

RV EXECUTIVE TODAY

APRIL 2014

Time to Travel Again

**RV RENTAL RESERVATIONS,
SALES ON THE RISE** pages 10 & 16

ALSO:

**GE Capital Anticipates Strong
Selling Season** page 16

**Making Recreation More
Accessible** page 23



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Springing Into Action

By Phil Ingrassia, CAE, president

As much of the country shakes off a brutal winter of record snowfall and cold temperatures, signs of spring bode well for the RV business. Nearly all dealers in a recent RVDA survey say the retail market will continue to improve, or at least be as good as it was in 2013.

Sixty-eight percent of the dealers responding to the first quarter survey felt the outlook for the retail market going into the spring is better than it was in 2013, and 32 percent believe the market in 2014 will be about the same as it was last year.

Dealers were almost evenly split when it comes to gauging the size of their inventories. Forty-five percent of dealers responding felt their inventory levels were too high, 50 percent believed their inventories were the right size, and only 5 percent felt their inventories were too low.

The overall mood of RV dealers is consistent with other sectors of the small business world, according to national surveys. In fact, small business owners are the most optimistic they've been in five years, according to the latest Wells Fargo/Gallup Small Business Index.

Why the increase in small business optimism?

Improved cash flow: More small business owners said they had good cash flow over the past 12 months. A larger majority of business owners also expect to have good cash flow in 2014.

Increasing hiring: More small business owners said they expect to increase their hiring in the next 12 months. That's good news for the RV industry. RV business analysts, while happy with the industry's overall improvement, remain concerned about sluggish job growth and its long term effect on RV sales.

"Small business owners are the most optimistic they've been in five years."

Increasing revenue: A larger percentage of small business owners expect their revenue over the next 12 months to increase.

Accessing credit: Fewer small business owners in the current survey reported having difficulty obtaining credit than did in the last quarter of 2013.

What are small businesspeople concerned about? Not surprisingly, the government regulations on their companies. The Gallup researchers said "some small business owners could view the president's signature healthcare legislation and his push for a federally mandated minimum wage increase as potentially deleterious to business. More broadly, many small business owners are apparently wary of the current impact of the government on their businesses, thus presenting both a challenge and an opportunity for the president and others who want to positively impact small businesses going forward."

But any clouds on the horizon should not obscure the good news surrounding the overall positive attitudes of small businesspeople, who are such a vital component of the U.S. economy. As we move into the second quarter of the year, RV dealers certainly seem poised to do their part to keep America's economic engine running.

Thanks for your support, and have a great spring selling season!

RV EXECUTIVE TODAY

PRESIDENT:
Phil Ingrassia, CAE

VICE PRESIDENT FOR
ADMINISTRATION:
Ronnie Hepp, CAE

EDITOR:
Mary Anne Shreve

GRAPHIC DESIGNER:
Ginny Walker

RVDA STAFF

Chuck Boyd
DEALER SERVICES MANAGER

Hank Fortune
DIRECTOR OF FINANCE

Jeff Kurowski
DIRECTOR OF INDUSTRY RELATIONS

Julie Anna Newhouse
MARKETING MANAGER

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

Julianne Ryder
MARKETING COMMUNICATIONS SPECIALIST

Patricia Williams
ACCOUNTING CLERK

RV LEARNING CENTER STAFF

Karin Van Duyse
CHIEF, RV LEARNING CENTER

Liz Fleming
EDUCATION COORDINATOR

Tony Yerman
RV SERVICE CONSULTANT

Isabel McGrath
TECHNICIAN CERTIFICATION REGISTRAR

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

Dealer-Assisted Financing Remains Top Advocacy Priority for RVDA

By Jeff Hirsch, chairman



As part of the RVDA Board of Directors meeting last month, the board and staff spent a good deal of time reviewing the ongoing efforts of RVDA and others to protect dealer-assisted financing – our top advocacy goal again this year.

To recap, a little over a year ago the Consumer Financial Protection Bureau (CFPB) issued guidance to vehicle lenders basically finding fault with the current indirect financing system. The agency said it found a “disparate impact” (discrimination) on protected classes of consumers, meaning they paid higher interest rates. The CFPB expressed a preference for a flat fee compensation plan for dealer-arranged financing. The industry’s attempts to get the CFPB to share its data and methodology have not been successful so far. The whole premise of the agency’s action is in dispute.

Over the past several months there have been a number of actions by lenders, dealers, and the CFPB that have brought some clarity to the situation, but the issue is far from resolved. RVDA continues to educate lawmakers, regulators, and consumers about the benefits of dealer-assisted financing, which we firmly believe improves competition, saves consumers time and money, and is an efficient means for lenders to deliver RV financing.

At the National Automobile Dealers Association’s annual convention in January, the association endorsed a plan to counter the CFPB’s push for flat fee compensation. The plan provides auto dealers with a voluntary, internal compliance program template that establishes a fair credit policy stating the dealership’s unambiguous commitment to fair credit compliance. It also creates a general framework for the dealership to document compliance with fair credit laws.

The NADA plan is modeled on the approach to fair credit compliance contained in consent orders the Department of Justice entered into with two car dealerships in 2007, Pacifico Ford Inc. and Springfield Ford Inc. Last November, a DOJ representative said during a vehicle finance summit that the Pacifico case might be a possible model for dealer compliance with the Equal Credit Opportunity Act.

NADA’s voluntary policy and program recommends that each auto dealership independently establish a standardized markup as its dealer reserve – the money paid to the dealership for its role in arranging car loans for retail customers – and if that markup needs to be adjusted

“Be assured that RVDA will continue to work on this issue on behalf of RV dealers, consumers, and the entire industry. It doesn’t make sense to change a financing model that provides choice, saves customers money and time, and is efficient for our lending partners.”

downward for a specific transaction, the dealership must document and justify the change. This model is similar to the 2007 consent orders, which required the dealerships to establish a uniform rate for all customers unless legitimate business reasons applied, in which case the rate could be reduced but never increased.

I’ve talked with Pete McNamara of the New Hampshire Automobile Dealers Association, and he is advising his members to review and consider the voluntary NADA policy. Many on the RVDA Board of Directors agree that the NADA recommendations are worth considering but are seeking more input from RV dealers and RV lenders. The association sent the NADA model to our members last month for comment.

As of this writing, the CFPB hasn’t commented on the NADA plan, so there’s no reason to adopt it yet. However, if your lenders are sending you letters about their increased scrutiny of your deals, NADA’s guidance is worth a review.

Be assured that RVDA will continue to work on this issue on behalf of RV dealers, consumers, and the entire industry. It doesn’t make sense to change a financing model that provides choice, saves customers money and time, and is efficient for our lending partners.

On a final note, it’s 48 degrees here under a sunny blue sky – the best weather we’ve had in months, and that’s a good thing, because we’ve lost patience with winter here at Campers Inn. I have high hopes for a beautiful spring weekend and I hope that, wherever you are, you’ll be having one, too.

Chairman

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

1st Vice Chairman

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

2nd Vice Chairman

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

Treasurer

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

Secretary

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

Past Chairman

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

Director

Will Jarnot
PleasureLand RV Center Inc.
St. Cloud, MN
(320) 251-7588
wjarnot@pleasurelandrv.com

Director

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

Director

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

Director

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

RVRA Representative

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

RVAC Chairman

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

RV Learning Center Chairman

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

DELEGATES

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

Alaska

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

Arizona

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

California

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

Colorado

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

Connecticut

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

Delaware

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

Florida

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

Georgia

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

Idaho

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

Illinois

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

Indiana

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

Iowa

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

Kansas

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

Kentucky

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

Louisiana

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

Maryland

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

Massachusetts

Marc LaBrecque
Diamond RV Centre Inc.
W. Hatfield, MA
(413) 247-3144
info@diamondrv.com

Michigan

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

Minnesota

Will Jarnot
PleasureLand RV Center
St. Cloud, MN
(320) 251-7588
wjarnot@pleasurelandrv.com

Mississippi

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

Missouri

Sheri Wheelen
Wheelen RV Center Inc.
Joplin, MO
(417) 623-3110
sheri@wheelenrv.com

Montana

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

Nebraska

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

Nevada

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

New Hampshire

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

New Jersey

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

New Mexico

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

New York

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

North Carolina

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

North Dakota

Michelle Barber
Capital R.V. Center Inc.
Minot, ND
(701) 838-4343
michelle@capitalrv.com

Ohio

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

Oklahoma

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

Oregon

Kory Goetz
Curtis Trailers Inc.
Portland, OR
(503) 760-1363
kgoetz@curtistrailers.com

Pennsylvania

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

Rhode Island

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

South Carolina

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

South Dakota

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

Tennessee

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

Texas

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

Utah

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

Vermont

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

Virginia

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

Washington

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

West Virginia

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

Wisconsin

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

Wyoming

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

VACANT

Arkansas
Hawaii
Maine

AT-LARGE

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

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

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

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

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

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

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

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

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

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

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

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

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

Participating Past Chairmen

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

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

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

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

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

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

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

Larry McClain
McClain's RV Inc.
Lake Dallas, TX
(940) 497-3300

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

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

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

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

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

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

Bill Thomas
Bill Thomas Camper Sales Inc.
Wentzville, MO
(636) 327-5900
btcs1940@sbcglobal.net

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

The Fastest Motorhome Inventory Growth in 2013

By Thomas Walworth, Statistical Surveys/The Thrive Group

Dealers' motorhome inventories grew at a faster rate in December than they did during any other month in 2013, according to data gathered by market research firm Statistical Surveys/The Thrive Group.

