

# RV EXECUTIVE TODAY

JANUARY 2016

## ***Don't Let the Slow Season Freeze Your Cash Flow***

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**Keystone Automotive's  
Bill Rogers on What Consolidation  
Will Mean for Dealers**

page 12

A screenshot of the Keystone Automotive website. The header features the company name and a navigation menu. Below the header, there is a large image of a large brown and tan patterned motorhome parked in a wooded area. The word "LIFESTYLE" is prominently displayed in blue text. At the bottom of the page, there are several smaller images and links related to the company's services.

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Go RVing

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# 2016: Celebrating 100 Years of National Parks

*By Phil Ingrassia, CAE, president*

The National Park Service turns 100 years old in 2016, and a big campaign is underway to promote the centennial over the next 12 months. It couldn't come at a better time, as the outdoor recreation community fights an ongoing battle to get more people outside.

The National Parks Education Foundation has created a "Next Century for Parks" initiative under the banner of "Find Your Park," a place where outdoor enthusiasts can share successes and ideas to improve America's national parks, today and for the next 100 years. The websites are [nextcenturyforparks.org](http://nextcenturyforparks.org) and [findyourpark.com](http://findyourpark.com).

For RVers, the [findyourpark.com](http://findyourpark.com) website is a revelation, and I urge you to share this new resource with your customers and employees. There are specials events, interactive maps of Park Service locations, and trip planning tools to get people excited about hitting the road.

With 409 National Park properties in the system, the website provides great information for RV travelers who want to visit a new place or an old favorite. I was surprised to see how many are within a short drive of my home in Virginia. The website can also be used to show the locations of state parks and other public lands.

What's more, on 16 days this year, all National Park Service sites that charge an entrance fee will offer free admission to everyone.

## The dates are:

- **January 18:**  
Martin Luther King Jr. Day
- **April 16 through 24:**  
National Park Week



- **August 25 through 28:**  
National Park Service Birthday
- **September 24:**  
National Public Lands Day
- **November 11:**  
Veterans Day

The fee waiver includes entrance fees, commercial tour fees, and transportation entrance fees. Other fees such as reservation, camping, tours, concession and fees collected by third parties are not included.

The "Find Your Park" program and marketing communication outreach is a great complement to our Go RVing "Away" campaign, with shared messaging that encourages outdoor adventure for families and couples.

It's always important to "sell the sizzle" of RV travel, and Go RVing and the industry will have a valuable ally in the "Find Your Park" promotions and events throughout the year.

Have a great 2016... and thanks for your support!

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# Get the Go RVing Advantage in 2016

By Brian Wilkins, chairman



I'll start this month's column by saying I hope everyone had a happy holiday season. The holidays always provide a great time for us to reflect and appreciate our families, our friends, our employees, and everything else we have to be grateful for. In the RV industry, we have much to be grateful for. Business continues to be strong, with September shipments hitting a nine-year high and October shipments hitting a forty-year high. And 2016 promises to be another strong year, reflected in the fact that RV industry analyst Richard Curtin recently updated his wholesale shipment projection for next year to reach 375,100 units.

## Preparing for 2016

As dealers, it's so important that we properly prepare ourselves for the upcoming year so that we can continue to take advantage of the good times that we're currently blessed with.

At our dealership, there are a couple of things we do to help ensure we're properly running our business. The first item we scrutinize is the budgeting process. This is certainly not a new concept, and I'm sure many of you do the same. Can you imagine playing golf, or going to a basketball game and not having someone keep score? For your employees, that's what working every day without a budget is like.

Budgets are a great way to get your managers and employees involved in the business, setting goals that are important to them. Budgets give them a score card, a goal, something to shoot for every day. Our budget process involves the managers and employees of each department and relies on them setting the goals of the business. This ensures their 100 percent buy-in.

## "Failing to prepare is preparing to fail."

- John Wooden

Another great practice that we employ within our business is to conduct a year-in-review meeting with the managers in which each one critiques what worked and what didn't work within their departments and their co-managers' departments. This provides great feedback for each of us. We then use this information to formulate the winter projects that each department needs to accomplish prior to next season. I guess you could say it's our way of creating New Year's resolutions.

What processes do you have within your business to prepare for the next year? There really is no right or wrong answer, as long as we are taking the steps necessary to always get better and prepare our staff for the challenges ahead.

## Go RVing

This month's *RV Executive Today* includes an update on one of the great accomplishments of our industry – our national marketing campaign, Go RVing. I refer to it as a great industry accomplishment because it's the result of the combined efforts of dealers, manufacturers, and suppliers. The program kicked off in 1997 with the "Wherever you go, you're always at home" campaign, which consisted of three TV ads and five print ads. Over the years, it has grown exponentially and now includes Facebook, Twitter, and Pinterest accounts; a presence in dozens of print, cable, and digital outlets; and exhibits at live events such

as music festivals, sports events, and national fairs.

The Go RVing campaign has received many prestigious advertising awards in the past 19 years. But more important to dealers, it has garnered billions of impressions and helped bring our industry to the forefront for consumers. A recent study shows that Go RVing is hitting its target – it has an almost 40 percent awareness level among core families, and three out of four of those targeted families like the current "Away" ads.

Dealers can take advantage of all the momentum that Go RVing creates by participating in the tie-in program. The Leads-Plus option provides continuous access to Go RVing leads, prioritized according to customer purchase time frame. Dealers can specify how they want to be notified when new leads enter the system. They also have access to an extensive library of advertising and promotional materials.

I hope you'll consider becoming a Go RVing dealer this year – it's an investment in both your dealership and your industry. To all of you who have participated in the growth of this campaign or support it annually, I thank you!

With that, it's off to show season we go! Good luck to everyone, and let's have an awesome 2016!



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# QUICK TAKES

## Info For The Big Picture

**What kind of year will RV dealers have in 2016?**

**Randall Jeremiah**  
**RV Rentals Seattle, WA**



I'm looking to double my rental operation in 2016. I have 20 units now, and I'll have 40. I had to turn away more than a thousand rental requests because I just didn't have the units. Also, my reservation software business will have a national call center in Seattle that will handle rental reservations and check-out procedures.

**Gloria Morgan**  
**The Trail Center**  
**North Charleston, SC**

I'm looking forward to a good year, but a lot will depend on what the government does with interest rates. I think all in all people are happy and things seem to be going well. Last year was better for me than 2014, and I think 2016 will be even better. There are still people [browsing] on my lot, and I don't normally see them there at this time of year.



**Marty Shea**  
**Madison RV Supercenter**  
**Madison, AL**

I'm very optimistic, even though it's an election year, which can have a major effect on the market. Anything towable, especially fifth wheels, are in really good shape. And if our service business continues to explode, we'll also be hiring more techs.



**Bruce Burt**  
**Keepers RV Center**  
**Mankato, MN**

I'm very optimistic about 2016. I've added some light-weight units and another fifth wheel line and taken away some other lines, trying to find that just-right niche in my market. I think smaller, lighter products will do well. We're hoping the mid-range will be our bread and butter. Also, we're toying with the idea of offering some extended warranties, in response to our competition.



**Bill White**  
**United RV Center**  
**Fort Worth, TX**

Entry-level and mid-level units are our big movers, and they'll do well in 2016. We carry towables and used motorized, and our ears are to the ground – we're always online and at the auctions, trying to keep up with this market.

# Ford Makes RV Industry News in Louisville

By Jeff Kurowski

**Two recent announcements by Ford Motor Co. will have some direct and indirect effects on the RV industry.**

The development with the most direct impact on the industry is Ford's licensing agreement with Thor Industries Inc. subsidiary Livin' Lite RV Inc. to design and build Ford-branded truck campers, travel trailers, toy haulers and, eventually, fifth wheels and folding campers.

