

RV EXECUTIVE TODAY

MAY 2019

IT'S ALL ABOUT SATISFACTION

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Quarterly survey of RV customer satisfaction with their dealers PAGE 12



Where to Spend Your Dealership's Ad Dollars PAGE 14

Camping's Popularity Increases Across the Generations

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Meet the Nation's Top RV Tech PAGE 22

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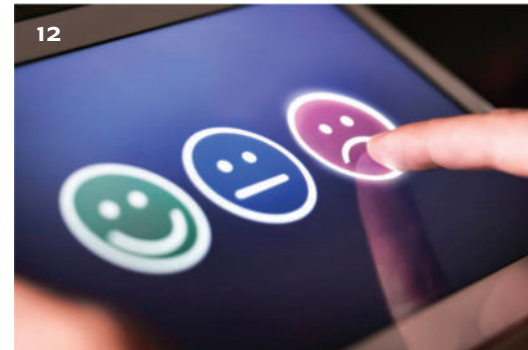
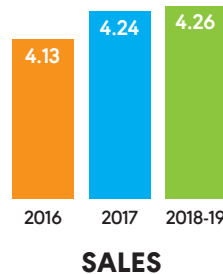
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May 2019

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Customers might give their dealerships high marks, but that doesn't mean they'll actively promote it and refer it to others.

14 Where to Spend Your Dealership's Ad Dollars

After conducting a small survey of RV retailers, the author was surprised to find how some of them allot their ad dollars. He discusses which outlets are good buys and which aren't.



16 Camping's Popularity Grows Across All Demographics

Camping has become "the new cultural melting pot of North America" as its popularity continues to grow across all demographic groups and generations, says the 2019 North American Camping Report. The annual study shows more than a million new households tried camping in 2018, and that individuals intend to camp even more this year than last.



20 How to Prepare to Exit Your Business

You've devoted your life to building your dealership – don't let it fall apart when you retire. Have an exit plan, not just walking papers.



22 Technician Wins Second "Top Tech Challenge" and Pockets a Total of \$20,000

Brandon Galbreath of D&N RV Service in Guntersville, AL, has set a high standard for RV technicians. He's won RVIA's live, timed repair challenge two years in a row. (Don't worry, though; he says he's bowing out of the competition next year.)



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FEMA Is Working on Its Disaster Housing Policies

By Phil Ingrassia, CAE, president

Last month, RVDA and RVIA representatives met with Federal Emergency Management Agency (FEMA) officials in Washington, D.C. to review some of the policies and procedures for using RVs as temporary housing in disaster areas.

The most recent deployment of RV trailers for disaster relief efforts was in California, following the most devastating wildfires in the state's history. Since last November, FEMA has contracted for roughly 1,300 RV trailers, in addition to using manufactured housing to shelter those displaced by the fires. FEMA was still seeking bids for RV trailers last month, as those in and around Paradise, CA, rebuild their municipal infrastructure.

FEMA has implemented different policies on using RVs for temporary housing since the days of Hurricane Katrina. Many of these changes were at the request of RVDA, RVIA, the Florida RV Trade Association, and others connected with RV industry.

One of the big changes is that recent contracts for RV trailers are in smaller lots, which makes it more practical for dealers to participate in the bidding process.

Following the Katrina experience, FEMA also put in polices that require bidders to have a dealer's license in the state where the disaster occurred and demonstrate that they have a sales and service agreement (dealer-manufacturer agreement) for the trailers they are offering for the contract.

In the coming months, FEMA will be drafting a new standardized disaster relief housing contract document for dealers to use across the country. In the meantime,



FEMA encourages all dealers who are interested in the bidding process to visit www.fbo.gov and go through the General Service Administration's System for Award Management (SAM) process at <https://www.sam.gov>.

I've talked to many RVDA member dealers who have received FEMA contracts and to those who have not received them, and I know it can be a frustrating process. Dealers often need to move quickly to get bids submitted. RVDA has discussed the timing issue with FEMA, and standardizing the contract is supposed to help streamline bidding.

As this process moves forward, RVDA will keep members informed. FEMA has made the determination that in times of crisis, the agency will use various alternatives for disaster housing, and RV trailers remain one of the options it will consider when people are in need.

Thanks for your support. ■

RV EXECUTIVE TODAY

PRESIDENT
Phil Ingrassia, CAE

VICE PRESIDENT FOR
ADMINISTRATION
Ronnie Hepp, CAE

EDITOR
Mary Anne Shreve

GRAPHIC DESIGNER
Ginny Walker

RVDA STAFF

Chuck Boyd
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Phone (703) 591-7130 Fax (703) 591-0734

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Julie Newhouse, marketing manager
(703) 591-7130 x 103

Here's What the Mike Molino RV Learning Center Does for YOU

By Mike Regan, RVDA Chairman



I get asked occasionally about what the Mike Molino RV Learning Center (MMRVLC) does for dealers and industry shareholders, and I'd like to use this column to clear up any confusion and sing its praises.

First off, the MMRVLC is a 501(c)(3) foundation, so anyone can make tax-free donations (please check with your tax advisor). In fact, the center depends on contributions, and many individuals and businesses have given in the past and continue to give. Thanks to everyone who supports the foundation – everything the MMRVLC does is because of your generosity.

The center is best known for providing training and certification for fixed-operations employees. There are currently 562 individuals who hold certifications. The list includes 242 service writers/advisors, 96 parts specialists, 90 warranty administrators, 86 service managers, and 48 parts managers. Certified employees are recognized each year during RVDA's convention by the Society of Certified RV Professionals, a sub group of the MMRVLC.

But considering there are at least 1,000 RV dealerships in the United States – and that 900 of them are RVDA members – these certification numbers are not impressive. We as dealers can do better at training our people.

And the center's training isn't only for dealership employees – all stakeholders are encouraged to use the MMRVLC resources. Any OEM or supplier can benefit from the training, and I encourage any business with service advisors or customer-facing parts people to consider it.

The MMRVLC is more than fixed-operations training. It also publishes the service management flat rate guide. The long-anticipated and completely updated guide will be out in May. Every dealership should have a copy of this important manual.

The MMRVLC also offers a number of annual scholarships. It partners with Spader Business Management to award an \$18,000 scholarship to Spader's Leadership Development Program. I can't think of a better investment in our future than this program, which focuses on up-and-coming RV dealership leaders. The center oversees a reception for this great group of young executives at the RVDA convention. I encourage everyone to attend this year's reception and meet these future leaders. Rest assured you'll be pleased with what the future holds for our industry.



Well-trained employees make better team members and, working together, they make happier customers."

The MMRVLC also offers scholarships to six certified fixed-operations employees and technicians to attend the RVDA convention. It also gives college scholarships to qualifying RV dealership employees or their dependents who are enrolled in a four-year college. To date, the center has awarded \$70,000 to 28 different students. This is a great benefit that any RVDA member employee can apply for. Dealers, please inform your staff about this opportunity. The deadline to apply is June 28. Maybe this year's recipient will be a son or daughter of one of your staff members.

Along with RVDA partner KPA, the MMRVLC provides free monthly educational webinars. Some recent titles have included "The Art and Science of Effective Job Postings," "Real Life Scenarios to Clarify the FMLA," and "Balancing Religion and Work Conflict." The center's archive contains recorded webinars on topics of interest to you, your controller, or maybe your human resources department. (Access them on the RVDA website by clicking on the RV Learning Center and then looking for the Webinars button.)

The RV Learning Center is probably best known for the great dealership training workshops it presents at RVDA's convention/expo in Las Vegas. This year's event takes place at Caesars Palace from Nov. 11-15, and special early bird registration rates are now available on RVDA's website.

As you can see, the Mike Molino RV Learning Center offers many great ways to train your staff. Well-trained employees make better team members and, working together, they make happier customers. ■

Chairman

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

1st Vice Chairman

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

2nd Vice Chairman

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

Treasurer

Mike Pearo
Hilltop Trailer Sales Inc.
Fridley, MN
(763) 571-9103
mike@hilltopcamper.com

Secretary

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

Past Chairman

Tim Wegge
Burlington RV Superstore
Sturtevant, WI
(262) 361-2500
twegge@burlingtonrv.com

Director

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

Director

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

Director

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

Director

David Tenney
Manteca Trailer and Motorhome LLC
Manteca, CA 95336
(209) 239-1267
dt@mantecatrailer.com

RV Learning Center Chairman

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

RVAC Chairman

Jeff Hirsch
Campers Inn RV
Jacksonville, FL
(904) 783-0313
jhirsch@campersinn.com

RVRA Chairman

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

DELEGATES**Arizona**

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

Arkansas

Michael Moix
Moix RV Supercenter
Conway, AR
(501) 327-2255
michael@moixrv.com

California

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

California

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

Colorado

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

Connecticut

Frank Roberts
Long View RV Superstores
Windsor Locks, CT
(860) 623-3326
frank@longviewrv.com

Delaware

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

Florida

Tom Wegge
Palm RV
Fort Myers, FL
(239) 437-4402
tom@palmrv.com

Idaho

Troy Jenkins
Bish's RV Super Center
Twin Falls, ID
(208) 529-4386
tjenkins@bishes.com

Illinois

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

Indiana

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

Iowa

Adam Ruppel
Good Life RV
Webster City, IA
(515) 462-9800
adam@glrv.com

Kansas

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

Kentucky

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

Louisiana

Brian Bent
Bent's RV RendezVous
Metairie, LA
(504) 738-2368
brian@bentsrv.com

Maine

Linda Mailhot
Seacoast RV
Saco, ME
(207) 282-3511
seacoastrv@seacoastrv.com

Maryland

Greg Merkel
Leo's Vacation Center Inc.
Gambriels, MD
(410) 987-4793
greg@leorsrv.com

Michigan

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

Minnesota

Brad Bacon
PleasureLand RV Center Inc.
St. Cloud, MN
(320) 251-7588
b.bacon@pleasurelandrv.com

Mississippi

Chris Brown
Aberdeen RV Center Inc.
Aberdeen, MS
(662) 369-8745
chris@aberdennrv.com

Missouri

Bob Cobb
47 West Trailer Sales
Troy, MO
(636) 528-4301
b.cobb@47westtrailers.com

Montana

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

Nebraska

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

Nevada

Darcy Walker-Fitch
Johnnie Walker RVs
Las Vegas, NV
(702) 458-2092
dfitch@jwrvlv.com

New Hampshire

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

New Jersey

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

New Mexico

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

New York

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

North Carolina

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

Ohio

Dean Tennison
Specialty RV Sales
Canal Winchester, OH
(740) 652-1918
dean@specialtyas.com

Oklahoma

Lane Bell
Bell Camper Sales
Bartlesville, OK
(918) 333-5333
lane@bellcampersales.com

Oregon

Lisa Larkin
Gib's RV Superstore
Coos Bay, OR
(541) 888-3424
lisa@gibsrvsuperstore.com

