GEAR UP FOR SUCCESS

Offer your customers excellent Compass RV Service Contracts, Tire and Wheel Coverages, Gap and Appearance Protection Products. AGWS can supply you with all this and great customer service, fast handling of claims, training, reinsurance and so much more.

Contact Kurt Harbeke at 800.579.2233 ext. 4213 or kharbeke@agwsinc.com for more information.

American Guardian Warranty Services, Inc. is part of the American Guardian Group of Companies.
Warrenville, IL 60555 | Agwsinc.com
Diversified Insurance Management
Putting All The Right Pieces Together

Commercial Insurance
- Complete Dealer Package
- Dealers Open Lot
- Garage Liability
- Umbrella

F & I / Sales Training
- Menu Selling
- Compliance
- Advanced Skills
- Mentoring
- Phone-Ups
- Sales Coaching

F & I Products
- Service Contracts
- GAP
- Tire & Wheel
- Paint & Fabric
- RV Insurance

“Let Our Experience Make A Difference For You.”
800.332.4264
sales@rvbestquote.com
A traveling companion for more than 35 years.

Visit us at RVDA
Las Vegas — Booth #202
Proud Platinum Sponsor

You knew us as GE Capital, Commercial Distribution Finance (CDF). To our customers who traveled this road with us we would like to thank you for your unwavering commitment and support. And, for those of you who might be considering inventory financing with us for the very first time, we think you’ll find the new Wells Fargo Commercial Distribution Finance is positioned to help you achieve your goals even better than before.

As one of the world’s most valuable and recognized financial services companies, Wells Fargo has been helping businesses — big and small — gain greater strength and stability for more than 160 years. Couple that history with CDF’s more than 35 years of RV industry expertise, and you’ll soon discover a winning combination of solutions and services designed to help take your business where you’ve always wanted to go.

Welcome to the new Wells Fargo Commercial Distribution Finance.
Give our RV team a call today at 1-800-289-4488
cdf wf.com/rvet

Together we’ll go far
10 Everybody: Gear Up For Success!
A record number of exhibitors, 15 new workshop speakers, a special Dale Carnegie training session geared for young executives, an RV rental course – there’s something for everyone at this year’s RV Dealers International Convention/Expo.

12 How Can They Help You? Find Out With Vendor Training +Plus Sessions
Learn how the latest product developments can benefit your dealership as representatives from the industry’s top companies demo their products and services.

16 If Amazon Will Eventually Be Disrupted, You Can Bet Your Dealership Will Be, Too
Amazon CEO Jeff Bezos once said that his own pioneering company will eventually be upended and that companies in the future will have short life spans. What does that mean for your dealership?

18 Be the Torchbearer for Your Employees
This author’s nephew got to carry the Olympic torch four years ago as a reward for implementing a customer follow-up procedure at his store. Here’s the simple technique he used to increase sales by 36 percent — and how you can adapt it to your dealership.

24 The Surprising Root Cause of Dealership Problems – and Opportunities
Employee conflicts. Micromanagement. Tense manager-employee relationships. Believe it or not, these common business problems are nothing more than personal problems in disguise.

26 So, Are Service Advisors Exempt from Federal Overtime Pay Rules?
A recent Supreme Court decision didn’t exactly clear the confusion over this sensitive subject.

28 The Value of Extended Service Agreements
Tim Wegge, owner of Burlington RV Superstore in Sturtevant, WI, shares tips on how his dealership markets service agreements and why he and his staff prefer the XtraRide product offered by Protective Asset Protection.

30 New Go RVing Images and Video Footage Debut
32 Heartland RV’s Service Manager Says Certification Makes the Difference
Face to Face with the Customer in the Service Department

By Phil Ingrassia, CAE, president

When the RV industry conducted a major survey of consumers several years ago, one of the major findings was that service writers/advisors have a major impact on customer satisfaction with the dealership, and by extension, the overall RV ownership experience.

As I’ve visited dealerships over the past several months, I am continually impressed with the hardworking and dedicated people who come face to face every day with customers bringing in their RVs for service.

The service managers and writers/advisors are kind of like the service department’s quarterbacks – they get the right information out to the customer and work with the techs, parts folks, suppliers, and manufacturers, then relay the issues to various parties to get the repair order done correctly. Not the least of their skills is managing customer expectations on when the work can be completed.

Sometimes we as an industry don’t make their jobs any easier – whether it’s warranty hold-ups, parts mix-ups, lack of internal service capacity, or something that’s not fixed right the first time.

The impact these service department positions have on customers is why the Mike Molino RV Learning Center’s partnership with The Ohio State University is so important.

This year, RV Learning Center volunteers and staff are reviewing and revalidating the competency profiles (DACUMs), learning guides, and certification tests for service writer/advisors, service managers, and warranty administrators. The updated guides will then be used to create online courses to train and prepare service and warranty personnel for certification.

Part of the process includes input from a wide range of industry professionals. This summer dealers and their service personnel will be asked to complete an online task verification survey. The survey offers RVDA’s members an opportunity to verify, or double-check, the work of the 12-member DACUM panel.

In a nutshell, these programs can provide front-line employees – our key folks in the race for better customer satisfaction – the tools they need to develop into top performers.

If you knew that you could make an investment in an area of the dealership that would have an immediate impact on your customer satisfaction, would you make it? The vast majority of RVDA members I know would do it – so I encourage you to explore these programs for your fixed operations professionals.

These programs are made available through the generosity of RV Learning Center contributors, who have made a commitment to continuing education for dealership personnel.

There’s no need to wait – the programs are available right now and will continue to improve as the revision and revalidation process continues. Visit www.rvlearningcenter.com for more information.

I hope you are having a profitable summer season… and thanks for your support.

“If you knew that you could make an investment in an area of the dealership that would have an immediate impact on your customer satisfaction, would you make it?”
Preparing for the RV Dealer’s Educational Event of the Year

By Brian Wilkins, chairman

This month’s RV Executive Today contains a preview for RVDA’s upcoming convention, slated for November 7-10 at Bally’s in Las Vegas. If you’ve never attended the convention, or haven’t attended recently, you’re missing out on a great industry event and educational opportunity. Past convention committee chairman John McCluskey and current chairman Ron Shephard, along with RVDA staff and the other dedicated individuals who participate on the convention committee, have done a great job over the past five years of raising the event to a new level. The recruitment of better speakers, the choosing of essential topics, and the addition of the Vendor Training +Plus sessions have all helped boost the convention to new heights. These folks are driven by the desire to make RVDA’s convention the “Premier Dealer Event of the Year,” and they’re doing a great job.

In my opinion, our convention took a major step forward in 2014 when it moved its dates from late September to early November. The new time frame moved the event out of what’s still a very busy season for many of us into a slower time of year, allowing us to bring more employees to the convention. And that’s been one of the main focuses of the Convention Committee – to create an event that appeals to not just principals, but also department managers, service writers, parts personnel, and others.

Here are some of this year’s highlights:

• Educational tracks for all departments provide a great opportunity to develop management level employees and beyond.

• With the support of Gulf Stream Coach Inc., there will be a half-day leadership workshop conducted by a Dale Carnegie trainer.

• The Vendor Training +Plus sessions conducted by vendor partners offer in-depth discussions of the latest products and services. Some are parts and service related, while others deal with social media, F&I products, and more. IDS also does an annual update on new features to its DMS.

• The F&I and social media/marketing education tracks offer so much to our dealerships, F&I due to the important role it plays within our stores and the compliance burdens it faces, and social media/marketing due to the increasing complexity that it presents to operating a business.

• The networking opportunities at the convention are priceless, not only for us principals, but also for our staff.

Our annual convention’s focus is all about training and helping us develop the professionalism of our people. Professional employees provide customers with a better experience. In today’s competitive world, that’s vital. As I was writing this column, I took a few moments to ask managers whom we’ve taken to the convention what they like about it. One person said that it “re-energizes, refreshes, and refocuses me after a long selling season that can wear you down.” A first-year manager whom we took last year said, “Being a younger person in the industry, it was great to be exposed to other dealers and different training that I was able to bring back to the dealership. Working with industry leaders who helped spark new ideas for us to use at our dealership was great.”

Another manager even said that they “credited the convention for getting me to stay in this industry and getting me to where I am today.”

Those are strong words. As principals, I think we forget what it’s like to be new managers, trying to grow our leadership capabilities. I think we tend to take the value of educational workshops for granted because we’ve heard their messages before. But for others – those we’re trying to develop – the messages are new and fresh, and the workshops do help them grow.

In addition to the educational experience, the convention offers the fun factor of being in Las Vegas. After a long year, sending valued employees to the convention can serve as a nice reward for their hard work. Employees appreciate this, and it helps build employee loyalty.

So, when the season begins to wind down and you start planning your off-season training, I urge you to consider sending another employee or two to this year’s convention. It’s a great employee development experience, it’s a great reward for hard work, and it’s a great way for all of us to support our association!

See you in Vegas!
Consumers Want TLC

Businesses can’t take customer loyalty for granted. Today’s consumers are far less wedded to brands and products than they were in the past. Marketing analysts say that providing outstanding customer care will eventually be even more important than products or pricing in helping a company stand out from competitors.

In an annual consumer survey conducted by Accenture:

- 46% of respondents said they’re more likely to switch brands/products than they used to be.
- 53% of respondents said they’d switched brands in the past year due to poor service.
- 80% of “switchers” said the company could have retained them with better problem resolution.
- 68% of “switchers” say they won’t go back.
- Estimated cost to businesses of customers switching brands/products due to poor service: $1.6 trillion.

How important will these 3 factors be in terms of differentiating your company/product?

- Price: 20%
- Customer Experience: 43%
- Products: 37%

Source: Gartner Inc.

2012 vs 2016:
- 36% of surveyed companies expect to compete mostly on the basis of customer experience in 2012.
- 89% expect to compete mostly on the basis of customer experience in 2016.

Source: Walker Information Inc.
Want to ensure that your dealership is making the most of the expanding RV market? Give your top personnel the skills and information they need to step up their game by bringing them to the 2016 RV Dealers International Convention/Expo. At the same time, you can learn how to improve your leadership skills and keep your business in front of the competition.

You and your staff will find fresh takes on operating dealership departments more efficiently and profitably with workshops that are divided into seven education tracks – dealer/GM, sales, parts, service, rental, social media/e-marketing, and F&I. The presenters have been carefully selected by the dealers on RVDA’s convention committee to ensure that all sessions present the timeliest, most relevant material.

