

RV EXECUTIVE TODAY

SEPTEMBER 2016



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Sales Boost Dealer
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Fair Time!

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Demographic at Country's
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Pickups** page 12



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C O N T E N T S

September 2016

10 Strong Summer Sales Boost Dealers' Confidence

RV dealer confidence reached an all-time high, thanks to retail sales that rose 10 to 12 percent this summer. Dealers also reported lean-to-balanced inventories.



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12 All-Aluminum Ford Super Duty Pickups Help the Fifth Wheel Market

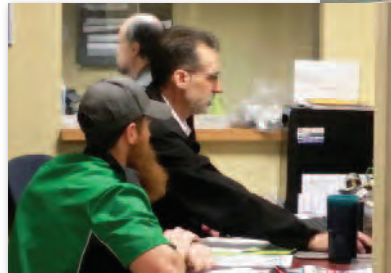
Ford's 2017 Super Duty pickups have a towing capacity of 32,500 pounds and can pull fully loaded Keystone Montana and Forest River Champagne Edition Cedar Creek fifth wheels. The automaker has proclaimed itself the new tow capacity leader.



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14 How to Grow Better Employees

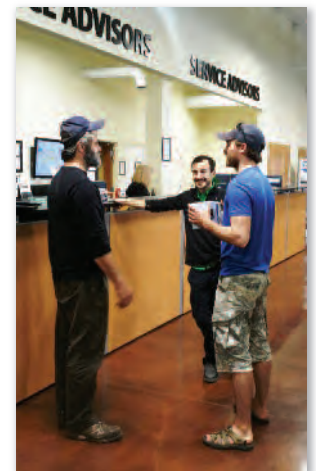
Still trying to get whisky from a bottle of wine? Stop fighting staffers' personalities and find the best fits for them at the dealership.



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16 It Takes a Dealership to Sell an RV

Salespeople get the lion's share of credit, but in reality, every employee affects your bottom line. Make sure they perform accordingly.



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17 Change Your Dealership Culture in 3 Steps

Here's how to reset your business's direction by defining your core values and getting employees to commit to changes.



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30 Go RVing Hits the State Fair Circuit

Go RVing exhibited units at some of the biggest and oldest state fairs in the country this summer. These hugely popular and historic fairs are the perfect venue for reaching the next generation of RVers.



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Resources to Aid Compliance with New Overtime Rules

By *Phil Ingrassia, CAE, president*

Changes to the Department of Labor's (DOL) overtime rule that were announced earlier this year continue to be a hot topic within the small-business community, the non-profit sector, and in Washington, DC.

The final overtime rule, announced by the DOL in May, raises the overtime pay threshold for exempt employees from \$23,660 to \$47,476 – more than double the current salary threshold – effective December 1. Non-exempt employees making over these thresholds are still paid overtime.

RVDA continues to work with affiliated groups – including the American Society of Association Executives (ASAE) and the Partnership to Protect Workplace Opportunity – to educate members on the impact of these changes.

Resources to aid compliance

RVDA and the Mike Molino RV Learning Center, through a partnership with the business consultant firm KPA, have a number of resources to help dealers comply with the new overtime regulations.

Right now, there are two archived webinars on the RV Learning Center website that explain how to classify exempt and non-exempt employees correctly. Dealers and others have told me these webinars, conducted by KPA's Kathryn Carlson, are very helpful in understanding which positions in the dealership will be affected by the regulations. Please note that RV dealers and auto dealers may have different industry specific exempt positions, but both industries have an exemption for salespeople.

In addition, we're pleased that Carlson will join us in person at the RV Dealers International Convention/Expo for a workshop on November 9 that will address pay plans, how the commissioned employee exemption works, and other issues.

Congressional proposal to adjust rule

As we've talked to congressional staff in Washington over the past few months, it's clear they've heard from the business

community about the changes to the rule. RVDA has joined with ASAE to let Congress know that the new rule could adversely affect employers with limited revenues and may harm employees as well, since salaried employees may face less flexibility with their schedules if they are changed to an hourly employee and they may face a change in benefits – depending on how the dealership structures its pay plans.

U.S. Rep. Kurt Schrader (D-OR) continues to drum up support for a bill that would address some of these concerns. Schrader's bill (H.R. 5813) would incrementally phase in the new salary threshold over the next three years to give businesses adequate time to adjust to the new standard while also ensuring workers are fairly compensated. The bill would also eliminate a provision in the final overtime rule that allows for automatic updates to the salary threshold every three years.

The bill provides a much more reasonable timeline for organizations to comply with this significant payroll burden, starting with a salary threshold increase to approximately \$35,984 on December 1, with additional incremental increases phased in over the next three years. In addition, any proposed increase to the salary threshold should be subject to public notice and comment periods consistent with the rule-making process.

With a relatively short time frame before the rule takes effect, and all the uncertainty surrounding election year politics, it's unclear right now whether this proposal will have enough support to move through Congress, but it is an effort to mitigate the impact of this major change in how overtime pay is determined.

In the meantime, it's prudent for members to use the resources available to prepare for the rules as announced by the DOL, and RVDA will keep members informed of any legislative action that may modify the new overtime regulations.

Thanks for your support.

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We Need 500 Dealers!

By Brian Wilkins, chairman

RVDA staff recently released the 23rd annual Dealer Satisfaction Index (DSI) Survey, an important tool when it comes to dealer-manufacturer relations because it lets dealers give their manufacturing partners feedback on how they're doing.

The RVDA Industry Relations Committee has spent a lot of time over the past two years to increase the relevance of the DSI survey. First, the survey was simplified last year and now measures dealers' attitudes about manufacturer performance in reliability and quality of vehicles, parts support, warranty support, and competitive price/value of RVs with sales territory protection. In essence, it contains one question for each of the sales, parts, and service departments, plus a reliability question.

In addition, the Industry Relations Committee voted earlier this year to raise the bar for earning DSI Quality Circle Awards – manufacturers will have to score higher this year to be recognized. In the past, a manufacturer/brand had to score a 4.0 on a 5-point scale to win the award. This year they'll need to score a 4.25. This is another way that we as an industry can improve customer service and ensure our customers are getting a better experience.

I'm always pleased to see the interest and "buy in" that our manufacturer partners have with the DSI award. This year's survey had only been out a week when I wrote this, and I'd already received memos from certain manufacturers reminding us dealers about the importance of filling it out. This is great to see and an indication of how much they value the feedback and of how important earning the DSI award is to their business.

In return, I think it's important that we dealers also buy in and take the time to complete the questionnaire. One of the primary purposes for simplifying it was to make it easier and less time-consuming to complete. I also believe in getting the appropriate people involved when filling it out. At our dealership, I print out the survey and meet with each department manager to get their assistance in grading our manufacturers. This ensures that the people who work closely with our partners are the ones evaluating them. It takes maybe thirty minutes and ensures we provide good, accurate feedback.

Along those lines, I can't emphasize enough the importance of providing honest and accurate feedback. As an industry, we can't improve the customer experience if we're not honest with each other. Giving manufacturers an inflated score so they receive the marketing advantage of a DSI



Last year, 444 dealers participated in the DSI survey and evaluated 3,154 brands. From those scores, 13 towable and nine motorized manufacturers earned DSI awards. We're expecting the number of recipients to decrease this year because of the raised scoring. But that means the award will be more coveted. I encourage each of you to take the time to complete the survey. Can we get to 500 dealers this year?

award isn't going to motivate them to improve their quality and support. And giving manufacturers unfairly low scores because they denied a recent warranty request won't motivate them either.

We need to be fair. Evaluate your partners over a twelve-month period and fairly benchmark them against other manufacturers. If the DSI results don't reflect reality, the awards won't serve their intended purpose.

Last year, 444 dealers participated in the DSI survey and evaluated 3,154 brands. From those scores, 13 towable and nine motorized manufacturers earned DSI awards. As I explained above, we're expecting the number of recipients to decrease this year because of the raised scoring. But that means the award will be more coveted – it will have greater value to those who receive it. I encourage each of you to take the time to complete the survey. Can we get to 500 dealers this year??

As an industry, we've talked so much during the past 12 months about the importance of improving quality, back-end support, and the overall customer experience. The discussion seems to be gaining momentum. So it's important that we participate in the DSI survey and ensure that our manufacturer partners have the feedback they need to better serve their dealer partners.

In addition to completing the survey, I encourage you to attend the DSI reception that's held each year during the National RV Trade Show in Louisville. It's a great event designed to thank and congratulate manufacturers that are raising the bar in how they serve their dealers and, ultimately, our customers.

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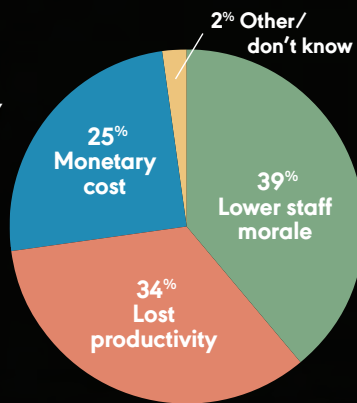
Info For The Big Picture

Bad Hires Can Cost You Good Money

Hiring the wrong person can be expensive in more ways than one. There's the cost of having to train a replacement, for starters. Poor hires also waste your time and spread negativity throughout the staff, creating resentment among the employees who have to fix their mistakes. Too many bad hiring choices can also lower your team's confidence in management.

