



## PRODUCT AND PROGRAM CATALOG

# 2014

PUBLICATIONS · EDUCATION ·  
CREDENTIALING

***“Whatever the economic climate ...***

***... all RV dealerships need to find ways to reduce costs and attract and retain customers. The RV Learning Center’s products and programs offer solutions that help dealers develop employees to grow revenues and increase profitability.”-Jeff Pastore, Hartville RV Center, Chairman, RV Learning Center***

***The Mission of the Mike Molino RV Learning Center***

To advance the RV Industry’s collective vision by leading a total industry effort to inform and educate RV dealers and dealer personnel.

***Get Up to Date Fast***

Sharpen your awareness and understanding of key industry changes with timely **webinars**.

Learn More ... page 5

***There is Something for Everybody...***

With programs and resources offered in a variety of formats to fit your schedule and learning style including: classroom-based workshops, webinars, mentor-guided and self-study online courses, publications and industry certifications.

***Credentialing***

Achieve the highest level of knowledge, experience, and professionalism most valued by the RV industry. The RV Learning Center’s **certification** program represents excellence across the RV industry and signifies an individual’s mastery of competencies in fixed operations.

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## GENERAL DEALERSHIP OPERATIONS



**The RV Dealers International Convention/Expo will move to Bally's and Bally's Paris on the Las Vegas strip beginning in 2014.**

**The event has also been pushed back into November to accommodate dealer scheduling preferences.**

**Extend the Convention's value – Learn and train all year long.**

**Audio CDs offer economical access to some of the RV industry's top experts.**

**The CDs are a great option for both individual and group training activities.**

### **RV Dealers International Convention/Expo Education**

The major training focus of the RV Learning Center is the educational workshops it hosts at the annual RV Dealers International Convention/Expo. Throughout the years, the programming has achieved an enviable reputation for providing attendees with the information they need to improve their businesses.

Hundreds of dealers and dealership managers attend the educational programs developed by the volunteer-led Convention/Expo Committee. Launched at the 2013 Convention/Expo, the Vendor Training +plus program allows industry suppliers the time and space to train dealership personnel in the use and applications of their products and technology—in one place at one time. Because the convention/expo is the only education event of the year exclusively for dealers and their staff, this represents a unique opportunity for suppliers to spend more time with the key staff who use their products in their dealerships.

**Registration opens in Spring 2014**

### **Convention/Expo Workshop Audio CDs**

If you missed a convention or attended a workshop of particular interest—we have great news. Workshops and most general sessions are recorded and available for sale. Purchase multiple sessions, grouped by RVDA Track on one CD-ROM or buy individual sessions for just \$25 per audio CD. See Contents for the 2013 Convention/Expo order form, or call the RV Learning Center for 2010-2012 audio-recording order forms.

#### **Post-Convention Pricing\*\***

Individual Workshops on CD: \$25/per CD  
All Sessions on 54 CDs: \$699 *save 47%*  
Individual Tracks: \*price varies\*  
All Tracks on CD-ROM: \$699 *save 47%*

Complete Audio CD Set INCLUDES Storage Case  
\*\*Plus S/P – International requests higher

### College Scholarship Program for RV Company Employees and their Dependents

Getting an education has never been more important—or expensive. The RV Learning Center can help! Scholarship money is available to deserving sophomore, junior, or senior undergraduates majoring in business, finance, economics, accounting, or other RV-related subjects. The amount of the one-time award is \$2,500.



Dealers are able to offer this opportunity to their team specifically because of their employment in the RV industry. Applications accepted January to May, 2014. See application for eligibility rules.

### RV Training Calendar

The training calendar offers a:

- Comprehensive list of industry training for every position at an RV dealership
- Centralized place for trainers, manufacturers, state associations, and others, to publicize their webinars, courses, and workshops
- FREE resource to locate and advertise relevant educational programs and events



[www.rvtrainingcalendar.org](http://www.rvtrainingcalendar.org)

The resource is a direct result of the work conducted by RVDA, RVIA, ARVC, and RVAA volunteers on the Go RVing Committee on Excellence, which is charged to help provide RV travelers with a world-class experience.

### Webinars

Education does not get any more convenient than this. The RV Learning Center offers educational webinars featuring RV industry and non-industry subject matter experts. The format is generally a 60-minute event with a 40-45 minute presentation and a 15-20 minute question/answer session. Attendees view the presentation slides through one of the most popular and easy to use web-conferencing platforms -- Go-To-Meeting, and have the option of hearing the presenter through telephone dial-in or VoIP.

#### Diverse Group of Experts

Subject matter experts selected to speak at RVDA's Convention/Expo will preview their workshops in the months prior to the convention, and return and deliver a follow up webinar with more advanced level follow-up training.

#### Archived Recordings

An archive of recorded webinars is available on the RV Learning Center's YouTube Channel.

#### Environment, Safety and HR Content

At least twice a month, dealers have access to free webinars related to Environment, Safety and HR Management. The webinars are the result of a strategic alliance between the RV Learning Center and RVDA Associate Member KPA. KPA is a dealer services and Internet marketing provider for over 4,600 automotive, truck, and equipment dealerships and service companies.

#### Schedule

As these webinars are just-in-time learning opportunities, check the RV Training Calendar or RV Learning Center's website often for the latest information about upcoming events.

#### Pricing

Webinars are currently free of charge.

# Lift Revenue and Customer Satisfaction Through Certification

## Credentialing Programs

The RV Learning Center offers five certification programs that recognizes those professionals in the RV industry who demonstrate a thorough knowledge of their jobs and a commitment to professionalism. Through a partnership with The Ohio State University's Center on Education and Training for Employment (OSU/CETE), certifications are available for:

1. Parts Manager
2. Parts Specialist
3. Service Writer/Advisor
4. Service Manager
5. Warranty Administrator

Individuals who actually perform these jobs in different types of dealerships worked with instructional design and test development experts at OSU/CETE, to provide input on real-life work experiences. Their guidance was critical to assure the validity of each position's competency profile, and the subsequent development of learning materials and tests.

### Requirements

Every person who earns an RVLC designation has:

- A minimum of one to two years' experience in the service or parts industry;
- Been personally recommended by a supervisor or manager;
- Completed and passed a rigorous examination developed by RV industry and test development experts; and
- Agreed to pursue 40 hours of continuing education credit as a requirement of recertification every five years.

Download certification applications and test content outlines from [rvlearningcenter.com](http://rvlearningcenter.com), or call 703-591-7130.

### Pricing

Non-refundable certification test fees:  
Warranty Administrator Certification: \$199  
Service Manager Certification: \$249  
Parts Manager Certification: \$249  
Service Writer/Advisor Certification: \$199  
Parts Specialist Certification: \$199

## Readiness Tests

To help individuals gauge their preparedness for certification and identify any knowledge gaps, the RV Learning Center offers five online readiness tests. Each online test takes no more than 10-20 minutes to complete and offers instant feedback.



If the test taker scores well on the readiness test, he or she is much more likely to pass the certification exam. Since each question ties to a job's specific skill or ability, the tests also help pinpoint areas where an individual's knowledge is weak.

The fee is applied to the certification application /exam fee if the individual applies for certification within six months of taking the readiness test.

### Pricing

\$25 per readiness test

Item Numbers:

Parts Manager 081PMRT

Parts Specialist 81PSRT

Service Manager 81SMRT

Service Writer/Advisor 081SWRT

Warranty Administrator 81WART





### Cash Management: Managing Through the Crisis Webinar Series Recordings

Let the RV Learning Center bring the competitive advantage to your dealership with an affordable and efficient web seminar series recording. The series begins with session one: *10 Secrets to Dealership Financial Success*, an overview of best practices for dealerships with a focus on the issues and challenges facing dealers during the economic downturn. In session two, *Cash Uses and Resources*, Stephan King, CPA offers practical ideas and tactics to create a cash reserve and quickly improve a dealership's cash flow performance. During the third session, *Budgeting and Forecasting*, he explains how to use an Excel spreadsheet to model monthly and daily cash flow reports.