Pennsylvania

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

South Carolina

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

South Dakota

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

Tennessee

Jason Rees
Lazydays
Knoxville, TN
(865) 933-7213
jrees@lazydays.com

Texas

Larry Trout, III
Topper's Camping Center
Waller, TX
(936) 372-1119
latroutt3@outlook.com

Utah

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

Vermont

Logan Greigoire
Vermont Country Camper Sales Inc.
East Montpelier, VT
(802) 223-6417
logan@vermontcountrycampers.com

Virginia

Jamie Dodd
Dodd RV of the Peninsula Inc.
Yorktown, VA
(757) 833-3633
jdodd@doddrv.com

Washington

LaDonna Meadows
Tacoma RV Center
Tacoma, WA
(253) 896-4401
ladonna@tacomarv.com

West Virginia

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

Wisconsin

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

Wyoming

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

Vacant

Alabama
Alaska
Georgia
Hawaii
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Rhode Island

At-Large

Mike Babcock
Link RV Center
Minong, WI
(715) 205-0250
mikeb@linkmotors.com

Chase Baerlin
Bankston Motor Homes Inc.
Huntsville, AL
(256) 533-3100
chase@bankstonmotorhomes.com

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

Larry Besse
Primeaux RV
Carencro, LA
(337) 886-3330
larry@primeauxrv.com

Randy Bowling
Bowling Motors & RV Sales
Ottumwa, IA
(641) 682-5497
rbowling@bowlingrvs.com

Dave Chavers
Bama RV
Dothan, AL
(334) 678-9510
dave@bamarv.com

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

Robert Floyd
Floyds Recreational Vehicles
Norman, OK
(405) 288-2355
robert@floydsrvs.com

Ben Hirsch
Campers Inn RV
Jacksonville, FL
(904) 783-0313
bhirsch@campersinn.com

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

Jeff Myers
Myers RV Center Inc.
Albuquerque, NM
(505) 298-7691
jeff.myers@myersrv.com

Mike Noble
Noble RV Inc.
Owatonna, MN
(507) 444-0004
mnoble@noblerv.com

Sterling Plemmons
Bill Plemmons RV World
Rural Hall, NC
(336) 377-2213
sterling@billplemmonsrv.com

Chris Reeder
Lerch RV
Milroy, PA
(717) 667-1400
chris@lerchrv.com

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

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

Participating Past Chairmen

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

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

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

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

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

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

Tim O'Brien
Circle K RV's Inc.
Lapeer, MI
(810) 664-1942
t.obrien@circlekrvs.com

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

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

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

Tom Stinnett
Campers Inn RV of Louisville
Clarksville, IN
(812) 282-7718
tstinnett@stinnetttrv.com

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

Larry Trout
Topper's Camping Center
Waller, TX
(936) 372-1119
larrytrout@toppersrvs.com

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

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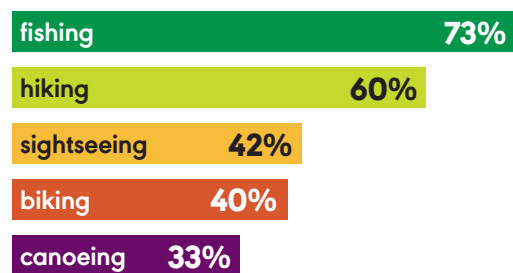
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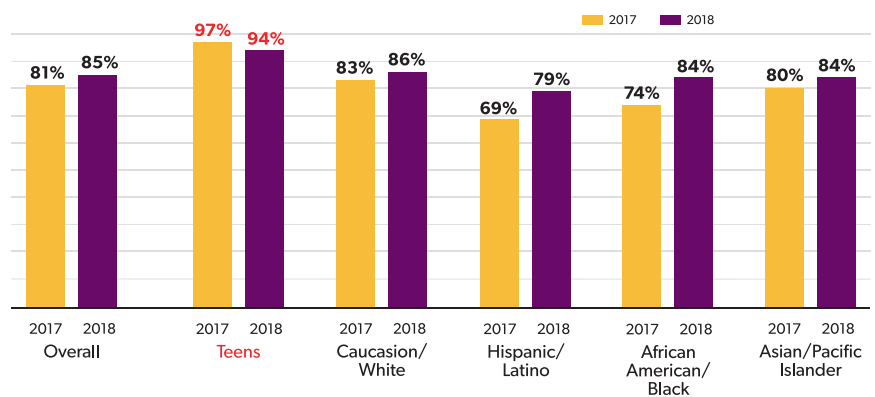
Young Gen Z Is Turned On to Camping

One indication that camping will continue to be popular far into the future is that teens surveyed in KOA's recent 2019 North American Camping Report expressed overwhelmingly positive attitudes toward the activity. They enjoy camping with family and friends, intend to take their own children camping eventually, and would camp even without technology. Family vacations are one of the most important factors in sparking an early interest in camping. "As younger campers stay committed to camping – and enter into new life stages as they marry and have children – their behavior changes bode positively for the industry," says the report. "Even the youngest of the youngest group of campers surveyed (GenZ) report they intend to camp as adults (90%)."

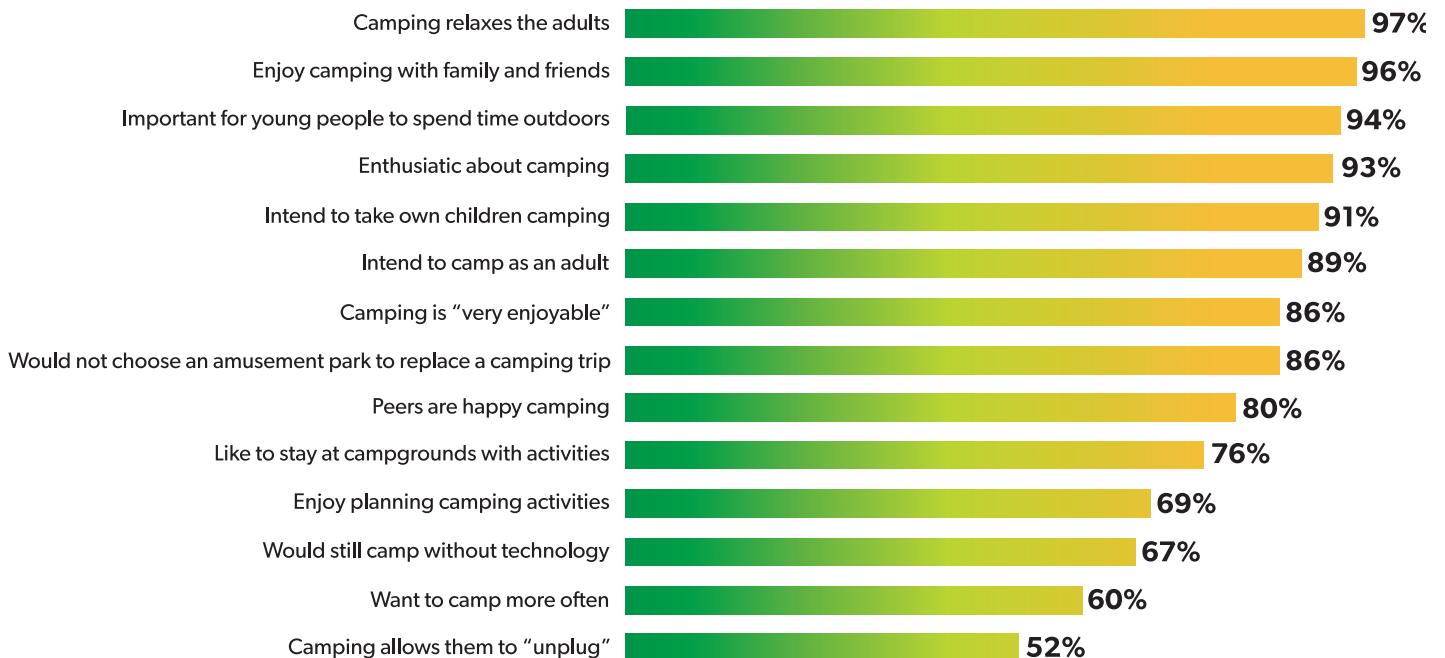
Teen Campers' Favorite Activities While Camping



Important for Kids to Participate in Outdoor Activities



Teen Campers' Views Toward Camping (2018)



RVDA's DSI Shows Towable RV DSI Ratings Improving, Motorhome DSI Ratings Declining

U.S. and Canadian dealers responding to RVDA's 25th annual dealer satisfaction index (DSI) survey believe manufacturers of towable RVs have – in aggregate – gotten somewhat better during the past three years in areas of vital importance to dealers, while motorhome manufacturers' performance has declined somewhat.

