

RV EXECUTIVE TODAY

SEPTEMBER 2015

Positive RV Sales Trends Continue

Good credit, product availability and demographics help fuel sales

page 10

Tapping into the Pent-Up Demand for Service page 18

Also:

2015 Convention Update page 20

Selling to Women – The Differences You Need to Know page 30

Come see us at

Booth 311 • RVDA Nov. 3-5

WE'RE EQUIPPED TO MEET ALL YOUR NEEDS



compass
RV PROTECTION™

ADMINISTRATION | PRODUCTS | TRAINING | SERVICE

American Guardian Warranty Services Offers top of the line professional solutions to meet the needs of todays modern Dealer



American Guardian
Warranty Services, Inc
800-579-2233 | Agwsinc.com



RVDA 
■ ASSOCIATE MEMBER ■

RISK MANAGEMENT 101

Consider Diversified Insurance Management as your
#1 source for sound dealership insurance protection.



Let Our Experience Make A Difference For You.

Open Lot • Garage Liability • Property • Crime • Umbrella & All Other

Diversified is an independent agency focused on one specialty...
RV Dealerships. Whether it is a comprehensive dealership insurance
package or new F&I Program, we take a leading role in the
underwriting, rates, policy coverage...not just the sales.

Diversified's coverage expertise and underwriting authority are your
assurance of unparalleled responsiveness to your dealership insurance
needs. Our people are knowledgeable and ready to design a custom fit
solution for your specific insurance needs. We are not tied up seeking
answers or solutions from an ivory tower thousands of miles away.

***FOR A 2ND OPINION ON
YOUR DEALERSHIP COVERAGE,
CALL DIVERSIFIED TODAY!***



1980 – 2015

1-800-332-4264 extension 0

Making memories that last.

RVDA Platinum Sponsor

Proud Supporter of RVDA for more than 15 years.
Looking forward to many more!

Visit us at Booth #202 in Las Vegas • November 2 - 6, 2015

www.gecdf.com/rvda15



Proud Supporter of
Go RVing



facebook.com/GECDF



[@GEInventoryFin](https://twitter.com/GEInventoryFin)

© 2015 General Electric Capital Corporation. All rights reserved.

15RV211

RV EXECUTIVE TODAY

C O N T E N T S

September 2015

10 Positive RV Retail Market Trends Continuing

Demand for towables grew 12 to 14 percent during the early summer, and dealers were generally satisfied with their inventory levels.

12 How Strong Employee Retention Practices Create Value in Your Dealership

Want to keep that awesome staff of yours? Better feed them.

14 Stop Talking About Customer Service

Success comes from action, not good intentions, says popular author/speaker Lisa Ford.

17 The Purchase Is the Wedding but the Service Is the Marriage

The relationship between the customer and the service department is like a marriage – it can last for years or be cut short.

18 How to Tap into the Pent-Up Demand for Service

There's plenty of new business out there if you're ready to make some adjustments in your service department.

29 10 Things Customers Won't Tell You

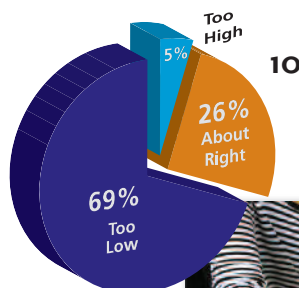
Here are some reasons why they took their business elsewhere.

30 Selling to Women – The Differences You Need to Know

Put on your most professional persona and be prepared to answer lots of questions.

32 Dan Saltzgiver: A Commitment to Training that Goes Beyond the Dealership

Employees at Dan Saltzgiver's dealership get raises for becoming certified. And they lose them if they fail to stay certified.

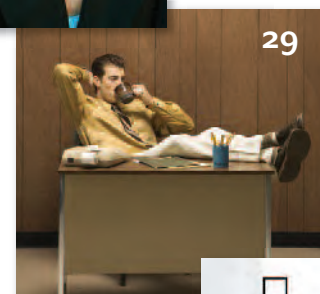


14

17



29



30



32



ALSO:

9 Quick Takes

16 Create Some "Wow" in Your Parts Department

20-27 Convention Update

IN EVERY ISSUE:

6 Looking ahead

7 Chairman's report

8 Officers, directors, and delegates

36 RVDA endorsed products

37 Mike Molino RV Learning Center contributors

38 RV industry's training calendar

38 Advertisers index



Technology and Technician Certification

By Phil Ingrassia, CAE, president

Advances in technology have changed the way nearly all of us learn how to do our jobs better and measure the results. This is especially true for the RVDA-RVIA Technician Certification Program, which is co-managed by RVDA and RVIA.

Working with the National Occupational Competency Testing Institute (NOCTI), association volunteer leaders and staff always strive to provide better access to certification testing for dealership employees and others who participate in the program.

The goal has consistently been to make it as efficient as possible for a candidate to demonstrate that he or she has the knowledge to achieve certification, while maintaining the test security and program integrity.

The benefits of online certification testing, which has been in place for seven years, are fairly straightforward. Written testing, administered by proctors at the test site, often required travel and time away from the job, and there were severe limitations on where and when hands-on testing was available. Online testing is more cost-efficient for the RV technicians, their employers, and for the technician certification program itself.

The drawback of online testing is a certain loss of control over the process. The NOCTI testing data reviewed by staff shows how long it takes a candidate to finish a test – even how long a test taker takes to read and answer a question. NOCTI has administered thousands of occupational tests and can accurately point out if there is something irregular in the process. In a small minority of tests taken, however, there have still been attempts to beat the system.

So how do you get the best of both worlds? Better access and test security and confidence? Enter the new online proctor service called ProctorU.



ProctorU is a live online service that allows technicians to take a certification test from any comfortable location, using a computer equipped with a web camera and microphone.

ProctorU is a live online service that allows technicians to take a certification test from any comfortable location, using a computer equipped with a web camera and microphone.

The RVDA-RVIA RV Service Technician Certification Governing Board approved the online proctor program, and it launched just a few weeks ago. A number of technicians have already used the new testing system and earned certification.

Obviously, as with any new system, there's a learning curve, and RVDA and RVIA staff are here to help navigate the change. They're constantly monitoring the situation and doing all they can to make it accessible for everyone.

The end result should be a program that meets the standards of the test itself. RVDA-RVIA Certified RV Technicians have worked hard to earn certification, and the changes should enhance their status within the industry and with our customers.

RV EXECUTIVE TODAY

PRESIDENT:
Phil Ingrassia, CAE

**VICE PRESIDENT FOR
ADMINISTRATION:**
Ronnie Hepp, CAE

EDITOR:
Mary Anne Shreve

GRAPHIC DESIGNER:
Ginny Walker

RVDA STAFF

Chuck Boyd
DEALER SERVICES MANAGER

Hank Fortune
DIRECTOR OF FINANCE

Jeff Kurowski
DIRECTOR OF INDUSTRY RELATIONS

Paul Rogers
FIELD REPRESENTATIVE

Julie Anna Newhouse
MARKETING MANAGER

Brett Richardson, Esq., CAE
DIRECTOR OF LEGAL AND
REGULATORY AFFAIRS

Julianne Ryder
MARKETING COMMUNICATIONS SPECIALIST

Terri Whiteside
ACCOUNTING CLERK

MIKE MOLINO RV LEARNING CENTER STAFF

Karin Van Duyse
CHIEF

Liz Fleming
EDUCATION COORDINATOR

Tony Yerman
RV SERVICE CONSULTANT

Isabel McGrath
TECHNICIAN CERTIFICATION REGISTRAR

RV Executive Today is published monthly by the Recreation Vehicle Dealers Association of America at 3930 University Drive, Fairfax, VA 22030-2515. Periodicals postage paid at Fairfax, VA 22030 USPS No. 062450. Issued monthly to all RVDA members as a membership benefit paid for by their dues.

Postmaster please send address changes to:
RV Executive Today, 3930 University Drive,
Fairfax, VA 22030-2515 *The annual subscription rate of \$30 is a part of membership dues.*

Editorial/Business Office:
3930 University Drive, Fairfax, VA 22030-2515
Phone (703) 591-7130 FAX (703) 359-0152

RV Executive Today (ISSN #1088-873X)
Volume 19, Issue 9

For advertising information contact:
Julie Newhouse, marketing manager
(703) 591-7130 x 103

Fall, A Time to Reflect and Look Ahead

By John McCluskey, chairman



For many areas of the country, we're nearing the end of the summer selling season. I hope everyone carved time out of their busy schedules to vacation with their families. We sell fun and the family experience and, like our customers, we need to take time to enjoy both. I recently had the chance to be with my family in Wisconsin and again in Florida. The experience reinforced to me why we're in this business.

The fall season is a good time to reflect on what products sold well at our dealerships and also review what products didn't. Another thing we should look at is what products created positive customer experiences and which ones didn't. Some products come in clean, allowing our customers to enjoy the RV lifestyle or their family time. Other products rely on us to be the final stage of the production line.

Open House

Many of us are looking forward to attending the Elkhart Open Houses. These events have become one of two key opportunities to view and purchase new product. I encourage all dealers to consider adding to lines that enhance your customer's RVing experience. If we're selling high quality products, our customers are happier, our dealerships are more profitable, and the industry is stronger. Selling lower quality products may create short-term profits but does not build long-term value for our dealerships.

Many of us will be offered deals before we head to Elkhart and maybe some better ones when we are there. Not only should we support the manufacturers who are focused on building quality products, we should also make sure to order within our business plan –



Taking a walk with my 1-year-old great-granddaughter Bailey on Hutchinson Island, FL

buying opportunities are only good if we truly need the product and can sell it before it becomes aged.

Many manufacturers will be introducing news models, floor plans, and interior finishes at the Open Houses. Generally, most models will continue to be sold as 2016s. The RV industry allows staggered model year introductions. New-year models start being introduced in January and continue through the first part of the year.

Your RVDA Board of Directors has looked into this issue. Staggered introductions remain a painful issue for many dealers. However, a significant percentage of other dealers tell us either that they don't care that there's no set time for model year changeover, or they disagree on whether the timeframe should be in the spring, summer, or fall. That makes it a difficult issue for the current board of directors, as it has been for previous boards.

What we can say is that dealer surveys for RVDA, the investment firm RW Baird, and in the trade press consistently show that the majority of dealers would favor manufacturers maintaining a consistent timeframe for model year introduction so that dealers aren't surprised after placing orders and so the industry maintains credibility with our customer base.

New Dealer Satisfaction Index Survey

Earlier this year, the RVDA Industry Relations Committee and the board of directors approved a revision to the association's Dealers Satisfaction Index (DSI) survey. The questions have been revised to place a sharper focus on dealer support and quality issues. The survey itself is shorter and should be easier to fill out. The more dealers who participate and the more brands that are rated, the better the information that's provided to the manufacturers on how they're doing. I ask you to take time to respond to the DSI this year. The majority of the manufacturers do take the results very seriously.

As we move into the fall, it's also time to make travel plans for the RV Dealers International Convention/Expo. It's an ideal way to educate management staff, and I encourage you to register if you have not already done so.

Like many of you, I'm preparing for a busy fourth quarter of the year, and I hope to see you in Elkhart for the Open House and in Las Vegas for the RVDA convention/expo!