From a Robert Half International survey of managers:

Which of the following is the single greatest impact of a bad hiring decision?



Most frequently cited characteristics of bad employees:



Companies hire bad employees because:



41% of companies say a bad hire in the past year cost them at least \$25,000

25% of companies say a bad hire in the past year cost them at least \$50,000

(from a CareerBuilder survey)

Strong Summer Sales Boost Dealers' Confidence

By Jeff Kurowski

RV dealer confidence reached an all-time high this summer, thanks to 10 to 12 percent retail sales growth in the United States and Canada for towables and motorhomes during the May through July period, according to investment firm Robert W. Baird & Co., which surveys dealers quarterly in partnership with RVDA.

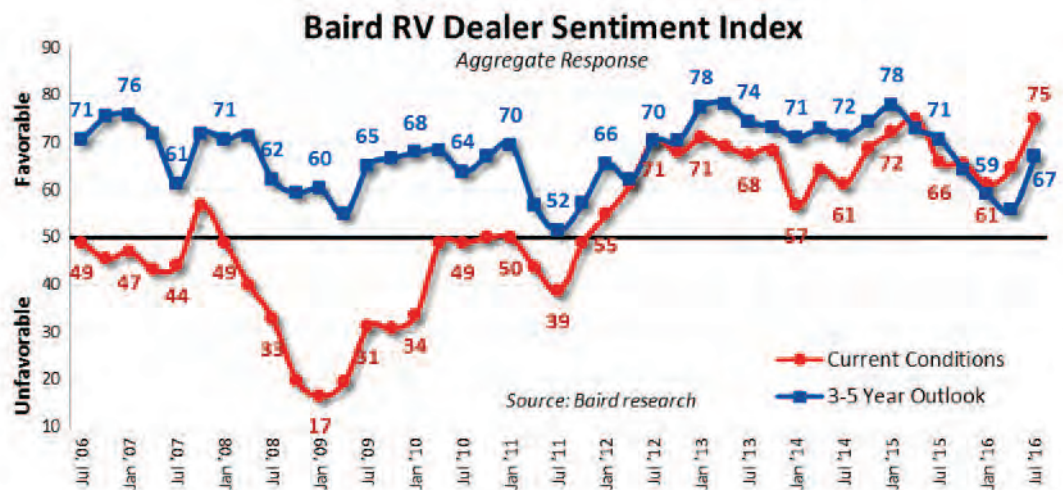
The high level of confidence was reflected in dealers reporting that their inventories were lean-to-balanced. Only 19 percent said their towable inventories were too high, and 32 percent said inventories were too low. In the case of motorhomes, 29 percent said their inventories were too low, and 33 percent said they were too high.

Smaller Is Better

In terms of days supply, towables inventory shrank to 88 days at the end of July, compared with 95 days a year earlier. For motorhomes, the days supply grew marginally, to 137 versus 130 days a year earlier.

Within the towable segment, dealers prefer ordering travel trailers over fifth wheels. As one dealer said, "The only concern I have is the amount of fifth wheels in inventory. They are not moving the way we projected. Travel trailers and truck campers continue to be OK."

Another dealer said his towables inventory is "drastically low. I'm amazed we had enough inventory to make our July goals. Our manufacturers are tremendously oversold and



The Baird Dealer Sentiment Index measures how dealers feel about their current conditions and how they feel about the near future (the next three to five years). The index returned to its all-time high based on current conditions, with a reading of 75. The 3-5 year outlook ticked up sequentially and remains solidly in bullish territory at 67. However, for the fourth consecutive quarter, dealers have reported a more bullish current outlook compared with their medium-term expectations, suggesting that some dealers may be preparing for trends to slow.

have done a poor job handling it."

Meanwhile, at least one motorhome dealer said the lack of late-model used motorhomes has hurt his business. "Anything that is halfway decent sells as soon as it hits the lot," that dealer said.

Another motorhome dealer said his diesel engine Class A inventory is "a bit heavy," but his new Class C motorhome inventory is low. Yet another dealer said he has totally left the "big diesel Class A market" this year and only carries small Class As and Cs in inventory.

Election Uncertainty

Dealers who have been in business during previous presidential election years have said that uncertainty surrounding elections generally

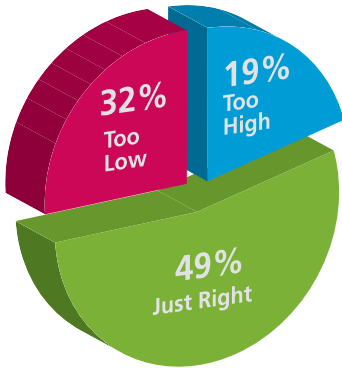
has a negative impact on the RV market. However, dealers haven't felt a negative impact so far this year, but some think it could be coming. "I'm very surprised at the sales volume and gross profits we've been able to attain in a controversial election year," one dealer wrote. "I am concerned about a slowdown as the election approaches and about how the first year of a new president unfolds. I hope I'm wrong and that low gas prices and interest rates will offset the typically uneasy economy at the beginning of a new presidency."

Product Quality Concerns

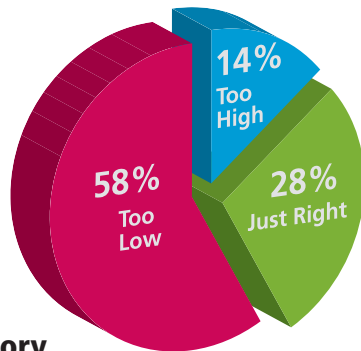
Other dealers are concerned about internal industry issues - such as poor product quality - that could have a bigger, longer negative impact

on RV sales than the election. "It's just a matter of time before poor quality and careless manufacturers will bite the industry in the butt and hurt us all," one dealer wrote. "Quality has been taken over by the strong push for producing numbers. Our opinion is that manufacturers need to slow down and correct quality issues at the plant and build a product that will withstand its use." ■

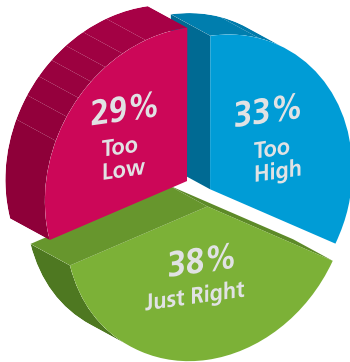
Towable RV Inventory Comfort Level



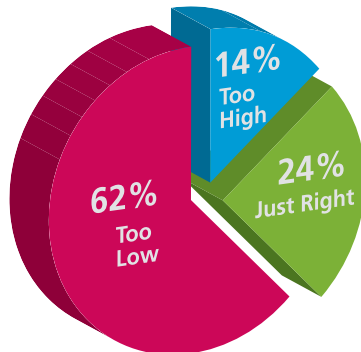
Used Towable RV Inventories



Motorhome Inventory Comfort Level



Used Motorhome Inventories



*Charts may not total 100% due to rounding.



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All-Aluminum Ford Super Duty Pickups Help the Fifth Wheel Market

By Jeff Kurovski

There was more good news for the towable sector of the RV industry this summer with Ford's announcement that its 2017 Super Duty pickups will become the new towing capacity leader, moving ahead of Fiat Chrysler's RAM truck brand. Ford began shipping Super Duty pickups, which include the F-250 through the F-550 models, to dealers in August.

Because competition is so fierce among pickup builders Ford, Fiat Chrysler, and General Motors' Chevrolet and GMC divisions, there had been varying estimates about the amount of additional towing capacity that the new Ford Super Duty pickups would have over Fiat Chrysler's RAM, which got a big towing capacity boost with the 2013 model year.

Ford says some of its 2017 Super Duty models can pull up to 32,500 pounds, while Fiat Chrysler says some of its RAM 3500 models can handle up to 31,210 pounds. But Ford also says 27,500 pounds is the most that a pickup equipped with a fifth wheel hitch can tow. So, any pickup truck towing capacity above 27,500 pounds is irrelevant to RVers, according to RVDA Service Consultant Tony Yerman.



But with a 27,500 pound towing capacity, some 2017 Ford Super Duty F-350 and F-450 diesel engine models could easily tow any fully loaded Keystone Montana fifth wheel, which weigh from 18,000 to 20,000 pounds, according to Keystone RV. It also would be enough to tow a Forest River Champagne Edition Cedar Creek fifth wheel which, fully loaded, weighs from 21,000 to almost 24,400 pounds, according to Forest River.

The same would be true for some 2016 RAM 3500 diesel engine-equipped pickups with a fifth wheel hitch capable of handling a trailer weighing up to 27,500 pounds.

So, even after ignoring the hype, the towable RV sector benefits from the launch of the aluminum body Ford Super Duty pickups because it means there are more tow vehicles on the market capable of pulling the most popular fifth wheel brands, Yerman said.