RV dealer inventories typically expand at rapid rates in November and December because the retail market is seasonally soft during those months, and dealers are stocking up to ensure they have enough units to display at winter retail shows in their areas.

The inventory index for motorhomes was 52 in December 2013, which means motorhome inventories expanded at a robust rate that month when compared with January 2013, when the inventory index was 62.5, and December 2012, when the inventory index was 63.

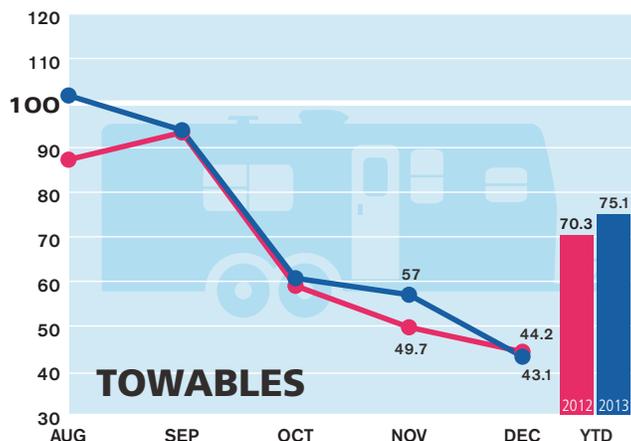
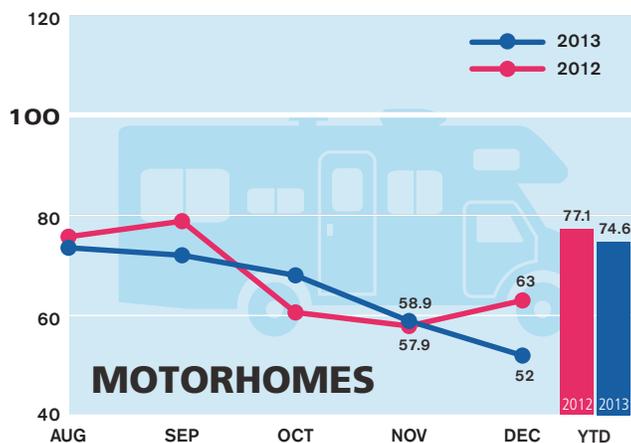
For the higher volume towables category, the December 2013 inventory index was 43.1, which means dealer inventories grew at a slightly slower rate than in January 2013, when the inventory index was 40.9, and slightly faster than in December 2012, when the inventory index was 44.2.

The 7,972 towable RVs retailed by U.S. dealers during December 2013 represented an 8.6 percent increase over the 7,343 units sold to consumers in December 2012. Wholesale shipments of towables were up 11.4 percent to 18,500 units in December 2013, compared with 16,600 units delivered to dealerships in December 2012.

In the case of motorhomes, 1,509 units were retailed in December 2013, a 14.1 percent increase over the 1,323 units sold in December 2012. Meanwhile, motorhome shipments increased 38.1 percent to 2,900 units in December 2013, compared with 2,100 units shipped during December 2012.

For more information, contact Tom Walworth at (616) 281-9898. The Thrive Group is a partnership between Statistical Surveys and Spader Business Management. ■

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



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Time Travel

FIRST-QUARTER RV RENTAL RESERVATIONS SKYROCKET AS FAMILIES DECIDE

By Mary Anne Shreve

The RV rental business appears to be mirroring the retail business – that is to say, it's booming.

Some rental dealers report double-digit increases in 2013 and are expecting more of the same in 2014. Rental customers are making reservations earlier and for longer periods, and dealers are finding it hard to keep up with demand.

One dealer says his 2014 bookings are already up 85 percent over the same period last year. "It seems to be the result of people not having taken a vacation in a while – I think the pent-up demand is starting to break open," says Scott Jones of Access RV, Salt Lake City. "They're more willing to make a commitment. In the past it was, 'Let's wait and see, let's wait and see, maybe we can, we'll think about it,' and now the comfort level is greater and people are saying, 'We're doing it!' and they're booking much earlier."

And you thought 2013 was a good year

Comprehensive numbers are hard to come by, but Jeff Simms, director of state relations and program advocacy for the National Association of RV Parks & Campgrounds, says his members are seeing increased bookings at their camping facilities. "Most people I talk to say their reservations are up this year. When you put all the factors together – the number of new RVs being shipped, improving economic factors and increased consumer confidence – it could point to a very good year for the rental business."

In fact, some RV rental dealers are already reporting first-quarter increases of 20 to 30 percent – or more. "I already have half my bookings for the year," says Randall Jeremiah of Adventure on Earth, Portland, OR. "I could double the units in my fleet and still book them up. Right now, with the same number of units as I had last year, I'm going

to have a 25 to 30 percent increase in business over 2013. I've been in the rental business since 1987, and I've been shocked by our early reservations so far."

At Expedition Motor Homes Inc., Calabasas, CA, business in 2013 was up 18 percent over 2012, and 2014's bookings to date are up 70 percent over the same period last year, says Martin Onken. While he's not expecting the sizzling pace to continue, he's anticipating an overall increase of 25 percent for this year.

"Customers are booking sooner than normal and are reserving for more days, so those are good indicators for us that the market is bouncing back," Onken says. "This year we'll be back to prerecession rates."

More international customers and first-timers

In addition to repeat renters – most of them young families who can't afford to buy an RV – some dealers are reporting an uptick in first-time customers and those from out-of-state and other countries. Many of Jeremiah's longer-term rentals are to Europeans, who typically get more than a month of paid vacation per year.

"I have a regular Swiss customer, and I had a four-week customer from Germany and one from England last year," says Jeremiah. "They found me through my website. I think that's going to grow, because people around the world are using the Internet and finding smaller independents like me. I remember the day when we were spending tens of thousands on phone book advertising. Now we can spend a fraction of that to have a good website and get a great response."

Jeremiah has also been renting more RVs to people in their 20s and 30s who take them to outdoor concerts at a nearby venue.

Also popular: Rental deliveries. Some dealers offer set-up services in which they haul the trailer to the campground, set it up for their clients, and haul it back at the end of the stay. "People are

continued on page 12

WHAT'S HOT IN THE RV RENTAL MARKET

One-way rentals

Small Class As

Bunk bed models that sleep 8-12

Delivery service

International customers

Requests for towables

Two-family parties

el Again

THEY'VE WAITED LONG ENOUGH FOR THAT VACATION

The Celebrity and the RV, Part Two

Last June, a story in *RV Executive Today* recounted the story of "Steve," a Southern California celebrity who rents RVs from Martin Onken's dealership, Expedition Motor Homes Inc. in Calabasas, CA. Onken related that Steve had finally abandoned his unrequited love for his ex-wife, from whom he'd been divorced for 10 years, and started dating again.

Last summer, Steve had found a wonderful woman with a daughter the same age as his own daughter, and he wanted to rent an RV so the four of them could go camping. Onken was glad that his customer seemed to have found happiness again.

So Onken was, well, amazed when Steve called at the last minute to see if he could move up to a larger rental unit – his ex-wife had found out about the camping trip and asked to come along.

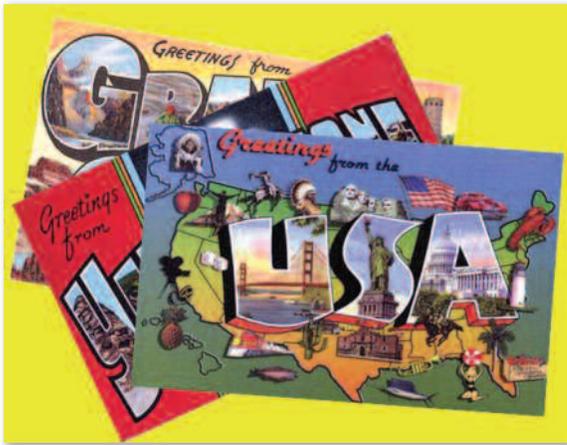
Onken had been even more amazed to hear later that not only had the trip taken place without bloodshed, but that Steve and his ex-wife realized during the trip that they both still had feelings for each other. The two tentatively started dating again, and Steve told Onken that he had him and the RV to thank for the turn of events.