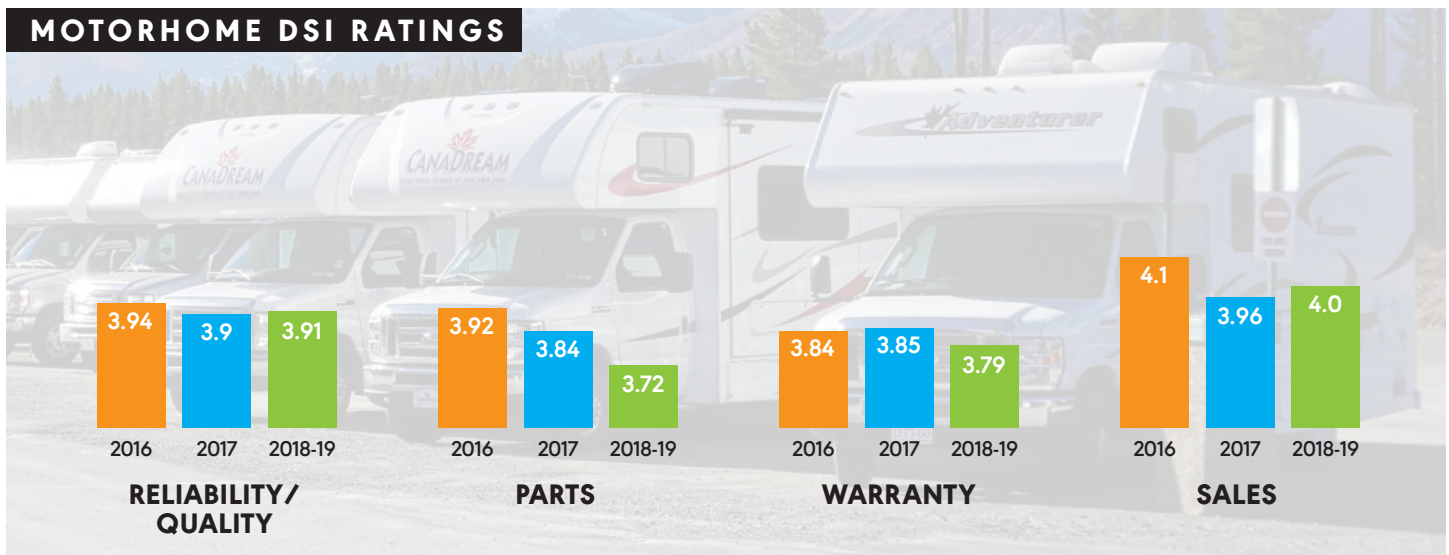
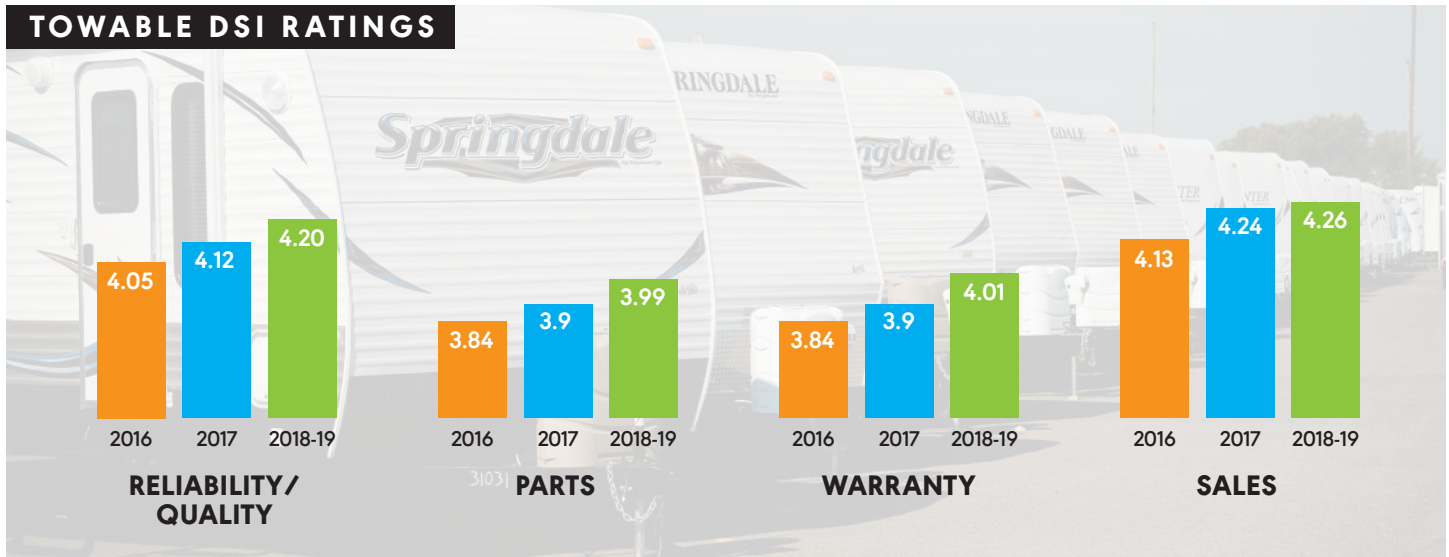
The survey asked dealers to rate their manufacturers in four areas (reliability/quality, parts, warranty,

and sales) on a 5-point scale, with 5 being excellent and 1 being poor. The annual DSI was conducted from October 2018 through mid January 2019.

Results show that towable RV builders improved in the areas of product reliability/quality and sales support during the previous three years, while their performance declined in the areas of parts and warranty support during the same period.

In the motorhome sector, the trend was down in all four areas, although there was small improvement in product reliability/quality between the 2017 and the 2018-19 surveys, and there was more significant improvement in sales support between the 2017 and 2018-19.

The 524 U.S. and Canadian dealership locations that participated in the survey rated 2,371 brands, or almost five brands per dealership. ■



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Latest Data on RV Customer Satisfaction with

The charts in this report are made up of aggregated dealer data from the first quarter of 2019 and measure customer satisfaction and Net Promoter Score. The Net Promoter Score measures a customer's willingness to recommend a company's product or service to others and is a good measurement of word-of-mouth advertising. In the report, which was conducted by CSI Inc., customers were asked to rate on an 11-point scale (0 to a high score of 10) their likelihood of recommending the company or brand to friends and colleagues. Based on their ratings, customers were then placed in three categories – detractors, passives, and promoters.

'Detractors' gave scores of six or lower. These customers likely won't purchase again from the company and could potentially damage the company's reputation through negative word-of-mouth.

'Passives' and **'Satisfieds'** gave scores of seven or eight. These customers are generally satisfied but could easily switch to a competitor's offering if given the opportunity. They probably won't spread any negative word-of-mouth about your business, but they also won't promote it.

'Promoters' gave scores of nine or 10. These are the most loyal customers and repeat buyers and will recommend your company's products and services to other potential buyers.

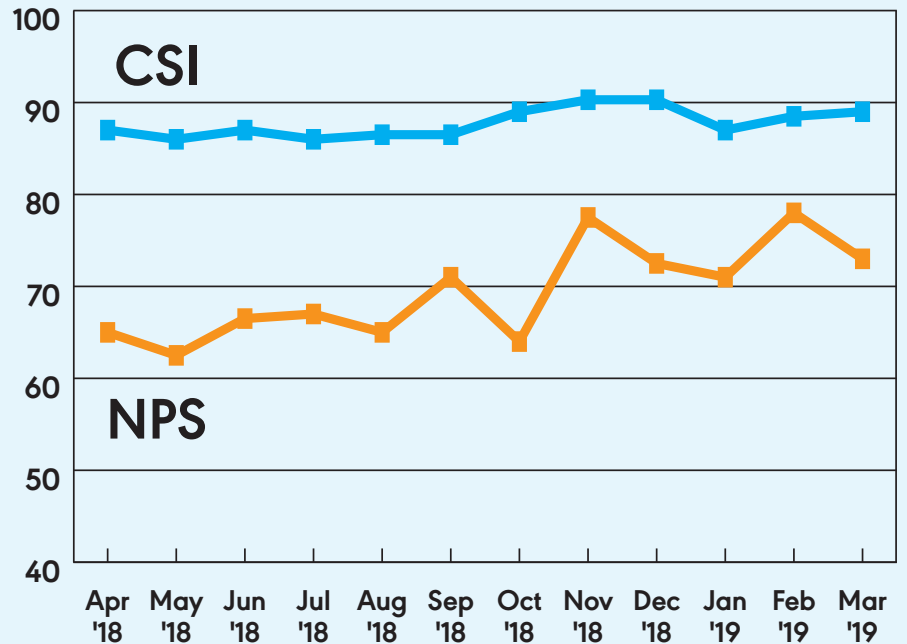
These charts clearly show that, in today's marketplace, dealerships must do more than simply perform their job well. Many customers are satisfied with your staff and the work done by the dealership but, despite that, they still give a Net Promoter Score rating of "passively satisfied." In order to get customers to refer and promote your business, you must "wow" them at every customer touchpoint. According to Gartner Research, 80 percent of a company's future revenue comes from 20 percent of its existing customers. Customer experience is becoming the true competitive differentiator. Is your dealership creating an exceptional customer experience to drive retention rates up?

This data was supplied by CSI Inc., a customer data and tracking company that provides RVDA's endorsed Customer Tracking and Reporting program. This cloud-based program gives dealers the ability to track, measure, and manage customer interactions with the dealership and its employees. For more information, contact Becky Thompson, president of CSI, at bthompson@tellcsi.com. ■

SALES

12-MONTH CSI RATING: **87.33%**

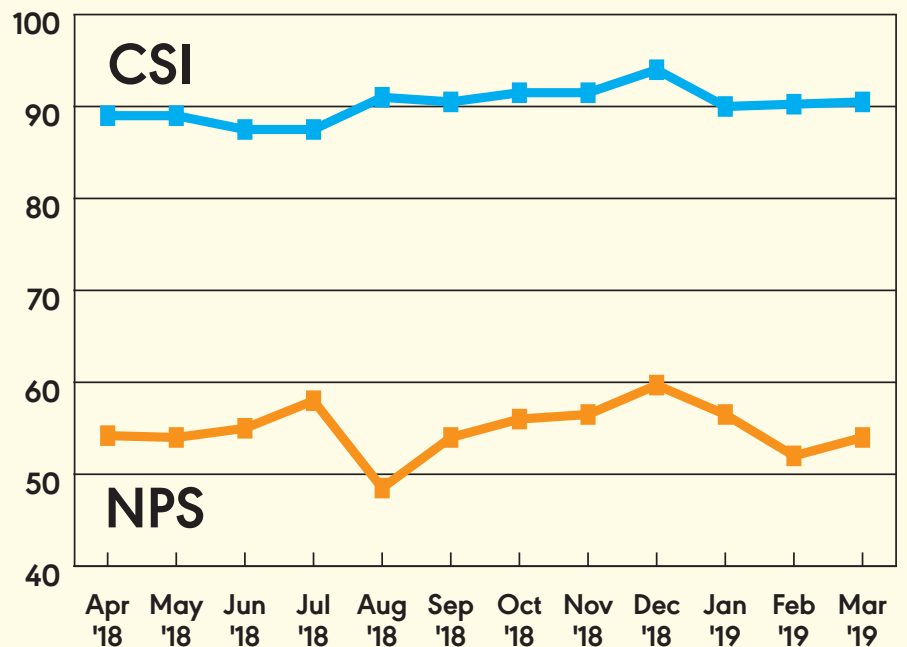
12-MONTH NET PROMOTER SCORE: **67.13%**



SERVICE

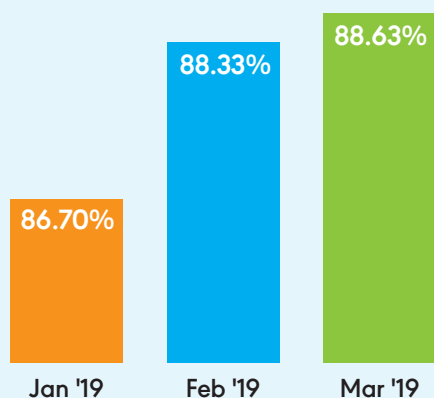
12-MONTH CSI RATING: **89.85%**

12-MONTH NET PROMOTER SCORE: **54.31%**

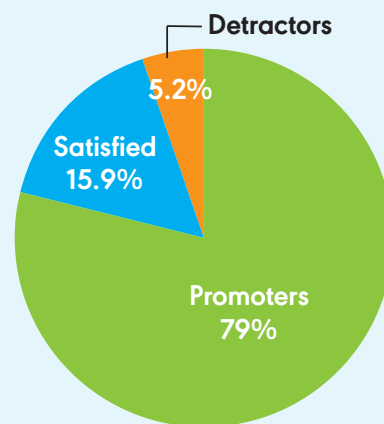


Dealership Sales and Service Performance

**Q1 CSI RATING:
88.05%**



**Q1 NET PROMOTER SCORE:
73.84%**



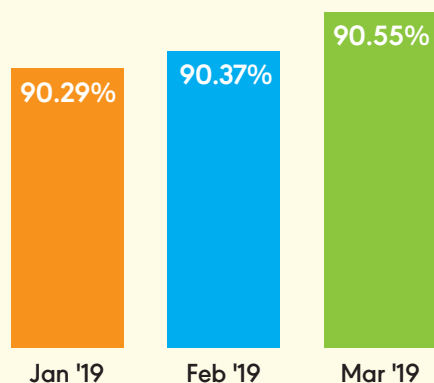
Were you satisfied with the explanation of features, warranty, and maintenance? **96.02%**

Were you pleased with the overall condition of your unit? **81.80%**

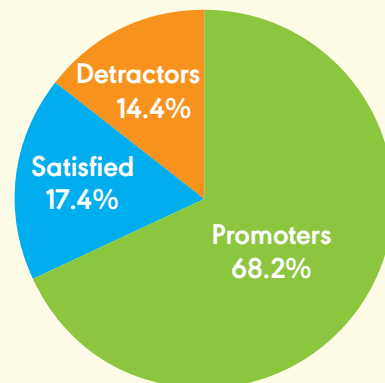
Has your salesperson contacted you since delivery? **73.49%**

Did your salesperson treat you with courtesy & concern? **98.59%**

**Q1 CSI RATING:
90.4%**



**Q1 NET PROMOTER SCORE:
53.88%**



Were you satisfied with the treatment by the personnel? **95.93%**

Was the work done to your satisfaction? **83.42%**

Where to Spend Your Dealership's Ad Dollars

It might not be where you think.

