

RV EXECUTIVE TODAY

FEBRUARY 2015

It's Spring Training Season!



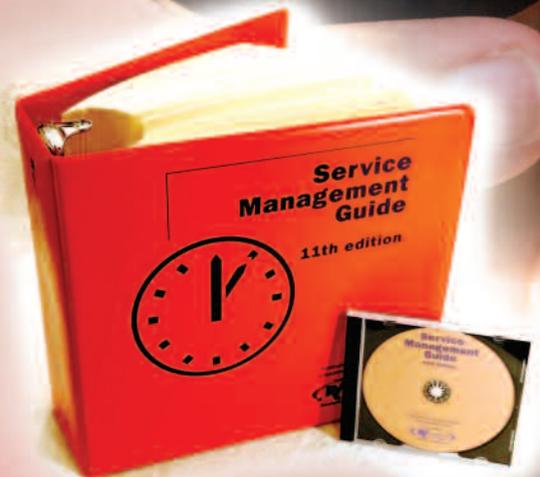
Use the RV Learning Center's resources to shape up your team for the sales season ahead

page 10

New Service Management Guide

Latest edition has 100 pages of labor times for the most-performed functions

page 12



Also:

Society of Certified RV Professionals Recognizes Warranty Administrator page 14

Converting Private Sales into Dealership Sales Presents Opportunities for Dealers page 16

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RV EXECUTIVE TODAY

C O N T E N T S

February 2015

10 It's Spring Training Season!

Now is the best time to invest in employee training and education, before the spring sales rush starts. Find out how the RV Learning Center can help tone up everyone at the dealership, from technicians to warranty administrators.



10

12 Popular Flat-Rate Manual Now Available in New, Revised Edition

More than a dozen RV repair experts spent a year updating and rewriting the popular "Service Management Guide." The all-new 11th edition has more than 100 pages of average work times for the functions technicians perform most frequently.



12

14 Warranty Administrator Regina Kerr: Certification is "Good for the Dealership, Good for You"

Kerr, a certified warranty administrator at Tennessee RV Sales and Service for eight years, says her training helped her better understand both the service department and RV manufacturers.



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16 Converting Private Sales into Dealership Sales Presents Opportunities for Dealers

Of the two-thirds of RVs that are bought used, most are bought from private owners. But used units have higher gross margins and turn rates than new units for dealers who take advantage of this market.



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18 Record Number of Travel Trailers Shipped to Dealers in 2014

Travel trailer shipments last year broke the previous record, set in 2006. Other RV segments also continued to grow but haven't yet reached their pre-recession highs.



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19 Recession Aftermath: Fewer RV Rental Locations but Stable Rental Revenue

The Great Recession took out some rental locations, but the remaining locations took in about the same amount of revenue. On the bright side: RV dealerships increased their revenues from utility trailer sales.

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19



24 Pennant Fever! Sign Up for the 2015 Go RVing Dealer Program

Participating dealers are already receiving leads generated by Go RVing's multi-million-dollar marketing campaign. They're also receiving colorful Go RVing pennants to display at the dealership and special events.

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Resources for Employee Development

By Phil Ingrassia, CAE, president

One of the benefits of having a diverse industry with many players is that competition breeds product innovation. Even as the pace of industry consolidation increases, travel trailers and motorhomes still contain components and accessories from many different suppliers.

Keeping up with the training that's available to effectively service and manage the supply flow of these components is not easy, but the Mike Molino RV Learning Center, through the Society of Certified RV Professionals, is working to make this an easier task for those charged with scheduling training for their employees.

At www.rvlearningcenter.com, the "Society" button is a gateway to a number of resources that can help navigate the training that techs and service and parts management personnel need to stay current.

Much of the training also supports RVDA-RVIA technician and RV Learning Center certification by helping certified employees who hold industry certification earn continuing education units (CEUs). The CEUs help employees meet the education requirements needed to recertify.

Some of the training providers include: Aqua-Hot Heating Systems, Arrow Distribution, Blue Ox, HWH Corp., Lippert Components, Northampton Community College, Northern Wholesale, NTP/Stag-Parkway, Spader Business Management, and Thetford/Norcold.

There is also information on programs available through the RV Learning Center, including the online RV technician certification preparation courses offered in conjunction with RVIA. This program offers individual self-study training and certification preparation for



all sections of the RVDA-RVIA RV Certified RV Technician Career Ladder. The platform is designed to track, train, and prepare RV technicians at all levels for the certification exam or to prepare for recertification.

Another positive development is RVIA's plan to expand its "Technician in Training" (TNT) program nationally by the end of 2017. The program is designed to increase awareness and participation for industry technician training and certification programs by having people call directly on RV dealerships to educate management and their technicians about educational opportunities.

The goal of all these efforts is to try to take the mystery out of finding training, and for those who have made the investment in certification, get the continuing education they need to stay certified.

Thanks for your support.

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Keeping Focused in 2015

By John McCluskey, chairman

It's hard for some of us of a certain age to believe we're already 15 years into the new millennium, and for the RV industry, it's been quite a ride. It started strong, peaked nearly seven years ago, went through a major contraction, and is now picking up steam, with 2015 looking to be another strong year.

Now that we've turned the page on January, how are you doing on any resolutions you made personally or for your business this year? Did you resolve to lose weight, quit smoking, eat healthier, learn something new, or spend more time with family?

What business New Year's resolutions did you make? Did you and your team pledge to improve parts or service, sell more units, improve inventory turns, or even expand operations?

How are you doing so far? Even if you haven't started following through with everything, there's time to make major improvements to your life and bottom line in 2015. I find there are three key factors that are required for keeping New Year's resolutions:

Focus – If you give your goals “top of mind” awareness – daily, weekly, and monthly – you can visit and revisit what you want to get accomplished. If you take the time for measurement and review, you'll be on the way to continuous improvement.

Desire or commitment – I've never seen anyone accomplish a goal without the desire. Half-hearted commitments nearly always equal half-hearted results or no results at all.

Capability – All the focus and desire will not lead to success without the right personal or corporate capabilities. This month's magazine offers many articles to help you grow through the Mike Molino RV Learning Center and other resources available through RVDA. Throughout the year, the magazine strives to provide additional food for thought for professional development. Are you too busy to read them? Are you too busy not to read them?

With that in mind, a game plan to successfully keep resolutions can center on a few steps:

- Regularly review resolutions.
- Routinely focus on each, revisit progress, measure, and make any necessary adjustments.
- Keep your desire and commitment levels high.

“It's easy to get caught up in the day-to-day duties of running our dealerships, but now is a good time to take stock of long-term goals and objectives.”

Specifically for professional development:

- Improve your skill sets throughout the year – consider attending an executive leadership program.
- Develop a training schedule for your dealership(s).
- Set quarterly and annual objectives.
- Start thinking about who should attend this year's RV Dealers International Convention/Expo and budget appropriately.

It's easy to get caught up in the day-to-day duties of running our dealerships, but now is a good time to take stock of long-term goals and objectives. It should be a great year! I hope everyone stays focused!

P.S. Now that many of us are looking to expand our staffs, the RV Learning Center needs your financial support more than ever to update important programs, including the certification programs for service management and parts personnel.

A recent example of putting contributions to work is the release of the all-new “Service Management Guide” on page 12.

Our annual professional development issue is also a great time to thank all the contributors to the RV Learning Center listed on page 30 of the magazine. A special thanks to Dan Pearson of Pleasureland RV Centers, who provided a \$10,000 contribution match, which helped raise an additional \$32,000 for RV Learning Center. Thanks to all!

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Towable, Motorized RV Inventories Expand

By Thomas Walworth, Statistical Surveys/The Thrive Group

U.S. and Canadian dealer inventories of motorhomes and towable RVs expanded in October, following a September when retail sales almost matched factory deliveries, according to market research firm Statistical Surveys/The Thrive Group. Inventories had shrunk from April through September of 2014.

In the towables sector, the October 2014 inventory index was 67.9 because of a 33.8 percent increase in factory deliveries between September and October. This compares with a 33.9 percent increase in towables shipments that occurred between September and October of 2013. In both cases, the high volume of dealer ordering during Open House Week in Northern Indiana in September most likely explains the sharp increase in shipments between September and October.

Retail sales of towables and motorhomes did not keep pace with factory-to-dealer shipments in October.

In the case of motorhomes, the increase of shipments between September and October was not as pronounced, although the shipments increase did outpace retail sales by a significant amount. The result was a motorhome inventory index of 75.3 in October 2014, a marginal difference from the index of 76.8 in October 2013.