RV Executive Today asked Onken recently for an update on Steve.

"Steve dumped the new girlfriend and started re-dating the ex-wife," according to Onken. "Things were a little rocky at first, but they went on another RV trip and they did work things out. They've been remarried now for eight or nine months.

"They said it was me and the RV, but really, it was just the experience of doing something together as a family that reunited them."





“People are tired of not traveling. Now they’re saying, ‘We’ve been working hard, we’ve gotten past the recession, let’s just go.’”

*– Randall Jeremiah,
Adventure on Earth,
Portland, OR*

time-pressed or gun shy, and they’d rather just pay us to do it for the convenience,” says Scott Krenek of Krenek RV Center, Coloma, MI. “We take it to the site, level it, make all of the hook-ups. We do the walk-through on site.”

The service is so popular that more than 60 percent of Krenek’s trailer customers opt for it. Most want their units taken to one of several state parks that are within 30 miles of his dealership, but he offers delivery up to 100 miles.

Demand outstripping supply

With demand on the upswing, some dealers are having trouble keeping enough units in their fleets. The strong first-quarter market is “going to drive up daily rates and mileage rates for renters, and it’ll be more difficult to find something to rent later in the season, when 40 percent of the market typically starts looking,” says Jones. “Some people start looking four to six weeks in advance, and it’s going to be hard to find something this year.”

First-time RV renters planning their big summer vacation tend to book the earliest because they’re usually also making flight and campground reservations, which must be done far in advance. Local customers might not find anything to rent by the time they get around to planning their vacation.

Jeremiah, whose small fleet is already more than half booked, says the rental market in his area is “definitely underserved.” He depends on consignments to round out his fleet, and they’ve become increasingly hard to find. When the recession decimated the RV industry, would-be buyers put their purchase dreams on hold, and owners held on to their units. Now people are buying again, but they’re not yet ready to sell. “In another year or so we’re going to see the used market go back to the way it was,” he says. ■

RV Rental Market Attracts International Interest

According to *Travel Weekly*, some of the largest U.S. RV rental companies get as much as half of their business from overseas travel agents who are booking units for both domestic and international customers.

U.S. travel agents have been slow to recognize the popularity of RV rentals and the potential for putting together travel packages, says the magazine. They may erroneously assume that there’s not enough commission opportunity, or they may shy away from learning the intricacies

of the RV industry.

There’s also untapped opportunity to provide services beyond the rental unit, says *Travel Weekly*. Enterprising small-business owners – many of them from other countries – are setting up RV guided tours and rallies in this country.

Jucy, a camper van rental company based in New Zealand that started with a fleet of 35 units and grew to 700, opened locations last



year in the San Francisco, Los Angeles and Las Vegas areas and plans to expand this year.

– Mary Anne Shreve

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Floor Plan Financing with a Difference

By Mary Anne Shreve

Recently, a new player entered the RV floor-plan financing field – NextGear Capital Inc., a merger of Manheim’s finance arm, Manheim Automotive Financial Services, and Dealer Services Corporation. NextGear Capital provides financing to both new and used auto dealers and RV dealers. *RV Executive Today* recently interviewed Frank Ford, vice president of diversified products, to find out what separates NextGear Capital from other finance companies.



Frank Ford

Q What products do you offer RV dealers, and how do they differ from your competitors?

A We offer floor planning for both new and used products, from towables to Class A. In the future, we plan to add a floor planning offering for rental units to RV dealers, as well.

We started looking at the new RV side last October, visiting manufacturers to see if their needs were being met, and they’ve been very receptive to having a new finance source for their dealers. We have been in the used RV side but are just now getting into the new side. We have established numerous manufacturer relationships to date and continue to add additional manufacturers.

What differentiates our company is this: When a dealer has inventory sitting on the lot, at end of the month he receives a billing statement for those units for that month. That’s the way every other lender operates. NextGear Capital does it differently. We don’t bill interest monthly but instead collect it when the unit is sold. So the payment of interest matches up with the dealer’s

cash flow, allowing him to manage his business better. This has been done in the auto industry for years, but no one’s ever done it in the RV industry.

When we start telling people about our program, they say, ‘Wow, you do have a better mousetrap – how can you do it?’ It’s in the way our IT system manages business.

Q How many RV dealers currently use NextGear Capital?

A To date, about 150 RV dealers are doing business with us, the majority of them for used-vehicle floor planning. On the automotive side, more than 17,000 used car dealers are actively using NextGear Capital.

Q What do you mean when you say “We’re a tech company that happens to lend money?”

A This company is based on technological advances that started in the auto industry. NextGear Capital has streamlined the technology for the RV business via our desktop and mobile platforms. Our better mousetrap is technology – we automate a lot of processes that other companies don’t.

For instance, we do title management for dealers and hold the titles. We have the first title vault. That’s always been our way of competing in the industry, through technology. With the merger, we are a much larger company now and have been able to use both companies to grow our business but still keep our technology advantage.

Though we’re new to the RV industry, we’re here to stay, and you’ll be hearing more from us. We’re located in Indiana, the RV capital, so we’ll be forging a lot of relationships as we grow. And we do come with stability and



market presence. Manheim is owned by Cox Enterprises, a multi-billion-dollar corporation, so we have a very strong and supportive parent.

Q How can dealers sign up with NextGear Capital?

A It’s easy. You can go online to www.nextgearcapital.com, click the “contact us” button, then find the email address and phone number under “Diversified Products.” ■

“We don’t bill interest monthly but instead collect it when the unit is sold. So the payment of interest matches up with the dealer’s cash flow, allowing him to manage his business better.”

RV Dealers Anticipate Strong Selling Season, Says GE Capital

KEY PERFORMANCE INDICATORS SUPPORT CONTINUED INDUSTRY STRENGTH

RV dealers are increasing their inventory levels this year in anticipation of a strong selling season, according to GE Capital's Commercial Distribution Finance (CDF) business, a leading provider of financing to the industry. That comes on the heels of a very positive 2013, when total wholesale shipments exceeded that of the prior year by more than 12 percent.

"Dealers are increasing their orders over last year's levels, indicating continued confidence when it comes to consumer demand," says Tim Hyland, president of CDF's RV group. "Despite the distractions

of politics, weather, and health-care in 2013, the RV industry surged ahead. We expect growth to continue through the spring and summer of 2014, even though some of these headwinds remain."

CDF tracks trends in the RV industry related to inventory finance through its network of independent dealers, then reports on those trends to create awareness and understanding of market dynamics.

One measure to watch is inventory turn, which remained well above a healthy rate of 2.0X through year-end. The turn ratio reflects the

number of times a dealer's inventory is sold and replaced over a period of time, typically annually.

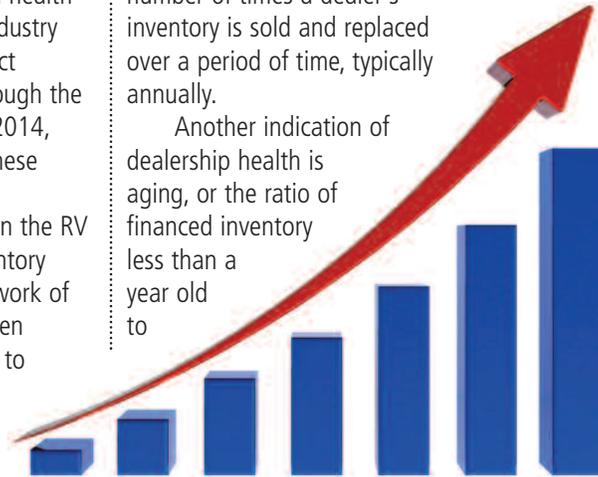
Another indication of dealership health is aging, or the ratio of financed inventory less than a year old to

the amount of inventory greater than a year old. RV aging has steadily declined over the past two years and remains under 10

percent, indicative of a healthy portfolio in aggregate.

CDF has offered inventory financing products for the RV industry for more than 30 years. Inventory financing, also known as floor plan financing, enables dealers to stock and sell a wide variety of products from RV

manufacturers. CDF also provides manufacturers and their dealers with industry performance statistics. ■



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"I have been a client of A World of Training for several years. They are experts in all departments. They have helped us set up great systems and processes that we use every day." **Jamie Dodd, Dodd RV, Yorktown, Virginia**

"The training was great and everyone is excited for the next round. The managers are also excited to use your ideas to help their ongoing training process." **Clifton Lewis, Lewis RV Center, Oklahoma City, Oklahoma**

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Forest River Makes Gains in Towables in 2013

By Jeff Kurowski

Forest River Inc., the market share leader in travel trailers and the number two company in fifth wheels, gained more market share in both of those high-volume categories in 2013, according to market research firm Statistical Surveys Inc. The core group of Forest River travel trailer brands, which includes Cherokee, Rockwood, Salem, Wildwood and several others, captured 22.6 percent of the retail market last year, up more than a percentage point from 21.5 percent in 2012. Forest River's core brands also saw their fifth wheel market share increase to 18.5 percent from 17.4 percent in 2012.