By Mark J. Sheffield

Nineteenth century Philadelphia retailer John Wanamaker supposedly said, "Half the money I spend on advertising is wasted – the trouble is, I don't know which half." It's now the 21st century, and not much has changed. Dealers have the ability to track customer clicks, but few of us have the mechanisms in place to see which clicks turn into sales. I'm not saying it can't be done, but it won't happen by itself.

With help from RVDA, Spader recently polled dealers to get an idea of where their ad dollars are being spent. 40 dealerships were kind enough to respond. The results weren't exactly what I had expected; **here they are in order of spend (pie chart at right):**

With the top eight covering 76 percent of ad spend, most dealers are throwing pocket change at a mix of about 30 other categories, with 3 percent in the "anything else I forgot to list" category.

This survey wasn't scientific enough to make any hard decisions, but it gave me enough data to provide the following list of things to think about.

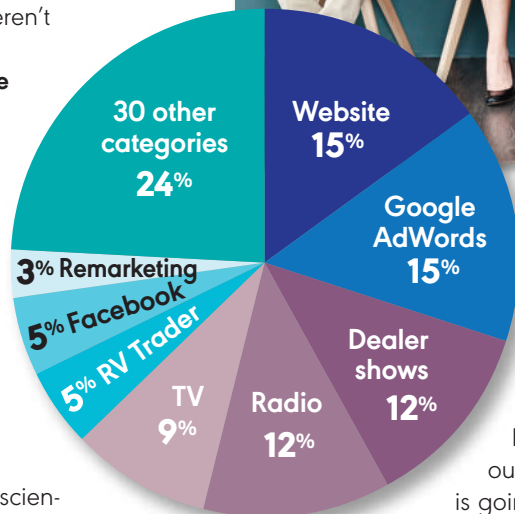
Advertising spending considerations by category

RV Trader (5%)

The data that the folks over at Dominion shared with me make it clear that customers like listings with a price and at least four custom images. Many dealers are still using the old "call for price" option and stock photos. For the amount of money being spent on this platform, be sure you're optimizing your spend.

Google AdWords (15%)

In some markets, the cost of certain keywords is creeping past the \$5 mark. If you're bidding against the competition, I



understand. But many of you are also bidding against your manufacturers. It might be time to hash out with them who is going to target what.

Bing AdWords (1%)

Google is the dominant player in search, but many studies say the people who use Bing are slightly more affluent purchase at a higher rate. Don't forget these outliers.

Radio (12%)

This result threw me for a loop. I listen to a lot of music, but 90 percent of that time is spent on Pandora or through Sirius in my truck. When I ask dealers what they listen to, not many listen to local radio. When you spend money in non-targeted ways, there's a lot of "spill" (dollars spent marketing to people who have no interest in what you do). If you spend on radio, make sure you get a massive discount, because you aren't going to appeal to the same audience as a grocery store or an automobile dealership.

TV (9%)

This was the second big surprise. Other than streaming YouTube shows, I can't remember the last time I saw a commercial. In my market, Verizon FIOS offers 645 channels – what are the chances of a potential customer seeing your commercial on broadcast TV?

Direct mail (2%)

I'm a big believer in direct mail, but the offer must be good enough to create consumer excitement. With big chains promoting sales of 50 percent off certain merchandise, a coupon from an RV dealer to save 10 percent on new wiper blades is probably going to end up in the trash. Your best source of future customers is past customers, but you're competing with a thousand other retailers for access to the customer's pocketbook. If you mail something to the customer, make it count.

Yelp (1%)

That's the sound I make when someone tells me they spend any money with Yelp.

Dealer shows (12%)

I believe this is money well-spent. It's tough to measure the full ROI on a show, because customers might not buy for another six months, but shows are great

for getting your name out there. Just make sure you practice for the event and that everyone is on point when you get there. These can be really long days for your staff, so you should provide snacks, food, energy drinks, and whatever else it takes to motivate your team.

Facebook (5%)

I keep hearing about how another group of people (millennials, Gen-Z, Gen-D, etc.) is giving up on Facebook and moving to a new platform. But with three out of every 10 pairs of eyeballs on the planet spending time on this site, some of your customers are hanging out there. Facebook is probably a great place to spend some money, if you know your demographic and specifically target those individuals.

Billboard (2%)

This category crept in near the end. Great for branding/customer and location awareness, but I wouldn't go crazy with them. If you're pay the retail rate, you're paying for a lot of spillage.

Company uniforms and clothing (2%)

These are often one of the first things the customer notices. On a busy day, a professional uniform can help customers find your staff, which is always a good thing. And if the uniforms are nice, your team might wear them outside the dealership, so there's a little free advertising. Just make sure they know to act professionally when in uniform; you never know when one of your employees might become a YouTube star for the wrong reasons.

Remarketing (3%)

These ads work well when they focus on a specific product that a customer was looking at. If a customer viewed a Grand Design Reflection on your website, make sure your remarketing is keeping that same RV in front of him and not just an image of your dealership. Click through rates are improved when the ad is extremely targeted.

There's one other area that didn't come up in this survey, probably because it's not a direct spend, but it can have a huge impact on future sales – taking care of your customers. Ticked-off customers complain to others, so treat them like you want to be treated. If there's a problem and you need to spend a few bucks on goodwill, it's probably money well spent. Just make the decision quickly and don't fight over it for months before giving in.

I wish I had a magic formula for where each dealer should spend his or her advertising dollars. I do believe most dealerships are spending more than they need to. Times won't always be as good as they are now, so sit down with your team, go through your ad budget, and try to ensure that the dollars you spend turn into customers coming through your door.

Mark Sheffield is former dealer principal who currently facilitates 20 Groups for Spader Business Management. Contact him at MSheffield@Spader.com. ■

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Camping's Popularity Grows Across all Demographics

Latest KOA survey shows increasing diversity and interest in RVing, and the "glamping" effect

Edited by RVDA staff

Camping has become "the new cultural melting pot of North America" as its popularity continues to grow across all demographic groups and generations, says the 2019 North American Camping Report. The annual study shows that more than a million new households tried camping in 2018, and that individuals intend to camp even more this year than last.

The report, conducted for Kampgrounds of America Inc. and now in its fifth year, says the camping population is becoming more diverse every year. Half of new campers in 2018 were non-white, and Hispanics are the fastest-growing segment.

Camping seems to provide a tonic to the stresses of everyday life. In the past five years, there's been a large increase in



the number of people who say they camp to get away from crowds and noise, to relax, and to experience the freedom and

joy of doing nothing, according to the report. And they're less likely to go online than in the past. More campers of all ages – but especially younger ones – say technology detracts from their experience.

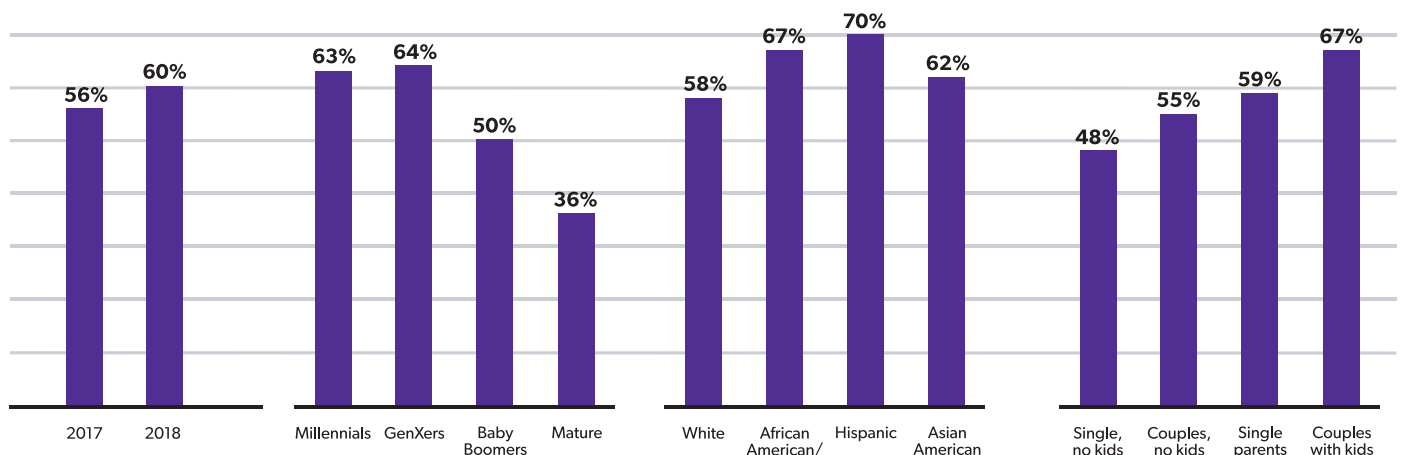
Speaking of younger campers, the report says that camping's future "appears secure," particularly since members of the emerging Generation Z are more enthusiastic about camping (66%) than millennials (51%) or Gen Xers (52%). And 90% of teen campers say they plan to continue doing so as adults.