Chairman

John McCluskey
Florida Outdoors RV
Center
Stuart, FL
(772) 288-2221
john@floridayoutdoorsrv.com

1st Vice Chairman

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

2nd Vice Chairman

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

Treasurer

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

Secretary

Mike Regan
Crestview RV Center
Buda, TX
(512) 282-3516
Mike_regan@crestviewrv.com

Past Chairman

Jeff Hirsch
Campers Inn of Kingston
Kingston, NH
(603) 642-5555
jhirsch@campersinn.com

Director

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

Director

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

Director

Ron Shepherd
Camperland of Oklahoma,
LLC
Tulsa, OK
(918) 836-6606
ron_shepherd@camperlandok.com

Director

Glenn Thomas
Bill Thomas Camper
Sales Inc.
Wentzville, MO
(636) 327-5900
g.thomas@btcamper.com

RVRA Representative

Scott Krenek
Krenek RV Center
Coloma, MI
(269) 468-7900
scott_krenek@krenekrv.com

RVAC Chairman

Tom Stinnett
Tom Stinnett Derby City
RV
Clarksville, IN
(812) 282-7718
tstinnett@stinnettrv.com

**RV Learning Center
Chairman**

Jeff Pastore
Hartville RV Center
Hartville, OH
(330) 877-3500
jeff@hartvillerv.com

DELEGATES**Alabama**

Rob Wagner
Madison RV Supercenter
Madison, AL
(256) 837-3881
rod@madisonrv.com

Alaska

Kevin Brown
Arctic RV & Interior
Topper
Fairbanks, AK
(907) 451-8356
arcticrv@arcticrv.com

Arizona

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

Arkansas

Michael Moix
Moix RV Supercenter
Conway, AR
(501) 327-2255
mmoix@aol.com

California

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

California

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

Colorado

Tim Biles
Pikes Peak Traveland
Colorado Springs, CO
(719) 596-2716
tim@pikespeakrv.com

Connecticut

Chris Andro
Hemlock Hill RV Sales
Inc.
Milldale, CT
(860) 621-8983
chrisa@hemlockhillrv.com

Delaware

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

Florida

Rob Rothenhauser
Ocean Grove RV
Supercenter
St. Augustine, FL
(904) 797-5732
rob@oceangrovervsales.com

Georgia

Doc Allen
C.S.R.A. Camperland Inc.
Martinez, GA
(706) 863-6294
docallen@csracamperland.com

Idaho

Tyler Nelson
Nelson's RVs Inc.
Boise, ID
(208) 322-4121
tyler@nelsonsrvs.com

Illinois

Richard Flowers
Larry's Trailer Sales Inc.
Zeigler, IL
(618) 596-6414
richardf@larrystrailersales.com

Indiana

Nathan Hart
Walnut Ridge Family
Trailer Sales
New Castle, IN
(765) 533-2288
nhart@walnutridgerv.com

Iowa

Jeremy Ketelsen
Ketelsen RV Inc.
Hiawatha, IA
(319) 377-8244
jketelsen@ketelsenrv.com

Kansas

Bill Hawley
Hawley Brothers Inc.
Dodge City, KS
(620) 225-5452
wildbill@pld.com

Kentucky

NeVelle Skaggs
Skaggs RV Country
Elizabethtown, KY
(270) 765-7245
nrskaggs@aol.com

Louisiana

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

Maine

Linda Mailhot
Seacoast RV
Saco, ME
(207) 282-3511
seacoastrv@seacoastrv.com

Maryland

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

Massachusetts

Brian Sullivan
Campers Inn of Raynham
Raynham, MA
(508) 821-3366
bsullivan@campersinn.com

Michigan

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

Minnesota

Will Jarrot
PleasureLand RV Center
St. Cloud, MN
(320) 251-7588
w.jarrot@pleasurelandrv.com

Mississippi

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

Missouri

Ted Evans
Mid America RV Inc.
Carthage, MO
(417) 353-4640
tevans@midamericarv.com

Montana

Ron Pierce
Pierce RV Supercenter
Billings, MT
(406) 655-8000
rpierce@pierce.biz

Nebraska

Tony Staab
Rich & Sons Camper Sales
Grand Island, NE
(308) 384-2040
tony.staab@richsonsrsv.com

Nevada

Beau Durkee
Carson City RV Sales
Carson City, NV
(775) 882-8335
beau@carsoncityrv.com

New Hampshire

Scott Silva
Cold Springs RV
Corporation
Weare, NH
(603) 529-2222
scott@coldspringsrv.com

New Jersey

Brad Scott
Scott Motor Home
Sales Inc.
Lakewood, NJ
(732) 370-1022
bscott@scottmotorcoach.com

New Mexico

Rick Scholl
Rocky Mountain RV World
Albuquerque, NM
(505) 292-7800
rscholl@rmrv.com

New York

Jim Colton
Colton RV
N Tonawanda, NY
(716) 694-0188
jcolton@coltonrv.com

North Carolina

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

Ohio

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

Oklahoma

Ron Shepherd
Camperland of Oklahoma,
LLC
Tulsa, OK
(918) 836-6606
ron_shepherd@camperlandok.com

Oregon

Lisa Larkin
Gib's RV Superstore
Coos Bay, OR
(541) 888-3424
lisa@gibsrv.com

Pennsylvania

Greg Starr
Starr's Trailer Sales
Brookway, PA
(814) 265-0632
greg@starrstrailersales.com

Rhode Island

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

South Carolina

Gloria Morgan
The Trail Center
North Charleston, SC
(843) 552-4700
gmorgan497@aol.com

South Dakota

Lyle Schaa
Schaa's RV Traveland
Sioux Falls, SD
(605) 332-6241
lyle@rvtraveland.com

Tennessee

Roger Sellers
Tennessee RV Sales &
Service, LLC
Knoxville, TN
(865) 933-7213
rsellers@tennesseerv.com

Texas

Mark Clay
Southern RV Supercenter
Tyler, TX
(903) 882-3225
mark@southernrvsupercenter.com

Utah

Jared Jensen
Sierra RV Corp
Sunset, UT
(801) 728-9988
jared@sierrarvsales.com

Vermont

Scott Borden
Pete's RV Center
South Burlington, VT
(802) 864-9350
scott@petesrv.com

Virginia

Lindsey Reines
Reines RV Center Inc.
Manassas, VA
(703) 392-1100
rv8955@aol.com

Washington

Ron Little
RV's Northwest Inc.
Spokane Valley, WA
(509) 924-6800
ron@rvsnorthwest.com

West Virginia

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

Wisconsin

Mick Ferkey
Greenway Inc.
Wisconsin Rapids, WI
(715) 325-5170
mickferkey@greenwayrv.com

Wyoming

Sonny Rone
Sonny's RV Sales Inc.
Evansville, WY
(307) 237-5000
rentals@sonnyrsvs.com

VACANT

Hawaii
North Dakota

AT-LARGE

Bob Been
Affinity RV Service Sales
& Rentals
Prescott, AZ
(928) 445-7910
bobbeen@affinityrv.com

Randy Coy
Dean's RV Superstore
Tulsa, OK
(918) 664-3333
rcoy@deansrv.com

David Hayes
Hayes RV Center
Longview, TX
(903) 663-3488
dhayes@hayesrv.com

Ben Hirsch
Campers Inn of Kingston
Kingston, NH
(603) 642-5555
bhirsch@campersinn.com

Ed Lerch
Lerch RV
Milroy, PA
(717) 667-1400
ed@lerchrv.com

Scott Loughheed
Crestview RV Center
Buda, TX
(512) 282-3516
scott@crestviewrv.com

Mike Noble
Noble RV Inc.
Owatonna, MN
(507) 444-0004
mnoble@noblerv.com

Mike Rone
Sonny's RV Sales Inc.
Evansville, WY
(307) 237-5000
mrone@sonnyrsvs.com

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

Rod Ruppel
Good Life RV
Webster City, IA
(515) 832-5715
rodruppel@gmail.com

Earl Stoltzfus
Stoltzfus RV's & Marine
West Chester, PA
(610) 399-0628
estoltzfus@stoltzfus-rec.com

Glenn Thomas
Bill Thomas Camper Sales
Wentzville, MO
(636) 327-5900
g.thomas@btcamper.com

Larry Troutt III
Topper's Camping Center
Waller, TX
(800) 962-4839
latroutt3@gmail.com

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

**Participating Past
Chairmen**

Bruce Bentz
Capital R.V. Center Inc.
Bismarck, ND
(701) 255-7878
bruce@capitalrv.com

Randy Biles
Pikes Peak Traveland Inc.
Colorado Springs, CO
(719) 596-2716
rwbiles@pikespeakrv.com

Debbie Brunoforte
Little Dealer, Little Prices
Mesa, AZ
(480) 834-9581
dbrunoforte@littledealer.com

Rex Floyd
Floyd's Recreational
Vehicles
Norman, OK
(405) 288-0338
rxflyd@aol.com

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

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

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

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

Tim O'Brien
Circle K RVs
Lapeer, MI
(810) 664-1942
t.obrien@circlekrrvs.com

Dan Pearson
PleasureLand RV
Center Inc.
St. Cloud, MN
(320) 251-7588
d.pearson@pleasurelandrv.com

Cammy Pierson
Curtis Trailers Inc.
Portland, OR
(503) 760-1363
cammypierson@yahoo.com

Joe Range
Range Vehicle Center Inc.
Hesperia, CA
(760) 949-4090
range1937@msn.com

Dell Sanders
J. D. Sanders Inc.
Alachua, FL
(386) 462-3039
jdsrv@att.net

Marty Shea
Madison RV Supercenter
Madison, AL
(256) 837-3881
mjshea@madisonrv.com

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

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

QUICKTAKES

Info For The Big Picture

Employers, the Millennial generation will surpass the Baby Boomer generation this year as the nation's largest living generation, according to the U.S. Census Bureau. Millennials (those aged 18 to 34 in 2015) will number 75.3 million, overtaking the projected 74.9 million Boomers (those aged 51 to 69). Better get to know your future employees and how they differ - or don't - from the Boomers.

Millennials aren't the job hoppers they're made out to be:

Average number of years that 25- to 34-year-olds have been at their current job

1983: 3.2 years

2012: 3.2 years

From Bureau of Labor Statistics

Millennials
Born 1981-1997
Baby Boomers
Born 1946-1964

Millennials have some of the same career goals as Baby Boomers:

	Millennials	Boomers
Make a positive impact on my organization	25%	23%
Help solve social/environmental challenges	22%	24%
Work for a top organization in my industry	21%	23%
Achieve financial security	17%	18%

Source: IBM

Millennials name top attributes of the perfect boss:

Ethical and fair	35%
Transparent and shares information	35%
Dependable and consistent	32%
Clearly defines goals and expectations	31%
Recognizes my accomplishments	29%

Source: IBM

What does it take to keep Millennials engaged at work?

Inspirational leadership	33%
Clearly articulated vision	32%
Work/life balance	31%
Performance based recognition	31%

Source: IBM

Positive RV Retail Market Trends Continuing

By Jeff Kurowski

RV retail market trends

remained encouraging during the May-through-July period, with the demand for towables growing 12 to 14 percent, according to investment firm Robert W. Baird & Co. in partnership with RVDA.

Although the demand for motorhomes was flat during that period, Baird believes the motorhome sector will benefit as the U.S. economy continues to expand. Motorhome sales currently are only 54 percent of what they were at their peak prior to the Great Recession.

