

# RV EXECUTIVE TODAY

AUGUST 2018

**RVDA**

**RV DEALERS**  
**CONVENTION/EXPO**

NOVEMBER 5-9, 2018 • LAS VEGAS

**SPECIAL PREVIEW ISSUE**

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- **Digital Leads: Running with the Ball versus Dropping It** PAGE 20
- **Adeel Liaqat Overcomes Language, Hearing Challenges to Become PDI Tech** PAGE 29

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# RV EXECUTIVE TODAY

C O N T E N T S

August 2018

## 10 Want Your Staff to Up Their Game?

In a market where analysts forecast more than half a million sales, you need employees who can seize opportunities and make the most of them. Bring your top staffers to the 2018 RV Dealers Convention/Expo to get the skills needed to up their game.

## 11 How to Build Bridges Across the Generations

Generational Kinetics President Jason Dorsey will demonstrate how to build confidence quickly with both older and younger consumers when he delivers the keynote presentation on Nov. 6 during RVDA's annual convention/expo in Las Vegas.

## 12 Vendor Training +Plus: Real Products for Real Solutions

Top companies in the RV industry will present their latest products and services during these hour-long sessions at RVDA's convention. You're bound to find at least one idea for boosting dealership efficiency and profitability.

## 14 Used RV Values Continue Upward Trend

Average used RV retail values for the most popular RV types continued an upward trend during the first half of 2018, according to the latest figures from NADAguides.

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Find out which brands consumers researched most often during the first half of 2018.

## 20 The Digital Lead: Are You Dropping the Ball or Running with It?

Your team may not be handling Internet leads as well as you think. Here are the most egregious problems and what to do about them.

## 24 The \$100 Question: Why Should a Buyer Spend More at Your Dealership?

When a customer asks why your price is higher than your competitor's, you need to have the answer down cold.

## 29 When a Picture Really IS Worth a Thousand Words

Adeel Liaqat, who was born deaf, overcame the challenge and became a PDI technician with help from his colleagues at Campers Inn of Merrimack, NH. Coworkers say his hard work and positive attitude have inspired everyone to do better.

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## 26 DSI Rescheduled to Enhance Participation

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## RVDA to Work with Stat Surveys on Early Retail Reporting Project

By Phil Ingrassia, CAE, president

Since I've been at RVDA, there have been no fewer than four separate attempts to compile RV retail sales more quickly for the industry. In recent years, RVDA partner Statistical Surveys has done an incredible job of working with state RV retail registration data, shaving more than two weeks off the full monthly retail report, but wouldn't it be great to get some early guidance on retail sales activity within the first week after the month closes?

Many RVDA member dealers and Stat Surveys think so. I want to let you know about an exciting new pilot program, spearheaded by Stat Survey's Scott Stropkai, designed to help dealers and others within the RV industry. It's an early retail sales reporting program that can:

- Eventually allow dealers to spot regional RV sales trends - by product type - more quickly
- Enable dealers to more accurately measure retail sales in their multi-state region, making sure all sales show up in industry reports and reflect the dealership's total new unit sales volume

Sound interesting? Over the next few months, RVDA member dealers will have an opportunity to get in on the ground floor of this important project.

**How will it work?** Your dealership simply provides sold unit reports pulled from your dealer management software (DMS) by uploading them in an Excel spreadsheet to a secure Statistical Surveys website within one to three days after the end of each month.

**Your customer information will be secure.** Your dealership sales figures will only be combined with the sales information from other dealers to give participating dealers and other industry partners an opportunity to spot sales trends.

No personal retail buyer information will be part of the reporting, and all data will be

**"Your dealership sales figures will only be combined with the sales information from other dealers to give participating dealers and other industry partners an opportunity to spot sales trends."**

kept confidential. Only the combined data from participating dealers will be available to the industry in the early retail sales reporting program.

This "snapshot" retail sales data will not replace the current Statistical Surveys monthly reports, but the new program, if enough dealers participate, will provide new unit retail sales information almost a month earlier. Monthly reports of state registration data by dealer will continue to be compiled, where allowed.

What makes this project different from past attempts at gathering early retail data? First, advances in DMS capabilities make reporting easier - many dealers are already providing this data to Scott and his team at Stat Surveys, but we need to get more dealers involved to have accurate early reporting. Second, Stat Surveys has made investments in powerful software that can create industry reports much faster than just a few years ago.

Once a critical mass of dealers agrees to participate, this project will need several months to test and match the initial early reports against the full retail reports to ensure accuracy. We need to get started now to roll out a program sometime in 2019.

You'll be hearing more about this program at the RV Dealers Convention/Expo in November, but there's no need to wait to let us know if you're interested in participating. You can send an email to Scott at [sstropkai@statisticalsurveys.com](mailto:sstropkai@statisticalsurveys.com), or reach out to me at [pingrassia@rvda.org](mailto:pingrassia@rvda.org), or to RVDA's Jeff Kurowski at [jkurowski@rvda.org](mailto:jkurowski@rvda.org).

Thanks for your support! ■

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*RV Executive Today* is published monthly by the Recreation Vehicle Dealers Association of America at 3930 University Drive, Fairfax, VA 22030-2515. Periodicals postage paid at Fairfax, VA 22030 USPS No. 062450. Issued monthly to all RVDA members as a membership benefit paid for by their dues.

**Postmaster please send address changes to:**  
*RV Executive Today*, 3930 University Drive,  
Fairfax, VA 22030-2515 *The annual subscription rate of \$30 is a part of membership dues.*

**Editorial/Business Office:**  
3930 University Drive, Fairfax, VA 22030-2515  
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*RV Executive Today* (ISSN #1088-873X)  
Volume 22, Issue 8

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# The 2018 RV Dealers Convention/Expo – Organized BY Dealers, FOR Dealers

By Tim Wegge, chairman



**Y**ou MUST attend this event! Here's why. It's August, it's hot, and it's the peak of the summer camping and RVing season. Our dealership personnel are working overtime to ensure that our prospects' questions are being answered, sales are made, financing is secured, service is written, parts are ordered, repairs are made, and all departments are working together. So, when the peak ends with the kids returning to school and the temperature dropping, what do the top dealers in the United States and Canada do next? They train.

The best opportunity for training is when the peak season has ended but is still fresh in the minds of your key people. They can easily recall processes and systems that need improving and questions they wished they had better answers for. It's a time of reflection on what we will need for next year when we do this all over again.

RVDA's convention/expo is the single most important training opportunity available to RV dealers, and it's strategically held at a time when most dealers have the time to train all departments. Thousands of dealers and their employees have attended this event and benefited from being taught by top RV trainers. They've networked with fellow dealers, learned about best industry practices, discussed common issues we have with manufacturers, and met with vendors and suppliers that offer training and products to help make and save money. In short, they've gotten the preparation they need to weather the next industry cycle.

We all know training is critical, and it must be continuous. The annual convention, along with the RVDA Learning Center, are offered by RVDA to meet that need.

Convention Committee Chairman and fellow dealer Chris Andro and his team have assembled yet another powerful education program consisting of six tracks (dealer/GM, sales, social media/emarketing, fixed operations, F&I, and rental), a great keynote speaker, and networking events. There's also a mini rental school. The response has already been tremendous, with early registrations outpacing last year by 20 percent. Most dealers have registered staff members from all their fixed-ops departments.