Young campers are also less likely to stay in tents than in the past and are increasingly interested in RVing experiences and the "van life." They are also more interested in renting RVs from a peer-to-peer service than are older generations. ■

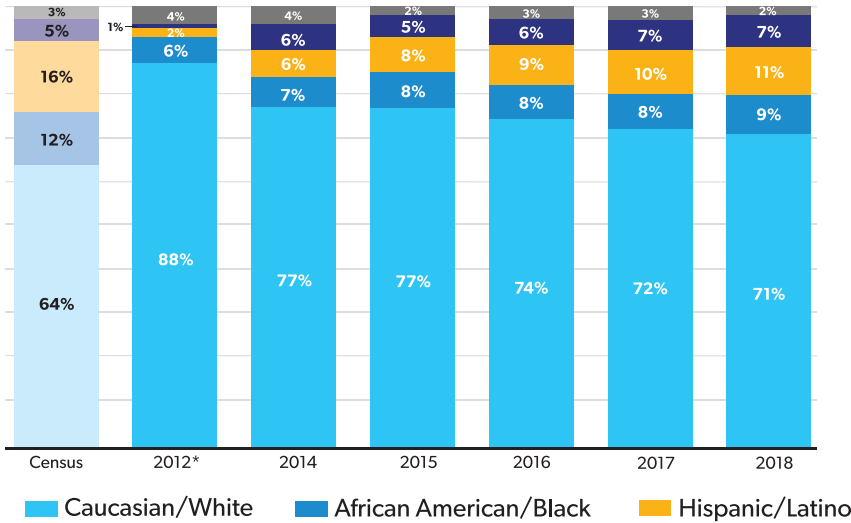
LIKELY TO PURCHASE IN 2019

	Single, No Kids	Couples, No Kids	Single Parents	Couples, With Kids
Tent	34%	33%	42%	47%
Motorhome	21%	25%	28%	36%
Travel Trailer	13%	14%	19%	25%
Pop-Up	14%	13%	18%	25%
Fifth Wheel Trailer	10%	13%	19%	24%
Pick-Up Camper	11%	13%	18%	23%

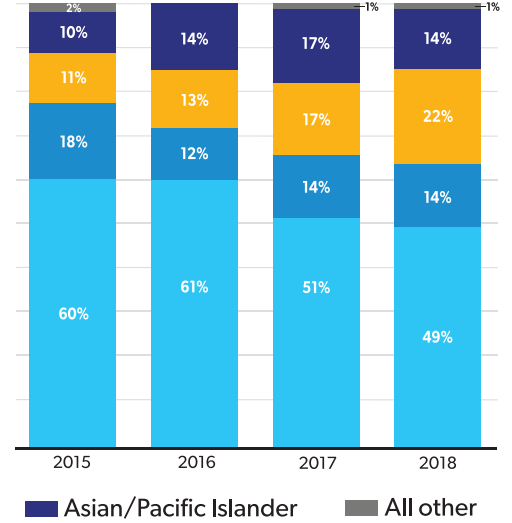
LIKELY TO RENT FROM PEER-TO-PEER SERVICE



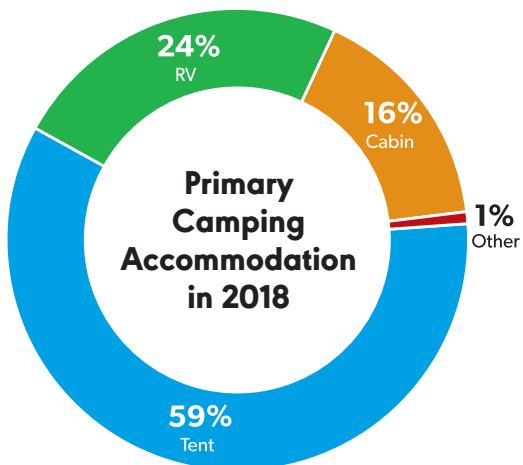
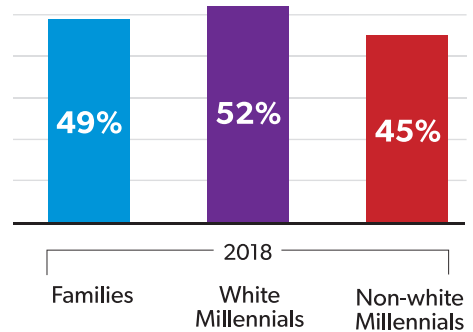
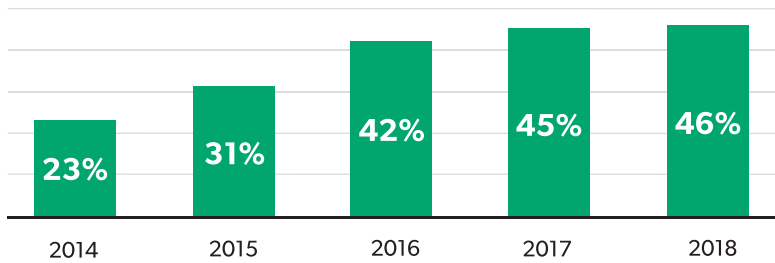
CAMPER HOUSEHOLDS BY ETHNICITY



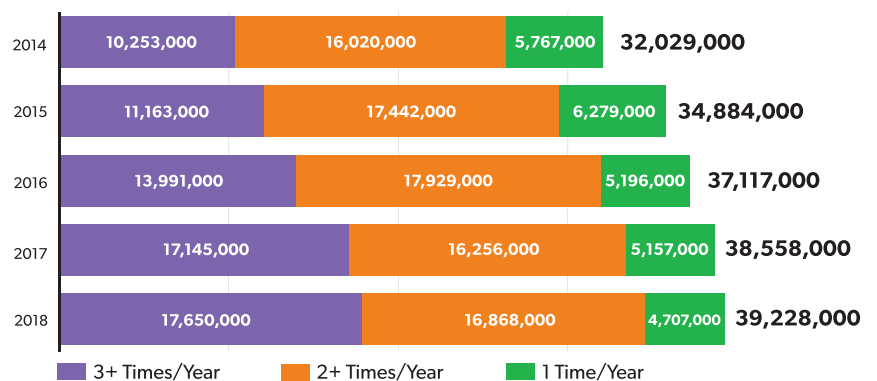
ETHNICITY AMONG NEW CAMPERS



INTENTIONS TO CAMP MORE OFTEN [2014-2018]

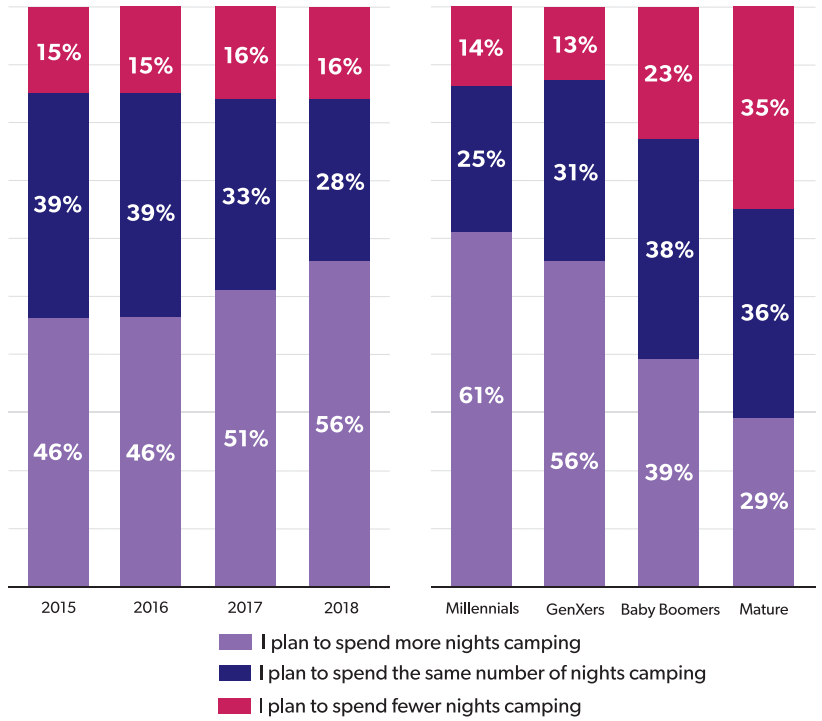


GROWTH IN ANNUAL CAMPER HOUSEHOLDS



Continued on page 18

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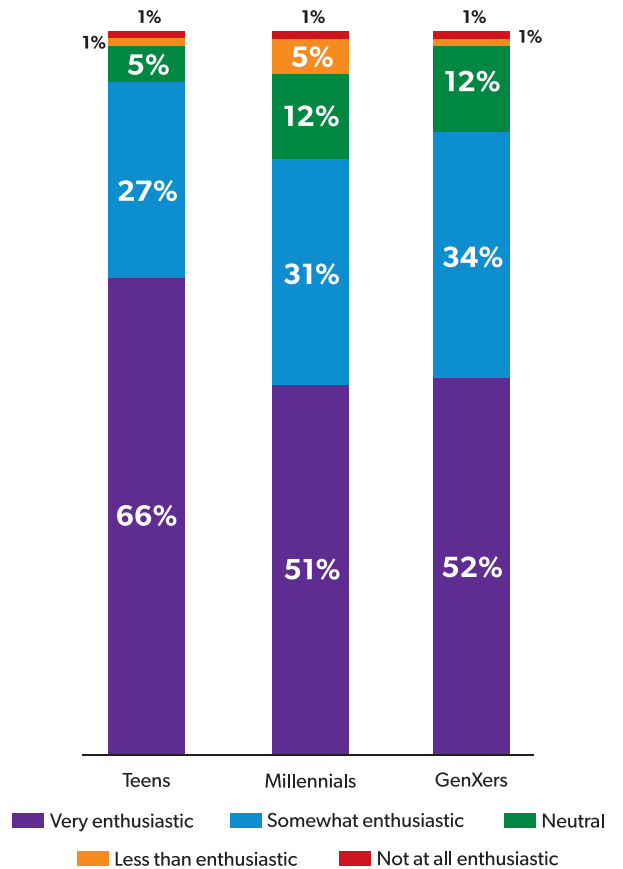
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ENTHUSIASM FOR CAMPING 2018



RVDA Is Looking for the Next **James B. Summers** Award Winner

By *Ronnie Hepp*

Over thirty years ago, RVDA's board of directors created the James B. Summers (JBS) award in honor of past RVDA Executive Vice President and CEO Jim Summers, who was the first to receive it in 1986. This is the association's most prestigious award and honors an individual who has made frequent and distinguished contributions to RVDA and its members.

As the membership population grows younger every year, the significance of the award means something different to each of the generations represented in the association. Most of the past recipients of the award knew Jim Summers, but some only knew of him. Jim was the second person hired to administer to the needs of RV dealers. He knew his mission was to help dealers, and that he did.

After he retired to South Carolina, he attended the convention almost every year to present the award to the next recipient. He worked hard at delivering an introduction that would tease the audience through stories that could fit several individuals, eventually closing in on personal information that would identify the winner. Jim passed away on the eve of the 2010 convention. We will forever miss his quick wit and charming personality.

So, it's that time of year again when the board of directors looks to you, the dealer and associate members of RVDA, to submit nominations for worthy recipients of the 2019 James B. Summers award. The actual award is a gold ring that has changed design over the years, but its value is ever

increasing – not just because of the price of gold, but because of the finger it fits. The value of the nominees and their work with and for your association is what makes this award so priceless.