The CD-ROM offers a recording of the three-part webinar series synchronized with slides, and Excel spreadsheet templates used in session three. The series was recorded in March 2009.

#### Pricing

Item #01WMA

RVDA Members: \$99.00

Non-members: \$139.00

**RVDA Members save \$40!**



#### About the Instructor

For years more than 25 years Stephan King, CPA has been providing quality, personalized financial guidance to local individuals and businesses. Stephan's expertise ranges from basic tax management and accounting services to more in-depth services such as estate and trust planning, business entity selection and restructuring, business transaction services, IRS representation and wealth management. He is an RVDA associate member, frequent speaker at RVDA's convention/expo and writes for *RV Executive Today*.



## 2012 UPDATE

### Post-Recession Look at the 10 Secrets to Dealership Financial Success

The last few years have been extremely challenging. The enormous economic downturn has affected everyone in the industry – no one was immune. So why did the best dealers come out stronger after the downturn? For over 25 years, Stephan King has been working with some of the best and brightest dealers in the RV industry. During this 75-minute audio-recording of a workshop presented at the 2012 RVDA Convention/Expo, Stephan shares what he has learned and revisits the 10 Secrets to dealership financial.

#### Pricing

API Item #28-02-12.

\$25 plus s/p

See Contents for the audio recording order form.

## GENERAL DEALERSHIP OPERATIONS



### ***How to Value an RV Dealership***

Written by David Duryee in non-technical language, the manual gives dealers a head start on valuing their dealerships and provides information that will allow an informed review and analysis of a valuation done by others. Mr. Duryee is a nationally known lecturer to business owners, bankers, and professionals. He received a B.A. and MBA in finance from the University of Washington and has diplomas from the College for Financial Planning, the Pacific Coast Banking School, and the American Institute of Banking.

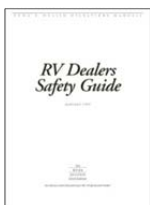
© 1996, The RVDA Education Foundation. 48 pp., 8.5 x 11".

Item #00DE

RVDA Members: \$50.00

Non-members: \$100.00

**RVDA Members save \$50!**



### ***RV Dealers Safety Guide***

For an RV dealer, it is not only good common sense, but also good business sense to establish an effective safety program. This 24-page booklet helps dealers develop safety procedures; prevent common injuries, and offers tips on how to set up a comprehensive safety program. The appendix consists of six ready-to-use forms.

© 1999, The RVDA Education Foundation. 24 pp., 8.5 x 11".

Item #00DK

RVDA Members: \$10.00

Non-members: \$16.00

**RVDA Members save \$6!**



### ***Reduce Turnover to Sell More***

As with all businesses, the RV industry is cyclical, and employee turnover fluctuates as well. This manual explains how employee motivation and training means

greater customer retention. The manual is adapted from a workshop presented by Joe Lescota. Mr. Lescota is a former retail automotive executive with more than 25 years of dealership, sales, management and training experience.

Originally presented at the 1999 RVDA Convention/Expo. © 2000, The RV Education Foundation, 50 pp., 8.5 x 11".

Item #00DJ

RVDA Members: \$40.00

Non-members: \$55.00

**RVDA Members save \$15!**





### ***Improve Sales by Rebuilding or Renovating Your Dealership: Facility Layout Considerations***

Many dealers across the nation have contacted RVDA with questions on how to build new or

renovate their current facilities in an effort to increase profitability. Chuck Marzahn, of Marzahn & King Consulting, has been in on the ground floor of some very successful transformations.

In this manual, Chuck details the thought processes and planning concerns involved in building a dealership from the inside out. There are many ways to design a successful dealership, and the purpose of this manual is to provide ideas and inspiration for those considering a major capital investment in their dealership. It includes sample floor plans and photos of dealerships.



**About the Author:** Chuck is an internationally recognized RV Industry expert. He is an expert in the customary and usual practices of running a dealership. Chuck moderates an industry-leading Virtual Dealer Group program. He is

recognized as the pre-eminent expert on the physical layout of the RV dealership facility. His expertise also includes fixed operations on the retail and wholesale level.

© 2000, The RVDA Education Foundation. 53 pp., 8.5 x 11".

Item #00DF

RVDA Members: \$75.00

Non-members: \$125.00

**RVDA Members save \$50!**

### **Looking for a few good staffers?**

The RV Career Center is the best electronic recruitment resource for the RV industry. Here, employers and recruiters can access the most qualified talent pool to fill staff positions.

By signing up, RV dealers have access to a nationwide resume bank that currently includes 50 individuals. Positions on [www.rvcareers.org](http://www.rvcareers.org) are automatically listed on other popular job aggregation sites, including Google Base, Indeed.com, and SimplyHired.com.

Target your recruiting and reach qualified candidates fast. Complete the online registration form and begin posting jobs immediately.

Posting packages start at \$350.

## GENERAL DEALERSHIP OPERATIONS

# POSTERS CONVEY THE RVing ADVANTAGE

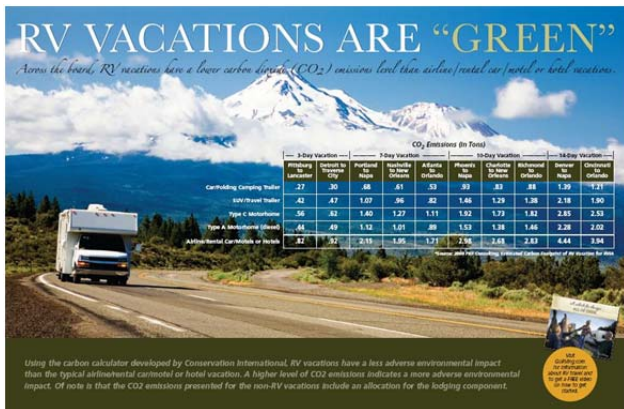


### RV Vacation Cost Comparison Poster

Full color, 11 x 17" posters with information on the affordability of RV vacations compared to other types of vacations.

Item #02VP  
Item #02VP1

Set of 10 Price: \$12.49  
Set of 25 Price: \$23.49

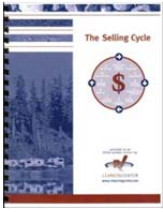


### RV Vacations Are Green Poster

Full color, 11 x 17" posters with information on how "green" RV travel is when compared to other forms of travel.

Item #002RG-RV  
Item #002RG-RV1

Set of 10 Price: \$12.49  
Set of 25 Price: \$23.49



### ***The Selling Cycle***

Do you want to increase sales, improve customer satisfaction, and get more done with less? "*The Selling Cycle*" by Jan Kelly illustrates how you can do just that. From prospecting for new customers to providing a world-class delivery, Jan provides you with innovative ideas that increase customer satisfaction and boost your bottom line.



**About the Author:** Jan Kelly is the founder and president of RVDA associate member Kelly Enterprises, a sales training and consulting company serving the RV industry since 1989.

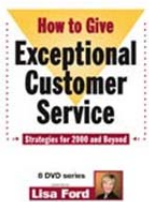
@ 2004. The RVDA Education Foundation, 26 pp, 8.5 x 11".

Item #01SK

RVDA Member Price: \$25.00

Non-member Price: \$40.00

**RVDA Members save \$15!**



### ***How to Give Exceptional Customer Service***

This exceptional DVD series from noted author and trainer Lisa Ford provides training for front-line employees who serve today's more sophisticated and educated customers.