There are 15 new speakers this year, including Cory Mosley of Mosley Automotive Training and Valerie Ziebron with VRZ Consulting. See page 20 for the matrix of workshops and other convention events.

Young RV executives will have a special educational opportunity through a half-day Dale Carnegie course that’s being offered in conjunction with the convention. Cory McGuire, president and CEO of Dale Carnegie Training of Nevada, will present “How Smart Leaders Create Engaged Employees” on Tuesday, Nov. 8 from 8:00 - 11:45 a.m. There is an additional fee for this session: see page 27 to register.

This year’s Vendor Training +Plus program includes more than 25 sessions by some of the RV industry’s top companies, including Coach-Net, Lippert Components, Wheeler Advertising, IDS, Brown & Brown Recreational Insurance, and more. More details and descriptions are on page 12.

Exhibit space in the expo halls is almost sold out, so the halls will be packed with manufacturers, suppliers, and service providers. Find new business partners and touch base with long-time associates. Among the new companies are Camco Manufacturing, Dealership Performance CRM, and RV Rental Connection. See the exhibitor list on page 14.

Six Partners in Progress committee meetings are currently scheduled. These dealer-lead sessions give retailers the chance to discuss important dealer/manufacturer issues, as well as review the results from RVDA’s annual Dealer Satisfaction Survey (DSI). Only dealers who sell new rolling stock from the manufacturers are allowed to attend. Check www.rvda.org throughout the summer for additional listings.

Finally, RVBusiness will again present its Top 50 Dealer Awards during a reception Wednesday evening. These individuals are selected by an independent panel, based on their commitment to consumer care, business acumen, civic involvement, and general professionalism. All badge-wearing convention attendees are invited.

Keynoter
Ryan Estis:
How to Be an Even Better You

Learn to tap into your potential when Ryan Estis presents “Unleash Your Inner Superhero: Keys to Achieving Breakthrough Performance” at the opening general session on Tuesday, Nov. 8.

Estis has more than 20 years of experience as a top sales professional, first as a chief strategy officer for an ad agency, and then as a consultant. He travels the world to get an inside look at what the best companies do differently and then shares his insight with other leaders, helping them to change, improve, and grow. His clients include AT&T, MasterCard, Adobe, and the National Basketball Association.

In his presentation, Estis will coach the audience on how to jettison the fears, doubts, and uncertainties that hold people back and get in the way of their best performance. Without those weights, individuals can embrace change and recognize previously unseen opportunities.

Estis’s sales career almost didn’t happen. He recalls that at age 23, he was seven months into a sales position and hadn’t made a single sale. He was on the verge of being fired and “having to move back into the parents’ basement, selling baseball cards for beer money.”
**AGENDA-AT-A-GLANCE**

**Monday, November 7**
- 8:00 a.m. - noon  RVDA of Alberta Board of Directors meeting
- 11:30 a.m. - 2:30 p.m.  RVDA of America Board of Delegates lunch & meeting
- noon - 5:00 p.m.  RVDA of Canada Board of Directors lunch & meeting
- 2:45 - 5:00 p.m.  Vendor Training +Plus sessions; Partners In Progress meetings
- 5:15 - 6:30 p.m.  Society of Certified RV Professionals reception with Greg Dewalt

**Tuesday, November 8**
- 8:00 - 11:45 a.m.  Dale Carnegie training course “How Smart Leaders Create Engaged Employees”
- 8:15 a.m. - 2:15 p.m.  Vendor Training +Plus sessions; Partners In Progress meetings
- noon - 2:15 p.m.  “Your Million Dollar RV Rental Business,” an RVRA special session in partnership with MBA Insurance
- 2:30 - 4:00 p.m.  General Session and keynoter
- 4:00 - 7:00 p.m.  Expo opens with reception in both halls

**Wednesday, November 9**
- 9:00 - 10:00 a.m.  Concurrent workshops
- 10:15 - 11:15 a.m.  RVDA of America Annual Meeting; RVDA of Canada Annual Meeting; Workshop for part and service personnel
- 11:00 a.m. - 3:00 p.m.  Expo open (lunch served at noon)
- 2:00 - 3:00 p.m.  Concurrent workshops
- 3:15 - 4:15 p.m.  Concurrent workshops
- 4:15 - 5:30 p.m.  Concurrent workshops
- 4:30 - 5:30 p.m.  Concurrent workshops

**Thursday, November 10**
- 9:00 - 10:00 a.m.  Concurrent workshops
- 10:15 - 11:15 a.m.  Concurrent workshops
- 11:00 a.m. - 2:00 p.m.  Expo open (lunch served at noon)
- 2:00 - 3:00 p.m.  Concurrent workshops
- 3:15 - 4:15 p.m.  Concurrent workshops
- 4:30 - 5:30 p.m.  Concurrent workshops

**Friday, November 11**
- 8:00 - 9:00 a.m.  Compliance workshop
- 9:15 - 10:15 a.m.  Compliance workshop

* Subject to change

---

Fortunately, he had the opportunity to hear Jim Rohn, an internationally renowned speaker on motivation and personal achievement. “Jim gave me the permission and the tools to transform my career and my life,” says Estis. “I never forgot what that felt like.”

Now Estis himself makes it a point to leave his audiences with the tools to make their own changes. “You have to give people specific, actionable content that they can put into practice immediately to change, to make a difference, to move forward, so that’s a big part of my focus,” he says.
Vendor Training +Plus Schedule

**MONDAY 11/7**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:45 pm</td>
<td>Coach-Net</td>
</tr>
<tr>
<td>4:00 pm</td>
<td>OPEN</td>
</tr>
<tr>
<td>5:00 pm</td>
<td>OPEN</td>
</tr>
</tbody>
</table>

**TUESDAY 11/8**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:15 am</td>
<td>Bank of America Merrill Lynch Duane Bunn Stay one step ahead of the latest fraud trends.</td>
</tr>
<tr>
<td>9:30 am</td>
<td>Lippert Components Inc. Steve Paul &amp; Jarod Lippert Are you marketing the parts and accessories that the Millennials will need and want?</td>
</tr>
<tr>
<td>10:45 am</td>
<td>WFCO Electronics Tom Ryan WFCO’s New 2016 Products and Toolbox Resources for Dealers</td>
</tr>
<tr>
<td>12:00 pm</td>
<td>B&amp;W Trailer Hitches Luke Smith Do you know who you are doing business with?</td>
</tr>
<tr>
<td>1:15 pm</td>
<td>B&amp;W Trailer Hitches Scott Later What Dealers need know about 5th Wheel Hitch’s</td>
</tr>
<tr>
<td>2:15 pm</td>
<td>B&amp;W Trailer Hitches Scott Later What Dealers need know about 5th Wheel Hitch’s (repeated)</td>
</tr>
</tbody>
</table>

Designed to help dealership management increase profitability by staying current with the latest products and services available to them on the market. Vendor Training +Plus is an educational program presented by real organizations in the RV industry with practical, innovative ideas and solutions to help power up your business. Vendor Training +Plus is free for all registered attendees. If you’ve registered for the convention and want to bring employees to attend just the Vendor Training +Plus program, you can register them for that program for $215 per person. The Vendor Training +Plus badge will also give the holder access to the expo and the opening reception on Tuesday, November 8.
Be their
Connection to Carefree RVing℠

Give your customers the peace-of-mind protection they deserve and help them make memories that last a lifetime.

Leverage Coach-Net’s Industry Expertise & Contact Us Today
800-863-6740 | dealer.coach-net.com
### Exhibitors as of July 14

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

A World of Training
ADESA Specialty Auctions
Airstream Inc.
Airxcel Inc. +
Silver Partner: Ally Financial
American Guardian Group of Companies
America's RV and Marine Auction
Aqua-Hot Heating Systems Inc.
ARC Representation +
ARI Network Services
Arrow Distributing Inc.
ASA Electronics
Auction123.com +
Automotive Compliance Consultants Inc.
Automotive Finance Corporation (AFC) B & W Trailer Hitches +
Bronze Partner: Bank of America Merrill Lynch +
Bronze Partner: Bank of the West
Bison Coach
Blue Ox
Bronze Partner: Brown & Brown Recreational Insurance +
Camco Manufacturing Inc.
Carefree of Colorado
CDK Global
Cequent Performance Products
CGEär Sand Free Technology +
Coach Lift By S & S Mobility Products, LLC
Coach-Net +
CornerStone United Inc.
CrossRoads RV
Cruiser RV, LLC
CSI Inc.
Cummins Onan
Dealer Spike RV
DealerPRO RV + +
Dealership Performance CRM +
Dexter
Bronze Partner: Diversified Insurance Management Inc. +
Dometic Corporation
DRV Luxury Suites, LLC
Dutchmen Manufacturing Inc.
EasyCare RV
Equalizer Systems
Erwin Hymer Group North America Inc. + +
Bronze Partner: Forest River Inc.
Freightliner Custom Chassis Corp. +
Girard Systems/Girard Products
Haulmark Motorcoach
Hayes Towing Electronics
Heartland Recreational Vehicles, LLC
Highlands Financial
HSM Transportation and Specialty Manufacturing +
IDS · Integrated Dealer Systems +
Infinite Creative Enterprises Inc.
Infinity Fabrics
Kampgrounds of America
Keystone RV Company
KING +
KZ RV
Lance Camper Manufacturing Corporation
Land N Sea Distributing +
Level 5 Advertising + +
Lippert Components Inc. +
Livin' Lite RV Inc.
Marzahn & King Consulting Inc.
Bronze Partner: MBA Insurance Inc. +
Medallion Bank
Merrick Bank
Meyer Distributing
Mobile Sleep Components (RV Mattresses)
MORryde International Inc.
National Appraisal Guides Inc.
National Automotive Experts/NWAN
Bronze Partner: Northpoint Commercial Finance, LLC
NTP-STAG
Pettes & Hesser, Ltd.
Phoenix American Warranty Co. Inc.
Pineapple Crush +
Priority One Financial Services Inc.
Professional Sales RV +
Progress Mtg. Inc.
ProResponse Inc.
Gold Partner: Protective Asset Protection
Pro-Vigil Surveillance Services +
PullRite +
Reece
Riverside Travel Trailer +
RV Ad Pros + +
RV Inspection Connection +
RV Locks and More.com
RV PRO Magazine +
RV Rental Connection Inc. +
RV Safety & Education Foundation +
RV Trader
RV Training Center Inc. (RVTC)
RVDA
RVM Promotions
Sebrote Financial Corp.
Sobel University +
Spader Business Management +
Statistical Surveys Inc. +
SuperSprings International Inc. +
Sys2K Dealership Software
TCF Inventory Finance +
Tekonsha
Tents for Troops & RV’s Too
The Omnia Group Inc. +
Silver Partner: Thor Industries Inc.
Thor Motor Coach Inc.
Tom Manning & Associates Inc. + +
Triad Insurance Management & Services Agency Inc. + +
United States Warranty Corporation
Universal Lenders LLC +
Vehicle Administrative Services +
Warrantech Automotive Inc. +
Platinum Partner: Wells Fargo, Commercial Distribution Finance +
WFCO Electronics (Arterra Dist.) +
Wheeler Advertising Inc. +
WHRZT! Inc. +
Wolters Kluwer Financial Services +

### Partners in Bold

- Advertiser
- New Exhibitor
- Vendor Training +Plus
- Sponsor
- Displaying Vehicles
YOUR CUSTOMERS CRAVE THE FEARLESS LIFE.