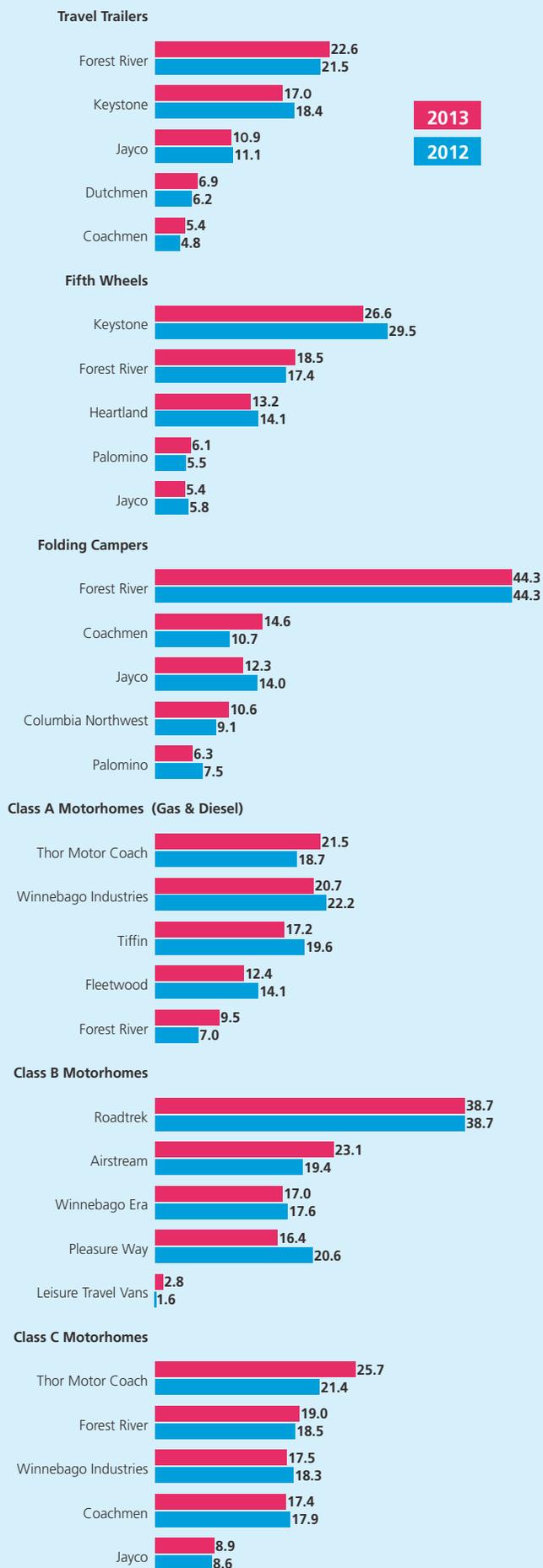
Thor Industries Inc.'s Keystone subsidiary retained its strong number one position in fifth wheels and its number two position in the travel trailer market, despite having given up significant amounts of market share in both categories last year. Keystone's fifth wheel market share slipped to 26.6 percent in 2013, from 29.5 percent in 2012, and its travel trailer share declined to 17 percent last year, from 18.4 percent the year before. Otherwise, Thor and Forest River subsidiaries dominated the travel trailer and fifth wheel segments, with Thor's Dutchmen finishing fourth in travel trailers at 6.9 percent, and Forest River's Coachmen subsidiary placing fifth, at 5.4 percent, last year. In fifth wheels, Thor's Heartland was third at 13.2 percent, and Forest River's Palomino was fourth at 6.1 percent last year.

The only independent to crack the Top 5 in travel trailers and fifth wheels was Jayco Inc., which was third in travel trailers at 10.9 percent and fifth in fifth wheels at 5.4 percent last year. In folding campers, a product category in which Thor does not compete, Forest River and its Coachmen and Palomino brands accounted for 65 percent of the retail sales volume last year, while Jayco captured 10.6 percent, and Aliner manufacturer Columbia Northwest accounted for 6.3 percent.

In motorhomes, Thor's Thor Motor Coach (TMC) subsidiary was the market share leader last year in Class As and Cs, and Thor's Airstream unit finished number two in Class Bs. TMC captured 21.5 percent of the combined gas and diesel engine Class A motorhome market in 2013, up sharply from 18.7 percent in 2012. In Class Cs, TMC accounted for 25.7 percent of the retail market in 2013, up from 21.4 in 2012. TMC's market share in Class Bs last year was 23.1 percent, up from 19.4 percent in 2012.

Canadian manufacturers Roadtrek, Pleasure-Way Industries and Leisure Travel Vans dominate the U.S. market for Class Bs. Roadtrek is the leader, with a 38.7 percent market share last year, the same as in 2012. Aside from TMC, Winnebago is the only other U.S. builder among the Top 5 in the category. Finishing out the Top 5 in Class B were Canada's Pleasure-Way at 16.4 percent and Leisure Travel Vans at 2.8 percent. ■

RV Manufacturer Retail Market Share %



Source: Statistical Surveys/The Thrive Group, Grand Rapids, MI

Travel Trailer Sales Exceed Pre-Recession Level

Key performance indicators support continued industry strength

By Jeff Kurowski

The U.S. retail market for RVs continued its recovery in 2013, with all but one product category posting double-digit sales increases, according to market research firm Statistical Surveys Inc. And retail sales of travel trailers, the most popular RV product type, exceeded pre-recession levels by almost 26,000 units.

Last year, U.S. consumers bought 150,777 **travel trailers**, a 16.9 percent increase from the 128,985 units sold in 2012, and a 20 percent increase from the 124,868 units sold in 2008.

Fifth wheel sales also did well last year, increasing 16.4 percent to 54,740 units, compared with 47,017 units retailed in 2012. In 2008, U.S. dealers sold 56,807.

Sales of Classes A, B and C motorhomes also were up sharply year-to-year. Total **Class A** retail sales (gas and diesel combined) increased 29.8 percent in 2013 to 15,613 units, compared with 12,026 sold 2012. Dealers sold 17,306 Class As in 2008.

The breakdown between gas and diesel engine Class As is now around 60 percent gas and 40 percent diesel. Prior to the recession, the two were almost equal. Retail sales of gas Class As increased 36.1 percent last year to 9,462 units, and diesel Class A sales climbed 21.2 percent to 6,151 units.

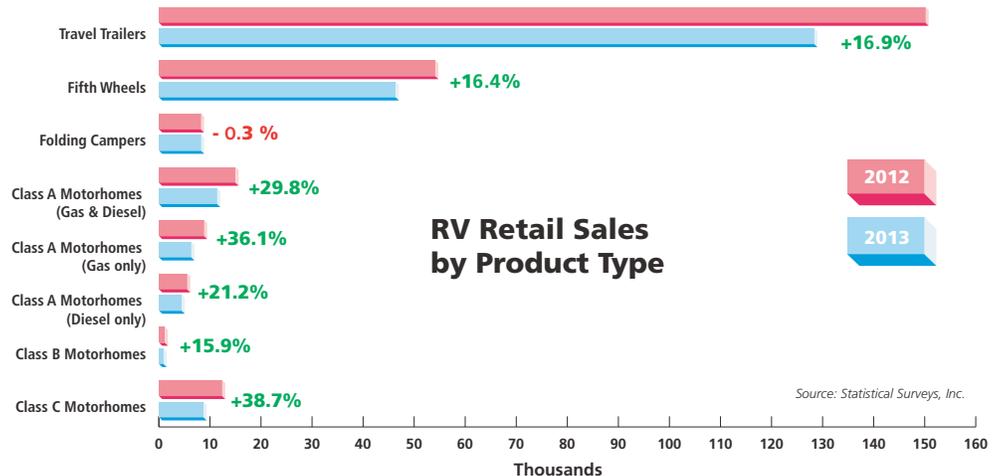
With **Class Cs**, sales increased 38.7 percent to 12,997 units, compared with 9,372 retailed in 2012. The Class C retail sales figures include 2,100 units sold to RV rental agencies in 2013, and 1,638 units sold to rental companies in 2012. Dealers

sold 11,604 Class Cs during 2008.

Class B motorhome sales also expanded rapidly last year to 1,769 units, a 15.9 percent increase over the 1,526 units

sold during 2012.