The development indirectly affecting the RV industry is Ford's \$1.3 billion investment to retool its Louisville plant to build aluminum body F-250, F-350, F-450, and F-550 pickups and chassis cabs along with the next generation of its full-size SUVs. The automaker's F-250 through F-550 pickups comprise a big portion of the RV tow vehicle market, and they will be up to 350 pounds lighter than current versions, while having longer cabs and greater towing capacity.

Production of the aluminum body Super Duty pickups will begin in May. They will be marketed as 2017 model year units and go on sale late in 2016.

Ford dealers sold a little over 695,000 F-Series pickups through November 2015. F-250 and up Super Duty pickups and chassis cabs accounted for a third of that number.

Meanwhile, the first Ford-branded RVs built under the terms of the Ford-Livin' Lite licensing agreement will be aluminum body slide-in truck campers for 6- and 8-foot truck beds, plus travel trailers and toy haulers in 22- and 24-foot lengths. The interior and exterior designs of the RVs will complement the design of Ford's tow vehicles.

The Ford truck campers will begin appearing on Livin' Lite dealers' lots during the first quarter of 2016, and the truck campers and toy haulers will be shipped to dealers during the second quarter.

"Ford is an industry leader in towing technology, so it was only natural for the company to license its name and designs in this (RV) industry," says Mark Bentley, Ford licensing manager. "It was an easy decision. Livin' Lite's use of advanced materials and their innovation mindset makes them an excellent fit with the Ford brand." ■



travel trailer



toy hauler

# **Winnebago and REV Group Announce Expansion Plans**

By Jeff Kurowski

**T**wo major motorhome builders – Winnebago Industries Inc. and REV Recreation Group, formerly known as Allied Recreation Group – unveiled expansion plans during the 2015 Louisville show.

Winnebago, based in Forest City, IA, purchased the Country Coach factory in Junction City, OR, to build its larger diesel engine Class A motorhomes, including the Ellipse, Journey, and Tour, said Scott Degnan, vice president of sales and product management.

And Decatur, IN-based REV recently bought a 50,000-square-foot plant in Decatur to build Class C motorhomes beginning in March, said president Jim Jacobs.

REV also is revamping one of its existing plants in Decatur to house production of its high-end diesel American Coach and Monaco Class A models. The 80,000-square-foot facility should be operational by May, Jacobs said.

In addition to American Coach and Monaco, REV builds the Holiday Rambler, Fleetwood RV, and Trek brands. Long-time Monaco Coach Corp. executive Mike Snell is now president of the REV segment that builds the Monaco and Holiday Rambler brands.

Winnebago has been limited during the past few years by a shortage of experienced motorhome production workers in the Forest City area. Shifting production to Oregon allows it to tap into a pool of experienced production workers there.

Country Coach was one of several highline diesel motorhome builders clustered around Eugene, OR, that all experienced hard times during the Great Recession of 2008-09. Operating under the leadership of Ron Lee, brother of company founder Bob Lee, the Country Coach plant didn't build new units. Instead, workers at the factory refurbished Country Coach units that had been sold to retail buyers years ago.

Shifting the production of 45-foot diesel Class A motorhomes to Oregon will allow Winnebago to

build more gas engine Class A and Class C motorhomes in Forest City, Degnan said.

Winnebago also signed an agreement with the Lee Joint Trust to buy land next to the Country Coach factory, where it will build a service center for Country Coach and Winnebago units.



Winnebago is the second largest builder of gas and diesel Class A motorhomes, in terms of U.S. retail market share, according to market research firm Statistical Surveys Inc. Thor Motor Coach is number one, with 27 percent of the market share compared to Winnebago's 17

percent. Forest River (including Coachmen) is third at 16 percent, Tiffin is fourth at 14 percent, and REV Group is fifth at 13 percent.

In Class C, Forest River (including Coachmen) is first with 38 percent, Thor Motor Coach is second at 24 percent, and Winnebago is third with 23 percent. Market shares fall sharply after the leaders, with Jayco at 10 percent, Canadian builder Leisure Travel Vans at 1.3 percent, and REV Group at 1.2 percent. ■



# Keystone Automotive's Bill Rogers on What Consolidation Will Mean for Dealers



**Later this month**, the top parts and accessories distribution companies servicing the RV industry will join in a single show, as suppliers NTP-STAG and Coast Distribution System host The Expo, slated for Jan. 19-20 in New Orleans.

NTP Distribution Inc., Stag-Parkway Inc., and Coast are now integrated into Keystone Automotive Operations Inc. As dealers and their employees get ready to head to an expanded event hosted by the company, *RV Executive Today* took the opportunity to do a special Q&A with Bill Rogers, vice president and general manager of Keystone/NTP-STAG.

**Q:** You've been visiting with suppliers, dealers, and others in the RV industry over the past several months, but for those who don't know you yet, please give us an overview of your background in the industry.

**A:** Before joining Keystone, I worked for GE, Textron, and Armstrong World Industries. For most of my career, I've been in roles where I've been responsible for supply chain management. I continued that focus when I joined Keystone Automotive Operations over five years ago and have been involved in developing our strategy to provide warehouse distribution services to the RV market since then.

Until this past year, I managed our Category Management teams in both the automotive and RV markets. I was responsible for supplier relationships and product management, purchasing, inventory management, pricing, and marketing.

In that role, I had the great fortune to learn a little about what makes the RV industry tick. The role involved working with the entire organization, which put me in touch with both our suppliers and customers. It was a terrific experience that taught me that while the automotive and RV industries shared some commonalities, there were differences that we needed to address organizationally to service our RV customers well.

Our goal has been to work hard to earn our customers' trust and confidence. The leadership team here has spent a lot of time in the field talking about what our customers and suppliers are looking for in a partner to help them serve the aftermarket. We know there are lots of options for getting goods

to the market, and we're trying to ensure our solution is a good match for our customers.

Outside my work duties, I'm also taking an active role in RVIA as a board member. I like learning about broader market concerns and look forward to doing what I can to help the industry embrace the change that's ahead of us. In strong markets like ours, with long histories and deep, lasting personal relationships, change can be a daunting thing. I'm hoping that during my board term I can contribute to a strategy that helps us manage change while continuing our strong industry growth and consumer presence.

**Q:** With Keystone Automotive now in charge of three major distributors, what can you tell us about the future integration of people and processes? What can dealers expect moving forward?

**A:** I can tell you that it's evolving. When we purchased NTP three years ago, we learned a lot about the market and what it takes to serve. Adding Stag-Parkway to our portfolio a year and half ago taught us that we still had more to learn. Each of the two companies, while similar in many ways, brought a unique perspective. One of our biggest challenges was maintaining each company's special character in our integrated company. Over the past year, we have tried to take the best of the best to provide our customers with a world class product and service.

Adding Coast Distribution last summer presented new opportunities and challenges. It has a larger footprint in Canada than either NTP or Stag had. It has a suite of its own brand products that are marketed through multiple channels and warehouse locations that overlap Keystone's network. We're in the early stages of integrating Coast, and so far I'm pleased with what I'm seeing. While we'll have a Coast Catalog in 2016, it's fair to expect we'll move to one catalog for the combined companies in 2017 and will combine a lot of the redundant marketing tools to streamline customer communication.

Because of the sales and inventory requirements the three companies have added to our

To be successful, growth must provide a benefit to customers, such as better delivery, later cut-off times and shorter lead times, better fill rates, more training, better marketing, and lower costs.

volume, we've invested in two new warehouses. We'll be adding over 500,000 square feet of warehouse space outside of Spokane and Detroit. The new locations will relieve some pressure at a couple of our locations while providing better service routes for next-day delivery across our entire network. We are constantly reviewing our ability to serve and adding inventory, routes, cross docks, trucks, and drivers.

From a processing perspective, I don't think much will change for many of our customers. They'll be able to order online, over the phone, or face to face with our outside teams just as they have always done. We've developed cross referencing between the NTP, STAG, Coast, and manufacturers' part numbers on VIA, our B2B customer service portal, so a customer can use any part number to order the part they're looking for. We've trained our customer service agents, inside call center agents, and outside team on systems and process to better serve our customers if questions arise.