You give them the tools. We give them peace of mind. Together, let’s open doors to endless opportunities.

Visit us at booth #620 to see our complete suite of F&I benefits and learn how EasyCare® speaks your customers’ language.

#RVnatives
www.easycare.com/rvda
844.549.6410
If Amazon Will Eventually Be Disrupted, You Can Bet Your Dealership Will Be, Too

By Ryan Estis

60 Minutes is a Sunday evening ritual for me. I love the interviews. Charlie Rose is one of my favorites. He hits hard. I recall him interviewing Amazon CEO Jeff Bezos — he was leaning into Bezos about Amazon putting the traditional booksellers out of business. Bezos leaned right back. He said, “Charlie, you know, people can complain about that, but complaining is not a strategy. And Amazon is not happening to book selling, the future is happening to book selling.”

Boom! The future happens. It’s happening to you and me right now. The question is: How are we going to respond?

Amateurs react. Leaders anticipate and take aggressive action to advance the organization. The marketplace punishes an organization that isn’t willing to evolve. I’ve lived through the consequences of failing to anticipate marketplace disruption, and the reality of being reactive is painful. Companies lose customers, and employees lose jobs.

During the 60 Minutes interview, Bezos went on to explain to Charlie Rose that he knows “Amazon will be disrupted one day,” and that, in the new economy, companies are going to have “short life spans.” It is exactly that kind of productive paranoia that drives an obsessive approach to innovation.

Bezos puts it like this: “I would define Amazon by our big ideas, which are customer centricity, putting the customer at the center of everything we do, invention. We like to pioneer, we like to explore, we like to go down dark alleys and see what’s on the other side.”

If Amazon is going to be disrupted, then that is our most certain reality as well. The only response is to maintain a foot in two worlds. You have to deliver performance today and have the discipline to reinvent the business to win in the 2020 world that hasn’t even been invented yet. You boldly enter the “dark alleys” and lead people through them to the other side.

The biggest breakthroughs take place just outside our comfort zone. Leaders need to get more comfortable being uncomfortable. The key to success is to disrupt your own business before the marketplace does it for you.

The way we lead is being disrupted also. There’s constant pressure to do things better, faster, and differently. One could react to this with stress — or embrace it as a catalyst for growth. It’s a very clear choice.

Amateurs react. Leaders anticipate and respond.

Ryan Estis is a sales consultant and speaker who searches out what the world’s best companies do right — and then shares the insight with his audiences. He will be the keynote speaker during the convention’s Nov. 8 General Session, when he’ll present “Unleash Your Inner Superhero: Keys to Achieving Breakthrough Performance.”
WE ARE THE SEVEN PROFESSIONALS DEDICATED TO THE SUCCESS OF YOUR BUSINESS.

Whether you need to communicate your story, introduce a new product, or market your brand, RV PRO is here to help.

Call 720-566-7253 to connect today or email abanks@nbm.com
Be the Torchbearer For Your Employees

By Michael Rees

With this being an Olympics summer, I’m reminded of four years ago, when I traveled back to my home country to witness my nephew carrying the Olympic torch in London on its way to the opening ceremony.

Twenty-three-year-old Matthew was an assistant manager for Carphone Warehouse, an 800-store U.K. company that sells mobile phones, including Samsung products. Samsung, an Olympics sponsor, asked Mathew’s company to participate in the torch relay as a reward for having sold more of its products than any other company. The Carphone execs chose Mathew for this once-in-a-lifetime honor.

Why was my nephew asked? A year before the London Olympics, I had made a training video on effective communication and follow-up through the use of video email, and I passed it along to him. He thought it was such a good idea that we worked together on getting a program implemented in his store. He bought a camera and started collecting email addresses of everyone he spoke with who was interested in buying a phone. Whenever someone left without buying, Matthew made a short, personal video thanking them for coming in, and he attached a little more information about the phone and asked the customer to return. The results were phenomenal – 36 percent of the customers who received his videos came back in and bought!

Matthew recruited some of his associates to do the same. His manager got wind of what was happening, and the ball really started to roll. Mathew was soon presenting to his regional manager and implementing the process in 27 more stores.

Before long, he was called to the head office to present to the “big wigs,” and he was tasked with implementing and training the video follow-up program across the entire U.K. The results: Carphone Warehouse had such an increase in business that it was the top performer for its corporate owners, a little company called Best Buy.

Because of the extra business, Best Buy was Samsung’s best customer and was given the chance to carry the Olympic torch. Best Buy knew that Carphone Warehouse was the reason behind the success and that the opportunity should really go to them. And the bosses at Carphone Warehouse, in turn, knew that the honor belonged to Matthew.

That was five years ago, and my company has been training others on how to use video for follow-up ever since. But even as effective as this method is, very few salespeople have adopted the process.

Why? Some don’t know how. Some don’t want to. But the most successful dealers across the United States and Canada have embraced the technology and the process and are reaping the rewards. Here’s how you can, too.

1. Make sure your team has the know-how. They need to be able to record a short video and upload it to an online server (YouTube, Vimeo, etc.). Then they simply grab the URL, hyperlink it into an email (preferably through your CRM), and send it to the customer. The video should be personal (use the customer’s name) and include a call to action.

2. Employees must have the desire. Without it, your team won’t get far. You must suss out why an employee doesn’t want to do something before you can go about changing results.

3. Employees need to be held accountable. When managers shy away from this important responsibility, they let down their team and their dealership.

If you’re a manager, be the torchbearer for your team – show them the way to be more successful.

Michael Rees is president of A World of Training. He started selling cars full time at age 18 in his native England, ultimately moving to the United States and becoming a dealership trainer. He’ll present “Effective Communication: In Person, On the Phone and Electronically” and “Keep Them Coming Back! Tools to Build Extreme Customer Loyalty” on Thursday, Nov. 10 during RVDA’s convention.
That First Time...
How Do People Experience RVing That First Time?
Renting, That's How!

You rent 'em, We insure 'em
Rental Insurance Since 1978

Call MBA for your rental quote 1-800-622-2201 www.MBAinsurance.net
**MON 11/8**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m. - 5:00 p.m.</td>
<td>RVDA of Alberta BOD meeting Skyview 2 • 11:30 a.m. - 2:30 p.m. RVDA of America BOD lunch &amp; meeting Platinum Ballroom</td>
</tr>
<tr>
<td>2:45 - 3:45 p.m.</td>
<td><strong>Vendor Training +Plus:</strong> 2:45 - 3:45 p.m. RV Protect Service Contract Coach-Net Palace 1</td>
</tr>
<tr>
<td>2:45 - 3:45 p.m.</td>
<td>Partners in Progress meeting: KZ RV Palace 6</td>
</tr>
<tr>
<td>5:15 - 6:30 p.m.</td>
<td>Society of Certified RV Professionals Reception: “Attributes and Characteristics: What does it mean to be professional?” Greg Dewalt, Marzahn</td>
</tr>
<tr>
<td>8:00 a.m. - 11:15 a.m.</td>
<td><strong>“How Smart Leaders Create Engaged Employees” Presented by Cory McGuire, Dale Carnegie Training of Nevada</strong> (separate registration and fees)</td>
</tr>
</tbody>
</table>

**TUESDAY 11/9**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:15 - 9:15 a.m.</td>
<td>Stay One Step Ahead of the Latest Fraud Trends Bank of America Merrill Lynch Palace 1 &amp; 2</td>
</tr>
<tr>
<td>9:30 - 10:30 a.m.</td>
<td>Are You Marketing the Parts and Accessories that Millennials Will Need and Want? Lippert Components Inc. Palace 1 &amp; 2</td>
</tr>
<tr>
<td>10:45 - 11:45 a.m.</td>
<td>WF CO’s New 2016 Products and Toolbox Resources for Dealers WFCO Electronics Palace 1 &amp; 2</td>
</tr>
<tr>
<td>12:00 - 1:00 p.m.</td>
<td>Do You Know Who You Are Doing Business With? B&amp;W Trailer Hitches Palace 1 &amp; 2</td>
</tr>
<tr>
<td>8:00 a.m. - 5:00 p.m.</td>
<td><strong>“Your Million Dollar RV Rental Business” Brad Bacon, Scott Krenek, Leslie Pojo, Martin Onken, and Barry Raye</strong> Sponsored by RVRA in partnership with the RVDA of America BVDA of Canada Reception Skyview 1</td>
</tr>
<tr>
<td>10:15 - 11:15 a.m.</td>
<td><strong>RVDA of America Annual Meeting Platinum Ballroom</strong> • <strong>RVDA of Canada Annual Meeting Skyview 1</strong></td>
</tr>
<tr>
<td>11:00 a.m. - 3:00 p.m.</td>
<td>Expo Open (Lunch Served in Both Halls)</td>
</tr>
<tr>
<td>2:00 - 3:00 p.m.</td>
<td>Best Practices for a Family-Run Business Valerie Ziebron Bronze 3</td>
</tr>
<tr>
<td>3:15 - 4:15 p.m.</td>
<td>Key Metrics for the New Economy John Spader Palace 3 &amp; Bronze 2</td>
</tr>
<tr>
<td>4:15 - 5:30 p.m.</td>
<td>Young RV Executives Reception Sponsored by Coach-Net Skyview 1</td>
</tr>
<tr>
<td>5:30 - 7:30 p.m.</td>
<td>RV Business Top 50 Dealers Awards Reception Platinum Ballroom</td>
</tr>
<tr>
<td>9:00 - 10:00 a.m.</td>
<td>It Starts with You: The Leader’s Role in Developing a High Performing Team Pete Smith Palace 1 &amp; 2</td>
</tr>
<tr>
<td>10:15 - 11:15 a.m.</td>
<td>The Passionate RV Leader David Spader Palace 1 &amp; 2</td>
</tr>
<tr>
<td>11:00 a.m. - 2:00 p.m.</td>
<td>Expo Open (Lunch Served in Both Halls)</td>
</tr>
<tr>
<td>2:00 - 3:00 p.m.</td>
<td>Customer Retention Starts with Employee Retention Cory Mosley Bronze 4</td>
</tr>
<tr>
<td>3:15 - 4:15 p.m.</td>
<td>Keep Them Coming Back! Tools to Build Extreme Customer Loyalty Michael Rees and David Foco Bronze 4</td>
</tr>
<tr>
<td>4:30 - 5:30 p.m.</td>
<td>Lead the Next Generation of Employee Cory Mosley Bronze 4</td>
</tr>
<tr>
<td>5:30 - 7:30 p.m.</td>
<td>TBA</td>
</tr>
<tr>
<td>8:30 a.m. - 5:00 p.m.</td>
<td>Compliance and Ethics: F&amp;I and the Law Bob Harkins Palace 1 &amp; 2 • 9:15 - 10:15 a.m. Compliance: The Current State of Compliance in the RV Industry Brian Smith Palace 1 &amp; 2</td>
</tr>
</tbody>
</table>