The RV market is changing and so are our buyers. Several convention workshops are geared toward understanding younger buyers. In addition, keynoter Jason Dorsey will present "Crossing the Generational Divide: Unlocking the Power of Generations to Grow Your Business." Don't miss it!

**2018 RVDA CONVENTION EXPO**  
NOVEMBER 5-9 • LAS VEGAS

This year's expo will have 148 companies exhibiting in 180 booths, and 22 are newcomers. One of the exhibitors is Bill Rogers, who leads the NTP/STAG organization and was co-chair on the committee to solve the repair parts issues plaguing our industry. Bill has really stepped up this year with a new concept he calls the Service Center Showcase. He

says that the positive feedback NTP/STAG got last year for its Retail Technology and Innovation booth challenged his staff to create something even better for this year.

"With the industry's interest in improving repair event cycle times (RECT) and keeping customers on the road, we thought we would create the Service Center Showcase in the exhibit hall," Bill says. "We plan on sharing some ideas about service parts inventory management, back room organizational strategies, and technology to improve parts ordering and diagnostics, and we'll have a working model of a mobile service vehicle that can extend a dealer's market area coverage and customer care beyond the service bays at their location."

Other networking events at the convention will give you and your team opportunities to learn from other dealers. Receptions for the Society of Certified RV Professionals and Young RV Executives are on the schedule. Come learn more about these exciting groups. In addition, the Top 50 Dealers awards, presented by RVBusiness, will be held Wednesday night.

You'll also get updates on all the most important issues that are going on behind the scenes on your behalf. Updates on compliance, impact studies outlining the economic impact of our industry, campground modernization and access to public lands such as our national park campgrounds, and the all-important industry wide efforts to improve our repair event cycle times.

I hope I've convinced you that no matter who you are, how large or small your dealership, or what role you perform in your dealership, the 2018 RV Dealers Convention/Expo is the single most important event you will attend all year.

If you haven't registered yet, you can still take advantage of big money-saving advance registration rates until the end of August. Don't wait – register today!

To sign up or get more information, visit [www.rvda.org/convention](http://www.rvda.org/convention) or email me at [twegge@burlingtonrv.com](mailto:twegge@burlingtonrv.com).

See you in Las Vegas, and may God continue to bless all of you and this great industry. ■



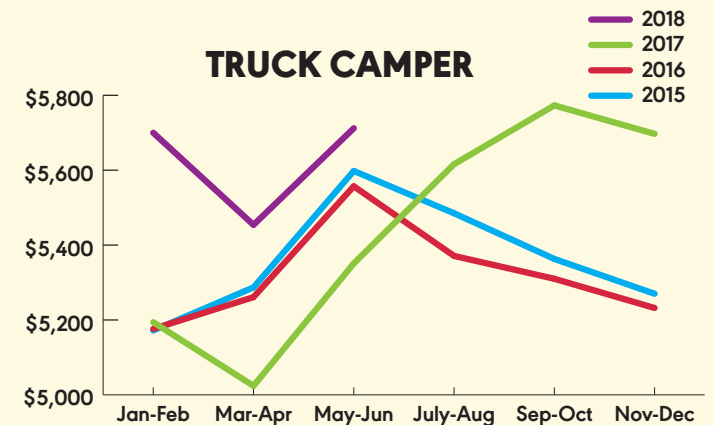
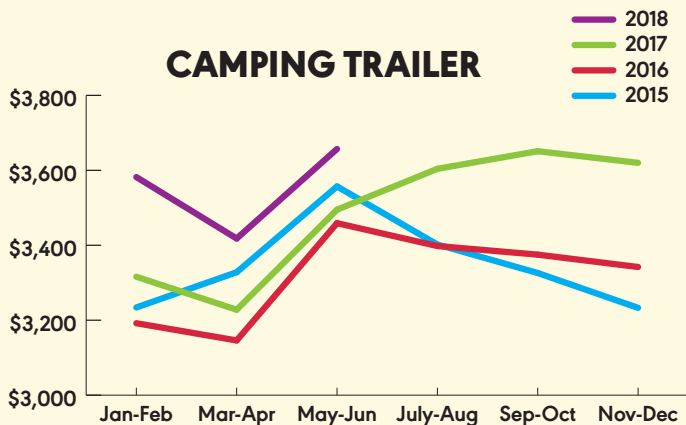
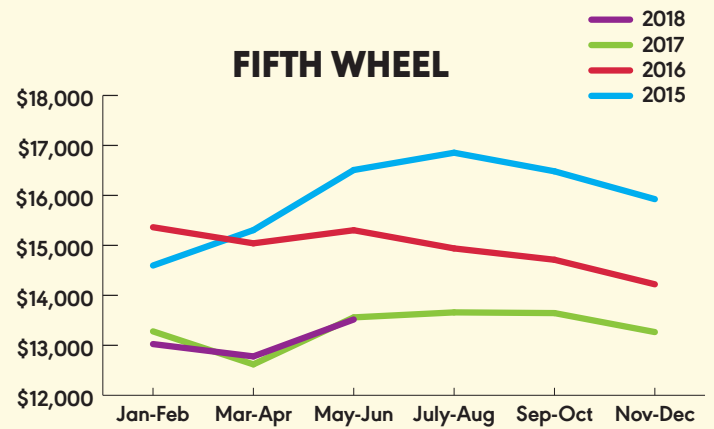
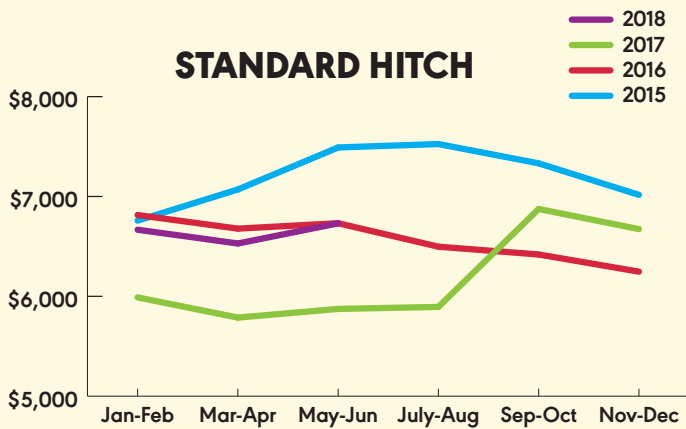
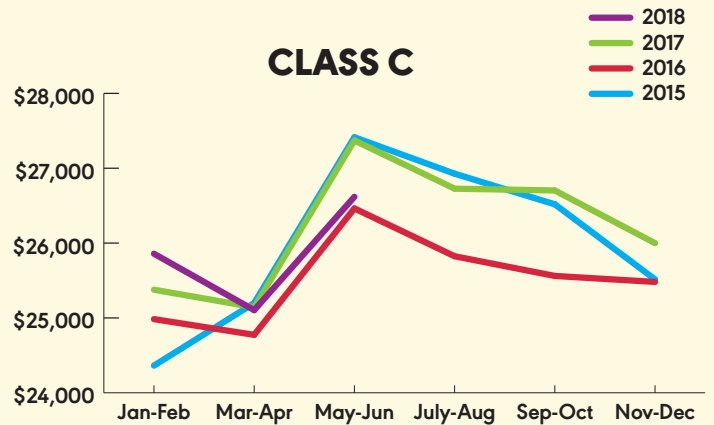
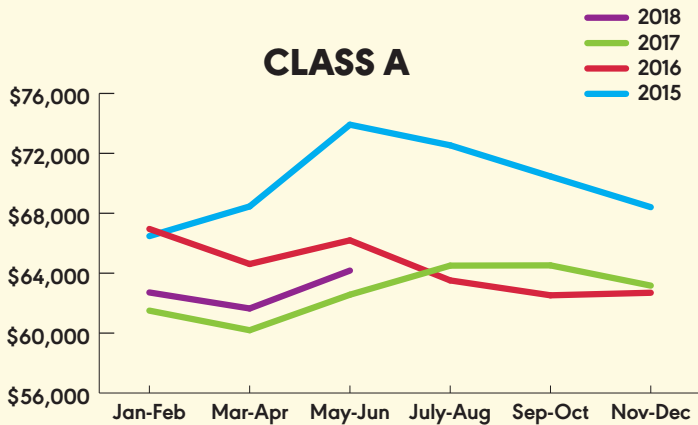