If you have a nominee in mind, that person should have provided at least five years of service with and for RVDA and given outstanding contributions to RVDA and its members. One of the few restrictions to winning this award states that the nominee may not be a current elected member of RVDA's board of directors.

To nominate an individual, please don't just submit a name. Instead, provide a narrative describing the things you know about your nominee's contributions to RVDA. Make a strong appeal telling us why you want your nominee to be selected. Staff presents all nominations to the board of directors for consideration.

Please review the list of the past winners. I'm sure you'll recognize some of the names, because many are still active participants in current RVDA boards, committees, and task forces. They are still making consistent and outstanding contributions to the association on your behalf.

RVDA will present the award during the RV Dealers Convention/Expo, November 11-15 at Caesars Palace in Las Vegas. Be there to see if your candidate's name is announced! Nominations are due by May 17. Please take the time to submit your nomination to RVDA Vice President for Administration Ronnie Hepp today, via email (rhepp@rvda.org) or fax (703) 591-0734. ■

“The value of the nominees and their work with and for your association is what makes this award so priceless.”

PAST WINNERS

2018	Bill Koster	2002	Fran Van Pelt
2017	Mike Molino	2001	Dan Pearson
2016	Jeff Hirsch	2000	Crosby Forrest
2015	Earl Stoltzfus	1999	Randy Thompson
2014	Debbie Brunoforte	1998	Bill Thomas
2013	Jim Shields	1997	Bob Strawn
2012	Butch Thomas	1996	Bob Azevedo
2011	Bert Alanko	1995	Jerry Greer
2010	Jeff Pastore	1994	Bill Gorman
2009	Marty Shea	1993	Larry McClain
2008	Randy Biles	1992	Dave Altman
2007	Ernie Friesen	1991	Dave Ayers
2006	Joe Range	1990	Duane Spader
2005	Rick Horsey	1989	Jack Moran
2004	Jim Fogdall	1988	Rex Floyd
2003	Tom Stinnett	1987	Gaylord Maxwell
		1986	Jim Summers



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How to Prepare to Exit Your Business

By Brad Stanek

As a business owner, you've devoted your career to building your company. Now it's time to plan for what comes next – spending more time with family and pursuing new challenges. But how do you prepare for a transition that's among the most complex events of your life?

Creating and growing a successful business is seldom just about money, nor is the decision to exit the business. The process is intense, the details are complex, and the decisions are often an unexpected combination of personal and financial.

You may be wondering, "When should I start developing my exit or succession strategy?" Arguably, the answer is always now. The earlier you begin preparing, the likelier it is that your plan will be a success. Even if you don't plan to retire anytime soon, it's a smart idea to carve some time from your schedule to think about how you wish to

transition. Consider these five reasons why you should start planning for the transaction of a lifetime now:

1 There's no time like the present.

It takes time to organize and implement a succession plan. If you plan to transfer your company to a family member or an employee, you'll need time to train your successor. If you decide to sell, you'll need time to find the right buyer.

2 Your exit from your business will affect your retirement and tax planning.

Can you afford to step away from the company, or will you need income from your business to support the retirement you envision? The answers to these questions may affect how and when you transition your business. Business succession planning also has an impact on tax planning. A succession plan that makes

effective use of federal gift and estate tax exclusions and exemptions can help minimize taxes and help ensure that your family and key employees are well taken care of.

3 The earlier you start, the more control you have.

The longer you wait to organize a succession plan, the fewer options you'll have on how to transition. Most business owners want to provide continued income for their families and maintain jobs for their employees. They may also hope to establish a personal legacy through continuation of their business or a contribution to a cause close to their heart. By planning ahead, you retain more control over the outcome and help ensure your business continues to operate according to your vision and values.



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4 Your succession plan can affect the value of your business.

All too often, business owners put off succession planning until a medical condition or other life event forces the issue. If you become disabled, your disability could negatively affect the value of your business. In addition, trying to plan for succession during a time of crisis or stress could lead to emotional or reactive decision-making. Considering all possible scenarios in advance enables you to make rational decisions that help preserve the value of your business, even if you're no longer at the helm.

5 Planning ahead helps you prepare for the transition.

Exiting a business isn't easy, especially when you've dedicated so much to making it a success. You may find yourself struggling with the idea of giving up control. You may also feel at a loss as to how to redefine yourself outside the context of your business. A good succession plan helps you and your employees prepare for a time when you'll no longer be in charge.

Succession planning can be a complex and emotional undertaking, but its reward is watching your business continue to grow and succeed after you've passed the torch. As you work on your plan, be sure to seek the counsel of outside advisors such as your accountant, attorney, financial advisor and/or insurance professional, so that you understand the tax, legal, and financial implications of your plan. ■

Article by Morgan Stanley and provided courtesy of Morgan Stanley Financial Advisor.

Brad Stanek is a financial advisor in Branch 628 (Merc) at Morgan Stanley Smith Barney LLC ("Morgan Stanley"). He can be reached by email at brad.stanek@ms.com or by telephone at (312) 648-3381. His website is <https://fa.morganstanley.com/thestanekgroup/index.htm>.

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Go RVing Is a Sponsor of the Highly Anticipated "Toy Story 4" Movie

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Latest installment in the blockbuster series features a family RV trip

Go RVing will join Chrysler, McDonalds, Kellogg's, and 10 other nationally known companies as sponsors of the much-anticipated "Toy Story 4" movie from Disney/Pixar. The latest installment in one of the most popular movie franchises in history centers part of its story line around a family's RV trip. Go RVing will launch "an integrated marketing campaign to inspire RV travel that takes family and friends on unforgettable adventures – just like the 'Toy Story 4 friends,'" says the organization.

"RV road trip adventures are as much about forming unbreakable bonds as the travel itself. Now in its 22nd year, Go RVing challenges Americans to 'find their away' and pursue their passions more frequently when they travel by RV," according to Go RVing.

In the newest adventures of "Toy Story" heroes Woody and Buzz Lightyear, their young owner Bonnie creates a new toy from a spork and dubs him Forky. The new toy and the rest of the toy gang are packed up and taken along on the family's RV trip. Bonnie plays happily inside the RV with her new favorite, but Forky isn't



pleased to be a plaything and jumps out of the trailer.

And that means, of course, that ever-loyal Woody must face danger and destruction in order to bring Forky back to the heart-broken Bonnie. With help, of course, from Buzz, Mr. and Mrs. Potato Head, Bo Peep, Slinky, and all of the others.

Millions of movie goers loyal to the "Toy Story" franchise will be exposed to RVing when the new film opens in theaters on June 21. The film's official teaser on YouTube has already garnered more than 18 million views since it was posted five months ago. And each of the previous versions were blockbusters – the original movie was released in 1995 and grossed almost \$375 million, followed by "Toy Story 2" in 1999 with a gross of \$497 million, and "Toy Story 3" in 2010 with a gross of more than \$1 billion.

"Toy Story 4" brings back the original cast of voices, including Tom Hanks, Annie Potts, Tim Allen, Joan Cusack, and other stars. ■

Meet the Top Tech for Two Years Running

By Tony Yerman

RVIA created and premiered the Top Tech Challenge two years ago at its annual industry show in Louisville. This year, RVIA brought it back to the RVX event in Salt Lake City. Rather amazingly, the contest was won both years by Brandon Galbreath of D&N RV Service in Guntersville, AL. Not bad for a technician who became master certified just three years ago, with no prior certification.

Asked how he did it, Galbreath, a devout Christian, attributed it to divine intervention – "God has guided me through life and my career."

D&N RV Service opened as a family business in 1994. "My mom and dad started and own the business," says Galbreath. "In 2001, we added RVs to the business, which had been servicing boats early on. Now my wife also works with us at the business."

How did Brandon train for certification and then make the leap to become country's top tech? "It was on the job training, mostly," he says. "It seemed like a natural thing to do. I was just pushed by my nature to learn RV service."

Asked how it felt to win not once but twice, he says it was "humbling – there were some of the best technicians in the business in the competition."

D&N RV is an independent service business. "I have a great relationship with the dealers in our area," Galbreath says. "We buy vehicle brand-specific parts from them. Some have sent us repairs that they're too busy to get done in a reasonable amount of time to satisfy their customers."

Galbreath has also been involved with curriculum development for the new RV Technical Institute, slated to open within the next year and a half. "I think that if the institute does it right, it will be awesome," he says. "There should be a centralized or standardized method of training and certification for RV technicians. Everyone should get the same level and quality of training."

Due to D&N RV Service's location and his workload, Galbreath says he doesn't get



Brandon Galbreath of D&N RV Service in Guntersville, AL, has won the RVIA's two-year-old Top Tech Challenge both years and has taken home a total of \$20,000 in prize money. Other technicians will have the chance to win next year – Galbreath says he's retiring from competition.

to go to many industry shows. "The Louisville event was a five-hour drive for us. I don't think I would have gone to Salt Lake City this year if I hadn't been invited to compete."

Galbreath will be resting on his laurels next year, having no intention of competing again in the tech contest. "I'll let someone else have a chance to win it," he says. ■

GO RVING TIE-IN PROGRAM 2019

Kick off the 2019 camping season with the official Go RVing tie-in program and help your dealership reach new buyers! Focused on family adventure, couples travel, and outdoor experiences, Go RVing's multi-media marketing campaign continues to emphasize the flexibility and affordability of RV travel for today's consumers. This optional program is an ideal way to bring Go RVing's national campaign into your own advertising and promotions, while providing access to new leads generated by the Go RVing website. **Here are the highlights:**



✓ **Go RVing Leads Plus Program**

24 hours a day, 7 days a week, dealers signed up for the tie-in program have online access to Go RVing leads that are prioritized according to purchase time frame.

✓ **Access to Downloadable Commercials and Stock Footage**

Target your local markets with customizable versions of Go RVing's national commercials, or create your own using the latest stock footage – both are now available as downloads.

✓ **Digital RV Pictures in the Image Bank on GoRVing.com**

Go RVing dealers signed up for the program have access to high resolution images of consumers enjoying a variety of RVs that can be used in advertising, websites, social media, and other promotional materials

To give dealers maximum flexibility, the Go RVing dealer leads program also offers a menu of other promotional items. These items are available separately.



GET ON BOARD FOR GO RVING 2019! - RETURN THIS FORM TODAY!

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

Company: _____ Credit card (circle): VISA MC DISCOVER AMEX

Address: _____

City: _____ State: _____ Zip: _____ Credit card #: _____ Exp. date: _____

Phone: _____ Fax: _____ Cardholder: _____ Security code: _____

Email: _____ Card Billing Address: _____

Dealer website: _____ State/Province: _____ Zip/Province code: _____

MAIL this form with payment to: RVDA, 3930 University Dr., Fairfax, VA 22030 or **CALL** (703) 591-7130 to pay by phone or **VISIT** www.rvda.org to pay online

2019 RVDA CONVENTION EXPO

NOVEMBER 11-15 • LAS VEGAS

Join us for the
**2019 RV Dealers
 Convention/Expo!**



2019 PARTNERS

PLATINUM



GOLD



SILVER



BRONZE



READY FOR A TOP-NOTCH EXPERIENCE?

