m. Registration desk open
 8:00 a.m. - 12 p.m. RVDA of Alberta Board of Directors meeting
 11:30 a.m. - 2:30 p.m. RVDA of America Board of Delegates lunch & meeting
 12:00 - 5:00 p.m. RVDA of Canada Board of Directors lunch & meeting
 2:45 - 5:00 p.m. Vendor Training +Plus sessions
 2:45 - 3:45 p.m. KZ RV Partners in Progress meeting

Tuesday, November 11

7:00 a.m. - 5:30 p.m. Registration desk open
 8:15 - 9:15 a.m. Crossroads Partners in Progress meeting
 9:30 a.m. - 1:00 p.m. Vendor Training +Plus sessions
 9:30 - 10:30 a.m. Jayco Partners in Progress meeting
 10:45 - 11:45 a.m. Heartland Partners in Progress meeting
 12:00 - 1:00 p.m. Winnebago Partners in Progress meeting
 1:15 - 2:15 p.m. Concurrent workshops
 2:30 - 4:00 p.m. Opening General Session with Doug Lipp "Even Monkeys Fall from Trees: Learn from Mistakes and Embrace Change"
 4:00 - 7:00 p.m. Expo opens with reception in both halls
 7:00 - 8:30 p.m. RVDA of Canada reception

Wednesday, November 12

7 a.m. - 5 p.m. Registration desk open
 7:30 a.m. Early bird continental breakfast
 9:00 - 10:00 a.m. Concurrent workshops
 10:15 - 11:15 a.m. Skyline Partners in Progress meeting
 10:15 - 11:15 a.m. Concurrent workshops
 11:00 a.m. - 3:00 p.m. Expo Open with Lunch
 2:00 - 4:15 p.m. Concurrent workshops
 4:15 - 5:30 p.m. Young RV Executives reception
 5:30 - 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
 9:00 - 10:00 a.m. Concurrent workshops
 10 a.m. - 1:00 p.m. Expo Open with Lunch
 10:15 - 11:15 a.m. Concurrent workshops
 1:00 - 2:00 p.m. RVDA of America Annual Meeting
 1:00 - 2:00 p.m. RVDA of Canada Annual Meeting
 2:15 - 3:15 p.m. Concurrent workshops
 3:30 - 4:30 p.m. Concurrent workshops

Friday, November 14

7:30 a.m. Early bird continental breakfast
 8:00 - 9:00 a.m. Compliance workshop: "Compliance: The Current Legal Landscape and how it Applies to You"
 9:15 - 10:15 a.m. Compliance workshop

* Subject to change

It's on the horizon— the only show that's EVERYTHING RV.

Good things are happening in our industry. And there's only one event that brings it all together, from powerful networking opportunities to a show floor packed with the latest models, accessories, parts and services—the 52nd Annual National RV Trade Show. There's success up ahead.

For exhibit or attendance information, contact RVIA at 703/620-6003.

52nd Annual National RV Trade Show

December 2-4, 2014
 Kentucky Exposition Center (KEC)
 Louisville, KY

Tuesday, December 2, 2014: 9:00 am - 5:30 pm
 Wednesday, December 3, 2014: 9:00 am - 5:30 pm
 Thursday, December 4, 2014: 9:00 am - 3:30 pm

Vendor Training **+Plus** Triples in Size for the 2014 Convention/Expo



Vendor Training +Plus topics are designed to help dealership management increase profitability through increased knowledge of the latest products and services on the market.

The hour-long sessions take place Monday, Nov. 10 from 2:45 - 5 p.m. and continue on Tuesday, Nov. 11 from 8:15 a.m. - 1 p.m. Vendor Training +Plus is free for all full convention registrants, so dealers should plan to arrive early in the week to take full advantage of the extra sessions.

Registered dealers can bring additional staff to attend Vendor Training +Plus at the special low rate of \$195 for Monday and Tuesday of the convention. This two-day fee includes the training sessions, admission to the opening general session, and the opening reception in the expo hall, where attendees can learn about the newest products and services available to dealers.

