

RV EXECUTIVE TODAY

JANUARY 2017



Go RVing

TARGETING THE MARKET

New consumer study pinpoints 3 groups for messaging in 2017

page 8



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- **Special section: Experts' tips for creating your dealership's marketing plan** pages 10 - 13
- **Manufacturer Expansions** page 14



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RV EXECUTIVE TODAY

C O N T E N T S

January 2017

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Go RVing will use data from an extensive new consumer study to help it reach new RV buyers in 2017. The study points to three particular demographic groups that are receptive to RV messaging.



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Make sure your dealership makes the most of another strong selling year by creating a marketing plan with these tips from experts.

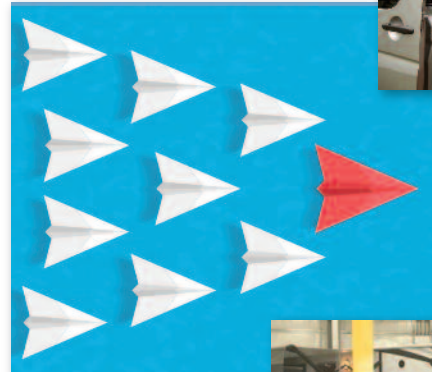


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Outdoor Recreation Industry Roundtable Advances Its Agenda

By Phil Ingrassia, CAE, president

RVDA is part of the recently formed Outdoor Recreational Industry Roundtable, which has released several white papers to the Trump transition team and Congressional leaders outlining the need for expanded access to public lands and waters.

The roundtable also includes RVIA, the National Marine Manufacturers Association, the American Recreation Coalition, and other groups that are pushing for policies to help millions of Americans enjoy the great outdoors each year.

Access is important

A big goal of the roundtable is to get federal land management officials to acknowledge that many types of land and water-based recreation need to be included in agency management plans that dictate what activities can take place on public lands. Some of the key asks in the access white paper include:

- Commit agencies to granting access for diverse recreation activities on all federally-managed public lands and waters.
- Require any agency that manages public lands and/or waters to publish a detailed economic assessment and justification before any access restriction or prohibition is implemented.

Infrastructure investment

The roundtable's infrastructure paper notes that "insufficient investment in infrastructure projects has reduced access to facilities and outdoor experiences, damaged natural resources, increased safety risks to recreationists, and added to long-term maintenance costs."

Some of the key asks in the infrastructure white paper include:

- Fully fund the Federal Lands Transportation Program and the Federal Lands Access Program to pay

"A big goal of the roundtable is to get federal land management officials to acknowledge that many types of land and water-based recreation need to be included in agency management plans that dictate what activities can take place on public lands."

for the completion of all surface transportation projects in and leading to federal public lands and waters before the end of the president's first term.

- Remove barriers to and encourage the expansion of public-private partnerships for public lands and waters infrastructure.
- Enact legislation to create an endowment for public lands and waters infrastructure, and encourage private investments in infrastructure projects in these areas.
- Reauthorize the Federal Lands Recreation Enhancement Act (FLREA) to ensure fees collected on public lands and waters are used for recreation enhancements in those areas.

It's time for political and government leaders to recognize that outdoor recreation is an economic powerhouse in the United States. Combined, the outdoor recreation industry generates \$646 billion annually in economic activity and provides an estimated 6.1 million direct jobs.

The RV business is a big part of that economic engine, and we all have a unique opportunity to help make business even better starting this month as a new administration and Congress begin their work.

Thanks for your support!

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A New Year and a New Landscape for the RV Business

By Darrel Friesen, chairman



It's a new year, and hopefully everyone had a good and relaxing holiday season. I hope 2016 was a profitable year for you, and now it's time to plan for 2017, if you haven't already.

Not only was 2016 a year of record RV shipments and sales, but there were some major structural changes in the landscape of our business.

The past 12 months were a time of accelerated consolidation across all segments of the industry. For dealers, the consolidation will affect the way many of us do business in the future.

On the manufacturing side, it's now a "Big Three" situation, with these players together representing more than 80 percent of the total RV market. It's more important than ever for us as dealers to understand the terms of our manufacturer-dealer agreements and our rights and responsibilities under state laws.

RVDA can assist you in these areas - especially in the important areas of territory and termination - through analyses of dealer agreement terms, the RVDA model dealer agreement, and the association's interactive state franchise law chart. This tool has links to various state laws governing the RV business and is available to members only at www.rvda.org.

The consolidation of parts distributors has consequences for both dealers and suppliers. It could lead to more changes in the distribution model as dealers get larger and certain component suppliers go the direct-to-dealer route, especially as the size and buying power of many dealerships increase. The other thing that could

"On the manufacturing side, it's now a "Big Three" situation, with these players together representing more than 80 percent of the total RV market. It's more important than ever for us as dealers to understand the terms of our manufacturer-dealer agreements and our rights and responsibilities under state laws."

happen is the creation of new opportunities for smaller or regional distributors.

On the dealer side, the number of multipoint dealerships is increasing. Our family has two stores, and we certainly recognize the benefits of being in two markets. This is another area where strong dealer-manufacturer agreements come into play. It should be clear to everyone what lines are carried by what dealer in each market area.

Amid this changing landscape, business continues to be strong in most areas of the country. While I certainly don't have a crystal ball on what all these changes will mean 12 months from now, I'm confident that we as dealers can successfully navigate shifts in the business. But we must pay attention and work together at the national and state levels to protect our dealerships.

Have a great New Year!

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. Download fact sheets on dealership best practices or the latest retail statistics, search training opportunities, and purchase CD-ROMs, publications, videos, or webcasts. 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.



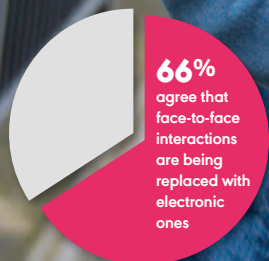
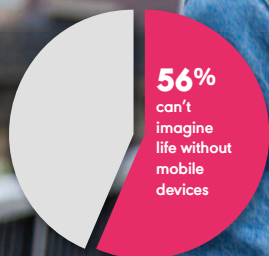
QUICKTAKES

Info For The Big Picture

Shopping Buddies: Consumers & Their Mobile Devices

Online shopping is growing among all age groups, and as businesses plan their marketing strategies, they need to consider what kinds of devices their customers are using to shop. "With a plethora of Internet-connected devices to choose from, there's no shortage of ways for consumers to browse and buy online," notes a recent Nielsen study. Although computers are still the most popular, mobile devices are coming on strong, particularly with younger consumers.