In the towables sector, travel trailers surpassed their previous peak levels and fifth wheels approached their pre-recession peak, thanks in part to “value-priced product” and increased towing capacity of pickups and SUVs.

Robust early summer quarter retail sales left dealers feeling that their inventories were at appropriate levels, which decreases the likelihood that manufacturers will have to

lower prices to get dealer orders. Sixty-four percent of dealers surveyed said their towable inventories were just right, while 44 percent said their motorhome inventories were just right.

Towable inventories were at 93 days at the end of July, compared with 98 days a year earlier, and motorhome inventories were at 143 days, up from 133 days a year earlier, according to Baird.

As one dealer said, “We’ve had a very strong year with several record-setting months. We’ve had exceptional weather in the Northwest, and combined with lower fuel prices and some new strategies, we’re up 20 percent in sales and 100 percent net.”

Another dealer said the RV industry currently is in a “very favorable environment – cheap credit, good product availability, excellent demographics – both in number of available customers and level of participation.”

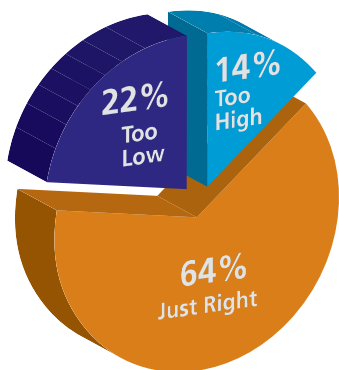
In addition to favorable

economic trends, the RV market is on the upswing also thanks to “Go RVing ads, Geico commercials, and the new RV shows, which create a growing desire for the lifestyle,” said another dealer.

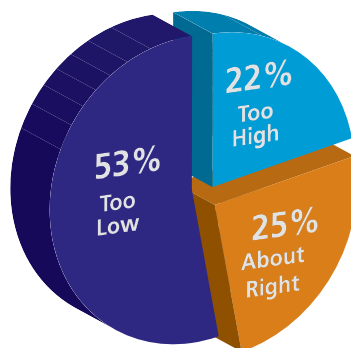
However, other dealers, particularly in the towables sector, said challenges remain. One indicated that he won’t be buying at the open house this year. “I’m tired of having dated inventory during height of season (with) lot rot, and it seems there are always deals at the end of the month. This industry really needs to revamp its pricing structure so there is stability in pricing from manufacturers.”

Another dealer said he “significantly tightened up the number of units on the ground. We didn’t drag a bunch of aged stuff through another winter. We are watching it closer than ever before so we don’t get our cash sucked up on curtailments on inventory that leaks and doesn’t get better with age.” ■

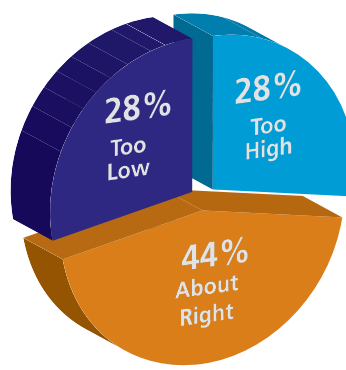
**Towable RV Inventory
Comfort Level**



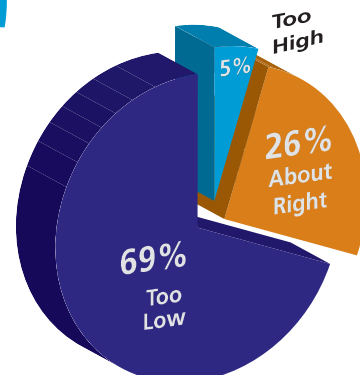
**Used Towable RV
Inventories**



**Motorhome Inventory
Comfort Level**



**Used Motorhome
Inventories**





DRIVEN WITH CONFIDENCE. WORN WITH PRIDE.

These new coach emblems from Freightliner Custom Chassis stand for an unmatched ownership experience - from nationwide 24/7 support, to innovative engineering backed by the Daimler Group, to the industry's largest owner's club.

They reflect the pride that goes into every chassis we build — pride we hope you'll share as part of the Freightliner Custom Chassis family. Look for these emblems on your next premium motorhome.



freightlinerchassis.com

DAIMLER | Freightliner Custom Chassis - A Daimler Group Brand

Specifications are subject to change without notice. Freightliner Custom Chassis Corporation is registered to ISO 9001:2008 and ISO 14001:2004.
©2015 Daimler Trucks North America LLC. All rights reserved. Freightliner Custom Chassis Corporation is a subsidiary of Daimler Trucks North America LLC, a Daimler company.

How Strong Employee Retention Practices Create Value in Your Dealership

By Maryellen Adams

When it comes to creating a sense of value and reputation for their RV dealerships, owners and managers tend to gravitate to marketing campaigns and sales promotions. But there's a more important element to business growth and quality – your employees.

Even the most brilliant marketing campaign will be wasted if you don't have talented and creative professionals to back it up. You need a team of employees with a shared mission – and a dealership environment that encourages them to stay. How do you get to that point? Consider these ideas:

Hire for cultural fit, not just for experience

Good retention starts with good hiring practices. You may think you've found the most knowledgeable, well-versed manager in the history of RV sales, but if that person makes your other employees scan the want ads, it's a bad hire. View a candidate through multiple lenses, including whether he or she can "click" with existing employees.

"It's hard not to feel friendly when you're chatting and sharing barbecue and potato salad."

Create employee-friendly policies, and be willing to change them

Tom Stinnett of Tom Stinnett Derby City RV in Clarksville, IN, noticed that employees were abusing the sick-day policy he instituted, using up sick time as soon as they accrued it. "We realized we needed a better, more positive way to let them have that time, so we just gave them six more vacation days instead."

Now, employees decide how to use the time, and the negative feelings about people "skipping work" are gone. If employees have family issues or serious health concerns, the dealership works to accommodate their needs instead of falling back on an inflexible policy. "That's what employee retention is really about – respecting your employees and showing them appreciation," says Stinnett.

Feed everyone regularly

People love to eat with each other – that's why there are so many company picnics and potlucks. It's hard not to feel friendly when you're chatting and sharing barbecue and potato salad. And that sense of camaraderie carries through into everyday work.

Give your staff some surprise treats or catered meals: Bring in breakfast, have a quarterly dinner, or take lunch orders. A survey of over 1,000 full-time professionals found that 60 percent said having more food at the office would make them feel more valued and appreciated. They also said that company-provided lunches helped foster better working relationships and more internal collaboration.

Make wages competitive

If your RV dealership tries to rely on perks instead of competitive wages, then you'd better get used to turnover. Offering a fair, living wage is part of showing respect to employees, says Stinnett. And give



employees advancement opportunities within the dealership, bonuses when applicable, raises on a regular basis (contingent on performance), and other financial incentives.

When employees feel like stakeholders in the business, they invest their energy in turning the company into a success. And they refer others to the dealership for job openings, giving you a steady pipeline of talent.

Make rewards into a team effort

Don't reward just the sales team for hitting the numbers. "Whether you're on the floor or you're doing administrative support, you're equally important in getting to the sales number we want every month," says Stinnett. At his dealership, the reward comes in the form of cash, delivered in an equal amount to every employee at a monthly appreciation event.

That sense of equality helps retention because it creates strong teamwork that people are reluctant to leave. "We have a culture of recognition here, and the bonuses

are part of that," Stinnett says. "Making sure that you take nothing and no one for granted is one of the most powerful ways that you can make sure employees stay with you."

Employee retention policies don't have to break the budget or turn into overly complex programs. People just want to feel appreciated and that they're part of a team.

Having policies that support your employees is crucial for more than morale. Good policies create a deep sense of community and establish your dealership as the place to work. This, in turn, attracts a higher caliber of talent and ultimately lowers your cost-per-hire expenses.

Maryellen Adams is director of the automotive division at CareerCo, working with clients in the automotive and RV industries as a recruitment/staffing expert. She will present "Best Practices in Hiring and Retaining Talent in RV Retail" on Wednesday, Nov. 4, during the 2015 RV Dealers International Convention/Expo. ■



That sense of equality helps retention because it creates strong teamwork that people are reluctant to leave.

Before you measure twice and cut once, learn to read the ruler.

Nothing flashy here, just some sensible business strategies that took us a few decades to master. At Spader we use practical tools, workshops, and consulting programs to help you transform your business in astonishing ways.

Visit Spader20.com and let's get to work.



5 YEARS AHEAD, JUST LIKE OLD TIMES.



Stop Talking About Customer Service

By Lisa Ford

"Success comes from action, not good intentions."

Remember these slogans – "The customer is always right" and "The customer comes first"? I once spoke at an event whose theme was "The Year of the Customer." But shouldn't every year be the year of the customer? Managers read all the books (or at least buy the books) and pledge allegiance to the concept of customer service, but their service remains mediocre. Why?

"Shouldn't every year be the year of the customer?"



Success comes from action, not good intentions. The best managers go beyond talking about what they should do and simply do it. Great customer service is about delivering what you promise, being nice, creating systems so your people can deliver what's needed, and doing lots of little things right.

But in the real world, I see three levels of service: rudeness, indifference, and exceptionality. Of those three, indifference seems to be the most common. Here's one of my recent experiences with indifference. While I was renting a car, the customer service agent folded the rental contract, told me how to find the car and the space number, and then said, "Thank you, sir." Wrong – I'm a "ma'am." And better yet, he could have said, "Thank you, Ms. Ford." The misstatement showed indifferent, robotic service.

Organizations can be very good at processing customers, but very few excel at serving and satisfying them. Rather, we get processed all the time. Think about your typical trip to the bank – you get what you want, you get what you need. However, did anything occur that left you with a positive impression and that would keep

you loyal? And when was the last time your insurance agent called just to check in and thank you for the past few years of prompt premium payments?

Become a student of the companies that are getting it right. Call GoDaddy.com and be amazed at the personalized, enthusiastic service given by real, live people who answer the phone. Find friends or colleagues who are insured by USAA and ask about their service experiences. Take a field trip to a Four Seasons Hotel and be ready to take notes. You know most of this stuff. It's time to do it.

Exceptional service is required to create loyal customers. Think about ways your organization can move beyond talking about memorable service to actually delivering it.

Lisa Ford is a noted author and trainer on customer service. For more information, visit www.lisaford.com or call (770) 394-4860. ■

RV SPECIFIC SALES TRAINING

Available for the 1st Time on The East Coast*

See immediate results with current and relevant instructional sales training.

Comprehensive Sales Course With Write-up and Close



Tacoma, WA	October 19-23, 2015
Tacoma, WA - Advanced	December 7-11, 2015
Tacoma, WA	January 11-15, 2016
* Atlanta - New Location	February 1-5, 2016
Tacoma, WA	February 22-26, 2016
Tacoma, WA	March 21-25, 2016

Register Early! Classes Sell Out.



Save 40% on Early Enrollment

253-565-2577
www.sobeluniversity.com

**See Randy Sobel speak at
The 2015 RV Dealers International
Convention/Expo**



Customer demands are rising – your staff needs better service skills

Your employees and their customer service skills may be the only things that set your dealership apart from the competition. Today's customers are more sophisticated and demanding than ever before, so it's vital that employees' people skills rise to the challenge of meeting customers' expectations.

The Mike Molino RV Learning Center offers a new DVD training video from author/trainer Lisa Ford that provides techniques for improving customer service at every point of contact throughout the dealership.