Visit the convention website at www.rvda.org/convention for updates and more information. ■

MONDAY 11/10

Schedule To Be Announced

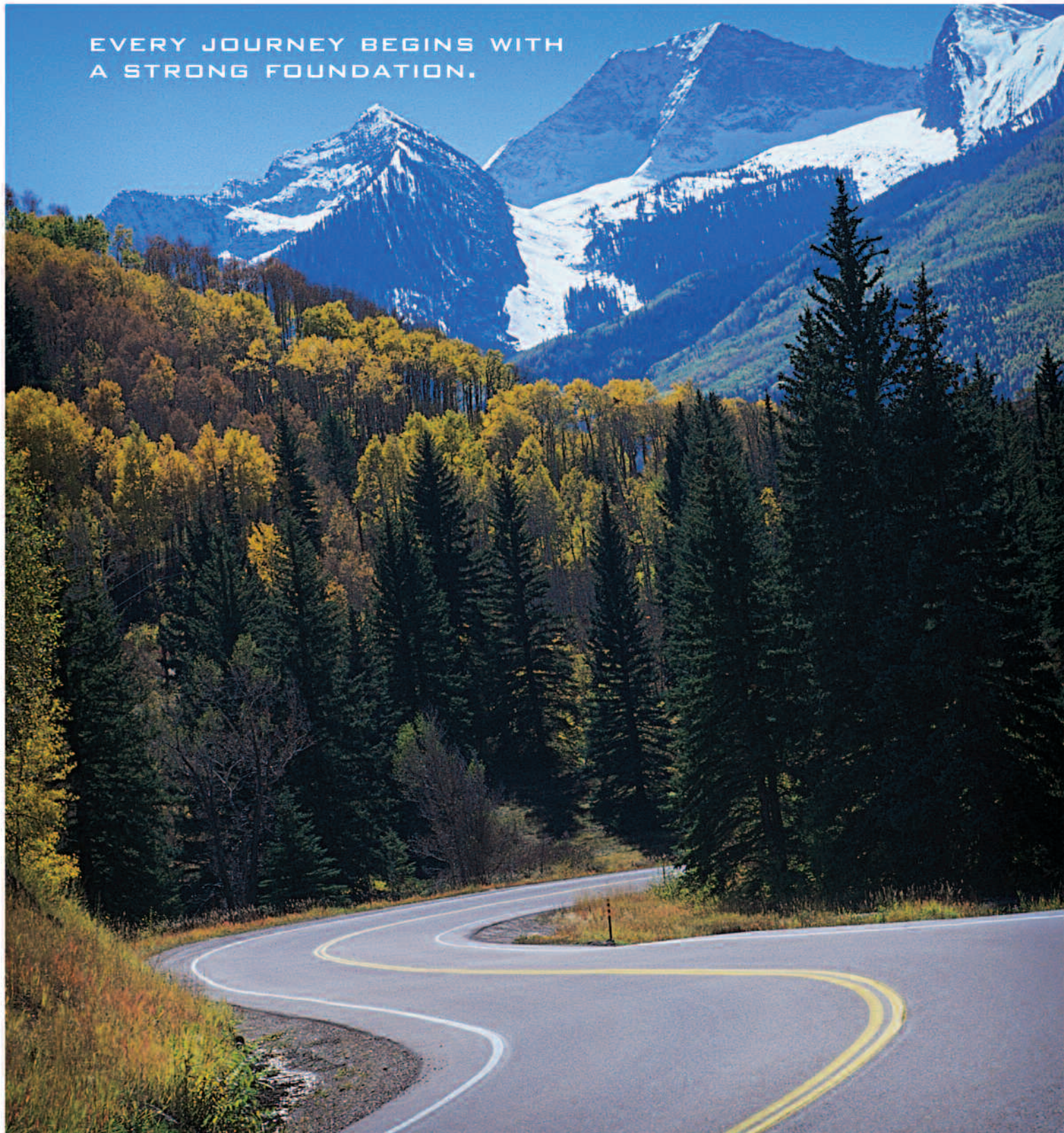
For updates, check the 2014 RV Dealers International Convention/Expo website at www.rvda.org/convention.