Experience the power of education during the 2019 RV Dealers Convention/Expo Nov. 11 - 15 at Caesars Palace in Las Vegas. Bring your top performers for a week of training devoted specifically to dealers and their top fixed-operations personnel.

Today's discerning and well-informed consumers expect to have a top-notch experience with the companies they buy from, especially when making an expensive purchase such as an RV. They want to be treated well at every step of the way, from their initial product research to post-sale repairs and maintenance. Can your staff meet those high expectations?

RVDA's annual convention is the perfect event for ensuring that all your key employees have the knowledge and training needed to wow customers. There are education tracks for dealers/GMs, sales, fixed ops, F&I, rental, and social media/emarketing. Here are just a few of the subjects your staff will learn about:

- Leadership skills, especially for young RV executives
- Compliance with legal and regulatory issues in 2020
- Selling and marketing to boomers, millennials, and Gen X
- Motivational strategies to encourage top performance
- Mini rental school (included in registration fee)
- The latest techniques for effective social media campaigns and Internet marketing

Discover new products and services in the expo hall, meet vendors, network with other dealers, and get reinvigorated during this five-day event. This year's convention takes place in Caesars Palace, located on the Strip for easy access to the city's shopping and nightlife. The preferred convention hotels are Caesars Palace and the Linq.

For information on workshops, exhibitors, hotel room rates, speakers, and more, visit www.rvda.org/convention. Check frequently, since the site is updated continually.

VISIT WWW.RVDA.ORG/CONVENTION TO REGISTER TODAY!



DEALER REGISTRATION FORM



NOVEMBER 11-15 • LAS VEGAS

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

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

2 Member Registration Fees:

First registrant locks in today's lowest rate for all future dealership personnel!
 All full registrations include Vendor Training +Plus, a \$255 value.

Early Bird Thru 6/30	Advanced 7/1 - 8/31	Regular After 8/31	Amount
-------------------------	------------------------	-----------------------	--------

First Registrant	\$669	\$779	\$1,099	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>				
Second Registrant	\$649	\$759	\$1,099	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>				
Third Registrant	\$649	\$759	\$1,099	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>				
Fourth Registrant	\$649	\$759	\$1,099	\$
Registrant Name _____ Email _____ Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>				

VENDOR TRAINING +Plus ONLY

Dealership must have one full convention registrant to bring additional employees JUST for Vendor Training +Plus. The cost is \$255 per person and includes Vendor Training +Plus training on Tuesday, Nov. 12, and Tuesday's reception in the Expo. Copy this form to add more registrants for Vendor Training +Plus.

Name _____ Badge 1st Name _____ Email _____	\$
Name _____ Badge 1st 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
 To pay by credit card call (703) 591-7130 or register online at www.rvda.org/convention

U.S. DEALERS – Please MAIL this form with payment to: RVDA of America, 3930 University Drive, Fairfax, VA 22030-2515
 Or CALL to pay by credit card: (703) 591-7130 • Or Register ONLINE at: www.rvda.org/convention

CANADIAN DEALERS – Please MAIL this form with payment to: RVDA of Canada, Ste. 145, 11331 Coppersmith Way, Richmond, BC V7A 5J9
 Or CALL to pay by credit card: (604) 718-6325

CANCELLATION / REFUND POLICY: All cancellations must be in writing and received by August 30, 2019, to qualify for a refund. A \$50 administrative fee will be deducted from each refund request received by July 31, 2019. A \$100 administrative fee will be deducted from each refund request received between August 1, 2019 and August 30, 2019. No refunds will be made after August 30, 2019.

Need Money for College?

College Scholarships Available from the Mike Molino RV Learning Center

Application available at
www.rvlearningcenter.com



The Mike Molino RV Learning Center is a tax exempt organization as described in section 501(c)(3) of the Internal Revenue Code. Contributions may be tax deductible as charitable donations. The scholarship program is made possible through the generosity of the Newt and Joanne Kindlund Family.

Mike Molino RV Learning Center Scholarship Program



FACT SHEET AND APPLICATION: 2019-2020 ACADEMIC YEAR

About This Scholarship

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

Eligibility Requirements

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

Requirements*

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

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

Submit with Application:

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

Submit application packet to:

Mike Molino RV Learning Center
3930 University Drive
Fairfax, VA 22030
or fax to: (703) 591-0734,
or by email to info@rvda.org

Applicant's Name: _____

Address: _____

Phone: _____ E-mail: _____

Sponsoring RV-Related Company: _____

Name of Dealer Principal/GM: _____

Address: _____

Phone: _____ E-mail: _____

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

Address: _____ Phone: _____

College Attending in 2019-2020: _____

City/State: _____ Major: _____

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

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

Are You Employed? No Yes Employer: _____

How Long/When? _____

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

Signature: _____

Deadline: June 28, 2019. To be considered, all application materials must be received by the deadline. For more information and to download additional applications, visit www.rvlearningcenter.org or email info@rvda.org.



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 (discount given for multiple dealerships)

The DLN offers online training for:

- RV Service Technicians
- Service Writers/Advisors
- Greeters/Receptionists
- Dealers/GMs
- with more training in development!

The RV Training Institute at Florida Gateway College, in partnership with the Florida RV Trade Association (FRVTA), and the Mike Molino RV Learning Center (MMRVLC), is pleased to offer this distance learning training program exclusively for the RV Industry. We are able to deliver training programs directly to member dealerships and other industry-related sites throughout the U.S. and Canada through Internet Broadband. A variety of programming is available for all occupations within the RV Industry, as well as manufacturer and supplier product-specific clinics and workshops.

The program is an in-house, mentor-led, group-learning training opportunity where costs associated with travel and time out of the shop are eliminated. The only requirements needed for

participation in the Distance Learning Network is a computer with high-speed internet connection. You will also need an "out" video cable connected to your computer and directly to a television making group learning a reality.

Participating dealerships can purchase RVIA RV Service Technician course textbooks through FRVTA at a discounted price. Each subscription location will have access to all available training for a full curriculum year from August 1 of the current year through July 31 of the following year.

Complete details about the training and functionality of the Distance Learning Network is available at: <http://rvtraining.fgc.edu>. Find training on the 'Courses' dropdown menu.

NATIONAL DEALERSHIP REGISTRATION FORM

Company Name: _____

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

Phone: _____ Fax: _____

Mentor Name: _____ Phone: _____

Email (at dealership): _____ Fax: _____

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

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

Discount given for multiple dealerships (5 or more). Contact the RV Training Institute at Florida Gateway College (386) 754-4285 for details.

PAYMENT METHOD Note: prices are subject to change without notice. Complete lower section and mail to:

Florida RV Trade Association, 10510 Gibsonton Drive, Riverview, FL 33578

PAY BY CHECK OR MONEY ORDER

For more information, call (386) 754-4285 or go to <http://rvtraining.fgc.edu>

1/2019

RVDA Endorsed Products



Certified Green RV Program TRA Certification Inc.

www.certifiedgreenrvs.com
mandy@tragreen.com
P: (574) 333-3302

Measures, evaluates, and certifies RV manufacturers and verifies vendors for energy efficiency and environmental friendliness.

Credit Card Processing Bank of America Merchant Services

https://rvdealer.bankofamerica.com
(678) 784-0567

Offers members an annual savings averaging 10-15 percent on each Visa and MasterCard transaction. Provides fast authorization, around-the-clock support, and improved funds availability.

Disability Income Insurance/ Paycheck Protection Benefits American Fidelity Assurance Company

www.afadvantage.com
Regional manager Jeff McNeilly
Jeff.McNeilly@americanfidelity.com
Regional manager Susan Weed
Susan.Weed@americanfidelity.com

Provides disability insurance to provide security for a portion of employees' paychecks if they're unable to work due to a covered accident or illness.

Emergency Roadside and Technical Assistance Coach-Net

www.coach-net.com
sales@coach-net.com
(800) 863-6740

Provides emergency roadside and technical assistance solutions to RV dealers, RV and chassis manufacturers, RV clubs, and customer membership groups. Uses trained customer service agents and master certified technical service agents.

Employee Behavioral Assessment Omnia Group

www.OmniaGroup.com/rvda/
Carletta@OmniaGroup.com
(800) 525-7117 x1226

Assessment solutions help dealers select the right person for the job, increase retention, and build a strong workplace culture.

Employee Incentives TicketsatWork

www.ticketsatwork.com
(800) 331-6483

Provides ticket discounts and special offers on theme parks, shows, sporting events, concerts, movies, hotels, rental cars, retail gift cards, more. Sign up by visiting the website landing page.

Extended Service Agreements XtraRide RV Service Agreement Program

www.protectiveassetprotection.com
(800) 950-6060, Ext. 5738

The XtraRide RV Service Agreement 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.

Health Collective Purchasing Arrangement Brown & Brown Insurance

www.bbinservices.com/index.php/form
aweilage@bbloouisville.com
(502) 550-2399

Offers members a way to provide employee health benefits while saving money. Dealers can maintain their current health benefits or customize their offering to employees.

Customer Tracking and Reporting Customer Service Intelligence Inc. (CSI)

www.telcsi.com • sales@telcsi.com
(800) 835-5274

All-new cloud-based system for customer follow-up lets dealers track and manage customer interaction with the dealership and provides daily reports. For the first 90 days, CSI will review the reports with dealers and guide them on how best to use the data.

Loan Origination and Warranted Loan Documents

AppOne
www.appone.net

A web-based indirect loan origination platform helps dealers and lenders manage the origination process of retail credit applications from lender submission to funding. Provides a library of loan documents that are regularly reviewed for compliance with federal and state laws in all 51 U.S. jurisdictions.

Market Intelligence Program RV Industry Data Program from Statistical Surveys

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

Provides dealers with data and analytics, including data on where new units are being registered and which dealers sold which units by make, model, length and axles.

Office Supplies Office Depot

www.officediscounts.org/rvda.html

Save up to 80% on over 93,000 products at Office Depot and OfficeMax. Shop online or in any Office Depot or OfficeMax store. Free next-day delivery with online orders over \$50. Visit the website to shop or to print a free store purchasing card.

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

www.nada.com
lsims@nadaguides.com
(800) 966-6232, Ext. 235

An essential tool to determine the average market value for used RVs. RV Connect provides updated RV values, creates custom window stickers for both newer and older RVs, and more.

Propane and Propane Supplies Suburban Propane

www.suburbanpropane.com
smeyers@suburbanpropane.com
(800) 643-7137

Discounts on propane, along with attractive and safe equipment for refilling most any propane cylinder, 24-hour service, on-site instruction for dealership personnel, signage, and a periodic review of filling stations by safety experts.