Ford increased the towing capacity of its Super Duty series by building them with all-aluminum exteriors, which reduces the weight of the truck, allowing it to pull more weight. Ford was the first automaker to build pickups with aluminum exteriors when it introduced the aluminum F-150 pickup for model year 2015.

The automakers' recent track record of designing tow vehicles that don't sacrifice towing capacity in exchange for higher mileage and lower emissions has helped fuel the towables sector of the RV industry. Dealers surveyed by investment firm Robert W. Baird & Co. said their towable RV retail sales increased between 10 and 12 percent during the May through July period.

The University of Michigan, in its most recent forecast, estimates conventional travel trailer shipments will increase 8 percent this year to 258,200 units, while fifth wheel shipments are forecast to increase 1 percent to 76,000 units. However, given the somewhat surprising strength of the RV retail market this summer, some in the industry now believe actual sales will exceed the University of Michigan's forecast. ■

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How to Grow Better Employees

By Carletta Clyatt

As a manager, you have a shortage of time and an abundance of work. So you need your staff to learn, grow, and work more efficiently. How can you help them realize their potential? Here are ideas to decrease mediocrity, galvanize less-than-enthusiastic personalities and, in turn, maximize your dealership's profitability.

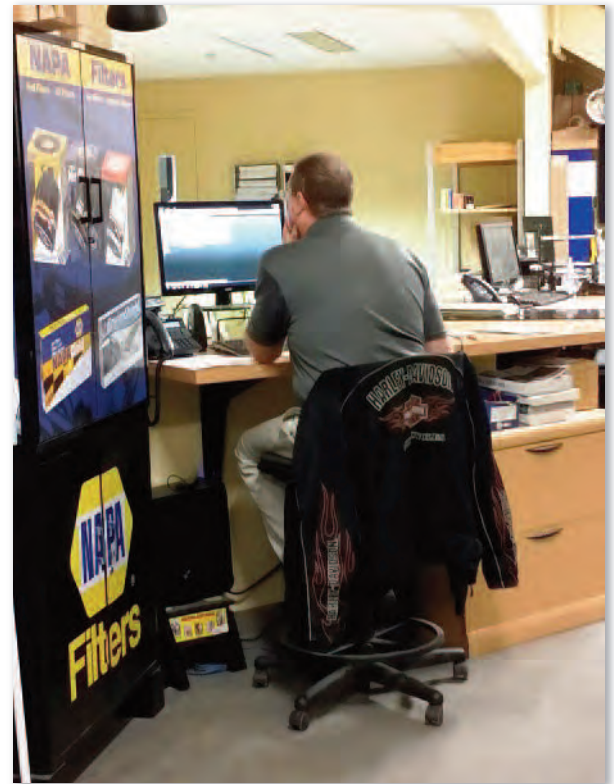
No more square pegs in round holes

Think about the individuals on your staff – you probably have a wide range of personalities and degrees of talent. Each person has unique traits and ways of responding to your management style. If you can find the right motivational hot button for each, you'll have a cohesive, adaptable, loyal, and professional team.

Most employees want to expand their knowledge, take on new challenges, and assume greater responsibilities, but they're uncertain about how to do so. They may turn to you for answers. Listen to their ideas and desires and figure out how they can fit into your business strategy.

Make sure you're leading each staffer down the correct path when you broaden his or her areas of responsibility. Not everyone can sell, not everyone can troubleshoot, and not everyone can strategize. You know the predictable behavior of the individuals on your team – be certain that the new objectives you set for each of them are realistic and achievable. Here are some examples of viable growth opportunities for various personalities:

Each person has unique traits and ways of responding to your management style.



Technically minded, methodical, passive workers

These individuals often back away quickly when confrontations occur, become easily overwhelmed, and find it difficult to break the ice with strangers. Future success in sales or high-end management is questionable, but they can often be transformed into excellent service writers, customer service reps, title clerks and parts associates.

Fast paced, highly sociable, easy-going workers

A transition to public relations or diplomacy should come naturally to these individuals. As your dealership takes on new employees, you may have a need for mentors or trainers – two areas where this group's talents might be put to good use. They might also excel at maintaining manufacturer relationships. Keep them away from any jobs that are competitive, risky, or authoritative, however.

Pushy, win driven, self-directing workers

Consider these staff members for future roles in sales or management; they likely possess the

ambition and confidence needed to close deals, command the attention of others, and dictate terms or rules. They may seem misfit, bossy, or frustrated in support roles. They need frequent challenges, as well as more responsibility to keep their interest piqued.

Give them what they need

Every team member needs to feel accepted, appreciated, understood, proud, and valued; your specific management style and the workplace atmosphere will either meet these needs or not. Are you contributing to your team's cohesiveness as a group or inadvertently pulling it apart?

You've probably noticed that some subordinates respond more positively to your way of managing than others. It's easy to relate to and communicate with people who share your values and business style, but those who are different from you, or out of sync, may pose a real challenge.

If you're outgoing and conversational, you need to tone down your enthusiasm and be succinct with your words when speaking with reserved, analytical types. Conservative individuals will be more responsive to you if you come across as serious and pragmatic, not loud and flamboyant.

Be patient with employees who seem always to lag a few steps behind you. These more methodical workers can persevere when you can't, and they'll be willing to tackle the tedious tasks that you need to have performed but despise doing. Make deadlines reasonable. Don't spring last minute surprises. And most importantly – don't even think of moving anything on their desk unless you want to incite an immediate riot! They hate it when anything is altered.

Just because you are self-sufficient, don't assume all of your subordinates are as well! Some very capable workers still need occasional direction and will turn to you for advice and input when ambiguity strikes. These individuals typically worry about getting things right, so they tend to want frequent feedback and assurance

that they're on track. To help them develop into more independent workers, offer encouragement and coax them into making a greater number of independent decisions.

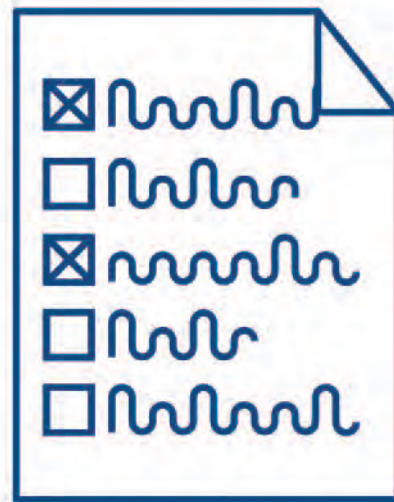
Knowing more about the individual members of your team will make it easier for you to strategize, promote, and pinpoint where and how your employees can make the greatest difference. Grow the people on your team, and you'll be growing your dealership.

Carletta Clyatt is senior vice president at The Omnia Group. She will



present "7 Things You Need to Do to Develop Your Team" on Thursday, Nov. 10 during the RV Dealers International Convention/Expo in Las Vegas. For more information, contact her at (813) 280-3026 or Carletta@omniagroup.com. ■

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It Takes a Dealership to Sell an RV

By Christine Corelli

Salespeople don't sell RVs on their own – it requires the support and dedication of everyone in the dealership. As a business owner, you're familiar with the mantra "Everyone's in sales!" It's true – every staffer needs to realize they're part of the sales process and

that they play a role in providing a seamless, consistently superior customer experience.

Take a hard look at your entire operation as if you were a customer or an outside consultant and ask yourself how the dealership would rate on these questions:

- What are your customers saying about you to other customers?
- Are your service people and parts manager certified?
- How do your employees treat customers when they walk in? When they call?
- Does everyone in the company think and act as a brand ambassador?
- Does every employee sound like they're anxious to serve when they take a call?
- Do they recognize that they must treat each other well in order to do the same for customers?
- Do they thank customers for their business and sound sincere when doing so?
- Do the parts and service people communicate with the sales team when a new order comes in or a unit is brought in for maintenance so a sales person can connect with customers while they're onsite?
- Do employees call after purchases and service to ensure customers are happy?
- Do your competitors fear your reputation for service excellence?

Everything your staffers say and do affects sales, profitability, and customer loyalty. Failing to say and do the right things, even during a single customer interaction with just one individual, can destroy your dealership's reputation.

Everyone who works at your dealership needs to recognize that their performance affects the bottom line. And everyone needs to try to exceed customer expectations and provide a consistently great experience before, during, and after the sale. ■

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Change Your Dealership Culture in 3 Steps

By Christine Corelli

STEP 1: Create – or improve – your values statement

Everything you do should revolve around your core values. Too many dealers either don't have established core values at all or fail to promote them in their marketing materials and throughout the organization. Here are some examples of values you might want to adopt for your dealership's values statement:

- **Honesty**
- **Integrity**
- **Customer focus**
- **Teamwork**
- **Accountability**
- **Health and Safety**
- **Family**
- **Education**
- **Continuous improvement**
- **Social consciousness**
- **Stewardship for earth and the environment**

Print your values statement or list of core values on business cards, and give two to each employee – one for their desk and one for their wallet.