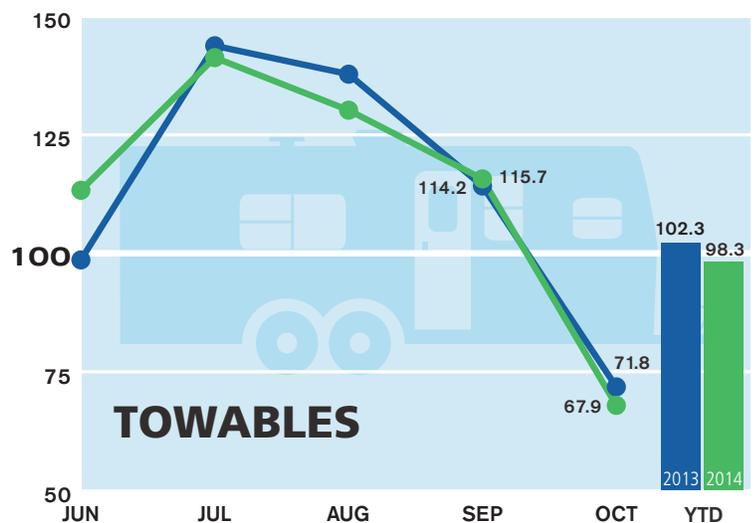
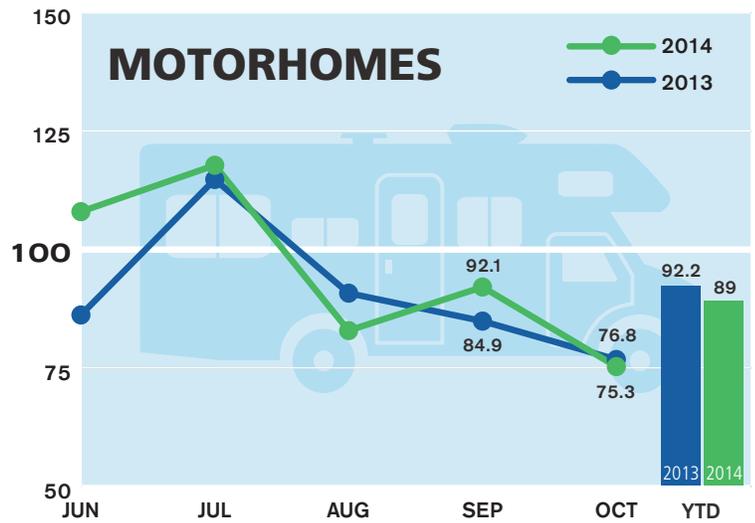
The 19,086 towable RVs retailed by U.S. and Canadian dealers in October represents a 5.1 percent increase when compared with the 18,168 units sold to consumers in October 2013. (U.S. towable retail sales were up 7.3 percent in October and 9 percent during the first 10 months of this year. In Canada, towable RV retail sales were down 1.2 percent in October and were 5.4 percent lower during the first 10 months of this year.)

Year-to-date, towables retail was up 4.9 percent to 259,889 units, compared with 247,669 units sold to consumers during the first 10 months of 2013.

Wholesale shipments of towables increased 11.1 percent in October to 28,100 units, compared with 25,300 units delivered to dealerships in October 2013. During the first 10 months of 2014, towable shipments were up 9.3 percent to 264,432 units, compared with 242,000 delivered during the same portion of 2013.

In the case of motorhomes, 2,936 units were retailed in October, a 9.2 percent increase over the 2,688 units sold in October 2013. (U.S. motorhome retail sales were

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.



up 9.1 percent in October and 14.8 percent during the first 10 months of this year, while Canadian motorhome sales increased 4.9 percent in October and were up 1.5 percent year-to-date.) Meanwhile, motorhome shipments increased 11.4 percent to 3,900 units in October, compared with 3,500 units shipped during October 2013.

Based in Grand Rapids, MI, Statistical Surveys/The Thrive Group tracks RV retail sales for the RV industry. For more information, contact Tom Walworth at (616) 281-9898. The Thrive Group is a partnership between Statistical Surveys and Spader Business Management.

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IT'S SPRING

Use the RV Learning Center's resources

By RVDA staff

Now is the best time to invest in training and education, before the spring rush starts. In a super-competitive market filled with good products, it's a dealership's personnel that distinguishes it from other retailers. An educated, professional staff – from the salespeople to the service writers – is what brings customers in and keeps them coming back.

The not-for-profit Mike Molino RV Learning Center, established in 2002, offers training resources for almost every department and position in the RV dealership – even the greeter/receptionist. Materials include everything from study guides and videos to convention workshops and distance learning.

The center also sponsors free webinars throughout the year that help keep dealers up to date on regulatory and legislative issues. Other materials are available in print, CD, and digital formats. Always, the goal is to help dealers operate more efficient, profitable businesses

“The goal is to help dealers operate more efficient, profitable businesses through increased knowledge and professionalism, using the most convenient and cost-effective tools possible.”



New Prep Courses for Certified Specialists

Did you know that RV technicians can become certified specialists in five different subjects, and that there are new, online prep courses available for each of those five subjects?

RVIA and the Mike Molino RV Learning Center

now offer courses for appliances, chassis, electrical systems, body, and plumbing. These online resources enable technicians to learn and prepare at their own pace, without leaving the dealership.

The specialty courses prep registered technicians to become certified RV specialists, the alternative on the right side of the

RVDA-RVIA RV Certified RV Technician Career Ladder. The comprehensive RV Technician Certification Preparation course – the course for technicians pursuing the left side of the career ladder, and the Registered Technician Preparation course, were released last year.

A registered technician moves up the career ladder by choosing one of two paths – take the comprehensive test that covers all subjects required for certification or master certification, or work through the five individual specialties. Once a tech holds all five, or passes the full certification test, and meets the time-in-service requirement, he or she becomes a Master Certified RV Technician.



TRAINING SEASON!

Resources to shape up your team for the sales season ahead

through increased knowledge and professionalism, using the most convenient and cost-effective tools possible.

Learning Center chairman Jeff Pastore once needed convincing about the benefits of training. Now he's a believer. "I've heard all the excuses – 'We don't have the time,' or 'We don't have the money,' or 'Certified employees will look for jobs at the competition,'" he says. But in his experience, training and certification make for happier employees who are more likely to stay. "They're more productive, and you'll see an increase in customer satisfaction. And with training, the dealership just makes more money."

One of the center's major goals is to increase certification throughout the RV dealership by offering it in five professions: parts manager, parts specialist, service manager, service writer/advisor, and warranty administrator. To help individuals prepare, the center consulted with industry experts and individuals

who actually perform these jobs and then developed learning guides that explain the information and skills needed for each position. The guides can be used by mentors working with new or existing employees, or they can be used by employees who already have some experience.

The Learning Center also offers online readiness tests so individuals can gauge their preparedness for the certification test and identify any knowledge gaps. These tests take only 10 to 20 minutes to complete and provide instant feedback. Since each question ties to a job's specific skill or ability, the tests help pinpoint areas where an employee's knowledge is weak. Prep test results have shown to be good predictors of whether an individual will pass the certification exam. Information on accessing the tests is available on the center's website (www.rvlearningcenter.com). ■

**CERTIFIABLY
PROFESSIONAL**

.....
Rev up your team's
skills during RV
Professional
Certification Week
March 16-22

The RV industry is growing again, and employees need to keep pace. The Mike Molino RV Learning Center can certify your parts and service managers, service writers/advisors, parts specialists, technicians, and warranty administrators. Start preparing your staff now for certification, using the center's extensive array of products and programs. Visit www.rvlearningcenter.com for more information.

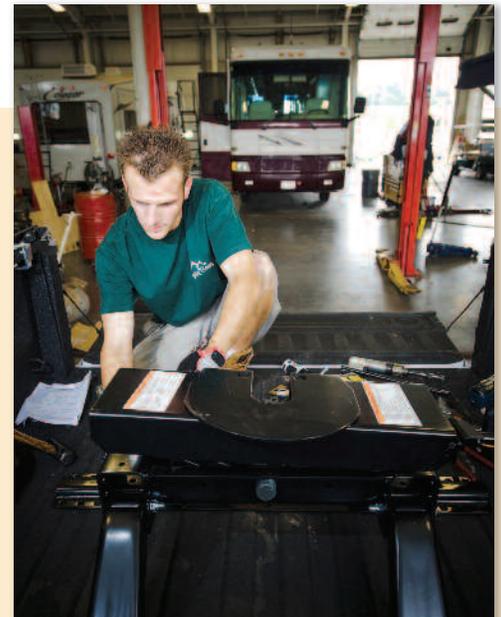


The new program features updated materials to reflect the changing RV industry, which relies on professionally trained techs to maintain the latest RVs on the road today.



Currently, there are fewer than 2,200 certified RV technicians. The new platform tracks, trains, and prepares techs to be able to pass a certification exam or be recertified. All content and testing is online, and no other materials are needed.

Noting that certified techs are currently in great demand, RVDA President Phil Ingrassia says, "Our industry is on the rebound, and this improved program will help technicians successfully navigate the path to certification."



To register for RV Tech Cert Prep Courses and industry certification, visit www.rvtechnician.com or use the form on page 26.

