

RV EXECUTIVE TODAY

SEPTEMBER 2018

QUARTERLY MARKET SURVEY

ARE DEALER TOWABLE INVENTORIES TOO HIGH?

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FTC Targets Dealers For Financing and Advertising Violations

PAGE 14



Digital Leads: Speed the Response, Slow the Process

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Chevy's New Advanced Trailering System

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RV EXECUTIVE TODAY

C O N T E N T S

September 2018

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Half of dealers in the latest quarterly market survey say their towable inventories are too high, reflecting a sales slowdown during the early summer period.

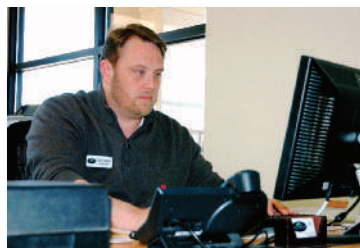
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2018 RVDA
CONVENTION
EXPO
NOVEMBER 5-9 • LAS VEGAS

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Some News on RVDA Member Benefits

By Phil Ingrassia, CAE, president

As RVDA members, dealers and their employees have access to products and services that can help in many areas of their dealerships. There have been some changes over the past few months, so I'd like to highlight some of the newer programs in my column this month.

RVDA is pleased to announce a new partnership with **The Stanek Group at Morgan Stanley** to provide business planning/succession planning services to members. The Stanek Group, which has conducted webinars on tax and other business issues this year for RVDA members, is ready to help dealer principals navigate important decisions they need to make regarding their future. For more information on this program, see page 28.

One of the fastest growing RVDA benefit programs is the **RV Dealers Health Collective Purchasing Arrangement through Brown & Brown Insurance**. Launched last year, the program is serving hundreds of RV dealership employees right now. By leveraging dealer buying power and reducing excess costs, RVDA members have an opportunity to lower their health care premiums.

Dealers have the option of maintaining their current health benefits, or they can further customize their offering to employees. The program includes a dedicated Brown & Brown service representative and administrative support.

Another newer member benefit are products available through **Gearcor**, which offers RVDA member dealers and their employees an exclusive website featuring discount pricing on occupational footwear, work clothing, company logo-branded apparel, technician uniforms, and personal safety gear. In addition, member dealers can establish their own "private company store" for management and employee uniform and footwear purchases.



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A program I urge you to share with your employees is **TicketsatWork**. RVDA members receive discounts and special access to theme parks and attractions, including the Walt Disney World Resort, Universal Studios, Disneyland, SeaWorld, Six Flags, Cirque du Soleil, and shows and performances in Las Vegas and New York City. Also check with TicketsatWork.com for savings on car rentals, hotels, tours, and attractions across the United States.

These are some of the newer programs which, along with longstanding partnerships with **Protective's XtraRide** and **Spader 20 Groups**, make up a roster of benefits that add value to your RVDA membership.

For a complete list of programs, see page 37, or visit www.rvda.org. You can also stop by the RVDA/RV Learning Center booth at the convention in November for more information.

Thanks for your support! ■

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Other Dealership Employees Impact RECT (Repair Event Cycle Time), Too!

By Tim Wegge, chairman

If you've been reading my columns, you know that I'm doing all I can to make certain you're paying attention to RECT. As the industry begins to invest in improving repair event cycle times in every repair facility, much attention is being focused on parts identification and acquisition and the number and competency of RV technicians.

This summer's announcement of the joint efforts of RVIA and RVDA in the formation of the **RV Technical Institute (RVTI)** is an important investment in technician training and recruitment that the industry needs. More details about this new and exciting RV training facility will emerge in the months to come, and I think we can all agree that we need to support this project. We'll share details about this joint effort as we get them.

In addition to technicians, there are other important members of every dealership team who have an impact on RECT – the people who manage the technicians' time (service managers), those who work directly with our customers to understand and document their issues with their RV (service writers/advisors), those who work with manufacturers and suppliers to obtain warranty authorizations (warranty administrators), and those responsible for stocking and ordering parts (parts managers and specialists).

The Mike Molino RV Learning Center specializes in training all these important people who play a huge role in the RECT process. These are the support people who help by doing what needs to be done so our technicians can complete all those repairs. Without this team of professionals in our service and parts departments, RV repairs simply could not happen. The Learning Center has training and certification programs available for these critical fixed-operation professionals. Skilled employees are more likely to not only seek out and implement best practices and procedures, resulting in a more effective operation, but are also better at interacting with colleagues, suppliers, and most importantly, customers.

For service advisors, an excellent resource to prepare for the certification test are the RV Learning Center's RV Service Writer/Advisor Learning Guides. Developed by The Ohio State University's Center on Education and Training for Employment, the RV Service Writer/Advisor Learning Guide provides a basis of knowledge required for a service writer/advisor to perform this important role.

In addition, the RV Learning Center will roll out fixed-operations online courses through a new and innovative learning management system. Once complete, the entire

“The Mike Molino RV Learning Center specializes in training all these important people who play a huge role in the RECT process. These are the support people who help by doing what needs to be done so our technicians can complete all those repairs. Without this team of professionals in our service and parts departments, RV repairs simply could not happen.”

team of fixed-operations professionals – service managers, service writers/advisors, warranty administrators, and parts managers and specialists – will be able to take RV industry-specific training courses online. This easy, affordable, and comprehensive training will be available in the coming months. In the meantime, the current easy to use training materials are still available through the Learning Center.

And there's more. To help consumers locate dealers with credentialed employees, the RVDA dealer search function at www.rvda.org indicates whether dealerships employ industry certified fixed-operation professionals and certified technicians. Studies prove consumers demand better service and are looking for dealerships with well-trained employees.

This is all part of RVDA's commitment to helping dealers and the industry reduce RECT. Get on board early, and let's get our people trained and ready to meet the growing need for better and more efficiently-run fixed operations in our dealerships. Our future depends on it!

For more information, visit www.rvlearningcenter.com, email info@rvda.org, or call the dealer services hotline at (703)591-7130.

May God bless you all and continue to bless this great industry. ■

QUICKTAKES

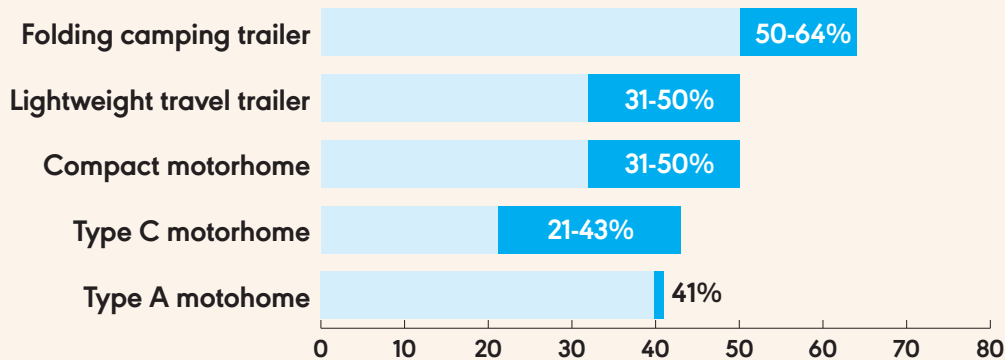
Info For The Big Picture



RVing: Nifty and Thrifty

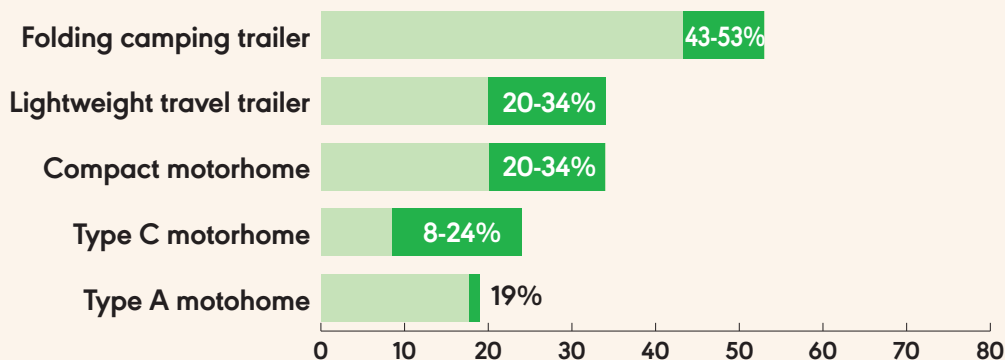
A recent study from CBRE Hotels Advisory Group says RV vacations are by far the most economical, even when factoring in fuel costs, and can provide savings of 21 percent to 64 percent, depending on the type of RV and vacation. A family of four in a folding camping trailer can save the most – 50 percent to 64 percent – over other forms of travel. The study analyzed a variety of hypothetical groups traveling by different modes of transportation and for different lengths of time.

4-person parties save:



Fuel prices would have to rise to almost **\$13 per gallon** for a Type C motorhome vacation to be more expensive for a four-person group than the least expensive non-RV vacation.

2-person parties save:



Fuel prices would have to rise by **\$5.50 to more than \$13 per gallon** for RVing to lose its economic advantage for a two-person group.