Folding camper sales were essentially flat last year, declining by 28 units. Dealers sold 8,848, compared with to 8,876 in 2012. ■



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MOBILITY AND THE RV TRAVELER:

A Q&A with Mark Douglass

By Mary Anne Shreve

One of the beauties of RV travel is that it's open to everyone, including those with physical mobility issues. Mark Douglass is founder and CEO of RVing Accessibility Group, a non-profit group that promotes compliance with ADA standards in the RV and campground industries. Douglass is a seasoned adaptive RVer who has more than 18 years of adaptive RV travel experience. In this Q&A, *RV Executive Today* talks with Douglass about the opportunities the RV industry has to make RV travel more accessible and to serve a growing market at the same time.

Q How big is the market for products for people who have limited physical mobility?

A There are at least 31 million Americans with limited physical mobility. Their annual discretionary spending power is nearly \$200 billion, and they're just looking for places to spend their dollars. Then there are also the aging baby boomers, plus disabled servicemen and women who are looking for ways to enjoy the great outdoors.

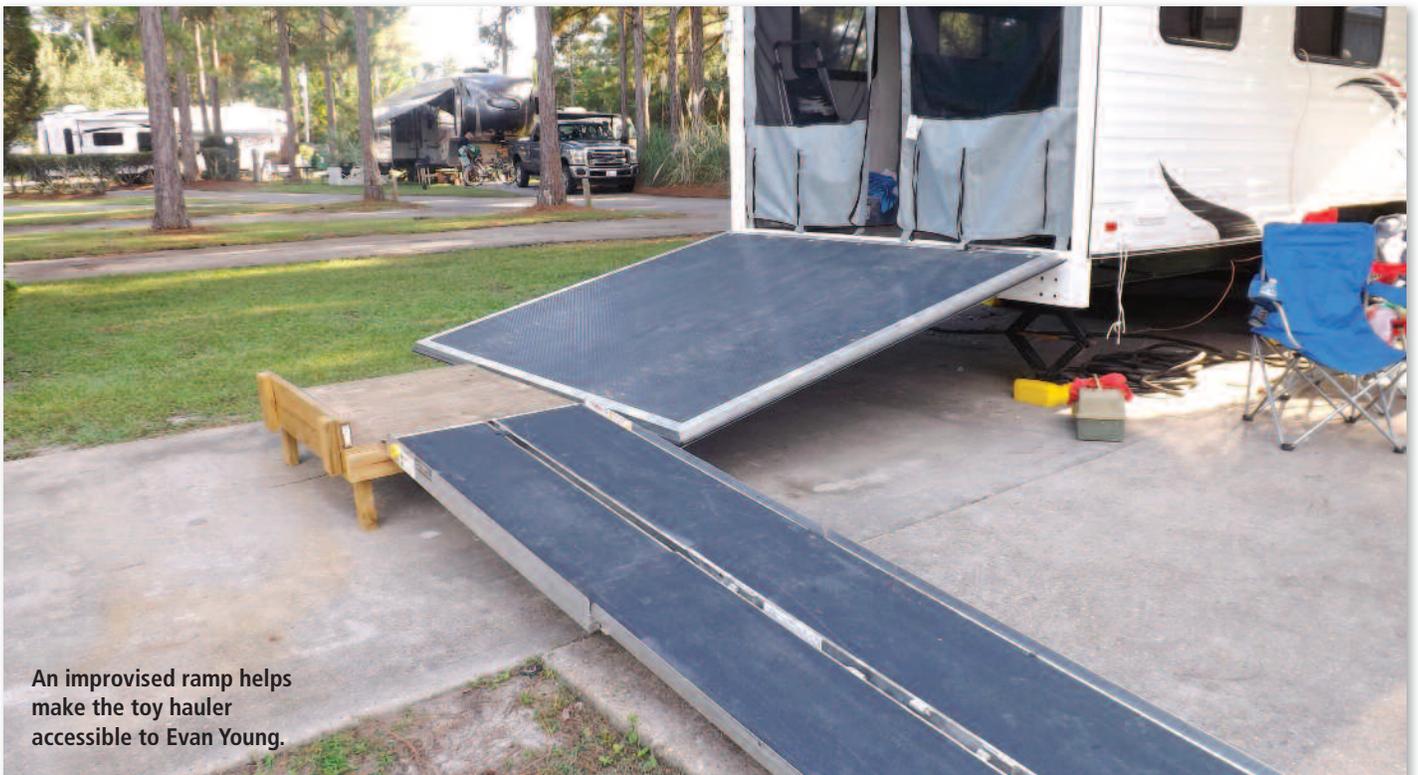


The Young family with their accessible RV (l to r: Emily McKeel, Terri Young, Evan Young, Dylan Smalling, Patsy Halvorson, Jerry Halvorson)

Q What's the attraction of RV travel for people who have mobility issues?

A Some of the attractions are the same for everyone – traveling on your own schedule, not having to deal with airport security and flight delays, not having to rent a vehicle or hotel room, not having to eat out all the time.

Other attractions of RVing are specific to people with mobility issues. Terri Young, our south central regional director, is married to Evan, a para-



An improvised ramp helps make the toy hauler accessible to Evan Young.

plegic who loves the outdoors. The couple has an accessible camper that they use with their three children. Being able to camp makes Evan feel like he did before his car accident – free and full of life.

The Youngs love to travel but experienced so many hassles finding hotels that could accommodate Evan. Now they don't have to worry about finding a hotel late at night, and the savings from a campground site versus a hotel gives them more money to spend doing things with the family.

Q What are the biggest obstacles for people looking for accessible RVs?

A Availability and affordability. I recently talked to a disabled vet who fought in Afghanistan who's looking for an accessible RV, but his efforts to locate a used one have proven difficult. When he spoke to a large dealership in Tampa, they acted as if they had no interest in helping him. He said they "just didn't care." He said the RV industry doesn't understand that there are thousands of disabled vets who are looking for ways to see this great country of ours. And they'll choose RVs if manufacturers start acknowledging this segment of the market.

People in the industry need to shift their thinking away from "Why would a disabled person want an RV? They can't afford our prices, anyway." The industry shouldn't make assumptions about these people's desires and resources.

I believe dealers need to do a better job of marketing the availability of accessible RVs. Some dealers have told me that having an accessible RV onsite takes up floor planning that could be used for a standard RV. Perhaps manufacturers could provide an accessible model for display so that customers had something to actually touch and feel. What we've found is that manufacturers can customize an RV on request, but they don't advertise that in their marketing.

Q Which RV manufacturers offer accessible RVs?

A There are currently two that I'm aware of – Winnebago and Newmar. At the National RV Show in Hershey last fall, I noticed that the Newmar model had a lift but that little attention had been given to accessibility of the amenities – the microwave was above the stovetop, making it nearly impossible to use. There's more to accessibility than lifts. For instance, can you operate the door handle with a closed fist? Is there

enough clearance space for a person in a wheelchair to be able to transfer into the driver's seat?

Although aftermarket conversion companies can add wheelchair access, getting into the RV is only the first challenge. The floor plan has to provide turning radius, reach-range compliance, a fully accessible bathroom. It doesn't have to cost a lot to make these modifications. In fact, an open floor plan may cost less to design and install than a standard one.

continued on page 22

New Dates. New Location.

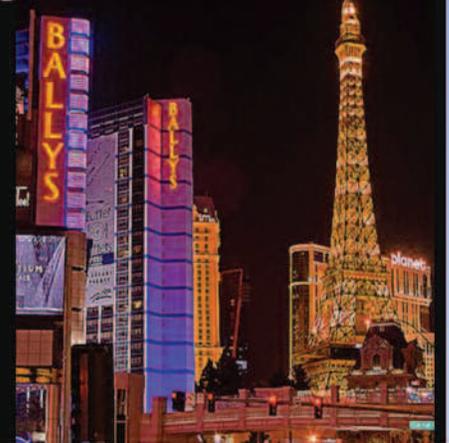
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When the Youngs were researching campers in their price range, they found very few that were accessible. Out of the hundreds they looked at, not a single one had an accessible bathroom. They finally discovered a company called DuneSport that had wheelchair-accessible floor plans that they were able to customize so that the bathroom was big enough for Evan to turn around in his chair.

But even the Youngs' RV isn't fully accessible. The cabinets are too high for someone in a wheelchair to reach, so Terri has to help Evan. The bed was too high and had to be rebuilt and lowered eight inches so Evan could transfer from his chair to the bed. Without a platform system, the rear door is too steep for Evan to use on his own.

Q If a dealer doesn't work with a manufacturer that offers a designated accessible model, what can the dealer do to help people who are looking for an affordable RV?

A Dealers can discuss different classes of RVs and what they offer, including the toy hauler option.

The Youngs chose a toy hauler so they could use the back ramp as Evan's entrance and exit. If a dealer doesn't carry them, help customers find someone who specializes in them.

Q What advice can you give a sales consultant who's working with a customer with mobility issues?