According to a recent Nielsen report on consumers:



Consumers use mobile devices to:



TARGETING THE MARKET

Extensive new consumer study reveals clues that will help Go RV

Edited by Mary Anne Shreve

Go RVing leaders will use research from a new A.C. Nielsen study of RV owners and potential buyers to help the campaign reach emerging markets. The study – the largest performed in 10 years – provides detailed information on who buys what type of RV and how those RVs are used. The study also points to three demographic groups that it believes to be receptive to RV messaging.

To gather consumer feedback, Nielsen conducted an online survey among 1,005 RV owners and 1,518 prospective RV buyers. Non-owners were screened for a minimum household income of \$40,000 and were also screened to ensure that they had

taken at least one overnight trip in the past year.

Know your customers – and potential customers

The study shows that two-thirds of owners are repeat buyers who tend to purchase a different type and brand of RV for their second acquisition. Roughly half say that they purchased a used unit.

These owners average five trips per year in their RVs, typically staying at multiple destinations rather than just one. They'd like to take even more trips if they had the time and if there were better campground accommodations and more places to go on weekends.

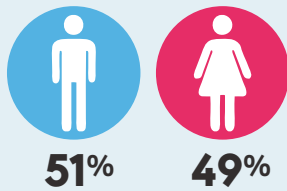
While the most important part of RV travel for them is having an opportunity to rest and relax while they enjoy nature, 75 percent of owners also say it's important for them to have Internet connectivity at the same time.

Current RV owners are for the most part highly satisfied with their ownership experience, although a third say that costs such as repairs, fuel, and maintenance are higher than they expected.

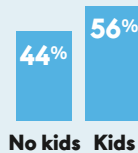
Like owners, prospective buyers identify with camping and the RV lifestyle and believe that RVs offer the convenience of a home away from home and a unique freedom to travel when and where they want. Comfort,

Active Family Adventurers

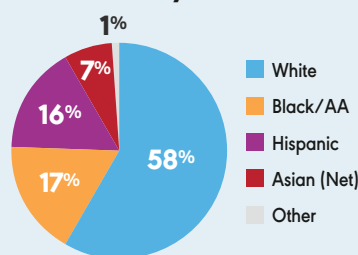
DEMOGRAPHICS



Age (Mean) **44.3**

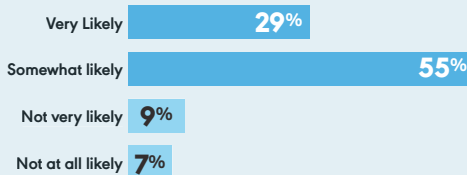


Ethnicity

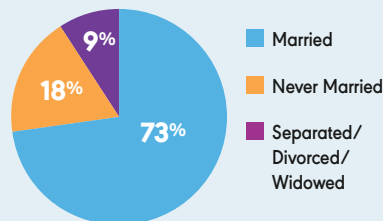


Average Household Income **\$105,835**

Likelihood of Purchasing an RV



Marital Status



Positive



- 97% RVs offer the convenience of a home away from home
- 97% Owning an RV makes weekend getaways easier
- 95% RVs provide and almost unique freedom to travel where you want, when you want

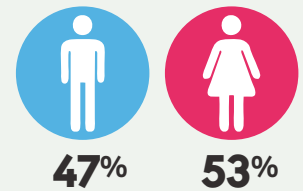
Negative



- 82% RVs are expensive to buy

Nature Lovers

DEMOGRAPHICS

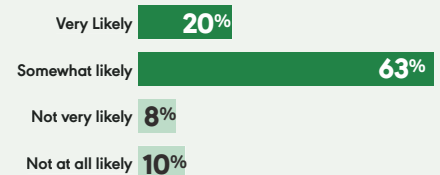


Age (Mean) **43**



Average Household Income **\$97,100**

Likelihood of Purchasing an RV



Positive



- 93% RVs offer the convenience of a home away from home
- 86% RVs enable me to see nature
- 85% Owning an RV makes it easier to travel

Negative



- 86% RVs are expensive to buy



RVing reach new RV buyers

cost, and safety are the top factors they consider when researching models. The biggest purchase barrier is cost, although few of those who have actually looked into buying an RV anticipate problems getting financing.

The Nielsen study identified three distinct groups of potential buyers, each offering a different degree of opportunity for RV dealers – active family adventurers, nature lovers, and kid-free adult adventurers. The first two groups have the highest potential.

Active family adventurers are affluent, have children who influence vacation plans, and are most likely to have rented an RV in the past. Nature lovers are likely to have gone tent

camping or rented a cabin in the past and look for scenic areas where they can enjoy nature. Kid-free adventurers look for trips that include learning opportunities, romantic getaways, family visits, spending time in nature, and attending sports events.

How to reach them

According to the study, marketing messages aimed at active families and nature lovers should highlight the benefits that RVs provide, including offering a home on wheels that allows them to get away easily and spend time in the outdoors. Since expense is a key barrier with these groups, focus on the long-term vacation savings. And because children influence these

families' travel plans, use family-friendly messages.

These two groups are best reached via the Internet and print media – they're tech-savvy and are not big consumers of television and radio.

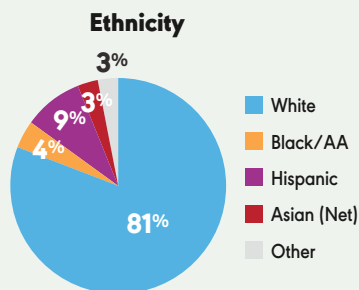
With kid-free adventurers, highlight the freedom, convenience, and ability to travel with pets. Expense will be a bigger barrier to overcome, so focus on lower-cost RVs. These individuals are tech novices who can best be reached via traditional media, especially television and radio.