"Customer Service Strategies that Work – How to Create More

Loyalty in a Dynamic Competitive Marketplace" demonstrates listening techniques that make a difference, essential habits of customer service, and techniques for handling disgruntled customers. Frontline staffers will learn how to:

- **Uncover customer needs**
- **Calm angry customers**
- **Listen attentively**
- **Handle conflict**
- **Maintain a "customers first" attitude all day**

The 125-minute DVD is \$59.95 and can be ordered online through the RV Learning Center (www.rvlearningcenter.com),

where it is listed in the center's catalog of products and programs.

Ford, who speaks internationally on customer service issues, is author of the videotape series "How to Give Exceptional Customer Service," the number one-selling business tape in the United States for more than three years. This series is also available through the RV Learning Center. ■



ReMarketing



RV consumer visits RVT.com



RV consumer searches for specific RVs



RV consumer leaves RVT.com



Your ads follow RVT shoppers online

Call for a free consultation **1-800-282-2183 x 710**
or visit **RVT.com/remarketing**

Create Some “Wow” in Your Parts Department

By Bob Clements

People don't think about parts until they need them, which is why you need to make sure they're already aware of your inventory.

One of the easiest ways is to set up accessory displays in your showroom near the new units on display. While customers who are looking at new units aren't necessarily thinking about parts at that moment, a display conveniently located nearby will burn an image into their minds so that, when they do need parts, they think of you.

Keep your fast moving parts in your parts showroom, and use the end caps on your displays to feature seasonal parts. Displaying products that fit the season is a simple way to turn up sales and improve profit.

When it comes to displays there are three rules:

Appearance is everything

There's nothing more unappealing than displays that are dusty, disorganized, and poorly stocked.



Someone at the parts counter should take 30 minutes every day to reset the displays, making sure they're clean and organized and that the product labels face out.

Use signage

Customers shouldn't have to randomly hunt for what they need. Put up signs. Depending on the season, have fast-moving parts clearly identified with a sign that quickly catches customers' eyes.

Rotate your stock to keep it fresh

Pull old, tired-looking product from displays and let the service department use it. They won't care what the label looks like, and it gives you the ability to keep a fresh clean look for the customers.

Finally, although dealerships put a lot of effort into advertising and marketing their new units, few leverage their ads to promote their parts department. I encourage all my dealers to mention their parts department in every ad they do by saying something as simple as, “We carry an extensive inventory of parts for almost every need.” You're creating an image in customers' minds that you are the place to come when they have a parts need.

Bob Clements is president of Bob Clements International, a training and development company specializing in developing high-performance dealerships. He will present “Take on the Mass Merchandisers, the Internet, and Win,” “Turn Your Service Department into a Cash Machine,” and “Creating a High Performance Parts Department” on Wednesday, Nov. 4 during the 2015 RV Dealers International Convention/Expo. ■

Who's Afraid of the Big Bad Box?

Your parts department's competition may not be who you think.

Mass merchandisers, for instance, typically have no one on staff with the expertise to help customers determine what they need. And not only are their parts selections limited but, in most cases, the few parts they sell are priced the same or higher than comparable parts at a dealership. When Bob Clements works with dealership parts departments, he spends an evening checking out prices at the local mass merchants, where he consistently finds that the dealership has better pricing on most items.



The Purchase is the Wedding, but the Service is the Marriage!

By George Dans

There must be thousands of customers with service experiences that were so bad even therapy won't help them get over it. What the offending companies failed to realize is that the original sale is just the wedding, but service is the marriage.

It's the same in RV dealerships – the relationship between the service department and customer is the actual marriage, and it could last years or be cut short.

The most important rule in service is to give world-class treatment to every customer – make them feel important and watch how they warm up. Service, after all, is not a department, it's an attitude, and sometimes our attitude ruins the entire experience for the customer.

Service advisors can get impatient and testy under the stress of unavailable parts, angry customers, and broken promises.

But strive to keep it positive at all times – do your best to be a problem solver instead of being part of the problem. It'll go far toward gaining the confidence and trust of your customers. That way, when it's time to recommend service, the chances of them saying yes are greatly improved.

It's really pretty simple – greet the customer, make good eye contact, use their name, build some rapport, define the problem by asking questions, and then do a walk-around of the RV. Recommend the needed service and suggest other work that they might want to think about getting done at the same time.

If they say no, reply, "I understand, however, the last thing you want is for your RV to break down when you need it the most, so let's just go ahead and get it taken care of now. I'm sure we can have it by Thursday or Friday – what works best for you?"

If they say that it's too expensive, reply, "No problem, you can also pay by debit or credit card. Which will work best for you?"

Notice my wording: I just keep moving on and not stopping and not giving up. If you have the customer's trust, you have the world. Without it, you just have a minor \$39.50 repair.

George Dans, president of the George Dans Group, is an international sales trainer and consultant in the automotive industry. He will present "Just Close It - If You Don't Close, You Lose," "Can they Sell at the Counter, or Are They Order Takers?" and "Service Isn't a Department, It's About the Attitude" on Nov. 5 during the 2015 RV Dealers International Convention/Expo. ■



"It's really pretty simple – greet the customer, make good eye contact, use their name, build some rapport, define the problem by asking questions, and then do a walk-around of the RV."

Do you have a plan for achieving 100% Shop Productivity?

You can achieve greater success than you ever imagined.

We can help you develop a **Profit Improvement Plan**—the plan you need—and show you how to achieve it—all at no cost or obligation to you.



rvdealerprotraining.com

Call Don Reed
Toll-Free: 1.877.RV.PROFIT
or 1.877.787.7634
Email: dreed@dealerprotraining.com

Don Reed, CEO

DEALERPRO delivers CEU's for Mike Molino
RV Learning Center Certifications

- Training Center
- In-Dealership
- Online

RVDA
■ ASSOCIATE MEMBER ■

How to Tap into the Pent-Up Demand for Service

By Don Tipton

Pent-up service demand is the single biggest opportunity to increase RV dealership revenue and even pick up some new sales customers.

The current backlog of service work is not only unrealized revenue but also a problem brewing for the sales department. Sales customers who can't get into your service department within a reasonable time frame will consider buying somewhere else in the future. The sales to service/service to sales cycle is broken.

A high-performing sales department creates a lot of pressure on the back end to have units prepped and ready for delivery deadlines. The customer-pay and warranty work usually gets squeezed out of the appointment schedule. As a result, many shops are scheduling work as far out as six to eight weeks or more.

Here are some options to shorten the repair schedule and generate additional income.

- **Add apprentice technicians to mentor with your experienced technicians.** These recruits could come from trade schools and referrals by existing employees. These individuals should be able to perform basic services such as winterizing and de-winterizing, wheel bearing packs, and preps fairly quickly. They may initially be an extra expense, but as they become productive they help pay for themselves. Creative technician/apprentice pay plans can reduce or even eliminate any additional expense.
- **Rethink your scheduling priorities.** Large structural jobs can be delayed until a slower season, allowing smaller jobs that turn over faster. Those small customer-pay jobs improve your effective labor rate, billed hours, gross profit, cash flow, and customer experience. Establish a scheduling priority and follow it. There will be exceptions, but monitor them. Here's a sample scheduling priority:

Units sold:

- within the past month
- within the past three months
- within the past six months
- within the past year
- Units sold by this dealership
- Other customer-pay work, regardless where sold
- Other warranty work
- **Consider a second shift.** Most shops are only occupied by technicians eight hours of the 24-hour day. A second shift could be set up as 4 – 10 hour days, Monday through Thursday and only to perform preps that require less supervision, parts support, and technician skill. Or, extend the shop hours or days worked, and limit employee time off during your peak selling season.



- **Add prep-only techs.** These apprentices can shadow experienced technicians, then perform prep work themselves. Their first several jobs performed solo should be inspected by a senior technician for quality control. Performing partial or complete preps can pay benefits during your busy selling season when there's a push to get units delivered. Most of the warranty items will have already been identified and resolved, so the customer won't have to return to have those items replaced.
- **Improve your current staff's efficiency.** Analyze all the situations that reduce productive technician time: techs out back smoking, waiting on parts, waiting on the next job, waiting for job approvals, waiting for units to be moved, re-arranging the showroom or sales lot. These lost minutes add up to hours that could be sold to someone.
- **Consider a modified flat-rate pay program.** If you currently pay technicians by the clock hour, you might consider a modified flat rate program. One way of doing this is to pay a higher rate for billed hours than you pay for clock hours. At the end of the pay cycle the technician would receive the greater amount of the two.
- **Consider express service.** An example: If you can handle winterizations while the customer waits then the time spent dropping the unit, moving and storing the unit, moving it into the shop and then moving it back into storage is all saved. This requires advance scheduling and dedicated technicians. The express service could grow to include other operations such as wheel bearing packs, state inspections, plug & play brake controls, roof vent replacements, and operations that take less than two hours.

Don Tipton is president of DTC Retail Consulting, which trains RV parts and service departments. He will present "Habits and Practices of the Exceptional Service Advisor" and "Structure Your Service Department to Be Profitable" on Nov. 5 during the 2015 RV Dealers International Convention/Expo. ■