People integration has been the most challenging and rewarding part of the roll-up process. We now have people from all of our businesses – NTP, STAG, Coast and Keystone – working together in the RV market. These individuals' talent, passion, and experience are being utilized to serve our customers. The fact that our departments are fully integrated is a testament to their hard work and dedication.

**Q:** The industry is seeing consolidation in nearly all areas of the supply chain, which is scary to some people and a sign of a maturing industry to others. What is your perspective on the consolidation we're seeing?

**A:** Change in this industry may seem to be accelerating, but compared to other industries, it's probably similar. External factors are driving it, like technology, fuel costs, population change, and job mobility. Internal factors are also driving it, like company profitability, shifting distribution channels, dealer service needs, and consumer preferences on how to buy and how to gather information.

I believe it's vital for a business to grow, whether organically or through acquisition. That growth, however, isn't sustainable if customers aren't being served well. To be successful, growth must provide a benefit to customers, such as better delivery, later cut-off times and shorter lead times, better fill rates, more training, better marketing, and lower costs.



Consolidation helps reduce the waste associated with redundancy in a marketplace. It improves efficiencies, which can fuel spending in areas that improve the customer experience. I don't see that going away anytime soon.

We're seeing change in all industry areas – dealers, distributors, manufacturers and consumers – happening at once. We need to recognize this and make the necessary changes to support our customers. We need to earn their business with our product and service.

One thing I've observed, reinforced in almost every dealer call I've made, is that the demand for trained technicians and more readily available training is a big problem in our industry. Consolidation can make available more resources to address this issue. NTP, STAG, and Coast have all been involved in training, and now that their resources are combined and the redundancies removed, we can do more. We intend to build our training programs and be more engaged with the associations in delivering training to dealers who want it.

**Q:** RV sales and shipments have rebounded over the past few years – how has the RV parts and accessories business fared?

**A:** The aftermarket appears to be riding a similar wave. While the aftermarket was affected by the recession, it was buoyed somewhat by the service and repair business created by the millions of vehicles in use. We didn't see quite the cliff that the manufacturers saw, but it was painful nonetheless.

During and after the recession, we saw a renewed interest in retailing parts, providing services and focusing on repairs. Those were critically important to our businesses then and continue to be important to profitable RV businesses today. So the aftermarket continues to grow and provide opportunities for suppliers and distributors.

**During and after the recession, we saw a renewed interest in retailing parts, providing services and focusing on repairs. Those were critically important to our businesses then and continue to be important to profitable RV businesses today.**

*continued on page 14*

We see more new products entering the market. We see other distributors expanding their reach organically or through acquisition, and new distributors entering the market. The fact that companies are investing in R&D, infrastructure, and mergers and acquisitions demonstrates that people see opportunities in our market. That's a positive sign for all of us.

**Q: What are some of the growth areas in the RV aftermarket and how can NTP-STAG and Coast work with dealers to maximize opportunities?**

**A:** The dealership's retail and service centers provide a huge opportunity for our customers. If you think about the lifetime value of a customer, you can see the importance of staying connected with him. While an RVer may purchase a vehicle only every five years, he'll probably get it serviced every year and want to buy products to personalize it. Each of those needs creates a connection with the store that deepens over time. Treat him correctly, and you can strengthen his loyalty and trust. These repeat customers can mean big business and have a value far beyond the cash register in terms of word-of-mouth endorsements.

To help our customers realize this potential, we provide a merchandising store set program geared to help dealers

assess their existing store footprint. We can design and implement store sets, suggest stocking levels, and integrate reordering points for new and existing stores. We tackle close to 100 large projects a year, which gives us a unique market view of what works and what doesn't. We bring that perspective when we help our dealers tackle retail store projects.

Another dealer opportunity is education. Better-informed retailers sell more product, and that's good for them and good for us. Five years ago, we launched the PRO education series, an online archive of retail store training for store personnel. We have classes on store readiness, customer relationship management, e-commerce, sales, merchandising, and more. Employees sign in to take courses and become PRO certified after passing four courses. Maintaining their certification qualifies them for a scholarship to attend RV University at The Expo.

The retail environment is rich with opportunities to grow a dealer's business. New products are one such opportunity – retailers can update their stores with unexpected, enticing items that slow down their customers and encourage them to browse. Mixing things up in their store from time to time, changing out end caps, adding new signage and displays, and running in-store promotions are great ways to create excitement and add to their bottom lines. ■

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# Towable Builder Vanleigh's First Louisville Show

The Tiffin family's luxury fifth wheels manufacturing company, Vanleigh RV, displayed product during its first National RV Trade Show in Louisville.

The Burnsville, MS-based company is named for Van Tiffin, son of Tiffin Motor Homes Inc. founder Bob Tiffin, and Van Tiffin's son Leigh. Vanleigh RV's 88,000-square-foot factory is 40 miles from the Tiffin Motor Homes assembly plant in Red Bay, AL.

Vanleigh displayed its 39-foot Vilano fifth wheel at Louisville. It features three slide outs with 8-foot tall slide out boxes, a kitchen island, and a king size bed in the master bedroom. It includes amenities typically reserved for high-end Class A motorhomes, such as solid surface flooring, hand laid tile back-splashes, full overlay cabinets, and shaker doors. Its dry weight is 12,900 pounds.

Vanleigh shipped its first units in 2015 to dealerships within a few hundred miles of its plant and then expanded to other regions of the country as its production volume grew. ■



## Jayco Founder Receives Titan Award

RVDA Chairman of the Board Brian Wilkins presented Bertha Bontrager-Rhodes with the association's Titan Award during a reception held in conjunction with the National RV Trade Show in Louisville. Bontrager-Rhodes accepted the award on behalf of herself and late husband Lloyd Bontrager; the two were founders of Jayco, a family dream that grew to become the world's largest privately owned RV manufacturer today. The Titan award recognizes pioneering individuals whose energy and vision help create outstanding RV manufacturing firms.



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# Take the Peak Off Peak Season

By Bob Clements

**N**ow is a great time to think about how to preserve cash flow during the slow season and begin planning how to reduce the pressure of the next peak season.

It doesn't make sense to work hard all year long, only to lose all of your profits during the next few months. But almost as important as cash flow is the work that you can get done in the slow months that would likely come to you during the first two months of the busy season. By having as much work as possible done in advance, you flatten the peak of your service season and free up more time to serve more potential service customers.

The most effective way to generate preseason work is to contact your existing customers by direct mail or phone, with a special offer to service their unit before the spring season starts. The offer should end about 30

days prior to the start of your normal spring season to give you a chance to finish the work and prepare for the onslaught of your busy season.

How do you build your preseason service work? Decide what you're going to offer and for how long. The most important thing about the offer is that it be simple and easy for customers to understand and attractive enough to move them to take action on it. For instance, you could make an offer of 10 percent off what you'd charge for parts and service during the regular service season. Or you could offer a gift card for a local restaurant or store that's "the place to go" in your area.

Once you've decided on the offer, compile a mailing list of all customers who have either purchased from you or had service done over the past five years. Now, create a great looking four-color postcard, remember the following five tips:

## Keep it friendly.

When your card arrives in their mail, you don't want customers to think of it as another piece of junk but rather as a message from a friend.



*By following up with your customers, you can easily double the amount of preseason work.*

## Drop the sales pitch.

These are your valued customers, who have given you their business over the years. You want your mailing to generate enough interest from them that they'll call you, but you don't want them to feel like you're hammering them for their service business.

Your mailer should briefly state the benefits of getting their units serviced before the busy spring season. Motivate them to get more information by calling or going to your website. Get right to the point so you capture their attention – if your message is quick and to the point, it makes it harder for them to ignore.

Timing is everything when it comes to direct mail. Send your postcards so they arrive on either a Tuesday or Wednesday. The amount of mail delivered on those days in both the United States and Canada is usually light, giving your mailing less competition.