To view a summary of the complete Nielsen study, visit www.rvda.org and look in the News & Hot Topics section. ■

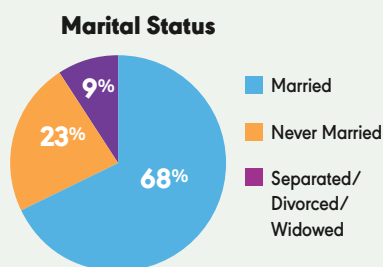
3.6

32%

Kids



57



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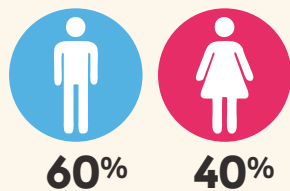
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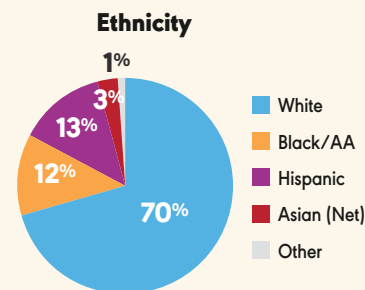
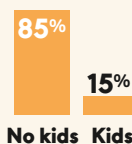
buy

Kid-Free Adventurers

DEMOGRAPHICS

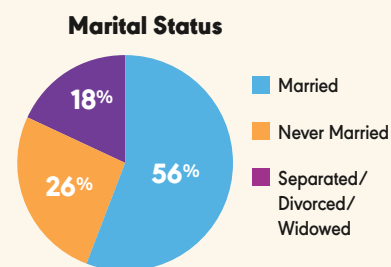
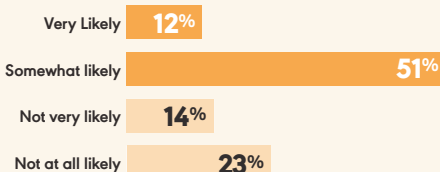


Age (Mean) 47.4



Average Household Income \$93,647

Likelihood of Purchasing an RV



Positive



95% RVs offer the convenience of a home away from home

87% RVs provide and almost unique freedom to travel where you want, when you want

87% RVs are a great way to travel with pets

Negative



88% RVs are expensive to buy

Marketing the Dealership: *The Message and*

By Mary Anne Shreve



Last year was good to RV retailers – sales were up for the eighth consecutive year – and indications are that 2017 sales could rise by 4.4 percent. Position your dealership to make the most of the new year's opportunities by spending some important time now mapping out your marketing plan. Here's advice from industry experts on what works and what doesn't.



When it comes to marketing the dealership, the key is to have a plan and stick with it, say dealership consultants. Don't shoot from the hip, making month-by-month decisions – decide now on your budget, then lock in a year's worth of media buys for the best rates.

Take television marketing, for instance. "Negotiate a one-year plan that you lock and load," says Roger Vergara of RH Power & Associates. "You can lock in an entire year at a lower price because it's in bulk, and you can pick your air dates, so you get better programming choices. Plus, if the market goes south, you can always cancel with a two-week notice, so there's no harm, no foul. If you know you're going to spend X amount on TV, why not go ahead and lock in your programs and your dates? It forces everyone to be organized and delivers better results."

Which media should you use? Consultants have their favorites, but they all agree that every format can be effective if the dealership's message is strong. Vergara believes that message should focus on retail advertising, not image advertising. "Dealers don't need to spend their hard-earned money creating RV lifestyle ads," he says, because consumer product desire has already been created by campaigns such as Go RVing.

"The number one thing consumers are interested in is, 'Now that you have my attention, how much does it cost? If it's within my means, then we'll talk. But if it's out of my price range, I don't want to waste my time and yours,'" says Vergara.

"All too many times, dealer [marketing] strays away from what's important to the consumer – 'Do you have the selection, do you have competitive pricing, and do you have affordable payments?'" Vergara says.

And open your marketing mindset by reaching out to customers beyond your area. Advertising with local TV and radio stations isn't enough, says Shawn Friesen of RVT.com. "Dealers don't understand that some buyers are willing to cross the country for the right

More from the Experts:

Ron Cheney
InteractRV:

"We're fans of the digital world. When people get ready to shop, they don't go to the TV or radio for product information. They go online. RV shoppers aren't likely to find dealers who don't have a good Google presence. And digital efforts are way easier to track."

"Every media works. Why? Because every media is charged with one responsibility – to deliver the message. It's the content of the message that creates the response. A dealer might assume that his radio or newspaper or social media campaign isn't working – I'd say, 'Go back and look at the message.'"

Roger Vergara
RH Power & Associates:

Claire Wheeler
Wheeler Advertising:

"Dealers can't usually afford to have one person doing just social media. They're usually also maintaining the website, the online sales, and other jobs. What happens is that social media falls by the wayside. It's the first thing that goes away when the person gets really busy."

Shawn Friesen
RVT.com:

"There are many new ad technologies that can take a dealer's listings and units far beyond their current markets. With dynamic remarketing, consumers see the units they were interested in from the dealership's website appearing on other websites. This is something that should be on dealers' radar."

d the Media

STRONG Message STRONG Sales

Advertising is 50 percent media and 50 percent message, say some experts. That means your message has to be strong and clear. Consumers respond to ads that:

- Tell them why they need to buy today, not in six months. "We're having our anniversary sale" and "We're having a model close-out" let consumers know they'll save money by purchasing now instead of later.
- Promote selection, price, and payment. Emphasize that you're a one-stop dealership.
- Show them they can afford the monthly payment. Most people don't have an extra \$60,000 in the bank but can afford a monthly payment through financing.

unit. I always urge them to open their advertising borders. If they have the right unit, people will travel."

Experts say spending on digital ads is closing in on TV spending, and one reason is the ability to track online results. Facebook ads, for instance, can drive hundreds of visits to dealership websites, says Claire Wheeler of Wheeler Advertising. "The clicks on these photos is amazing - these are obviously interested consumers. And it's all measurable. We can track how many visitors there were and how much time they spent on the site. When you start showing those types of analytics, dealers see the tremendous value."