**EDUCATION TRACKS:**

**DEALER/GM**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 - 10:00 a.m.</td>
<td>7 Things You Need to Do to Develop Your Team Carlotta Clyatt Palace 1 &amp; 2</td>
</tr>
<tr>
<td>10:15 - 11:15 a.m.</td>
<td><strong>RVDA of America Annual Meeting Platinum Ballroom</strong> • <strong>RVDA of Canada Annual Meeting Skyview 1</strong></td>
</tr>
<tr>
<td>11:00 a.m. - 3:00 p.m.</td>
<td>Expo Open (Lunch Served in Both Halls)</td>
</tr>
<tr>
<td>2:00 - 3:00 p.m.</td>
<td>Best Practices for a Family-Run Business Valerie Ziebron Bronze 3</td>
</tr>
<tr>
<td>3:15 - 4:15 p.m.</td>
<td>Key Metrics for the New Economy John Spader Palace 3 &amp; Bronze 2</td>
</tr>
<tr>
<td>4:15 - 5:30 p.m.</td>
<td>Young RV Executives Reception Sponsored by Coach-Net Skyview 1</td>
</tr>
<tr>
<td>5:30 - 7:30 p.m.</td>
<td>RV Business Top 50 Dealers Awards Reception Platinum Ballroom</td>
</tr>
<tr>
<td>9:00 - 10:00 a.m.</td>
<td>It Starts with You: The Leader’s Role in Developing a High Performing Team Pete Smith Palace 1 &amp; 2</td>
</tr>
<tr>
<td>10:15 - 11:15 a.m.</td>
<td>The Passionate RV Leader David Spader Palace 1 &amp; 2</td>
</tr>
<tr>
<td>11:00 a.m. - 2:00 p.m.</td>
<td>Expo Open (Lunch Served in Both Halls)</td>
</tr>
<tr>
<td>2:00 - 3:00 p.m.</td>
<td>Customer Retention Starts with Employee Retention Cory Mosley Bronze 4</td>
</tr>
<tr>
<td>3:15 - 4:15 p.m.</td>
<td>Keep Them Coming Back! Tools to Build Extreme Customer Loyalty Michael Rees and David Foco Bronze 4</td>
</tr>
<tr>
<td>4:30 - 5:30 p.m.</td>
<td>Lead the Next Generation of Employee Cory Mosley Bronze 4</td>
</tr>
<tr>
<td>5:30 - 7:30 p.m.</td>
<td>TBA</td>
</tr>
</tbody>
</table>

**SALES**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 - 10:00 a.m.</td>
<td>Dale Carnegie Training: Overcoming Objections Cory McGuire Palace 3</td>
</tr>
<tr>
<td>10:15 - 11:15 a.m.</td>
<td>Dale Carnegie Training: Transforming Customer Complaints into Opportunities Cory McGuire Palace 3</td>
</tr>
<tr>
<td>11:00 a.m. - 3:00 p.m.</td>
<td>Digital Marketing for Dealers Rich Delaney Bronze 4</td>
</tr>
<tr>
<td>2:00 - 3:00 p.m.</td>
<td>Best Practices Kill Sales Growth: How Not to be a Victim Cory Mosley Palace 3</td>
</tr>
<tr>
<td>3:15 - 4:15 p.m.</td>
<td>Effective Communication: In Person, on the Phone, and Electronically Michael Rees Palace 3</td>
</tr>
<tr>
<td>4:15 - 5:30 p.m.</td>
<td>The Importance of Digital and Traditional Marketing to Maximize Results and Response Roger Vergara Bronze 4</td>
</tr>
<tr>
<td>5:30 - 7:30 p.m.</td>
<td>F&amp;I for the Modern Dealer Tony Doughty Bronze 4</td>
</tr>
</tbody>
</table>

**SOCIAL MEDIA/eMARKETING**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 - 10:00 a.m.</td>
<td>Personal Branding and Social Media Tonya Eberhart and Michael Carr Bronze 4</td>
</tr>
<tr>
<td>10:15 - 11:15 a.m.</td>
<td>Personal Branding and Social Media Tonya Eberhart and Michael Carr Bronze 4</td>
</tr>
<tr>
<td>11:00 a.m. - 3:00 p.m.</td>
<td>Digital Marketing for Dealers Rich Delaney Bronze 4</td>
</tr>
<tr>
<td>2:00 - 3:00 p.m.</td>
<td>Best Practices Kill Sales Growth: How Not to be a Victim Cory Mosley Palace 3</td>
</tr>
<tr>
<td>3:15 - 4:15 p.m.</td>
<td>Effective Communication: In Person, on the Phone, and Electronically Michael Rees Palace 3</td>
</tr>
<tr>
<td>4:15 - 5:30 p.m.</td>
<td>The Importance of Digital and Traditional Marketing to Maximize Results and Response Roger Vergara Bronze 4</td>
</tr>
<tr>
<td>5:30 - 7:30 p.m.</td>
<td>F&amp;I for the Modern Dealer Tony Doughty Bronze 4</td>
</tr>
</tbody>
</table>

**F&I**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 - 10:00 a.m.</td>
<td>Dale Carnegie Training: Transforming Customer Complaints into Opportunities Cory McGuire Palace 3</td>
</tr>
<tr>
<td>10:15 - 11:15 a.m.</td>
<td>Dale Carnegie Training: Transforming Customer Complaints into Opportunities Cory McGuire Palace 3</td>
</tr>
<tr>
<td>11:00 a.m. - 3:00 p.m.</td>
<td>Digital Marketing for Dealers Rich Delaney Bronze 4</td>
</tr>
<tr>
<td>2:00 - 3:00 p.m.</td>
<td>Best Practices Kill Sales Growth: How Not to be a Victim Cory Mosley Palace 3</td>
</tr>
<tr>
<td>3:15 - 4:15 p.m.</td>
<td>Effective Communication: In Person, on the Phone, and Electronically Michael Rees Palace 3</td>
</tr>
<tr>
<td>4:15 - 5:30 p.m.</td>
<td>The Importance of Digital and Traditional Marketing to Maximize Results and Response Roger Vergara Bronze 4</td>
</tr>
<tr>
<td>5:30 - 7:30 p.m.</td>
<td>F&amp;I for the Modern Dealer Tony Doughty Bronze 4</td>
</tr>
</tbody>
</table>
Legal Landscape and How it Applies to You  Harvey Fisher  Palace 1&2  (session not recorded) (speakers and schedule subject to change)
Gear Up For Success – Experience the power of education during the 2016 RV Dealers International Convention/Expo Nov. 7-11 at Bally’s in Las Vegas. Bring your top performers for a week of training focused on dealers and fixed-operations managers, leadership development, and networking. You’ll learn about:

- Cash conversions in F&I
- Advanced topics for the service department
- Mini rental school (included in registration fee)
- Leadership development for young RV executives
- Digital marketing tips
- Latest ideas in Internet advertising and increasing ROI

2016 PARTNERS

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 __________________________________________________________

2. Member Registration Fees:

First registrant locks in today’s lowest rate for all future dealership personnel!

<table>
<thead>
<tr>
<th>1st Registrant – includes Vendor Training +Plus, a $215 value!</th>
<th>Advanced Through 8/31</th>
<th>Regular After 8/31</th>
<th>Amount</th>
</tr>
</thead>
</table>
| Name ______________________________________________________ Email __________________________
| Badge First Name ___________________________________________ Please check here if you require special accommodations: □ |

<table>
<thead>
<tr>
<th>2nd Registrant – includes Vendor Training +Plus, a $215 value!</th>
<th>$671</th>
<th>$965</th>
<th>$</th>
</tr>
</thead>
</table>
| Name ______________________________________________________ Email __________________________
| Badge First Name ___________________________________________ Please check here if you require special accommodations: □ |

<table>
<thead>
<tr>
<th>3rd Registrant – includes Vendor Training +Plus, a $215 value!</th>
<th>$671</th>
<th>$965</th>
<th>$</th>
</tr>
</thead>
</table>
| Name ______________________________________________________ Email __________________________
| Badge First Name ___________________________________________ Please check here if you require special accommodations: □ |

NON-MEMBER DEALER – includes Vendor Training +Plus, a $215 value! $1345 $

Name _________________________________________________________ Email ______________________________________

Please check here if you require special accommodations. □

3. Payment Information:

☐ Full Amount  or  ☐ 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.

☐ Check enclosed

Charge my: ☐ Visa ☐ MC ☐ Amex ☐ 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, 2016, to qualify for a refund. A $150 administrative fee will be deducted from each refund request received by July 31, 2016. A $200 administrative fee will be deducted from each refund request received between August 1, 2016 and August 31, 2016. No refunds will be made after August 31, 2016. *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.