# QUICKTAKES

## Info For The Big Picture

An influx of young buyers into the used RV market pushed up prices of camping trailers and truck campers during May and June, according to NADAguides.com. Values for all used RV segments increased this past spring, but only camping trailers and truck campers have values higher than the 2015 peak. Classes A and C motorhomes, travel trailers, fifth wheels got a seasonal bump but are still recovering from the highs seen in 2015, says NADAguides.com.

**Young buyers this spring helped push up values for used camping trailers and truck campers by 4% and 7%, respectively.**



# Want Your Staff to Up Their Game?

Give Them the Skills They Need at the RV Dealers Convention/Expo

By RVDA staff

**2018** RVDA  
CONVENTION  
EXPO  
NOVEMBER 5-9 • LAS VEGAS

**W**hat does the adage “make hay while the sun shines” have to do with the 2018 RV

Dealers Convention/Expo? Just this: In a market where analysts are forecasting more than half a million sales, you need employees who can seize that opportunity and make the most of it. And they can get the skills and training they need to up their game at RVDA’s annual convention.

Both dealers and top personnel will take home new ideas for operating their departments more efficiently and profitably, thanks to the convention’s workshop program, which is divided into six tracks – dealer/GM, sales, fixed-ops, social media/e-marketing, rental, and F&I. The presenters have been carefully selected by the dealers on RVDA’s convention committee to ensure that the sessions are of value to RV retailers.

There are **14 new speakers** this year, including Millennial Solutions’ Gabrielle Bosché, who will conduct workshops on marketing to and managing millennials. Another first-time presenter is Bank of the West’s Jane

Werner, who will speak on the topics of succession and resolving conflicts between family members, owners, and management.

See pages 18-19 for the matrix of workshops and other convention events.

This year’s convention continues its focus on helping to develop the next generation of dealers. Young RV executives will have a special educa-

Check RVDA’s convention website, [www.rvda.org/convention](http://www.rvda.org/convention) for:

- **updates on workshop room locations**
- **newly added events**
- **online registration**
- **hotel reservations**

You can also view the exhibitor list, download the convention app, and read about workshop presenters.

tional opportunity through a half-day course presented by David Spader of Spader Business Management.

“Creating and Sustaining a High-Performance Dealership Team” is slated for Tuesday, Nov. 6, from 8:00 – 11:45 a.m. Space is limited to 50 participants, and an additional fee is required.

This year’s Vendor Training +Plus program includes **27 sessions**, presented by some of

the RV industry’s top companies, including Wheeler Advertising, Bank of America, IDS, Blue Ox, and more. All sessions are free of charge with convention registration. More details and descriptions are on page 12.

As of press time, the expo hall was almost sold out – manufacturers, suppliers, and service providers know that the convention draws the RV industry’s top dealers, and they’re eager to meet and do business with retailers. You’re guaranteed to see something new on the exhibit floor. A list of exhibitors is on page 13.

The convention also provides dealers the chance to meet with their brand representatives to discuss important dealer/manufacturer issues. Only dealers who sell new rolling stock from the manufacturers are allowed to attend these dealer-led Partners in Progress meetings, ensuring a confidential setting that allows for frank and open discussion. Check [www.rvda.org](http://www.rvda.org) throughout the summer for listings.

A half-day mini rental school offered on Tuesday will benefit both those who already operate a rental business and those who are considering starting one. The school is free to all registered convention attendees.

Finally, RVBusiness will again present its **Top 50 Dealers Awards** during a reception Wednesday evening. These outstanding individuals are selected by an inde-

pendent panel, based on their commitment to consumer care, business acumen, civic involvement, and general professionalism. All badge-wearing convention attendees are invited to the event. ■



## Keynoter **Jason Dorsey:** **Crossing those Generational Divides**

**O**ur society is undergoing an unprecedented generational challenge: There are four distinct demographic groups in the workforce and five in the marketplace. There's also a tremendous amount of misinformation about generational differences. Marketing and managing strategies that work for one generation can be a complete turn-off for others, making a manager's job more difficult than ever.



How to communicate, accommodate, and motivate all of the generations? Best-selling author and speaker Jason Dorsey will present brand-new research on how to reach customers and employees of all ages when he presents "Crossing the Generational Divide: Unlocking the Power of Generations to Grow Your Business," the keynote presentation during the opening general session on Tuesday, Nov. 6.

Dorsey, who has been featured on 60 Minutes, 20/20, and The Today Show, will share surprising data, firsthand stories, and step-by-step actions for engaging with different demographics. Specifically, he'll demonstrate how to build trust quickly with both older and younger consumers, allowing salespeople to sell across the generations.

"This industry was built by dealerships that were started by mom and pop and now are run by second and third generations," says RVDA Convention Committee Chairman Chris Andro of Hemlock Hill RV Sales. "After watching some of Jason's videos, I want as many of my management team at Hemlock Hill as possible to see him."

Dorsey is president of the Austin-based Center for Generational Kinetics, which analyzes generations' characteristics and provides consulting services to more than 180 clients annually. He serves as an advisor to CEOs in industries ranging from software and real estate to retail and venture capital. His latest book is *Y-Size Your Business: How Gen Y Employees Can Save You Money and Grow Your Business*.

Convention attendees can preview his workshops using links on [www.rvda.org/convention](http://www.rvda.org/convention). His keynote presentation is made possible by Wells Fargo CDF, the convention's Platinum Partner. ■

## AGENDA-AT-A-GLANCE

### 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
- 2:45 - 4:00 p.m. RVDA Member Benefit Session
- 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 session 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
- 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. Service & parts workshop
- 11:00 a.m. - 3 p.m. Expo open (lunch served at noon)
- 12:45 - 1:45 p.m. Partners in Progress meetings
- 2:00 - 3:00 p.m. Partners in Progress meetings
- 2:00 - 3:00 p.m. Concurrent workshops
- 3:15 - 4:15 p.m. Concurrent workshops
- 4:15 - 5:30 p.m. Young RV Executives reception
- 5:30 - 7:30 p.m. RVBusiness Top 50 Dealers Awards reception

### Thursday, November 8

- 9:00 - 10:00 a.m. Concurrent workshops
- 10:15 - 11:15 a.m. Concurrent workshops
- 11:00 a.m. - 2:00 p.m. Expo open (lunch served at noon)
- 2:00 - 3:00 p.m. Concurrent workshops
- 3:15 - 4:15 p.m. Concurrent workshops
- 4:30 - 5:30 p.m. Concurrent workshops
- 5:30 - 7:30 p.m. All-attendee party

### Friday, November 9

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

\* Schedule subject to change.