Come See Us **Let's Talk...Rentals, Rental** **School, Whatever!**

Elkhart
Open House,
We're in the Hall
Of Fame








You rent 'em,
We insure 'em

Rental Insurance
Since 1978



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


MONDAY	11:00 a.m. - 5:00 p.m.	11:00 - 5:00 p.m. RVDA of Canada Board of Directors lunch & meeting • 11:30 a.m. - 2:30 p.m. RVDA of America Board of Delegates					
	2:45 - 5:00 p.m.	Partners in Progress meeting: 2:45 - 3:45 p.m. KZ RV • 4:00 - 5:00 p.m. Crossroads					
	2:45 - 3:45 p.m.	Vendor Training +Plus: A Leadership Primer, Diversified Insurance Management Inc. & P&H Group					
	5:15 - 6:30 p.m.	Society for Certified RV Professionals Reception "Think your way to success!" Bob Clements <i>Sponsored by Protective</i> 					
TUESDAY 11/3	8:15 a.m. - 2:15 p.m. Vendor Training +Plus:	8:15 - 9:15 a.m.	Hire and Retain Top Talent! The Omnia Group				
		9:30 - 10:30 a.m.	New Products from MAXAIR and SUBURBAN – Revolutionary and Reliable, AIRXCEL Inc.		Turnkey Profit Center Programs from Lippert Components Lippert Components		
		10:45 - 11:45 a.m.	Cash Conversions, Diversified Insurance Management Inc. & P&H Group		Increasing Your Bottom Line with Certified Pre-Owned RVs RV Inspection Connection		
		12:00 - 1:00 p.m.	Maintaining Profits and Compliance in Today's Legal Environment, AGWS		The Online (Sales) Playbook Workshop eBay Motors		
		1:15 - 2:15 p.m.	Leading From the Neck Up to Bring Your Net Up RV Dealer Pro Training		Learn How a Certified RV Inspection of Rental Units Can Reduce Headaches, RV Inspection Connection		
TUESDAY 11/3	8:15 - 11:45 a.m.	 The Adaptable (Young) RV Executive, Presented by David Spader <i>(additional fee and advance registration required)</i>					
	9:30 a.m. - 2:15 p.m.	Partners in Progress meetings: 9:30 - 10:30 a.m. Jayco • 10:45 - 11:45 a.m. Forest River Towables • 12:00 - 1:00 p.m. RVDA of America					
	12:00 - 2:15 p.m.	Learn How Renting Will Enhance Your Sales, Service, Parts and F&I Business, Scott Krensek, Martin Onkin, & Dan Pearson, RVRA in partnership with RVDA of America					
	2:30 - 4:00 p.m.	GENERAL SESSION: Create Distinction – When "Great" Isn't Good Enough to Grow Your Dealership , Scott McKain <i>Platinum Ballroom</i>					
	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 11/4	EDUCATION TRACKS:		DEALER/GM		SALES	SOCIAL MEDIA/eMARKETING	F&I
	8:00 a.m.	Dealer lounge opens <i>Sponsored by Thor Industries</i>					
	9:00 - 10:00 a.m.	Eliminating that Demarcation Line Between Your Departments David Foco		Principle Centered Selling Randy Sobel		How Positive Reviews Drive Traffic to Your Dealership Peter Martin	Ethics for RV Dealers Bill Kosloski
	10:15 - 11:15 a.m.	RVDA of America Annual Meeting • RVDA of Canada Annual Meeting					
	11:00 a.m. - 3:00 p.m.	Expo Open (Lunch Served in Both Halls beginning at noon)					
	2:00 - 3:00 p.m.	7 Traits of a Successful Leader Nancy Friedman		The Customer of the Future – Will Tomorrow's Customer Be Yours? Christine Corelli		Creating a Killer Online Video Strategy Phil Sura	Turning the Impulse into an Option The Impulse Options
	3:15 - 4:15 p.m.	Overcoming Profit Pitfalls, Chuck Marzahn	Best Practices in Hiring, Maryellen Adams		Telephone Inquiries Are Not Always About Price, Nancy Friedman	Driving Service Revenue to Improve Vehicle Sales Peter Martin	3 Oppor Says 'N
	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 Dealers Awards Reception <i>Platinum Ballroom</i>						
THURSDAY 11/5	9:00 - 10:00 a.m.	Key to Determining the Hiring and Development Criteria for Top Sales Performance, Ricardo Roman			How to Sell to Women Christine Corelli & Doug Dvorak	Social Media & Website Content Analysis and Strategy Bob McCann	A Fast Greg A
	10:15 - 11:15 a.m.	Has Your Dealership Budgeted for Wage and Hour Litigation? James Hendricks, Jr. <i>(additional fee)</i>			Just Close It – If You Don't Close, You Lose George Dans	Digital Marketing – What's Now and What's Next Samantha Scott	 Chemical A Hassl Wade
	11:00 a.m. - 2:00 p.m.	Expo Open (Lunch Served in Both Halls beginning at noon)					
	2:00 - 5:30 p.m.	Optional Events					
	2:00 - 3:00 p.m.	Displaying Dynamic Leadership in Your Dealership: How to Succeed in Business Doug Dvorak		Putting the Principles at Work in Your Dealership Randy Sobel		Five Myths About Search Engine Marketing Bob McCann	Using I Rich M
	3:15 - 4:15 p.m.	Aligning Your Team for Results Christine Corelli		Obtain and Surpass Your Goals Thru Effective Appointment Setting & Self Generating! Joni Stuker		Digital Marketing for Dealers Rich DeLancey	Keeping World: Duane
THURSDAY 11/5	4:30 - 5:30 p.m.	Follow Me, I'm Right Behind You! How to Lead & Influence Others Jody Urquhart			Managing for Sales Success Doug Dvorak	 Appeal to the Eye, Engage for the Buy – Leveraging Visual Selling Techniques Samantha Scott	Success Robert
	5:30 - 7:30 p.m.	Evening Event					
	8:00 - 10:15 a.m.	 8:00 - 9:00 a.m. Compliance Education: Compliance and Your Dealership: What You Don't Know CAN Hurt You , Richard Moore					

How IDS Technology to Improve the Customer e	Things Every RV Executive Should Know About 5th Wheel Towing, Pullrite	Trigger Marketing: Automated Engagement for the Easy Close, Wheeler Advertising, Inc.
Dealer Systems (2-hour session)	Brown & Brown Recreational Insurance	The Proof is Here: Social Media Drives Sales Wheeler Advertising, Inc.
Big Data: What It Means To Your RV Lead on, Genius Monkey		
CO products are "The HEARTBEAT of V's," WFCO Electronics	Brown & Brown Recreational Insurance	The Time to Go Digital Was Yesterday Wheeler Advertising, Inc.

0 p.m. **PrimeTime** • 1:15 - 2:15 p.m. **Winnebago Motorhomes & Towables**



with the MBA Rental School

	RENTAL	SERVICE	PARTS
--	--------	---------	-------

for the RV Professional ter	 How Positive Reviews Drive Traffic to Your Dealership Peter Martin	Turn Your Service Lane into a Selling Lane Budd Blackburn	Hell Hath No Fury Like a Customer Scored Nancy Friedman
		Take on the Mass Merchandisers, the Internet and Win! Bob Clements	

Declines into Dollars – Importance of Expanded Finance s John Haymond	Creating a Killer Online Video Strategy Phil Sura	Turn Your Service Department into a Cash Machine Bob Clements	Customer Care and Use Seminar – A Path to More Parts & Accessories Sales Greg Dewalt
Opportunities When the Customer lo’ Courtney Hennessey	Telephone Inquiries Are Not Always About Price, Nancy Friedman	Driving Service Revenue to Improve Vehicle Sales Peter Martin	Creating a High Performance Parts Department Bob Clements

Track for F&I rtman	Social Media & Website Content Analysis and Strategy Bob McCann	Manage Your Shop by the Numbers Chuck Marzahn	Digital Marketing for Parts: Mine the Gold in Your Market Rich Delancey
al Treatments/Protectants: le or Bringing Home the Bacon Weiss	Digital Marketing – What’s Now and What’s Next Samantha Scott	Habits and Practices of the Exceptional Service Advisor Don Tipton	Developing a Powerful BDC for Parts and Service Joni Stuker

Influence With Integrity in F&I ore	Displaying Dynamic Leadership Doug Dvorak	Five Myths About SEO Marketing Bob McCann	 I Love My Job, It’s the People I Can’t Stand! Jody Urquhart	Can They Sell at the Counter, or Are They Order Takers? George Dans
g Up With Fraud in a Digital Tips, Tools and Techniques Bunn	 Digital Marketing for Dealers Rich Delancey		Service Isn’t a Department – It’s about the Attitude George Dans	Are We Hiring Customer Facing Employees in our Fixed Operations Departments? David Foco
ful Menu Selling A. Harkins	Follow Me, I’m Right Behind You! Jody Urquhart	Appeal to the Eye, Engage for the Buy Samantha Scott	Structure Your Service Department to Be Profitable Don Tipton	Managing for Sales Success Doug Dvorak

Exhibitors as of August 14

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



<p>A World of Training ADESA Specialty Auctions Adventure on Earth Airstream Inc.</p> <p>+ AIRXCEL RV Group ALDE Corp.</p> <p><i>Silver Partner:</i> Ally Financial</p> <p>+ American Guardian Group of Companies America's RV and Marine Auction Aqua-Hot Heating Systems Inc. ARI Arrow Distributing Inc. ASA Electronics Autosight</p> <p><i>Bronze Partner:</i> Bank of America Merrill Lynch</p> <p><i>Bronze Partner:</i> Bank of the West</p> <p>Bison Coach Blue Ox Bob Clements International Brasher's Northwest Auto Auction</p> <p>+ <i>Bronze Partner:</i> Brown & Brown Recreational Insurance Carefree of Colorado CDK Global Cequent Performance Products Cirrus Solutions Coach Lift by S & S Mobility Products, LLC Coach-Net Coast Distribution System CrossRoads RV Cruiser RV, LLC Cummins Onan</p>	<p>Dealer Spike RV Dexter Axle Company</p> <p>+ <i>Bronze Partner:</i> Diversified Insurance Management Inc. Dometic Corp. DRV Luxury Suites, LLC Duratain Inc. Dutchmen Manufacturing Inc. EasyCare RV</p> <p>+ EBay Motors Equalizer Systems</p> <p><i>Bronze Partner:</i> Forest River Inc.</p> <p><i>Platinum Partner:</i> GE Capital, Commercial Distribution Finance</p> <p>+ Genius Monkey Haulmark Motorcoach Heartland Recreational Vehicles, LLC Highland Ridge RV Inc. Highlands Financial</p> <p>+ IDS - Integrated Dealer Systems IHS Automotive Infinite Creative Enterprises Inc. Infinity Fabrics, LLC K & K Insurance Group Kampgrounds of America Keystone RV Company KZ RV Lance Camper Manufacturing Corporation (LCMC) Level 5 Advertising</p> <p>+ Lippert Components Inc. Livin' Lite RV Inc. Marzahn & King Consulting Inc.</p> <p><i>Bronze Partner:</i> MBA Insurance Inc. MCD Innovations</p>	<p>Medallion Bank Merrick Bank Mobile Sleep Components (RV Mattresses) MORryde International Inc. NADAguides & NADAguides.com National Automotive Experts/NWAN Newmar Corporation NextGear Capital Northpoint Commercial Finance, LLC NTP-STAG</p> <p>+ The Omnia Group Pettes & Hesser, Ltd. Phoenix American Warranty Co. Inc. Pirit Heated Hose Priority One Financial Services Inc. Progress Mfg. Inc.</p> <p>+ ProResponse, Inc.</p> <p><i>Gold Partner:</i> Protective</p> <p>+ PullRite REBS Marketing Riverside Travel Trailer Roadtrek Motorhomes Inc. Robert Weed Plywood Corporation RV Comfort Systems</p> <p>+ RV DealerPro Training + RV Inspection Connection RV PRO Magazine</p>	<p>RV Trader RV Trakk RV/MH Heritage Foundation RVDA RVing ACCESSibility Group Inc. RVM Promotions Sobel University Spader Business Management Spartan Chassis & Specialty Vehicles Statistical Surveys Inc. Suburban Propane Sys2K / RV123.com</p> <p><i>Bronze Partner:</i> TCF Inventory Finance Inc. Tents for Troops & RV's Too</p> <p><i>Silver Partner:</i> Thor Industries Inc. Thor Motor Coach Inc. Titan Tire Corporation Tom Manning & Associates Inc. Truma Corp. Tuson RV Brakes LLC Tyron USA U.S. Bank, Recreation Finance United States Warranty Corporation Vision Selling Systems</p> <p>+ WFCO Electronics + Wheeler Advertising Inc. Wolters Kluwer Financial Services</p>
--	--	---	---

KEY

Partners bold
Sponsor red
 Vendor Training +Plus . . +
New Exhibitor purple

AGENDA-AT-A-GLANCE*

Monday, November 2

11:00 a.m. - 5:00 p.m.	RVDA of Canada Board of Directors lunch & meeting
11:30 a.m. - 2:30 p.m.	RVDA of America Board of Delegates lunch & meeting
2:45 p.m. - 3:45 p.m.	Vendor Training Plus+
2:45 p.m. - 5:00 p.m.	KZ RV Partners in Progress meeting
4:00 p.m. - 5:00 p.m.	Crossroads Partners in Progress meeting
5:15 p.m. - 6:30 p.m.	Society of Certified RV Professionals reception with Bob Clements