The eight-volume, four -disc set covers topics such as:

- How customers define quality service
- The seven essentials customers want
- Anticipating and solving problems
- Going beyond good service to exceed expectations
- Developing an emotional connection with the customer

Item #06F

RVDA Member Price: \$399.95

Non-member Price: \$599.95

**RVDA Members save \$200!**

### ***Turning Your Sales Force into Sales Consultants***



The term consultant means to help, to aid, to be some kind of an influence on making decisions. This manual offers practical advice on building trust, strategies for using a "feature-benefit" selling process, and proper responses to customer "getaway" stories. It offers features a sample RV

customer profile form that can help salespeople fully understand what kind of RV is the best fit for the customer. The manual is adapted from a workshop presented by Grayson Schwepfinger of Salesmakers Associates, at the 1998 RVDA Convention/Expo.

© 1998, The RVDA Education Foundation. 24 pp., 8.5 x 11".

Item #01SL

RVDA Member Price: \$25.00

Non-member Price: \$40.00

**RVDA Members save \$15!**



### ***The Personality Qualities of a Top RV Salesperson: A Joint Study by Caliper & RVDA Education Foundation***

What are the qualities that distinguish the very best RV salespeople at your dealership? This study reveals the

qualities dealerships should be looking for in their salespeople. These include persuasiveness, personality, problem solving, and personal organization skills. This is crucial reading for sales managers.

© 1998, The RVDA Education Foundation. 11 pp., 8.5 x 11".

Item #01SC

RVDA Member Price: \$10.00

Non-member Price: \$16.00

**RVDA Members save \$6!**

## SALES MANAGEMENT



### ***Increasing Customer Satisfaction***

This manual outlines valuable strategies for improving customer satisfaction such as: the eight rules of the team approach, empowering employees to take ownership of

problems, and anticipating the customer's needs. The manual is adapted from a workshop presented by Bill Koster at the 1999 RVDA Convention/Expo.

© 2000, The RVDA Education Foundation. 17 pp., 8.5 x 11".

Item #01SA

RVDA Member Price: \$25.00

Non-member Price: \$40.00

**RVDA Members save \$15!**



### ***Lead Management 101: Building Your Business Through Effective Lead Management***

Sales leads help determine potential customers, and also help you build a

database for future promotions. Written by Cory Farrugia, formerly VP of Direct Marketing at Eisner Communications, this manual will discuss how you can create a steady stream of prospects, even during slow sales periods.

© 2000, The RVDA Education Foundation. 8 pp., 8.5 x 11".

Item #01SB

RVDA Member Price: \$20.00

Non-member Price: \$35.00

**RVDA Members save \$15!**

### ***Ultimate RV Salesperson: The Complete Guide to Selling Recreational Vehicles***



Have you started your new career in RV sales, and feel intimidated because you're really not sure what to do? Or have you been in the business for a while and need to get

back to the basics? Mike Whitty has written this book for you! Mike has been training dealership salespeople and managers for over 20 years. He has received national acclaim for his training techniques, communication skills and development of training tools. He conducts seminars and workshops for manufacturers, for retail dealers and for vehicle satellite training networks

Note: Formerly printed under the title *RV Salesperson 2001: The complete guide to selling new and used recreation vehicles.*

**LIMITED Quantity**

© 2003, Salesperson, Inc. 122 pp., 8.5 x 11".

Item #01SI

RVDA Member Price: \$50.00

Non-member Price: \$75.00

**RVDA Members save \$25!**



### ***Ultimate RV Manager: Essentials Tips for Turning Managers into Leaders***

Management is an important responsibility. It's a position that requires more than just an understanding of the normal day-to-

day operations of your department. This manual provides every department manager the tools necessary to become an effective leader. Mike Whitty and Dr. Irene M. McDonald provide an easy-to-read format – there's no need to read this book from cover to cover. Simply choose the topic of interest, take 5-10 minutes of reading time, and the reader will pick up many ideas that will make them a more capable leader.

Note: Formerly printed under the title *RV Manager 2001: The RV Manager's Leadership Manual.*

**LIMITED Quantity**

© 2003, Salesperson, Inc. 156 pp., 8.5 x 11".

Item #01SH

RVDA Member Price: \$50.00

Non-member Price: \$75.00

**RVDA Members save \$25!**

### *RV Parts Manager and Parts Specialist Learning Guides*

Developed by The Ohio State University Center on Education and Training for Employment (OSU/CETE), and RV parts and service experts, the RV Learning Center's learning guides provide the information required for dealership employees to excel in their jobs and prepare them for certification.

Each guide details the knowledge and skills that today's parts managers and parts specialists need to perform effectively. Based on real-world task-and-skills analysis of the positions compiled by industry experts, and include multiple self-checks and practice exercises. The guides can be used by mentors working with new or existing employees, or they can be used by employees who already have some experience.

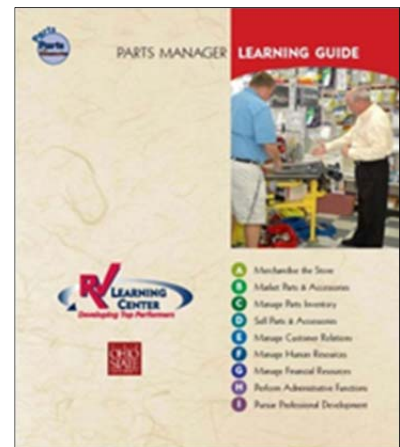
The guides are available in full sets and by individual section booklets. Full sets include a 3-ring binder. The guides are also available digitally as PDF documents on CDs (w/o binder). When ordering an individual section, use item number noted with section title (below).

### *Parts Manager Learning Guide*

How much "stock" should you place in your parts department staff? Trained parts personnel develop top performing parts departments. Give your parts personnel the tools they need to create more value from your parts and accessory department.

The Parts Manager Learning Guide consists of nine sections:

- Section A/#04PH - Merchandise the Store
- Section B/#04PG - Market Parts & Accessories
- Section C/#04PF - Manage Parts Inventory
- Section D/#04PK - Sell Parts & Accessories
- Section E/#04PC - Manage Customer Relations
- Section F/#04PE - Manage Human Resources
- Section G/#04PD - Manage Financial Resources
- Section H/#04PI - Perform Administrative Functions
- Section I/#04PJ - Pursue Professional Development



© 2006, The National RV Dealers Association, Full Set: 745 pp., 8.5 x 11" as manual or standard CD-ROM.

#### **Pricing**

*Parts Manager Learning Guide* FULL SET with nine sections noted above:

HARD COPY Item #04PA  
CD-ROM Item #04PM

RVDA Member Price: \$399.00  
Non-member Price: \$559.95  
**RVDA Members save \$160.95!**

Individual Section Pricing (use item number noted in section title):

RVDA Member Price: \$59.95  
Non-member Price: \$85.95  
**RVDA Members save \$30!**



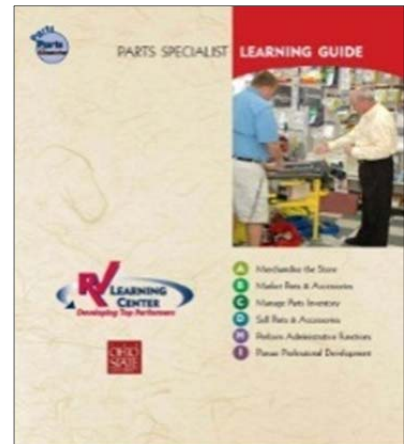
## PARTS AND ACCESSORIES

### *Parts Specialist Learning Guide*

The principle-based learning guides provide the basis of knowledge required for parts specialists to do their jobs better and prepare for the parts specialist certification exam.