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

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 Blue Ox +  
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Cirrus Solutions  
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 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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*Bronze Partner:*  
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 MITO Corporation  
 Morgan Stanley  
 MORryde International Inc.  
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 National Automotive Experts/NWAN  
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 No Dirty Water  
 Northern Lite Mfg., Ltd.  
*Bronze Partner:*  
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*Silver Partner:*  
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 RV Universe  
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# Used RV Values Continue Upward Trend

By Jeff Kurowski

**A**verage used RV retail values for the most popular RV product types continued an upward trend during the first half of 2018, according to National Appraisal Guides Inc. (NADAguides), a division of J.D. Power.

Retail prices for **conventional travel trailers**, the highest-volume RV product type, increased 3 percent during the May-June period of this year to \$6,731, compared with \$6,529 during the March-April period. This year's May-June prices were up 14.5 percent compared to the same period in 2017. However, they were down 10 percent compared to the same time in 2015, when the average price was \$7,491.

The used **fifth wheel** market followed a similar pattern. Average retail prices during the May-June portion of this year were \$13,517, up almost 6 percent compared to the March-April portion, when the average value was \$12,778. But they were down 18 percent compared to May-June of 2015.

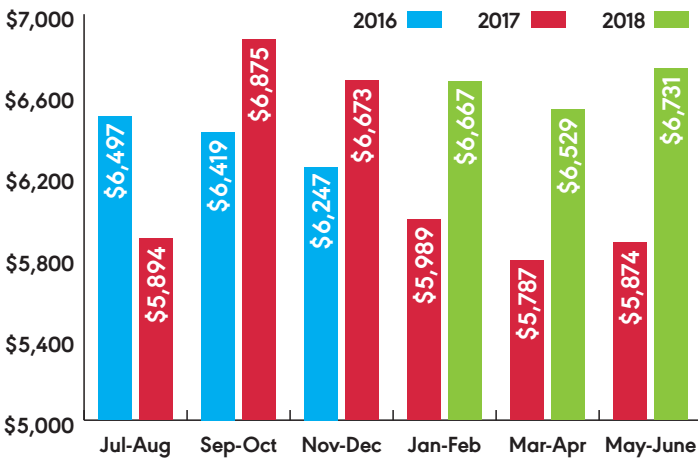
The May-June value for **Class A motorhomes** climbed 4 percent - to \$64,173 - from the March-April value. The value



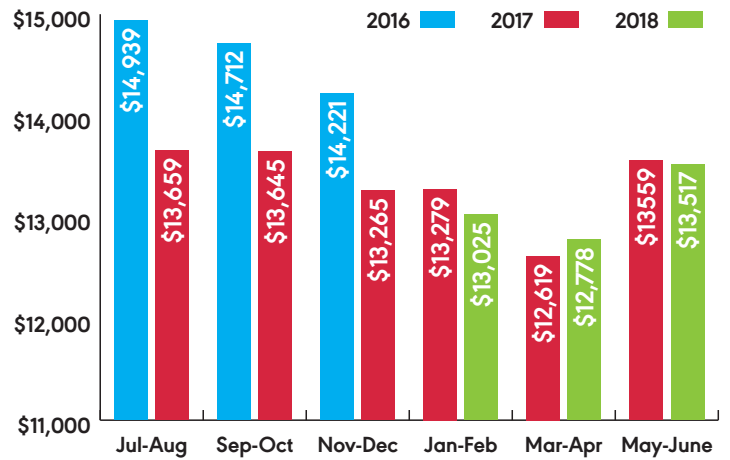
was up 2.5 percent compared to May-June of 2017. But it was down 13 percent compared to May-June of 2015.

The same was true - in part - with **Class C motorhomes**, which climbed 6 percent to an average value of \$26,618 during

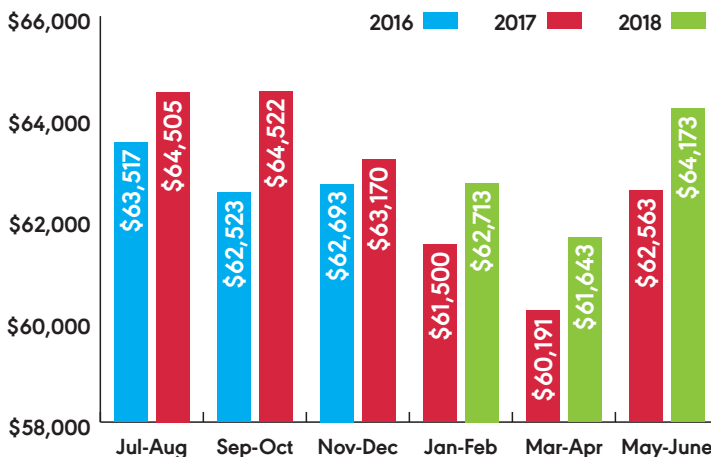
### TRAVEL TRAILER USED RETAIL VALUES



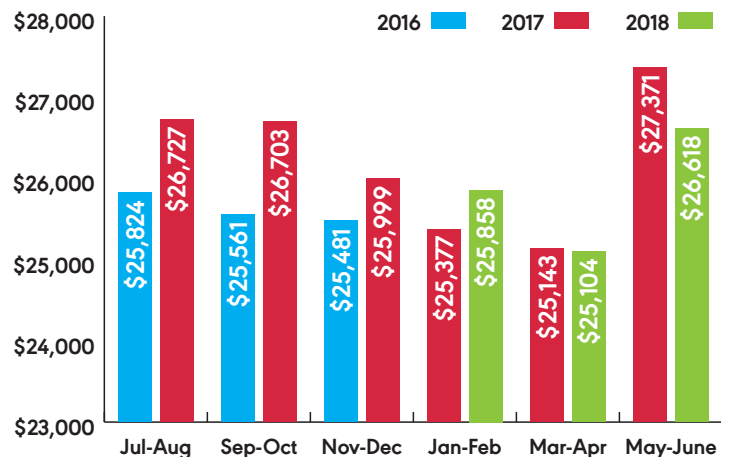
### FIFTH WHEEL USED RETAIL VALUES



### CLASS A MOTORHOME USED RETAIL VALUES



### CLASS C MOTORHOME USED RETAIL VALUES



May-June of this year, compared to \$25,104 during March-April. However, the value was down 2.75 percent compared to May-June of 2017 and down almost 3 percent compared to May-June 2015.

Two lower-volume RV categories - folding campers and truck campers - stood out in that their average used retail prices have continued to rise since 2015.