TUESDAY 11/11

8:15	SureVista <i>Blake Ashdown</i> The Next Big Thing... and how you can profit from it!	Lippert Components <i>Steve Paul</i> Correct Track Suspension Alignment System – A Revolutionary New Product from Lippert Components			
9:30	B&W Trailer Hitches <i>Gregg Lafferty</i> American-made Products – Information, Installation and Increasing Profit, the American Way	Blue Ox <i>Mike Thelander</i> Chassis Performance: Giving Your Stock Motorhome a High Performance Makeover	Carefree of Colorado <i>Traci DeYoung</i> Ordering Made Easy! Come Learn about CareFree's New Product Configurator	Titan Tire <i>Randy McMann</i> Hydraulic Disc Brake Conversions	Wheeler Advertising <i>Ron Wheeler</i> Learn How Dealers Dominate Internet Marketing
10:45	AL-KO Axis Inc. <i>Kary Royer</i> Towing Safety System by AL-KO Axis	Auction123.com <i>Tracy Amato</i> Online Marketing Tools and Strategies to Drive Local Traffic to Your Inventory	Brown & Brown Recreational Insurance <i>Shawn Moran & Janet Scavo</i> Finding the Profit in Cash Transactions	Lippert Components <i>Steve Paul</i> Lippert Component's Aftermarket Program	Spader Business Management <i>David Spader</i> Leadership Development for Your Dealership – Part 1
12:00	Ally Financial <i>Bill Thompson</i> Leveraging Trends to Predict Sales	Evergreen RV Details to come	Livin Lite RV <i>Scott Tuttle</i> Thinking Outside the Box – International Diversification	SureVista <i>Blake Ashdown</i> The Next Big Thing... and how you can profit from it!	Spader Business Management <i>David Spader</i> Leadership Development for Your Dealership – Part 2
1:00					IDS - Integrated Dealer Systems <i>Mark Berggren and Mario Britz</i> Using New IDS Technology to Improve the Customer Experience – Part 1
					IDS - Integrated Dealer Systems <i>Mark Berggren and Mario Britz</i> Using New IDS Technology to Improve the Customer Experience – Part 2
					American Guardian Warranty Services <i>Charles Campbell</i> Compliance: The CFPB, the Dodd-Frank Act and the RV Dealership

(As of August 26)

EVERY JOURNEY BEGINS WITH
A STRONG FOUNDATION.



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.



SPARTANCHASSIS.COM/RV



YouTube



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

2014 PARTNERS

GOLD



SILVER

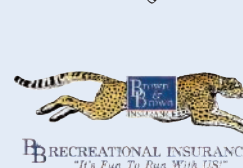


PLATINUM



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VISIT WWW.RVDA.ORG FOR MORE INFORMATION AND TO REGISTER.

Presented by:



Follow the conversation on:



4 Mistakes That Kill Service Profits

By Don Reed

RV dealers are experiencing a resurgence in new and used RV sales, but far too many are lost in the past when it comes to their service and parts operations. Examples include technician productivity at 50 to 60 percent, service absorption at 50 percent or below, extended repair cycle times, and scheduling backlogs of two weeks or more. These situations are caused primarily by four common mistakes that kill service and parts profits.

These mistakes are actually things the dealer and management fail to do, and all four are simple to correct and require no additional investment in facility or equipment.

Mistake ①: Failing to measure technician productivity DAILY

I'm referring here to the number of repair order hours billed to customers (retail, warranty, and internal) divided by the number of clock hours worked each day. For example, five hours billed on ROs divided by eight clock hours actually worked equals 63 percent productivity. The goal should be 100 percent.

Service managers must measure this percentage every day. Is work being dispatched based on skill level? Do technicians have the necessary equipment and workspace to complete repairs in the least amount of time? Are they spending the entire day producing labor, or are they called on to perform other services such as plowing snow, arranging the lot display, or repairing the facility? Are they actually technicians all day? Some consultants refer to this percentage as "collectible efficiency." Your goal should always be no less than 100 percent.

In my 14 years of working with RV and auto dealers, I've never seen a service department that couldn't increase its technicians' productivity.

Mistake ②: Failing to inspect ALL warranty and retail RVs for additional maintenance and repairs

This is a no brainer, yet there are still far too many dealers who don't complete an inspection. Opportunities abound for body work, mechanical repairs, interior repairs, generator services, and maintenance.

Here's an experiment to try: Ask your office manager/controller for copies of the last 25 used RV internal reconditioning repair orders. Total up all of the parts and labor sold to your used sales department, then divide by 25 to arrive at your average reconditioning cost per unit. That number gives you a pretty good idea of the opportunity for increased sales on your retail ROs.