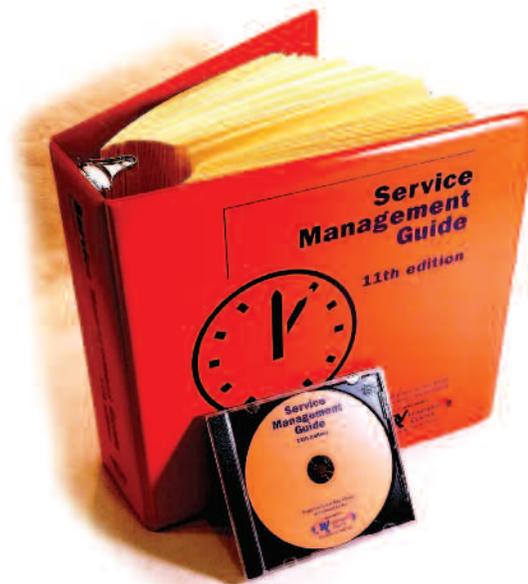
Popular Flat-Rate Manual Now Available in New, Revised Edition

RV Learning Center's 11th edition SMG has more labor times, management guidance

Edited by RVDA staff

The all-new 11th edition has more than 100 pages of average work times for the functions technicians perform most frequently.

More than a dozen RV repair experts spent a year updating and rewriting the popular "Service Management Guide." The all-new 11th edition has more than 100 pages of average work times for the functions technicians perform most frequently. The guide includes extensive updates to previous editions and features additional material provided by dealers, service managers, technicians, and suppliers.



NEW HIRE TRAINING

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*\$50 applicable for dealers on contract. Contracts start as low as \$250/month. Call for details.



"The new guide has more service management guidance, from training opportunities to job descriptions to tool lists, plus how to manage situations the service department deals with on a daily basis," says RV Learning Center service consultant Tony Yerman, who coordinated work on the new edition.

"Every labor operation listed now has a labor time associated with it. If a time might have a variance or be questionable as to accuracy for the application, the publication provides guidance on how to handle the situation."

The guide, also known as a flat rate manual, is an ideal tool for the service department when working with extended service agreement and insurance companies.

The "Service Management Guide" is available in two formats – a 3-ring binder printed on durable cardstock and a CD-ROM with searchable PDF documents.

Special pricing is available for RVDA members.

Printed manual OR CD-ROM:

- RVDA members – \$175
- Non-members – \$350

Printed manual AND CD-ROM:

- RVDA members – \$290
- Non-members – \$585

See page 22 for an order form. To view the table of contents, see a sample work unit, and order copies, visit www.rvlearningcenter.com. ■

Learning Center's Monthly Webinars – Quick, Convenient, and Free



How's this for convenience – free, 60-minute noontime webinars that keep you posted on important safety, environmental, and HR topics? The Mike Molino RV Learning Center offers these events twice a month through an alliance with RVDA associate KPA, a dealer services and Internet marketing provider.

The format is generally a 40-45 minute presentation by a subject expert, followed by a 15-20 minute question/answer session. Participants view the presentation slides through one of the most popular and easy to use web-conferencing platforms, Go-To-Meeting, and have the option of hearing the presenter through telephone dial-in or VOIP. If you can't make the live presentation, the center keeps an archive of recorded webinars on its YouTube Channel.

Check the Learning Center's website often for information about upcoming events. ■

Tools for Techs

Nowhere is certification more important than in the service department, where customer relationships can be strengthened or broken. The Mike Molino RV Learning Center offers a special self-study prep course for technicians working toward certification from the RVDA-RVIA RV Service Technician Certification Program.

This study course – available only through the Learning Center – was developed by RVIA to give techs a leg up in earning certification. A recent study showed that 79 percent of those who completed the course later passed the certification test, compared to 61 percent of those who didn't use the course.

"This is a great resource for technicians who want to advance through the certification process," says RV Learning Center Service Consultant Tony Yerman. "It's extremely easy to

use and easily accessible." The course content corresponds to all of the certification test sections, is interactive, and combines text, audio, video, and practice tests. It also includes a discussion forum led by technical experts.

The center also partners with the Florida RV Trade Association's Distance Learning Network (DLN) to provide tech training and certification prep. Since the beginning of the partnership in 2005, hundreds of dealerships have found this web-based video format a convenient, cost-effective way for techs to train, prepare for certification, and earn recertification continuing-education credits. DLN also offers training for service writers/advisors and customer-service training for dealership greeters and receptionists. ■



More Good Reads from the RV Learning Center

The RV Learning Center has a wealth of learning materials and publications to offer. Here are just a few.

RV Technician Magazine



This bi-monthly e-magazine focuses on the technical and aftermarket side of the RV industry, providing service personnel with troubleshooting and repair direction and information on recalls, training opportunities, and new products.

The Damage Repair Estimator



Written and published by RV repair expert Tony Yerman, this resource provides average times and costs of making RV repairs and purchasing parts. The estimator

helps service departments prepare consistent, data-supported claim estimates for RV owners and insurance companies, a growing source of revenue from reimbursements for collision, storm, and vandalism repair. This guide is available as a printed, 300+ page manual and as an online subscription-based service. ■

SECOND IN A SERIES

The Society of Certified RV Professionals recently honored five individuals who have maintained their professional certifications for 8 years or more. The five received certificates and congratulations from RVDA leaders before a standing-room-only audience at the society's reception during the RVDA convention. This is the second of RV Executive Today's new series that celebrates these individuals and explores their reasons – and rewards – for remaining certified.

Regina Kerr: Certification is “Good for Your Dealership and Good for You”

By Tony Yerman

Regina Kerr has been a certified warranty administrator since 2007 and has been at Tennessee RV Sales and Service for the past 10 years. Being honored by the society last November for achieving and maintaining her certification “meant the world” to her.

“The warranty administrator takes a lot of flak,” she says, not only from others in the dealership but also from the manufacturers.

Kerr had originally worked in parts stores, then as a parts runner at Tennessee RV Sales and Service. Eventually, she took the warranty administrator position there. Only a few weeks later, the dealership received a fax about the RV Learning Center's pilot certification program for warranty administrators. It was the first certification opportunity she'd heard of for anyone other than technicians, and she decided to go for it. “I wanted to be the best I could be,” she says.



Regina Kerr of Tennessee RV Sales and Service

Kerr says that certification makes a real difference in her ability to do her job, and it also makes a big difference to her customers. “I don't get to talk with a lot of the customers, but when I do, they're comforted by the fact that I have the knowledge to

Recognize Professionalism!

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



Authorization to Include Employee Certification Information



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

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

City: _____ State: _____ Phone: _____

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

Printed Name: _____ Authorized Signature: _____

Date: _____

RETURN by email to info@rvda.org, or fax to: 703-359-0152.

Rev. Dec. 2014

do the best for them," she says.

And people do notice her certificate and patch – which her husband mounted on a plaque – hanging above her desk. "They ask me, 'You need to be certified to do this?'"

Her certification and skills have also been noticed by others in the dealership. She says an employee in Tennessee RV's in-house retail store once told her that he "wanted to know what she knew" and what she'd done to learn her job so well, because he wanted to do the same. She told him that, in addition to getting certified as a warranty administrator, she had also taken the RVIA technician training – and now he's taking it, too.

Kerr wasn't seeking to gain certification as a technician but rather, a better understanding of her own job. "I found the training to be very helpful for knowing what was on technicians' repair orders and what had to be explained to the manufacturers for the warranty claims," she says.

As a result of her experience in both the parts and



Kerr, who is a certified warranty administrator, also took RV technician training to gain a better understanding of her own job.

warranty departments, she's gained a reputation as the answer woman at her dealership. "Certification is good for your dealership, and it's good for you," she says.

Kerr knows the value of ongoing professional education and wishes there were more software courses that she could use for recertification CEUs. "Training on software like Excel or Word would be very helpful, and we use IDS as our dealer management software, so continued training on it would be very valuable," she says.

"Most manufacturers do their warranty claims on-line now, and more manufacturer training would be a great help."

Kerr thinks the new Society of Certified RV Professionals has already had a positive effect on the industry. After the society's reception at the RVDA convention, she was told that her dealership was going to publish a press release. "I think the society is a very good idea," she says. "It's really nice to be recognized, and it's a real honor." ■

BETTER ADS | MORE LEADS | MORE SALES

The advertisement features a central computer monitor displaying several RVs, some with a red 'SOLD' banner. To the right of the monitor is the RVT.com logo, which consists of the letters 'RVT' in a bold, red, sans-serif font inside a red oval, followed by '.com' in a smaller font. To the right of the logo are the flags of the United States and Canada, and the text 'Best Selling RV Classifieds'. Below the monitor are several mobile devices: a smartphone, a tablet, and another smartphone, all displaying the RVT.com interface. To the right of these devices is a laptop displaying the RVT.com interface with a red square and a 'SOLD' banner. The entire advertisement is set against a white background.

WINTER ON US!