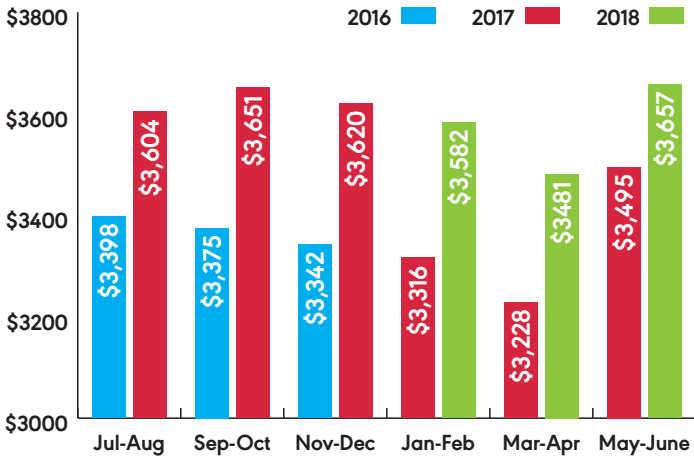
The average price for **folding campers** was \$3,657 during May-June of this year, or 5 percent higher than in March-April,

when it was \$3,481. It was up 4.6 percent compared with May-June of 2017, and 2.8 percent when compared with May-June 2015.

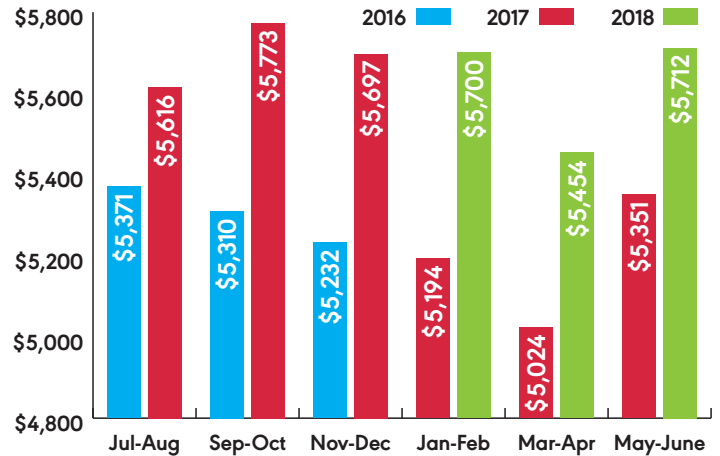
With **truck campers**, the average used retail price during May-June of this year was \$5,712, up 4.7 percent from \$5,454 during March-April, up 6.75 percent compared to May-June 2017, and up 2 percent compared with May-June 2015.

NADAguides.com and N.A.D.A. Appraisal Guides are RVDA endorsed products. For more information, see page 33. ■

### FOLDING CAMPER USED RETAIL VALUES



### TRUCK CAMPER USED RETAIL VALUES



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Category	BEFORE DealerPRO	AFTER DealerPRO
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LABOR SALES	~125,000	~195,000 (50.9% increase)
GROSS PROFIT	~140,000	~215,000 (53.6% increase)

GP increase  
48.7%  
\$725,442

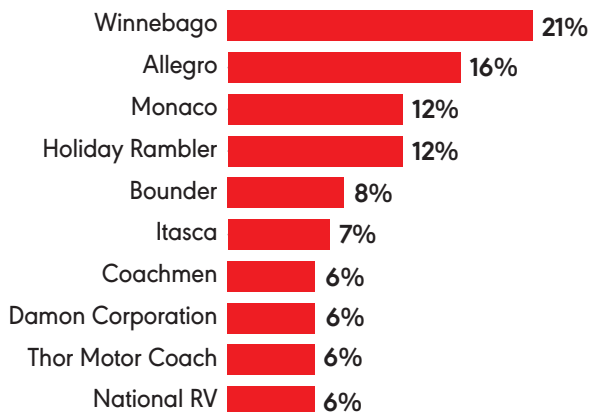
5 TECHNICIANS

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or email [kwilliams@dealerprotraining.com](mailto:kwilliams@dealerprotraining.com)

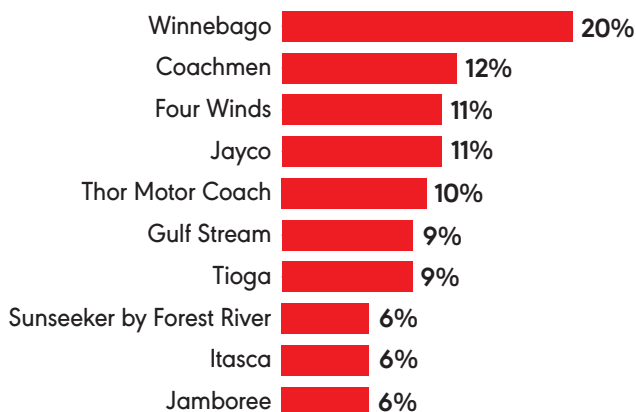
# NADAguides' Top Researched RV Brands

Here are the top researched brands on NADAguides.com through the first half of 2018. The N.A.D.A. RV Appraisal Guide is an essential tool for determining the average market value of used RVs.