## Follow up with a phone call.

This is one of the most important elements to your preseason service campaign. By following up with your customers, you can easily double the amount of preseason work.

## Be consistent and persistent.

If this is your first preseason service mailing, don't just mail it once, cross your fingers, and hope for the best. Do it again in January. According to direct-mail marketing studies, your persistence will ultimately pay off.

With just a little effort and some creativity, you can give your slow season a boost that will not only improve cash flow, but also make the 2016 peak season a little less hectic for you and your service department.

*Bob Clements is president of Bob Clements International, a training and development company specializing in developing high-performance dealerships. He can be contacted at (800) 480-0737 and at info@bobclements.com.* ■

# Referrals – The Forgotten Gold in Your Business

By Bill Cates

**W**hat makes referrals such powerful tools for developing new business? Is it the fact that you begin your relationship with a prospect at a higher level of trust? Is it that the sales cycle is usually shortened? Is it that price often becomes less important with prospects you meet through referrals? Or is it that customers who come to you through referrals return for more business and give more referrals themselves? The answers are yes, yes, yes, and yes!

Referrals are “borrowed trust.” We borrow the trust we built in one great relationship to build trust in a new relationship. And you know that trust is what makes a relationship work. When you start at a higher level of trust, your prospect is more likely to pay attention to your recommendations. If you’re not acting on your referrals, you’re leaving some pretty huge opportunities on the table.

## New customers for less

How much do you currently invest in marketing, advertising, and related costs – thousands? Tens of thousands? It costs nothing to get a referral. When you make referrals a strong part of your business development efforts, your customer acquisition costs are considerably reduced. I helped one organization cut more than \$450,000 from its marketing budget by building a culture of referrals supported with the right systems.

The first step is to create a referral mindset, or a set of beliefs and awareness of what’s possible by generating more referrals. It’s unlikely the business development folks will develop a referral mindset on their own. The mindset starts with the leadership team and then must be embraced by the business development folks in the field.

### Here are some elements of a referral mindset:

- You recognize that most customers would prefer to learn about your company through an introduction from someone they already trust. That way, they feel more comfortable from the very start of the new relationship.
- You believe that asking for referrals is a safe thing to do rather than a risky thing. Thinking that asking for referrals is risky is a perfect example of a limiting belief. However, with the right strategy, it’s easy to turn this limiting belief into an expansive belief.
- You have a process or system for generating referrals. Wishing and hoping is not a plan. To create a steady flow of great referrals, you have to have a process in place.



### Is your company referral-worthy?

The second step in creating a culture of referrals is to be the kind of company your customers actually want to refer to their families and friends. One barometer of “referability”: Are you getting referrals without asking for them? If not, you might be doing something wrong in one of these three critical areas:

- The initial prospect experience
- The new customer experience
- The ongoing customer experience

Being a good company to do business with will generate some referrals without your even asking for them. But to maximize referrals, be proactive – plant referral seeds. Here are three ways to do that.

- Tell your customers, “We’re never too busy to give the royal treatment to anyone you send our way.”
- Say to customers, “Don’t keep us a secret!” This simple line can sometimes trigger referrals right on the spot.
- On your outgoing telephone voice message, say something like, “Please leave a message at the tone, and if you were referred to us, please let us know who we need to thank.” Everyone who reaches your voice mail will know that you get referrals and celebrate them.

This is just the start of what you can do to generate more new business without increasing marketing costs. You work hard to create satisfied customers – tap into that goldmine of opportunity by using your current relationships as the foundation for new relationships.

*Bill Cates is president of Referral Coach International and the author of “Get More Referrals Now” and “Beyond Referrals.” A consultant/trainer, he helps companies increase sales without increasing marketing costs. He can be reached at billcates@referralcoach.com and at (301) 497-2200. ■*

# RV Dealers/Manufacturers Need to Be

By Jeff Kurowski

The National Highway Traffic Safety Administration (NHTSA) has gotten more aggressive the past two years, so dealers, manufacturers, and suppliers need to be more aware of the agency's rules and requirements, according to a Washington, DC-based attorney who spoke during a seminar at the National RV Industry Trade Show in Louisville.

An obvious outcome of NHTSA's aggressiveness is more safety-related vehicle recalls, including RV recalls, says Christopher H. Grigorian of Foley & Lardner LLP.

In the United States, manufacturers self-certify their vehicles and component parts. If they find a safety-related defect – or noncompliance with an applicable Federal Motor Vehicle Safety Standard (FMVSS) – they must notify NHTSA within five business days and notify vehicle owners within 60 days. The notification must be made even if the manufacturer or supplier doesn't yet have a remedy developed or replacement parts available to fix the defect or noncompliance, Grigorian says.

Last summer, NHTSA fined high-volume RV manufacturer Forest River Inc. the maximum \$35 million penalty for failing to notify the agency in a timely manner.

**"Dealers should have a process in place to flag VINs of recalled vehicles to ensure they are repaired prior to delivery to purchasers."**

*- Christopher H. Grigorian*

Grigorian says it was the agency's way of "sending a message" that the RV industry is under greater scrutiny.

RV dealers also have obligations under the laws that NHTSA enforces. Grigorian says it's illegal for a dealer to sell or lease a new towable RV or motorhome that is subject to a safety recall unless the defect or noncompliance is remedied before the customer takes possession. "Dealers should have a process in place to flag VINs [vehicle identification numbers] of recalled vehicles to ensure they are repaired prior to delivery to purchasers," he says.

According to several dealers, Keystone RV Co.'s online warranty registration portal prevents dealers from registering the warranty covering a unit that's subject to a recall for a defect that has not been remedied. However, other manufacturers' dealer portals force dealers to look through long lists of models and VINs to determine if a unit in

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# Aware of “More Aggressive” NHTSA

their new-unit inventory is subject to a recall.

NHTSA opened a web portal ([www.nhtsa.gov](http://www.nhtsa.gov)) in August 2014 which allows dealers and consumers to search for recalls by VIN.

It is not illegal, under federal law, for a dealer to sell a pre-owned unit that's subject to a recall. A dealer "makes a business decision, not necessarily a legal decision," when deciding whether to accept in trade a towable or motorhome that's under a recall, Grigorian says. However, selling such a unit may expose the dealer to product liability claims. Such sales might become illegal in the future, as proposed laws prohibiting sales of recalled – but not remedied – vehicles have been considered in California and Congress, he says.

"It might be best for a dealership, if it doesn't handle a brand that's subject to a recall, to check with a dealership that does handle it, to see if there'll be a long wait for replacement parts" before accepting the trade, Grigorian says.

Dealers also need to be aware of the federal highway bill signed into law this past December, Grigorian says. The new law, known as the FAST Act, states that "fair



reimbursement" by a manufacturer to a dealer for providing a free recall-related servicing, may be denied if the dealer doesn't notify customers of open recalls when their vehicles are in for other repairs. It also makes it illegal for rental car companies and dealers operating rental fleets of 35 or more vehicles to rent, lease, or sell vehicles with an open recall.

Not all NHTSA recalled vehicles get repaired. The Center for Auto Safety estimates that only 70 percent of the cars equipped with recalled Takata air bags will ever be fixed. ■

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**5 YEARS AHEAD, JUST  
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This is the first edition of "Ask Jeff," a new column by Mike Molino RV Learning Center Chairman Jeff Pastore. He'll be writing about training and certification issues and will field dealers' questions. Send in yours to [info@rvda.org](mailto:info@rvda.org), with "questions for Jeff" in the subject line.

# Ask Jeff: Understanding RV Service Technician and Fixed-Ops Employee Certifications

Over the years that I've served as chairman of the RV Learning Center, I've often been asked by other dealers about the RV industry's certification programs for technicians and fixed-ops employees. With the uptick in business, many new people are joining the ranks at our RV dealerships, and certification is more important than ever. Hopefully, these new employees will seek training, stay in the industry, and earn a certification.