I would like to add a contribution to the Mike Molino RV Learning Center to promote education for our industry.* $

TOTAL $
The Surprising Root Cause of Dealership Problems – and Opportunities

By Pete Smith


Believe it or not, these common business problems are nothing more than personal problems in disguise. It’s worth restating: Personal problems are the root cause of most business problems.

Micromanagement isn’t about poor delegation skills. It’s about a lack of trust and preparedness. A toxic dealership culture isn’t about a lack of employee incentive programs. It’s about individual negativity, inadequacy, and indifference.

Feelings of being overwhelmed aren’t about time. They’re about a lack of priorities and an internal fear of doing something wrong, and possibly being judged.

The most serious issues at the dealership are areas that don’t frequently get addressed, such as relationships, personalities, pride, beliefs, fears, judgments, and desires. Focus on these things within each individual and you’ll increase your chances of creating positive shifts at your dealership.

The good news is that the source of professional problems is also the source of professional opportunities. Again, it comes down to personal characteristics, mindset, and behaviors.

Want your employees to take risks? Help them to develop courage and overcome their fear of making wrong decisions.

Want your employees to create amazing customer relationships? Help develop their empathy, humility, and curiosity.

Want to create a culture of respect and teamwork? Discuss differing perspectives, and be a role model for gratitude.

The source for everything meaningful that happens within a dealership, good and bad, lies at the individual level. Support each individual and help them better themselves for the betterment of others. Great dealerships are made up of imperfect people doing amazing things.

Pete Smith is president of SmithImpact, a leadership and management training company. He will present “It Starts with You: The Leader’s Role in Developing a High-Performing Team,” “Communication Skills for Better Dealership Results,” and “Advancing Your Career: Move Up, Move Over, Move Ahead” during the 2016 RV Dealers International Convention/Expo Nov. 7-11 at Bally’s in Las Vegas.
REAL VALUE

Are you interested in expanding your dealership or your wallet? This highly recognized and highly profitable RV dealership is available for acquisition.

FOR SALE

Known for exceptional quality, expertise and great customer service, this business is a well-known regional icon in the RV Industry - both RV Sales and Rentals. Strategically located, the business has multiple acres that offer significant room for expansion and is visible from a busy interstate in Wisconsin. The business is also able to service to the Milwaukee, Madison, Lake Geneva, the greater Chicago and Northern Illinois markets. A spotless showroom, well organized service department and unparalleled expertise are just a few reasons why they have so many long-term repetitive customers. Significant unexploited opportunities for new owner to take the business to the next level and grow. Seller has been involved in the business for many years and is looking to retire.

Highlights:

Asking: $1,750,000
Gross Income: $4,700,000
Seller’s Earnings: $700,000
Inventory: $1,400,000*
Real Estate: $1,000,000*
*Not included in the asking price

CONTACT:
MARK SMITH, PARTNER
LAKES BUSINESS GROUP, INC.
MASMITH@VRBIZLAKES.COM
262.347.2083

Don’t let this opportunity pass you by!

LAKES BUSINESS GROUP, INC

BUY A BUSINESS | SELL A BUSINESS | EXIT STRATEGY PLANNING | MERGERS & ACQUISITIONS
Did you hear about the recent U.S. Supreme Court case dealing with dealership service advisors and their eligibility for overtime pay? I’ve received dealer questions about this issue and feel there’s a need for some clarification about how the decision affects RV dealers.

There are certain jobs at car dealerships that are exempt from the federal overtime pay requirements. However, RV dealerships generally have fewer exempt positions, depending on their mix of products (motorhomes versus trailers). The Fair Labor Standards Act (FLSA) provides specific and separate exemptions for car and truck salespeople and for trailer, boat, and aircraft salespeople.

Last month’s Supreme Court case – Encino Motorcars v. Navarro – dealt with the car dealership section of the FLSA that says “any salesman, partsman, or mechanic primarily engaged in selling or servicing automobiles” is exempt from the overtime pay requirement. The FLSA doesn’t mention whether service advisors qualify for this exemption.

In 2012, a group of service advisors at Encino Motorcars sued the dealership for failing to pay them overtime wages for their 55-hour work weeks. The court dismissed their overtime claims on the grounds that they fell within the FLSA’s exemption for dealership salesmen. Although the service advisors sold car service rather than cars, they were salesmen nevertheless, the court ruled.

The service advisors appealed to the 9th Circuit, which sided with them. It used a 2011 rulemaking by the Department of Labor that “salesmen, partsmen, and mechanics” meant salesmen who sell vehicles and partsmen and mechanics who service vehicles. Because service advisors don’t sell or service vehicles, the Ninth Circuit concluded that they were eligible for overtime pay.

The 9th Circuit’s decision created a disagreement between other circuits that had come to the opposite decision, and this triggered the Supreme Court’s review of the Encino case. Unfortunately, the court didn’t actually decide whether service advisors are exempt. Instead, it sent the case back to the 9th Circuit with instructions to reconsider the issue “without placing controlling weight” on the DOL’s 2011 regulation. The Supreme Court said that the 2011 regulation was inconsistent with DOL’s previous interpretations, and that DOL had failed to justify such a significant departure from its previous interpretation.

Car and RV dealerships will have to wait for the 9th Circuit’s subsequent decision – and possibly another Supreme Court decision – before the issue of whether service advisors are exempt from overtime is resolved. Also, please be aware that states, especially California, may have additional requirements for service advisors to qualify for the overtime exemption. ■
How Smart Leaders Create Engaged Employees

Presented by Cory McGuire, Dale Carnegie Training of Nevada
Tuesday, Nov. 8, 8:00 - 11:45 a.m.
Co-located at the 2016 RV Dealers International Convention/Expo, Bally’s Las Vegas, NV

1. Registration Information.

Company Name ____________________________________________________________
Phone ______________________________ Fax ________________________________
Address __________________________________________________________________
City __________________________ State/Prov _______ Zip/PC _________________
Email ________________________________________________________________

2. Registration Fee:

Enrollment is limited and a maximum of four registrants per dealership are eligible to participate. $99/person

First Registrant
Registrant Name_________________________________________________ Email ________________________________
Badge First Name__________________________________________ Please check here if you require special accommodations. □

Second Registrant
Registrant Name_________________________________________________ Email ________________________________
Badge First Name__________________________________________ Please check here if you require special accommodations. □

Third Registrant
Registrant Name_________________________________________________ Email ________________________________
Badge First Name__________________________________________ Please check here if you require special accommodations. □

Fourth Registrant
Registrant Name_________________________________________________ Email ________________________________
Badge First Name__________________________________________ Please check here if you require special accommodations. □

I would like to add a contribution to the Mike Molino RV Learning Center to promote education for our industry.* $

3. Payment Information:

TOTAL $ _____________

☐ Check enclosed. Charge my: ☐ Visa ☐ MC ☐ Amex ☐ 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, 2016, to qualify for a refund. A $30 administrative fee will be deducted from each refund request received by August 31, 2016. No refunds will be made after August 31, 2016. *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.
The Value of Extended Service Agreements:  
A Q&A with Burlington RV Superstore’s Tim Wegge

Burlington RV Superstore in Sturtevant, WI, is a full-service RV dealership that has received many industry honors over the years, including earning recognition as an RV Business Top 50 Dealer and being named RVDA’s Top Quality Dealer in 1999.

Founded in 1963, the dealership prides itself on providing superior customer service through its team of professional sales members, finance experts, service technicians, and knowledgeable parts and accessories staff.

In this special Q&A, RV Executive Today talks to Burlington RV owner Tim Wegge about how extended service agreements fit into the company’s customer satisfaction strategy.

Q. What is Burlington RV Superstore’s philosophy when it comes to providing service agreements for customers?

A. Our philosophy is simple. We feel strongly that extended service agreements are an important investment for our customers to make when purchasing an RV.

We all know that RVs provide wonderful ways to spend time with your family and are a great way to enjoy the outdoors and related activities that go along with RV travel. But they are houses on wheels. It doesn’t matter what type of RV you buy – from folding camping trailers to Class A’s – they’re traveling down the road, and things vibrate and move.

There are appliances, plumbing, and electrical systems that make it almost like a “home in a hurricane.” So we look at extended service agreements as a customer benefit and something they really need to have.

We’re working in a specialized industry. Our techs need training in carpentry, plumbing, elec-
Many techs are really jacks of all trades, so that’s a big contrast to an auto mechanic. That specialization means RV repairs can be expensive for customers. For instance, if a cooling unit goes out, it could be $1,500 or $2,000 with labor. That’s an unexpected major expense that most of our customers aren’t prepared for.

So the extended service agreement is an opportunity for people to take out protection against major repairs. As complicated as today’s units are, I can’t imagine customers not having an extended plan.

Q. How does your dealership handle the service agreement sales process? Who offers the agreement to customers?

A. At our dealership, the process is key to the whole thing. The service agreement is not brought up by the salespeople. They know they can mention that an extended agreement is available, if it comes up during a conversation about warranty coverages.

The service agreement is offered the day they pick up the RV to take it home. At our dealership — and I know other dealerships do this too — we have orientation specialists. We call them ambassadors. The customers go through a walk-through or orientation on how to use the RV, and it is during this orientation that our demonstrators teach the customer about all the complexities of how all the systems work in the RV and just how many components there are.

The ambassadors will inform the customer what the manufacturer warranty covers and suggest to them that they consider also purchasing an extended service agreement, and they explain the extent of those coverages. When the orientation is complete, they’re reintroduced to the business manager and asked to be sure to ask him or her about the extended service agreement they spoke about. It is now the business manager who will sell the service agreement using a menu.

We have a good track record of penetration for both new and experienced RVers with this process. Again, I think it’s almost a disservice to the customer not to offer an extended service agreement.

Q. You’ve sold Protective’s XtraRide program for a number of years. What do you and your customers like about the program?

A. We’ve sold several programs over the years, but the XtraRide program is by far our preference. They cover what they say they’re going to cover. They walk the walk. The Protective folks make decisions quickly, which is especially important when our customers are on the road, sitting in another dealer’s service department.

Our experience with the Protective claims people is that they get both the dealer and the customer what they need to get the RV fixed. They also pay claims quickly, and we have confidence that we’re providing our customers with a quality agreement that won’t lead to more hassles on top of what’s gone wrong with the unit.