Mistake ③: Failing to present maintenance menus to ALL warranty and retail customers

How many customers actually read that gigantic loose leaf binder with the dozen or more manufacturers' manuals so they can determine what their maintenance needs will be over the life of their RV? Don't they rely on your service team to inform them of any necessary seasonal and maintenance services that need performing to properly maintain their RVs. No one enjoys a mechanical failure or breakdown while on vacation!

My experience tells me that most customers greatly appreciate a written maintenance schedule based on seasons, time in service and/or mileage. Using maintenance menus will increase your closing ratio on additional service requests (ASR). The goal is an ASR closing ratio of 50+ percent.



Mistake ④: Failing to set goals for profit margins

Profit margins on labor sales should be established and managed by the service manager, not the service advisor.

Likewise, profit margins on parts sales on repair orders should be established and managed by the parts manager, not the service advisor. To do this consistently, the service department should have a labor grid with hours-charged based on the skill level necessary to complete the repair. A flat-rate labor time guide will enable service advisors to prepare estimates quickly and consistently for retail customers and give techs notice of how much time they'll be paid to complete the repair, thereby increasing productivity.

The parts department should use a pricing matrix based on the part cost plus your markup. Example: Part cost: \$60; markup (67 percent): \$40; sale price: \$100. This 67 percent markup will then produce a profit margin of 40 percent. (\$100 sale price less \$60 cost of sale = \$40 gross profit; \$40 gross profit divided by the sale price of \$100 = 40 percent profit margin)

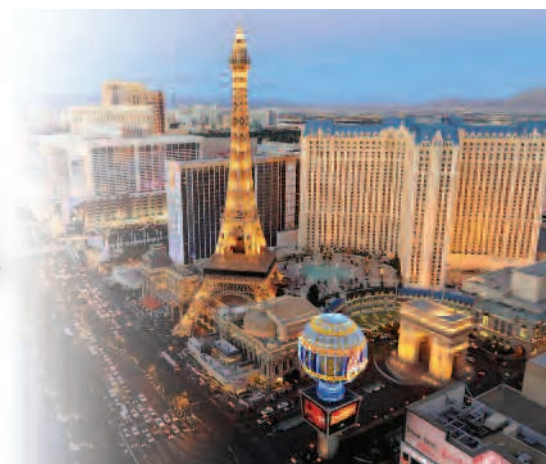
The important thing for the parts manager to remember is that mark up and margin are not one and the same! The goals should be a labor margin of 75 percent and a parts margin of 40 percent (retail repair orders).

How many of these profit killing mistakes are taking place in your service and parts operations? Is there a single reason to continue allowing them? If your employees don't see the need to stop making these profit killing mistakes, what are you going to do about it?

Don Reed is CEO of DealerPro RV Training. He'll present "Achieve 100% Shop Productivity" and "Managing the Essential Eight Controllables for Record Profits" during the convention/expo. ■

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/manufacture meetings, now spread out from Monday through Thursday so dealers can attend more workshops
- Social events and networking opportunities

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

Presented by:



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DEALER REGISTRATION FORM

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

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



Nov. 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 _____		\$
TOTAL		\$

3. *Payment Information:*

<input type="checkbox"/> Full Amount or <input type="checkbox"/> Easy Pay (credit card only: 3 equal installments will be charged to your credit card, first on date received, then at 30 and 60 days). If neither box is checked you will be charged the full amount in one payment.		<input type="checkbox"/> Check enclosed Charge my: <input type="checkbox"/> VISA <input type="checkbox"/> 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.

It May Be Time to Rethink Your AAA Arbitration Clause

By Brett Richardson, RVDA director of legal and regulatory affairs

Businesses that specify the American Arbitration Association's rules in the arbitration clauses of their consumer contracts will have to pay the association \$650 to have their clauses registered and reviewed. Beginning Sept. 1, the AAA won't arbitrate any dispute unless the company's arbitration clause is in its newly created registry.

Some dealership attorneys view pre-dispute arbitration clauses in consumer contracts as a means to prevent class action lawsuits. Others see them as expensive and leaving the dealership without recourse if the arbitrator doesn't follow the law. In any event, if you offer arbitration in your consumer contract, the language must be properly drafted. And now there's a new expense to consider.