A First, never assume they can't afford an accessible RV. When my wife went RV shopping for us in 2003, she told the salesperson about me and about what we needed, and he told her, "Ma'am, I don't think you can afford one of these." That's one way not to treat any prospective customer.

Ask lots of questions. Find out the person's specific needs before talking about different types of RVs. People with disabilities aren't all alike, and they have different needs. Evan, for instance, can do many more things than some people with the same injury.

The sales force should be trained to look at the situation as if it were them, putting themselves in the shoes of the disabled. Try using a wheelchair or walker for a day to get a feel for what those with mobility disabilities

go through.

Ultimately, you may not have anything to offer the customer and it may be better to refer them to another dealer who does.

Q Apart from the RV itself, what other products and services are people with mobility issues interested in?

A The same as most people, but with accessibility in mind. Most campgrounds aren't compliant with the ADA, and consequently, it's very hard for someone in a wheelchair to get around while they're camping. Deep gravel, grass and mud aren't ideal surfaces for wheelchairs and scooters. One product that's almost a requirement when camping is a power chair or some type of "outdoor" chair with all-terrain tires.

Another item people with mobility issues want on their units is a wheelchair lift installed on the side door. And hand-powered bicycles offer great exercise and give a person with mobility issues the ability to join the family on bike rides around the campground.

Q What can dealers do to make their dealerships more accessible for people with mobility issues?

A Start where the customer starts – the parking lot. There should be at least one space that's van accessible. Next, the dealership entrance should be wide enough for a wheelchair. There should be access routes that are a minimum of 36" wide and have a turning radius of 48". There should also be an ADA-compliant bathroom with door pressure standards, operable parts at the lavatory, proper placement of the toilet and grab bars, toilet paper dispensers, protective seat cover dispensers, coat hooks, flush mechanisms, to mention a few.

The Americans with Disabilities Act requires equal opportunity for disabled people in public accommodations and commercial facilities, like



RVers Kary and Terryll Wright enjoy the view at Ho Hum RV Park in Northwest Florida.

RV dealerships. There are published standards for accessible design that businesses serving the public must follow.

Businesses need to have a transition plan in place to show that they've assessed their facility and are working toward compliance. Discrimination complaints can lead to fines up to \$55,000 for the first violation and up to \$110,000 for each subsequent violation.

While business owners can do their own assessments, the National Center on Accessibility and the U.S. Access Board, an arm of the Department of Justice, recommends they use a professional accessibility specialist. We recommend that groups of dealers in given areas go in together to have their facilities assessed. That will help reduce the consultant's fee and travel expenses. ■



The Americans with Disabilities Act (ADA)

Signed into law in 1990 by President George H.W. Bush

Prohibits discrimination against the disabled

Applies to commercial and governmental facilities, public transportation, public accommodations and services, employment practices

For information, visit www.ada.gov

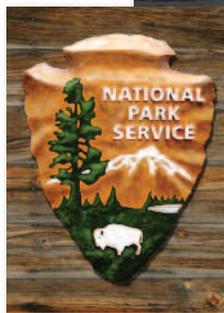
Making Recreation More Accessible

National parks and other federal recreation facilities must become more accessible to the disabled under new guidelines that took effect in late 2013. Eventually, guidelines will also be issued for state recreation facilities, and some recreation industry representatives believe commercial campgrounds will also fall under similar rules in the coming years.

The "Guidelines for Outdoor Developed Areas" provide specs for everything from the number of wheelchair-accessible picnic tables that must be provided to how tall campground fire rings and viewing scopes can be. Among other requirements:

- * A percentage of all campsites and parking spaces must be accessible.
- * Pull-up dump stations must be accessible.
- * Access routes between common-use areas must be firm and stable.
- * Certain trails must be at least 36 inches wide and unaffected by weather.

The guidelines were issued by the U.S. Access Board, an independent federal agency created in 1973 and charged with developing accessibility standards. "The rule applies only to national parks and other federal sites, but the board plans to follow up with rulemaking to address non-federal sites under the Americans with Disabilities Act at a later date," says a news release on its website.



Although the guidelines don't yet cover commercial campgrounds (including those owned by some RV dealerships), more regulations are in the future, says Jeff Sims, director of state relations and program advocacy for the National Association of RV Parks & Campgrounds. "I encourage owners to review the new guidelines, especially if they are expanding and building new sites. It's easier to accomplish during construction rather than have to remodel later."

Besides, he adds, "Improving accessibility is not only the law, but it's also good business to do it."

For more information on the U.S. Access Board and the new guidelines, visit www.access-board.gov.

-- Mary Anne Shreve

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(513) 984-6995
www.dandgdealerser-
vices.com/home.html

**Dealer Financial
Services Group**
Clearwater, FL
(727) 324-1362
www.dealerfsg.com

**GE Capital
Commercial
Distribution Finance**
Chicago, IL
(800) 289-4488
www.gecdf.com/RV

M & T Bank
Buffalo, NY
(716) 848-3270
(800) 724-2240
www.mandtbank.com

**Marine One
Acceptance Corp.**
Dallas, TX
(214) 965-5000
(800) 262-8734
www.marineone.com

Medallion Bank
Salt Lake City, UT
(801) 747-7176
(866) 688-6983
www.medallionbank.com

Merrick Bank
South Jordan, UT
(888) 545-3888
(888) 545-3888
www.merrickbank.com

NextGear Capital
Carmel, IN
(317) 571-3773
www.nextgearcapital.com

**Northpoint Commercial
Finance, LLC**
Alpharetta, GA
(314) 435-4345
www.northpointcf.com

**Priority One Financial
Services, Inc.**
Saint Petersburg, FL
(800) 747-6223
(800) 747-6223
www.p1fs.com

Sebrite Financial Corp.
Allison Park, PA
(412) 487-4880
(800) 767-8881
www.sebritecorporation.com

**TCF Inventory
Finance, Inc.***
Schaumburg, IL
(847) 330-5225
(877) 800-4430
www.tcfif.com
(See our ad on page 13)

**U.S. Bank Recreation
Finance**
Cincinnati, OH
(513) 639-6366
(800) 933-9260
www.usbank.com

ASSOCIATE MEMBERS THAT PROVIDE INSURANCE/WARRANTY/ROADSIDE ASSISTANCE

**AMC Agency
Management
Corporation**
Brandon, FL
(813) 685-7800

**American Colonial
Administration, LLC**
Dublin, OH
(855) 807-2885
www.acaadmin.com

**American Guardian
Group of Companies***
Warrenville, IL
(630) 790-6000
(800) 579-2233
www.agwsinc.com
(See our ad on page 2)

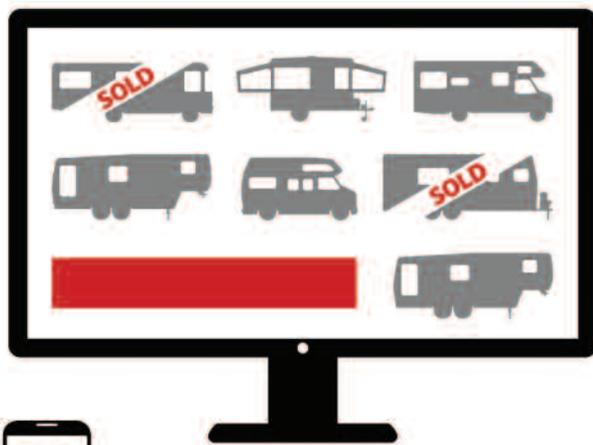
Andreini & Company
Oxnard, CA
(805) 981-9585
(800) 365-0353
www.andreini.com

Assurant Solutions
Atlanta, GA
(770) 763-1000
(800) 283-0785
www.assurantsolutions.com/arvs

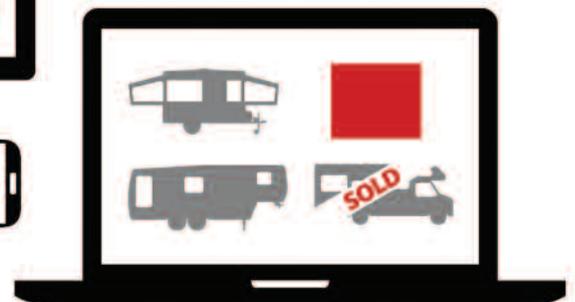
Coach-Net*
Irving, TX
(800) 863-6740
(800) 863-6740
dealer.coach-net.com
(See our ad on page 4)

**See advertising for companies marked.*

BETTER ADS | MORE LEADS | MORE SALES




**Best Selling
RV Classifieds**



CornerStone United, Inc.
Hickory, NC
(828) 449-1180
www.cornerstoneunited.com

Dealer Advantage Inc.
Mesa, AZ
(480) 695-6888
(877) 999-5687

Diversified Insurance Management, Inc.*
Plano, TX
(800) 332-4264
(800) 332-4264 Ext. 119
www.rvdealerschoice.com
(See our ad on page 3)