The *Parts Specialist Learning Guide* consists of six sections:

- Section A/#04PH - Merchandise the Store
- Section B/#04PG - Market Parts & Accessories
- Section C/#04PF - Manage Parts Inventory
- Section D/#04PK - Sell Parts & Accessories
- Section H/#04PI - Perform Administrative Functions
- Section I/#04PJ - Pursue Professional Development



© 2006, The National RV Dealers Association, Full Set: 504 pp., 8.5 x 11" as manual or standard CD-ROM.

#### Pricing

*Parts Specialist Learning Guide* FULL SET with six sections noted above:

HARD COPY Item #04PL  
CD-ROM Item #04PM

RVDA Member Price: \$299.00  
Non-member Price: \$419.95  
**RVDA Members save \$120.95!**

Individual Section Pricing (use item number noted in section title):

Non-member Price: \$85.95  
RVDA Member Price: \$59.95  
**RVDA Members save \$30!**





### Increase Your Profits With AfterMarket Merchandising Manuals

Written by marketing expert Greg Russell, the merchandising manual series delivers advice and strategies you can use immediately to make more AfterMarket sales and increase profits. Manuals are available individually as pdf documents on a CD-ROM.

#### ***Volume I: Visual Merchandising, Pricing, Signs, and Packaging***

Valuable tips and common-sense advice on the all-important visual aspects of merchandising--and how to best capitalize on them.

© 1997, The RV Learning Center, 51 pp., CD-ROM

Item #04AA

RVDA Member Price: \$28.50

Non-member Price: \$43.50

**RVDA Members save \$15!**

#### ***Volume III: Planning Your Store Renovation and Layout***

Addresses step-by-step procedures to renovate your RV store in simple easy to understand language — at minimal cost.

© 1997, The RV Learning Center, 47 pp., CD-ROM

Item #04AC

RVDA Member Price: \$28.50

Non-member Price: \$43.50

**RVDA Members save \$15!**

#### ***Volume II: Retail Operations and Merchandising***

A detailed overview on retail operations including suggested store maintenance techniques, case studies in retail strategy. Also, how best to deal with catalog and discounter competition.

© 1997, The RV Learning Center, 43 pp., CD-ROM.

Item #04AB

RVDA Member Price: \$28.50

Non-member Price: \$43.50

**RVDA Members save \$15!**

#### ***Volume IV: Advertising, Promotion, and Service Department***

Helpful guidelines on image enhancement, direct mail programs, desktop publishing, and methods for building revenue through the service department.

© 1997, The RV Learning Center, 48 pp., CD-ROM

Item #04AD

RVDA Member Price: \$28.50

Non-member Price: \$43.50

**RVDA Members save \$15!**

#### **Limited Quantity**

RVDA does its very best to keep items in stock and up-to-date. Products listed in the catalog may be in limited quantity. Prices are applicable based on availability of merchandise and are subject to change without notice.

## SERVICE MANAGEMENT

### *RV Warranty Administrator, Service Writer/Advisor and Service Manager Learning Guides*

Developed by The Ohio State University Center on Education and Training for Employment (OSU/CETE), and RV parts and service experts, the RV Learning Center's learning guides provide the information required for dealership employees to excel in their jobs and prepare them for certification. The guides detail the knowledge and skills that today's RV service professionals need to perform effectively. They are based on a task-and-skills analysis of the positions compiled by industry experts, and include multiple self-checks and practice exercises. The guides can be used by mentors working with new or existing employees, or they can be used by employees who already have some experience.

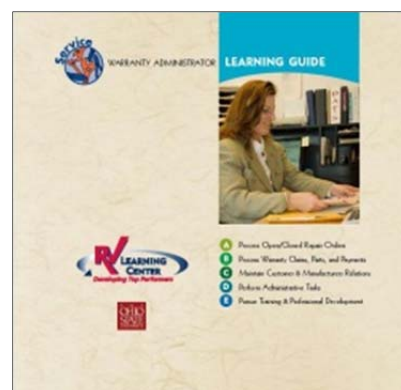
Learning guides are available in full sets and by individual sections. Full sets include a 3-ring binder. The guides are also available digitally as PDF documents on CDs (w/o 3-ring binder). When ordering an individual section, use item number noted with section title.

#### *Warranty Administrator Learning Guide*

The service team members tasked with administering warranty work are the main connection between your service department and the manufacturer's warranty department. They are key to demonstrating how well your products are backed.

The *Warranty Administrator Learning Guide* consists of five sections:

- Section A/#06WAA - Process Open/Closed Repair Orders
- Section B/#06WAB - Process Warranty Claims Parts and Payments
- Section C/#06WAC - Maintain Customer and Manufacturer Relations
- Section D/#06WAD - Perform Administrative Activities
- Section E/#06WAE - Pursue Training and Professional Development



© 2006, The National RV Dealers Association, Full Set: 423 pp., 8.5 x 11" as manual or standard CD-ROM.

#### Pricing

*Warranty Administrator* FULL SET with five sections noted above:

HARD COPY Item #06WAA  
CD-ROM Item #06WAB-CD

RVDA Member Price: \$249.00  
Non-member Price: \$349.00  
**RVDA Members save \$100!**

Individual Section Pricing (use item number noted in section title):

RVDA Member Price: \$59.95  
Non-member Price: \$85.95  
**RVDA Members save \$30!**

### *Service Manager Learning Guide*

The guides cover the duties and tasks that service managers should be able to perform effectively manage the service department and better serve their customers. They're a valuable tool, and can be used to educate both new and experienced service managers in "best practices" and prepare them for certification.

The *Service Manager Learning Guide* consists of nine sections:

- Section A/#081MS - Manage Service Department Work Flow
- Section B/#081PC - Provide Customer Service
- Section C/#081GS - Generate Service Department Revenue
- Section D/#081RA - Review Administrative Reports
- Section E/#081MH - Manage Human Resources
- Section F/#081SS - Supervise Support Staff
- Section G/#081TS - Train Service Department Staff
- Section H/#081PP - Promote Public Relations
- Section I/#081PA - Perform Administrative Activities



© 2006, The National RV Dealers Association, 588 pp., 8.5 x 11" as manual or standard CD-ROM.

#### Pricing

*Service Manager Learning Guide* FULL SET with nine sections noted above:

HARD COPY Item #081  
CD-ROM Item #08B  
**Save \$140 on a Full Set**

RVDA Member Price: \$399.00  
Non-member Price: \$559.95  
**RVDA Members save \$160.95!**

Individual Section Pricing (use item number noted in section title):

RVDA Member Price: \$59.95  
Non-member Price: \$85.95  
**RVDA Members save \$30!**

## Top performing, certified employees create winners!

And the winners are:

- **Customers who simply want it done right the first time;**
- **Service and parts employees who want to gain knowledge in their trade and increase their skill levels;**
- **Dealers who want to improve customer satisfaction and the bottom line; and**
- **Sales people who want to field the next sale or referral and not the next complaint.**

## SERVICE MANAGEMENT

### *Service Writer/Advisor Learning Guide*

The guides give RV service writers/advisors a good overall understanding of the position so they can communicate effectively with customers and technicians. The principle-based learning guides provide the basis of knowledge required for service writers/advisors to do their jobs better and prepare for certification.