RVDA/Spader 20 Groups Spader Business Management

www.spader.com • info@spader.com
(800) 772-3377

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.

RV Repair Financing Confident Financial Solutions

www.rvrepairfinance.com
RV Solutions Group (817) 310-8812

Dealers can offer customers simple RV repair financing with this product from CFS, a financial technology company providing loans to consumers who need to repair or upgrade their RV or finance a service contract.

Shipping Discounts PartnerShip LLC

www.PartnerShip.com/79rvda
(800) 599-2902

Provides RVDA members with substantial shipping discounts. Save on small package shipments with FedEx and less-than-truckload (LTL) freight shipments with UPS Freight and Con-way Freight.

Software & Consulting Services KPA

www.kpaonline.com
(303) 356-1735

Provides consulting services and software to automotive, truck, and equipment dealerships. Its Environmental Health & Safety product line provides onsite, on-call, and online services. Its Human Resource Management software ensures compliance with state and federal regulations.

The Mike Molino RV Learning Center proudly recognizes these **CONTRIBUTORS**



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

Received From	Contributed 4/16/17 - 4/16/19	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
MAJOR GIFTS				
Camping World and Good Sam	\$332,013	\$1,000,000		9/8/17
Protective	80,312	350,895		12/11/18
Brown & Brown Recreational Insurance	20,000	60,000	200,000	5/17/18
Tom & Carolyn Stinnett	20,000	125,000		12/28/17
Campers Inn	5,000	86,000	100,000	12/19/17
PleasureLand RV Center Inc.	2,750	99,600		12/3/18
Horsley Family Memorial Fund	1,610	73,610		6/29/18
Byerly RV Center	10,000	72,000		10/2/18
Bill Plemmons RV World	5,000	25,050	50,050	8/13/18
All Seasons RV Center	2,000	41,019	47,049	12/14/18
Pan Pacific RV Centers Inc.	4,500	46,000		7/31/18
Reines RV Center Inc.	6,500	45,525		12/19/18
McClain's RV Superstore	1,000	45,000		6/13/17
Palm RV	15,000	22,500	37,500	3/19/19
Pikes Peak Traveland Inc.	1,000	33,700		7/31/17
Wilkins R.V. Inc.	5,000	28,000	33,000	1/22/19
Diversified Insurance Management Inc.	3,200	28,000	31,200	5/7/18
LazyDays	5,000	30,000		10/2/18
RV Country	1,000	30,000		8/4/17
Greenway Inc. (Route 66 Dealer)	6,500	28,850		12/14/18
United States Warranty Corporation	5,000	14,250	26,250	9/17/18

CHAMPIONS

Curtis Trailers Inc.	13,500	23,250		11/30/18
Alpin Haus	2,000	22,500		8/8/18
Stolzfus RV & Marine	2,500	22,500		9/14/18
MBA Insurance Inc.	3,000	20,100		3/19/19
Hartville RV Center Inc.	2,000	16,750		6/18/18
Blue Ox	1,000	13,750		8/29/17
Floyds Recreational Vehicles	3,250	13,750		6/5/18
Mike & Barb Molino	450	12,586		9/27/18
Motley RV Repair	500	10,575		7/7/17
Crestview RV Center	2,000	10,000		12/31/18
Don Gunden	5,000	10,000		11/30/17
Burlington RV Superstore	1,500	9,000		6/11/18
Camperland of Oklahoma LLC	2,000	8,350		7/30/18
Circle K RV's Inc.	530	8,030		6/18/18
All Valley RV Center	1,000	8,000		11/6/18
Hilltop Camper and RV	4,000	7,622		6/7/18
Phil Ingrassia	2,000	7,500		12/31/18
Hayes RV Center	500	7,350		6/18/18
Madison RV Supercenter	500	7,000		12/22/17
Topper's Camping Center	500	6,553		6/4/18
Best Value RV Sales & Service	750	6,500		5/7/18
Noble RV Inc.	1,500	6,005		2/24/19
American Guardian Group of Companies	2,400	5,500		4/1/19
Skyline RV & Home Sales Inc.	2,000	5,500		9/4/18
RCD Sales Company Ltd.	1,000	5,349		6/18/18
Good Life RV	1,000	5,100		5/26/17
Moix RV Supercenter	4,000	5,000		1/7/19
ROUTE 66 RV Network	2,000	5,000		1/8/19
J. D. Sanders Inc.	500	4,250		7/3/18
Leo's Vacation Center Inc.	2,000	4,000		10/27/17
Tacoma RV Center	1,000	4,000		6/18/18
Myers RV Center Inc.	100	3,850		6/19/18

Received From	Contributed 4/16/17 - 4/16/19	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
Northern Wholesale Supply Inc.	2,000	3,750		11/28/18
RV Outlet Mall	250	3,550		6/13/17
Gib's RV Superstore	2,000	3,500		6/4/18
Mount Comfort RV	1,500	3,500		9/17/18
Ocean Grove RV Supercenter	1,250	3,500		6/22/18
Kroubetz Lakeside Campers	2,600	3,100		11/26/18
The Trail Center	500	3,050		11/20/17
Airstream Adventures Northwest	1,500	2,500		2/4/19
Alliance Coach	500	2,500		5/19/17
Clear Creek RV Center	2,500	2,500		10/30/18
Bill & Shannon Koster	1,000	1,500	2,500	12/11/18

LEADERS

Dinosaur Electronics	250	2,450		6/27/17
Camp-Site RV	750	2,250		2/15/19
RV World Recreation Vehicle Center	250	2,100		6/13/17
Candys Campers	250	2,050		8/16/17
Colonial Airstream & RV	1,500	2,000		3/19/09
Steinbring Motorcoach	750	2,000		9/21/18
Beckley's Camping Center	750	1,750		10/19/18
American Family RV Inc.	1,000	1,500		9/8/17
Camp-Land RV	1,000	1,500		8/13/18
Cold Springs RV Corporation	1,500	1,500		6/7/18
Tennessee RV Sales & Service LLC	500	1,500		8/3/18
Tire Shield	1,500	1,500		1/7/19
Tri-Am R.V. Center of East Tennessee	1,000	1,500		1/7/19
Mid America RV Inc.	750	1,300		6/11/18
Clippership Motorhomes Rental	1,000	1,250		7/18/18
84 RV Rentals & Service	1,000	1,000		12/27/17
Bent's RV RendezVous	1,000	1,000		1/10/19
Modern Trailer Sales Inc.	500	1,000		6/18/18
The Makarios Group LLC	500	1,000		6/11/18

BENEFACTORS

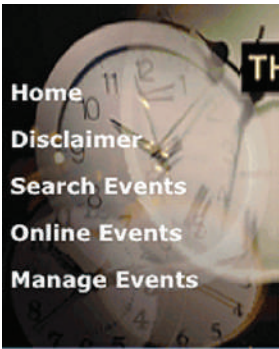
Keepers RV Center	100	900		8/14/17
Bowling Motors & RV Sales	500	800		8/28/17
Starr's Trailer Sales	200	650		5/29/18
Dodd RV	100	600		8/17/18
North Point RV	500	500		6/12/18
OK Recreational Vehicle Association	500	500		8/18/17
RH Power & Associates Inc.	500	500		5/8/17
Southern RV Inc.	500	500		10/2/17
Welcome Back RV Center	500	500		7/25/18

SUPPORTERS

Black Book RV Value Guide	50	300		6/20/18
RV Value Mart Inc.	200	300		7/31/17
North Texas RV Repair	250	250		5/7/18
Open Roads Complete RV Svc & Sales	250	250		11/26/18
Pettes & Hesser Ltd.	250	250		7/30/18
RV General Inc.	250	250		8/13/18
RV Quest	250	250		6/28/18
Tonie's RV Inc.	250	250		4/27/18
Inventrue	100	100		7/25/18
Tom Lindstrom RV Inc.	100	100		5/7/18

ENDOWMENTS

Kindlund Family Scholarship		\$270,000		
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THE

RV Industry's

CENTRAL TRAINING CALENDAR

June 2019

- Home
- Disclaimer
- Search Events
- Online Events
- Manage Events

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

**RVDA Welcomes
Our Newest Members**
3/1/19 – 3/31/19

Dealers

Arkansas RV Sales and Service LLC., Conway, AR

Kelly RV Inc. West Milton, PA

Kuhl's Trailers Sales Inc. Ingraham, IL

Pro RV, Colleyville, TX

Scott's Recreation of Manchester Manchester, ME

Aftermarket

Talin RV, Brooksville, FL

Rental

How We Roll RV LLC Cleveland, TN

RV Liquidation Center Clovis, CA

ONGOING ONLINE EVENTS:

Technician Certification Self-Study Prep Course	FRVTA's Distance Learning Network - Training for Every Position at Your Dealership	Customer Service Training through FRVTA's DLN	Service Writer/Advisor Training through FRVTA's DLN
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Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 Show Online Events
2 Show Online Events	3 NRVTA Week 2 - Advanced RV Tech: Air Conditioners/Heat Pumps NRVIA Level 2 - Advanced Inspector Training LCI-Newest Systems Show Online Events	4 LCI-Newest Systems Show Online Events	5 Show Online Events	6 LCI-Newest Systems Show Online Events	7 Show Online Events	8 Show Online Events
9 Show Online Events	10 NRVTA Week 3 - Advanced RV Tech: Absorption Refrigerators Hands-on RV Tech Certification Training - Complete RVIA curriculum books 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 NRVTA Week 4 - Advanced RV Tech: Water Heater/Furnace Show Online Events	18 Show Online Events	19 Show Online Events	20 Show Online Events	21 Show Online Events	22 Show Online Events
23 Show Online Events	24 NRVTA Week 5 - Advanced RV Tech: Exterior/Hydraulics 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						

ADVERTISERS INDEX

Diversified Insurance Management (800) 332-4264	3	RV Dealer Pro (888) 553-0100	21
MBA Insurance (800) 622-2201	11	RVT.com (800) 282-2183 Ext. 710	2
Portfolio www.PortfolioReinsurance.com/rv-dealers	4	Sobel University (253) 565-2577	18
Powersports (800) 399-4654	19	Spader Business Management (800) 772-3377	15
Protective Asset Protection (866) 924-7035	back cover	Wildfire Group (Broadstreet) (800) 766-0310	20



YOUR ROAD TO

MAXIMIZED PROFITS BEGINS WITH

PROTECTIVE

YOUR BEST ROUTE TO F&I SUCCESS

- Industry-leading XtraRide® RV Service Contract Program Exclusively Endorsed by the RVDA for Over 25 Years
- Dealer Experience Refund & Reinsurance Programs
- Post Sale & Renewal Programs
- Unparalleled Service & Support
- F&I Training & Technology

LET US SHOW YOU THE WAY

-  Visit protectiveassetprotection.com
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