RVT.com/dealer or 1-800-282-2183 x 710 for details

Converting Private Sales into Dealership Sales

By Jeff Kurowski

Only a third of all RVs are purchased new and, of the two-thirds that are bought used, a high percentage are bought from the previous owner instead of from an RV dealer, according to studies conducted by the University of Michigan. RV industry veteran Norman Frohreich is convinced there's a great opportunity for dealers to capture a larger share of this potentially lucrative pre-owned market.

Frohreich says dealers can make attractive money on used units because, even though the number of dollars is less, the margins are wider. He estimates the profit margin ranges from 20 to 22 percent, compared with 11 to 15 percent for new units.

Inventory turn rates also are higher for used units. According to Spader Business Management, turn rates for pre-owned units during 2014 averaged from 2.9 to 4.1, depending on the size of the dealership. For new units, turn rates averaged 1.6 to 2.6, depending on dealership size.

The most recent study of the pre-owned RV market, conducted by the University of Michigan in 2011, found

that only 19 percent of pre-owned RVs still in use had been purchased from dealers. That means 81 percent were bought from the previous owners.

How much is too much?

Of course, there are pitfalls in the used market. RV manufacturers build some 200 different towable and motorhome brands, with certain brands available in more than 10 different floor plans. No wonder no one can keep track of all the different floor plans, some of which are built for only one model year. This puts dealers in a tough spot when it comes to deciding what to offer for a customer's trade-in and how to price the trade-in for resale.

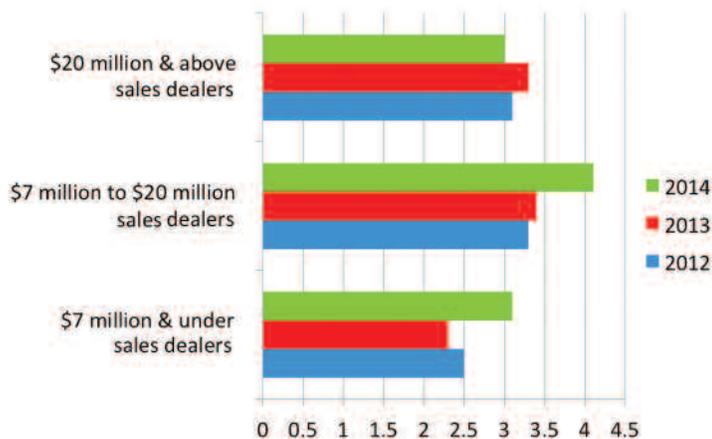
That's why Frohreich's company, Norlander Information Services, developed "The Floorplan Trader," a database of more than 50,000 floor plan images, covering around 97 percent of available used units, that helps dealers make profitable buy and sell decisions in the used market. A video on Norlander's website (<http://nis-info.com>) explains how

dealers can use "The Floorplan Trader" to avoid paying too much for a trade-in and how to produce marketing materials that highlight a trade-in's features that are popular in the dealer's own market.

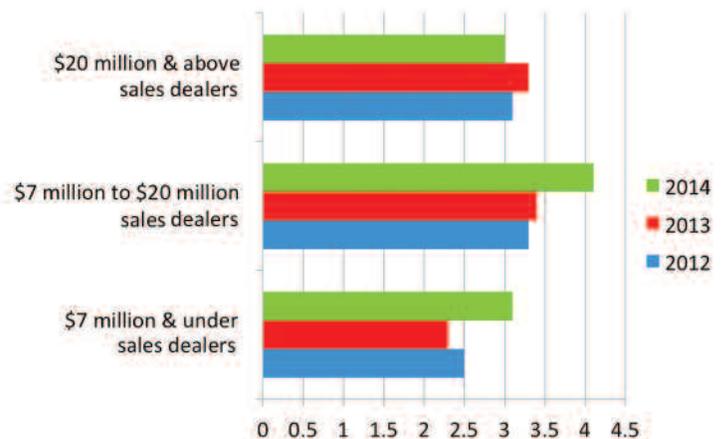
By showing the customer images of all the available floor plans for his or her trade-in, the dealer can identify the unit's model number, which most customers don't remember. "They'll say it's a 31-foot floor plan, when actually it's a 32-foot unit," says Don Fults of Guaranty Family RV Center, Junction City, OR. "The Floorplan Trader" gives dealers the information to identify the floor plan and then make the customer a competitive offer, after cross-checking prices with N.A.D.A. RV Appraisal Guides or other sources, Fults says.

The dealer can be more confident about the trade-in allowance, because the database may show that a particular trade-in has features that sell particularly well in the dealer's market, making it an attractive addition to the lot. Accurate information about a potential trade-in lets dealers determine whether that unit belongs in

New RV Inventory Turn Rates



Used RV Inventory Turn Rates



Source: Spader Business Management

Sales Presents Opportunities for Dealers

their inventory, says Scott Subasic of Outdoor Express RV, Falling Waters, WV. “If you already have six of one floor plan, do you need a seventh?” he says. “And if a floor plan didn’t sell last year, it probably won’t sell this year.”

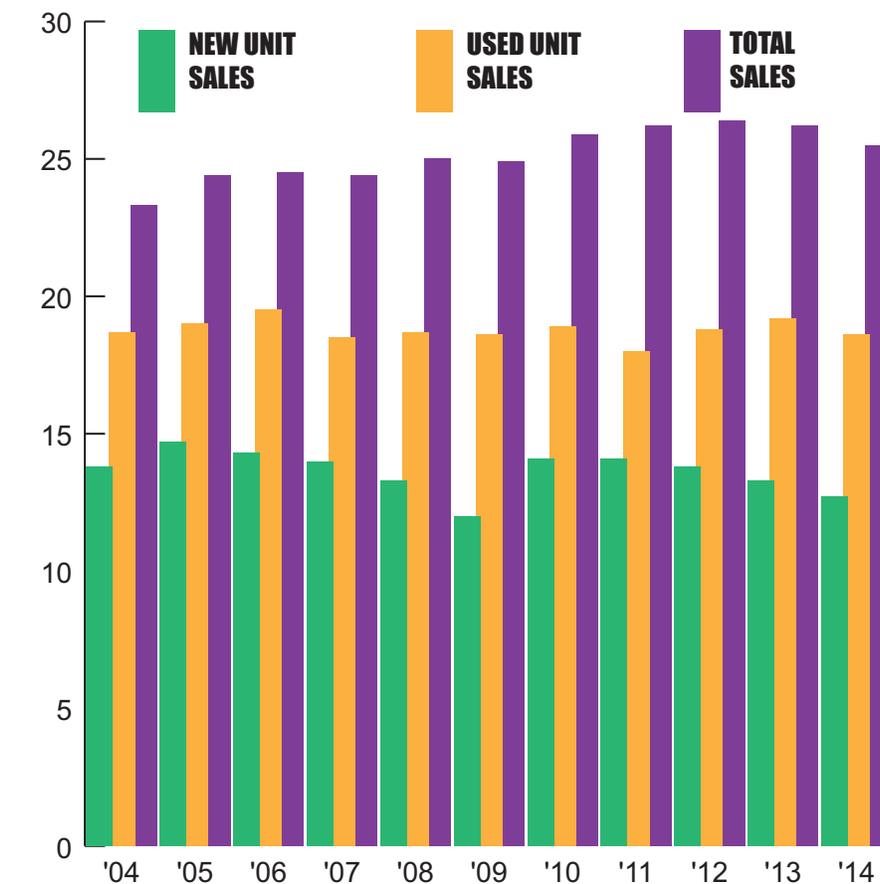
The dealer can also use Norlander’s Floorplan Flyer to email the trade-in’s image, floor plan, and specs to the entire sales force, so they can look through their follow-ups for anyone in their market who might be interested in that particular model. Earl Stoltzfus of Stoltzfus RV & Marine, West Chester, PA, says he signed up specifically for the sell-side help provided by the Flyer, which allows his sales team to email fliers with photos, floor plan, weight, and other information to prospective buyers. As a major motorhome dealer, Stoltzfus says he takes a lot of fifth wheels in trade, and re-selling them has proven to be a challenge.

“The Floorplan Trader” has electronic images of floor plans from MY2002 through MY2013, and floor plans for MY2014 units will become available in March, says Frohreich, who has licensing agreements with all manufacturers except one motorhome builder and one West Coast towables manufacturer.

Effects of the Great Recession

Dealers actually did better penetrating the pre-owned market in 2005, when 31 percent of used RVs were bought from dealers. Tough economic times following the Great Recession of 2008-09 resulted in a higher percentage of RV owners selling their rigs to other individuals instead of trading them in at a dealership, according to the University of Michigan researchers.

The University of Michigan study also found that pre-owned RVs



Used Sales Are an Important Part of Dealership Revenue in 2014

The gross margin on used unit sales slightly decreased from 19.2 in 2013 to 18.6 in 2014.