STEP 2: Communicate your vision

Hold a company-wide meeting to announce that a major strategic initiative is in the works for 2017 to establish a high-performance culture. Tell everyone:

- You appreciate their hard work and can't accomplish anything without them
- Smart dealers are raising the performance bar, and your dealership must change its culture to remain competitive
- What needs to happen and what's expected from them
- Their help in establishing a new and improved culture isn't optional
- You need them to take initiative beyond their job descriptions



continued on page 18

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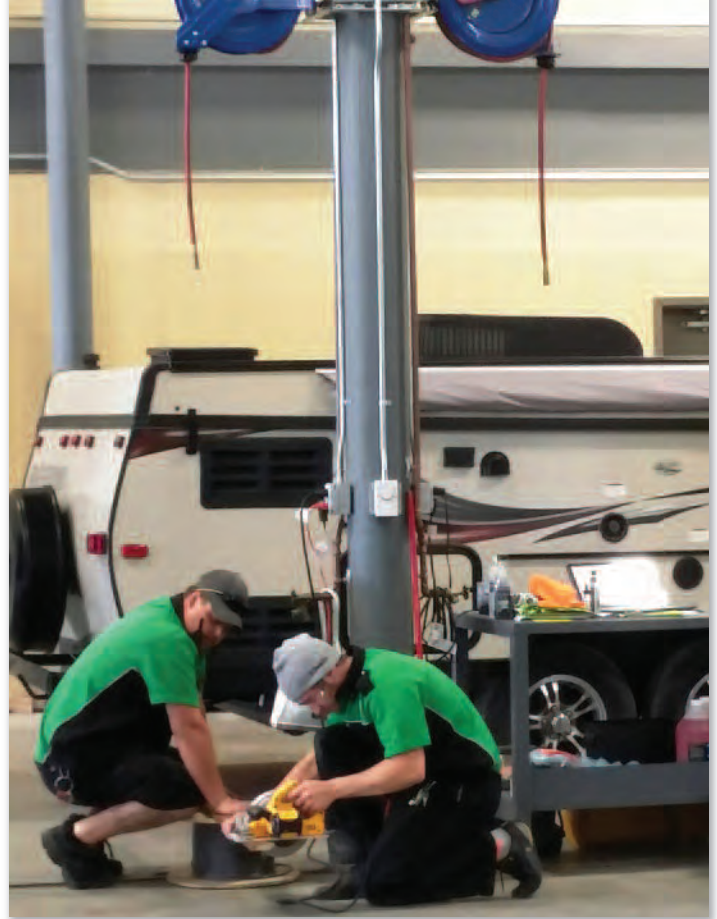
- There will be rewards for them (recognition, profit-sharing, bonuses) when successes are achieved
- Their commitment and participation is essential

Have a process that allows both individuals and teams to determine ways to make the new initiative succeed. There's a good reason to involve employees in the process – people tend to buy in to what they help create.

STEP 3: Develop rules for how customers will be treated

Have your employees help create guiding principles on how they will treat customers and each other. This is the most important action you can take to transform your culture. Here are a few to get started:

- “We will demonstrate the core value of honesty in all of our dealings.”
- “We’ll answer the phone immediately and sound ready to serve.”
- “We’ll display a sense of urgency to serve customers and each other.”
- “We’ll take ownership for inquiries or problems. We won’t let go until we receive confirmation that someone else is taking over.”



- “We’ll follow through and do what we say we’re going to do.”
- “We won’t make a commitment we can’t keep.”
- “We won’t turn away business unless we’re sure we can’t fulfill it.”
- “We’ll treat each other with mutual respect.”
- “We’ll be accountable to each other not only for our performance, but also for the attitude we bring to our job each day.”
- “We’ll do our best to exceed customers’ expectations.”
- “We’ll come forth with ideas and offer solutions to problems.”
- “We’ll look for chances to help our sales team and parts and service managers, since without them, we wouldn’t get a paycheck.”
- “We’ll think and act as brand ambassadors and project a positive image for our company.”
- “We’ll never fail to thank and appreciate customers.”

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Christine Corelli is a conference speaker, business columnist, consultant, and author of six business books. She will present “Selling and Promoting the Service Side of Your Business” and “Customer Service for Parts and Service Managers” on Wednesday, Nov. 9 during the 2016 RV Dealers International Convention/Expo in Las Vegas. Contact her at www.christine-speaks.com or at (847) 477-7376. ■

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MON	8:00 a.m. - 5:00 p.m.	8:00 a.m. - 12:00 p.m. RVDA of Alberta BOD meeting Skyview 2 • 11:30 a.m. - 2:30 p.m. RVDA of America BOD lunch & meeting Platinum Ballroom			
	2:45 - 3:45 p.m.	Vendor Training +Plus: 2:45 - 3:45 p.m. RV Protect Service Contract Coach-Net Palace 1			
	2:45 - 3:45 p.m.	Partners in Progress meeting: KZ RV Palace 6			
	5:15 - 6:30 p.m.	Society of Certified RV Professionals Reception: "Attributes and Characteristics: What Does it Mean to be Professional?" Greg Dewalt, Marzahn			
TUESDAY 11/8	8:00 - 11:45 a.m.	"How Smart Leaders Create Engaged Employees" Presented by Cory McGuire, Dale Carnegie Training of Nevada (separate registration and fee)			
	8:15 a.m. - 2:15 p.m. Vendor Training +Plus:	8:15 - 9:15 a.m.	Stay One Step Ahead of the Latest Fraud Trends Bank of America Merrill Lynch Palace 1&2	How to Increase Sales and Profits in Your Parts Department Without Hardly Trying ARC Representation Palace 3	10 Questions to Ask Level 5 Associates
		9:30 - 10:30 a.m.	The LCI Gold Circle Dealer Program & New Aftermarket Products for 2017 Lippert Components Inc. Palace 1&2	What Behavioral Insight Can REALLY Do for You The Omnia Group Palace 3	Who Is Driving Your Business? Tom Mann
		10:45 - 11:45 a.m.	WFCO's New 2016 Products and Toolbox Resources for Dealers WFCO Electronics Palace 1&2	Online Marketing Strategies to Increase Local Traffic Auction123.com Palace 3	Who Is Driving Your Business? Tom Mann
		12:00 - 1:00 p.m.	Do You Know Who You Are Doing Business With? B&W Trailer Hitches Palace 1&2	3 Day Digital Marketing Conference in 50 Minutes RV Ad Pros Palace 3	Innovation in Marketing Software Solutions
		1:15 - 2:15 p.m.	Do You Know Who You Are Doing Business With? B&W Trailer Hitches Palace 1&2 (repeated)	What Dealers Need to Know About 5th Wheel Hitches PullRite Palace 3	Innovation in Marketing Software Solutions
	8:15 a.m. - 2:15 p.m.	Partners in Progress meetings (all in Palace 6): 8:15-9:15 a.m. Prime Time, Forest River's Wildcat • 9:30-10:30 a.m. Cherokee, Wildwood, Salem, Surveyor, Ce			
	12:00 - 2:15 p.m.	"Your Million Dollar RV Rental Business" Brad Bacon, Scott Krenek, Leslie Pujo, Martin Onken, and Barry Raye Sponsored by RVRA in partnership with			
	2:30 - 4:00 p.m.	GENERAL SESSION: "Unleash Your Inner Superhero: Keys to Achieving Breakthrough Performance" Ryan Estis <i>Platinum Ballroom</i>			
	4:00 - 7:00 p.m.	Expo Open with Reception in Both Halls			
7:00 - 8:30 p.m.	RVDA of Canada Reception Skyview 1 (open to all Canadians)				
WEDNESDAY 11/9	EDUCATION TRACKS:				
	9:00 - 10:00 a.m.	DEALER/GM 7 Things You Need to Do to Develop Your Team Carletta Clyatt <i>Palace 1&2</i>	SALES Dale Carnegie Training: Overcoming Objections Cory McGuire <i>Palace 3</i>	SOCIAL MEDIA/eMARKETING Personal Branding and Social Media Tonya Eberhart and Michael Carr <i>Bronze 4</i>	F&I Dale Carnegie Training: Overcoming Objections Cory McGuire
	10:15 - 11:15 a.m.	RVDA of America Annual Meeting <i>Platinum Ballroom</i> • RVDA of Canada Annual Meeting <i>Skyview 1</i>			
	11:00 a.m. - 3:00 p.m.	Expo Open (Lunch Served in Both Halls)			
	2:00 - 3:00 p.m.	Best Practices for a Family-Run Business Valerie Ziebron <i>Bronze 3</i>	Dale Carnegie Training: Transforming Customer Complaints into Opportunities Cory McGuire <i>Palace 3</i>	Digital Marketing for Dealers Rich Delancey <i>Bronze 4</i>	The Art of the Deal Janet Spader <i>Palace 3</i>
	3:15 - 4:15 p.m.	Key Metrics for the New Economy John Spader <i>Palace 3</i>	Exempt vs. Non-Exempt Kathryn Carlson <i>Bronze 2</i>	Selling to Millennials Glen Daman <i>Palace 1&2</i>	6 Core Elements to Become the Face of Your Business and Star in Your Market Tonya Eberhart & Michael Carr <i>Bronze 4</i>
	4:15 - 5:30 p.m.	Young RV Executives Reception <i>Sponsored by Coach-Net</i> Skyview 1			
5:30 - 7:30 p.m.	RVBusiness Top 50 Dealers Awards Reception <i>Platinum Ballroom</i>				
THURSDAY 11/10	9:00 - 10:00 a.m.	It Starts with You: The Leader's Role in Developing a High Performing Team Pete Smith <i>Palace 1&2</i>	Best Practices Kill Sales Growth: How Not to be a Victim Cory Mosley <i>Palace 3</i>	The Importance of Digital and Traditional Marketing to Maximize Results and Response Roger Vergara <i>Bronze 4</i>	F&I for Dealers Tonya Eberhart <i>Bronze 4</i>
	10:15 - 11:15 a.m.	The Passionate RV Leader David Spader <i>Palace 1&2</i>	Effective Communication: In Person, on the Phone, and Electronically Michael Rees <i>Palace 3</i>	Make Facebook One of Your Leading Website Traffic Builders Claire Wheeler <i>Bronze 4</i>	Making the Most of Today's Technology Tonya Eberhart
	11:00 a.m. - 2:00 p.m.	Expo Open (Lunch Served in Both Halls)			
	2:00 - 3:00 p.m.	Customer Retention Starts with Employee Retention Cory Mosley <i>Bronze 4</i>	Communication Skills for Better Dealership Results Pete Smith <i>Palace 3</i>	Website Analytics for Dealers Rich Delancey <i>Bronze 3</i>	Why F&I Matters Rich Delancey
	3:15 - 4:15 p.m.	Keep Them Coming Back! Tools to Build Extreme Customer Loyalty Michael Rees and David Foco <i>Bronze 4</i>	Team Building for Sales Managers Greg Artman <i>Bronze 2</i>	You've Gone Digital...Now What? Sheril Vergara <i>Bronze 3</i>	Selling to Millennials Harvey Kline <i>Palace 3</i>
	4:30 - 5:30 p.m.	Lead the Next Generation of Employee Cory Mosley <i>Bronze 4</i>	Lead the Next Generation of Employee Cory Mosley <i>Bronze 4</i>	Making Sense and Cents Out of Your Digital Data Rich Delancey <i>Bronze 3</i>	Professionalism in Your Profession Satisfaction
5:30 - 7:30 p.m.	Skyview Sunset Social Skyview 1				
FRI	8:00 - 10:15 a.m.	8:00 - 9:00 a.m. Compliance and Ethics: F&I and the Law Bob Harkins <i>Palace 1&2</i>	9:15 - 10:15 a.m. Compliance: The Current		