Tuesday, November 3

8:00 a.m.	Dealer lounge opens
8:15 a.m. - 11:45 p.m.	The Adaptable (Young) RV Executive, Presented by David Spader (<i>additional fee and advance registration required</i>)
8:15 a.m. - 2:15 p.m.	Vendor Training Plus+
9:30 a.m. - 10:30 a.m.	Jayco Partners in Progress meeting
10:45 a.m. - 11:45 a.m.	Forest River Towables Partners in Progress meeting
12:00 p.m. - 1:00 p.m.	PrimeTime Partners in Progress meeting
12:00 p.m. - 2:00 p.m.	Learn How Renting Will Enhance Your Sales, Service, Parts and F&I Business - an RVRA special session in partnership with the MBA RV Rental School
1:15 p.m. - 2:15 p.m.	Winnebago Partners in Progress meeting
2:30 p.m. - 4:00 p.m.	General session and keynoter
4:00 p.m. - 7:00 p.m.	Expo open with receptions in both halls

Wednesday, November 4

8:00 a.m.	Dealer lounge opens
9:00 a.m. - 10:00 a.m.	Concurrent workshops
10:15 a.m. - 11:15 a.m.	RVDA of America annual meeting RVDA of Canada annual meeting Parts & service management track workshop
11:00 a.m. - 3:00 p.m.	Expo open (lunch served at noon)
2:00 p.m. - 3:00 p.m.	Concurrent workshops
3:15 p.m. - 4:15 p.m.	Concurrent workshops
4:15 p.m. - 5:30 p.m.	Young Executives reception

Thursday, November 5

8:00 a.m.	Dealer lounge opens
9:00 a.m. - 10:00 a.m.	Concurrent workshops
10:15 a.m. - 11:15 a.m.	Concurrent workshops
11:00 a.m. - 2:00 p.m.	Expo open (lunch served at noon)
2:00 p.m. - 3:00 p.m.	Concurrent workshops
2:00 p.m. - 5:30 p.m.	Optional Events (<i>additional fee</i>)
3:15 p.m. - 4:15 p.m.	Concurrent workshops
4:30 p.m. - 5:30 p.m.	Concurrent workshops

Friday, November 6

8:00 a.m. - 9:00 a.m.	Compliance education
9:15 a.m. - 10:15 a.m.	Compliance education

* Subject to change



THERE'S
ALWAYS
MORE
TO SEE.

There's only one event where you can find everything you need for next year's sales, all in one place — the **National RV Trade Show**. Take in the latest models, accessories, parts and services, and benefit from the networking that drives your success. See for yourself. Make plans to attend today.

Register today at
www.RVIAshow.org.

RVIA
RECREATION VEHICLE
INDUSTRY ASSOCIATION

**NATIONAL RV
TRADE SHOW**

December 1-3, 2015
Kentucky Exposition Center, Louisville, KY

**NEW! DOUBLE THE
EDUCATION & TRAINING**

Vendor Training +Plus Offers Training on the Latest Products

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 sessions begin on Monday, Nov. 2, and continue through Tuesday, Nov. 3. 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 these

extra sessions. Registered dealers can bring additional staff to attend Vendor Training +Plus at the special rate of \$205 per person. This two-day fee includes the training sessions and Tuesday's reception in the expo halls.

* This is a partial schedule – for updates, check the 2015 RV Dealers International Convention/Expo website frequently at www.rvda.org/convention.

MONDAY 11/2

2:45	Diversified Insurance Management Inc. and P&H Group <i>Greg Artman</i> A Leadership Primer
3:45	

TUESDAY 11/3

8:15	The Omnia Group <i>Carolyn Eagen</i> Hire and retain Top Talent!				
9:30	AIRXCEL Inc. <i>Rick Link</i> – New Products from MAXXAIR and SUBURBAN – Revolutionary and Reliable	Lippert Components <i>Steve Paul & Jarod Lippert</i> Turnkey Profit Center Programs from Lippert Components	IDS - Integrated Dealer Systems <i>Mark Berggren and Ajay Thakur</i> Using New IDS Technology to Improve the Customer Experience (2 Hour Session)	PullRite <i>Scott Later</i> Things Every RV Executive Should Know About 5th Wheel Towing	Wheeler Advertising, Inc. <i>Ron Wheeler</i> Trigger Marketing: Automated Engagement for the Easy Close
10:45	Diversified Insurance Management and P&H Group <i>Greg Artman</i> Cash Conversions	RV Inspection Connection <i>Terry Cooper</i> Increasing Your Bottom Line with Certified Pre-Owned RVs		Brown & Brown Recreational Insurance	Wheeler Advertising, Inc. <i>Claire Wheeler</i> The Proof is Here: Social Media Drives Sales
12:00	American Guardian Group of Companies <i>Charles Campbell</i> Maintaining Profits and Compliance in Today's Legal Environment	eBay Motors <i>Clayton Stanfield</i> The Online (Sales) Playbook Workshop	Genius Monkey <i>Jeremy Hudgens</i> Technology & Big Data...What It Means To Your RV Lead Generation	ProResponse, Inc. <i>David Goodison</i> CRM / ILM / Reputation Management	
1:15	RV DealerPRO Training <i>Don Reed & Tim Kintz</i> Leading From the Neck Up to Bring Your Net Up	RV Inspection Connection <i>Terry Cooper</i> – Learn How a Certified RV Inspection of Your Rental Units Can Reduce Your Headaches	WFCO Electronics <i>Tom Ryan</i> Why WFCO products are "The HEARTBEAT of Today's RV's "	Brown & Brown Recreational Insurance	Wheeler Advertising, Inc. <i>Ron Wheeler</i> The Time to Go Digital Was Yesterday
2:15					

(As of August 14)

We Own INNOVATION

Our patent pending angle-load front deck on the new Highlander Toy Hauler allows you to load a side by side ATV with room to spare. We didn't stop there either. The multi-purpose rails also serve as the ramps.

INNOVATION...STANDARD

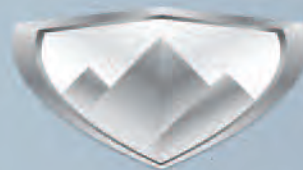


**2015 RV DEALERS INTERNATIONAL
CONVENTION/EXPO**

NOVEMBER 2ND - 6TH, 2015

BALLY'S ON THE LAS VEGAS STRIP

BOOTH V-201



Highland
RIDGE RV

Own the Outdoors



LEARN MORE AT HIGHLANDRIDGERV.COM

LEARN HOW TO STAND OUT FROM YOUR COMPETITORS!

Get your Passport to Excellence: Education and Training



An educated, well-trained staff sets your dealership apart from the competition and wins over more customers with its professionalism. RVDA's convention/expo, slated for Nov. 2-6 at Bally's in Las Vegas, offers a week's worth of training opportunities for virtually every dealership employee. Here's just some of what you'll find:

- Streamlined education sessions with new speakers
- Wi-Fi equipped dealer lounge
- Free smartphone app for convention schedule planning
- Vendor Training +Plus sessions on Monday and Tuesday
- Workshops and reception for up-and-coming young RV executives
- Society of Certified RV Professionals education recognition and networking



2015 PARTNERS

GOLD



SILVER



PLATINUM



GE Capital

BRONZE



Presented by:



Follow the conversation on:



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



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. 2-6, 2015
Bally's on the Las Vegas Strip

2. Registration Fees:

First registrant locks in today's lowest rate for all future dealership personnel!	Price	Amount
First Registrant – includes Vendor Training +Plus, a \$205 value!	\$919	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>		
Second Registrant – includes Vendor Training +Plus, a \$205 value!	\$919	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>		
Third Registrant – includes Vendor Training +Plus, a \$205 value!	\$919	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>		
NON-MEMBER DEALER – includes Vendor Training +Plus, a \$205 value!	\$1,299	\$
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 \$205 per person and includes Vendor Training +Plus training on Monday, Nov. 2 and Tuesday, Nov. 3, 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"/> MC <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, Ste. 145, 11331 Coppersmith Way, Richmond, BC V7A 5J9 • (604) 718-6325 • Fax: (604) 204-0154 • www.rvda.ca

CANCELLATION / REFUND POLICY: All cancellations must be in writing and received by August 31, 2015, to qualify for a refund. A \$50 administrative fee will be deducted from each refund request received by July 31, 2015. A \$100 administrative fee will be deducted from each refund request received between August 1, 2015 and August 31, 2015. No refunds will be made after August 31, 2015. *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.

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, 2016.

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

more than 50 training sessions, reviews, and test preparation sections. Also included are manufacturer- and supplier-specific advanced repair and troubleshooting classes designed to upgrade technicians' skills. 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.



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: _____

10 Things Customers Won't Tell You

By Nancy Friedman

Dealers, here are 10 things that customers who took their business elsewhere didn't bother telling you about on their way out the door:

- **Nobody greeted me when I walked into your dealership.** No one said hello, no one asked if they could help me, and no one said goodbye when I walked out.
- **Your sales staff acted tired.** They didn't greet me with any enthusiasm and acted like I was an imposition.
- **I bought a lot of stuff, and no one even thanked me.** I got a lukewarm "have a nice day," but it was said so routinely – and to the floor instead of my face – that it was meaningless.
- **When I phoned for some information, my call was treated like an annoyance.** The person didn't seem to want to help, so I called a few more places until I found someone who sounded as though he wanted my business.
- **Whoever answered your phone never identified themselves.** I like to know who I'm talking with; when I don't, it hurts any trust I might give your company.
- **When I called, the person who answered spoke too fast and sounded aggressive, annoyed, and in a hurry.** I didn't feel very welcomed.
- **When I walked into the dealership, the employees were talking and laughing among themselves and ignored me until I finally asked a question.** They acted upset that I interrupted them.
- **There was no management around.** Remember the old saying



that when the boss is away, the mice will play? They do!

- **When I told your staff about my needs, which were important to me, no one sympathized with me.** It was 'business as usual' for them.
- **They looked angry.** No one was smiling. Remember, sometimes it's the things you 'don't do' that make me want to go elsewhere.

Nancy Friedman, "The Telephone Doctor," is a customer service expert whose work has appeared in *The Wall Street Journal* and *USA Today*. She will present "Telephone Inquiries Are Not Always about Price," "7 Traits of a Successful Leader," and "Hell Hath No Fury Like a Customer Scorned" on Nov. 4 during the 2015 RV Dealers International Convention/Expo. ■

TECHNICIAN CAREER LADDER

MASTER CERTIFIED TECHNICIAN

Master Score on Test

Certified Technician

Certification Test



Optional Paths

Registered Technician

Technician
Certification Candidate

Certified Specialist in All Areas

Plumbing

Appliances

Electrical Systems

Chassis

Body

Certified Specialties

A PROMISING CAREER CLIMB

Give your business a leg up with the revamped RV Technician Certification Program.

Selling to Women – Ten Differences You Need to Know

By Christine Corelli

Women are today's largest, most lucrative and active market. Selling to them is both an art and a science and requires awareness of the differences between men and women when it comes to the purchasing process. If you want to sell more RVs, keep these 10 principles in mind.

1 Women think in shades of grey

Women reason in shades of grey, not the traditional black and white tones that are reflected in traditional male behavior. In general:

- Men want to make decisions quickly. Women want to make the right decision.
- Men decide more on price, availability, and need. Women decide based on trust, knowledge, and understanding why a specific decision works best.
- Men feel they can make the best decision with little information. Women want the information laid out clearly so they understand all available options.
- Men pay minimal attention to their environment. Women are sensitive to details.