The coverages are clearly outlined in the agreements as well. XtraRide has a page that clearly spells out what isn’t covered, and it’s mostly maintenance issues, so it’s all very clear to the customer.

Our staff has no problem selling it as a premium agreement. Our business manager has worked in both RV and auto dealerships, and he says it’s the best agreement he’s ever sold.

With the XtraRide agreement, we know our customers will be treated fairly and won’t be coming back to us asking us to intervene on their behalf to get something covered. It’s a quality program that we’re very happy to offer to our customers.

Editor’s note: RVDA and Protective Asset Protection are entering the 25th year of the association’s exclusive endorsement of the XtraRide RV Service Agreement Program, offered through the Asset Protection Division of Protective Life Insurance Company.
An expanded image library, new B-roll footage for download, and a streamlined Leads Plus search engine are the latest upgrades available to dealers through the powerful Go RVing program. These new features arrive just in time for dealers to use over the summer, as Go RVing’s sophisticated 2016 media plan kicks into high gear with more TV spots, targeted magazine advertising, special events, and social media strategies.

The Industry Only section of the Go RVing website has an expanded image library with new files available for download. The professional image library is organized by vehicle type, with choices of high-res and low-res images for dealers to use in their dealership marketing and sales campaigns.

Participants in the Dealer Tie-In Program will benefit from changes in the Leads Plus search engine, which has been streamlined to reflect current search criteria, so it’s now easier to find and download the latest leads.

The Tie-In Program also has new B-roll footage available for download, along with new Go RVing TV spots in the digital downloads section. With each video production shoot, Go RVing captures lifestyle and driving footage that’s suitable as high-quality footage for local TV commercials or promotional efforts. These videos are high-definition, broadcast-quality files compatible with standard editing platforms currently used by the vast majority of production facilities. Dealers can preview footage before buying it.

The Go RVing Coalition consists of RV manufacturers, component suppliers, dealers and campgrounds. Go RVing works to provide the public and media with pertinent information about the benefits of RV travel. Go RVing works to provide the public and media with general information about the benefits of RV travel and camping and to foster customer satisfaction with the RV experience.

To sign up, go to the RVDA website, email Chuck Boyd at cboyd@rvda.org, call him at (703) 591-7130 x113, or visit www.rvda.org.
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, 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 Going 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. 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 3930 University Dr., Fairfax, VA, 22030
For more information, visit www.rvda.org or send an email to info@rvda.org

---
Heartland RV’s Service Manager – a Certified Technician – Helps Fulfill Customers’ Dreams

By Tony Yerman

Greg Flint has been Heartland RV’s shop service manager since 2014. He has been an RVDA/RVIA certified technician since 2005. He also spent some time as a phone tech and says that “there are many ways to look at customer service.” There are times when the customer comes to the manufacturer’s service department instead of the dealership’s, and he says he looks at his job as “helping the customer fulfill his dream.”

Flint attended training at Ivy Tech Community College in Indianapolis when it offered RV technician training. He still remembers a speech given by one of the instructors, who told the class that “We want to help technicians feed their families through what they do.” The instructor also said that training and certification in the RV industry should parallel the training and certification given through ASE, the National Institute for Automotive Service Excellence, an independent non-profit organization that certifies auto technicians.

Flint says that RV technicians need to be knowledgeable in even more areas – such as carpentry, plumbing and electrical – than auto techs do. ASE’s format of breaking subjects into multiple groups and sections makes sense to him. Flint believes that everyone should strive for master certification, which can sometimes “make a significant difference in wages.” And techs need “drive and a good work ethic.”

Heartland RV wants all of its techs to be trained and certified. It currently has several techs enrolled in the online certification preparation program, as well as many of its phone techs.

Flint notes that there are issues with the training provided by suppliers. “Supplier manufacturers have information, but much of it is time consuming to find or to separate from consumer information,” he says. And there’s also a difference between “reading and understanding how to do something versus showing how to do it through videos.” He believes a combination of text and videos is important.

Flint says manufacturers believe training and certification are important, and he thinks they should be important to dealers as well.
# RV Service Technician Training and Certification Preparation Online Courses

## COURSE ENROLLMENT FORM

Developed by RVIA and offered exclusively by the Mike Molino RV Learning Center, the two certification preparation courses help prepare working RV technicians for the Registered Technician and Certified Technician certification tests. Five continuing education courses provide technicians continuing education units (CEUs) upon completion. All content is provided online. Graphics, charts, and instructional videos address the specific needs of various learning styles. All courses include a final comprehensive practice test. The fee offers the technician access to the course for one year. There is a separate fee and application for certification testing.

### 1. Certification Preparation Courses

**REGISTERED TECHNICIAN PREP COURSE** addresses these core knowledge areas:

1. Propane: how propane is stored in the RV, how it’s delivered to appliances, and the materials and safety devices.
2. Basic Electricity: including Ohm’s law manipulation, electrical diagram interpretation, and the use of basic test equipment.
3. Interior: important fire, life, and safety information is explained, along with instructions for routine care and cleaning of interior services.

**CERTIFIED TECHNICIAN PREP COURSE** helps prepare Registered Technicians for the Certified Technician test with a review of:

1. Electrical: service power sources, wiring, and inspections and testing.
2. Brakes, Suspension, and Towing.
3. Plumbing: fresh water, waste water, and propane piping.
5. Generators: operation and control and components.
6. Hydraulics: components, controls, maintenance, etc.

### 2. Continuing Education Courses (five CEUs per completed course)

**Code 1-APPLIANCES**: propane systems tests, a/c, water heaters/ furnaces, refrigerators, and cooktops.

**Code 2-BODY**: exterior and interior construction components, from types of construction to cleaning and replacing

**Code 3-CHASSIS**: brakes, suspension, towing, hydraulics and slideouts.

**Code 4-ELECTRICAL SYSTEMS**: AC and DC power sources, 120 VAC & 12 VDC wiring distribution, inspection and testing, brakes and generators.

**Code 5-PLUMBING**: fresh water distribution systems, waste water tests, holding tank and piping repair and maintenance.

### 3. Enroll The Technician(s) below:

**NOTE**: Each technician must have a distinct email address that only he/she uses.

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Registered Technician</th>
<th>Certified Technician</th>
<th>Continuing Ed. (enter code 3-5)</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>$89</td>
<td>$249</td>
<td>$69/Each Code:</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$89</td>
<td>$249</td>
<td>$69/Each Code:</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$89</td>
<td>$249</td>
<td>$69/Each Code:</td>
<td>$</td>
</tr>
</tbody>
</table>

**TOTAL**: $  

### 4. Company Information

<table>
<thead>
<tr>
<th>Name/Title</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Address</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>State/Prov</th>
<th>Zip/PC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 5. Payment Information

**NOTE**: Enrollments must be pre-paid in U.S. Funds. Fees subject to change without notice.

- [ ] Check Enclosed: Payable to the Mike Molino RV Learning Center
- [ ] Charge my [ ] Visa [ ] MC [ ] Amex [ ] Discover

<table>
<thead>
<tr>
<th>Name on Card</th>
<th>Card #</th>
<th>Expires</th>
<th>Security Code</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Billing Address</th>
<th>City</th>
<th>State/Prov</th>
<th>Zip/PC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MAIL OR FAX A COPY OF THIS FORM TO: Mike Molino RV Learning Center, 3930 University Drive, Fairfax, VA 22030-2515  · Fax (703) 359-0152

Call (703) 591-7130 to register by phone.

Rev. 7/16
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, 2017.

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 Gibson 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: __________________________

For more information, call (386) 754-4285 or go to https://www.fgc.edu/academics/occupational-programs/rv-institute/
The expanded Service Management Guide offers over 100 pages of average work unit times for the most basic service functions performed by competent RV technicians.

- The 11th Edition of the Service Management Guide offers extensive updates and additions provided by dealers, service managers, and technicians.
- Service Check Sheets provide a valuable reference for service managers and technicians.
- A great tool for working with extended service contracts.
- Available in 2 formats: printed on durable cardstock paper with a 3-ring binder, and as a searchable pdf document on CD-ROM.

The Service Management Guide is designed to provide 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 it is not intended to be the sole determinant of prices or rates charged in that sale of service.

Order Online at http://www.rvlearningcenter.com. Note: prices are subject to change without notice.
The Mike Molino RV Learning Center proudly recognizes
*Active donors are those who have contributed to the RV Learning Center during the past two years.