The *Service Writer/Advisor Learning Guide* consists of six sections:

- Section A/#06SL - Satisfy Customer Requirements
- Section B/#06CC - Coordinate Customer Appointments
- Section C/#06MD - Maintain Daily Operations
- Section D/#06CT - Coordinate Technician Workload
- Section E/#06CW - Coordinate With Other Departments
- Section F/#06PP - Participate in Professional Development

#### Pricing

*Service Writer/Advisor Learning Guide* FULL SET with six sections noted above:

HARD COPY Item #061

CD-ROM Item #06B

Individual Section Pricing (use item number noted in section title):

RVDA Member Price: \$299.00

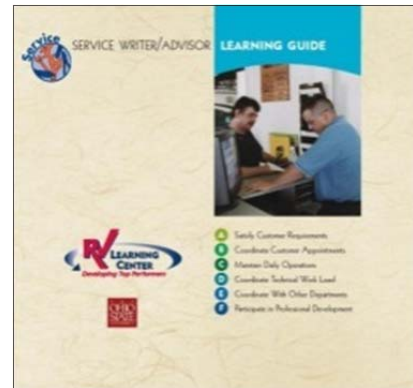
Non-member Price: \$419.95

**RVDA Members save \$120.95!**

RVDA Member Price: \$59.95

Non-member Price: \$85.95

**RVDA Members save \$30!**

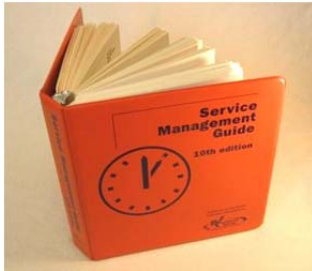


© 2006, The National RV Dealers Association, Full Set: 354 pp., 8.5 x 11" as manual or standard CD-ROM.

**Prepare for Service  
Writer/Advisor Certification  
with the Learning Guide,  
online through the Distance  
Learning Network, the RVDA  
Convention/Expo, or other  
training venues.**



## SERVICE MANAGEMENT



### *Service Management Guide, 10th Edition*

The expanded Service Management Guide (flat rate manual) offers over 100 pages of average

work unit times for the most basic service functions performed by competent RV technicians.

It offers extensive updates and additions provided by dealers, service managers, and technicians. It also offers all new Service Check Sheets that provide a valuable reference for service managers and technicians. It's also a great tool for the service department when working with extended service contracts.

The guide provides reasonable guidance relative to the time required for competent technicians to complete assigned tasks. It is an important part of the service management system, but is not intended to be the sole determinant of prices or rates charged in that sale of service.

It is available in two formats -- printed and indexed in a large three-ring binder, and as a pdf document on CD-ROM. NOTE: a digital file suitable for import into third-party software is available from Spader® Business Management.

© 2009, The RV Learning Center, 100+ pp., 8.5 x 11" manual or standard CD-ROM.

Manual Only: Item #05MD

CD-ROM Only: Item#05ME

RVDA Members: \$164.95

Non-members: \$330.00

**RVDA Members save \$165.05!**

Manual & CD-ROM: Item #05MF

RVDA Members: \$275.00

Non-members: \$550.00

**RVDA Members save \$275!**



### *RV Technician EMagazine*

RV Technician, a digital bimonthly magazine, is the industry source for detailed, in-depth articles geared for the professional RV repairer.

It's written and vetted by master technicians and covers every aspect of RVs, from electrical systems to plumbing.

The publication keeps technicians up-to-date with:

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

Item #06PD (1 year/6 digital issues)

RVDA Members: \$39.95

Non-members: \$49.95

**RVDA Members save \$10!**



### **Overfilling Protection Device (OPD) Poster**

This two-color poster uses a simple question-and-answer format to help explain to customers and employees what overfilling prevention devices (OPDs) are, why they are added to small cylinders and when and under what circumstances they are required. Poster measures 8

1/2 x 14" and is laminated so it can be used outdoors.

© 1998 National Propane Gas Association.

Item #05MH

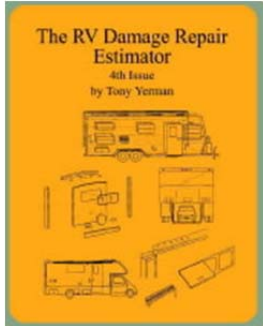
RVDA Member: \$14.00

Non-member: \$20.00

**RVDA Members save \$6!**

# RV Damage Repair Estimator

## A tool for consistent, data supported, claim estimates



### The RV Damage Repair Estimator, 4<sup>th</sup> Edition

More than ever, RV dealerships look to increasing efficiencies and service department revenue. A growing source of that revenue comes from insurance company reimbursements for collision, storm, and vandalism repair. Insurance providers have set policies that govern reimbursement of repair claims. It helps RV service departments and insurance providers prepare consistent, data supported, claim estimates.

*The RV Damage Repair Estimator* can help your service team:

- Schedule work;
- Measure performance;
- Keep technicians on task and on time; and
- Prepare detailed and consistent consumer and insurance company estimates.

© 2007, Published by Tony Yerman, 300+ pp., 8.5 x 11"

Item #05MG

RVDA Member: \$199.00

Non-member: \$239.95

**RVDA Members save \$40.95**



### About the Author

Tony Yerman has over 35 years of RV repair and dealership experience. As a RVDA/RVIA Master Certified RV technician, certified service manager and certified parts specialist, he is a frequent presenter at RV industry events, and is a service and estimating consultant to the RV and Insurance industries.



## Online Courses ... Save Dealers and Technicians Time and Money

### Certification Preparation Courses

Every technician now has access to individual self-study training and certification preparation for all sections of the RV Service Technician Career Ladder. The **seven** online courses help ensure that those preparing to take an exam are even more equipped for success than ever before.

**Registered Technician**-candidate level technicians gain a level of proficiency in several core knowledge areas, including propane, basic electricity, interior, and a number of technical areas.

**Certified Technician**-designed for Registered Technicians, this course offers training for the traditional, comprehensive path to certification—the left side of the Career Ladder.

**Certified Specialist**-The specialty or 'right side' path to certification, breaks testing into individual specialties. Each course prepares a technician to be tested and certified in one of five areas of specialty: (1) Appliances, (2) Body, (3) Chassis, (4) Electrical Systems, and (5) Plumbing.

#### Features and Benefits:

- Enrollment provides one year of access to course content (no extensions).
- Content supports the latest RVST Standard and tests that make up the Career Ladder.
- Practice tests replicate the testing environment of the actual Registered, Certified, and Specialty exams, and are generated from a vast database of new questions to ensure a more well-rounded preparatory experience.
- Graphics, charts, and videos address the specific needs of various learning styles.

#### Pricing (per registrant)

\$89 Registered Technician  
\$249 Certified Technician Prep Course  
\$69 Per specialty course Coming Soon

See page 30 for the enrollment form.

Developed by RVIA, the courses are available exclusively from the RV Learning Center.

### Distance Learning Network

A FRVTA-RV Learning Center partnership makes online learning available for the entire dealership. A subscription to the Distance Learning Network (DLN) includes unlimited access to more than 50 training sessions, coursework reviews, and test preparation sections.

Your team can study as a group without any travel time or expense, on a pace determined for the group needs, and at any timeframe that best suits the dealership operation. Why is this a cool program? Again - because it provides training for every technician at the dealership, no travel time/expense to worry about, and at a pace and time that fits your dealership operation.

The 2013-14 DLN program includes a range of subject matter to improve the performance of dealership personnel, including:

- RV Technician Certification Preparation Course – over 40 hours of instruction.
- Service Writer/Advisor Course – three hours – ideal for both veteran service writer/advisors and new hires.
- Advanced/Manufacturer Specific Training.
- RV Greeter-Receptionist Course - a 50-minute program on customer service skills.

#### Pricing

\$995 per dealership location. The 12-month term runs August 1 - July 31; a dealership may subscribe at any time.

See page 31 for the enrollment form.

## SERVICE MANAGEMENT



**SAVE almost \$200  
on the 15 volume  
complete set!**



### ***RV Pre-Delivery Inspection***

Introduces and explains the many important steps in inspecting the RV before delivering to the customer, including checking LP gas systems, pre-testing all appliances and accessories, testing and inspecting the AC and DC electrical system;

checking safety items, lighting, window roof molding seals, and wiper blades; checking and lubing doors; visually inspecting chassis; checking lug nuts and tire pressure; testing water supply and drainage systems; and conducting a test drive.