Whatever marketing approach you use, track it; otherwise, you're wasting money, says Ron Cheney of InteractRV. "Many dealers don't have good reporting and don't know what's working. It makes me wonder how they're making their marketing decisions," he says.

Cheney recently talked with a Texas dealer who pays a person \$1,000 a month to handle the dealer-

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Mapping Out Your Ad Strategy

Keep these tips in mind as you chart your course for 2017.

- **Have a plan and stick to it.** Don't jump from one idea to another.
- **Don't hibernate.** There's so much demand for consumers' attention that you'll fall off their radar if you're not marketing year round.



- **Ensure all online vehicle postings include price and plenty of photos or video.** "Our main consumer complaint is that dealers don't include price or have missing brand or model numbers," says Shawn Friesen of RVT.com.

- **Treat online leads the same as phone leads.** These leads are just as valuable as phone inquiries, says Friesen. "These individuals are just as interested as the phone callers. They're not looky-loos."

- **Follow up on leads.** "We have hundreds of leads every month who tell us, 'Nobody's called me.' It's their second or third attempt, and the dealership hasn't responded," says Friesen.

- **TV marketing and online videos are influential because they're multi-sensory.** "You have motion, sound, and sight," says Roger Vergara of RH Power & Associates. "Newspaper is sight-only, radio is hear-only. But media that can deliver all of those elements are the most influencing."

- **Increase your ad budget as dealership sales and gross go up.** "You're not going to get to the next plateau without a commitment to increasing advertising," says Vergara.

- **Post every day if you're on Facebook.**

You may need an outside agency to help with content.

- **You can sell on Facebook.** Facebook ads are underused by RV dealers but can drive hundreds of interested viewers to the dealership's website, says Claire Wheeler of Wheeler Advertising.

- **Social media is constantly evolving - keep up.** Dealers need to be on top of what's changing with all the social media platforms. Google, for example, is moving toward giving preferential ratings to websites that are totally secure, says Ron Cheney of InteractRV. Most dealership

Google

websites currently aren't secure, which could affect their rankings.

Find us on 

continued from page 11

ship's social media platforms. "I asked him, 'What are they doing for you?' He said, 'I don't really know.' 'How long have you been doing this?' 'About three years.' I said, 'Hmmm. Let's take that money and put it someplace else.' "

Track results for each advertising effort to find out what worked and what didn't. But remember that marketing is a marathon, not a sprint. Allow a campaign a couple of months to prove its value before deciding whether to pull the plug. If you're not seeing results, adjust your marketing budget accordingly, say experts.

Finally, don't spend big bucks to generate leads and then fail to follow up on them. Consultants say that's still one of the biggest mistakes they see dealers making. Put a customer follow-up procedure in place; there are many solutions available, including automated and business development centers. "Find out which works best for you and stick with it," says Cheney. "There's no reason for follow-up not to occur, day in and day out."

And don't forget to follow up with customers after the sale - what are they posting online about the experience they had at your dealership? Online reviews, both positive and negative, influence whether other consumers decide to do business with you. Ask your customers to spread their good news. ■

Trending...

Dealers should cast a futuristic eye on virtual reality, says Shawn Friesen of RVT.com. As headsets become more available to the average consumer, virtual RV walk-throughs could be the next big thing. "They could give a lot more perspective to a potential buyer, in the comfort of their own home, without a salesperson on their case," says Friesen. "I think in the next five years, it will be more commonplace." But don't worry - although it may alter the buying process, it won't eliminate bricks-and-mortar dealerships staffed with people. Consumers will still need someone to close the sale, walk them through at delivery, and provide human interaction, he says.



A Buyer Sees Your Unit on RVT.com... then Sees the Same Unit in their Facebook Feed!



300X
more clicks*

*compared to a standard banner ad



Facebook Dynamic Re-Marketing
2000, 4000 and 8000 click packages. Starting at \$285/mo.

Call: 800-282-2183 or Visit: RVT.com/fb

Follow Those Prospects!

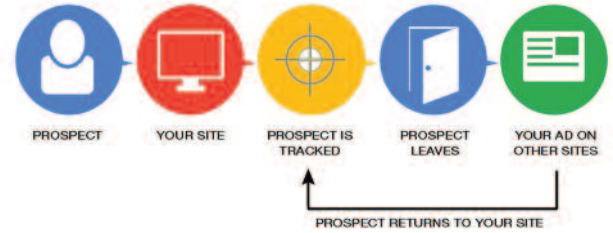
Remarketing allows dealers to keep their ads in front of individuals who have previously visited their websites and shown interest in their products. Dealership ads automatically follow those individuals as they browse around the Internet.

Dynamic remarketing lets dealers go a step further by showing those individuals ads for the specific products they viewed on the dealership website.

Facebook ads are "an amazing generator of website traffic," says

Claire Wheeler of Wheeler Advertising. Dealers can specify a targeted audience and have their ads show up in places where those individuals will see them, such as their newsfeeds. "These are obviously interested consumers, and it's not unusual to get several hundred clicks to the [dealership's] website," says Wheeler.

A code placed on the ads allow dealers to track how many website visitors they drew, how much time they spent there, and other marketing data.



"When you start showing those types of analytics, dealers see the tremendous value," says Wheeler.

The click-through rate on remarketed banner ads is near 30 percent, says Shawn Friesen of RVT.com. "Our data show that people are far more interested in clicking on something they've already shown an interest in." ■

Courtesy Benefits

Did you know that Protective Asset Protection's XtraRide® RV Service Contract Program includes several courtesy benefits to enhance the customer's travel experience? Our contract holders have access to concierge services, technical assistance and repair facility locator service at no extra cost. While these services do not provide any monetary reimbursement, the value provided can be priceless!

Contract holders can make restaurant reservations, book a tee time, check on directions, locate a campground, find a veterinarian, and locate a dealer. These are among the several benefits that are just a phone call away. They can speak to an operator with access to campground referrals, golf reservations and even coordinate tickets for theaters, movies and sporting events! The concierge benefit is available in the United States and Canada 24 hours a day, 365 days a year.