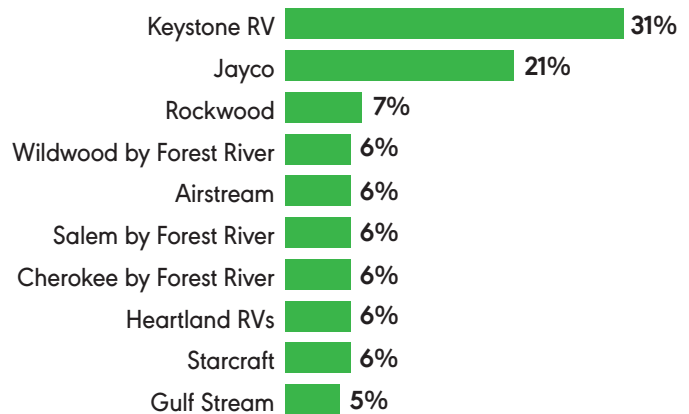
## Class A Brands



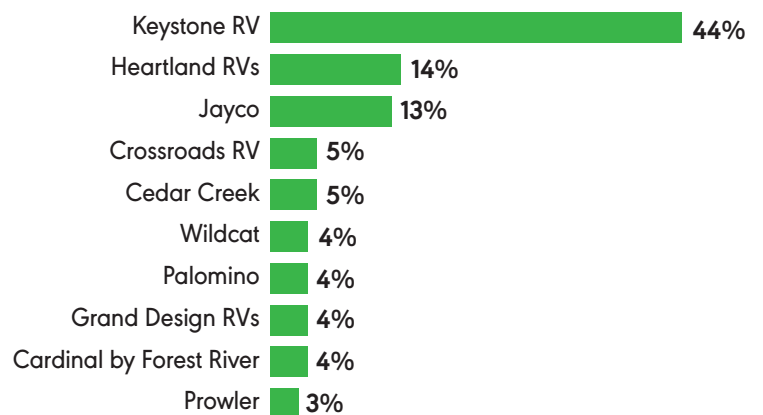
## Class C Brands



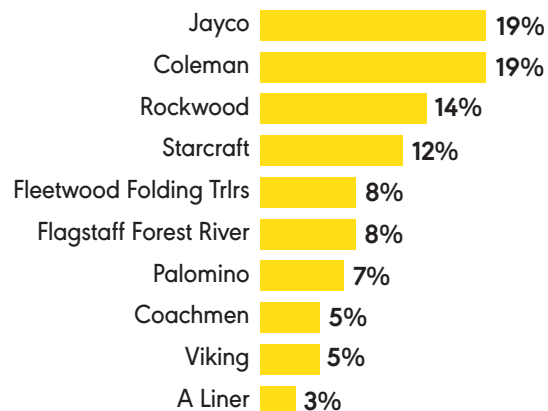
## Standard Hitch Brands



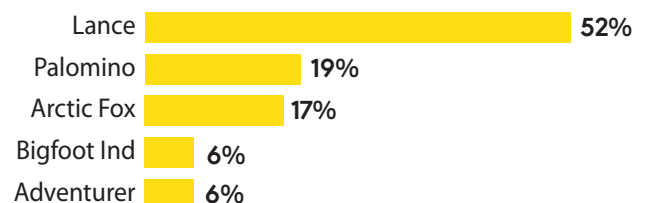
## Fifth Wheel Brands



## Camping Trailer Brands



## Truck Camper Brands





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<b>MON</b>	11:30 a.m. - 5:00 p.m.	11:30 a.m. - 2:30 p.m. <b>RVDA of America BOD lunch &amp; meeting</b> <i>Paris - Champagne</i> • 12:00 - 5:00 p.m. <b>RVDA of Canada BOD lunch &amp; meeting</b>			
	2:45 - 4:00 p.m.	RVDA Member Benefit Session <i>Paris - Champagne</i>			
	3:30 - 7:30 p.m.	Hold for Priority RV and other ancillary events <i>Las Vegas Rooms in 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>Paris - Champagne</i>			
<b>TUESDAY 11/6</b>	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			
	<b>Vendor Training +Plus:</b> 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.	<b>KING:</b> The KING Wi-Fi Suite of Products and KING Pro Antennas	<b>ARC Representation:</b> The Next Generation in Tow Bars	<b>Wheeler Advertising:</b> Outmaneuver Your Competition Driven Social Media
		9:30 - 10:30 a.m.	<b>Bank of America:</b> Attracting & Retaining Talent	<b>IDS - Dealer:</b> Enable Service Advisors to Speed Up All Service Engagements & Boost Customer Loyalty	<b>Wheeler Advertising:</b> EZ Steps to Outperform 2018
		10:45 - 11:45 a.m.	<b>Blue Ox:</b> Creating a Better Customer Experience with Blue Ox Towing Products <i>(repeated at 1:15)</i>	<b>Bitmec Wash-Bots:</b> RV Washing Made Easy	<b>PullRite:</b> Safest, Most Innovative, Highest Customer and Dealer Satisfaction
		12:00 - 1:00 p.m.	<b>RVTI/RVIA:</b> TBA	<b>Cirrus Learning Center powered by Cirrus Solutions:</b> How to Stop the Vicious Cycle of Waste in Your Dealership by Running a Lean Operation	<b>Level5 Advertising:</b> Creative Thinking for RV Dealers
	1:15 - 2:15 p.m.	<b>Blue Ox:</b> Creating a Better Customer Experience with Blue Ox Towing Products <i>(repeated from 10:45)</i>	<b>ARC Representation:</b> Improving RV Electrical Systems	<b>Level5 Advertising:</b> Your Digital Dealership	
	12:00 - 2:15 p.m.	<b>Two-Part Mini Rental School, Sponsored by RVRA in Partnership with MBA Insurance Part 1: Your Rental Department – RVing for the Other 76 Months</b>			
	1:15 - 2:15 p.m.	Partners in Progress meetings: Winnebago Motorhomes & Towables			
	2:30 - 4:00 p.m.	<b>OPENING GENERAL SESSION AND KEYNOTE ADDRESS "Crossing the Generational Divide"</b> 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>				
<b>WEDNESDAY 11/7</b>	<b>EDUCATION TRACKS:</b>	<b>DEALER/GM</b>		<b>SALES</b>	<b>SOCIAL MEDIA</b>
	9:00 - 10:00 a.m.	<b>SPECIAL SESSION: Not Your Mother's Presentation on Millennials</b> Gabrielle Bosché	<b>Workplace Harassment: How to Protect Your Company &amp; Provide a Safe Work Environment</b> Christina Johnson	<b>Get Them All – Whether They Click or Call!</b> Doug Christiansen	<b>Make the Switch Through Rates, Boost More Buyers</b> Ron
	10:15 - 11:15 a.m.	RVDA of America Annual Meeting <i>Paris - Champagne Ballroom</i> • RVDA of Canada Annual Meeting <i>Room TBD</i>			
	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. <b>Forest River's Flagstaff, Rockwood, Palomino &amp; Columbus</b> • 2:00 - 3:00 p.m. <b>Forest River's</b>			
	2:00 - 3:00 p.m.	<b>Capturing the Millennial Market: How America's Youngest Has Changed the Consumer Game</b> Gabrielle Bosché	<b>Creating the Championship Mentality</b> Chris Alford	<b>Capturing the Millennial Market: How America's Youngest Has Changed the Consumer Game</b> Gabrielle Bosché	<b>Paying for SEO: the Good, the Bad, the Ugly</b> Rich Delancey
	3:15 - 4:15 p.m.	<b>SPECIAL SESSION: Super Lawyers Panel – How to Protect Your Dealership From Lawsuits</b> Harold Oehler, Kerry Griggs, Brian Takahashi, Brett Richardson		<b>SPECIAL SESSION: Super Lawyers Panel – How to Protect Your Dealership From Lawsuits</b> Harold Oehler, Kerry Griggs, Brian Takahashi, Brett Richardson	<b>Storytime: Reach</b> Samantha Scott
	4:15 - 5:30 p.m.	Young RV Executives Reception <i>Sponsored by Coach-Net</i>			
5:30 - 8:00 p.m.	RVBusiness Top 50 Dealers Awards Reception <i>Paris - Champagne Ballroom</i>				
<b>THURSDAY 11/8</b>	9:00 - 10:00 a.m.	<b>SPECIAL SESSION: M-Cubed – Measuring, Moving &amp; Managing: How to Measure Three Key Performance Indicators</b> Michael Rees & John Spader		<b>The Digital Consumer: How Today's Buyer Has Changed and What Your Business Must Do About It</b> Marcus Sheridan	<b>Click Currency: G</b> Samantha Scott
	10:15 - 11:15 a.m.	<b>Take Control of Your Day</b> Tony Gonzalez	<b>Developing an Effective Exit Strategy: How to Understand the Value of Your Business &amp; the Criteria Buyers Value the Most</b> Brad Stanek	<b>Training and Motivating a Superstar Sales Team</b> David Martin	<b>SPECIAL SESSION: How to Sell RVs</b> Scott Meyer
	11:00 a.m. - 2:00 p.m.	Expo Open (lunch served at noon) Drawings/Other Special Incentives			
	2:00 - 3:00 p.m.	<b>The Normalization of Deviance Is Affecting Your Bottom Line</b> Tony Gonzalez		<b>We Are All Media Companies: 7 Steps to Creating a World-Class Digital Culture Within Your Organization</b> Marcus Sheridan	<b>How to Hire and Train Millennials</b> Jered Sobel
	3:15 - 4:15 p.m.	<b>Can't We All Just Get Along? Owners, Management, Employees and Family – Doing What it Takes to Keep the Business in the Family</b> Jane Warner		<b>Selling at the RV Show and Special Events</b> David Martin	
	4:30 - 5:30 p.m.	<b>Beyond Win-Win Leadership</b> David Spader		<b>Get More People to the Desk</b> Tony Gonzalez	
5:30 - 7:30 p.m.	<b>All Attendee Party</b>				
<b>FRI</b>	8:00 - 10:15 a.m.	8:00 - 9:00 a.m. <b>Data Security in the RV Eco-System</b> Jim Ganther • 9:15 - 10:15 a.m. <b>Hot Topics in Compliance Today</b> Randy Henrick			

ent (additional fee) **Sponsored by Gulf Stream Coach**

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

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Paris - Champagne Ballroom 1-2