© 2012, RVIA, 101 pp., 8.5 x 11", Volume 2, 4th edition.

Item #81TL  
Price: \$39.95



### ***RV Air Conditioning***

Covers the installation, repair, and replacement of air conditioning and heat pump units, including verifying airflow, assessing the integrity of the electrical system, and evaluating the integrity of refrigerant systems.

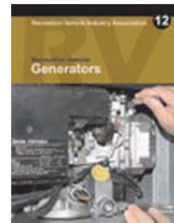
© 2012, RVIA, 161 pp., 8.5 x 11", Volume 7, 4th edition.

Item #81TG  
Price: \$39.95

## RV Service Textbook Set

For decades RV Technicians have been relying on the *RV Service Textbooks* to help them increase their knowledge and understanding of RV components and operating systems. In 2012, RVIA assembled some of the RV industry's leading service experts to thoroughly review and revise the textbook series. *Electricity Demystified* is included as a hard-copy with the CD-ROM set.

BOOKS Item#81TA  
CD-ROM Item#81TB  
**Complete Set Price: \$382.00**



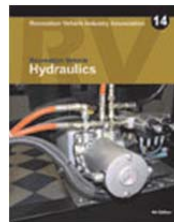
### ***Generators***

Covers the installation, maintenance and repair of RV generators, the generator section and control system. This includes inspecting, maintaining and repairing generator components and verifying battery voltage, fuel

source and pressures, engine operation, output voltage and frequency, and governor operation.

© 2012, RVIA, 133 pp., 8.5 x 11", Volume 12, 4th edition.

Item #81TE  
Price: \$39.95



### ***RV Hydraulics***

Covers the basic principles and laws of hydraulics, hydraulic terminology, special tools and equipment and basic hydraulic circuits. The book introduces the technician to hydraulic system components and their functions.

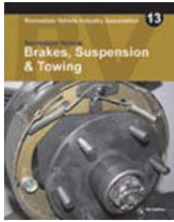
Includes information on performing hydraulic system maintenance, safety, and troubleshooting procedures.

© 2012, RVIA, 63 pp., 8.5 x 11", Volume 14, 4th edition.

Item #81TJ  
Price: \$39.95

## SERVICE MANAGEMENT

### RV Service Textbooks (cont.)



#### ***RV Brake Suspension & Towing Systems***

Covers the basics of brakes and brake controllers used in RV towable systems. References RV suspension systems as well as wheels and tires. Fully describes types of RV towing systems, hitches,

wiring, and accessories. Includes information on troubleshooting, repair and replacement of stabilizer jacks and mechanical landing gear jacks. Textbook also covers vehicle weights, weight safety, weight labels, legal regulations, codes and standards.

© 2012, RVIA, 149 pp., 8.5 x 11", Volume 13, 4th edition.

Item #81TD  
Price: \$39.95



#### ***RV Electrical Systems***

Provides instruction on performing AC and DC voltage systems inspections and tests; servicing AC and DC power sources; servicing wiring/distribution systems; and maintaining, repairing and inspecting AC and DC devices.

© 2012, RVIA, 133 pp., 8.5 x 11", Volume 4, 4th edition.

Item #81TH  
Price: \$49.95



#### ***RV Heating Systems***

Covers installation, repair, and replacement of RV heating systems, including gravity, pilot, and DSI (direct spark ignition furnaces). Topics examined include verifying propane gas pressure and electrical voltage; inspecting and cleaning

burner, pilot, exhaust tube and air intake; troubleshooting the sequence of operation; repairing and replacing various furnace components; inspecting and correcting ducting and return air.

© 2012, RVIA, 87 pp., 8.5 x 11", Volume 11, 4th edition.

Item #81TI  
Price: \$39.95



#### ***Introduction to RV Service***

Provides an introduction to the RV industry, the various types of RVs and their structural characteristics and systems, the basic tools utilized by RV technicians, and safety in the RV workplace.

Summaries of industry codes and standards and RV technician job classifications are also included as well as basic information on using RV service manuals. Developing and demonstrating solid customer relations and record keeping skills are also addressed.

© 2012, RVIA, 137 pp., 8.5 x 11", Volume 1, 4th edition.

Item #81TF  
Price: \$19.95



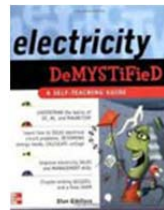
#### ***RV Plumbing Systems***

Provides instruction on performing fresh water systems tests; inspecting and repairing fresh water storage tanks, distribution systems, and fixtures and devices; performing waste water systems tests; and inspecting, repairing and

replacing waste holding tanks and drainage piping systems.

© 2012, RVIA, 113 pp., 8.5 x 11", Volume 6, 4th edition.

Item #81TK  
Price: \$39.95



#### ***Electricity Demystified***

Having trouble understanding the fundamentals of electricity? Problem solved! Electricity Demystified makes it shockingly easy to learn the basic concepts.

Written in a step-by-step format, this practical guide begins by covering direct current (DC), voltage, resistance, circuits, cells, and batteries. Detailed examples and concise explanations make it easy to understand the material.

© 2005, McGraw-Hill Companies, Inc., 340 pp., 7.25 x 9.25".

Item #81TC  
Price: \$14.95

## SERVICE MANAGEMENT



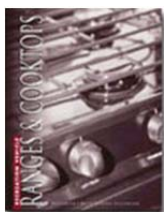
### ***RV Preventive Maintenance***

Examines services to perform for preventative maintenance, including checking propane gas systems; servicing and adjusting appliances; testing G.F.C.s; winterizing and de-winterizing coach; checking safety items; checking and lubricating

doors; checking exterior lights; checking window roof molding seals; changing oil and filter on power plants; checking wiper blades and much more.

© 2012, RVIA, 93 pp., 8.5 x 11", Volume 3, 4th edition.

Item #81TM  
Price: \$39.95



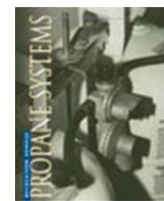
### ***RV Ranges & Cooktops***

Provides instruction on the installation, repair, and replacement of ranges and ovens. This includes verifying gas pressure; verifying grate clips installation; checking lines and fittings; repairing and replacing components; verifying range burners

are not affected by operation of force air furnace or other appliances; and performing function test.

© 2012, RVIA, 75 pp., 8.5 x 11", Volume 10, 4th edition.

Item #81TO  
Price: \$39.95



### ***RV Propane Systems***

Provides instruction on inspecting and maintaining propane containers and fittings; inspecting and maintaining piping system; performing propane system tests; purging and filling containers; transferring propane from container to container; and burning off propane in a container.

© 2012, RVIA, 109 pp., 8.5 x 11", Volume 5, 4th edition.

Item #81TN  
Price: \$49.95

## RV Service Textbooks (cont.)



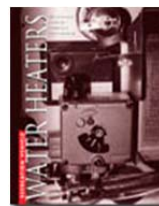
### ***RV Refrigerators***

Provides instruction on the installation, repair, and replacement of absorption refrigerators (manual and automatic selection). This includes verifying proper venting, AC and DC power sources, propane gas pressure, and leveling; diagnosing

and replacing electric and gas components; diagnosing and replacing the cooling unit; diagnosing, repairing and replacing the internal ice maker components; and performing function tests.

© 2012, RVIA, 127 pp., 8.5 x 11", Volume 8, 4th edition.

Item #81TP  
Price: \$39.95



### ***RV Water Heaters***

Covers the installation, repair, and replacement of RV water heaters -- Pilot, DSI (direct spark ignition), and Electric. Topics addressed include inspecting ignition systems, verifying gas pressure; troubleshooting the sequence of

operation, repair, and replacement of various components; draining and flushing the water heater and inspecting fittings for calcium deposits; checking fittings on the tank; inspecting and replacing the water tank; and checking lines and valves for motor aide.