I'd like to talk about a few of the questions I've been asked over the past couple of months while attending the Society of Certified RV Professionals receptions at RVDA's convention/expo and RVIA's national trade show.

**Q:** One of my new technicians' certification expired in June 2015. Can he recertify with training like the rest of the technicians at the dealership?

**A:** No, it's been too long. The technician can recertify with training only if the expiration date is less than 90 days ago. Your tech's only

option for becoming certified again is to take and pass the certified technician test.

**Q:** What does it cost to become a certified technician?

**A:** Certification is two-step process. The first step is to take and pass the registered technician test, which costs \$150. The second step is to decide between the comprehensive, certified technician method, with a test fee of \$325, or the individual specialist path, with smaller tests at \$165 each. Since there are five specialist tests, the total is \$825. The least expensive option is \$475 for the two tests - Registered Technician and Certified Technician.

**Q:** Are there any free resources to help prepare for certification and to evaluate if I'm ready to take a test? Are there sample tests?

**A:** YES and YES! You can download six free study guides from [www.rvtechnician.com](http://www.rvtechnician.com). These guides include Registered Technician and study guides for chassis, electrical systems, appliances, plumbing, and body. Each guide contains a practice test and a chart with information about the topics you're expected to know to pass the test. Although none of the questions in the guides will appear in the actual tests, they're in the same format and cover the same topics as the actual test questions.

These are just a few of the questions I'm frequently asked. Now I'd like to hear from you! Please email me at [info@rvda.org](mailto:info@rvda.org) with "questions for Jeff" in the subject line. ■



# Certifiably 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

Timothy Anderson ..... Master Technician  
Kenneth Boles ..... Master Technician  
Les K. Dodgen ..... Master Technician  
Albert Franz ..... Master Technician  
John Larson ..... Master Technician  
Brad Lomas ..... Master Technician  
Hyrl Lown ..... Master Technician  
Nicholas Majestic ..... Master Technician  
Pedro Gonzalez ..... Certified Technician  
Mark Guinup ..... Certified Technician  
Michael S. Gully ..... Certified Technician  
Kurt Lanckton ..... Certified Technician

## NEWLY CERTIFIED

David Birmingham ..... Master Technician  
Ron Hagen ..... Master Technician  
Robert Marsh ..... Technician  
Roger McDonald ..... Technician  
Daniel J. Moody ..... Technician  
Mark VanWechel ..... Technician  
Cathy Kramer ..... Parts Manager  
Damon Bresaw ..... Parts Specialist  
Andre A. Gonzalez ..... Parts Specialist  
Rafael Rodriguez ..... Parts Specialist  
Ron Rouse ..... Parts Specialist  
Mike Becan ..... Service Writer/Advisor  
Ryan Horsey ..... Service Writer/Advisor

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](mailto: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: \_\_\_\_\_

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

Printed Name: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_ RETURN by email to: [info@rvda.org](mailto:info@rvda.org) or fax to: (703) 359-0152. Rev. May 2015

# Go RVing Heads into 2016 with Momentum, Targeted Media Plan

Edited by RVDA staff

**Go RVing** is heading into 2016 with a diverse media plan that includes its traditional print and TV ad buys, while placing more emphasis on new digital media.

Go RVing campaign's increasing shift to digital marketing has been underway for several years but will reach new levels this year.

"For the first time ever, digital will surpass TV as the largest portion of our total advertising spend," says Go RVing co-chairman Bob Wheeler. "For Go RVing, 'going digital' means creating RV content that moves with consumers across platforms."

The Go RVing advertising spend will reach \$16.5 million in 2016, compared to \$15 million last year.

Digital provides an array of opportunities to target an audience of self-reliant individuals and families with diverse interests who pursue their passions in their free time. There is also an emphasis on reaching Gen Xers and Millennials, the English-dominant Hispanic market, and Baby Boomers.

Go RVing is using an array of digital properties to spread the RV travel message, including: Accuweather.com, Discovery Network, LonelyPlanet.com, WomansDay.com, Active Network, Eventful.com, NationalGeographic.com, Burst Media, Garden & Gun Tablet, OutdoorChannel.com, CMT.com, GSN.com, Scholastic.com, CoastalLiving.com, and LiveNation.com.

## Event marketing

Go RVing will also expand its event-marketing push. "You can't overstate the power of the changing media landscape," says Go RVing co-chairman Tom Stinnett. "But equally important is getting the product in front of the consumer. Go RVing has shifted those experiential

marketing efforts into high gear, and these events are drawing huge crowds."

More than 35,000 consumers toured RVs at Go RVing events last year. For example, more than 5,000 people toured the Go RVing/Family Fun magazine RV exhibit that was on



display in August at the Iowa State Fair. In addition to RVs on display, there was also a photo booth where attendees could take candid shots against popular travel destination backdrops and share them on social media.

These event-marketing programs dovetail into Go RVing's expanding social media network on Facebook, Twitter, and Instagram.

## Go RVing dealer program

The Go RVing dealer tie-in program is also back for 2016 and features:

- **Leads-Plus Program**

24 hours a day, seven days a week, Go RVing dealers who sign up for the tie-in program can access Go RVing leads via the Internet, prioritized according to purchase time-frame.

- **Downloadable commercials and stock footage**

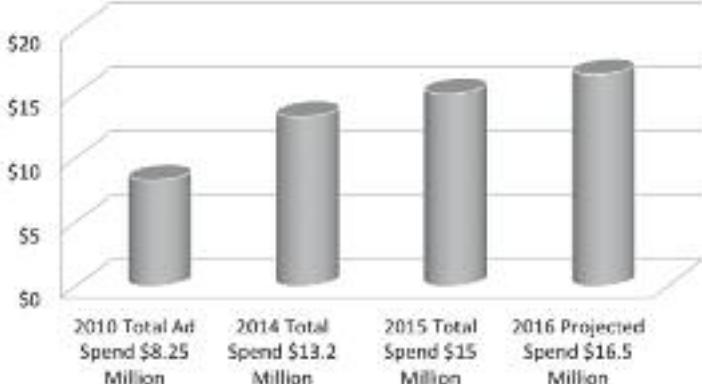
Target your local markets with tagable versions of the Go RVing national commercials, or create your own using the latest professionally shot stock footage. Both are now available as downloads. View sample videos at the Go RVing website. New this year: Once you sign in with your Go RVing credentials, you can preview footage before purchasing it.

- **Digital RV photos in the image bank on Go RVing.com**

Go RVing dealers signed up for the program have access to multiple high resolution images of consumers enjoying a variety of RV products, ready for use in print and online advertising, on websites, for social media, and other promotional materials.

**Questions?** Email Chuck Boyd at RVDA (cboyd@rvda.org) or call him at (703) 591-7130 ext. 113. *For a sign up form see page 23.* ■

### Go RVing Advertising Spend in Millions



# 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: \_\_\_\_\_

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

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: \_\_\_\_\_



# MARVAC to Celebrate 50th "Detroit Show"



The Michigan Association of Recreation Vehicles and Campgrounds (MARVAC) will celebrate the 50th anniversary of the Detroit Camper & RV Show with a gala reception on Feb. 9 at the Suburban Collection Showplace in Novi, MI.

"We're trying to get people to come who were there 50 years ago," says MARVAC Executive Director Tim DeWitt. "We'd love to have them cut the ribbon during the reception so everyone can enjoy the RVs on display and just have a fun time."

The Detroit Camper & RV Show is the third longest running consumer RV show in the country. DeWitt says MARVAC members are contributing all sorts of memorabilia – including a 1935 Hayes Covered Wagon travel trailer built in Mt. Clemens, MI – for the reception. Past MARVAC show directors Bill Garpow, Lyn Wellhausen, and Ed Klim will also be on hand, says Bill Sheffer, the current MARVAC show director.