Not only do they have access to their own concierge but they have an RV technician just a phone call away. Contract holders can speak to a RVIA / ASE / Master certified technician 24 hours a day, seven days a week. This can be a great resource to both the new camper and the seasoned traveler. "Many times a problem can be diagnosed and fixed via the phone," says Bill Koster, vice president of specialty products for Protective Asset Protection, "and the tech support line allows customers to talk with a certified technician to troubleshoot an issue without undue interruption of their vacation. Instead of your dealership, fielding a call the morning after from a frustrated customer who couldn't hook up their gray water tank, our team can resolve the problem before it becomes one. The service is available in the United States and Canada. Please see the XtraRide coverage booklet for exact terms and conditions.



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Manufacturers Are Expanding, But Staffing Is an Issue

By Jeff Kurowski

The towables sector is, by far, the highest-volume segment of the industry, and it is expected to have grown 12 percent in 2016, to 365,600 units. Next year, it's expected to grow 5 percent, to 383,300 units.

Five RV manufacturers either have, or will soon open new factories to build more units to satisfy the robust consumer demand for their products. However, particularly in northern Indiana, staffing those new facilities could be an issue.

The RV builders that recently opened or broke ground for new factories are: **Airstream, Lance, Grand Design, Keystone, and Open Range.**

The decision to add more factory capacity is understandable, given the fact that total RV shipments were expected to have grown 12 percent in 2016 – from 374,200 units in 2015 to 419,500 units in 2016. Factory-to-dealer shipments are expected to grow another 4 percent in 2017, reaching 438,100 units, according to RVIA.

The towables sector is, by far, the highest-volume segment of the industry, and it is expected to have grown 12 percent in 2016, to 365,600 units. Next year, it's expected to grow 5 percent, to 383,300 units.

Four of the five expanding manufacturers are in the towables sector, while the fifth – Airstream – builds both motorhomes and travel trailers.

Airstream, a Thor Industries Inc. subsidiary located in Jackson Center, OH, will add 50,000 square feet to an existing facility to expand its R&D operation, although some additional manufacturing space will be added, too.

Airstream, which employed 710 people as of last November, will increase its labor force to around 740 people by the end of 2017, according to the company.

Lance Camper Manufacturing Corp. of Lancaster, CA, bought a 61,000-square-foot factory building in Lancaster to increase its output so it can supply its dealers in a timelier manner. “Thanks to our dealers’ orders, our current lead time is stretching into April,” said vice president of operations Jeff Souleles in November.

The building acquisition will give Lance’s lamination department “much needed elbow room while freeing up space in our existing building for other purposes,” Souleles said. “This allows us the unique opportunity to increase both our focus on new and precise machinery, while stimulating new job opportunities to ensure we utilize those machines to maximize efficiency and cut down lead time.”

Two of the manufacturers expanding in northern Indiana, where qualified labor is extremely scarce, are business units of Thor, while a third, Grand Design, recently was acquired by Winnebago Industries Inc.

Open Range, a division of Jayco, which Thor acquired last summer, completed a new, 96,000-square-foot building in Shpshewana, IN, last September, to build more Open Range Light travel trailers and fifth wheels and more Open Range Ultra Light travel trailers.

The new Open Range factory in Shpshewana will replace a smaller leased facility on the south side of the LaGrange County village. Shpshewana is at the fringe of the Elkhart, IN, labor market, about 25 miles east of the city of Elkhart. The move will double Open Range’s output capacity and create about 65 new jobs.



Grand Design, which was acquired by Winnebago in November, opened a new factory in Middlebury, IN, the same month. The new, 110,000-square-foot plant is dedicated to building the company's Imagine brand lightweight travel trailers. Grand Design has built more than 4,000 Imagine units since it was introduced in September 2015, and the new factory will allow for a 75 percent increase in production, said Micah Staley, general manager for the Imagine and Reflection brands.

Meanwhile, Keystone, Thor's highest volume towables builder, broke ground in November for two new plants in Goshen, IN, where more RVs are built than in Elkhart. The two factories will total 200,000 square feet and are scheduled for

completion during the first half of this year.

When fully staffed, the new Keystone plants will add 250 to 300 people to Keystone's northern Indiana labor force, which totals about 4,800 people. The company, which builds 24 different travel trailer and fifth wheel brands, did not reveal which brands it plans to build in the new factories.

The factory expansions are occurring in spite of the fact that the labor shortage is the hottest topic of discussion among Indiana and Elkhart County business and political leaders. For example, Gregg Fore, president of Elkhart-based supplier firm Dacor Corp., told the *Indianapolis Star* that only one out of every 10 job applicants he sees is qualified, despite Dacor's offering premium health care

benefits and competitive wages.

Elkhart County Economic Development Corp. President Mark Dobson also has said there are 20,000 more jobs in Elkhart County – which has a total population of around 200,000 – than workers to fill them.

The situation is exacerbated by the fact that there are fewer immigrants coming to the area. Census Bureau data show that there were almost 5,000 immigrants in Elkhart County between 2000 and 2005 – prior to the Great Recession – compared with less than 700 now.

One possible solution is to recruit recently discharged military veterans who have ties to Indiana, said Ron Breymier, executive director of the RV Indiana Council (RVIC), which plans to launch such a program soon. ■



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Top Dealership Personnel Learn F&I Skills at Diversified Insurance's Training Course

More than two dozen senior RV dealership personnel recently learned about critical issues facing the F&I department during a three-day class presented by Diversified Insurance Management Inc.

Twenty-six individuals, including F&I managers, sales managers, and dealer principals, participated in the event, which was held in Plano, TX.

"Our agenda starts with understanding the basic RV F&I delivery process, from meeting the customer at the point of sale, to closing with a menu on delivery day," says Greg Artman, national Training manager for Diversified. "Students also learn what to say and how to respond to a customer's 'No' on product sales, using effective transition statements and closes to win the 'Yes.'"

This year's agenda included:

- Compliance
- Ethics
- Cash conversions
- Effective turnovers



- Closing
- Handling HEAT (hear, empathize, apologize, take action)
- Sales meeting participation
- Leadership
- Missed opportunities sales programs
- Service drive sales

"These classes are so much fun to facilitate," says Artman. "The student mix is always great. And the experience levels of this many students bring so much to the class."