© 2012, RVIA, 99 pp., 8.5 x 11", Volume 9, 4th edition.

Item #81TQ  
Price: \$39.95



## RV Service Technician Certification

an RVDA-RVIA Joint Program

*This new program makes it easier than ever to certify your technicians, which will lead to better service capabilities, more satisfied customers, and a bigger bottom line. -Rick Horsey, Parkview RV Center*

### TECHNICIAN CAREER LADDER



### A Promising Career Climb

**Give your business a leg up with the redesigned RV Service Technician Certification Program.**

How much better could your service repair operation perform if all of your RV Service Technicians were certified?

Have you thought about the return on investment that you might be missing by not challenging your technicians to become certified?

A survey by the Boone Group of 600 RV dealers found that 75% of dealers reported certified technicians perform better quality work than their non-certified counterparts. The independent research group also reported that 72% felt that certified technicians create more satisfied customers.

**Not surprisingly, 80% of those same dealers confirmed certified technicians make them more money than their non-certified counterparts.**

Certification is not easy. The Board of Directors that governs the administration, policies, and procedures is a partnership between the RV Dealers Association (RVDA) and the RV Industry Association (RVIA). This body establishes the standards a technician must reach in RV diagnostic and repair procedures. Only experienced and skilled technicians will earn the credential. With the new career ladder and online testing, it is easier to engage technicians in the certification process.

**It's time to take the first step.**

**The certification process is just a click away. Visit [www.rvtechnician.com](http://www.rvtechnician.com) to get started, or e-mail the technician certification program registrar at [techcert@rvda.org](mailto:techcert@rvda.org).**

## FINANCE AND INSURANCE



### IRS Tax Deductibility Decals (50 TOTAL)

This decal sticker describes the requirements for

using the interest on your RV loan as a tax deduction.

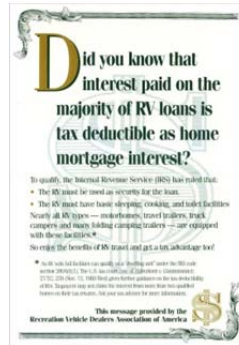
8.5 x 5.5"

Item #02FB

RVDA Member Price: \$26.00

Non-member Price: \$54.00

**RVDA Members save \$28!**



### IRS Tax Deductibility Posters

This poster outlines the requirements for using the interest on your RV loan as a tax deduction and refers to the specific U.S. tax court case. This poster is an excellent reference to use when selling an RV to customers that finance.

17 x 11"

Item #02FA

RVDA Member Price: \$1.50

Non-member Price: \$2.50

**RVDA Members save \$1**



## RENTAL OPERATIONS



### ***Rental Operations Manual***

Whether dealers wish to improve their existing rental operation, or are considering starting a rental department, this manual will provide information to help them make the right business decisions.

Item #03RB

RVDA Member Price: \$150.00

Non-member Price: \$250.00

**RVDA Members save \$100!**



### ***How to Operate a Successful RV Rental Program Using Consigned Vehicles***

Provides six ways to profit from a consignment RV rental operation, and includes tips on selecting the appropriate type of fleet vehicles, setting rental

rates, staffing, and advertising. The manual is adapted from a workshop presented by Jeff Richford, formerly with Western Motorcoach.

Originally presented at the 1996 RVDA Convention/Expo. © 1996 The RVDA Education Foundation. 14 pp., 8.5 x 11.

Item #03RA

RVDA Member Price: \$15.00

Non-member Price: \$25.00

**RVDA Members save \$10!**

## 2013 RV DEALERS INTERNATIONAL CONVENTION & EXPO Las Vegas, NV \* September 30 - October 4

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

Purchase multiple sessions, grouped by RVDA Track, on ONE (1) CD-ROM or select individual sessions on audio CDs. CD-ROMs play in computers only. Some sessions may require multiple audio CDs due to session length and may appear in multiple Tracks. Please contact AudioPrint International if you have questions.

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

General Session Panel is Included on ALL CD-ROM Tracks  
Also available on 2 Audio CDs

**API Code      Track/Title - Presenter(s)**

25-02-13 **Thursday General Session Panel -**  
Managing Inventory with Logic - Not Emotion ..  
Tom Walworth, Troy James, Will Jarnot, Mike Regan,  
Ernie Schumacher (2 Audio CDs)

80-02-13 **D/GM Track on 1 CD-ROM**  
**All sessions below plus General Session Panel**

03-02-13 Establishing Benchmarks and Program  
Indicators ..Barry Siskind

08-02-13 Healthcare Reform:  
How to Get Ready Now ..Kathryn Carlson

**MORE SESSIONS ON PAGE 2**

<u>API Code</u>	<u>Track - Title / Presenter(s)</u>
13-02-13	Tame the Social Media Beast ..Pierre Trudel
14-02-13	20 Groups: Habits of High Performers .. Jim McCann & Panel
19-02-13	Still Surprised by Why People Do What They Do? .. David Spader
20-02-13	4 Ways to Increase Your F&I Revenue Through Back-End Product Sales ..Rob Auer, Jared Zimlin
27-02-13	Grow Your Leadership & Management Skills .. Paul Webb
28-02-13	Dealership Culture - The Ultimate Differentiator .. Gary McGugan
33-02-13	Managing the Millennial Generation ..Betty Mills

*Extend the Convention's Value -  
Learn and train all year long...*

**AUDIO CD-ROMs by Track**

Dealer/GM Track - 14 Sessions	\$ 325
Parts Track - 10 Sessions	\$ 225
Rental Track - 8 Sessions	\$ 200
Sales Track - 10 Sessions	\$ 225
Service Track - 8 Sessions	\$ 200
Friday Sessions Track - 2 Sessions	\$ 75
All CD-ROM Tracks - <b>SAVE 47%</b>	<b>\$ 699</b>

**AUDIO CDs by Session**

Per Audio CD	\$ 25
Audio CD 9 for 8 Pack / 1 Free	\$ 200
Audio CD 16 for 14 Pack / 2 Free	\$ 350
All Sessions on 53 CDs - <b>SAVE 47%</b>	<b>\$ 699</b>

**Complete Audio CD Set  
INCLUDES Storage Case**

**\*\*Plus S/P - International requests higher**

**\*\*POST-  
CONVENTION  
PRICING\*\***



**Paid      Cash      Check      Charge**


Credit card orders  
must include billing address.