Tickets to the reception are \$50, and proceeds will benefit the HARVEST Education Foundation Scholarship, a 501(c)(3) program. There are sponsorship opportunities available. DeWitt encourages anyone with photos, old advertisements, or recollections from past Detroit Camper and RV Shows to contact Gretchen Monette at All Seasons Communications in Romeo, MI. Email her at [gmonette@allseasonscommunications.com](mailto:gmonette@allseasonscommunications.com), call her at (586) 752-6381, or send mail to All Seasons Communications, 5455 34 Mile Rd., Romeo, MI, 48065. ■



# Appreciating the Great Outdoors

**W**yoming Governor Matt Mead (center) was the co-recipient of the 2015 Sheldon Coleman Great Outdoors Award, which recognizes extraordinary individual efforts to promote outdoor recreation. The award has been presented by the American Recreation Coalition and The Coleman Company annually since 1989. RVDA is a founding member of ARC.

Mead was also honored with a check from the Great Outdoors Month Partnership in recognition of Wyoming's nationally recognized public service announcement promoting healthy, active outdoor fun. Mead in turn donated the check to WY Outside, a nonprofit affiliation working to encourage youth and families in his



state to spend more time outdoors so they develop an appreciation for and commitment to the natural world. ■

## Associate Members

**Members that provide advertising, marketing, promotions and trade journal services. For a complete list of Associate Member, please visit our website at [www.rvda.org](http://www.rvda.org).**

### Advertising, Marketing, and Promotions

#### Dealer Rewards

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[www.dealerrewards.net](http://www.dealerrewards.net)

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[www.engage121.com](http://www.engage121.com)

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[www.geniusmonkey.com](http://www.geniusmonkey.com)

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#### Nusani Media

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P: (855) 687-2644  
[www.nusani.com](http://www.nusani.com)

#### REBS Marketing

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#### RH Power & Associates, Inc.

9621 Fourth Street NW  
Albuquerque, NM  
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[www.rhpower.com](http://www.rhpower.com)

#### RV Trader

150 Granby St  
Norfolk, VA  
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Toll Free: (877) 354-4068  
[www.rvtrader.com](http://www.rvtrader.com)

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P: (778) 424-5091  
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[www.rvt.com](http://www.rvt.com)

#### Statistical Surveys, Inc.

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#### Wheeler Advertising, Inc.

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Arlington, TX  
P: (817) 633-3183  
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#### Trade Journal/Press

##### Hearst Business Media

8335 Cherry Lane  
Laurel, MD  
P: (770) 533-5332  
[www.blackbookusa.com](http://www.blackbookusa.com)

##### RV PRO Magazine

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Broomfield, CO  
P: (303) 469-0424  
Toll Free: (800) 669-0424  
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<b>API Code</b>	<b>Track/Title - Presenter(s)</b>		
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01-15	Rental School: Learn How Renting Will Enhance Your Sales, Service, Parts and F&I Business.. Scott Krenek, Martin Onken & Dan Pearson - 2 CDs	17-15	Job Analysis: Key to Determining the Hiring and Development Criteria for Top Sales Performance .. Tom Schoenfelder
46-15	Compliance Session: Compliance and Your Dealership: What You Don't Do CAN Hurt You .. Richard Moore	23-15	Has Your Dealership Budgeted For Wage and Hour Litigation? Who Is/Isn't Exempt In Pay Plans and Other Scary Stuff! ..James Hendricks, Jr.
80-15	<b>D/GM Track on 1 CD-ROM – All sessions below plus Rental School &amp; Compliance Session</b>	28-15	Displaying Dynamic Leadership In Your Dealership: How to Succeed In Business - Just Count the Ways .. Doug Dvorak
02-15	Eliminating that Demarcation Line Between Your Departments ..David Foco	35-15	Aligning Your Team for Results ..Christine Corelli
13-15	Overcoming Profit Pitfalls In Every Department in the Dealership ..Chuck Marzahn	41-15	Follow Me, I'm Right Behind You! How to Lead & Influence Others ..Jody Urquhart

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10-15	Turning Declines into Dollars - The Importance Of Expanded Finance Options for Your Dealership .. John Haymond	45-15	Structure Your Service Department to be Profitable .. Don Tipton
20-15	A Fast Track for F&I ..Greg Artman	<b>85-15</b>	<b>Social Media/eMarketing Track on 1 CD-ROM – All sessions below plus Rental School and Compliance Session</b>
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44-15	Successful Menu Selling ..Robert A. Harkins	19-15	Social Media & Website Content Analysis and Strategy ..Colleen Malloy
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07-15	Take on the Mass Merchandisers, the Internet and Win! ..Bob Clements	31-15	Five Myths About Search Engine Marketing .. Colleen Malloy
12-15	Customer Care and Use Seminars - A Path to More Parts & Accessory Sales ..Greg Dewalt	37-15	Digital Marketing for Dealers ..Rich DeLancey
16-15	Creating a High Performance Parts Department .. Bob Clements	43-15	Appeal to the Eye, Engage for the Buy - Leveraging Visual Selling Techniques ..Samantha Scott
22-15	Digital Marketing for Parts: Mine the Gold in Your Market ..Rich DeLancey	<b>86-15</b>	<b>Rental Track on 1 CD-ROM – All sessions below plus Rental School &amp; Compliance Session</b>
28-15	Developing a Powerful BDC for Parts & Service .. Joni Stuker	04-15	How Positive Reviews Drive Traffic to Your Dealership ..Peter Martin
34-15	Can They Sell at the Counter Or Are They Order Takers? ..George Dans	09-15	Creating a Killer Online Video Strategy ..Phil Sura
40-15	Are We Hiring Customer Facing Employees In Our Fixed Operations Departments? ..David Foco	19-15	Social Media & Website Content Analysis and Strategy ..Colleen Malloy
42-15	Managing for Sales Success ..Doug Dvorak	25-15	Digital Marketing - What's Now and What's Next .. Samantha Scott
<b>83-15</b>	<b>Sales Track on 1 CD-ROM – All sessions below plus Rental School &amp; Compliance Session</b>	29-15	Displaying Dynamic Leadership in Your Dealership: How to Succeed In Business - Just Count the Ways .. Doug Dvorak
03-15	Principle Centered Selling ..Randy Sobel	31-15	Five Myths About Search Engine Marketing .. Colleen Malloy
08-15	The Customer of the Future - Will Tomorrow's Customer Be Yours? ..Christine Corelli	37-15	Digital Marketing for Dealers ..Rich DeLancey
18-15	How to Sell to Women ..Christine Corelli & Doug Dvorak	41-15	Follow Me, I'm Right Behind You! How to Lead & Influence Others ..Jody Urquhart
24-15	Just Close It - If You Don't Close, You Lose .. George Dans	43-15	Appeal to the Eye, Engage for the Buy - Leveraging Visual Selling Techniques ..Samantha Scott
30-15	Putting Principles to Work in Your Dealership .. Randy Sobel		
36-15	Obtain and Surpass Your Goals Thru Effective Appointment Setting & "Self Generating"! ..Joni Stuker		
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<b>84-15</b>	<b>Service Track on 1 CD-ROM – All sessions below plus Rental School &amp; Compliance Session</b>		
06-15	Turn Your Service Lane Into a Selling Lane .. Budd Blackburn		
07-15	Take on the Mass Merchandisers, the Internet and Win! ..Bob Clements		
11-15	Turn Your Service Department into a Cash Machine .. Bob Clements		
15-15	Driving Service Revenue to Improve Vehicle Sales .. Peter Martin		
21-15	Manage Your Shop by the Numbers ..Chuck Marzahn		
27-15	Habits and Practices of the Exceptional Service Advisor ..Don Tipton		

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# RV Service Textbooks

## SUMMARIES & ORDER FORM

Published by RVIA, Available through The RV Learning Center

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

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See next page for details!