Half of Dealers Say Towable Inventory Is Too High but Motorized Is OK

By Jeff Kurowski

About half of the dealers surveyed late in July said their new towable RV inventories were too high, while a little more than half of motorhome dealers said their inventories levels of new models were “about right,” according to Robert W. Baird & Co., the Milwaukee-based investment firm that surveys dealers quarterly in partnership with RVDA.

The opposite was true in the case of used towable and motorhome inventories, with 67 percent of dealers saying their used towable inventories were too low and 70 percent saying their used motorhome inventories were too low.

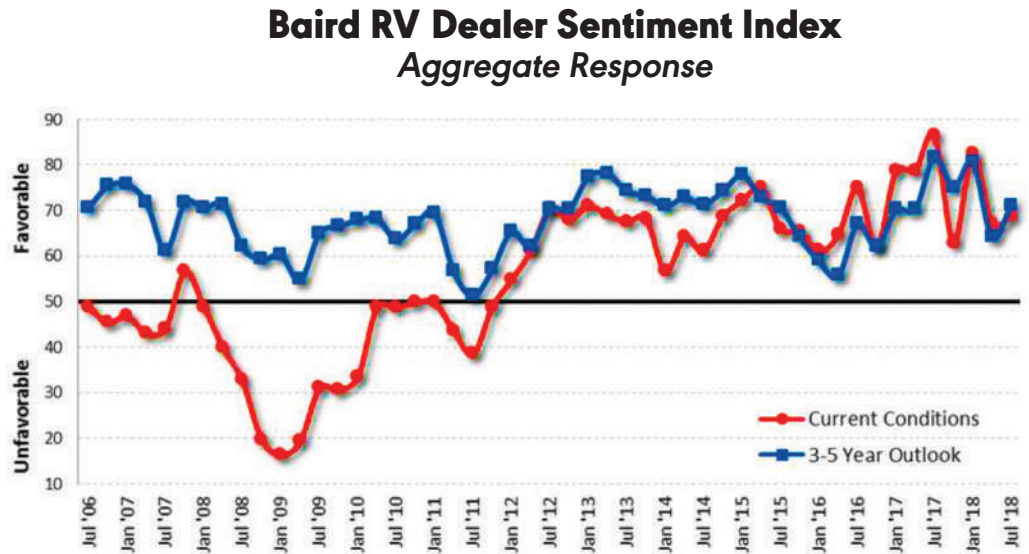
Dealers surveyed said demand for new towables slowed down during the May-through-July timeframe, decreasing in the low-to-mid single-digit percentage range, after increasing by low single-digit percentages during the February-through-April quarter.

One dealer reported his towable sales were up “almost double digits” for the year, but added, “margins are shrinking as some dealers are selling scared...trying to get inventory in line with demand.”

Another dealer reported, “We were rolling along good until mid-May, then lot traffic and sales fell off.”

Other dealers were more upbeat. One said that his second-quarter numbers for 2017 and 2018 were nearly the same, but added that “July is finishing stronger than last year, and it appears this year is a late bloomer compared to 2017.”

Another dealer wrote, “We are actually having a much better year



Source: Baird research

The Baird Dealer Sentiment Index measures how dealers feel about current business conditions and how they feel about the next three to five years. Dealers' outlook about current conditions is 69, up slightly from 67 as of late April, but down from the record-high of 82 reached in July 2017. Dealers' outlook for the next three to five years is 71, up from 64 in late April but below the all-time high of 82, which also was set in July 2017.

than 2017. I think it is because of focused advertising, new signage and message, and bringing in micro-lite products.”

A few dealers said higher interest rates on retail loans are starting to hurt sales. Although 68 percent of dealers reported credit conditions as of late July were “about the same” as they were in late April, one dealer wrote, “Many customers have not made a major purchase over the past year and are very surprised at the higher interest rates.”

While some RV dealership customers feel loan rates are up, the Baird firm believes that retail finance rates still are in the “normal” range. In the wholesale loan sector, 87 percent

of dealers responding to the survey said there was little or no change between April and July of this year.

In terms of demand for the various towable product types, one dealer wrote, “The larger units are not moving like they did a year ago. We hope August turns on, and we can move some of these luxury fifth wheels and toy haulers.”

Another dealer reported he still is selling “a lot of stick and tin – smaller and lower-priced units,” and that “large bunkhouses started flat but are now picking up,” while “upper-end fifth wheels and toy haulers are flat.”

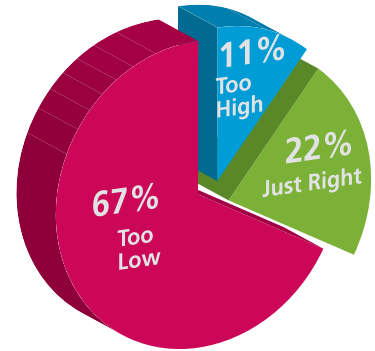
Meanwhile, the retail demand for new motorhomes picked up, increasing in the mid-to-high single-

digit percentage range May-through-July, after increasing in the low single-digit range February-through-April.

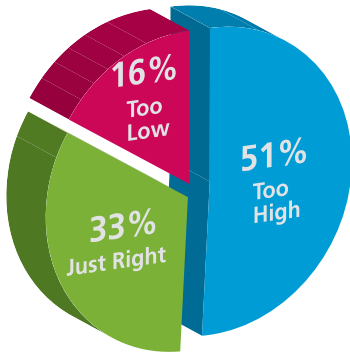
Dealers' concerns about the size of their towable RV inventories is reflected in their belief that they had a 114-day supply of new towables as of late July, compared with a 107-day supply as of April, and a 108-day supply at the end of July 2017.

Dealers who sell motorhomes – which accounted for 12 percent of the RV market in 2017 – felt they had a 127-day supply of new units as of late July, compared with 101 days at the end of April and 149 days at the end of July 2017. Baird believes dealers' motorhome levels as of late July were "more appropriate" than they were a year earlier. ■

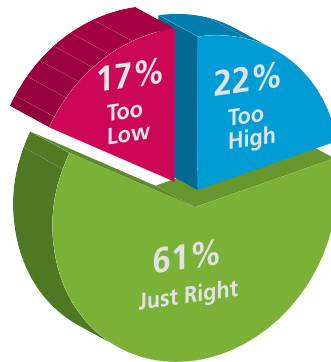
Used Towable RV Inventories



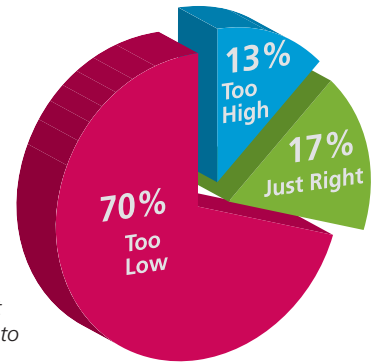
New Towable RV Inventory Comfort Level



New Motorhome Inventory Comfort Level



Used Motorhome Inventories



*Charts may not total 100% due to rounding.

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- Don Reed, CEO

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Gross Profit	~150,000	~225,000 (48.7% increase, \$725,442 total)

5 TECHNICIANS

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The Digital Lead: Speed Up the Response, then Slow Down the Process

Why don't dealerships use the same sales approach for both online and onsite customers?

By Mark Sheffield

In two previous stories, I discussed secretly shopping RV and powersports dealerships in my 20 groups to find out how well they responded to online inquiries about units in their own inventory. The dealers were surprised to find out how badly their stores had performed. In this article, I'll discuss how to implement a proper lead-response protocol at your dealership.

The skill set required to work with customers face-to-face in the showroom is different than the skills required to build relationships through email. Couple that with the fact that most dealerships have conducted zero hours of digital lead-training with their sales staff, and you have a recipe for failure.

If you're unwilling to change your process, if you aren't going to set expectations and then train the sales personnel to a set standard, and if you aren't going to monitor what sales associates send customers in their email responses, then be willing to accept a closing ratio on digital leads that's less than half that of dealerships laser-focused on incoming leads. You'll also need to spend more on advertising to generate additional leads, and a large percentage of customers are going to have a poor first impression of your dealership.

Start by building a relationship

Before sending that first email to the customer, you must make an important decision: Will this transaction be a good deal for the customer and a profitable deal for the dealership,



or a bad deal for the customer and a low-margin deal for the dealership? Low-margin deals ultimately don't cover the expenses of having topnotch dealership employees, ongoing training, and computerized diagnostic tools.

Low-margin/high-volume dealerships can also have higher staff turnover and lower customer loyalty. Due to high inventory levels and increased flooring expenses, these dealerships also have significantly more exposure should the market make a reversal. (Remember 2008?)

For a profitable deal/happy customer transaction, the very last thing you should discuss with the customer is the price of the unit he or she showed an interest in.

The Auto-Response: Friend or Foe?

By Mark Sheffield

I've quizzed more than 100 dealers for their opinion about using auto-responders. Oddly enough, while 60 percent don't like getting them when they themselves shop online, about 75 percent of the dealerships I've digitally shopped employ them. Of those that use auto-responders, only 10 percent have customized the messages.