"We had the opportunity to capitalize on input from some very successful Millennials this year," says Artman. "We asked them to share their insight and present their perspective on many subjects. The Millennial generation was a major topic at RVDA's 2016 convention, and I found their class input and viewpoint of the F&I department priceless."

"The best indication of a successful class is when an F&I manager emails or texts me days or weeks later to let me know how much their performance increased, or how they converted a tough cash customer after they returned to their store. That's real!" Artman says.

"We take pride in being RV-specific. We're not auto agents dabbling in the RV space. Diversified is dedicated to the RV industry and its dealer body exclusively."

Diversified has provided RV-related commercial insurance, F&I products, skills training, and performance consulting since 1981 and serves RV dealers nationwide. If you're interested in attending a future F&I class, contact Greg Artman at (763) 477-8127 or email grega@rvbestquote.com. ■

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Certiably Professional



The Society of Certified RV Professionals' recognition program publishes a quarterly update of individuals who have earned certification or recertification from either the Mike Molino RV Learning Center or the RVDA-RVIA RV Service Technician Certification program. The following list includes only individuals whose dealerships have chosen to participate in the recognition program. If you'd like to join the program, complete and return the form below.

RECERTIFIED

- Bruce Bakken Certified Technician
- Frank Berden Certified Technician
- Jeffrey DellaRosa Certified Technician
- Corwin Dunn Certified Technician
- Thomas Faella Certified Technician
- Phil Hoagland Certified Technician
- Greg Kobriger Certified Technician
- Thomas Lane Certified Technician
- Jim Lindall Certified Technician
- Ronald Mosholder Certified Technician
- Mitchell Peterson Certified Technician
- Christopher T. Ryan Certified Technician
- Todd Spooner Certified Technician
- Cody Stamey Certified Technician
- Galyn Steinberg Certified Technician
- Christopher Taylor Certified Technician
- Daniel Turk Certified Technician
- Lamar Yoder Certified Technician
- Steve Formanek Master Certified Technician
- James Haught Master Certified Technician
- Kevin Kelly Master Certified Technician
- Jerry Reed Master Certified Technician
- Michael Sullivan Master Certified Technician
- Bradley Wingfield Master Certified Technician

NEWLY CERTIFIED

- Andre Bacheller Certified Technician
- Michael Fritz Certified Technician
- Joshua Kays Certified Technician
- Adam Leonhardt Certified Technician
- Charles Stirling Certified Technician

Mike Molino RV Learning Center Certifications:

RECERTIFIED

- Jamie Allen Service Writer/Advisor
- Roger Hudgens Service Writer/Advisor
- Dennis Fesler Parts Specialist

NEWLY CERTIFIED

- Christopher R. Bellomo Parts Manager
- Kimberly Duman Parts Manager
- Beverly Dianne Fleck Parts Manager
- Christopher G. Roy Parts Manager
- Erik Saulsbury Parts Manager
- Russ Underberg Parts Manager
- Harry Vasilakis Parts Manager
- Christopher R. Bellomo Parts Specialist
- Jamie Biddix Parts Specialist
- Randall S. Bucy Parts Specialist
- Ronald Harrison Parts Specialist
- Amber Stanton Parts Specialist

- Russ Underberg Parts Specialist
- Philip W. Bergeron Service Manager
- Aaron Bonillo Service Manager
- Chad J. Bumgarner Service Manager
- Xavier Carrillo Service Manager
- David Hennessy Service Manager
- Timothy A. Hoorstra Service Manager
- Timothy Kelly Service Manager
- Jim Martin Service Manager
- A.J. Pettis Service Manager
- Tryeflue L. Rogers Service Manager
- Elias Saldana Service Manager
- Russ Underberg Service Manager
- Anne Baucom Service Writer/Advisor
- Christopher R. Bellomo Service Writer/Advisor
- Brian Brooks Service Writer/Advisor
- Casey Bryant Service Writer/Advisor
- Linda Dalton-James Service Writer/Advisor
- Ryan Guest Service Writer/Advisor
- William R. Hopson Service Writer/Advisor
- Amy Liggins Service Writer/Advisor
- Craig A. Toft Service Writer/Advisor
- Kari Urban Service Writer/Advisor
- Michael VanderLinden Service Writer/Advisor
- Nicole Williams Service Writer/Advisor
- Sonja Wilson Service Writer/Advisor
- Kimberlie-Ann Flint Warranty Administrator
- Lynn Hayes Warranty Administrator
- Joyce M. Kelly Warranty Administrator
- Russ Underberg Warranty Administrator

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



Authorization to Include Employee Certification Information



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

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

City: _____ State: _____ Phone: _____

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

Printed Name: _____ Authorized Signature: _____

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

Certification “Feels Like Having a Degree in the RV World”

By Tony Yerman

Parts specialist Dan Hall from Winnebago Industries was recently honored by the Society of Certified RV Professionals for his long-term commitment to his field. He has been a certified parts specialist for more than 15 years. He started his career at Winnebago 29 years ago in customer service and since then, he has worked his way up in the Commercial Vehicle Division from parts specialist to vehicle design, and then to sales and design.

“My supervisor, Gina Keeper, was one of the developers of the Mike Molino RV Learning Center’s certification testing and training for parts specialist and parts manager, and she had me take the specialist test as part of the pilot program,” says Hall. “She felt that my being certified was important to the company and to myself.”

“Having certification – and the discipline it helps to develop through continued education and certification maintenance – has helped me advance in my career,” says Hall. “It’s like having a degree in the RV world.”

Hall notes that it can be difficult to find continuing education (CEU) training for recertification, but that chal-



lenge has allowed him to do some cross training as a technician. His technician CEU training included the Florida Trade Association Distance Learning Network’s tech certification prep course.

“I was given a twenty cents-per-hour raise when I first got my certification and have been advancing ever since,” says Hall. “It was the best thing I had done in my career to date. I don’t see anyone advancing today without training and certification.”