Textbook Title	Price	# books	Total \$
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<b>Electricity Demystified</b> – Written in a step-by-step format, this practical guide begins by covering direct current (DC), voltage, resistance, circuits, cells, and batteries. The book goes on to discuss alternating current (AC), power supplies, wire, and cable. Magnetism and electromagnetic effects are also addressed. Detailed examples and concise explanations make it easy to understand the material.	\$14.95		
<b>RV Electrical Systems</b> – Provides instruction on performing AC and DC voltage systems inspections and tests; servicing AC and DC power sources; servicing wiring/distribution systems; and maintaining, repairing and inspecting AC and DC devices.	\$49.95		
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<b>RV Generators</b> – Covers the installation, maintenance and repair of RV generators, the generator section and control system. This includes inspecting, maintaining and repairing generator components and verifying battery voltage, fuel source and pressures, engine operation, output voltage and frequency, and governor operation.	\$39.95		
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# RV Service Textbooks

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RV Preventive Maintenance – Examines what services to perform for preventative maintenance, including checking propane systems; servicing and adjusting appliances; testing G.F.C.I.s; winterizing and de-winterizing coach; checking safety items; checking and lubricating doors; checking exterior lights; checking window roof molding seals; changing oil and filter on power plants; checking wiper blades; visually inspecting fluid levels; servicing batteries; inspecting belts and hoses; changing chassis oil and filter and lubricating chassis; changing transmission oil, filter and gasket; visually inspecting chassis; checking lug nuts and tire pressure; flushing and refilling cooling system; and performing a test drive.	\$39.95		
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The Registered Technician course prepares RV service technicians to take the Registered Technician test.\*

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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.\*

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Company \_\_\_\_\_

Developed by RVIA and available through  
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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.

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Fax to (703) 359-0152 or mail to the Mike Molino RV Learning Center, 3930 University Dr., Fairfax, VA 22030.  
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# TECHNICIAN CAREER LADDER

MASTER CERTIFIED TECHNICIAN

Master Score on Test

Certified Technician

Certification Test



Optional Paths

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Plumbing  
Appliances  
Electrical Systems  
Chassis  
Body

Certified Specialties

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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.

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- 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](http://www.rvtechnician.com) to learn more.*

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

# 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, 2016.

## The DLN offers online training for:

- **RV Technicians** – The certification prep course helps technicians get ready for the certification exam. Your subscription includes unlimited access to

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

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



## DEALERSHIP REGISTRATION

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

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

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

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

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

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

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

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

PAY BY CHECK OR MONEY ORDER       PAY BY VISA OR MASTERCARD

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

Security Code: \_\_\_\_\_ Expires: \_\_\_\_\_ Card Billing Address: \_\_\_\_\_

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



# RVDA Endorsed Products

## Certified Green RV Program TRA Certification Inc.

[www.tragreen.com](http://www.tragreen.com)  
[aleazenby@trarnold.com](mailto: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@bankofamericerchant.com](mailto:jay.machamer@bankofamericerchant.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](http://www.afadvantage.com)  
Ted Brehoney  
[ted.brehoney@af-group.com](mailto: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](http://www.coach-net.com)  
[dealersales@coach-net.com](mailto: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](http://www.calipercorp.com)  
Ralph Mannheimer  
[rmanneheimer@calipercorp.com](mailto:rmanneheimer@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](http://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/](http://www.mmicinsurance.com/RVDA/)  
[quotes@mmicinsurance.com](mailto: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 Careco Company

[www.employmentnetwork.net](http://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.tellcsi.com](http://www.tellcsi.com)  
[bthompson@tellcsi.com](mailto:bthompson@tellcsi.com)  
(800) 835-5274

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

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

[www.nada.com](http://www.nada.com)  
[lsims@nadaguides.com](mailto: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](http://www.suburbanpropane.com)  
[sholmes@suburbanpropane.com](mailto: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](http://www.spader.com)  
[info@spader.com](mailto: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](http://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](http://www.kpaonline.com)  
[ccreuziger@kpaonline.com](mailto: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](http://www.rvcareers.org)

RV dealers can access resumes and post job openings through a partnership with Boxwood Technology at [www.rvcareers.org](http://www.rvcareers.org).

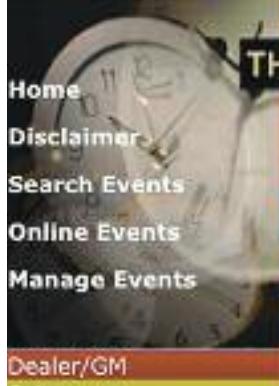
The Mike Molina RV Learning Center proudly recognizes these