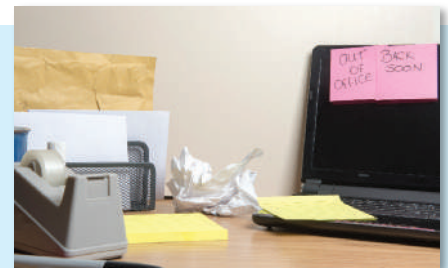
Should you use an auto-responder? If you answer "no" to any of these questions, I'd recommend using one:

- Do we consistently follow up within an hour on all leads received between 6 a.m. and 10 p.m.?

- Do we follow up on leads on days when the dealership is closed (weekends/holidays)?
- Are we the only dealership in our marketplace, the "only game in town"?

If your website provider includes the ability to customize the outgoing message, take advantage of that capability. Here's a list of information you could include in each response:

- Thank the customer for choosing your dealership.
- Set expectations for when he/she will receive a personal response.



- Provide a little history about your dealership, pointing out any unique or special qualities.
- Highlight your Google Review status if it's higher than 4.0.
- Provide helpful links, such as an online finance application, towing services, map and directions, hours of operation, and phone numbers.

Each dealership has a personality. Make your auto-response a reflection of who you are and what you stand for.

There's no reason why you can't treat an Internet lead just like you treat a customer who walks into your showroom. Most dealerships have a multi-step sales process – use that same process with online leads. The showroom sales staff is trained to slow the process down, and why should an Internet lead be any different?

Customers enjoy dealing with people they know and like, so the goal is to start building a relationship. Maybe the customer included in his or her inquiry some common ground you can build on. If not, another starting point could be to build value in the company. Here are some examples.

Start with this lead from Billy Smith to Kansas Agriculture Farm & Implement Company (KAFIC).

"Dear KAFIC,
I recently purchased an additional 200 acres of property just outside of Kansas City. I plan to grow some hay on this new addition. My current tractor isn't large enough to mow the new fields, and so I'd like to get a price on a new 150HP tractor with a mowing attachment..."

Here's a sample of how to start building a relationship in your response:

"Mr. Smith,
Thanks in advance for taking the time to reach out to KAFIC. Congratulations on your acquisition of the new property. I've lived in Kansas for the last 18 years and have a 15-acre parcel where I raise a few steer and sheep. Eventually, I'd love to be able to purchase some additional land, so I can expand my operation..."

Here's a sample of how to build up the value in your dealership:

"Mr. Smith,
Thanks in advance for taking the time to reach out to KAFIC. I see you're interested in a price on a new 150HP tractor. I'll be happy to get you that information, but first I'd like to know a little more about your operation. Can you tell me which implements you'll be using with the

new tractor? Are any of them going to require a PTO, or is everything towed?

If you haven't yet visited KAFIC, I'd like to tell you a little about our company. We've been in business for the past 64 years and are family-owned and operated. We're located on 14 acres to the west of I-29, and we're your local Ford and Case/IH dealership. We just received the new Smooth-Shift™ tractors, and you wouldn't believe how much nicer they are to drive. Would you be able to come by to take a test drive?"

Keep the focus on either building the customer relationship or building up the value of doing business with KAFIC. Doing so will improve both margins and customer satisfaction.

If the customer is adamant about getting a price, provide a range but don't back yourself into a corner. Explain why you're giving a range of prices (different brands, different features, etc.).

In my next story, I'll explain how to handle other components of your first email to the customer.

Mark J. Sheffield is a Spader Business Management 20-Group facilitator. He can be reached at info@spader.com or (800) 772-3377. ■



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Dealers Face **Individual Liability** as FTC Targets Certain Financing and Advertising Violations for the First Time

Lawsuit alleges dealer group falsified credit apps so customers could obtain financing

By Randy Henrick

The FTC recently launched two aggressive actions against dealerships on compliance violations it hasn't aggressively pursued in the past. Since dealer principals themselves have been sued as individuals in recent instances – a first – these actions should serve as a wakeup call for everyone.

The FTC's first initiative took aim at falsified credit applications and deceptive advertising. The agency filed a lawsuit in a federal court in Arizona seeking injunctive and monetary relief against a four-store group. It also sued the group's principals as individuals. That alone is an important reason to take notice of this lawsuit.

The FTC had never brought an action against dealerships or their principals that falsify credit applications by – as in this case – inflating customers' incomes and down payments to get deals funded by lenders. One of the four stores inflated income or down payment amounts 44 percent of the time! And it wasn't by nickel-and-dime amounts. One customer told the dealership she had a fixed monthly income of \$1,200, but a dealership staffer allegedly inflated it to \$5,200 in the paperwork.

As Andrew Smith, director of the FTC's Bureau of Consumer Protection, says, "Buying a vehicle is one of the biggest purchases consumers make. When consumers tell a dealer how much they make and how much they can pay upfront, the dealer can't turn those facts into fiction."

The FTC also says the defendants used tactics that prevented people from reviewing the documents. Dealership personnel allegedly rushed some consumers through the process, had them fill out forms over the phone or in places like grocery store parking lots or restaurants, or altered the documents after consumers signed them.

This behavior went on for several years until a lender that experienced a disproportionately high default rate from the dealership's customers did an audit and uncovered the schemes.

Deceptive online ads

The dealer group was also charged with false advertising. The first thing the FTC looks for in dealer advertising is "triggered terms" as specified in the federal Truth in Lending Act (TILA) and the Consumer Leasing Act (CLA) and whether they're accompanied



by the required clarifying information. The FTC found that, in many instances, the dealer group's ads did not comply.

In credit sales, if you advertise any payment amount, the term, amount or percentage of down payment, or the amount of any finance charge, you must also include the APR or annual percentage rate using one of those terms, the down payment, and the terms of repayment.

For leases, if you advertise the amount of any payment, a statement of any capitalized cost reduction or even that no up-front payment is required (\$0 down), then you must also advertise that the transaction is a lease, the amount due prior to lease signing or delivery, the number, amount and due dates of payments, and whether a security deposit is required.

The FTC also found other forms of deceptive advertising. For example, a YouTube ad claimed the featured car could "be in your driveway for only \$169 per month." In fact, consumers couldn't buy that car for the advertised monthly payment. That amount applied only to a lease. What's more, the FTC says, the ad didn't clearly disclose that to get that monthly payment, consumers had to shell out \$2899, plus other fees at lease signing.

In another online ad, the company touted an "incentive" discount of \$5,250. But buried behind

One customer told the dealership she had a fixed monthly income of \$1,200, but a dealership staffer allegedly inflated it to \$5,200 in the paperwork.

FINES HAVE INCREASED FROM \$16,000 PER VIOLATION TO \$41,484 PER VIOLATION.

multiple hyperlinks was the fact that the discount was available only to consumers who traded in a 1995 or newer vehicle or terminated a lease from another car company 30 days before or 90 days after delivery. The FTC lawsuit also charges that the dealership's social media posts failed to disclose required triggered terms.

Used vehicles didn't display buyer's guides

Another recent FTC initiative was a 20-state sweep for compliance with the new Used Car Rule, which was amended in late 2016. The rule requires an updated buyer's guide form to be conspicuously placed on all used vehicles for sale.

The FTC and its state law enforcement partners conducted onsite reviews of 94 dealerships and found only 14 had the new buyer's guides on all of their used vehicles. That's less than 15 percent. Thirty-three had the guides on half of their used cars, and the remaining dealers did not. Not a good result.

The FTC sent letters to each dealership detailing the inspection results and providing material to help them come into full compliance. Over the coming weeks, dealerships that weren't displaying the buyer's guide can expect follow-up inspections. Dealerships that fail to comply face penalties of up to \$41,484 per violation. State and local law enforcement agencies also enforce the rule.

Most RVs aren't covered by the rule, since they have a GVW more than 8,500 lbs. But if you take a vehicle in trade and offer it for sale, make sure the buyer's guide is attached and clearly visible on both sides in the front or side windows, or hanging from the dashboard.

Staying in compliance

These two initiatives will almost certainly result in some huge monetary penalties against dealerships. And both show the FTC is going into new areas and partnering with state AGs and local law enforcement to gather data against rogue dealerships. Here are strategies to ensure you aren't one of those dealerships:

- Attach the new Used Car Buyer's Guide to every used vehicle with a GVW of less than 8,500 lbs. that you're offering for sale. Keep vehicles without the guide in an area where customers can't get to them.
- Get a hand- or electronically-completed credit application from each customer and ensure no changes are made. If customers want to change something, have them do a new one.
- The FTC makes its list of dealerships to investigate from consumer complaints, referrals from agencies like the Better Business Bureau, and state and local law enforcement. Implement a mediation process so aggrieved customers don't go to those sources, and weight the process in the customer's favor. An arbitration clause is not binding on the FTC.
- The FTC mystery shops the car buying experience from initial contact to final delivery. Treat every deal as though an FTC

officer is sitting across the table, because he just may be. Honesty, transparency, and doing the right thing for the customer should be a part of your dealership's operating philosophy.

- Fines have increased from \$16,000 per violation to \$41,484 per violation. FTC settlements in the past year have frequently exceeded \$1 million in fines, penalties, and customer redress.

Because of the general nature of this article, it isn't intended as legal or compliance advice to individuals but raises issues you may want to discuss with your attorney or compliance professional.