um Ballroom • 12:00 - 5:00 p.m. RVDA of Canada BOD lunch & meeting Skyview 1



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& King Consulting Inc. **Sponsored by Protective** Platinum Ballroom



e) **Sponsored by Gulf Stream Coach Inc.** Skyview 2



Preliminary Schedule: Check rvda.org for Updates

Questions to Ask Your Digital Partners Advertising Bronze 2	What Can Blue Shield Certified Pre-Owned Do For You? RV Inspection Connection Bronze 3	4 Simple Changes for Record RV Service Profits DealerPRO RV Bronze 4
Reviving Your Business? Part 1 King & Associates Inc. Bronze 2	Newest Products from Suburban, ColemanMach and Maxxair Airxcel Inc. Bronze 3	How to Own the Google Purchase Path Wheeler Advertising Inc. Bronze 4
Reviving Your Business? Part 2 King & Associates Inc. Bronze 2	Mobile Entertainment: Opportunities to Increase Sales KING Bronze 3	Email Automation and Lead Scoring Wheeler Advertising Inc. Bronze 4
Insights and Improvements in Dealer Management Part 1 IDS - Integrated Dealer Systems Bronze 2	TBA Brown & Brown Recreational Insurance Bronze 3	Significantly Increase Quality Web Traffic with Tier 4 Marketing Wheeler Advertising Inc. Bronze 4
Insights and Improvements in Dealer Management Part 2 IDS - Integrated Dealer Systems Bronze 2	TBA Brown & Brown Recreational Insurance Bronze 3	Understanding Your RV Retail Market and Discovering New Opportunities in Them Statistical Surveys Inc. Bronze 4

Star Creek & other Forest River brands • 10:45-11:45 a.m. Flagstaff, Rockwood, Palomino & Puma • Noon-1:00 p.m. Jayco • 1:15-2:15 p.m. Winnebago Motorhomes & Towables

Partnership with MBA Insurance Skyview 2

	RENTAL	SERVICE	PARTS
Dale Carnegie Training: Transforming Objections Cory McGuire Palace 3	Rental Agreements for the New Millennium Leslie Pujo Palace 6&7	How to Conduct Service Advisor Daily One on Ones David Foco Bronze 2	The Profitable, Proactive Parts Department Valerie Ziebron Bronze 3
		Customer Service for Parts and Service Managers Christine Corelli Palace 3	
Keys to a Successful Turnover Cory DeWalt and Shawn Moran 1&2	Dale Carnegie Training: Transforming Customer Complaints into Opportunities Cory McGuire Palace 3	Increase Service Profits and Customer Care Through Report Management Greg Dewalt Palace 6&7	Keeping Your Customers Happy While Adding Sales to Your Parts Department Garry Weaver Bronze 2
Another Cash Deal? How to Sell and Convert Your Cash Buyer to a Lease with You Rich Moore Palace 6&7	6 Core Elements to Become the Face of Your Business and Star in Your Market Tonya Eberhart & Michael Carr Bronze 4	Selling and Promoting the Service Side of Your Business Christine Corelli Bronze 3	Selling and Promoting the Service Side of Your Business Christine Corelli Bronze 3
Understanding the Millennial RV Customer Cory DeWalt 2	The Importance of Digital and Traditional Marketing to Maximize Results and Response Roger Vergara Bronze 4	Attract and Keep Techs Valerie Ziebron Bronze 3	Retail Restoration: Ideas for Changing Your Store from "Blah" to "Aah" Val Byrd Palace 6&7
Why F&I is Convenient for the Millennial RV Customer Cory DeWalt Bronze 2	Make Facebook One of Your Leading Website Traffic Builders Claire Wheeler Bronze 4	Dealership Dynamics: Recruiting and Retaining Your Service Department Tonya DeVane Palace 6&7	The Simple Parts System - A Path to a Profitable, Functional and Efficient Parts Department Greg Dewalt Bronze 3
Why F&I Managers Fail at Handling Objections and How You Can Fix That Cory DeWalt 1&2	Website Analytics for Dealers Rich Delancey Bronze 3	The Little Things That Create Customer Loyalty Don Tipton Bronze 2	Keys to Profitable Parts Inventory Management Mike Nicholes Palace 6&7
What to Expect After the Sale Cory DeWalt 6&7	You've Gone Digital...Now What? Sheril Vergara Bronze 3	Advancing Your Career: Move Up, Move Over, Move Ahead Pete Smith Palace 3	The Parts Department Sets Foundation for Entire Dealership Chuck Marzahn Palace 1&2
Essential Selling Skills That Will Improve Your Profit, Compliance and Customer Satisfaction Paul Sheldon Palace 3	Making Sense and Cents Out of Your Digital Data Rich Delancey Bronze 3	Lead the Next Generation of Employee Cory Mosley Bronze 4	The Best Processes and Measurements for the Best Parts Inventory Management Mike Nicholes Palace 1&2

Legal Landscape and How it Applies to You Harvey Fisher Palace 1&2



(session not recorded)

(speakers and schedule subject to change)

Vendor Training +Plus Schedule



MONDAY 11/7

2:45 pm	Coach-Net Chris Notarpole RV Protect Service Contract 
4:00 pm	OPEN
5:00 pm	