EasyCare RV
Norcross, GA
(678) 225-1000
(888) 327-9400
www.easycare.com

Farm & City Insurance Services - Your RV Advantage
Forest City, IA
(641) 585-2925
(800) 331-1520
www.rvadvantage.com

Five Star Insurance Agency, LLC
De Pere, WI
(920) 337-2200
www.fivestar-ins.com

GEICO For Your RV
Virginia Beach, VA
(757) 222-6344
1-877-GEICO-RV
www.GEICO.com

Hi-Sage Marketing
Escondido, CA
(800) 887-8467
www.hisage.com

Ideal Dealer Services Inc.
Cheyenne, WY
(720) 412-8890
www.idealdealerservices.com

Interstate National Dealer Services
Atlanta, GA
(678) 894-3500
(800) 942-0400
www.inds.com

MBA Insurance, Inc.*
Scottsdale, AZ
(800) 622-2201
www.MBAinsurance.net
(See our ad on page 17)

National General Insurance
Lakewood, OH
(216) 592-7083
www.ngic.com

Nationwide Insurance Co.
Des Moines, IA
(515) 508-4484
(800) 532-1436 Ext. 4484
www.nationwide.com

NWAN/National Automotive Experts
Strongsville, OH
(877) 222-1645
(877) 222-1645
www.NationalAutomotiveExperts.com

Pettes & Hesser, Ltd.
Scottsdale, AZ
(480) 948-7889
(800) 344-0484
www.phltd.com

Phoenix American Warranty Company
Miami, FL
(305) 266-5665
(800) 745-6006
www.phoenixamerican.com

Powers Leavitt Insurance Agency, Inc.
Buckeye, AZ
(480) 282-5989
www.leavitt.com

PreseRVe Extended Protection
Cincinnati, OH
(513) 515-5379
www.pdsadm.com

Progressive Insurance
Mayfield Village, OH
(440) 395-0515
(800) 876-6327
www.rv.progressive.com

Protective*
Chesterfield, MO
(636) 536-5704
(800) 950-6060 Ext. 5738
www.protective.com/dealerservicesrv.asp?ID=204
(See our ad on back cover)

RV Insurance Professionals
Flagstaff, AZ
(888) 467-4639
www.rvinsurancepro.com

Service Group
Austin, TX
(512) 343-0600
www.sgifs.com

Thum Insurance Agency, LLC
Grand Rapids, MI
(616) 957-2400
(800) 866-0777
www.thuminsurance.com

Tire Shield
Las Vegas, NV
(888) 628-8473
www.tireshield.com

Tobin Agency
Collingswood, NJ
(856) 858-8445
(800) 759-6321
www.tobinagency.com

United States Warranty Corporation
Mayfield Heights, OH
(440) 516-2600
(800) 233-9878
www.uswceagle.com

The Walpole Agency
Saratoga Springs, NY
(518) 580-1248
www.thewalpoleagency.com

Warrantech Automotive, Inc.
Bedford, TX
(817) 785-6601
(800) 833-8801
www.warrantech.com

WholesaleWarranties.net
San Diego, CA
(651) 343-0330
www.wholesalewarranties.com

Williams and Stazzone Insurance Agency, Inc.
Cocoa Beach, FL
(800) 868-1235
www.wsins.com

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



**5 YEARS AHEAD,
JUST LIKE OLD
TIMES.**

*Spader 20 Groups do not solve complex business problems using magic, but they do help dealerships succeed using timeless business principles.

Join at Spader20.com

1-800-772-3377 | INFO@SPADER.COM

“Away” Campaign Covers the Media Bases

Edited by RVDA Staff

Go RVing’s national advertising campaign continues to expand its mix of messaging in the nation’s top television, print, digital, and social media outlets.

The \$13 million media campaign uses messages and images designed to resonate with the target markets and create new demand for RVs.

Broadcast

Go RVing’s television portion of the media buy includes a partnership with Destination America, a Discovery network, to air custom profiles of real RVers. With their focus on exploring the places, people and stories of the United States, the profiles offer a great fit for the emotionally-driven messages of Go RVing’s television commercials. Go RVing spots and custom-produced programming will also be seen throughout the year on Fox Sports 1, *National Geographic*, *National Geographic Wild*, the *Outdoor Channel*, and *CMT*.

The broadcast plan also includes direct-response advertising on 30 popular cable networks from January through December. All of these outlets have a solid record of running Go RVing spots at optimum times of day and delivering strong lead response.

This year, Go RVing will conduct its first-ever tie-in with a music festival – Live Nation’s Jamboree in the Hills, known as

the “Super Bowl of Country Music,” where most of the attendees camp on the grounds during the festival’s four days. Two custom vignettes featuring show headliners and Go RVing-provided RVs will be part of the sponsorship package. Those vignettes will air on *CMT*.

Other media partnerships

Product integrations will continue to be an important element in Go RVing efforts and will include a spring RV sweepstakes with the *Outdoor Channel* and consumer events with *Garden & Gun* and *Country Living* in which consumers will be able to tour RVs for a hands-on experience.

Last summer, Go RVing produced 30- and 60-second “Victory” TV spots depicting families tailgating that were used to extend the campaign’s reach well into the fall college sports season. That effort will be expanded and repeated this fall with *ESPN*, *Sports Illustrated* and *CBS Sports*.

Race fans are another key target market whose interests align with RVing, so Go RVing will air TV spots on the JumboTron at the main entrance of the Indianapolis Motor Speedway for the 2014 Indianapolis 500. More than a million people will see the ads over the three-day event.



Go RVing’s media plan includes media partnerships that reach across all advertising platforms.

Digital media

Digital media advertising is constantly evolving and remains a centerpiece of Go RVing’s efforts. In addition to running banner ads on top websites and search engines, this year Go RVing will launch ads that are tailored to individuals through native advertising.

Native ads allow advertisers to bring a customized message to online viewers through a variety of mediums, including video. Consumers are able to link directly to GoRVing.com through ads running on lead generating sites such as Google, Bing, Yahoo, and Facebook, as well as more than a dozen popular consumer sites.

Print continues to play a role

The print portion of the 2014 plan includes a group of carefully chosen magazines that offer a strong demographic for the ads and a good editorial environment. Issues containing Go RVing ads began to appear in January.

The “Away” campaign will continue to drive consumers to GoRVing.com, where prospects are provided comprehensive information to help guide them through the purchase process and RV travel experience. ■

New Go RVing Banner for Tie-In Package Buyers

Dealers who participate in the tie-in program will receive a new vinyl banner as part of the 2014 program. The horizontal green and white banner is 24" X 60" and includes metal grommets for hanging. These banners are perfect for both indoor and outdoor use. To participate in the 2014 program, visit www.rvda.org or send an e-mail to cboyd@rvda.org to sign up immediately.

Go RVing

GET ON BOARD WITH GO RVING!

Away

is a place that can be as far as the horizon. Or as close as this afternoon.

The Go RVing dealer tie-in program is back...

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

Here are the highlights:

Leads – Plus Program

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

Digital RV Image Library Pictures on GoRVing.com

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

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

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

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

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

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





RV TECH CERT PREP COURSES



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

Just getting started?

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

REGISTERED TECHNICIAN

Course A. \$89

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

Already a Registered Technician?

Choose Your Path:

CERTIFIED TECHNICIAN PREP COURSE

Course B. \$249

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

CERTIFIED SPECIALIST PREP COURSE

Course C. \$69/specialty

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

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

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

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

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

Company _____
 Address _____
 City/State/Zip _____
 Phone _____ FAX _____

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



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

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

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Send progress reports and other notifications to the following supervisor:

TOTAL \$ _____ *

Name _____ Title _____ Email _____

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

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

Cardholder Name _____ Billing Address _____

Acct # _____ Exp _____ Security Code _____

Cardholder Signature _____

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

Online Training with FRVTA's

DISTANCE LEARNING NETWORK

FRVTA – The Mike Molino RV Learning Center Partnership

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

The DLN offers your dealership:

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



tion 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.

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

DEALERSHIP REGISTRATION

Company Name: _____

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

Phone: _____ Fax: _____

Mentor Name: _____ Phone: _____

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

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

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

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

PAY BY CHECK OR MONEY ORDER PAY BY VISA OR MASTERCARD

Name on Credit Card: _____

Card Number: _____ Security Code: _____ Expires: _____

Card Billing Address: _____ City: _____ State: ____ Zip: _____

Card Holder Signature: _____



RV Service Textbooks

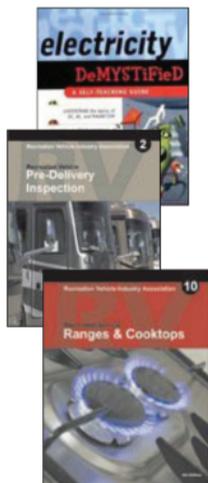
SUMMARIES & ORDER FORM

Published by RVIA, Available through The RV Learning Center

These RV textbooks help technicians increase their knowledge and understanding of the various RV components and operating systems found in today's RVs, and also prepares them for the new testing requirements of the RV Service Technician Career Ladder. The complete set consists of 14 volumes --written by RV service experts, and the Electricity Demystified text.