The American Arbitration Association (AAA) recently overhauled its consumer arbitration rules and will begin requiring businesses to submit their arbitration clauses for review and inclusion in its newly created consumer clause registry. Businesses' clauses will be reviewed for compliance with the AAA's recently amended rules, which spell out in much greater detail the procedures it uses in settling disputes.

Any RV dealership or other business that designates the AAA's consumer rules in its arbitration clause must comply with this new requirement or the association won't arbitrate the dealership's claims.

Starting Sept. 1, businesses must pay a \$650 fee to be reviewed and registered in 2014. The fee drops to \$500 for clauses submitted in 2015. AAA will charge an annual renewal fee of \$500 per clause per year starting in 2016. Each variation of the business's clause must be registered separately.

If a business hasn't registered its clause prior to filing a consumer case, it will have to pay an extra \$250 for an expedited review. Any revisions to currently registered clauses must be resubmitted for review, along with a \$500 fee.

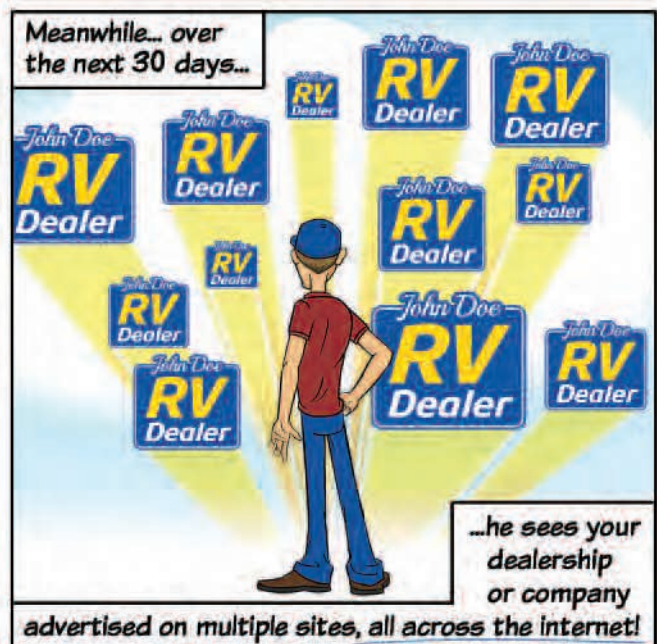
If you have an arbitration clause in the consumer sales agreement that you have purchased from a forms vendor, you'll still need to register the clause, even if the exact language has already been approved by the AAA hundreds of times.

More information on the new consumer rules is available at: www.adr.org/consumerclauseregistry. The AAA's new registration requirement comes at a time when the Consumer Financial Protection Bureau (CFPB) is studying consumer arbitration, as mandated by the Dodd-Frank Act. The CFPB has been given authority by Dodd-Frank to regulate or limit the use of pre-dispute arbitration agreements in connection with consumer financial products or services. ■



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McGeorge's Rolling Hills RV Celebrates Grand Reopening

McGeorge's Rolling Hills RV Center in Ashland, VA, celebrated its grand reopening with employees and special guests on Aug. 9. The McGeorge family started selling RVs in the early 1970s; owner Ed McGeorge developed the business into one of the nation's largest RV dealerships. The new facility includes expanded sales and service capacity, a state-of-the-art training area, and a customer cafe. McGeorge's employs both RVDA-RVIA Certified Technicians and RV Learning Center Certified Service Writers. An RVDA member since 1975, the dealership is active in a number of community charities. ■



(from left)
Kevin, Ed,
and Greg
McGeorge



PleasureLand RV Center Opens Fifth Location

PleasureLand RV Center recently opened its fifth location, PleasureLand RV Budget Lot, in St. Cloud, MN. It stocks lower to mid-priced pre-owned RVs, new and pre-owned ice/fish houses, utility and cargo trailers, and RV parts and accessories. The company has also begun work on a new 28,000 square foot facility for its Brainerd Lakes dealership. The new store will feature an expanded parts and accessory store, large service and repair center, body repair, showroom, and the largest RV display lot in the area. Pictured is the new budget lot. ■