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

TUESDAY 11/8

8:15 am	Bank of America Merrill Lynch Duane Bunn Stay one step ahead of the latest fraud trends. 	ARC Representation Raymond Padgett, Kurt Free & Scott Wirkler Increase sales & profits in your Parts Department without hardly trying 	Level 5 Advertising Rich DeLancey 10 Questions to ask your Digital Partners 	RV Inspection Connection Todd Henson, Terry Cooper What Can Blue Shield Certified Pre-Owned Do For You? 	DealerPRO RV Don Reed, CEO 4 Simple Changes for Record RV Service Profits 
9:30 am	Lippert Components Inc. Steve Paul & Jarod Lippert The LCI Gold Circle Dealer Program & New Aftermarket Products for 2017 	The Omnia Group Carletta Clyatt What Behavioral Insight Can REALLY Do for You 	Tom Manning & Associates Tom Manning, Jeff Hostetler & Steve Stewart Who is driving your business? Part 1 	Airxcel Inc. Rick Link Newest products from Suburban, ColemanMach and Maxxair 	Wheeler Advertising Ron Wheeler How to own the Google Purchase Path 
10:45 am	WFCO Electronics Tom Ryan WFCO's New 2016 Products and Toolbox Resources for Dealers 	Auction123.com Tracy Amato Online Marketing Strategies to Increase Local Traffic 	Tom Manning & Associates Tom Manning, Jeff Hostetler & Steve Stewart Who is driving your business? Part 2 	KING Shawn Winn, Bob Barra & Tony Diaz Mobile Entertainment: Opportunities to Increase Sales 	Wheeler Advertising Ron Wheeler Email Automation and Lead Scoring 
12:00 pm	B&W Trailer Hitches Luke Smith Do you know who you are doing business with? 	RV Ad Pros Wayne Brubaker 3 Day Digital Marketing Conference in 50 Minutes 	IDS - Integrated Dealer Systems Ajay Thakur & Grant Farrer Innovations in Dealer Management Software Part 1 	Brown & Brown Recreational Insurance TBA TBA 	Wheeler Advertising Claire Wheeler Significantly Increase Quality Web Traffic with Tier 4 Marketing 
1:15 pm	B&W Trailer Hitches Luke Smith Do you know who you are doing business with? (repeated) 	PullRite Scott Later What Dealers need know about 5th Wheel Hitch's 	IDS - Integrated Dealer Systems Ajay Thakur & Grant Farrer Innovations in Dealer Management Software Part 2 	Brown & Brown Recreational Insurance TBA TBA 	Statistical Surveys Scott Stropkai & Tom Walworth Understanding RV Retail Market & Discovering New Opportunities in Them 
2:15 pm					

AGENDA-AT-A-GLANCE*

Monday, November 7

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

Tuesday, November 8

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

Wednesday, November 9

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

Thursday, November 10

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

Friday, November 11

- 8:00 - 9:00 a.m. Compliance workshop
- 9:15 - 10:15 a.m. Compliance workshop

* Subject to change

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 Aqua-Hot Heating Systems Inc.
 ARC Representation ● +
 ARI Network Services
 Arrow Distributing Inc.
 ASA Electronics
 Auction123.com +
 Automotive Compliance Consultants Inc.
 Automotive Finance Corporation (AFC)
 B & W Trailer Hitches +
Bronze Partner:
Bank of America Merrill Lynch +
Bronze Partner:
Bank of the West
 Bison Coach
 Blue Ox
Bronze Partner:
Brown & Brown Recreational Insurance +
 Camco Manufacturing Inc. ●
 Carefree of Colorado
 CDK Global
 Cequent Performance Products
 CGEAR Sand Free Technology ●
 Coach Lift By S & S Mobility Products, LLC
 Coach-Net ● +
 CornerStone United Inc.
 CrossRoads RV
 Cruiser RV, LLC
 CSI Inc.
 Cummins Onan
 Dealer Spike RV
 DealerPRO RV + ●
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 Dexter
Bronze Partner:
Diversified Insurance Management Inc. ●
 Dometic Corporation
 DRV Luxury Suites, LLC
 Dutchmen Manufacturing Inc.
 EasyCare RV ●
 El Monte RV ●
 Equalizer Systems
 Erwin Hymer Group North America Inc. ● ●

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Forest River Inc.
 Freightliner Custom Chassis Corp. ●
 Girard Systems/Girard Products
 Good Sam ESP ●
 Haulmark Motorcoach ●
 Hayes Towing Electronics
 Heartland Recreational Vehicles, LLC
 Highlands Financial
 HSM Transportation and Specialty Manufacturing ●
 IDS - Integrated Dealer Systems +
 Infinite Creative Enterprises Inc.
 Infinity Fabrics
 Kamp-Rite ●
 Keystone RV Company
 KING ● +
 KZ RV
 Lance Camper Manufacturing Corporation
 Land N Sea Distributing ●
 Level 5 Advertising + ●
 Lippert Components Inc. +
 Livin' Lite RV Inc.
 Marzahn & King Consulting Inc.
Bronze Partner:
MBA Insurance Inc. ●
 Medallion Bank
 Media 272 ●
 Merrick Bank
 Meyer Distributing
 Mobile Sleep Components (RV Mattresses)
 MORryde International Inc.
 National Appraisal Guides Inc.
 National Automotive Experts/NWAN
Bronze Partner:
Northpoint Commercial Finance, LLC
 NTP-STAG
 ParkPower by Marincio ●
 Pettes & Hesser, Ltd.
 Phoenix American Warranty Co. Inc.
 Pineapple Crush ●
 Prime Steel Inc. ●
 Priority One Financial Services Inc.
 Professional Sales RV ●
 Progress Mfg. Inc.
 ProResponse Inc.
Gold Partner:
Protective Asset Protection
 Pro-Vigil Surveillance Services ●
 PullRite +

Reece
 Riverside Travel Trailer ●
 RV Ad Pros ● +
 RV Inspection Connection +
 RV Locks and More.com
 RV News ●
 RV PRO Magazine ●
 RV Rental Connection Inc. ●
 RV Rent Life ●
 RV Safety & Education Foundation ●
 RV Trader
 RV Training Center Inc. (RVTC)
 RV Web Services ●
 RVDA
 RVM Promotions
 Sebrite Financial Corp.
 Sobel University ●
 Spader Business Management ●
 Statistical Surveys Inc. +
 SuperSprings International Inc. ●
 Sys2K Dealership Software
 TCF Inventory Finance ●
 Tekonsha
 Tents for Troops & RV's Too
 The Omnia Group Inc. +
Silver Partner:
Thor Industries Inc.
 Thor Motor Coach Inc.
 Tom Manning & Associates Inc. + ●
 Triad Insurance Management & Services Agency Inc. ● ●
 United States Warranty Corporation
 Universal Lenders LLC ●
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 Warrantech Automotive Inc. ●
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 WFCO Electronics (Arterra Dist.) +
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 WHRZT! Inc. ●
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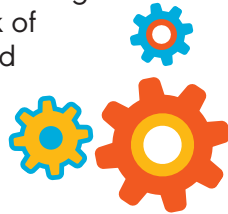
GEAR UP FOR SUCCESS

RV DEALERS INTERNATIONAL CONVENTION/EXPO

NOVEMBER 7-11, 2016



Gear Up For Success – Experience the power of education during the 2016 RV Dealers International Convention/Expo Nov. 7-11 at Bally's in Las Vegas. Bring your top performers for a week of training focused on dealers and fixed-operations managers, leadership development, and networking. You'll learn about:



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



2016 PARTNERS

PLATINUM

GOLD



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FOR MORE INFO VISIT WWW.RVDA.ORG/CONVENTION AND REGISTER TODAY!

Presented by:



Follow the conversation on:



DEALER REGISTRATION FORM

1. Registration Information. Please copy this form if adding registrants.

Company Name _____
 Phone _____ Fax _____
 Address _____
 City _____ State/Prov _____ Zip/PC _____
 Email _____



RV DEALERS INTERNATIONAL CONVENTION/EXPO
NOVEMBER 7-11, 2016

2. Member Registration Fees:

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

	Regular After 8/31	Amount
1st Registrant - includes Vendor Training +Plus, a \$215 value! Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>	\$965	\$
2nd Registrant - includes Vendor Training +Plus, a \$215 value! Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>	\$965	\$
3rd Registrant - includes Vendor Training +Plus, a \$215 value! Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>	\$965	\$
NON-MEMBER DEALER - includes Vendor Training +Plus, a \$215 value! Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>	\$1345	\$

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

VENDOR TRAINING + Plus ONLY Dealership must have one full convention registrant to bring additional employees JUST for Vendor Training +Plus. The cost is \$215 per person and includes Vendor Training +Plus training on Monday, Nov. 7 and Tuesday, Nov. 8, and Tuesday's reception in the Expo. Photocopy this form to add more registrants for Vendor Training +Plus.

Name _____	Badge First Name _____	Email _____	\$
Name _____	Badge First Name _____	Email _____	\$

3. Payment Information:

TOTAL

Full Amount or **Easy Pay** (credit card only: 3 equal installments will be charged to your credit card, first on date received, then at 30 and 60 days). If neither box is checked you will be charged the full amount in one payment.

Check enclosed
 Charge my: Visa MC Amex Discover

Name on Card _____ Card # _____ Expires _____ Security Code _____
 Billing Address _____ City _____ State/Prov _____ Zip/PC _____

MAIL OR FAX A COPY OF THIS FORM TO:

RVDA of America, 3930 University Drive, Fairfax, VA 22030-2515 • (703) 591-7130 • Fax: (703) 359-0152 • www.rvda.org
 RVDA of Canada, Ste. 145, 11331 Coppersmith Way, Richmond, BC V7A 5J9 • (604) 718-6325 • Fax: (604) 204-0154 • www.rvda.ca

CANCELLATION / REFUND POLICY: All cancellations must be in writing and received by August 31, 2016, to qualify for a refund. A \$50 administrative fee will be deducted from each refund request received by July 31, 2016. A \$100 administrative fee will be deducted from each refund request received between August 1, 2016 and August 31, 2016. No refunds will be made after August 31, 2016. *The Mike Molino RV Learning Center is a tax-exempt organization as described in section 501(c)(3) of the Internal Revenue Code. Contributions may be tax deductible as charitable donations.