# CONTRIBUTORS

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



Received From	Contributed 12/07/13 - 12/07/15*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 12/07/13 - 12/07/15*	Total Lifetime Pledge	Last Contribution
<b>MAJOR GIFTS</b> active donors* with a cumulative donation or pledge of \$25,000 or more							
Camping World and Good Sam	\$75,000	\$1,000,000	06/22/15	RVAC	\$14,000	\$45,000	03/30/15
Newmar Corporation	\$25,000	\$260,000	01/16/15	McClain's RV Superstore	\$8,000	\$44,000	06/18/15
Protective	\$73,917	235,079	12/07/15	Fogdall Family Fund	\$4,000	\$43,100	03/05/14
Coach-Net	\$5,000	\$204,917	01/26/15	Pan Pacific RV Centers, Inc.	\$2,000	\$41,500	12/04/15
RVDA of Canada	\$25,000	\$175,000	12/18/13	Bill Thomas Camper Sales, Inc.	\$10,000	\$36,000	03/06/15
Tom Stinnett Derby City RV	\$500	\$102,500	12/12/14	Pikes Peak Traveland	\$1,700	\$32,700	06/26/15
PleasureLand RV Center, Inc.	\$12,500	\$96,050	01/05/15	Reines RV Center, Inc.	\$6,500	\$31,525	12/31/14
Horsey Family Memorial Fund	\$2,000	\$71,000	06/28/15	Diversified Insurance Mgmt. Inc.	\$6,600	\$31,200	12/23/14
Bill & Kristin Fenech	\$10,000	\$67,500	08/14/15	Paul Evert's RV Country, Inc.	\$1,000	\$30,000	07/06/15
Campers Inn	\$10,000	\$65,000	02/25/15	Tiffin Motor Homes, Inc.	\$2,000	\$28,500	03/24/14
Ron & Lisa Fenech	\$15,000	\$65,000	06/04/15	Holiday World of Houston	\$1,500	\$27,000	06/11/15
Byerly RV Center	\$5,000	\$52,000	01/10/14	Bill Plemons RV World	\$5,000	\$25,000	06/30/15
<b>CHAMPIONS</b> active donors* with a cumulative donation or pledge between \$2,500 and \$24,999							
Jayco	\$5,000	\$23,500	12/08/14	A World of Training	\$3,500	\$6,500	09/17/15
MBA Insurance, Inc.	\$1,000	\$20,100	06/19/15	Madison RV Supercenter	\$1,000	\$6,000	08/24/15
Dixie RV Superstore	\$5,000	\$20,000	03/21/14	Camperland of Oklahoma, LLC	\$1,000	\$5,850	06/23/15
Greenway, Inc. (Rte 66 Dealer)	\$1,560	\$19,850	12/22/14	Good Life RV	\$2,000	\$5,100	04/24/15
Wilkins R.V., Inc.	\$3,000	\$19,600	07/02/15	Don Gunden	\$5,000	\$5,000	12/31/14
Alpin Haus	\$2,000	\$19,500	06/18/15	Bob and Amy Martin	\$5,000	\$5,000	12/16/14
Hartville RV Center, Inc.	\$2,000	\$15,750	06/27/15	Route 66 RV Network	\$1,000	\$5,000	01/12/15
ARXCEL RV Group	\$2,000	\$13,000	10/27/14	Best Value RV Sales & Service	\$2,000	\$4,750	05/01/15
Mike and Barb Molino	\$325	\$11,885	07/21/15	Topper's Camping Center	\$1,053	\$4,553	06/19/15
Little Dealer, Little Prices	\$1,000	\$11,050	12/11/14	Crestview RV Center	\$3,000	\$4,500	01/09/15
Affinity RV Service Sales & Rentals	\$2,000	\$11,000	06/15/15	RCD Sales Company, Ltd.	\$1,349	\$3,849	09/17/15
United States Warranty Corp.	\$2,000	\$10,250	06/15/15	Myers RV Center, Inc.	\$500	\$3,750	06/22/15
McTey RV Repair	\$1,000	\$10,075	09/17/15	Phil Ingrassia	\$2,500	\$3,500	12/29/14
Don Clark	\$10,000	\$10,000	10/23/15	J. D. Sanders, Inc.	\$750	\$3,500	06/12/15
Hemlock Hill RV Sales, Inc.	\$3,361	\$10,000	08/12/15	United RV	\$200	\$3,200	11/10/15
Folsom Lake RV Center	\$2,700	\$9,700	12/16/13	RV Outlet Mall	\$500	\$3,050	06/22/15
Curtis Trailers	\$750	\$8,750	08/24/15	Highland Ridge RV, Inc.	\$250	\$2,750	04/20/15
Circle K RV's, Inc.	\$750	\$7,000	06/30/15	Hilltop Trailer Sales	\$500	\$2,622	06/09/15
All Valley RV Center	\$4,250	\$6,750	11/03/15	Alliance Coach, Inc.	\$1,000	\$2,500	06/08/15
Burlington RV Superstore	\$1250	\$6,750	06/12/15	Onsite Temp Housing	\$1,000	\$2,500	10/29/15
Hayes RV Center	\$1,350	\$6,750	06/11/15	Skyline RV & Home Sales, Inc.	\$1,000	\$2,500	06/19/15
<b>LEADERS</b> active donors* with a cumulative donation or pledge between \$1,000 and \$2,499							
The Trail Center	\$350	\$2,450	11/21/14	Candy's Campers	\$250	\$1,300	08/12/14
Noble RV, Inc.	\$1,000	\$2,405	06/19/15	Ocean Grove Supercenter	\$1,250	\$1,250	08/17/15
Tacoma RV Center	\$500	\$2,000	06/15/15	Camp-Site RV	\$500	\$1,000	01/20/15
Dinosaur Electronics	\$650	\$1,900	06/08/15	Bill Minieles	\$500	\$1,000	05/01/15
Northern Wholesale Supply, Inc.	\$1,000	\$1,750	12/12/14	Tom Manning & Associates	\$1,000	\$1,000	07/11/14
Steinbring Motorcoach	\$500	\$1,750	12/03/14	Mount Comfort RV	\$1,000	\$1,000	09/30/15
Out of Doors Mart, Inc.	\$500	\$1,750	10/13/15	NERVDA	\$1,000	\$1,000	11/23/14
American Guardian Warranty	\$1,500	\$1,500	12/01/15	Prime Time Manufacturing	\$1,000	\$1,000	12/30/14
Gib's RV Superstore	\$1,500	\$1,500	12/02/15	Beckley's Camping Center	\$500	\$1,000	06/12/15
Schaap's RV Traveland	\$500	\$1,350	12/19/14				
<b>BENEFACTORS</b> active donors* with a cumulative donation or pledge between \$500 and \$999							
Keepers RV Center	\$450	\$950	11/23/15	Holiday Hour, Inc.	\$200	\$500	06/19/15
Tennessee RV Sales & Service LLC	\$750	\$750	06/08/15	Kroubetz Lakeside Campers	\$250	\$500	11/01/15
Bell Camper Sales	\$100	\$550	06/09/14	Modern Trailer Sales, Inc.	\$500	\$500	06/2/15
Airstream Adventures Northwest	\$500	\$500	06/26/15	Niel's Motor Homes	\$250	\$500	06/11/14
Florida Outdoors RV Center	\$500	\$500	06/15/15				
<b>SUPPORTERS</b> active donors* with a cumulative donation or pledge between \$100 and \$499							
Lou Novick	\$100	\$400	11/25/15	C.S.R.A. Camperland	\$200	\$200	12/12/14
Stam's Trailer Sales	\$300	\$300	07/31/15	Black Book RV Value Guide	\$100	\$100	10/24/14
Arlington RV Supercenter, Inc.	\$250	\$250	06/01/15	Northwest RV Sales	\$100	\$100	08/04/14
Foremost Transportation Inc.	\$250	\$250	06/04/15	RV Share	\$100	\$100	12/31/14
Southaven RV Center	\$250	\$250	06/12/14	Rv Value Mart, Inc.	\$100	\$100	06/15/15
The Makarios Group, LLC	\$250	\$250	06/03/15	Setzer's World of Camping, Inc.	\$100	\$100	02/21/14
<b>ENDOWMENTS</b>							
Kindlund Family Scholarship		\$270,000					



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Don't see your events listed? Visit [www.rvtrainingcalendar.com](http://www.rvtrainingcalendar.com) to upload your events to the calendar.

**RVDA Welcomes Our Newest Members**  
*11/1/15 - 11/30/15*

**Dealers**  
 72 West Motors & RVs  
 Fredericktown, MO

C & R Trailer Sales  
 Tremonton, UT

Midway Homes & RV  
 Grand Rapids, MN

Open Roads Complete  
 RV Service & Sales  
 Acworth, GA

**Aftermarket**  
 K&D Custom Coach  
 Inc.  
 Goshen, IN

**Rental**  
 Southwest RV  
 Adventures, LLC  
 Prescott, AZ

THE RV Industry's CENTRAL TRAINING CALENDAR											
<< Back		February 2016					Fwd >>				
Sun	Mon	Tue	Wed	Thu	Fri	Sat					
		1 Comprehensive Sales Course- Atlanta Sobel University Registration Begins RVDA BC, Canada RV Technician Training Seminars Show Online Events	2 RVDA BC, Canada RV Technician Training Seminars Show Online Events	3 RVDA BC, Canada RV Technician Training Seminars Show Online Events	4 Write-Up & Close Course- Atlanta Show Online Events		Show Online Events				
							Show Online Events				
	7 Show Online Events	8 Spader Total Management 2 Workshop Show Online Events	9 Show Online Events	10 Show Online Events	11 Show Online Events	12 Show Online Events	13 Show Online Events				
	14 Show Online Events	15 RV Absorption Refrigeration Service Show Online Events	16 Spader Service Writing Workshop Show Online Events	17 Show Online Events	18 WEBINAR: Increasing VSC Sales to Pre-Owned Buyers Show Online Events	19 Show Online Events	20 Sobel University Course Submission Deadline Show Online Events				
	21 Show Online Events	22 Comprehensive Sales Course ( 3 cr ) RV Ranges and Cooktops Show Online Events	23 Lippert Technical Training Show Online Events	24 Show Online Events	25 Lippert Technical Training Write-Up and Close Course ( 2 cr ) Show Online Events	26 Show Online Events	27 Show Online Events				
	28 Show Online Events	29 Show Online Events	<b>ONGOING ONLINE EVENTS:</b>								
			<table border="1"> <tr> <td>Technician Certification Self-Study Prep Course</td> <td>FRVTA's Distance Learning Network - Training for Every Position at Your Dealership</td> <td>Customer Service Training through FRVTA's DLN</td> <td>Service Writer/ Advisor Training through FRVTA's DLN</td> </tr> </table>					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
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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### Wildfire Marketing

(877) 963-4321 .....14

# Boost Your F&I Profits & Customer Satisfaction

Our XtraRide® RV Service Contract Program is one of the most comprehensive service contracts available. With this level of coverage backed by a company with over 50 years of experience serving dealers, it's no surprise XtraRide has been exclusively endorsed by the RVDA for over 20 years.

- Grow profitability
- Drive customer satisfaction
- Receive advanced F&I training



Find out how Protective Asset Protection can help your dealership protect customers' tomorrows so they can embrace today. Call us at **866 924 7035** or visit [protectiveassetprotection.com](http://protectiveassetprotection.com) to learn more.

**Protect Tomorrow. Embrace Today.™**

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

  
**Protective**  
Asset Protection

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

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