Randy Henrick is a vice president and compliance counsel for Mosaic Compliance Services LLC and specializes in dealership compliance issues. He has presented workshops at the past four NADA national conventions and also speaks to dealer associations and 20 groups. He will present "Compliance: Hot Topics in Compliance Today" on November 9 during the 2018 RV Dealers Convention/Expo in Las Vegas. For more information, visit the speakers section of www.rvda.org/convention. Henrick can be contacted at AutoDealerCompliance@gmail.com or by phone at 267-481-5636. ■

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2018 RVDA CONVENTION EXPO

Check out these Convention Updates!

The RV industry's premier educational event for retailers, slated for Nov. 5-9 at Paris Las Vegas, is growing! There are more new exhibitors and first-time workshop presenters this year than ever before. Over the next five pages, you'll find the latest information; check the mobile app frequently, too, since more details are added almost daily.

AGENDA-AT-A-GLANCE

* Schedule subject to change.

Monday, November 5

11:30 a.m. - 2:30 p.m. RVDA of America Board of Delegates lunch & meeting
 12:00 - 5:00 p.m. RVDA of Canada Board of Directors lunch & meeting
 5:15 - 6:30 p.m. Society of Certified RV Professionals reception with David Foco

Tuesday, November 6

8:00 - 11:45 a.m. Young RV Executive course with David Spader (additional fee)
 8:15 a.m. - 2:15 p.m. Vendor Training +Plus sessions; Partners in Progress meetings
 12:00 - 2:15 p.m. Mini rental school (included in registration fee)
 1:15 - 2:15 p.m. Partners in Progress meetings
 2:30 - 4:00 p.m. General Session and keynote
 4:00 - 7:00 p.m. Expo opens with reception in the expo hall

Wednesday, November 7

9:00 - 10:00 a.m. Concurrent workshops
 10:15 - 11:15 a.m. RVDA of American Annual Meeting; RVDA of Canada Annual Meeting
 10:15 - 11:15 a.m. Fixed-ops personnel workshop
 11:00 a.m. - 3 p.m. Expo open (lunch served at noon)
 12:45 - 3:00 p.m. Partners in Progress meetings
 2:00 - 4:15 p.m. Concurrent workshops
 4:15 - 5:30 p.m. Young RV Executives reception
 5:30 - 8:00 p.m. RVBusiness Top 50 Dealers Awards reception

Thursday, November 8

9:00 - 11:15 a.m. Concurrent workshops
 11:00 a.m. - 2:00 p.m. Expo open (lunch served at noon)
 2:00 - 5:30 p.m. Concurrent workshops
 5:30 - 7:30 p.m. All-attendee party

Friday, November 9

8:00 - 10:15 a.m. Compliance workshops



Parts and Accessories Management

Oct. 23 - 25 Chicago, IL

Win³ Selling

Nov. 13 - 14 Dallas, TX

Total Management 1

Oct. 29 - Nov. 2 Sioux Falls, SD

Dec. 3 - 7 Sioux Falls, SD

Service Management

Dec. 11 - 13 Orlando, FL

Service Writing

Oct. 30 - Nov. 1 Las Vegas, NV

Next Level Leadership

Dec. 17 - 20 Ft. Lauderdale, FL

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Vendor Training +Plus Schedule

Tuesday, November 6
Paris Las Vegas

2018 RVDA
CONVENTION
EXPO

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 \$229 per person. The Vendor Training +Plus badge will also give the holder access to the expo and the opening reception on **Tuesday, November 6.**

	8:15 a.m.	9:30 a.m.	10:45 a.m.	12:00 p.m.	1:15 p.m.
Bordeaux	KING Shawn Winn The KING Wi-Fi Suite of Products and KING Pro Antennas 	Bank of America Merrill Lynch Speaker TBA Attracting & Retaining Talent 	Blue Ox Jeff Jubin Creating a Better Customer Experience with Blue Ox Towing Products 	Zipwhip David Shaw Convenience through Text Messaging; The Key to Modern Communication 	Blue Ox Jeff Jubin Creating a Better Customer Experience with Blue Ox Towing Products 
Chablis	ARC Representation Raymond Padgett The Next Generation in Tow Bars 	IDS Integrated Dealer Systems Rob Decaire Enable Your Service Advisors to Speed Up All Service Engagements & Boost Customer Loyalty 	Bitimec Wash-Bots Inc. Bruno Albanesi, Chris Nystrom RV Washing Made Easy 	Cirrus Learning Center powered by Cirrus Solutions Sam Cruz, Patrick West How to Stop the Vicious Cycle of Waste in Your Dealership by Running a Lean Operation 	ARC Representation Raymond Padgett Improving RV Electrical Systems 
Champagne 1	Wheeler Advertising Claire Wheeler, Nicole Bennett Outmaneuver Your Competition with Retail Driven Social Media 	Wheeler Advertising Ron Wheeler EZ Steps to Outperform 2018 	PullRite Scott Later Safest, Most Innovative, Highest Level of Customer and Dealer Satisfaction 	Level5 Advertising Liz Martin, Samar Hatem Creative Thinking for RV Dealers 	Level5 Advertising Rich DeLancey Your Digital Dealership 
Champagne 4	KENECT Shaun Sorensen, Graham Anderson Create a 5-Star Mercedes-Benz Experience with Two-Way Text Messaging Through Your Existing Business Line 	DealerPro RV Don Reed If It Ain't Broke, Break It for Fixed-Ops Management 	DealerPro RV Don Reed You Can't Manage What You Don't Measure in Fixed-Ops 	RVTI/RVIA Speaker TBA Title TBA 	DealerPro RV Don Reed You're Not Running a Democracy: Implementing Change Across all Departments for Dealers and GMs 
Loire	Go Power! Mark Spilsbury How to Sell More Solar 	The Omnia Group Kimberly Busse What Behavioral Insight Really Can Do For You 	Parallax Power Supply Joe Brandon, Erick Von Esch Patented Process by Parallax Produces Profits 	AGWS/American Guardian & US Compliance Academy Charles Campbell Avoiding Advertising Missteps: Navigating Regulatory Landmines 	RH Power / DealerSuccess Sheril Vergara Conversion Blaster & Virtual Deal 
Versailles 1	Mighway Dave Simmons How to Use Peer-to-Peer Rental to Sell RVs 	Tom Manning & Associates Jeff Hostetler, Steve Stewart Who is Driving Your Parts Sales Business? Part 1 	Tom Manning & Associates Jeff Hostetler, Steve Stewart Who is Driving Your Parts Sales Business? Part 2 	Lippert Components Inc. Mark Boessler Get a First Look at the Newest LCI & Furrion Products for 2018-2019 	AppOne.net Tyler Kelly Getting the Most Out of Your AppOne Dealer Portal 

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Aqua Finance Inc.
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Bank of Montreal
Bronze Partner:
Bank of the West
 Bank OZK
 Bison Coach
BIT Dealership Software
 Bitimec Wash-Bots Inc. +
 Blue Ox +
Bronze Partner:
Brown & Brown Recreational Insurance
 Camco Manufacturing Inc.
 Carefree of Colorado
 CDK Global Recreation
 CGEAR/VENTOLATION
Cherokee, Division of Forest River Inc.
 Chinook RV
 Cirrus Learning Center +

Cirrus Solutions
 Coach-Net
 CoreLogic Credco
 CornerStone United Inc.
 Creative Products Group
 CrossRoads RV
 Cummins Inc.
 Customer Service Intelligence Inc. (CSI)
D.P. Ball Advertising
 Dealer Spike RV
 DealerPRO RV +
 Dealership Performance 360 CRM
 DealerVision.com
Bronze Partner:
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 DMC
 Dometic Corporation
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Origen RV Accessories Ltd.