Want to Be a Sharper Leader?

Apply for Scholarship to Spader's Leadership Development Program

The Spader Leadership Development Program is an 18-month session for current and future leaders that alternates classroom instruction with periods of working in the dealership. Participants attend five three-day instructional sessions; after each session, they're sent back to their dealerships to put into practice what they've learned. They track the results of their efforts through assignments and one-on-one sessions with a Spader coach.

Upon graduating from the program, participants know how to:

- Lead their organization's culture and strategy
- Improve their leadership and management
- Coach their team to higher performance

- Manage each area of Total Business Success™
- Hire the best candidates for every dealership position
- Deliver world-class customer service
- Assess and improve their dealership's organizational and financial health

Spader, through a partnership with the RV Learning Center, offers an annual scholarship to give one leader or leader-in-the-making the opportunity to participate in the program. The award was created to honor Spader Business Management founder Duane Spader, a past RVDA chairman and a champion of life-long learning. The recipient receives full tuition, valued at \$14,875. He or she

is only responsible for travel expenses.

The Mike Molino RV Learning Center is now accepting applications for the 2017-18 award. Applicants must be an employee of an RVDA dealer member. The deadline for submission is October 10. The recipient will be selected shortly after the deadline in ample time to prepare for the first session in January of 2017. For more details and to apply, see the form on the facing page or visit the RV Learning Center website.

The RV Learning Center and Spader also partner to deliver training targeted to young executives, particularly during RVDA's annual convention. At this year's event, David Spader will conduct the 60-minute workshop "The Passionate RV Leader." ■

Is Your Best Pick

The Best Leader?

Cultivate, develop and reinforce the leadership potential of your management team. The Spader Business Management Leadership Development Program strengthens the performance of new and seasoned leaders by ensuring they have the tools to build a successful, productive and fulfilling work environment.

For more information about our Leadership Development Program, contact us today at **800-772-3377** or visit us online at **spader.com**.

Our next Leadership Development series begins January, 2017.



20 Groups • Training • Consulting & Coaching • Development Programs

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The Duane Spader Leadership Development Scholarship

Through the Mike Molino RV Learning Center and Spader Business Management leadership development partnership, a scholarship is awarded annually to give one current or future leader the opportunity to participate in the program tuition-free. The scholarship honors the RV industry service of Spader founder and former RVDA Chairman, Duane Spader, as well as his leadership philosophy of life-long learning. **The scholarship recipient receives full tuition valued at \$14,875 to attend all five sessions of the Spader Leadership Development Program.** The recipient is responsible for all other expenses.

2017-2018 Leadership Development Program Scholarship Application and Fact Sheet

APPLY TODAY! Complete the application (below) and provide a 500-word essay describing why the leadership development program would be beneficial to you, your business and the RV industry. The selection committee encourages all applicants to provide up to three letters of recommendation. Applicant must be an employee of an RVDA dealer member and will be evaluated on their demonstrated achievement as well as evidence of future potential and benefit to the RV industry. Email the materials to kvanduyse@rvda.org. The deadline is October 10, 2016. Late or incomplete entries will not be accepted. The recipient will be notified by the end of October and recognized at the RV Dealers International Convention/Expo. Session #1 is January 9-11, 2017. Currently sessions are held in Sioux Falls, SD. Some may move to a Florida training facility; ample notice will be provided.

Name:
Dealership:
Email:
Phone:
If selected, RVDA may publish my name, likeness, and the name of my employer on their website. Signature:



MIKE MOLINO RV LEARNING CENTER
3930 University Drive, Fairfax, VA 22030-2515
Phone 703-591-7130 / FAX 703-359-0152
www.rvlearningcenter.com
info@rvda.org

Aug. 2016

Go RVing Hits the State Fair Circuit

These hugely popular and historic events give Go RVing the perfect opportunity to reach the next generation of RVers

Compiled by Go RVing

Go RVing has had a big presence this year at some of the largest – and oldest – state fairs in the country.

Go RVing’s round of state fairs started at the 166-year-old Ohio State Fair in Columbus, attended by almost a million people this year. During the three-day opening weekend in July, more than 9,600 people toured the Airstream travel trailer and type B motorhome that were on display. The units were provided by Haydocy Airstream and RV of Columbus.

Go RVing was also at the 165-year-old Wisconsin State Fair in August, where attendance has topped one million for the past several years. Burlington RV Superstore of Sturtevant, WI, provided a Newmar Dutchstar motorhome and a Jayco Hummingbird travel trailer as the centerpieces of the Go RVing display. More than 12,600 people took tours between the two RVs.

Other stops on Go RVing’s state fair tour included the Kentucky State Fair in Louisville from Aug. 19-21

and the Minnesota State Fair in St. Paul from Aug. 25-28. The latter event has attendance of around 1.8 million, or roughly a third of the state’s population.

Once the state fair tour wraps up, Go RVing will feature interactive RV displays for consumers to enjoy at outdoor festivals this fall, including the GO Outside Festival in Roanoke, VA, from Oct. 14-16 and the Albuquerque Balloon Festival from Oct. 7-9. ■

(right) Wisconsin’s first state fair in 1851 featured a 200-pound squash and a plowing competition. Eight years later, Abraham Lincoln was the fair’s featured speaker. More than a million visitors annually now attend the 11-day event in West Allis, a suburb of Milwaukee. Thousands of them had the opportunity to “Tour the Possibilities” at Go RVing’s exhibit.



(left) The first Ohio State Fair was held in 1850 on 10 grassy acres near Cincinnati. Admission was 20 cents, and attendees came by train and carriage. Today, families come by the hundreds of thousands to the Ohio Expo Center in Columbus for the wide range of activities and events. By exhibiting at state fairs like Ohio’s, Go RVing takes its message to a key demographic – families with young children.

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

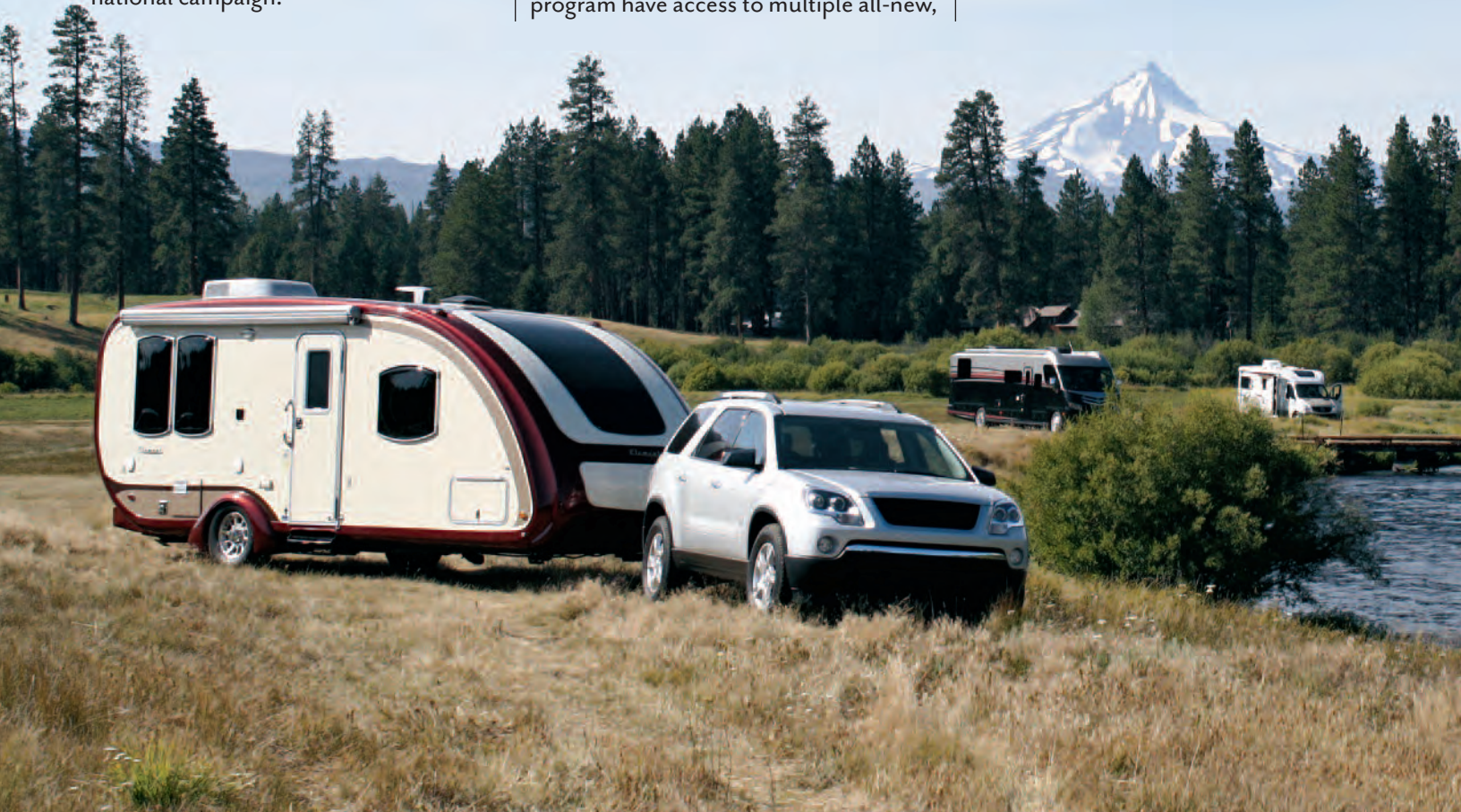
24 hours a day, 7 days a week, Go RVing dealers signed up for the tie-in program can access via the Internet Go RVing leads that are prioritized according to the consumer's purchase timeframe.