McClain's RV SuperStores Helps Cancer Society with Minnies



McClain's RV SuperStores of Fort Worth has bought 15 pink Winnebago Minnies and will donate \$500 to the American Cancer Society for every Winnebago product it sells at its five locations during September, October, and November. Winnebago is donating \$1,000 to the society for each pink Minnie it sells to dealers. According to the American Cancer Society, breast cancer is the second leading cause of cancer deaths in women. The pink Minnie, with its awareness ribbon decals, is a special option available this fall. Pictured are Nate McClain, president of McClain's RV SuperStores (right), accepting the keys to the dealership's first Pink Minnie from Johnny Hernandez, Winnebago towables president. ■

Sports Illustrated's Peter King Visits NFL Training Camps in RV

Go RVing

Go RVing is teaming up with *Sports Illustrated* to provide the magazine's lead NFL writer Peter King with an RV for his Monday Morning Quarterback (MMQB) Training Camp Tour this summer. King, along with other *Sports*

Illustrated writers and staffers, is on the road in a Fleetwood Storm motorhome for a three-week RV odyssey to 20 cities. Along the way, he's writing and blogging about their RV adventures, in addition to producing his normal football



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We moved from another DMS because we were looking for better reports and more functionality. Infinity allows us to have visibility between our dealerships, more capabilities and advanced management tools.

Ed Collier, Collier RV Super Center

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2014 RV Dealers
International Convention
Booths 521 & 523

reporting on the widely-read MMQB website.

In one post, King recounts the story of former Pro-Bowl tackle Jordan Gross of the Carolina Panthers, who decided to retire while still healthy so he could spend more time with his family. Gross now has a job doing radio and TV for the Panthers and is visiting training camp in his own RV.

King is one of America's premier pro football writers, and his MMQB column on SI.com, which began in 1997, has become a must-read for fans, league insiders, and anyone who loves the NFL. The column regularly draws more than 12 million page views, and was expanded into a stand along microsite on SI.com. King has more than a million Twitter followers and will be tweeting during the tour as well. ■

Did You Know?

XtraRide offers pet assistance up to \$250 within four areas: removal of pet, transporting of pet, handling of pet, and boarding of pet.

The benefit applies in conjunction with a mechanical breakdown. As with other XtraRide benefits, the pet benefit is not subject to a deductible nor is there a limit on the number of covered occurrences. Pets are defined as domestic animals including horses. Please contact your local XtraRide agent or call us as (800) 670-6032 for more information.



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





RV TECH CERT PREP COURSES



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

Just getting started?

Take the **FREE** online **Candidate test** by clicking on "How to Become Certified" at www.rvtechnician.com

REGISTERED TECHNICIAN

Course A. \$89

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

Already a Registered Technician?

Choose Your Path:

CERTIFIED TECHNICIAN PREP COURSE

Course B. \$249

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

CERTIFIED SPECIALIST PREP COURSE

Course C. \$69/specialty

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

- C1. Appliances \$69
- C2. Body \$69 *Coming Soon!*
- C3. Chassis \$69
- C4. Electrical Systems \$69
- C5. Plumbing \$69

ALL COURSES USE AN INTERACTIVE MULTIMEDIA ONLINE FORMAT. Combines text, graphics, and video with mentor support. All content is online. No extra materials needed. Courses align with core knowledge areas of certification tests.*

**Each fee offers access to the specific online preparation course and DOES NOT cover certification testing.*

YES, I WANT TO REGISTER MY TECHNICIANS! (Copy this form to register more than four.)

Company _____

Address _____

City/State/Zip _____

Phone _____ FAX _____

*Developed by RVIA and available through
the Mike Molino RV Learning Center.*



Each technician **MUST** have a *distinct* email address that only they can access.

Indicate which **COURSE** a technician is choosing with A, B, or C. If choosing C, indicate chosen specialties by number.

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Send progress reports and other notifications to the following supervisor:

TOTAL \$ _____ *

Name _____ Title _____ Email _____

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

☐ **Check enclosed:** Payable to the Mike Molino RV Learning Center **Credit Card** ☐ VISA ☐ MC ☐ AMEX ☐ DISCOVER

Cardholder Name _____ Billing Address _____

Acct # _____ Exp _____ Security Code _____

Cardholder Signature _____

Fax to (703) 359-0152 or mail to the Mike Molino RV Learning Center, 3930 University Dr., Fairfax, VA 22030. Call (703) 591-7130 to enroll by phone.