Pace International
Panel Solutions Group
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 Thor Motor Coach Inc.
Tiffin Motor Homes
 Tom Manning & Associates Inc. +
 Triad Insurance Management & Services Agency Inc.
 Truck System Technologies
 Ultimar Inc.
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 Winegard Company
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 Zamp Solar LLC
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MON	11:30 a.m. - 2:30 p.m.	RVDA of America Board of Delegates lunch and meeting <i>Champagne 2</i>			
	12:00 - 5:00 p.m.	RVDA of Canada Board of Directors lunch and meeting <i>Loire</i>			
	3:30 - 7:30 p.m.	Private Event – Priority RV Network Members Only Meeting & Reception <i>Las Vegas 5, Bally's Jubilee Tower</i>			
	5:15 - 6:30 p.m.	Society of Certified RV Professionals Reception: "Promoting Our Certified Professionals at the Time of Delivery" David Foco <i>Sponsored by Prote</i>			
TUESDAY 11/6	8:00 - 11:45 a.m.	"Creating & Sustaining a High Performance Dealership Team," a course for Young RV Executives with David Spader, Spader Business Management			
	Vendor Training +Plus: Exhibitor lead workshops by companies you know & trust. Free for all registered attendees!	Room:	<i>Bordeaux</i>	<i>Chablis</i>	<i>Champagne</i>
		8:15 - 9:15 a.m.	KING: The KING Wi-Fi Suite of Products and KING Pro Antennas	ARC Representation: The Next Generation in Tow Bars	Wheeler Advertising: Outmaneuver Your Competition Driven Social Media
		9:30 - 10:30 a.m.	Bank of America: Attracting & Retaining Talent	IDS - Dealer: Enable Service Advisors to Speed Up All Service Engagements & Boost Customer Loyalty	Wheeler Advertising: EZ Steps to Outperform 2018
		10:45 - 11:45 a.m.	Blue Ox: Creating a Better Customer Experience with Blue Ox Towing Products <i>(repeated at 1:15)</i>	Bitimec Wash-Bots: RV Washing Made Easy	PullRite: Safest, Most Innovative, Highest Customer and Dealer Satisfaction
		12:00 - 1:00 p.m.	Zipwhip: Convenience through Text Messaging; The Key to Modern Communication	Cirrus Learning Center powered by Cirrus Solutions: How to Stop the Vicious Cycle of Waste in Your Dealership by Running a Lean Operation	Level5 Advertising: Creative Thinking for RV Dealers
	1:15 - 2:15 p.m.	Blue Ox: Creating a Better Customer Experience with Blue Ox Towing Products <i>(repeated from 10:45)</i>	ARC Representation: Improving RV Electrical Systems	Level5 Advertising: Your Digital Dealership	
	8:15 - 2:15 p.m.	Partners in Progress meetings: 8:15-9:15 a.m. TBA • 9:30-10:30 a.m. KZ RV • 10:45-11:45 a.m. Jayco • 12:00-1:00 p.m. T			
	12:00 - 2:15 p.m.	Two-Part Mini Rental School, <i>Sponsored by RVRA in Partnership with MBA Insurance</i> Part 1: Your Rental Department – RVing for the Other 76			
	2:30 - 4:00 p.m.	OPENING GENERAL SESSION AND KEYNOTE ADDRESS "Crossing the Generational Divide" with Jason Dorsey <i>Sponsored by Wells Fargo CDF</i>			
4:00 - 7:00 p.m.	Expo Hall Opens with Reception on the Expo Hall Floor				
7:00 - 9:00 p.m.	RVDA of Canada Reception <i>(by invitation only)</i> Versailles 4				
WEDNESDAY 11/7	EDUCATION TRACKS:	DEALER/GM	SALES	SOCIAL M	
	9:00 - 10:00 a.m.	SPECIAL SESSION: Not Your Mother's Presentation on Millennials Gabrielle Bosché Versailles 1	Workplace Harassment: How to Protect Your Company Christina Johnson Bordeaux	Get Them All – Whether They Click or Call! Doug Christiansen Champagne 1	Make the Switch Through Rates, Bonuses & More Buyers Rich DeLancey Champagne 4
	10:15 - 11:15 a.m.	RVDA of America Annual Meeting Champagne 2 • RVDA of Canada Annual Meeting Las Vegas 2, Bally's Jubilee Tower			
	11:00 a.m. - 3:00 p.m.	Expo Open (lunch served at noon)			
	12:45 - 3:00 p.m.	Partners in Progress meetings: 12:45-1:45 p.m. Forest River's Flagstaff, Rockwood, Palomino & Columbus • 2:00-3:00 p.m. Forest River's			
	2:00 - 3:00 p.m.	Capturing the Millennial Market: How America's Youngest Has Changed the Consumer Game Gabrielle Bosché Versailles 1	Creating the Championship Mentality Chris Alford Champagne 1	Capturing the Millennial Market: How America's Youngest Has Changed the Consumer Game Gabrielle Bosché Versailles 1	Paying for SEO: It's Not Always Good, the Bad, the Ugly Rich DeLancey Champagne 4
	3:15 - 4:15 p.m.	SPECIAL SESSION: Super Lawyers Panel – How to Protect Your Dealership From Lawsuits Oehler, Griggs, Takahashi, Richardson, Lowman Versailles 1	SPECIAL SESSION: Super Lawyers Panel – How to Protect Your Dealership From Lawsuits Oehler, Griggs, Takahashi, Richardson, Lowman Versailles 1	SPECIAL SESSION: Super Lawyers Panel – How to Protect Your Dealership From Lawsuits Oehler, Griggs, Takahashi, Richardson, Lowman Versailles 1	Storytime: Reach Your Customers Samantha Scott
	4:15 - 5:30 p.m.	Young RV Executives Reception <i>Sponsored by Coach-Net</i> Las Vegas 1, Bally's Jubilee Tower			
5:30 - 8:00 p.m.	RVBusiness Top 50 Dealers Awards Reception Champagne 2				
THURSDAY 11/8	9:00 - 10:00 a.m.	SPECIAL SESSION: M-Cubed – Measuring, Moving & Managing: How to Measure Three Key Performance Indicators Michael Rees & John Spader Champagne 2	The Digital Consumer: How Today's Buyer Has Changed and What Your Business Must Do About It Marcus Sheridan Champagne 1	Click Currency: Growing Your Business Samantha Scott	
	10:15 - 11:15 a.m.	Take Control of Your Day Tony Gonzalez Champagne 1	Developing an Effective Exit Strategy: How to Understand the Value of Your Business & the Criteria Buyers Value the Most Brad Stanek Bordeaux	Training and Motivating a Superstar Sales Team David Martin Champagne 4	SPECIAL SESSION: How to Sell RVs Scott Meyer Champagne 4
	11:00 a.m. - 2:00 p.m.	Expo Open (lunch served at noon) Drawings/Other Special Incentives			
	2:00 - 3:00 p.m.	The Normalization of Deviance Is Affecting Your Bottom Line Tony Gonzalez Champagne 1	We Are All Media Companies: 7 Steps to Creating a World-Class Digital Culture Marcus Sheridan Champagne 4	How to Hire and Train Millennials Jered Sobel Bordeaux	Facebook and Instagram Marketing Scott Meyer Champagne 4
	3:15 - 4:15 p.m.	Can't We All Just Get Along? Owners, Management, Employees and Family – Doing What it Takes to Keep the Business in the Family Jane Warner Bordeaux	Selling at the RV Show and Special Events David Martin Champagne 1	Advanced Dynamic Marketing Scott Meyer Champagne 4	
	4:30 - 5:30 p.m.	Beyond Win-Win Leadership David Spader Champagne 2	Get More People to the Desk Tony Gonzalez Champagne 1	Beyond Win-Win Leadership David Spader Champagne 2	
5:30 - 7:30 p.m.	All Attendee Party				
FRI	8:00 - 10:15 a.m.	8:00 - 9:00 a.m. Data Security in the RV Eco-System Jim Ganther Loire	9:15 - 10:15 a.m. Hot Topics in Compliance Today Randy Ho		

entive Asset Protection Champagne 2



ent (additional fee) Sponsored by Gulf Stream Coach Las Vegas 1, Bally's Jubilee Tower



	Champagne 4	Loire	Versailles 1
h with Retail	Kenect: Create a 5-Star Mercedes-Benz Experience with Two-Way Text Messaging Through Your Existing Business Line	Go Power!: How to Sell More Solar	Highway: How to Use Peer-to-Peer Rental to Sell RVs
	DealerPro RV: If It Ain't Broke, Break It for Fixed Ops Management	Omnia Group: What Behavioral Insight REALLY Can Do For You!	Tom Manning & Associates: Who is Driving Your Parts Sales Business? Pt 1 of 2
st Level of ion	DealerPro RV: You Can't Manage What You Don't Measure in Fixed Ops	Parallax Power Supply: Patented Process by Parallax Produces Profits	Tom Manning & Associates: Who is Driving Your Parts Sales Business? Pt 2 of 2
rs	RVTI/RVIA: TBA	AGWS/American Guardian & US Compliance Academy: Avoiding Advertising Missteps: Navigating Regulatory Landmines	Lippert Components: Get a First Look at the Newest LCI & Furrion Products for 2018-19
	DealerPro RV: You're Not Running a Democracy: Implementing Change Across All Departments for Dealers and GM's	RH Power/Dealer Success: Conversion Blaster & Virtual Deal	AppOne.net: Getting the Most Out of Your AppOne Dealer Portal

BA • 1:15-2:15 p.m. Winnebago Motorhomes & TOWABLES all sessions in Versailles 4

Million Households Part 2: Three Easy Steps to a \$1,000,000 Rental Department (included in Convention Registration) Las Vegas 1, Bally's Jubilee Tower

Champagne 2

MEDIA/eMARKETING	F&I	FIXED OPERATIONS	RENTAL
to Dynamic Ads: Get Higher Click Letter Ad Position, Lower Cost and n Wheeler Champagne 4	No Score Impact: Pull Full Credit Reports with Basic Contact Information & Consent – Not SSNs and DOBs Scott Krausman Chablis	Service and Parts Selling Skills Valerie Ziebron Versailles 4	RV Rental Law 5.0: Top 10 Ways to Stay Legally Compliant While Adapting to Changes in the Marketplace and Technology Leslie Pujo Loire
		Shops That Have Fun Get More Done Valerie Ziebron Versailles 4	