<table>
<thead>
<tr>
<th>Received From</th>
<th>Contributed 7/8/14 - 7/8/16</th>
<th>Total Lifetime Contribution</th>
<th>Total Lifetime Pledge</th>
<th>Last Contributed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MAJOR GIFTS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Camping World and Good Sam</td>
<td>$150,000</td>
<td>$667,987</td>
<td>$1,000,000</td>
<td>6/8/16</td>
</tr>
<tr>
<td>Newmar Corporation</td>
<td>50,000</td>
<td>235,000</td>
<td>260,000</td>
<td>12/15/15</td>
</tr>
<tr>
<td>Protective</td>
<td>73,917</td>
<td>235,079</td>
<td>12/7/15</td>
<td></td>
</tr>
<tr>
<td>Coach-Net</td>
<td>5,000</td>
<td>204,917</td>
<td>1/26/15</td>
<td></td>
</tr>
<tr>
<td>Tom Stinnett Derby City RV</td>
<td>1,500</td>
<td>103,500</td>
<td>12/28/15</td>
<td></td>
</tr>
<tr>
<td>Brown &amp; Brown Recreational Insurance</td>
<td>20,000</td>
<td>20,000</td>
<td>100,000</td>
<td>3/21/15</td>
</tr>
<tr>
<td>Campers Inn</td>
<td>20,000</td>
<td>76,000</td>
<td>100,000</td>
<td>6/15/16</td>
</tr>
<tr>
<td>PleasureLand RV Center Inc.</td>
<td>14,500</td>
<td>94,850</td>
<td>96,850</td>
<td>12/15/15</td>
</tr>
<tr>
<td>Horsey Family Memorial Fund</td>
<td>2,000</td>
<td>72,000</td>
<td></td>
<td>6/14/16</td>
</tr>
<tr>
<td>Bill &amp; Kristen Fenech</td>
<td>10,000</td>
<td>67,500</td>
<td>9/14/15</td>
<td></td>
</tr>
<tr>
<td>Ron &amp; Lisa Fenech</td>
<td>10,000</td>
<td>65,000</td>
<td>8/4/15</td>
<td></td>
</tr>
<tr>
<td>Byerly RV Center</td>
<td>5,000</td>
<td>57,000</td>
<td></td>
<td>1/5/16</td>
</tr>
<tr>
<td>RVAC</td>
<td>14,000</td>
<td>52,000</td>
<td></td>
<td>4/8/16</td>
</tr>
<tr>
<td>Bill Plemmons RV World</td>
<td>5,000</td>
<td>20,050</td>
<td>50,050</td>
<td>6/9/16</td>
</tr>
<tr>
<td>All Seasons RV Center</td>
<td>1,000</td>
<td>38,049</td>
<td>47,049</td>
<td>12/14/15</td>
</tr>
<tr>
<td>McClain's RV Superstore</td>
<td>2,000</td>
<td>44,000</td>
<td></td>
<td>6/18/15</td>
</tr>
<tr>
<td>Pan Pacific RV Centers Inc.</td>
<td>3,000</td>
<td>40,500</td>
<td>41,500</td>
<td>6/20/15</td>
</tr>
<tr>
<td>Palm RV</td>
<td>7,500</td>
<td>7,500</td>
<td>37,500</td>
<td>2/18/16</td>
</tr>
<tr>
<td>Bill Thomas Camper Sales Inc.</td>
<td>5,000</td>
<td>36,000</td>
<td></td>
<td>3/6/15</td>
</tr>
<tr>
<td>Reines RV Center Inc.</td>
<td>6,500</td>
<td>35,025</td>
<td></td>
<td>12/31/15</td>
</tr>
<tr>
<td>Wilkins R.V. Inc.</td>
<td>2,400</td>
<td>20,500</td>
<td>33,000</td>
<td>1/8/16</td>
</tr>
<tr>
<td>Pikes Peak Traveland Inc.</td>
<td>1,700</td>
<td>32,700</td>
<td></td>
<td>6/26/15</td>
</tr>
<tr>
<td>Holiday World of Houston</td>
<td>6,000</td>
<td>32,000</td>
<td></td>
<td>6/30/16</td>
</tr>
<tr>
<td>Diversified Insurance Management Inc.</td>
<td>3,800</td>
<td>24,800</td>
<td>31,200</td>
<td>4/25/16</td>
</tr>
<tr>
<td>Paul Evert's RV Country Inc.</td>
<td>2,000</td>
<td>29,000</td>
<td>30,000</td>
<td>3/11/16</td>
</tr>
<tr>
<td><strong>CHAMPIONS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jayco Inc.</td>
<td>5,000</td>
<td>23,500</td>
<td></td>
<td>12/8/14</td>
</tr>
<tr>
<td>MBA Insurance Inc.</td>
<td>2,000</td>
<td>17,100</td>
<td>20,100</td>
<td>6/1/16</td>
</tr>
<tr>
<td>Greeneway Inc. (Route 66 Dealer)</td>
<td>2,300</td>
<td>20,850</td>
<td></td>
<td>12/21/15</td>
</tr>
<tr>
<td>Alpin Haus</td>
<td>2,000</td>
<td>20,500</td>
<td></td>
<td>7/5/16</td>
</tr>
<tr>
<td>Hartville RV Center Inc.</td>
<td>2,000</td>
<td>14,750</td>
<td>15,750</td>
<td>5/5/16</td>
</tr>
<tr>
<td>AIRXCEL RV Group</td>
<td>2,000</td>
<td>13,000</td>
<td></td>
<td>10/27/14</td>
</tr>
<tr>
<td>Mike &amp; Barb Molino</td>
<td>300</td>
<td>11,886</td>
<td></td>
<td>7/21/15</td>
</tr>
<tr>
<td>Little Dealer, Little Prices</td>
<td>1,000</td>
<td>11,050</td>
<td></td>
<td>12/11/14</td>
</tr>
<tr>
<td>Affinity RV Service Sales &amp; Rentals</td>
<td>2,000</td>
<td>11,000</td>
<td>11,000</td>
<td>6/15/16</td>
</tr>
<tr>
<td>Floyds Recreational Vehicles</td>
<td>250</td>
<td>10,500</td>
<td></td>
<td>4/13/16</td>
</tr>
<tr>
<td>Motley RV Repair</td>
<td>1,000</td>
<td>10,075</td>
<td></td>
<td>9/17/15</td>
</tr>
<tr>
<td><strong>LEADERS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>United States Warranty Corporation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don Clark</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hemlock Hill RV Sales Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Curtis Trailers Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Circle K RV’s Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Burlington RV Superstore</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hayes RV Center</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Valley RV Center</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A World of Training</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crestview RV Center</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Camperland of Oklahoma LLC</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Madison RV Supercenter</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Best Value RV Sales &amp; Service</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good Life RV</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don Gunden</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bob &amp; Amy Martin</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROUTE 66 RV Network</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Topper’s Camping Center</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phil Ingrassia</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RCD Sales Company Ltd.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Myers RV Center Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hilltop Trailer Sales Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Noble RV Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. D. Sanders Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RV Outlet Mall</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>United RV Center</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Highland Ridge RV Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tacoma RV Center</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alliance Coach</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Austin Chapter of Texas RV Association</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Onsite Temp Housing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skyline RV &amp; Home Sales Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Received From

**MAJOR GIFTS**
- United States Warranty Corporation
- Don Clark
- Hemlock Hill RV Sales Inc.
- Curtis Trailers Inc.
- Circle K RV’s Inc.
- Burlington RV Superstore
- Hayes RV Center
- All Valley RV Center
- A World of Training
- Crestview RV Center
- Camperland of Oklahoma LLC
- Madison RV Supercenter
- Best Value RV Sales & Service
- Good Life RV
- Don Gunden
- Bob & Amy Martin
- ROUTE 66 RV Network
- Topper’s Camping Center
- Phil Ingrassia
- RCD Sales Company Ltd.
- Myers RV Center Inc.
- Hilltop Trailer Sales Inc.
- Noble RV Inc.
- J. D. Sanders Inc.
- RV Outlet Mall
- United RV Center
- Highland Ridge RV Inc.
- Tacoma RV Center
- Alliance Coach
- Austin Chapter of Texas RV Association
- Onsite Temp Housing
- Skyline RV & Home Sales Inc.

**LEADERS**
- The Trail Center
- American Guardian Warranty
- Dinosaur Electronics
- Leo’s Vacation Center Inc.
- NERVDA
- Candys Campers
<table>
<thead>
<tr>
<th>Contributed 7/8/14 - 7/8/16</th>
<th>Total Lifetime Contribution</th>
<th>Total Lifetime Pledge</th>
<th>Last Contributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,000</td>
<td>9,250</td>
<td>10,250</td>
<td>5/6/16</td>
</tr>
<tr>
<td>10,000</td>
<td>10,000</td>
<td>10,23/15</td>
<td></td>
</tr>
<tr>
<td>3,361</td>
<td>10,000</td>
<td>8/12/15</td>
<td></td>
</tr>
<tr>
<td>500</td>
<td>8,750</td>
<td>8/24/15</td>
<td></td>
</tr>
<tr>
<td>1,000</td>
<td>7,500</td>
<td>6/9/16</td>
<td></td>
</tr>
<tr>
<td>1,250</td>
<td>7,000</td>
<td>6/14/16</td>
<td></td>
</tr>
<tr>
<td>700</td>
<td>6,850</td>
<td>6/20/16</td>
<td></td>
</tr>
<tr>
<td>5,250</td>
<td>5,750</td>
<td>6,750</td>
<td>11/3/15</td>
</tr>
<tr>
<td>3,500</td>
<td>6,500</td>
<td>9/17/15</td>
<td></td>
</tr>
<tr>
<td>4,500</td>
<td>6,500</td>
<td>12/23/15</td>
<td></td>
</tr>
<tr>
<td>1,000</td>
<td>6,350</td>
<td>6/22/16</td>
<td></td>
</tr>
<tr>
<td>1,000</td>
<td>6,000</td>
<td>8/24/15</td>
<td></td>
</tr>
<tr>
<td>2,000</td>
<td>5,750</td>
<td>4/11/16</td>
<td></td>
</tr>
<tr>
<td>2,000</td>
<td>4,100</td>
<td>5,100</td>
<td>6/24/16</td>
</tr>
<tr>
<td>5,000</td>
<td>5,000</td>
<td>12/31/14</td>
<td></td>
</tr>
<tr>
<td>5,000</td>
<td>5,000</td>
<td>12/16/14</td>
<td></td>
</tr>
<tr>
<td>2,000</td>
<td>2,000</td>
<td>5,000</td>
<td>2/16/16</td>
</tr>
<tr>
<td>553</td>
<td>4,558</td>
<td>6/19/15</td>
<td></td>
</tr>
<tr>
<td>2,000</td>
<td>4,500</td>
<td>12/29/14</td>
<td></td>
</tr>
<tr>
<td>1,349</td>
<td>4,249</td>
<td>6/17/16</td>
<td></td>
</tr>
<tr>
<td>250</td>
<td>3,750</td>
<td>6/22/15</td>
<td></td>
</tr>
<tr>
<td>1,500</td>
<td>3,622</td>
<td>6/27/16</td>
<td></td>
</tr>
<tr>
<td>1,850</td>
<td>3,505</td>
<td>6/20/16</td>
<td></td>
</tr>
<tr>
<td>500</td>
<td>3,500</td>
<td>6/12/15</td>
<td></td>
</tr>
<tr>
<td>750</td>
<td>3,300</td>
<td>6/20/16</td>
<td></td>
</tr>
<tr>
<td>200</td>
<td>3,200</td>
<td>11/10/15</td>
<td></td>
</tr>
<tr>
<td>500</td>
<td>3,000</td>
<td>4/11/16</td>
<td></td>
</tr>
<tr>
<td>1,500</td>
<td>3,000</td>
<td>6/17/16</td>
<td></td>
</tr>
<tr>
<td>1,000</td>
<td>2,000</td>
<td>2,500</td>
<td>5/23/16</td>
</tr>
<tr>
<td>2,500</td>
<td>2,500</td>
<td>6/27/16</td>
<td></td>
</tr>
<tr>
<td>1,000</td>
<td>1,000</td>
<td>2,500</td>
<td>10/29/15</td>
</tr>
<tr>
<td>1,000</td>
<td>2,500</td>
<td>6/19/15</td>
<td></td>
</tr>
<tr>
<td>600</td>
<td>2,200</td>
<td>2,450</td>
<td>12/10/15</td>
</tr>
<tr>
<td>2,200</td>
<td>2,200</td>
<td>7/1/16</td>
<td></td>
</tr>
<tr>
<td>550</td>
<td>2,200</td>
<td>6/14/16</td>
<td></td>
</tr>
<tr>
<td>2,000</td>
<td>2,000</td>
<td>3/11/16</td>
<td></td>
</tr>
<tr>
<td>2,000</td>
<td>2,000</td>
<td>12/18/15</td>
<td></td>
</tr>
<tr>
<td>750</td>
<td>1,800</td>
<td>6/6/16</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Received From</th>
<th>Contributed 7/8/14 - 7/8/16</th>
<th>Total Lifetime Contribution</th>
<th>Total Lifetime Pledge</th>
<th>Last Contributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northern Wholesale Supply Inc.</td>
<td>1,000</td>
<td>1,750</td>
<td>12/12/14</td>
<td></td>
</tr>
<tr>
<td>Ocean Grove RV Supercenter</td>
<td>1,750</td>
<td>1,750</td>
<td>6/14/16</td>
<td></td>
</tr>
<tr>
<td>Out of Doors Mart Inc.</td>
<td>500</td>
<td>1,750</td>
<td>10/13/15</td>
<td></td>
</tr>
<tr>
<td>Steinbring Motorcoach</td>
<td>500</td>
<td>1,750</td>
<td>12/3/14</td>
<td></td>
</tr>
<tr>
<td>Gib's RV Superstore</td>
<td>1,500</td>
<td>1,500</td>
<td>12/2/15</td>
<td></td>
</tr>
<tr>
<td>Schaap's RV Traveland</td>
<td>500</td>
<td>1,350</td>
<td>12/19/14</td>
<td></td>
</tr>
<tr>
<td>Camp-Site RV</td>
<td>500</td>
<td>1,250</td>
<td>12/29/14</td>
<td></td>
</tr>
<tr>
<td>Ronnie Hepp</td>
<td>500</td>
<td>1,125</td>
<td>12/31/15</td>
<td></td>
</tr>
<tr>
<td>Airstream Adventures Northwest</td>
<td>1,000</td>
<td>1,000</td>
<td>6/10/16</td>
<td></td>
</tr>
<tr>
<td>Beckley's Camping Center</td>
<td>250</td>
<td>1,000</td>
<td>6/12/15</td>
<td></td>
</tr>
<tr>
<td>Bill Mirrielees</td>
<td>500</td>
<td>1,000</td>
<td>5/5/16</td>
<td></td>
</tr>
<tr>
<td>Mount Comfort RV</td>
<td>1,000</td>
<td>1,000</td>
<td>9/30/15</td>
<td></td>
</tr>
<tr>
<td>Prime Time Manufacturing</td>
<td>1,000</td>
<td>1,000</td>
<td>12/30/14</td>
<td></td>
</tr>
<tr>
<td>Tennessee RV Sales &amp; Service LLC</td>
<td>750</td>
<td>1,000</td>
<td>6/14/16</td>
<td></td>
</tr>
<tr>
<td>Tom Manning &amp; Associates Inc.</td>
<td>1,000</td>
<td>1,000</td>
<td>7/11/14</td>
<td></td>
</tr>
</tbody>
</table>