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

s Cherokee, Salem, Wildwood, & other brands

Do You Know What's on Your Website? Best Practices/Case Studies/Virtual Strategies Wayne Brubaker	<b>Enter Search Terms...</b> Myril Shaw	<b>Upgrade to a Modern RV Store</b> Raymond Padgett	<b>The Check Out and Check In: The Birth and Death Moments of Every RV Rental Company</b> Martin Onken
ing Millennials with Content	<b>SPECIAL SESSION: Super Lawyers Panel – How to Protect Your Dealership From Lawsuits</b> Harold Oehler, Kerry Griggs, Brian Takahashi, Brett Richardson	<b>Driving Shop Efficiency with Process, Procedure &amp; Communication</b> David Foco	<b>Profitable RV Rentals: Jumping the Grand Canyon to Success</b> Martin Onken

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

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



(speakers and schedule subject to change)

# The Digital Lead: Do You Drop the Ball or Run with It?

By Mark Sheffield

In a previous story, I discussed having secretly shopped 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 discuss some of the major problems the experiment revealed and how to improve.

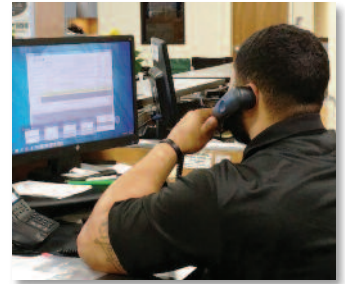
## Failure to follow up

The most glaring problem was the fact that 25 percent of the dealerships didn't respond to my initial inquiry - not even an auto-response acknowledging the request. (The dealerships that used auto-responses had their own set of problems; see "Is Your Auto-Response on Autopilot?" on page 22.) And would you believe that two members of a 20 group, when shown their dealership's performance, wanted to challenge the quality of the lead that I had submitted? They thought the lead sounded too good to be true and that there was no way I could have been a buyer, so they didn't bother responding.

I talked with dealers who failed to respond and identified these reasons:

- No defined process in place for following up on Internet leads
- Email accounts weren't being monitored
- Bad email addresses (the request for info wasn't received)

- Employees who monitored Internet leads were on vacation
- Leads were distributed to multiple employees, and everyone assumed someone else had followed up
- Not enough staff to follow up on the leads
- Aggressive spam filters weren't being audited and were blocking outside inquiries
- Sales staff who had never been trained to follow up on Internet leads



A sales manager at a dealership up north answered my lead within 10 minutes (the second-best response time of any inquiry I submitted) to let me know that his top salesperson would get right back to me with more information about the vehicle I was interested in. Four months later, I'm still waiting to hear back from that "top salesperson."

## Finally - a human being!

Auto-responses don't count as your first contact with a customer. He or she wants to receive an email from a living, breathing human being. This is your chance to begin building a relationship with the customer, which is the foundation of any sale. As a former general manager of a large powersports dealership, I know every excuse the sales team and sales manager use to skip this step:

- "That guy's not a buyer." Yet if we make a good impression with the person who sent the email, he or she is more likely to come in.
- "He shot that lead to every dealership within 500 miles." Yet if we stand out from the crowd with our response, we might be the one he chooses to purchase from.
- "Internet leads never turn into sales." Tell that to the auto industry - a survey shows the average consumer spends eight hours and 42 minutes on the Internet researching the vehicle he intends to buy.
- "The area code isn't local, we'll never see her." Today's cell phone users can keep their numbers from one area code to the next. Are you willing to gamble away a sale based on whether the customer's cell number is local or not?

According to a survey of RVTrader.com customers, I can tell you most customers don't shotgun leads, many digital inquiries are from serious buyers, and for most consumers price isn't the key factor in the purchasing decision.

So the best salespeople will treat every lead/customer as a buyer until either the sale is made or the customer moves to a new country, cuts off his phone, and quits having his mail forwarded to the new address. The best salesmen and women won't look for reasons why the customer probably won't buy a new vehicle; they look for reasons why the customer hasn't yet purchased and then work to overcome those obstacles.

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## Weak responses

The initial email from the sales team is the first shot at building a relationship with the customer, and many dealerships fall short. The most common errors:

- Failing to answer all the customer's questions
- Employees asking for information that was already provided in the customer's inquiry
- Typos and grammatical errors in the responses (insist that staff use a spell checker)
- Using personal email addresses instead of the company's

(MulletMan72@hotmail.com probably has a poor closing ratio)

- Including links to the OEM's website instead of to the dealer's
- Failing to include contact information (name, phone number, address, and email) for the person who responded to the lead
- Failing to include a reason to buy/asking for the business

In my next story, I'll dive into the components of an effective lead response.

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

## Is Your Auto-Response on Autopilot?

By Mark Sheffield

There are a limited number of primary website providers in the RV industry, and their basic auto-response formats are very similar. Few dealerships bother to customize the content in those emails, so it's easy for a consumer to confuse the responses from different dealerships, since most of them look alike.

The auto-response is the first chance to tell the customer who you are, what you're about, where the dealership is located, and why the customer should do business with you. But in my study of lead follow-up times, I found that the auto-response was frequently my first and last contact with the store. If you aren't going to follow up on customer emails, at least make your first/last impression a good one.

Here are some common fails with auto-responses:

- Canned, boring responses provided by the website provider that don't even mention the dealership's name
- Jumbled and/or hard to read responses
- Messages claiming that the dealer "should respond" within a certain window of time (instead of that they would respond) and then failing to do so
- Responses with no photos or company logos, or with ones that display improperly or are so large that they dominate the screen
- Failure to include other important information about the dealership, such as the address and contact information

I was pleasantly surprised with a powersports dealership that's in a very competitive market in the south. The GM had configured the auto-reply message to let the consumer know why the dealership was different from the competition and had provided proof, including a link to its Google reviews and a customer quote. ■



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# The \$100 Question: Why Should a Buyer Spend More at Your Dealership?

By Kensey Edwards

If one of your units is priced for \$100 more - or even \$1,000 more - than a similar unit at a competing dealership, could you explain to a buyer why he should pay the extra money to do business with you instead of going for the lowest price? RV buyers are particularly price conscious, and you might not have the cheapest price on the market every single time. Being able to effectively articulate why a buyer should do

business with you instead of your competitor down the street could be the trick to closing a sale versus having him walk away.

Aside from the basics, like understanding your inventory and being able to clearly and effectively differentiate it from the competition's, there are several steps you should be doing regularly to ensure that you're routinely reinforcing the value of your dealership.

## Define your value story

You likely have an idea of what this is and, if asked, you could explain to a buyer why you're worth more money on a unit, but have you taken the time to write it down? To play with the verbiage? To truly define it? It's important to spend time crafting the message and perfecting your elevator pitch. And it should be something that you share proudly with your sales team and your customers - put it on your website, social media, and sales materials. Answer that question for the buyer before he has to ask.