's Cherokee, Salem, Wildwood, & other brands all sessions in Las Vegas 6, Bally's Jubilee Tower

he ne Ugly	Do You Know What's on Your Website? Wayne Brubaker Versailles 4	Enter Search Terms... Myril Shaw Chablis	Upgrade to a Modern RV Store Raymond Padgett Loire	The Check Out and Check In: The Birth and Death Moments of Every RV Rental Company Martin Onken Bordeaux
ing Millennials with Content Champagne 1	SPECIAL SESSION: Super Lawyers Panel – How to Protect Your Dealership From Lawsuits Oehler, Griggs, Takahashi, Richardson, Lowman Versailles 1	Driving Shop Efficiency with Process, Procedure & Communication David Foco Versailles 4	Building Customer Loyalty in Service Valerie Ziebron Champagne 4	Profitable RV Rentals: Jumping the Grand Canyon to Success Martin Onken Bordeaux

uide to Remarketing Champagne 4	Handling Objections on the Menu Shawn Moran Chablis	Selling in the Parts Department Raymond Padgett Bordeaux	SPECIAL SESSION: M-Cubed – Measuring, Moving & Managing: How to Measure Three Key Performance Indicators Michael Rees & John Spader Champagne 2
l: Content Marketing – Online Without Selling RVs Champagne 2	Session TBA Loire	Service Selling Process: Increase the Profit of What's Already on Your Lifts Jordon Schoolmeester Chablis	Take Control of Your Day Tony Gonzalez Champagne 1

stagram Marketing for RV Dealers Champagne 2	We Are All Media Companies: 7 Steps to Creating a World-Class Digital Culture Marcus Sheridan Champagne 4	Technician Efficiency: Keeping Your Surgeons in Surgery Jordon Schoolmeester Chablis	Facebook and Instagram Marketing for RV Dealers Scott Meyer Champagne 2
mic Facebook and Instagram Meyer Champagne 2	Solving the Customer Experience Problem Within the RV Industry: Why Prevention Is Our Greatest Cure Marcus Sheridan Champagne 4	Solving the Customer Experience Problem Within the RV Industry: Why Prevention Is Our Greatest Cure Marcus Sheridan Champagne 4	Solving the Customer Experience Problem Within the RV Industry: Why Prevention Is Our Greatest Cure Marcus Sheridan Champagne 4
Leadership Champagne 2	Get More People to the Desk Tony Gonzalez Champagne 1	Relationship Selling in Parts and Accessories Jordon Schoolmeester Chablis	Beyond Win-Win Leadership David Spader Champagne 2

enrick Loire



(speakers, room assignments, and schedule subject to change; check mobile app for updates)

RVDA | RV DEALERS CONVENTION/EXPO

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Nov. 5-9, 2018 at the Paris Las Vegas

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500,000+ RV SALES: CAN YOUR TEAM HANDLE IT?

The RV industry continues to reach new highs in sales – in fact, analysts are forecasting more than half a million sales this year. Are you and your employees prepared?

Today's discerning and better-informed consumers expect to have a top-notch experience with the companies they buy from, especially when they're making an expensive and aspirational purchase such as an RV. They want to be treated well at every step of the purchasing process, from their initial product research to post-sale repairs and maintenance.

Can your staff meet their high expectations?

This is an excellent time to invest in training so that your dealership can take full advantage of the strong RV market. The RV Dealers Convention/Expo offers education tracks for dealers/GMs, sales, fixed ops, F&I, rental, and social media/emarketing. Your top employees will learn about:

- Leadership development, especially for young RV executives
- Latest insights on digital marketing
- Hiring, managing, learning from, and selling to Millennials
- Better management techniques

View new products on the exhibit floor, meet vendors, network with other dealers, and renew your energy during the five-day event.

This year's convention/expo takes place in Paris Las Vegas, located on The Strip for easy access to all of the city's shopping and nightlife. This year's preferred convention hotels are Paris Las Vegas, Bally's Las Vegas Hotel & Casino, and Planet Hollywood Las Vegas Resort & Casino.

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

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

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DEALER REGISTRATION FORM



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:

	Amount	
First Registrant - includes Vendor Training +Plus, a \$240 value!	\$1,049	\$
Registrant Name _____ Email _____		
Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>		
Second Registrant - includes Vendor Training +Plus, a \$240 value!	\$1,049	\$
Registrant Name _____ Email _____		
Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>		
Third Registrant - includes Vendor Training +Plus, a \$240 value!	\$1,049	\$
Registrant Name _____ Email _____		
Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>		
Fourth Registrant - includes Vendor Training +Plus, a \$240 value!	\$1,049	\$
Registrant Name _____ Email _____		
Badge First Name _____ Please check here if you require special accommodations. <input type="checkbox"/>		

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 \$240 per person and includes Vendor Training +Plus training on Tuesday, Nov. 6, 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 _____	\$

TOTAL \$

3 Payment Information:

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 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, 2018, to qualify for a refund. A \$50 administrative fee will be deducted from each refund request received by July 31, 2018. A \$100 administrative fee will be deducted from each refund request received between August 1, 2018 and August 31, 2018. No refunds will be made after August 31, 2018. *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.

Overcoming Their Objections

You know what's coming – and you can handle it!

By David Martin

Closing a sale involves dealing with objections. If you have customers, you will have resistance. Salespeople need to be able to respond professionally and calmly. There's plenty of information in the world of sales training on handling objections. However, I often hear salespeople say, "But I've done that training," as if training is something you do once, and then you're set for life.

No one masters a subject by hearing it once or twice. Salespeople and managers should never be complacent about their ability to successfully handle such an important aspect of their job.

To deal with objections, we need to understand what customers are really saying. And we need professional, non-confrontational responses to the specific objections we hear on a regular basis. The key is simply to be prepared.



I often ask salespeople how many different objections they've heard in their careers. Their answers usually range from dozens to hundreds. However, when you break it down, there are only six primary objections:

- 1) **Your price is too high.**
- 2) **That's not enough for my trade.**
- 3) **I have a better deal elsewhere.**
- 4) **I have additional shopping or research to do.**
- 5) **I need to speak to my spouse.**
- 6) **I want to think about it.**

Variations of these six make up more than 90 percent of what we hear. My point about being prepared is that if there are only six, you know what's coming.

Pick one objection per week to tackle, choose the professional response that sounds best coming from you, rehearse it 20 or 30 times, and you're ready. Choose another objection the next week and follow the same steps. Six weeks later, you'll be prepared to respond to more than 90 percent of the objections you'll ever hear.

David Martin is president of the Mar-Ke Group, an international sales training company specializing in training for the RV, automotive, and marine industries. He is a workshop presenter at the 2018 RV Dealers Convention/Expo at Paris Las Vegas, where he'll present two workshops on Thursday, Nov. 8 – "Training and Motivating a Superstar Sales Team" from 10:15-11:15 a.m. and "Selling at the RV Show and Special Events" from 3:15-4:15 p.m. ■

Most Common Sales Objections (and How to Respond)

Sales managers say they've heard these a million times:

- **"This is the first place we've gone, and we need to look around more."** "I tell them, 'I've got the number one selection in the area, so why would you want to waste your time going to look at the second-best selection?'" says Pat Fitzgerald, sales manager at Byerly RV Center, St. Louis.
- **"I need to go think about it."** People tend to be cautious, says sales manager Joe Hendrickson of Stoltzfus RVs & Marine, West Chester, PA, "but with today's hot market, if you don't buy it now you really may lose the opportunity, and it could take 12 weeks to order another unit. And we're running out of used inventory, so the situation is amplified in that market segment. This explanation sways a lot of people."
- **"I have to make sure it'll fit in my driveway and that my tow vehicle will pull it."** "I can help them with all of those objections," says Fitzgerald. "I tell them, 'If you're unsure about your driveway, we'll get out the tape measure and make sure the unit will fit.'"
- **There's a stalemate.** "Maybe they're waffling on the floor plan or want to look for financing," says Hendrickson. "There may be a specific reason that's hanging them up, and you just haven't figured out what exactly it is. And that's where a second person can sometimes step in and help identify the problem – maybe the customer is actually looking at the wrong unit."

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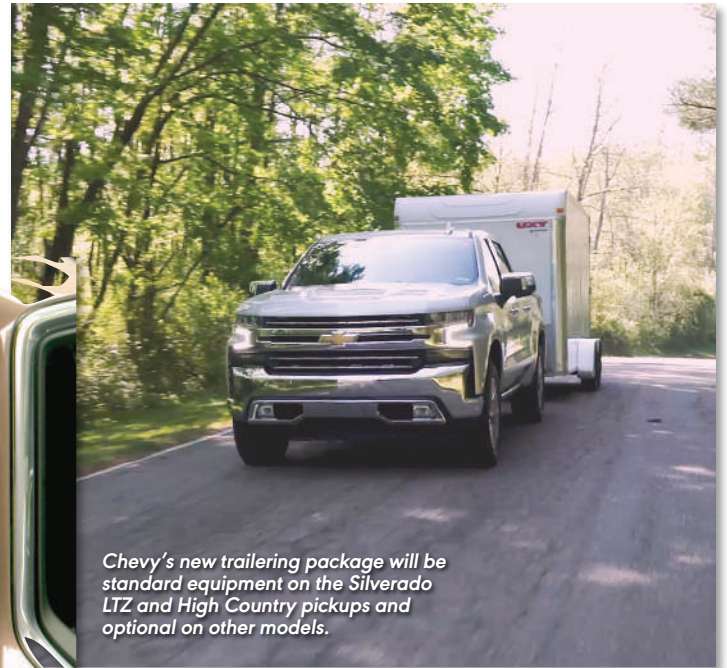
Chevrolet Aims to Make Towing Easier and Safer

Camera package helps drivers achieve perfect alignment between pickup and trailer

By Jeff Kurowski

This fall, General Motors' Chevrolet Division will introduce certain models of its 2019 Silverado 1500 half-ton pickup that are specially designed to make towing – including towing a travel trailer or fifth wheel – easier and safer.