2 Women include emotional elements in their decisions

Women take different elements into consideration



when making a purchase decision. Their attention to detail drives them to find the vehicle with the best value, that looks great, has all the right features, and provides a home away from home while traveling. Women want to feel secure that the RV they buy represents their families. One of their strongest emotions is concern about the safety of their families, so address this issue during your sales conversations.

3 Women are inquisitive

Men want to keep things simple and believe that the more questions they ask, the less knowledgeable they appear. Women, on the other hand, have no fear of asking as many questions as needed. They see no correlation between the number of questions asked and their intelligence. Women see knowledge as power and aren't afraid to examine the smallest

details to insure they're making the best decisions.

4 Women are more relational

Men generally want to close the deal and be done with it. Women want to feel a connection to you before you can sell them anything. Every consumer requires a degree of trust when making a purchasing decision, but women require a great deal more.

5 Women make decisions differently

Sales managers need to truly understand that women make decisions differently than men, and they need to make sure their salespeople understand, too. Does your training ever focus specifically on how to adapt to these differences? The ability to respect and work with women's decision-making process must be deeply

Women's attention to detail drives them to find the vehicle with the best value, that looks great, has all the right features, and provides a home away from home while traveling.

ingrained throughout your organization – it can't be cosmetic, because women will be the first to notice if your team is pandering to them.

6 Women communicate differently

Women tend to talk more and ask more questions. They need information and details before they agree to buy. Women also watch body language much closer than men do and use it to confirm that what they're hearing from the salesperson matches what they're seeing. Female customers communicate by:

- Listening with their eyes and ears
- Nodding as they listen to indicate they're interested
- Nodding to indicate they want to hear more

Women's comments and questions will be different from men's, and they'll require you to dig deeper and find answers to issues you may never have had to address. In the process, you'll gain a broader knowledge base that will help make you a better, more effective salesperson.

7 Women shop differently

Men like to go into a store and get what they need. Women like to look around. They're likely to look at some of your RVs on the Internet first. They like to have choices, and they like to feel and touch the product.

8 Women buy differently

Men generally focus on getting the best price, whereas women want to choose the right vehicle that suits their needs. Women are willing to wait for what they want – especially if they want changes or additions to the interior. Understanding this difference alone can make a significant difference in your success in selling to women.

9 Women notice the little things

A woman notices every single thing about you and your dealership – your attire, your level of professionalism, and much more. While at your dealership, she's absorbing the

whole environment: Is the overall ambiance appealing? Is there camaraderie and teamwork between you and the other employees?

10 The number one thing you need to know about women

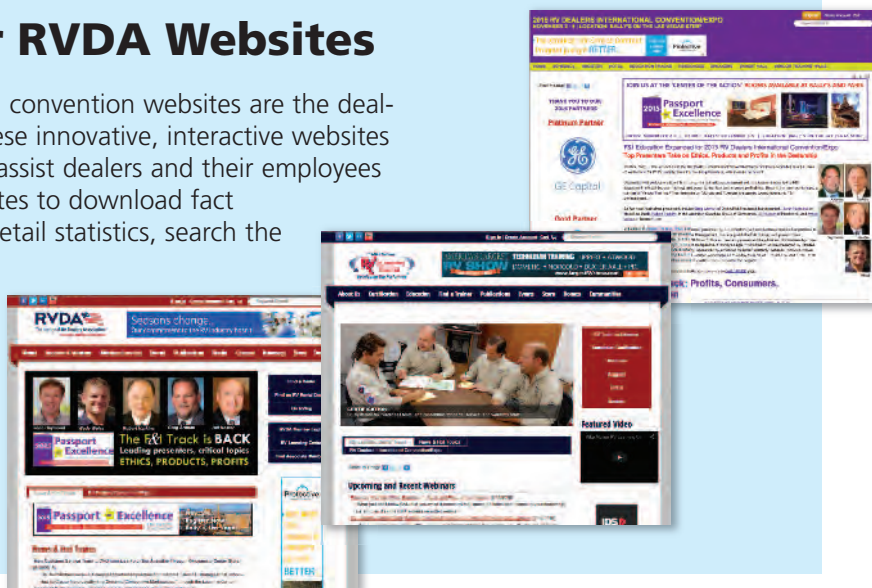
Women need far more communication than men. This is the single most important thing you need to know. Take this to heart when selling to women and be willing to talk a great deal more than you would if you were selling to a man. And remember that, when selling to a couple, you must win her over before the man will say yes to the sale.

Best-selling author and speaker Christine Corelli of Christine Corelli & Associates is a management and sales consultant whose clients include Goodyear, Chrysler, and Marriott. She will present "The Customer of the Future – Will Tomorrow's Customer Be Yours?" on Nov. 4 and "Aligning Your Team for Results" and "How to Sell to Women" on Nov. 5 during the 2015 RV Dealers Convention/Expo. ■

Women's comments and questions will be different from men's, and they'll require you to dig deeper and find answers to issues you may never have had to address.

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.



Dan Saltzgiver: A Commitment to Training that Goes Beyond the Dealership

By Tony Yerman

During the course of his 32 year career in the RV retail business, Dan Saltzgiver has come to realize the importance of training and the value of certification. Saltzgiver began his career working at Reichart's RV in Hanover, PA. He eventually bought

the dealership, owning it for 22 years before selling it to Camping World three years ago. He is currently general manager of the store.

Saltzgiver says that Camping World also realizes the importance of employee certification and promotes it

throughout its dealer network. "Camping World wants employee certification

mentioned in all of its advertising," he says. "Our salespeople always bring up the fact that we have certified technicians when they're giving customers a tour of the dealership."

Employees at his dealership get raises for becoming certified. "We give 10 percent for certified techs and 20 percent for master certified," says Saltzgiver. He also removes the raises if techs fail to maintain their certifications. His techs work flat-rate, and the dealership uses dealer management software to track hours per tech and per job.

Saltzgiver is concerned about what he views as RV manufacturers' lack of concern for having certified service employees. He notes that automakers require their dealers to have trained, certified technicians, and they offer training resources to help fulfill those requirements. In the RV industry, by contrast, most training and personnel development is initiated by the dealerships.

Camping World has developed its own online training for employees, and it also uses outside sources such as supplier training, says Saltzgiver. The aim is to have as knowledgeable a workforce as possible, because trained workers provide the best customer service. "And certification also boosts customer confidence, because they experience fewer come-backs and a higher level of dealership professionalism," he says.

Saltzgiver's commitment to training and professionalism goes beyond his dealership work. He's also a member of the Pennsylvania RV and Camping Association (PRVCA) and is chairman of the show committee of



Geared To

ip

MEET THE SERVICE STAFF

Offering the HIGHEST level of service with the most qualified professionals.

MORE CERTIFIED RV TECHNICIANS
DEALERSHIP
WI
RVDA
Certified Professionals

Reliable, affordable and scalable software that handles sensitive data and enhances productivity for any size dealership.

Sys2K's Infinity DMS Provides:
 Unlimited Forms At No Charge
 Unlimited Updates At No Charge
 Unlimited Phone Support 24/7
 Infinite Data Storage Capabilities

Take a Demo!

407.358.2000
www.sys2k.com/rvda

CRM | Sales Management / F&I | Unit Inventory | Rental | Parts | Service | Accounting
 Payroll | Reporting | Manager's Dashboard | Storage/Slip Management | Mobile Apps | Cloud Hosting

2K Dealership Software

2015 Passport Excellence

Visit Us! Booth 523
2015 RV Dealers International Convention

“ We needed a true multi-location software solution to expand our dealership. We chose Sys2K's Infinity DMS. ”

Jeff Hirsch, President, Campers Inn

the annual Hershey, PA, RV show, touted as the largest in the country. PRVCA provides some of the most extensive service training in the industry through its efforts at the Hershey show, and this year will be no exception – there will be a dozen sessions on technical, installation, and product-related programs, provided by as many suppliers and distributors.

PRVCA was instrumental in developing and financing the Northampton Community College RV technician training program. It also was instrumental in developing the online classes and financially supported the development of those classes. Northampton is one of the original National RV Training Institute schools recognized by RVIA. ■

Dan Saltzgiver
of Camping
World



Want to give your certified team members credit for their hard work and achievement? Their names can appear in the next update. Just return this form by email to info@rvda.org or fax to (703) 359-0152. More information about the Society of Certified RV Professionals and the recognition program is available at <http://tinyurl.com/SocietyofRVProfessionals>.



Authorization to Include Employee Certification Information



I understand that RVDA and the Mike Molino RV Learning Center have a news release program that recognizes individuals who earn or renew a certified, master certified, or specialty certification, or service manager, service writer/advisor, parts manager, parts specialist, or warranty administrator certification in the previous quarter. Each announcement includes the names of the individuals and the type of certification. Employers will not be identified.

I hereby grant permission for RVDA and the Mike Molino RV Learning Center to include the names and certifications of individuals employed at: _____

City: _____ State: _____ Phone: _____

in the quarterly announcement of those earning or renewing a certification. I understand that I may revoke this permission by emailing info@rvda.org.

Printed Name: _____ Authorized Signature: _____

Date: _____ RETURN by email to: info@rvda.org or fax to: (703) 359-0152. Rev. May 2015



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
- 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.

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



RVDA Endorsed Products

Certified Green RV Program TRA Certification Inc.

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

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

Credit Card Processing Bank of America Merchant Services

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

(678) 784-0567

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

Disability Income Insurance/ Paycheck Protection Benefits American Fidelity Assurance Company

www.afadvantage.com

Ted Brehoney

ted.brehoney@af-group.com

(800) 654-8489, Ext. 6530

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

Emergency Roadside and Technical Assistance Coach-Net

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

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

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

Employee Testing Caliper Corp.

www.calipercorp.com

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

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

Extended Service Agreements XtraRide RV Service Agreement Program

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

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

Health Insurance Mass Marketing Insurance Consultants Inc. (MMIC)

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

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

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

Hiring Tools Employment Network- A Careerco Company

www.employmentnetwork.net

(718) 307-6258

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

Lead Qualifier Program Customer Service Intelligence Inc. (CSI)

www.telcsi.com

bthompson@telcsi.com

(800) 835-5274

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

Pre-owned RV Appraisal Guidance

N.A.D.A. Appraisal Guides & NADAGuides.com

www.nada.com

lsims@nadaguides.com

(800) 966-6232, Ext. 235

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

Propane and Propane Supplies Suburban Propane

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

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

RVDA/Spader 20 Groups Spader Business Management

www.spader.com

info@spader.com

(800) 772-3377

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

Shipping Discounts PartnerShip, LLC

www.PartnerShip.com/79rvda

(800) 599-2902

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

Software & Consulting Services KPA

www.kpaonline.com

ccreuziger@kpaonline.com

(303) 228-2383

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

Visit www.rvcareers.org

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

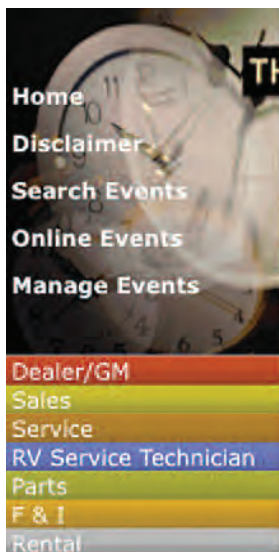
The Mike Molino RV Learning Center proudly recognizes these