Although it has been challenging at times, Hall has maintained his certification and plans to continue to keep it active. RVDA is working hard to find continuing education opportunities and posts them on the industry’s training website (www.rvtrainingcalendar.com). The Society of Certified RV Professionals also provides a list in its monthly newsletter for members.

Hall was one of five individuals whom the society honored at its evening reception during the 2016 RV Dealers International Convention/Expo in Las Vegas. The society’s mission is to promote and recognize certified professionals and facilitate their development and training. Membership is open to all credentialed RV professionals and to those who support them, including dealers. All RVDA/RVIA certified technicians and all RV Learning Center credentialed fixed-operations certified personnel are members automatically.



Front row honorees are, from left to right: parts manager Allen Cockcroft of Alliance Coach in Wildwood, FL; service manager Jim L. Godfrey of Broadmoor RV SuperStore, Pasco, WA; RV parts specialist Dan Hall from Winnebago Industries; warranty administrator Wendy Queen of Howard’s RV; and service writer Lacey Pintado of Coach-Net/National Motor Club. **Back row RVDA leaders are:** 2017 RVDA Chairman Darrel Friesen, All Seasons RV, Yuba City, CA; Society chairman Mick Ferkey, Greenway RV Sales and Service, Wisconsin Rapids, WI; 2016 RVDA Chairman of the Board Brian Wilkins, Wilkins RV, Bath, NY; and RVDA President Phil Ingrassia.

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

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

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RV Service Technician Training and Certification Preparation Online Courses

COURSE ENROLLMENT FORM

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

1. Certification Preparation Courses

REGISTERED TECHNICIAN PREP COURSE addresses these core knowledge areas:

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



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

1. Electrical: service power sources, wiring, and inspections and testing.
2. Brakes, Suspension, and Towing.
3. Plumbing: fresh water, waste water, and propane piping.
4. Appliances: HVAC, refrigerators, and cooktops.
5. Generators: operation and control and components.
6. Hydraulics: components, controls, maintenance, etc..
7. Exterior/Interior: body, roof, and slideouts.

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

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

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

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

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

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

3. Enroll The Technician(s) below:

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

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Name _____ Email _____	\$89	\$249	\$69/Each Code: _____	\$
TOTAL				\$

OPTIONAL Provide progress reports and other notifications to the following supervisor:

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5. Payment Information

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

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

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- **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.

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

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Scott Stropkai, sstropkai@statisticalsurveys.com
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Dealers receive a 10 percent discount on customized reports through Statistical Surveys' RV Industry Data Program. Using Tibco Spotfire software, the program provides dealers with data visualization and analytics

that can yield valuable insights for better decision making, including data on where new units are being registered and which dealers sold which units by make, model, length and axles.

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KPA provides consulting services and software to automotive, truck, and equipment dealerships. Its Environmental Health & Safety product line provides on-site, on-call, and online services. Its Human Resource Management software ensures your business is in complete compliance with state and federal regulations. Users have access to on-demand advice from attorneys with expertise in the RV industry.

The Mike Molino RV Learning Center proudly recognizes

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

Received From	Contributed 12/16/14- 12/16/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
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MAJOR GIFTS

Camping World and Good Sam	\$150,000	\$667,987	\$1,000,000	6/8/16
Protective	109,422	270,584		12/2/16
Newmar Corporation	75,000	260,000		12/7/16
Coach-Net	5,000	204,917		1/26/15
Tom Stinnett Derby City RV	2,500	105,000		12/16/16
Brown & Brown Recreational Insurance	20,000	20,000	100,000	3/21/16
Campers Inn	20,000	81,000	100,000	12/16/16
PleasureLand RV Center Inc.	14,000	96,850		12/14/16
Bill & Kristen Fenech	10,000	72,500		8/23/16
Horsey Family Memorial Fund	2,000	72,000		6/14/16
Ron & Lisa Fenech	10,000	70,000		8/23/16
Byerly RV Center	5,000	57,000		1/5/16
RVAC	14,000	52,000		4/8/16
Bill Plemmons RV World	5,000	20,050	50,050	6/9/16
All Seasons RV Center	1,000	38,049	47,049	12/14/15
McClain's RV Superstore	2,000	44,000		6/18/15
Pan Pacific RV Centers Inc.	3,000	41,500		11/23/16
Palm RV	7,500	7,500	37,500	2/18/16
Bill Thomas Camper Sales Inc.	5,000	36,000		3/6/15
Reines RV Center Inc.	6,500	35,025		12/31/15
Holiday World of Houston	7,000	33,000		9/30/16
Wilkins R.V. Inc.	2,400	20,500	33,000	1/8/16
Pikes Peak Traveland Inc.	1,500	32,700		6/26/15
Diversified Insurance Management Inc.	3,800	24,800	31,200	4/25/16
Paul Evert's RV Country Inc.	2,000	29,000	30,000	3/11/16

CHAMPIONS

Greeneway Inc. (Route 66 Dealer)	3,500	22,350		12/12/16
Alpin Haus	2,000	20,500		7/5/16
MBA Insurance Inc.	2,000	17,100	20,100	6/1/16
Hartville RV Center Inc.	2,000	14,750	15,750	5/5/16
Mike & Barb Molino	550	12,136		8/14/16
Little Dealer, Little Prices	500	11,550		12/6/16
Affinity RV Service Sales & Rentals	2,000	11,000		6/15/16
Floyds Recreational Vehicles	250	10,500		4/13/16
Motley RV Repair	1,000	10,075		9/17/15
United States Warranty Corporation	2,000	9,250	10,250	5/6/16