Its Advanced Trailering System (ATS) will be a standard package on the Silverado LTZ and High Country pickups and will



Chevy's new trailering package will be standard equipment on the Silverado LTZ and High Country pickups and optional on other models.



Chevy's ATS package uses cameras that provide a 270-degree view.



Backing guidelines help drivers align their truck's hitch with a trailer.



Drivers can monitor tire pressure and temperatures, plus test trailer lights.

be available as an option on the Trail Boss, LT, and RST models.

ATS makes it easier to line up the Silverado with a trailer, thanks to an all-new trailer camera package that provides a 270-degree view using a standard rear vision camera and two side view cameras mounted in the side mirrors. An optional fourth accessory camera that mounts to the trailer will also be available.

The rearview camera display includes backing guidelines to help drivers line up their truck's hitch with a trailer. Once the Silverado is backed up into perfect alignment, the ATS' "auto parking brake assist" feature will automatically engage so that the truck won't slip a few inches out of perfect alignment when it's shifted into parking gear.

Of special importance to RVers will be the trailer tire pressure monitoring system. It will be part of the Silverado's infotainment system and will allow the driver to monitor trailer tire pressures and temperatures from inside the cab, which should help prevent heat-related blowouts.

The tire pressure monitoring system will require some special equipment installed by Chevy dealers, and at least one auto enthusiasts' blog assumes it "won't be supercheap."

Chevy will also include a new label on the doorjamb that will be keyed to the individual Silverado's VIN number, listing each pickup's specific gross vehicle weight rating (GVWR), gross combined weight rating (GCWR), gross axle rating, maximum payload, maximum tongue weight, and curb weight. ■

2018 RVBusiness Top 50 Dealer Awards

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When: Wednesday, Nov. 7 from 5:30 p.m. to 8:00 p.m.

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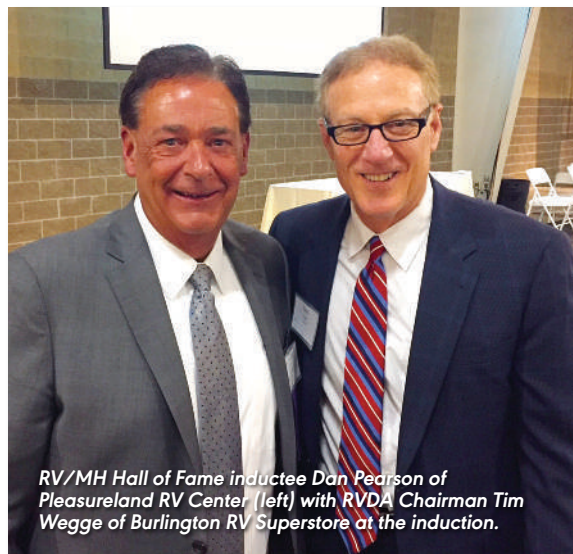
RV/MH Hall of Fame Inductees Include Pearson, Lenington, Bontrager, Faulkner, and Fore

More than 400 industry leaders, friends, colleagues, and guests gathered at the RV/MH Hall of Fame in Elkhart, IN, to celebrate the induction of the hall's class of 2018. The RV industry inductees included former RVDA chairman Dan Pearson of Pleasureland RV Center in St. Cloud, MN; Becky Lenington of Pennsylvania RV and Camping Association; Derald Bontrager of Jayco Corporation; Roger Faulkner of General Coach Canada; and Gregg Fore of Dacor Corporation.

Long-time RVDA leader Pearson served as RVDA chairman of the board in 1993-94 and is currently

serving as the Go RVing Coalition's co-chairman and as vice chairman of the Mike Molino RV Learning Center. He received the James B. Summers Award - RVDA's highest honor - in 2001. PleasureLand is a 47-year-old, family-held dealership.

On the manufactured housing side, the inductees are: Michael A. Cirillo, Star Management; Darrel Cohron and Harrel Cohron (deceased), Cohron's Manufactured Homes; John Evans, California Manufactured Housing Institute (CMHI); Gub Mix, Idaho, Utah, Nevada and Arizona State MH Associations; Bill Wilson, Cherry Hill Homes Inc. ■



RV/MH Hall of Fame inductee Dan Pearson of Pleasureland RV Center (left) with RVDA Chairman Tim Wegge of Burlington RV Superstore at the induction.

RVAC, a Subsidiary of RVDA, Announces Strategic Partnership for Dealership Financial Planning

The RV Assistance Corp. (RVAC), a subsidiary of RVDA, has announced a strategic partnership with The Stanek Group at Morgan Stanley to provide their *Second Opinion Service* to dealer members.

This program will allow dealers access to strategies necessary to protecting and growing their wealth. These strategies include, but are not limited to, efficient financial planning seeking to minimize investment tax obligations, optimizing business and personal debt, exit planning, wealth preservation, and where appropriate, charitable giving strategies.

Morgan Stanley Financial Advisor Brad Stanek is a Certified Financial Planner (CFP) registered in all 50 states. His focus is on financial planning for business owners, and his team has built many plans for dealers in the RV, power sports, and outdoor power equipment industries over the past seven years.

"As advisors and mentors to business owners and their families, we are faced with a number of challenges in today's economic climate," said Stanek. "We provide dealers with a unique opportunity to develop a sound financial plan for their business, and we now offer a 'second opinion' on existing plans as well."



"The RV industry continues to grow and, along with that growth, come more complex financial situations for RV dealers," said RVDA President Phil Ingrassia. "This strategic partnership with Brad and his team can help dealers pro-actively address the unique issues faced by the RV industry that are most important to growing and protecting a dealer's overall wealth. This includes investment tax issues, succession planning, and other financial considerations."

RVDA members who are interested in the program can visit <https://fa.morganstanley.com/thestanek-group/index.htm> and dealers will be contacted by

The Stanek Group directly. All inquiries are strictly confidential.

About the RV Assistance Corporation

RVAC is a wholly-owned subsidiary of RVDA that develops member benefit programs for the association. RVDA is the national association representing RV retailers. The

association's members include RV dealers, RV rental operators, and RV aftermarket sales and service locations. For more information, visit www.rvda.org.

About Morgan Stanley

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TIE INTO GO RVING'S 20 YEARS OF SUCCESS

Go RVing, the industry's national advertising and marketing campaign, has generated more than 56 billion consumer impressions since it was created 20 years ago. During that time, it has promoted the RV message in popular magazines and TV shows, online, and at special events like state fairs and country music festivals. Its website annually attracts thousands of consumers who want to know more about RVs and how they and their families can get started with the RV lifestyle. ● Dealers can benefit from this wealth of national exposure by signing up for Go RVing's tie-in program. They'll have online access to new leads generated from Go RVing's website, prioritized by consumers' purchase time frame. They'll also have the use of a digital library of professionally produced images that can be used in a dealership's advertising and on its website. ● Plus, dealers who participate in the tie-in program will receive a set of these brand-new commemorative posters celebrating Go RVing's 20 years of success.



Tie Into Go RVing's 20 Years of Success — Return this Form Today!

Name: _____ Please enroll _____ dealership(s) at **\$250** each. Checks payable to RVDA.
 Company: _____ Check here for leads delivered by U.S. mail.
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Fax to (703) 591-0734, or mail to 3930 University Dr., Fairfax, VA, 22030
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The Spader Leadership Development Program is a blended-learning program for current and future leaders that alternates classroom instruction with periods of working in the dealership. During the course of 18 months, participants attend five three-day sessions that take place in Sioux Falls, SD and Ft. Lauderdale, FL.

After each instructional session, participants are 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 graduation, participants know how to:

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- Coach their team to higher performance
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- Deliver world-class customer service
- Assess and improve their dealership's organizational and financial health

Spader, through a partnership with the Mike Molino 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 responsible only for travel expenses.

The RV Learning Center is now accepting applications for the 2019-20 award. Applicants must be an employee of an RVDA dealer member. For more details and to apply, see the form on the facing page or visit the RV Learning Center website. The deadline for submission is Oct. 5. The recipient will be notified by the end of October.

To learn more about the Leadership Development Program directly from the instructor, register for one of three free informational webinars coming up. Go to spader.com/calendar and select from the webinars scheduled for Oct. 15 and Dec. 7.

For more information, contact Karin Van Duyse at (703)591-7130 x108, or at kvanduyse@rvda.org. ■

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Our next Leadership Development series begins January, 2019.



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Scholarship Application

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.

2019-2020 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 5, 2018. 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. The first session of the 2019-2020 Leadership Development Program is January 15-17, 2019, in Sioux Falls, SD.