Expiration Date

Cardholder/Signature\_\_\_\_\_

Printed Name\_\_\_\_\_

**Mailing Address:**

Company\_\_\_\_\_

Address\_\_\_\_\_

City\_\_\_\_\_

State\_\_\_\_\_ZIP\_\_\_\_\_

Daytime Phone\_\_\_\_\_

Email Address\_\_\_\_\_

**\*\*\*Credit Card Billing Address (MUST include post-convention)**

Street\_\_\_\_\_

City/State/Zip\_\_\_\_\_

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

## Order Form – Audio Recordings – Page 2 of 2

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

<u>API Code</u>	<u>Track - Title / Presenter(s)</u>	<u>API Code</u>	<u>Track - Title / Presenter(s)</u>
<b>80-02-13</b>	<b>D/GM Track on 1 CD-ROM - Continued from Front, three sessions below plus General Session Panel</b>	<b>83-02-13</b>	<b>Sales Track on 1 CD-ROM All sessions below plus General Session Panel</b>
34-02-13	Consolidating Back-Office Operations for Multi-Location Dealer Groups ..Mercedes Hendricks	04-02-13	How to Close a Sale Easily with a WWW Customer ..Pierre Trudel
39-02-13	Luck is When Preparation Meets Opportunity ..Jim Rogers	10-02-13	Digital Advertising that Reaches Today's RV Prospects ..Roger Vergara
40-02-13	Online Reputation Management ..Peter Martin	15-02-13	Strategies to Double Your Show Results .. Barry Siskind (2 Audio CDs)
<b>81-02-13</b>	<b>Parts Track on 1 CD-ROM All sessions below plus General Session Panel</b>	22-02-13	How to Hire Your Next Top Sales Person .. Kathryn Carlson
05-02-13	Discover Hidden Profits in Your Parts Department .. Mark De Lucia	29-02-13	Execute Your Video Initiative Strategy: How to Apply Innovative Video Techniques ..Mike DeLong
11-02-13	Growing a Dealership with Parts, Accessories and Service .. Gary McGugan	35-02-13	A Day in the Life of a Successful Sales Manager .. Michael Rees
16-02-13	The Art of Successful Selling in the Parts Department ..Michael Doyle	41-02-13	Advanced Business Communications ..Paul Webb
23-02-13	Creating a Winning Display: Turn Your Parts Display into a Visual Experience ..Barry Siskind	42-02-13	Selling Excellence - A Continuing Quest .. Gary McGugan
26-02-13	"Rooftop" Measurements for Effective and Profitable Fixed Operations ..Mike Nicholes	<b>84-02-13</b>	<b>Service Track on 1 CD-ROM All sessions below plus General Session Panel</b>
30-02-13	Stock the Right Part at the Right Time .. Chuck Marzahn	06-02-13	Inspection Processes & Tools for a Successful Service Manager ..David Foco
36-02-13	A Day in the Life of a Successful Parts Manager .. Mike Nicholes	12-02-13	Let's Put the "P" Back in Service ..Jim Carr
43-02-13	Let's Get Visual: Merchandising's Secret Weapons ..Linda Cahan	24-02-13	How to Utilize Email Marketing to Increase Your Fixed Ops Revenue ..Peter Martin
<b>82-02-13</b>	<b>Rental Track on 1 CD-ROM All sessions below plus General Session Panel</b>	26-02-13	"Rooftop" Measurements for Effective and Profitable Fixed Operations ..Mike Nicholes
07-02-13	How to Comply with 20th Century Laws in the 21st Century ..Leslie Pujo	31-02-13	Boomer Power: Meet the Best Buyers on the Planet ..Linda Cahan
08-02-13	Healthcare Reform: How to Get Ready Now .. Kathryn Carlson	37-02-13	Customer Service or "Am I Selling?" ..Paul Webb
18-02-13	New Strategies for an Old Problem: Eliminating Unrecoverable Vehicle Damages ..David E. Purinton	44-02-13	New Hires with a Customer Service Mindset .. Ricardo Roman
19-02-13	Still Surprised by Why People Do What They Do?.. David Spader	<b>85-02-13</b>	<b>Friday Track on 1 CD-ROM - Includes two sessions below (Canadian Compliance sold separately)</b>
32-02-13	RV Rental Agreements ..Leslie Pujo	45-02-13	EOCA Compliance 101: What You Need to Know and Why You Need to Care About It ..Chip Zyvoloski (2 Audio CDs)
38-02-13	Panel Discussion: The Value of RV Rentals to Sales and Service Departments ..Leslie Pujo, Scott Krenek, Jim Rogers, Scott Jones	46-02-13	CFPB Guidance and Rate Markups: Do You Understand Your Roles and Responsibilities? .. Chip Zyvoloski
40-02-13	Online Reputation Management ..Peter Martin	<b>47-02-13</b>	<b>Wednesday Canadian Compliance Session</b> Canada's New Anti-Spam Law and What It Means for Your Business ..Brian Bowman <b>(Audio CD Only)</b>
<b>Be sure to ask about our extensive "Digital Library" of sessions recorded at previous RVDA Conventions</b>			

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

## Order Form – Technician Certification Preparation Courses



### 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](http://www.rvtechnician.com)

#### REGISTERED TECHNIQIAN

##### 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 TECHNIQIAN 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 *Coming Soon!*

##### 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, audio, graphics, and video with mentor support. All content is online. No extra materials needed. Courses align with core knowledge areas of certification tests. \*

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

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

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

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



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

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

Name \_\_\_\_\_ Email \_\_\_\_\_ Course \_\_\_\_\_ \$ \_\_\_\_\_ \*

Name \_\_\_\_\_ Email \_\_\_\_\_ Course \_\_\_\_\_ \$ \_\_\_\_\_ \*

Name \_\_\_\_\_ Email \_\_\_\_\_ Course \_\_\_\_\_ \$ \_\_\_\_\_ \*

Name \_\_\_\_\_ Email \_\_\_\_\_ Course \_\_\_\_\_ \$ \_\_\_\_\_ \*

Send progress reports and other notifications to the following supervisor:

TOTAL \$ \_\_\_\_\_ \*

Name \_\_\_\_\_ Title \_\_\_\_\_ Email \_\_\_\_\_

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

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

Cardholder Name \_\_\_\_\_ Billing Address \_\_\_\_\_

Acct # \_\_\_\_\_ Exp \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

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

Form Created Nov. 2013

## Online Training with FRVTA's

# DISTANCE LEARNING NETWORK

### FRVTA – The Mike Molino RV Learning Center Partnership

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

#### The DLN offers your dealership:

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

#### The DLN offers online training for:

- **RV Technicians** – The certification prep course helps technicians get ready for the certification exam. Your subscription includes unlimited access to more than 50 training sessions, reviews, and test preparation sections. Also included are manufacturer- and supplier-specific advanced repair and troubleshooting classes designed to upgrade technicians' skills. Completion of these classes qualifies for recertification hours. Classes are available 24/7 throughout the program year, providing maximum flexibility.
- **Service Writers/Advisors** – This three-hour program is valuable for both new staff and experienced personnel preparing for the RV Learning Center's Service Writer/Advisor certification.
- **Greeters/Receptionists** – This 50-minute session is suitable for all employees who need customer service skills. It includes a final exam and certificate of completion.
- **Dealers/GMs** – This program features important topics for management, including lemon laws, LP gas licensing issues, and the federal Red Flags Rule.



### DEALERSHIP REGISTRATION

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

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

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

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

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

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

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

**PAYMENT METHOD** Note: prices are subject to change without notice. Complete lower section and mail or fax to:

**Florida RV Trade Association, 10510 Gibsonton Drive, Riverview, FL 33578, (813) 741-0488, Fax: (813) 741-0688**

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

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

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

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

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

For more information, call (386) 754-4285 or go to <https://www.fgc.edu/academics/occupational-programs/rv-institute/> 11/2013





# ORDER FORM

Please Indicate RVDA Membership: \_\_\_\_ Member \_\_\_\_ Non Member

(Photocopy this form for additional orders)

Item #	Title	Member Price	NM Price	Quantity	Total
Total Amount					\$

**NOTE: Prices are subject to change without notice.**

**Payment Information (US Funds):**

\_\_\_\_ Send an Invoice – *Members Only!*

\_\_\_\_ Check Enclosed (made payable to the Mike Molino RV Learning Center)

\_\_\_\_ Credit Card – circle one (American Express Visa MasterCard Discover)

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

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Billing Zip: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

**Shipping Information**

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

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

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Return form to RVDA, 3930 University Drive, Fairfax, VA 22030 or fax to (703) 359-0152.**





For more information on the Mike Molino RV Learning Center and how to support its work, please visit the website at [www.rvlearningcenter.com](http://www.rvlearningcenter.com), or call 703-591-7130.

## THE MIKE MOLINO RV LEARNING CENTER

3930 UNIVERSITY DRIVE  
FAIRFAX, VIRGINIA 22030-2515

703-591-7130 • E-MAIL [INFO@RVDA.ORG](mailto:INFO@RVDA.ORG) • [WWW.RVLEARNINGCENTER.COM](http://WWW.RVLEARNINGCENTER.COM)