Source: Spader Business Management

purchased from a dealer were much newer. In 2011, the median age of used RVs purchased from dealers was 5.3 years, while it was 10.4 years in the case of those bought from the previous owner. Frohreich believes there are more late-model pre-owned RVs in dealer inventories now than in 2011, because RV owners who delayed trading in during the recession have traded in during the past few years.

Dealers taking units in trade could consign them to an auction company, but Frohreich says they’d be missing an opportunity to take advantage of the profits available from the pre-owned market. “The dealers who are better with used buy from the auction companies, while the dealers who are not good with used sell to the auction companies,” he says. ■

Record Number of Travel Trailers Shipped to Dealers in 2014

By Jeff Kurowski

RV factories shipped an all-time record number of travel trailers to dealerships during 2014, while other product categories haven't yet recovered to their pre-recession levels, the RVIA reported.

Manufacturers shipped 222,600 travel trailers to dealers in the United States and Canada last year, breaking 2006's previous record of 203,600.

The growth in travel trailers' popularity shows how the RV product mix has changed since the Great Recession. For example, the number of fifth wheels shipped grew 8.2 percent from 70,600 units in 2013 to 76,400 in 2014, but those figures still trailed the 91,000 fifth wheels delivered to dealers in 2004.

Shipments of Classes A and C motorhomes also grew for the third

consecutive year but haven't fully recovered to pre-recession levels. Class A shipments expanded by 14.7 percent to 21,900 units in 2014, compared with 19,100 units delivered in 2013, but still trailed by a wide margin the previous high of 49,400 units achieved in 1999.

Meanwhile, Class C shipments increased 11.7 percent to 19,100 units in 2014, compared with 17,100 units in 2013, trailing the 23,000 units delivered to dealers in 2004.

Here's how the smaller RV product categories fared:

- Folding camper shipments declined 3.6 percent to 10,800 units delivered in 2014, compared with 11,200 units shipped in 2013. The previous high-water mark was



63,300 units in 1998.

- Truck camper shipments declined 16.7 percent to 3,000 units in 2014, compared with 3,600 units in 2013. The previous high was 11,900 units in 1995.
- Class B motorhome shipments increased 36.4 percent to 3,000 units in 2014, from 2,200 units in 2013. The previous high was 4,100 units in 1995 and 1996.

The total number of RVs shipped in North America in 2014 increased 11.1 percent, from 321,100 units in 2013 to 356,700. The all-time record was 390,500 units in 2006. ■

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Sioux Falls, South Dakota

TOTAL MANAGEMENT II

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SERVICE MANAGEMENT

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Edmonton, Alberta

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Chicago, Illinois

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April 7-9
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Visit Spader.com or call 1-800-772-3377 to register for workshops or engage Spader in developing customized training, coaching or consulting for your organization.

Workshop dates and location are subject to change. Visit Spader.com for the full workshop calendar.

Recession Aftermath: Fewer RV Rental Locations but Stable Rental Revenue

By Jeff Kurowski

Fewer RV dealerships offered rental units in 2012 than in 2007, but the smaller number of locations took in about the same amount of revenue, according to recently released U.S. Census Bureau data.

The 2012 Economic Census, released last December, doesn't paint a glowing picture of the RV industry when compared with the previous census, which was conducted in 2007 shortly before the Great Recession. However, the 2012 figures show that the industry had by then reached the halfway point of its current recovery. The recovery was complete by 2014, when the number of new units shipped from RV manufacturers to dealerships almost equaled the number delivered in 2007. Another 4 or 5 percent growth in shipments is forecast for 2015.

According to the 2012 census data, rental RVs were offered from 300 dealership locations, compared with 322 locations in 2007. Those 300 dealerships took in \$38.11 million in rental revenue in 2012, compared with \$37.98 in rental revenue taken in by 322 locations in 2007.

That means on a per-location basis, the 300 dealerships renting RVs in 2012 took in an average of \$127,000, compared with an average of \$118,000 in rental revenue five years earlier.

There also were fewer RV dealership locations selling service contracts in 2012 than was the case in 2007. According to the census bureau, 552 dealerships sold service contracts in 2012, compared with 769 in 2007. Revenue from service contract sales also declined to \$108 million in 2012 from \$180.6 million in 2007.

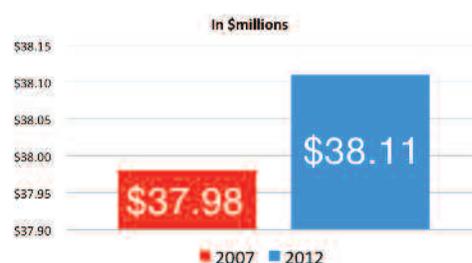
One area where RV dealers picked up ground between 2007 and 2012 was in sales of utility trailers, including horse and livestock trailers. There were 214 RV dealerships in 2012 that offered utility trailers, compared with 148 in 2007. Those 214 dealerships took in a total of \$43.6 million in revenue from horse, livestock, and other utility trailers sales, compared with \$39.5 million in 2007. ■

One area where RV dealers picked up ground between 2007 and 2012 was in sales of utility trailers, including horse and livestock trailers.

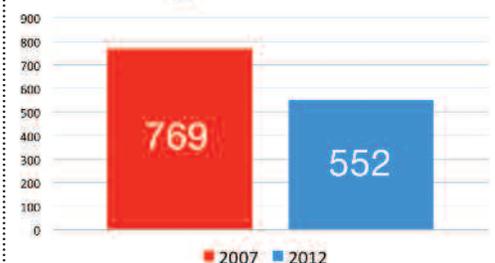
Number of RV dealerships with rentals



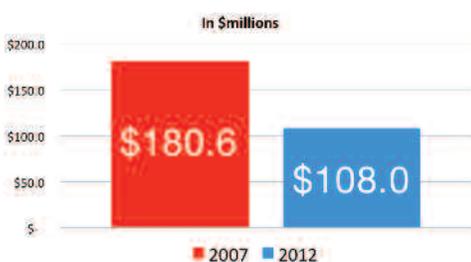
RV dealership rental revenue



Number of RV dealerships selling service contracts



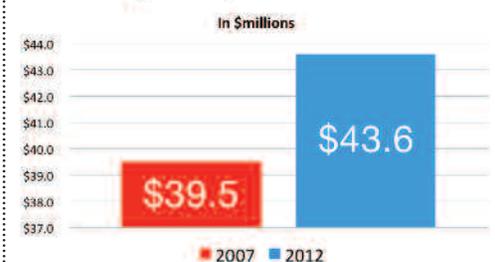
Total RV dealership service contract revenue