Form Created Feb. 2014

The Mike Molino RV Learning Center proudly recognizes these

CONTRIBUTORS

*Active donors are those who have contributed to the RV Learning Center since 07/01/13.



Received From	Contributed 07/01/13 - 08/27/14*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 07/01/13 - 08/27/14*	Total Lifetime Pledge	Last Contribution
MAJOR GIFTS active donors* with cumulative donation or pledge of \$25,000 or more							
Newmar Corporation	\$25,000	\$260,000	10/31/13	Fogdall Family Fund	\$4,000	\$43,100	03/05/14
RVDA of Canada	\$25,000	\$175,000	12/18/13	McClain's RV Superstore	\$6,000	\$42,000	06/30/14
Protective	\$28,604	\$161,162	11/22/13	Pan Pacific RV Centers, Inc.	\$1,000	\$41,500	10/15/13
Tom Stinnett Derby City RV	\$500	\$102,000	12/05/13	RVAC	\$7,000	\$38,000	12/20/13
PleasureLand RV Center, Inc.	\$2,000	\$86,350	11/15/13	Bill Thomas Camper Sales, Inc.	\$5,000	\$31,000	03/12/14
Horsey Family Memorial Fund	\$2,000	\$70,000	06/26/14	Paul Evert's RV Country, Inc.	\$1,000	\$30,000	06/24/14
Bill & Kristen Fenech	\$5,000	\$57,500	07/09/13	Tiffin Motor Homes, Inc.	\$2,500	\$28,500	03/24/14
Campers Inn of Kingston	\$10,000	\$56,000	10/08/13	Reines RV Center, Inc.	\$2,500	\$27,025	12/18/13
Ron & Lisa Fenech	\$5,000	\$55,000	08/27/13	Holiday World of Houston	\$500	\$25,500	06/17/14
Byerly RV Center	\$6,000	\$52,000	01/10/14	Bill Plemmons RV World	\$2,500	\$25,000	06/17/14

CHAMPIONS active donors* with a cumulative donation or pledge between \$2,500 and \$24,999							
Diversified Insurance Mgmt. Inc.	\$4,400	\$21,000	02/24/14	Burlington RV Superstore	\$250	\$5,750	06/17/14
Earl Stoltzfus	\$10,000	\$20,000	08/30/13	Camperland of Oklahoma, LLC	\$1,000	\$5,350	06/26/14
Dixie RV Superstore	\$5,000	\$20,000	03/21/14	Webster City RV, Inc.	\$10	\$5,100	05/05/14
Wilkins R.V., Inc.	\$3,000	\$19,600	06/26/14	Madison RV Supercenter	\$500	\$5,000	08/08/13
Alpin Haus	\$1,500	\$18,500	06/24/14	Topper's Camping Center.	\$500	\$4,000	06/16/14
Hartville RV Center, Inc.	\$1,250	\$15,750	06/10/14	Best Value RV Sales and Service	\$1,000	\$3,750	05/12/14
Mike and Barb Molino	\$275	\$11,586	01/24/14	Myers RV Center, Inc.	\$250	\$3,500	06/25/14
Affinity RV Service Sales & Rentals	\$2,000	\$11,000	06/24/14	RCD Sales Company, Ltd.	\$750	\$3,250	08/11/14
United States Warranty Corp.	\$1,000	\$10,250	04/30/14	A World of Training	\$3,000	\$3,000	11/20/13
Rich & Sons Camper Sales	\$2,000	\$10,000	11/14/13	J. D. Sanders, Inc.	\$500	\$3,000	08/05/13
Folsom Lake RV Center	\$2,700	\$9,700	12/16/13	Alliance Coach, Inc.	\$500	\$2,500	04/11/14
Motley RV Repair	\$1,000	\$9,075	09/13/13	Crestview RV Center	\$500	\$2,500	12/18/13
Curtis Trailers	\$250	\$8,250	06/30/14	Onsite Temp Housing	\$500	\$2,500	05/08/14
Circle K RV's, Inc.	\$500	\$6,750	08/22/14	Phil Ingrassia	\$1,500	\$2,500	03/26/14
Hayes RV Center	\$750	\$6,150	06/13/14				

LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499							
The Trail Center	\$250	\$2,350	11/06/13	Candys Campers	\$250	\$1,300	08/12/14
Skyline RV & Home Sales, Inc.	\$500	\$2,000	07/14/14	Out of Doors Mart, Inc.	\$500	\$1,250	09/18/13
Noble RV, Inc.	\$250	\$1,655	03/21/14	Bill Mirrieles	\$250	\$1,000	04/30/14
Dinosaur Electronics	\$400	\$1,650	06/18/14	Tom Manning & Associates	\$1,000	\$1,000	07/11/14
Lindsey Reines	\$1,000	\$1,500	12/20/13				

BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999							
Schaap's RV Traveland	\$500	\$850	11/14/13	Holiday Hour, Inc.	\$100	\$500	03/24/14
Beckley's Camping Center	\$250	\$750	06/17/14	Niel's Motor Homes	\$250	\$500	06/11/14
Camp-Site RV	\$250	\$750	01/13/14	Ocean Grove Supercenter	\$500	\$500	06/04/14

SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499							
Bell Camper Sales	\$200	\$450	08/26/13	Mike Thompson's RV Super Stores	\$100	\$100	08/12/13
Modern Trailer Sales, Inc.	\$250	\$250	06/04/14	Northwest RV Sales	\$100	\$100	08/04/14
South Haven RV Center	\$250	\$250	05/12/14	John Peak	\$100	\$100	10/03/13
Tennessee RV Sales & Service	\$250	\$250	02/21/14	Setzer's World of Camping, Inc.	\$100	\$100	02/21/14
Happy Camping RV	\$100	\$200	11/07/13				

ENDOWMENTS							
Kindlund Family Scholarship		\$270,000					

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)

http://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.

Lead Qualifier Program

Customer Service Intelligence Inc. (CSI)

www.tellcsi.com

bthompson@tellcsi.com

(800) 835-5274

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

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

Pre-owned RV Appraisal Guidance

N.A.D.A. Appraisal Guides

& NADAguides.com

www.nada.com

Isims@nadaguides.com

(800) 966-6232, Ext. 235

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

Propane and Propane Supplies

Suburban Propane

www.suburbanpropane.com

sholmes@suburbanpropane.com

(800) 643-7137

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

RVDA/Spader 20 Groups

Spader Business Management

www.spader.com

info@spader.com

(800) 772-3377

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

(800) 599-2902

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

Visit www.rvcareers.org

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

ONLINE TRAINING WITH FRVTA'S DISTANCE LEARNING NETWORK

The DLN offers your dealership:

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

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

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



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

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

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

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

The DLN offers online training for:

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

DEALERSHIP REGISTRATION

Company Name: _____

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

Phone: _____ Fax: _____

Mentor Name: _____ Phone: _____

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

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

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

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

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

Name on Credit Card: _____ Card Number: _____

Security Code: _____ Expires: _____ Card Billing Address: _____

Card Holder Signature: _____



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THE RV Industry's

CENTRAL TRAINING CALENDAR

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Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
			Sobel University Registration Begins	Show Online Events	Show Online Events	Show Online Events
			Show Online Events			
	5	6	7	8	9	10
Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events
12	13	14	15	16	17	18
Show Online Events	Comprehensive Sales Course (3 credits) Show Online Events	Kelly Enterprises 3-Day Financial Center Seminar Show Online Events	Show Online Events	Write-Up and Close Course (2 credits) Show Online Events	Show Online Events	Show Online Events
19	20	21	22	23	24	25
Show Online Events	Sobel University Course Submission Deadline Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events
26	27	28	29	30	31	
Show Online Events	RV Ranges and Cooktops Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	

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**RVDA Welcomes
Our Newest Members**
7/1/14 - 7/31/14

Dealers

SST Auto RV, Mesa, AZ
 USA RV & Auto Sales, LLC, Corbin, KY

Aftermarket

Anglin RVs Trucks & Trailers, Otto, NC
 Auburn Kent Valley RV Center, LLC, Kent, WA

Rental

Great Outdoors RV Rental, Lake in the Hills, IL

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MBA Insurance Inc. (800) 622-2201	19	SYS2K (407) 358-2000	32
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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.

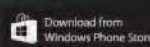


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FOR OWNERS

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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There are good reasons why our XtraRide® service contract program has been exclusively endorsed by the RVDA for more than 20 years.

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

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