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



Dear Mr. Wilkins,

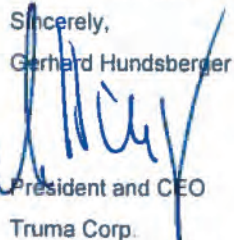
Greetings. We are writing to thank you for the article you wrote in the July addition of *RV Executive Today* addressing the often cumbersome warranty process in the industry today.

Truma is a new supplier to the North American RV industry, but a long term supplier for the European and Australian RV industry. Most of the European RVs are equipped with Truma products like water heaters, air-condition systems, furnaces and gas supply devices. The company employees approx. 450 people globally, including approx. 80 engineers, always trying to improve quality and develop innovative products. Truma has always focused on innovation and service, in fact, we strongly believe that our outstanding service combined with an overall strong customer satisfaction made us grow to the No. 1 supplier for RV appliances in the European RV market.


Great customer service is part of our market entry strategy for the North American RV market. We agree, many times the warranty process does leave customers in the middle of a battle between the dealer and the supplier or OEM. In your article you alluded to the idea that suppliers and manufacturers tend to focus on cutting costs rather than improving quality. You mentioned that there is a common sense that "warranty should not be a dealership profit center" and we disagree as well. How should the dealerships be motivated to improve and invest into service, if they cannot make money on it?

At Truma we have a different philosophy of customer care which promotes quality and continuous improvement. We are committed to improvement through quality, exceptional design, and education. It is our goal to thrust change to the industry by providing the highest level of customer service which creates a new expectation from our customers at all levels.

We believe the industry is ready for change. This generation of RV owners is right to expect a different experience. It is time for the RV industry to work together to give our mutual customers a positive experience as this industry continues to expand.

Sincerely,
Gerhard Hundsberger

President and CEO
Truma Corp.

Chantal Hershberger


Customer Care Coordinator
Truma Corp.

Former RVDA Chairman Ernie F. Friesen Inducted into RV/MH Hall of Fame

Ernies F. Friesen of All Seasons RV/Redding RV in Yuba City, CA, was inducted into the RV/MH Hall of Fame as part of the nine-member Class of 2016. Friesen served as president of the Sacramento Dealers Association, as a member of the RVDA board of directors, as chairman of RVAM, and as RVDA chairman of the board. On the state level, he was co-founder of the California RVDA and also served as its president from 1994 to 1996. In 2007, RVDA awarded him the James B. Summers Award. This was the 44th consecutive year that the RV/MH Heritage Foundation recognized the distinguished careers and lifetime achievements of the industry's most notable individuals. More than 300 friends, family members, and industry colleagues attended the gala ceremony.



From left to right: RVDA First Vice Chairman Darrel Friesen of All Seasons RV/Redding RV; former RVDA President Mike Molino; inductee Ernie Friesen of All Seasons RV/Redding RV; past RVDA Chairman Randy Biles of Pikes Peak Traveland; and RVDA President Phil Ingrassia

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.

	COURSE			Amount
	Registered Technician	Certified Technician	Continuing Ed. (enter code 1-5)	
Name _____ Email _____	\$89	\$249	\$69/Each Code: _____	\$ _____
Name _____ Email _____	\$89	\$249	\$69/Each Code: _____	\$ _____
Name _____ Email _____	\$89	\$249	\$69/Each Code: _____	\$ _____
TOTAL				\$ _____

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

Name/Title _____ Email _____

4. Company Information

Company Name _____ Phone _____

Address _____ City _____

State/Prov _____ Zip/PC _____ Email _____

5. Payment Information

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

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

Name on Card _____ Card # _____ Expires _____ Security Code _____

Billing Address _____ City _____ State/Prov _____ Zip/PC _____



MAIL OR FAX A COPY OF THIS FORM TO: Mike Molino RV Learning Center, 3930 University Drive, Fairfax, VA 22030-2515 · Fax (703) 359-0152
Call (703) 591-7130 to register by phone.

Rev. 7/16

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

The expanded Service Management Guide offers over 100 pages of average work unit times for the most basic service functions performed by competent RV technicians.

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

The Service Management Guide is designed to provide reasonable guidance relative to the time required for competent technicians to complete assigned tasks. It is an important part of the service management system, but it is not intended to be the sole determinant of prices or rates charged in that sale of service.



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Co-located at the 2016 RV Dealers International Convention/Expo, Bally's Las Vegas, NV



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

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3,361	10,000		8/12/15
500	8,750		8/24/15
1,000	7,500		6/9/16
5,500	6,000	7,000	7/15/16
1,250	7,000		6/14/16
700	6,850		6/20/16
3,500	6,500		9/17/15
4,500	6,500		12/23/15
1,000	6,350		6/22/16
1,000	6,000		8/24/15
2,000	5,750		4/11/16
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
553	4,553		6/19/15
2,000	4,500		12/29/14
1,349	4,349		6/17/16
500	3,750		7/11/16
250	3,750		6/22/15
1,500	3,622		6/27/16
1,850	3,505		6/20/16
1,500	3,500		8/8/16
750	3,300		6/20/16
200	3,200		11/10/15
500	3,000		4/11/16
1,500	3,000		6/17/16
1,000	2,000	2,500	5/23/16
2,500	2,500		6/27/16
1,000	1,000	2,500	10/29/15
2,300	2,300		8/1/16
600	2,200	2,450	12/10/15
550	2,200		6/14/16
2,000	2,000		3/11/16

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Contributed 8/8/14- 8/8/16	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
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Ocean Grove RV Supercenter	1,750	1,750	6/14/16
Out of Doors Mart, Inc.	500	1,750	10/13/15
Steinbring Motorcoach	500	1,750	12/3/14
Gib's RV Superstore	1,500	1,500	12/2/15
Schaap's RV Traveland	500	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
Mount Comfort RV	1,000	1,000	9/30/15
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Tennessee RV Sales & Service, LLC	750	1,000	6/14/16

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Florida Outdoors RV Center	500	500		6/15/15
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Kroubetz Lakeside Campers	250	500		11/1/15
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Arlington RV Supercenter, Inc.	250	250		6/1/15
Black Book RV Value Guide	250	250		3/6/16
Foremost Transportation Incorporated	250	250		5/4/15
Tri-Am R.V. Center of East Tennessee	250	250		2/5/16
C.S.R.A. Camperland	200	200		12/12/14
Richard's RV ServiCenter	120	120		7/15/16
Chesapeake RV Solutions	100	100		2/29/16
RV Share	100	100		12/31/14
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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.

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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)

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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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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)

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Market Intelligence Program RV Industry Data Program from Statistical Surveys

Scott Stropkai
sstropkai@statisticalsurveys.com
(616) 281-9898 ext.128

Dealers receive a 10 percent discount on customized reports through Statistical Surveys' RV Industry Data Program. Using Tibco Spotfire software, the program provides dealers with data visualization and analytics that can yield valuable insights for better decision making, including data on where new units are being registered and which dealers sold which units by make, model, length and axles.

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

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(800) 966-6232, Ext. 235

The N.A.D.A. RV Appraisal Guide is an essential tool 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.

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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

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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.

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THE RV Industry's CENTRAL TRAINING CALENDAR

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Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 Sobel University Registration Begins Show Online Events														
	2 RV Pre-Delivery Inspection Course Show Online Events	3 Show Online Events	4 RV Inspector/RV Maintenance Tech Training Show Online Events	5 Show Online Events	6 Show Online Events	7 Show Online Events	8 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 Show Online Events														
16 Show Online Events	17 RV Inspector/RV Maintenance Tech Training Show Online Events	18 Kelly Enterprises 3-Day Financial Center Seminar Show Online Events	19 Show Online Events	20 FREE Webinar: Specific Tools and Techniques for Missed Point of Sale & Post Sale Opportunities Show Online Events	21 Show Online Events	22 Show Online Events														
23 Show Online Events	24 RV Electrical Systems Course 2016 Calgary Trouble Shooter Clinic Show Online Events	25 Show Online Events	26 Show Online Events	27 Show Online Events	28 Show Online Events	29 Show Online Events														
30 Show Online Events	31 RV Preventive Maintenance Course Show Online Events																			

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7/1/16 - 7/31/16

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- Aftermarket**
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- Rental**
Gorvatl.com Atlanta, GA
Lazydays RV Rentals Seffner, FL

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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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