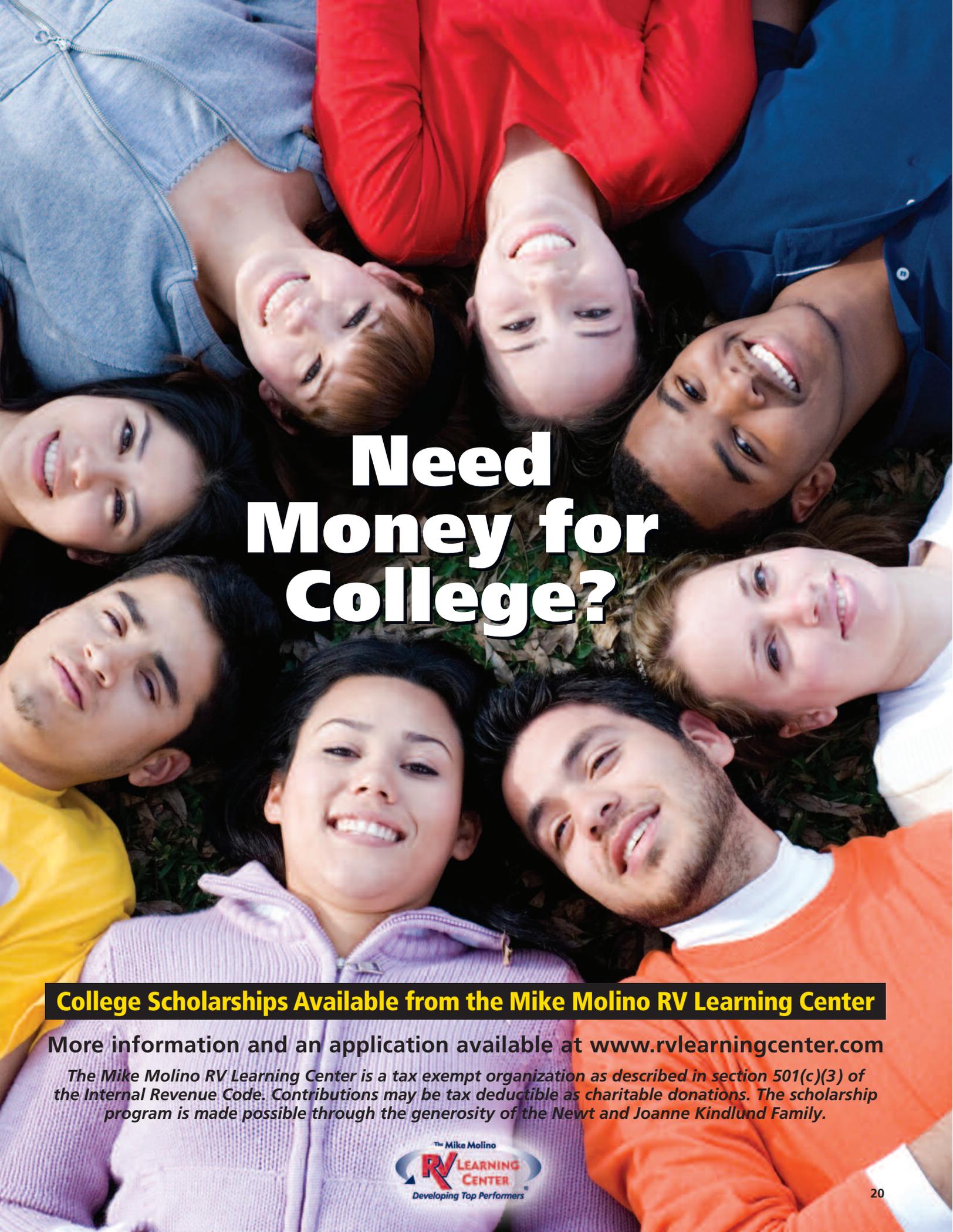


Number of RV dealerships selling utility/horse/livestock trailers



Total RV dealership revenue from utility/horse/livestock trailers





Need Money for College?

College Scholarships Available from the Mike Molino RV Learning Center

More information and an application available at www.rvlearningcenter.com

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 scholarship program is made possible through the generosity of the Newt and Joanne Kindlund Family.



Mike Molino RV Learning Center Scholarship Program



FACT SHEET AND APPLICATION: 2015-2016 ACADEMIC YEAR

About This Scholarship

The RV Learning Center's Scholarship Program awards \$2,500 scholarships to deserving college undergraduate students majoring in business, finance, economics, accounting, or other RV industry-related subjects. A factor for awarding the scholarship may be an applicant's background of RV industry employment or a desire to work in the RV business after completing post-secondary education. The scholarship program is made possible through the generosity of the Newt and Joanne Kindlund Family.

Eligibility Requirements

We will award a scholarship to an RV-related company employee or their dependent based on a combination of factors.

Requirements*

- Must be a rising sophomore, junior, or senior college undergraduate student.
- Must complete an essay on their goals and objectives for attending college.
- Must submit a completed Free Application for Federal Student Aid (FAFSA) form. The form is available at: www.fafsa.ed.gov.
- Must demonstrate the ability and willingness to fund a portion of their educational expenses on their own.
- Must be accepted into an accredited four-year college or university as a condition of receiving the scholarship.
- Must have a 2.8 or better cumulative grade point average, and a 1050 minimum SAT score (1575 minimum on the 2400 point scale). A minimum ACT Composite Score of 22 is also acceptable.

**All requirements must be met by the application deadline. Dealer principals and their dependents are not eligible.*

Enclose with Application:

1. An official copy of your most recent college transcript.
2. A copy of your SAT/ACT scores.
3. An essay of not more than 500 words on "My Goals and Objectives in College."
4. A list of extracurricular activities, honors, etc.
5. A copy of your FAFSA form (available at your school or at www.fafsa.ed.gov).
6. Digital photo for publicity (only used if candidate receives scholarship).

Submit application packet to:
Mike Molino RV Learning Center
3930 University Drive
Fairfax, VA 22030
or fax to: (703) 359-0152,
or by e-mail to info@rvda.org

Applicant's Name: _____

Address: _____

Phone: _____ E-mail: _____

Sponsoring RV-related Company: _____

Address: _____

Phone: _____ E-mail: _____

High School: _____ Year Graduated: _____ SAT/ACT Score: _____

Address: _____ Phone: _____

College Attending in 2015-2016: _____

Address: _____ Major: _____

Have You Been Accepted?: _____ If No, When Do You Expect to Be? _____ College Credits Completed: _____

College GPA: _____ Estimated College Expenses (One Year): \$ _____ % to Be Covered by Self/Family: _____%

Are You Employed? No Yes Employer: _____

How Long/When? _____

By signing below, I indicate that I have read the fact sheet that accompanies this application and that I meet the eligibility criteria specified for scholarship applicants.

Signature: _____

Deadline: June 3, 2015. To be considered, all application materials must be received by the deadline. For more information and to download additional applications, visit www.rvlearningcenter.org or e-mail info@rvda.org.

New 11th 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.

- 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.



Manual **or** CD-ROM:
 RVDA Members **\$175**
 Non-Members: **\$350**
Members save \$175!

Manual **and** CD-ROM:
 RVDA Members **\$290**
 Non-Members: **\$585**
Members save \$295!

Order Online at <http://www.rvlearningcenter.com>. Note: prices are subject to change without notice.

New 11th Edition Service Management Guide (Flat Rate Manual)

Name: _____

Company Name: _____

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

Phone: _____ Fax: _____ E-mail: _____

RVDA Member Non-RVDA Member I'd like to order the: Manual: _____ copies CD-ROM: _____ copies

Total Amount \$ _____

PAYMENT METHOD (Please check one)

Check enclosed (payable to the Mike Molino RV Learning Center) Send an invoice (members only)

Credit Card: Visa MasterCard Amex Discover

Card Number: _____ Security Code: _____ Expires: _____

Name on Card: _____ Signature: _____

Billing Address: _____ Billing Zip: _____

ONLINE TRAINING WITH FRVTA'S DISTANCE LEARNING NETWORK

The DLN offers your dealership:

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

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

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



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

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
- **Service Writers/Advisors** – This three-hour program is valuable for both new staff and experienced personnel preparing for the RV Learning Center's Service Writer/Advisor certification.
- **Greeters/Receptionists** – This 50-minute session is suitable for all employees who need customer service skills. It includes a final exam and certificate of completion.
- **Dealers/GMs** – This program features important topics for management, including lemon laws, LP gas licensing issues, and the federal Red Flags Rule.

DEALERSHIP REGISTRATION

Company Name: _____

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

Phone: _____ Fax: _____

Mentor Name: _____ Phone: _____

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

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

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

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

PAY BY CHECK OR MONEY ORDER PAY BY VISA OR MASTERCARD

Name on Credit Card: _____ Card Number: _____

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

Card Holder Signature: _____

Pennant Fever! Sign Up Now for the 2015 Go RVing Dealer Program

Edited by RVDA staff



This year, participating dealers will receive all-new Go RVing pennants that are ideal for display at the dealership and special events.

Dealers across the country are signing up for the 2015 Go RVing Dealer program and receiving leads generated by the industry's national advertising and marketing communications campaign. Leads from the program can be sorted by purchase timeframe to make follow-up more efficient for the sales team. Dealers are also notified when leads are available and can set up custom notifications in the industry-only section of the site.

This year, participating dealers will receive all-new Go RVing pennants that are ideal for display at the dealership and special events. The pennant flags are 11.5" long from top to bottom, and the string of pennants is 15 feet long. Dealers will receive the pennants this month.

The Go RVing Dealer program also gives dealers, state dealer associations, and their agencies options to use professionally developed materials connected to the national campaign.

In addition to round-the-clock access to leads, dealers have access to:

- **Commercials and stock footage for instant download** – Target your local markets with taggable versions of the Go RVing national TV commercials, or create your own using the latest professional stock footage. Both are now available as downloads.
- **Digital RV photos in the image bank at Go RVing.com** – Go RVing dealers signed up for the program have free access to multiple high resolution images of consumers enjoying a variety of RV units. These images can be used in print and online advertising, on websites, for social media, and other promotional materials.

To sign up, see page 25. If you have questions, email Chuck Boyd at cboyd@rvda.org or call him at (703) 591-7130 x113 or visit www.rvda.org. ■

Take Advantage of Your RVDA Websites

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



GET ON BOARD WITH GO RVING!

Away

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

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

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

Here are the highlights:

Leads – Plus Program

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

Digital RV Image Library Pictures on GoRVing.com

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

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

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

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

Please enroll _____ dealership(s) at \$250 each.
Make checks payable to RVDA. Check here for leads delivered by U.S. mail.
Credit card (circle): VISA MC DISCOVER AMEX
Credit card #: _____ Exp. date: _____
Cardholder: _____ Security code: _____
Signature: _____

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





RV TECH CERT PREP COURSES



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

Just getting started?

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

REGISTERED TECHNICIAN

Course A. \$89

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

Already a Registered Technician?