SAVE 30% WHEN YOU ORDER A COMPLETE HARD COPY OR CD-ROM SET!

See next page for details!



Textbook Title	Price	# books	Total \$
Introduction to RV Service – Provides an introduction to the RV industry, the various types of RVs and their structural characteristics and systems, the basic tools utilized by RV technicians, and safety in the RV workplace. Summaries of industry codes and standards and RV technician job classifications are also included as well as basic information on using RV service manuals. Developing and demonstrating solid customer relations and record keeping skills are also addressed.	\$19.95		
Electricity Demystified – Written in a step-by-step format, this practical guide begins by covering direct current (DC), voltage, resistance, circuits, cells, and batteries. The book goes on to discuss alternating current (AC), power supplies, wire, and cable. Magnetism and electromagnetic effects are also addressed. Detailed examples and concise explanations make it easy to understand the material.	\$14.95		
RV Electrical Systems – Provides instruction on performing AC and DC voltage systems inspections and tests; servicing AC and DC power sources; servicing wiring/distribution systems; and maintaining, repairing and inspecting AC and DC devices.	\$49.95		
RV Propane Systems – Provides instruction on inspecting and maintaining propane containers and fittings; inspecting and maintaining the piping system; performing propane system tests; purging and filling containers; transferring propane from container to container; and burning off propane in a container.	\$49.95		
RV Generators – Covers the installation, maintenance and repair of RV generators, the generator section and control system. This includes inspecting, maintaining and repairing generator components and verifying battery voltage, fuel source and pressures, engine operation, output voltage and frequency, and governor operation.	\$39.95		
RV Ranges & Cooktops – Provides instruction on the installation, repair and replacement of ranges and ovens. This includes verifying gas pressure; verifying grate clips installation; checking lines and fittings; repairing and replacing components; verifying range burners are not affected by operation of force air furnace or other appliances; and performing function test.	\$39.95		
RV Water Heaters – Covers the installation, repair and replacement of RV water heaters — Pilot, DSI (direct spark ignition) and Electric. Topics addressed include inspecting ignition systems, verifying gas pressure; troubleshooting the sequence of operation, repair and replacement of various components; draining and flushing the water heater and inspecting fittings for calcium deposits; checking fittings on the tank; inspecting and replacing the water tank; and checking lines and valves for motor aide.	\$39.95		
RV Plumbing Systems – Provides instruction on performing fresh water systems tests; inspecting and repairing fresh water storage tanks, distribution systems, and fixtures and devices; performing waste water systems tests; and inspecting, repairing and replacing waste holding tanks and drainage piping systems.	\$39.95		
RV Heating Appliances – Covers installation, repair and replacement of RV heating systems, including gravity, pilot and DSI (direct spark ignition furnaces). Topics examined include verifying pressure and electrical voltage; inspecting and cleaning burner, pilot, exhaust tube and air intake; troubleshooting the sequence of operation; repairing and replacing various furnace components; inspecting and correcting ducting and return air.	\$39.95		



RV Service Textbooks

RV Refrigerators – Provides instruction on the installation, repair and replacement of absorption refrigerators (manual and automatic selection). This includes verifying proper venting, AC and DC power sources, propane gas pressure, and leveling; diagnosing and replacing electric and gas components; diagnosing and replacing the cooling unit; diagnosing, repairing and replacing the internal ice maker components; and performing function tests.	\$39.95		
RV Air Conditioning – Covers the installation, repair and replacement of air conditioning and heat pump units, including verifying air flow, assessing the integrity of the electrical system, and evaluating the integrity of refrigerant systems.	\$39.95		
RV Pre-Delivery Inspection – Introduces and explains the many important steps in inspecting the RV before delivering to the customer, including checking propane systems, pre-testing all appliances and accessories, testing and inspecting the AC and DC electrical system; checking safety items, lighting, window roof molding seals, and wiper blades; checking and lubing doors; visually inspecting chassis; checking lug nuts and tire pressure; testing water supply and drainage systems; and conducting a test drive.	\$39.95		
RV Preventive Maintenance – Examines what services to perform for preventative maintenance, including checking propane systems; servicing and adjusting appliances; testing G.F.C.Is; winterizing and de-winterizing coach; checking safety items; checking and lubricating doors; checking exterior lights; checking window roof molding seals; changing oil and filter on power plants; checking wiper blades; visually inspecting fluid levels; servicing batteries; inspecting belts and hoses; changing chassis oil and filter and lubricating chassis; changing transmission oil, filter and gasket; visually inspecting chassis; checking lug nuts and tire pressure; flushing and refilling cooling system; and performing a test drive.	\$39.95		
RV Brakes, Suspension & Towing – Covers the basics of brakes and brake controllers used in RV towable systems. References RV suspension systems as well as wheels and tires. Fully describes types of RV towing systems, hitches, wiring, and accessories. Includes information on troubleshooting, repair and replacement of stabilizer jacks and mechanical landing gear jacks. Textbook also covers vehicle weights, weight safety, weight labels, legal regulations, codes and standards.	\$39.95		
RV Hydraulics – Covers the basic principles and laws of hydraulics, hydraulic terminology, special tools and equipment and basic hydraulic circuits. The book introduces the technician to hydraulic system components and their functions. Includes information on performing hydraulic system maintenance, safety, and troubleshooting procedures.	\$39.95		
Save almost \$200 – Complete Book Set	\$382.00		
TOTAL COST OF TEXTBOOKS IF PURCHASED INDIVIDUALLY	\$574.25		
ALSO AVAILABLE ON CD-ROM (NOTE: Electricity Demystified is NOT on the CD-ROM, but will be included in hard copy format with your order.)	\$382.00		

Price includes shipping and handling. **Total Amount Enclosed: \$**

Name: _____ Company: _____

Shipping Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Method of Payment (Please Check One):

- Check (Made Payable to the Mike Molino RV Learning Center)
- Send an Invoice (RVDA Members Only)
- Credit Card: Visa MasterCard Amex Discover

Mail this form to Mike Molino RV Learning Center or fax to (703) 359-0152.

For more information call (703) 591-7130 or visit our website at www.rvlearningcenter.com

Card No.: _____ Expiration Date: _____

Name on Card _____

Signature: _____

Billing Address (if different from above): _____



RVDA Endorsed Products

Certified Green RV Program

TRA Certification Inc.

www.tragreen.com

aleazenby@trarnold.com

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

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

Credit Card Processing

Bank of America Merchant Services

https://rvdealer.bankofamerica.com

jay.machamer@bankofamericamerchant.com

(678) 784-0567

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

Disability Income Insurance/

Paycheck Protection Benefits

American Fidelity Assurance

Company

www.afadvantage.com

Ted Brehoney

ted.brehoney@af-group.com

(800) 654-8489, Ext. 6530

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

Emergency Roadside and Technical

Assistance

Coach-Net

www.coach-net.com

dealersales@coach-net.com

(800) 863-6740

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

Employee Testing

Caliper Corp.

www.calipercorp.com

Ralph Mannheimer

rmannheimer@calipercorp.com

(609) 524-1214

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

Extended Service Agreements

XtraRide RV Service Agreement Program

www.protectiveassetprotection.com

(800) 950-6060, Ext. 5738

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

Health Insurance

Mass Marketing Insurance Consultants Inc. (MMIC)

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

quotes@mmicinsurance.com

(800) 349-1039

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

Lead Qualifier Program

Customer Service Intelligence Inc. (CSI)

www.tellcsi.com

bthompson@tellcsi.com

(800) 835-5274

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

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

Pre-owned RV Appraisal Guidance

N.A.D.A. Appraisal Guides

& NADAguides.com

www.nada.com

lsims@nadaguides.com

(800) 966-6232, Ext. 235

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

Propane and Propane Supplies

Suburban Propane

www.suburbanpropane.com

sholmes@suburbanpropane.com

(800) 643-7137

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

RVDA/Spader 20 Groups

Spader Business Management

www.spader.com

info@spader.com

(800) 772-3377

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

Shipping Discounts

Partnership, LLC

http://partnership.com/79RVDA

sales@Partnership.com

(800) 599-2902

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

Visit www.rvcareers.org

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

10th Edition Service Management Guide (Flat Rate Manual)



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.

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- It is a great tool for the service department when working with extended service contracts.
- The Service Management Guide is also available in 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.

Manual or CD-ROM: RVDA Members \$164.95 Non-Members: \$330.00

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10/13

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