Name:

Dealership:

Email:

Phone:

If selected, RVDA and Spader Business Management may publish my name, likeness, and the name of my employer on their websites.
Signature:



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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

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Phone: _____ Fax: _____

Mentor Name: _____ Phone: _____

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

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

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

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

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

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

Received From	Contributed 8/6/16- 8/8/18	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
MAJOR GIFTS				
Camping World and Good Sam	\$332,013	\$1,000,000		9/8/17
Protective	\$72,687	\$307,766		11/30/17
Newmar Corporation	\$25,000	\$260,000		12/7/16
Brown & Brown Recreational Insurance	\$40,000	\$60,000	\$200,000	5/17/18
Tom & Carolyn Stinnett	\$21,500	\$125,000		12/28/17
Campers Inn	\$10,000	\$86,000	\$100,000	12/19/17
PleasureLand RV Center Inc.	\$2,250	\$97,100		6/23/17
Horsey Family Memorial Fund	\$1,610	\$73,610		6/29/18
Bill & Kristen Fenech	\$5,000	\$72,500		8/23/16
Ron & Lisa Fenech	\$5,000	\$70,000		8/23/16
Byerly RV Center	\$10,000	\$67,000		9/1/17
Bill Plemmons RV World	\$2,500	\$22,550	\$50,050	6/30/17
All Seasons RV Center	\$2,000	\$39,049	\$47,049	12/19/17
Pan Pacific RV Centers Inc.	\$5,500	\$46,000		7/31/18
McClain's RV Superstore	\$1,000	\$45,000		6/13/17
Reines RV Center Inc.	\$7,500	\$42,525		12/15/17
Palm RV	\$7,500	\$15,000	\$37,500	8/4/17
Bill Thomas Camper Sales Inc.	\$1,000	\$37,000		1/3/17
Pikes Peak Traveland Inc.	\$1,000	\$33,700		7/31/17
Holiday World of Houston	\$1,000	\$33,000		9/30/16
Wilkins R.V. Inc.	\$5,000	\$25,500	\$33,000	12/4/17
Diversified Insurance Management Inc.	\$3,200	\$28,000	\$31,200	5/7/18
Paul Evert's RV Country Inc.	\$1,000	\$30,000		8/4/17
Greeneway, Inc. (Route 66 Dealer)	\$6,500	\$27,350		12/15/17
United States Warranty Corporation	\$3,000	\$12,250	\$26,250	8/9/17

CHAMPIONS

Alpin Haus	\$2,000	\$22,500		8/8/18
Curtis Trailers Inc.	\$9,500	\$18,250		7/17/18
MBA Insurance Inc.	\$1,000	\$18,100	\$20,100	7/18/17
Hartville RV Center Inc.	\$2,000	\$16,750		6/18/18
Don Clark	\$5,000	\$15,000		10/7/16
Blue Ox	\$1,000	\$13,750		8/29/17
Floyds Recreational Vehicles	\$3,250	\$13,750		6/5/18
Mike & Barb Molino	\$500	\$12,386		11/21/17
Little Dealer, Little Prices	\$500	\$11,550		12/6/16
Motley RV Repair	\$500	\$10,575		7/7/17
Don Gunden	\$5,000	\$10,000		11/30/17
Burlington RV Superstore	\$2,000	\$9,000		6/11/18
Crestview RV Center	\$2,500	\$9,000		12/18/17
Camperland of Oklahoma LLC	\$2,000	\$8,350		7/30/18
Circle K RV's Inc.	\$530	\$8,030		6/18/18
Hilltop Camper and RV	\$4,000	\$7,622		6/7/18
Hayes RV Center	\$500	\$7,350		6/18/18
All Valley RV Center	\$1,000	\$7,000		2/21/17
Madison RV Supercenter	\$1,000	\$7,000		12/22/17
Topper's Camping Center	\$2,000	\$6,553		6/4/18
Best Value RV Sales & Service	\$750	\$6,500		5/7/18
Phil Ingrassia	\$2,000	\$6,500		12/29/17
RCD Sales Company Ltd.	\$1,000	\$5,349		6/18/18
Good Life RV	\$1,000	\$5,100		5/26/17
Noble RV Inc.	\$1,500	\$5,005		1/9/18
ROUTE 66 RV Network	\$2,000	\$4,000	\$5,000	1/10/18
American Guardian Group of Companies	\$2,400	\$4,700		8/1/18
Skyline RV & Home Sales Inc.	\$2,000	\$4,500		6/20/17
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 8/6/16- 8/8/18	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
RV Outlet Mall	\$250	\$3,550		6/13/17
Gib's RV Superstore	\$2,000	\$3,500		6/6/17
Ocean Grove RV Supercenter	\$1,250	\$3,500		6/22/18
Northern Wholesale Supply Inc.	\$1,500	\$3,250		6/12/18
The Trail Center	\$850	\$3,050		11/20/17
Mount Comfort RV	\$2,000	\$3,000		10/10/17
Alliance Coach	\$500	\$2,500		5/19/17
Bill & Shannon Koster	\$1,000	\$1,000	\$2,500	11/30/17
Moix RV Supercenter	\$2,500	\$2,500		12/19/17

LEADERS

Dinosaur Electronics	\$250	\$2,450		6/27/17
NERVDA	\$100	\$2,100		1/30/17
RV World Recreation Vehicle Center	\$250	\$2,100		6/13/17
Airstream Adventures Northwest	\$1,000	\$2,000		5/14/18
Clear Creek RV Center	\$2,000	\$2,000		8/29/17
Candys Campers	\$250	\$2,050		8/16/17
Camp-Site RV	\$500	\$1,750		1/17/18
Steinbring Motorcoach	\$500	\$1,750		12/14/17
Kroubetz Lakeside Campers	\$1,100	\$1,600		6/29/18
American Family RV Inc.	\$1,500	\$1,500		9/8/17
Cold Springs RV Corporation	\$1,500	\$1,500		6/7/18
Colonial Airstream & RV	\$1,000	\$1,500		3/8/18
Tennessee RV Sales & Service LLC	\$500	\$1,500		8/3/18
Mid America RV Inc.	\$750	\$1,300		6/11/18
Beckley's Camping Center	\$250	\$1,250		6/23/17
Clippership Motorhomes Rental	\$1,250	\$1,250		7/18/18
Colerain Trailer Center	\$1,000	\$1,250		3/6/17
84 RV Rentals & Service	\$1,000	\$1,000		12/27/17
Camp-Land RV	\$500	\$1,000		6/13/17
Modern Trailer Sales Inc.	\$500	\$1,000		6/18/18
The Makarios Group LLC	\$500	\$1,000		6/11/18
Tri-Am R.V. Center of East Tennessee	\$750	\$1,000		1/9/18

BENEFACTORS

Keepers RV Center	\$200	\$900		8/14/17
Bowling Motors & RV Sales	\$500	\$800		8/28/17
Setzer's World of Camping Inc.	\$500	\$600		3/17/17
Starr's Trailer Sales	\$200	\$650		5/29/18
Dodd RV	\$500	\$500		3/18/17
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
Tire Shield	\$500	\$500		6/16/17
Total Value RV of Indiana Inc.	\$500	\$500		1/18/17
Welcome Back RV Center	\$500	\$500		7/25/18

SUPPORTERS

Black Book RV Value Guide	50	300		6/20/18
Liberty RV	250	300		9/6/16
RV Value Mart Inc.	200	300		7/31/17
Elizabeth RV	250	250		10/11/16
North Texas RV Repair	250	250		5/7/18
RV Quest	250	250		6/28/18
Tonie's RV Inc.	250	250		4/27/18
Welcome Back RV Center	250	250		7/24/17
Macdonalds RV Center	225	225		1/19/17
Tom Lindstrom RV Inc.	100	100		5/7/18

ENDOWMENTS

Kindlund Family Scholarship		\$270,000		
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Disability Income Insurance/ Paycheck Protection Benefits American Fidelity Assurance Company

www.afadvantage.com
Ted Brehoney
ted.brehoney@af-group.com
(800) 654-8489, Ext. 6530

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.

Hiring Tools Upward.net (formerly CareerCo)

www.upward.net

A network of job sites with over 75 million job seeker members; offers multiple recruitment products and works with over 3,500 employer brands across the country.

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

www.tellcsi.com
sales@tellcsi.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.

Occupational Footwear, Clothing, Personal Protective Gear Gearcor Inc.

www.Gearcor.com/rvda
jon@gearcor.com
Office (800) 517-5970
Mobile (607) 206-6792

Offers discounts on occupational footwear, work clothing, company-branded logo apparel, technician uniforms, and personal safety gear. Dealers can establish their own private company stores for management and employee purchases.

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.

Payroll Service Paycom

www.paycom.com

Receive discounts of up to 35 percent on payroll services.

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
sholmes@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

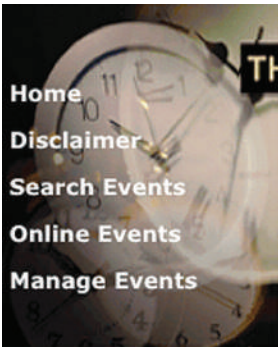
www.PartnerShip.com/79rvda
(800) 599-2902

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 RV Industry's

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- Home
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- Sales
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RV Retailer
Fort Lauderdale, FL
Stahmann RV Sales Company, Seguin, TX
- Aftermarket**
RV Service Solutions LLC
Anaheim, CA
RV Unlimited
Grand Island, NY
Valley RV, Roanoke, VA
- Rental**
Nautic Marine and RV Superstore, Kemah, TX

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