| BENEFACTORS                   |                             |                             |                     |
| Keepers RV Center             | 700                         | 700                         | 850                 |
| Bell Camper Sales             | 100                         | 550                         | 9/9/14              |
| Camp-Land RV                  | 500                         | 500                         | 6/14/16             |
| Florida Outdoors RV Center    | 500                         | 500                         | 6/15/15             |
| Holiday Hour Inc.             | 200                         | 500                         | 3/14/16             |
| Kroubetz Lakeside Campers     | 250                         | 500                         | 11/1/15             |
| Modern Trailer Sales Inc.     | 250                         | 500                         | 6/22/15             |
| Niel's Motor Homes            | 250                         | 500                         | 6/11/14             |
| The Makarios Group LLC        | 500                         | 500                         | 6/3/16              |

| SUPPORTERS                    |                             |                             |                     |
| Starr's Trailer Sales         | 450                         | 450                         | 6/16/16             |
| Lou Novick                    | 100                         | 400                         | 11/25/15            |
| Carolina Coach & Camper       | 250                         | 350                         | 6/15/16             |
| Arlington RV Supercenter Inc. | 250                         | 250                         | 6/1/15              |
| Black Book RV Value Guide     | 250                         | 250                         | 3/6/16              |
| Foremost Transportation Inc.  | 250                         | 250                         | 5/4/15              |
| Tri-Am R.V Center of East Tennessee | 250                     | 250                         | 2/5/16              |
| C.S.R.A. Camperland           | 200                         | 200                         | 12/12/14            |
| Chesapeake RV Solutions       | 100                         | 100                         | 2/29/16             |
| Northwest RV Sales            | 100                         | 100                         | 8/4/14              |
| RV Share                      | 100                         | 100                         | 12/31/14            |
| RV Value Mart Inc.            | 100                         | 100                         | 6/15/15             |

| ENDOWMENTS                    |                             |                             |                     |
| Kindlund Family Scholarship   | $270,000                    |                             |                     |
RVDA Endorsed Products

Certified Green RV Program
TRA Certification Inc.
www.tragreen.com
aleazenby@trarnold.com
P: (800) 398-9282 F: (574) 264-0740
TRA, a green certification company, measures, evaluates, and certifies RV manufacturers and verifies vendors for energy efficiency and environmental friendliness. Dealers can 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.machtamer@bankofamerica merchant.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@a-f-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-RVAA/ASE Master Certified Technical Service Agents.

Employee Testing
Caliper Corp.
www.caliper.com
Ralph Mannheimer
rmannheimer@caliper.com
(609) 524-1214
Caliper helps companies improve every aspect of their workforce – from hiring and selection to employee development and succession management. Its time-tested personality assessment, the Caliper Profile, helps clients reduce the high cost of turnover and helps first-time managers excel. Whether you’re 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 opportuni-

ries 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 creates customized insurance programs best suited for individual dealerships. Coverage is available to individual members and 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.tellics.com
bthompson@tellics.com
(800) 835-5274
The Scene: High Inventory-Low Sales. The Need: More Sales. The Solution: CSI’s Lead Qualifier Program. Your sales leads are sent to CSI following initial contact with your sales staff. CSI then makes a personal phone call to each lead, captivating their attention before your competitor does. 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!

Loan Origination and Warranted Loan Documents
Wolters Kluwer
http://wolterskluwerfs.com/rvdealers.aspx
Wolters Kluwer helps dealers and lenders manage the origination process from lender submission to funding. Dealers have access to compliant and warranted loan documents, maintained by Wolters Kluwer to meet federal and state compliance requirements of all 51 U.S. jurisdictions. Dealers also have access to lenders on the AppOne Lending Network of national, regional, and local financial institutions. The network enables dealers to establish lender partnerships and secure financing for customers.

Market Intelligence Program
RV Industry Data Program from Statistical Surveys
Scott Stropkai
sstropkai@statisticalsurveys.com
(616) 281-8988 ext.128
Dealers receive a 10 percent discount on customized reports through Statistical Surveys’ RV Industry Data Program. Using Tibco Spotfire software, the program provides dealers with data visualization and analytics that can yield valuable insights for better decision making, including data on where new units are being registered and which dealers sold which units by make, model, length and axles.

Office Supplies
Office Depot
www.officedepotcount.srvda.html
RVDA members can save up to 80% on over 93,000 products at Office Depot and OfficeMax. Shop online or in any Office Depot or OfficeMax store for printing, cleaning, break room, and office needs. Enjoy free next-day delivery with online orders over $50. Visit the website to shop online or to print off a free store purchasing card.

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.

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.kpaoiline.com
ccreziger@kpaoiline.com
(303) 228-2383
KPA provides consulting services and software to automotive, truck, and equipment dealerships. Its Environmental Health & Safety product line provides on-site, on-call, and online services. Its Human Resource Management software 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.
RV Industry’s CENTRAL TRAINING CALENDAR

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

RVDA Welcomes Our Newest Members 6/1/16 – 6/30/16

Dealers
Buckeye RV LLC
Jeffersonville, OH

Rentals
East Coast RV Rentals LLC
Benson, NC

RV & V
Dallas, TX

ADVERTISERS INDEX

American Guardian Warranty Services
(800) 579-2233 x4213 ........................................... 2
Coach Net
(800) 863-6740 .................................................... 13
Dealer Pro RV
(800) 553-0100 .................................................... 16
Diversified Insurance Management
(800) 332-4264 ...................................................... 3
Easy Care
(844) 549-6410 .................................................... 15
Lakes Business Group Inc.
(262) 347-2083 .................................................... 25
MBA Insurance
(800) 622-2201 .................................................... 19

Protective Asset Protection
(866) 924-7035 ........................................back cover
RV Pro
(720) 566-7253 .................................................... 17
RVT.com
(800) 282-2183 .................................................... 28
Sobel University
(253) 565-2577 .................................................... 29
Spader Business Management
(800) 772-3377 .................................................... 30
Wells Fargo
(800) 289-4488 .................................................... 4
Wildfire
(800) 766-0310 .................................................... 24

ONGOING ONLINE EVENTS:

Technician CertificationSelf-Study Prep Course FRVTAS Distance Learning Network - Training for Every Position at Your Dealership Customer Service Training through FRVTAS DLN Service Writer/Advisor Training through FRVTAS DLN

FRVTAs Distance Learning Network - Training for Every Position at Your Dealership

Service Writer/Advisor Training through FRVTAS DLN

Don’t see your events listed? Visit www.rvtrainingcalendar.com to upload your events to the calendar.
CELEBRATING 25 YEARS as the Exclusively Endorsed Service Contract Program of the RVDA

We are honored to have XtraRide® be the exclusively endorsed service contract program of the RVDA for 25 years.

Year after year we deliver best-in-class service to our dealers and their customers. RV dealers know they can trust XtraRide to protect their customers from the costs of unexpected mechanical failures and deliver ownership satisfaction that helps keep customers coming back.

Find out how Protective Asset Protection can help your dealership protect customers' tomorrows so they can embrace today. Call us at 888 326 0778 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

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 Lynden Property Insurance Company, a Protective company, in all states except New York. In New York this product is backed by Old Republic Insurance Company.