CONTRIBUTORS

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



Received From	Contributed 08/12/13 - 08/12/15*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 08/12/13 - 08/12/15*	Total Lifetime Pledge	Last Contribution
MAJOR GIFTS active donors* with cumulative donation or pledge of \$25,000 or more							
Camping World and Good Sam	\$75,000	\$1,000,000	06/22/15	RVAC	\$14,000	\$45,000	03/30/15
Newmar Corporation	\$50,000	\$260,000	01/16/15	McClain's RV Superstore	\$8,000	\$44,000	06/18/15
Coach-Net	\$5,000	\$204,917	01/26/15	Fogdall Family Fund	\$4,000	\$43,100	03/05/14
Protective	\$62,358	\$194,916	01/07/15	Pan Pacific RV Centers, Inc.	\$2,000	\$41,500	10/20/14
RVDA of Canada	\$25,000	\$175,000	12/18/13	Bill Thomas Camper Sales, Inc.	\$10,000	\$36,000	03/06/15
Tom Stinnett Derby City RV	\$1,000	\$102,500	12/12/14	Pikes Peak Traveland	\$1,700	\$32,700	06/26/15
PleasureLand RV Center, Inc.	\$14,500	\$96,850	01/05/15	Reines RV Center, Inc.	\$6,500	\$31,525	12/31/14
Horsey Family Memorial Fund	\$2,000	\$71,000	06/26/15	Diversified Insurance Mgmt. Inc.	\$6,600	\$31,200	12/23/14
Campers Inn	\$20,000	\$66,000	02/25/15	Paul Evert's RV Country, Inc.	\$1,000	\$30,000	06/24/14
Ron & Lisa Fenech	\$15,000	\$65,000	08/04/15	Tiffin Motor Homes, Inc.	\$2,000	\$28,500	07/06/15
Bill & Kristin Fenech	\$5,000	\$62,500	09/24/14	Holiday World of Houston	\$1,500	\$27,000	06/11/15
Byerly RV Center	\$6,000	\$52,000	01/10/14	Bill Plemmons RV World	\$5,000	\$25,000	06/30/15
CHAMPIONS active donors* with a cumulative donation or pledge between \$2,500 and \$24,999							
Jayco	\$5,000	\$23,500	12/08/14	Madison RV Supercenter	\$1,000	\$5,500	09/02/14
MBA Insurance, Inc.	\$1,000	\$20,100	06/19/15	Good Life RV	\$2,000	\$5,100	04/24/15
Dixie RV Superstore	\$5,000	\$20,000	03/21/14	Don Clark	\$5,000	\$5,000	10/24/14
Earl Stoltzfus	\$10,000	\$20,000	08/30/13	Don Gunden	\$5,000	\$5,000	12/31/14
Greenway, Inc. (Rte 66 Dealer)	\$1,550	\$19,850	12/22/14	Bob and Amy Martin	\$5,000	\$5,000	12/16/14
Wilkins R.V., Inc.	\$3,000	\$19,600	07/02/15	Route 66 RV Network	\$1,000	\$5,000	01/12/15
Alpin Haus	\$2,000	\$19,500	06/18/15	Topper's Camping Center.	\$1,053	\$4,553	06/19/15
Hartville RV Center, Inc.	\$2,250	\$15,750	05/27/15	Best Value RV Sales & Service	\$2,000	\$4,750	05/01/15
AIRXCEL RV Group	\$2,000	\$13,000	10/27/14	Crestview RV Center	\$3,000	\$4,500	01/09/15
Mike and Barb Molino	\$575	\$11,886	07/21/15	Myers RV Center, Inc.	\$500	\$3,750	06/22/15
Little Dealer, Little Prices	\$1,000	\$11,050	12/11/14	Phil Ingrassia	\$2,500	\$3,500	12/29/14
Affinity RV Service Sales & Rentals	\$2,000	\$11,000	06/15/15	J. D. Sanders, Inc.	\$750	\$3,500	06/12/15
Hemlock Hill RV Sales, Inc.	\$3,361	\$10,000	08/12/15	RCD Sales Company, Ltd.	\$750	\$3,250	08/11/14
United States Warranty Corp.	\$2,000	\$10,250	06/15/15	United RV	\$100	\$3,100	11/25/14
Rich & Sons Camper Sales	\$2,000	\$10,000	11/14/13	RV Outlet Mall	\$500	\$3,050	06/22/15
Folsom Lake RV Center	\$2,700	\$9,700	12/16/13	A World of Training	\$3,000	\$3,000	11/20/13
Motley RV Repair	\$1,000	\$9,075	09/13/13	All Valley RV Center	\$1,000	\$3,000	11/10/14
Curtis Trailers	\$250	\$8,250	06/30/14	Highland Ridge RV, Inc.	\$250	\$2,750	04/20/15
Burlington RV Superstore	\$1,250	\$6,750	06/12/15	Hilltop Trailer Sales	\$500	\$2,622	06/09/15
Circle K RV's, Inc.	\$750	\$6,750	08/22/14	Alliance Coach, Inc.	\$1,000	\$2,500	06/08/15
Hayes RV Center	\$1,350	\$6,750	06/11/15	Onsite Temp Housing	\$500	\$2,500	05/08/14
Camperland of Oklahoma, LLC	\$1,000	\$5,850	06/23/15	Skyline RV & Home Sales, Inc.	\$1,000	\$2,500	06/19/15
LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499							
The Trail Center	\$600	\$2,405	06/19/15	Candys Campers	\$250	\$1,300	08/12/14
Noble RV, Inc.	\$1,000	\$1,905	11/20/14	American Guardian Warranty	\$1,100	\$1,100	08/01/15
Tacoma RV Center	\$500	\$2,000	06/15/15	Camp-Site RV	\$500	\$1,000	01/20/15
Dinosaur Electronics	\$650	\$1,900	06/08/15	Bill Mirrieles	\$500	\$1,000	05/01/15
Northern Wholesale Supply, Inc.	\$1,000	\$1,750	12/12/14	Tom Manning & Associates	\$1,000	\$1,000	07/11/14
Steinbring Motorcoach	\$500	\$1,750	12/03/14	NERVDA	\$1,000	\$1,000	11/23/14
Out of Doors Mart, Inc.	\$750	\$1,500	11/03/14	Prime Time Manufacturing	\$1,000	\$1,000	12/30/14
Schaap's RV Traveland	\$1,000	\$1,350	12/19/14	Beckley's Camping Center	\$500	\$1,000	06/12/15
BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999							
Ocean Grove Supercenter	\$750	\$750	06/15/15	Holiday Hour, Inc.	\$200	\$500	06/19/15
Bell Camper Sales	\$300	\$550	09/09/14	Modern Trailer Sales, Inc.	\$500	\$500	06/2/15
Airstream Adventures Northwest	\$500	\$500	05/26/15	Niel's Motor Homes	\$250	\$500	06/11/14
Florida Outdoors RV Center	\$500	\$500	06/15/15	Tennessee RV Sales & Service, LLC	\$500	\$500	11/25/14
SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499							
Keepers RV Center	\$100	\$100	12/10/14	Black Book RV Value Guide	\$100	\$100	10/24/14
Starr's Trailer Sales	\$300	\$300	07/31/15	John Peak	\$100	\$100	10/03/13
Arlington RV Supercenter, Inc.	\$250	\$250	06/01/15	Mike Thompson's RV Super Stores	\$100	\$100	08/12/13
Foremost Transportation Inc.	\$250	\$250	05/04/15	Northwest RV Sales	\$100	\$100	08/04/14
Southaven RV Center	\$250	\$250	05/12/14	RV Share	\$100	\$100	12/31/14
The Makarios Group, LLC	\$250	\$250	06/03/15	Rv Value Mart, Inc.	\$100	\$100	06/15/15
C.S.R.A. Camperland	\$200	\$200	12/12/14	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					



THE RV Industry's

CENTRAL TRAINING CALENDAR

<< Back **October 2015** Fwd >>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
				Sobel University Registration Begins Show Online Events	Show Online Events	Show Online Events
	4	5	6	7	8	9
Show Online Events	Show Online Events	Ally Legal Awareness - Long Island Huntington Ally Social Media Training - Long Island Huntington Show Online Events	Ally Social Media Training - New Windsor Ally Legal Awareness - Newburgh Show Online Events	Ally Legal Awareness - Albany Ally Social Media Training - Albany Show Online Events	Show Online Events	Show Online Events
	11	12	13	14	15	16
Show Online Events	RV Inspector/RV Maintenance Tech Training Show Online Events	Kelly Enterprises 3-Day Financial Center Seminar Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events
	18	19	20	21	22	23
Show Online Events	Comprehensive Sales Course (3 cr) Show Online Events	Aqua-Hot Service Technician Certified Training Class Show Online Events	Show Online Events	Write-Up and Close Course (2 cr) Show Online Events	Show Online Events	Show Online Events
	25	26	27	28	29	30
Show Online Events	Spader Total Management 1 Workshop Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events
						31

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

Go RVing

Don't see your events listed? Visit www.rvtrainingcalendar.com to upload your events to the calendar.

RVDA Welcomes Our Newest Members
7/1/15 - 7/31/15

Dealers

RV World
Anoka, MN

Aftermarket

AG Industrial
Fairmont, MN

Speed Digital
Charlotte, NC

Rentals

Affordable Rentals
Chesterland, OH

Best Time RV
Las Vegas, NV

G7 RV Rental LLC
Midlothian, VA

Western Skies RV
Reno, NV

Zinfinity RV
Inver Grove Heights, MN

ADVERTISERS INDEX

AGWS

(800) 579-2233 2

Highland Ridge RV

www.highlandridgerv.com . 25

RVIA

(800) 282-2183 23

Dealer Pro RV

(877) 787-7634 17

MBA Insurance

(800) 622-2201 19

Sobel University

(253) 565-2577 14

Diversified

(800) 332-4264 3

Protective

(888) 274-5104 . . . back cover

Spader

(800) 772-3377 13

Freightliner

freightlinerchassis.com . . . 11

RV Pro

www.rv-pro.com 39

Sys2K

(407) 358-2000 32

GE

www.gecdf.com/rvda15 . . . 4

RVT.com

(800) 282-2183 15

Don't Be Lost in the Wilderness.

Find News & Business Solutions at RV PRO.



RV PRO
For The RV Professional

Find answers and stay up-to-date with daily news for the RV professional at rv-pro.com.
Sign up for the newsletter to receive daily news, videos, blogs and more!

Just when you thought it couldn't get any **BETTER...**

the XtraRide® RV Service Contract Program did.

This enhanced program gives your dealership an even **BETTER** opportunity to improve customer satisfaction and profitability.

- New Gold coverage level gives your customers a lower-priced option
- Increased additional benefits coverage
- More term options



Find out how Protective Asset Protection can help your dealership protect customers' tomorrows so they can embrace today. Call us at **888 274 5104** or visit protectiveassetprotection.com to learn more.

Protect Tomorrow. Embrace Today.™

XtraRide Service Contracts | Post-Sale Programs
Dealer Experience Refund & Reinsurance Programs
F&I Training | On-Line Rating, Reporting & Contracts


Protective.
Asset Protection

*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.