Choose Your Path:

CERTIFIED TECHNICIAN PREP COURSE

Course B. \$249

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

CERTIFIED SPECIALIST PREP COURSE

Course C. \$69/specialty

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

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

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

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

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

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

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



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

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

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Name _____ Email _____ Course _____ \$ _____ *

Send progress reports and other notifications to the following supervisor:

TOTAL \$ _____ *

Name _____ Title _____ Email _____

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

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

Cardholder Name _____ Billing Address _____

Acct # _____ Exp _____ Security Code _____

Cardholder Signature _____

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

A World of Training

4523 River Close Blvd
Valrico, FL
P: (866) 238-9796
F: (813) 354-2677
www.aworldoftraining.com

Blum Shapiro

29 South Main Street Suite 400
W Hartford, CT
P: (860) 570-6492
www.blumshapiro.com

Customer Service Intelligence, Inc.

PO Box 2694
Crystal Lake, IL
P: (847) 639-5700
Toll Free: (800) 835-5274
F: (847) 416-4787
www.tellcsi.com

DTC Retail Consulting, Inc.

13230 Maryweather Court
Jacksonville Beach, FL
P: (803) 917-9991
F: (770) 234-5893
www.dtcetailconsulting.com

Fribley Technical Services, Inc.

58194 Andrew Dr
Goshen, IN
P: (574) 533-5508
F: (574) 533-5508

Kelly Enterprises

PO Box 821665
Vancouver, WA
P: (800) 336-4275
Toll Free: (800) 336-4275
F: (800) 980-9420
www.jlkelly.com

Marzahn & King Consulting, Inc.

1064 Laskin Road Ste 13C
Virginia Beach, VA
P: (757) 227-6646
F: (757) 392-1703
www.marzahnandking.com

McAlhane Consulting, LLC

5357 Chiswick Circle
Orlando, FL
P: (321) 689-9238
F: (407) 438-2098

The Omnia Group

1501 West Cleveland Street, #300
Tampa, FL
P: (813) 254-9449
Toll Free: (800) 525-7117
F: (813) 254-8558
www.omniagroup.com

RV DealerPro Training

1020 Taylor Station Road, Suite B
Gahanna, OH
P: (614) 471-8300
Toll Free: (888) 553-0100
F: (614) 471-8306
www.dealerprotraining.com

RV EDUCATION 101

150 Bay Ridge Road
Harrells, NC
P: (910) 484-7615
F: (910) 484-8276
www.rveducation101.com

RV Inspection Connection

110 Tulaka Blvd
Heber Springs, AR
P: (800) 628-1455
F: (501) 362-6769
www.rvinspection.com

Sobel University

PO Box 65002
University Place, WA
P: (253) 565-2577
Toll Free: (800) 952-1765
F: (253) 565-2768
www.sobeltraining.com

Did You Know?

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

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





RVDA Endorsed Products

Certified Green RV Program TRA Certification Inc.

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

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

Credit Card Processing Bank of America Merchant Services

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

(678) 784-0567

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

Disability Income Insurance/ Paycheck Protection Benefits American Fidelity Assurance Company

www.afadvantage.com

Ted Brehoney

ted.brehoney@af-group.com

(800) 654-8489, Ext. 6530

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

Emergency Roadside and Technical Assistance Coach-Net

www.coach-net.com

dealersales@coach-net.com

(800) 863-6740

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

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

Employee Testing Caliper Corp.

www.calipercorp.com

Ralph Mannheimer

rmannheimer@calipercorp.com

(609) 524-1214

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

Extended Service Agreements XtraRide RV Service Agreement Program

www.protectiveassetprotection.com

(800) 950-6060, Ext. 5738

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

Health Insurance Mass Marketing Insurance Consultants Inc. (MMIC)

www.mmicinsurance.com/RVDA/

quotes@mmicinsurance.com

(800) 349-1039

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

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

Hiring Tools Employment Network- A Careercor Company

www.employmentnetwork.net

(718) 307-6258

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

Lead Qualifier Program Customer Service Intelligence Inc. (CSI)

www.telcsi.com

bthompson@telcsi.com

(800) 835-5274

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

Pre-owned RV Appraisal Guidance N.A.D.A. Appraisal Guides & NADAguides.com

www.nada.com

lsims@nadaguides.com

(800) 966-6232, Ext. 235

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

Propane and Propane Supplies Suburban Propane

www.suburbanpropane.com

sholmes@suburbanpropane.com

(800) 643-7137

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

RVDA/Spader 20 Groups Spader Business Management

www.spader.com

info@spader.com

(800) 772-3377

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

Shipping Discounts PartnerShip, LLC

www.PartnerShip.com/79rvda

(800) 599-2902

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

Software & Consulting Services KPA

www.kpaonline.com

ccreuziger@kpaonline.com

(303) 228-2383

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

Visit www.rvcareers.org

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

TECHNICIAN CAREER LADDER

MASTER CERTIFIED TECHNICIAN



A Promising Career Climb

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

Start your workforce – and your dealership – on the right path to success. The new RV Technician Certification Program is designed to streamline the certification process and adapt to the demands of a fast-paced business environment. The program makes certification more convenient and accessible than ever before.

- Improved, restructured program, featuring a two-path Career Ladder that allows candidates to pursue advanced technical specialties.
- Timesaving online testing options.
- Updated materials, textbooks, and online test-prep resources that reflect changing needs and industry trends.
- RVIA Trouble Shooter Clinics that track seamlessly with the specialty areas of the Career Ladder.

And the new RV Technician Certification Program will boost your bottom line. In a recent survey of more than 600 dealers...

- 80% confirm certified technicians make them more money than non-certified counterparts.
- 75% report certified technicians perform better quality work than non-certified counterparts.
- 72% believe certified technicians create more satisfied customers.

It's time to take the first step. The certification process is just a click away. Visit www.rvtechnician.com to learn more.