Received From

Don Clark
Hemlock Hill RV Sales Inc.
Curtis Trailers Inc.
Circle K RV's Inc.
All Valley RV Center
Burlington RV Superstore
Hayes RV Center
A World of Training
Crestview RV Center
Madison RV Supercenter
Camperland of Oklahoma LLC
Topper's Camping Center
Best Value RV Sales & Service
Phil Ingrassia
Good Life RV
Don Gunden
Bob & Amy Martin
ROUTE 66 RV Network
RCD Sales Company Ltd.
J. D. Sanders Inc.
Myers RV Center Inc.
Hilltop Trailer Sales Inc.
Noble RV Inc.
Skyline RV & Home Sales Inc.
RV Outlet Mall
United RV Center
Highland Ridge RV Inc.
Tacoma RV Center
American Guardian Warranty
The Trail Center
Alliance Coach
Austin Chapter of Texas RV Association
Bill & Shannon Koster
Onsite Temp Housing
LEADERS
Dinosaur Electronics
Leo's Vacation Center Inc.
Mount Comfort RV

these CONTRIBUTORS



Contributed 12/16/14- 12/16/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
10,000	15,000		10/7/16
3,361	10,000		8/12/15
500	8,750		8/24/15
750	7,500		6/9/16
4,500	6,000	7,000	7/15/16
750	7,000		6/14/16
200	6,850		6/20/16
3,500	6,500		9/17/15
4,500	6,500		12/23/15
1,000	6,500		11/30/16
1,000	6,350		6/22/16
1,803	6,053		10/7/16
2,000	5,750		4/11/16
3,000	5,500		12/12/16
2,000	4,100	5,100	6/24/16
5,000	5,000		12/31/14
5,000	5,000		12/16/14
2,000	2,000	5,000	2/16/16
1,099	4,349		6/17/16
500	3,750		7/11/16
250	3,750		6/22/15
1,500	3,622		6/27/16
1,600	3,505		6/20/16
1,500	3,500		8/8/16
750	3,300		6/20/16
100	3,200		11/10/15
500	3,000		4/11/16
1,500	3,000		6/17/16
2,400	2,700		12/1/16
600	2,550		11/21/16
1,000	2,000	2,500	5/23/16
2,500	2,500		6/27/16
500	500	2,500	12/2/16
500	1,000	2,500	10/29/15
550	2,200		6/14/16
2,000	2,000		3/11/16
2,000	2,000		10/17/16

Received From

Contributed 12/16/14- 12/16/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
NERVDA	1,000	2,000	12/18/15
Candys Campers	500	1,800	6/6/16
Ocean Grove RV Supercenter	1,750	1,750	6/14/16
Out of Doors Mart Inc.	250	1,750	10/13/15
Gib's RV Superstore	1,500	1,500	12/2/15
Schaap's RV Traveland	250	1,350	12/19/14
Camp-Site RV	500	1,250	1/29/16
Ronnie Hepp	500	1,125	12/31/15
Airstream Adventures Northwest	1,000	1,000	6/10/16
Beckley's Camping Center	250	1,000	6/12/15
Bill Mirrielees	500	1,000	5/5/16
Prime Time Manufacturing	1,000	1,000	12/30/14
Tennessee RV Sales & Service LLC	500	1,000	6/14/16

BENEFACTORS

Contributed 12/16/14- 12/16/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed	
Keepers RV Center	600	700	850	6/14/16
American Family RV Inc.	500	500		9/2/16
Camp-Land RV	500	500		6/14/16
Colonial Airstream & RV	500	500		5/2/16
Florida Outdoors RV Center	500	500		6/15/15
Holiday Hour Inc.	200	500		3/14/16
Kroubetz Lakeside Campers	250	500		11/9/15
Modern Trailer Sales Inc.	250	500		6/22/15
The Makarios Group LLC	500	500		6/3/16

SUPPORTERS

Contributed 12/16/14- 12/16/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed	
Starr's Trailer Sales	450	450		6/16/16
Lou Novick	100	400		11/25/15
Carolina Coach & Camper	250	350		6/15/16
Liberty RV	250	300		9/6/16
Arlington RV Supercenter Inc.	250	250		6/8/15
Black Book RV Value Guide	150	250		3/16/16
Elizabeth RV	250	250		10/11/16
Foremost Transportation Incorporated	250	250		5/4/15
Tri-Am R.V. Center of East Tennessee	250	250		2/5/16
Richard's RV ServiCenter	120	120		7/15/16
Chesapeake RV Solutions	100	100		2/29/16
RV Share	100	100		12/31/14
RV Value Mart Inc.	100	100		6/15/15

ENDOWMENTS

Kindlund Family Scholarship	\$270,000
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GET GOING WITH GO RVING!

The Go RVing dealer tie-in program is back... and better than ever!

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

HERE ARE THE HIGHLIGHTS:

Leads – Plus Program

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

Digital RV Image Library Pictures on GoRVing.com

Go RVing dealers signed up for the program have access to multiple all-new,

high resolution images of consumers enjoying a variety of RV products. These images can be used in advertising, websites, and other promotional materials.

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



Get Going with Go RVing! Return this form TODAY!

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Dealer website: _____

Please enroll _____ dealership(s) at **\$250** each. Checks payable to RVDA.

Check here for leads delivered by U.S. mail.

Credit card (circle): VISA MC DISCOVER AMEX

Credit card #: _____ Exp. date: _____

Cardholder: _____ Security code: _____

Signature: _____

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

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Parts
F & I
Rental

THE RV Industry's

CENTRAL TRAINING CALENDAR

<< Back		February 2017					Fwd >>	
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
				1	2	3	4	
			Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	
	5	6	7	8	9	10	11	
Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	
	12	13	14	15	16	17	18	
Show Online Events	Show Online Events	Spader Service Management Kelly Enterprises 3-Day Financial Center Seminar Show Online Events	Show Online Events	FREE Webinar: How Do I Sell Against the Advice of the Money Management Gurus Show Online Events	Show Online Events	Show Online Events	Show Online Events	
	19	20	21	22	23	24	25	
Show Online Events	Show Online Events	Spader Service Writing Workshop Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	
	26	27	28					
Show Online Events	Show Online Events	Spader Farm Equipment Sales Consultant Show Online Events						

Go RVing

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

RVDA Welcomes Our Newest Members
12/1/16 - 12/31/16

Dealers

Al's Trailer Sales
Salem, OR

Desert Coach Inc.
St. George, UT

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
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MBA Insurance

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Sobel University

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Spader Business Management

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as the Exclusively Endorsed Service Contract Program of the RVDA

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

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



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Protect Tomorrow. Embrace Today.™

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



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

The XtraRide service contract program is backed by 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.