www.rvtechnician.com

The Mike Molino RV Learning Center proudly recognizes these

CONTRIBUTORS

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



| Received From | Contributed 01/08/13 - 01/07/15* | Total Lifetime Pledge | Last Contribution | Received From | Contributed 01/08/13 - 01/07/15* | Total Lifetime Pledge | Last Contribution |
|---|--|-----------------------------|----------------------|-----------------------------------|--|-----------------------------|----------------------|
| MAJOR GIFTS active donors* with cumulative donation or pledge of \$25,000 or more | | | | | | | |
| Newmar Corporation | \$50,000 | \$260,000 | 10/31/13 | McClain's RV Superstore | \$6,000 | \$42,000 | 06/30/14 |
| Protective | \$83,953 | \$194,916 | 01/07/15 | Pan Pacific RV Centers, Inc. | \$2,000 | \$41,500 | 10/20/14 |
| RVDA of Canada | \$25,000 | \$175,000 | 12/18/13 | RVAC | \$12,000 | \$38,000 | 12/20/13 |
| Bank of America Merrill Lynch | \$5,000 | \$173,000 | 04/29/13 | Reines RV Center, Inc. | \$6,500 | \$31,525 | 12/31/14 |
| Tom Stinnett Derby City RV | \$1,000 | \$102,500 | 12/12/14 | Diversified Insurance Mgmt. Inc. | \$6,600 | \$31,200 | 12/23/14 |
| PleasureLand RV Center, Inc. | \$14,500 | \$96,850 | 01/05/15 | Pikes Peak Traveland | \$1,200 | \$31,200 | 11/21/14 |
| Horsey Family Memorial Fund | \$2,000 | \$70,000 | 06/26/14 | Bill Thomas Camper Sales, Inc. | \$5,000 | \$31,000 | 03/12/14 |
| Bill & Kristin Fenech | \$10,000 | \$62,500 | 09/24/14 | Paul Evert's RV Country, Inc. | \$2,000 | \$30,000 | 06/24/14 |
| Campers Inn | \$16,000 | \$61,000 | 12/15/14 | Tiffin Motor Homes, Inc. | \$5,000 | \$28,500 | 03/24/14 |
| Ron & Lisa Fenech | \$10,000 | \$60,000 | 10/08/14 | Avalon RV Center | \$1,000 | \$26,500 | 04/12/13 |
| Byerly RV Center | \$6,000 | \$52,000 | 01/10/14 | Holiday World of Houston | \$1,000 | \$26,000 | 06/17/14 |
| Fogdall Family Fund | \$6,000 | \$43,100 | 03/05/14 | Bill Plemmons RV World | \$5,000 | \$25,000 | 06/13/14 |
| CHAMPIONS active donors* with a cumulative donation or pledge between \$2,500 and \$24,999 | | | | | | | |
| Jayco | \$5,000 | \$23,500 | 12/08/14 | Burlington RV Superstore | \$1,250 | \$6,250 | 12/09/14 |
| Dixie RV Superstore | \$5,000 | \$20,000 | 03/21/14 | Madison RV Supercenter | \$1,000 | \$5,500 | 09/02/14 |
| Earl Stoltzfus | \$10,000 | \$20,000 | 08/30/13 | Camperland of Oklahoma, LLC | \$1,000 | \$5,350 | 06/26/14 |
| Greenway, Inc. (Rte 66 Dealer) | \$1,550 | \$19,850 | 12/22/14 | Webster City RV, Inc. | \$2,000 | \$5,100 | 05/05/14 |
| Wilkins R.V., Inc. | \$3,000 | \$19,600 | 06/26/14 | Don Clark | \$5,000 | \$5,000 | 10/24/14 |
| Alpin Haus | \$1,500 | \$18,500 | 06/24/14 | Don Gunden | \$5,000 | \$5,000 | 12/31/14 |
| Rivers RV | \$250 | \$17,600 | 05/31/13 | Bob and Amy Martin | \$5,000 | \$5,000 | 12/16/14 |
| Hartville RV Center, Inc. | \$2,250 | \$15,750 | 06/10/14 | Minnesota RVDA | \$5,000 | \$5,000 | 01/11/13 |
| MBA Insurance, Inc. | \$1,000 | \$15,100 | 05/17/13 | Topper's Camping Center. | \$1,250 | \$4,250 | 11/25/14 |
| AIRXCEL RV Group | \$2,500 | \$13,000 | 10/27/14 | Best Value RV Sales & Service | \$2,000 | \$3,750 | 05/12/14 |
| Mike and Barb Molino | \$275 | \$11,586 | 01/24/14 | Phil Ingrassia | \$2,500 | \$3,500 | 12/29/14 |
| Little Dealer, Little Prices | \$6,000 | \$11,050 | 12/11/14 | Myers RV Center, Inc. | \$1,500 | \$3,500 | 06/25/14 |
| Affinity RV Service Sales & Rentals | \$3,000 | \$11,000 | 06/24/14 | J. D. Sanders, Inc. | \$500 | \$3,250 | 07/28/14 |
| United States Warranty Corp. | \$2,000 | \$10,250 | 04/30/14 | RCD Sales Company, Ltd. | \$1,000 | \$3,250 | 08/11/14 |
| Great Lakes RV Association | \$10,000 | \$10,000 | 02/28/13 | United RV | \$100 | \$3,100 | 11/25/14 |
| Rich & Sons Camper Sales | \$4,000 | \$10,000 | 11/14/13 | A World of Training | \$3,000 | \$3,000 | 11/20/13 |
| Folsom Lake RV Center | \$2,700 | \$9,700 | 12/16/13 | All Valley RV Center | \$1,000 | \$3,000 | 11/10/14 |
| Motley RV Repair | \$1,000 | \$9,075 | 09/13/13 | RV Outlet Mall | \$250 | \$2,550 | 06/05/13 |
| Curtis Trailers | \$1,250 | \$8,250 | 06/30/14 | Alliance Coach, Inc. | \$500 | \$2,500 | 04/11/14 |
| Circle K RV's, Inc. | \$750 | \$6,750 | 08/22/14 | Crestview RV Center | \$500 | \$2,500 | 12/18/13 |
| Hayes RV Center | \$1,550 | \$6,650 | 12/15/14 | Onsite Temp Housing | \$500 | \$2,500 | 05/08/14 |
| LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499 | | | | | | | |
| The Trail Center | \$850 | \$2,450 | 11/21/14 | Skyline RV & Home Sales, Inc. | \$750 | \$1,500 | 07/14/14 |
| Hilltop Trailer Sales | \$500 | \$2,122 | 06/11/13 | Schaap's RV Traveland | \$1,000 | \$1,350 | 12/19/14 |
| Noble RV, Inc. | \$1,005 | \$1,905 | 11/20/14 | Candys Campers | \$250 | \$1,300 | 08/12/14 |
| Northern Wholesale Supply, Inc. | \$1,000 | \$1,750 | 12/12/14 | Bill Mirrielees | \$500 | \$1,000 | 04/30/14 |
| Steinbring Motorcoach | \$500 | \$1,750 | 12/03/14 | Tom Manning & Associates | \$1,000 | \$1,000 | 07/11/14 |
| Dinosaur Electronics | \$900 | \$1,650 | 06/18/14 | NERVDA | \$1,000 | \$1,000 | 11/23/14 |
| Out of Doors Mart, Inc. | \$750 | \$1,500 | 11/03/14 | Prime Time Manufacturing | \$1,000 | \$1,000 | 12/30/14 |
| BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999 | | | | | | | |
| Beckley's Camping Center | \$500 | \$750 | 06/17/14 | Niel's Motor Homes | \$250 | \$500 | 06/11/14 |
| Camp-Site RV | \$250 | \$750 | 01/13/14 | Ocean Grove Supercenter | \$500 | \$500 | 06/04/14 |
| Bell Camper Sales | \$300 | \$550 | 09/09/14 | Tennessee RV Sales & Service, LLC | \$500 | \$500 | 11/25/14 |
| Holiday Hour, Inc. | \$200 | \$500 | 03/24/14 | | | | |
| SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499 | | | | | | | |
| American Guardian Warranty | \$400 | \$400 | 01/01/15 | Keepers RV Center | \$100 | \$100 | 12/10/14 |
| Modern Trailer Sales, Inc. | \$250 | \$250 | 06/04/14 | Mike Thompson's RV Super Stores | \$100 | \$100 | 08/12/13 |
| South Haven RV Center | \$250 | \$250 | 05/12/14 | Northwest RV Sales | \$100 | \$100 | 08/04/14 |
| C.S.R.A. Camperland | \$200 | \$200 | 12/12/14 | RV Share | \$100 | \$100 | 12/31/14 |
| Happy Camping RV | \$100 | \$200 | 11/07/13 | Setzer's World of Camping, Inc. | \$100 | \$100 | 02/21/14 |
| Black Book RV Value Guide | \$100 | \$100 | 10/24/14 | Starr's Trailer Sales | \$100 | \$100 | 11/25/14 |
| John Peak | \$100 | \$100 | 10/03/13 | | | | |
| ENDOWMENTS | | | | | | | |
| Kindlund Family Scholarship | | \$270,000 | | | | | |

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THE RV Industry's

CENTRAL TRAINING CALENDAR

| << Back | | March 2015 | | | | | Fwd >> | |
|---------|---|------------|--|-----|---|-----|--------|--|
| Sun | Mon | Tue | Wed | Thu | Fri | Sat | | |
| 1 | Oxsmart Training and Education | 2 | 3 | 4 | 5 | 6 | 7 | |
| 8 | RV Inspector/RV Maintenance Tech Training | 9 | 10 | 11 | 12 | 13 | 14 | |
| 15 | RV Inspector/RV Maintenance Tech Training | 16 | Aqua-Hot Service Technician Certified Training Class Kelly Enterprises 3-Day Financial Center Seminar | 17 | 18 | 19 | 20 | |
| 21 | | | | | Sobel University Course Submission Deadline | 22 | 23 | |
| 22 | Comprehensive Sales Course (3 cr) | 23 | 24 | 25 | 26 | 27 | 28 | |
| 29 | RV Technician Certification Training - w/hands-on | 30 | 31 | | Write-Up and Close Course (2 cr) | | | |

- Dealer/GM
- Sales
- Service
- RV Service Technician
- Parts
- F & I
- Rental

Go RVing

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

RVDA Welcomes Our Newest Members
12/1/14 - 12/31/14

Dealers

Country Campers
Lake Mills, WI

Aftermarket

S & H Campground
Greenfield, IN

Shelby's Complete RV
Savannah, TN

The RV Shop, LLC
Wichita, KS

Rental

Red Mountain RV Rentals, Benton City, WA

RV Rentals of the Carolinas, Concord, NC

ONGOING ONLINE EVENTS:

| | | | |
|---|--|---|---|
| Technician Certification Self-Study Prep Course | FRVTA's Distance Learning Network - Training for Every Position at Your Dealership | Customer Service Training through FRVTA's DLN | Service Writer/Advisor Training through FRVTA's DLN |
|---|--|---|---|

ADVERTISERS INDEX

| | | | |
|---|------------|------------------------------------|----|
| American Guardian Warranty (800) 579-2233 | 2 | RVT.com (800) 282-2183 | 15 |
| Diversified Insurance Management Inc. (800) 332-4264 | 3 | Sobel University (253) 565-2577 | 12 |
| MBA Insurance Inc. (800) 622-2201 | 4 | Spader (800) 772-3377 | 18 |
| Protective (888) 258-1901 | back cover | | |

The BEST for You and Your Customers



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

We give your dealership the **BEST** opportunity to:

- Offer one of the most comprehensive service contracts available
- Grow profitability
- Drive customer satisfaction

The XtraRide logo consists of a stylized white swoosh followed by the word "XtraRide" in a bold, sans-serif font.

Find out what Protective Asset Protection can do for your dealership and your customers – so they can protect tomorrow and embrace today. Call us at **888 258 1901** or visit protectiveassetprotection.com to learn more.

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F&I Training | On-Line Rating, Reporting & Contracts

The logo for Protective Asset Protection features a blue stylized arch above the word "Protective" in a large, bold, sans-serif font, with "Asset Protection" in a smaller font below it.

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

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