## Prepare for all types of buyers

There are different types of buyers within the RV industry - first-time buyers, full-timers, millennials. Each one may place value in slightly different places when making a purchase decision. It's important that your value story and customer experience can translate for each personality type in our industry. Buyers like to feel that the purchase experience is personal, so make sure it is. But keep in mind that, just because you may tweak your value story to accommodate the needs of various buyers, doesn't mean you should change the core of your message.

## Regularly train and reinforce it with your employees

Once you've figured out what your value story is, it should be something that every single person on your team can share without hesitation. It should be so familiar to them that no matter which of them a buyer talks with, he gets the same response back. It's a poor buyer experience if he hears four different value stories from four different people at the dealership. Your story should be something your team is proud of and happy to share. But they'll only understand the importance of this message if you enforce it. Make sure to spend time explaining why it's important, how it should be used, and when they should use it.

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Continued on page 26



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## Provide excellent customer service from the start

This may seem obvious, but you'd be amazed at how many dealerships miss the mark on customer service. We've heard calls where the sales representative comes across as annoyed that the customer is calling and makes him feel like an inconvenience. Customer service can go a long way in proving value, particularly if you're excelling at it when your competition isn't. You can put together talk tracks for your sales team to help them understand what to say, role play, and review real phone calls to determine where you can improve. Nothing drives a buyer away faster than an overly pushy or apathetic sales rep.

There's a reason your dealership is worth that extra money. You just have to make sure you're communicating it throughout the buyer's experience with you. It takes staff training and consciously reinforcing the message, but buyers will notice and choose to do business with you.

*Kensy Edwards is marketing manager for RV Trader, an online classified site for buying and selling new and pre-owned recreational vehicles. ■*

## DSI Rescheduled to Enhance within Participation

To enhance participation in RVDA's annual Dealer Satisfaction Index (DSI) survey, the association's board of directors decided to change its schedule so that the response period begins in mid-October and ends in mid-January.

This is the 25th year for the DSI, which asks dealers who sell new rolling stock to rate the RV manufacturers/brands/product categories they sell on issues that are important to dealers. They are asked to provide ratings about RV product reliability/quality, their manufacturers' after-market parts distribution efforts, warranty claims processing, and sales support. Dealers also are asked whether they'd recommend the manufacturer/brands whose products they sell to a dealer in a different market.

During the past few years, the DSI launched in early August, and the response period ended by mid-October. This year, it will launch on or about October 15, and the response period will close on or about January 15, 2019. November and December are typically the slowest months for RV dealerships, with consumers focused on Thanksgiving and Christmas activities. With the new schedule, dealers will have an opportunity to get more input from employees who work in departments relevant to the DSI during a less hectic time.

Once again, U.S. and Canadian dealers will be able to fill out their DSI surveys either online or on paper. Dealers can also choose to fill out their surveys on paper during the RV Dealers Convention/Expo in Las Vegas, slated for November 5-9. The manufacturers/brands that receive the highest DSI ratings will be presented Quality Circle Awards on March 14 during the new RVX Show in Salt Lake City. ■

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# When a Picture Really IS Worth a Thousand Words

## Deaf PDI technician finds a niche at Campers Inn dealership

By Tony Yerman

**A**deel Liaqat, a 32-year-old PDI technician at Campers Inn of Merrimack, NH, has been an inspiration to his managers and fellow technicians ever since the dealership hired him a year and a half ago. Born deaf, Liaqat has had to learn his vocation – and how to interact with colleagues and customers – by improvising.

Liaqat was nine when his family immigrated to the United States from Pakistan. Growing up, he learned both English and sign language. He worked his way through school with the help of interpreters.

While he was studying auto mechanics at the Manchester (N.H.) School of Technology, he was recruited by Campers Inn after being highly recommended by his vocational case worker.

Once at the dealership, Liaqat was assigned to Keith Marshall, a regional technical trainer for the Campers Inn organization. Marshall learned sign language and, with help from interpreters, was able to train Liaqat as a PDI tech.

“We had him participate in the registered technician program from the Florida Trade Association’s Distance Learning Network,” says Marshall. “I worked one-on-one with Adeel and created hands-on training from the network course.” Marshall spent about two months of full-time training with Liaqat.

The industry currently has no facilities that can teach or give certification tests to anyone with a language or physical issue, but Marshall hopes that will change.

In the meantime, “Adeel has never had any difficulty with his work or communicating with other employees,” Marshall says. And he’s never encountered resistance from coworkers. Other prep techs and certified techs have been happy to help, and “some have even learned to do some signing.”

“Adeel has loved the RV business and loves interacting with people,” says Marshall. He has even done a walk-through with a family who knew sign language.

Liaqat communicates quite effectively with his cell phone camera. “He takes photos of any issues he finds with vehicles and sends them to his service writers, shop foreman, or whomever he feels would be appropriate,” says Marshall. He adds hand gestures, such as pointing to a problem, so that others know what to look for.

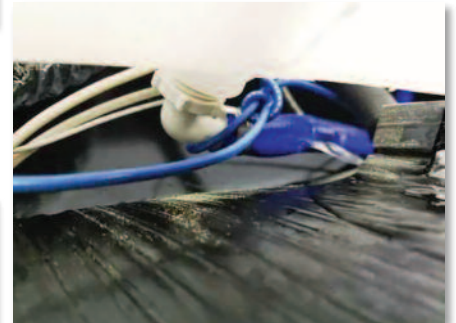
“He’s reminded other techs to take pictures of everything they work on, regardless of whether it is warranty, retail, or internal,” says Marshall. “The saying that a picture is worth a thousand words comes to mind.”



Liaqat holds his registered technician course completion certificate from the Florida Distance Learning Training program.



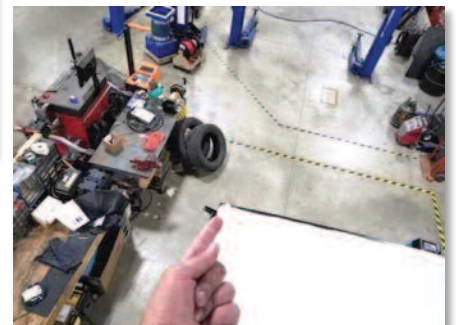
Liaqat takes a picture of himself pulling back a unit's underbelly panel showing a water leak.



Next, he takes a photo showing the broken water line he found after he was authorized to remove the underbelly.



Liaqat with the employees with whom he works most closely. From left to right: Bob Ferry, quality control and shop foreman; Todd Paquette, Merrimack regional service director; Liaqat; and Keith Marshall, regional trainer.



Liaqat points to a roof corner in need of sealants. He submits photos to his service writer and shop foreman to get authorization for repairs.

“Campers Inn uses a quality control process for all technicians that involves

having the shop foreman, manager, and another lead technician look over everything before it leaves the shop. If additional clarification is needed, the QC guy can add notes to the photos,” says Marshall. The photos also help communications with manufacturers and customers, and before and after photos “are huge when it comes to filing and collecting on warranty claims.”

Liaqat, who also loves swimming, sports, and motorcycles, wants to become a supervisor eventually. His hard work and positive attitude have influenced everyone at Campers Inn “and made everyone want to do better,” Marshall says.

“We’ve all learned a lot from him, and we would love to hire more people like him at Campers Inn. Adeel is a real inspiration.” ■

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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
McClain's RV Superstore	1,000	45,000		6/13/17
Pan Pacific RV Centers Inc.	4,500	45,000		7/28/17
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
Greenway 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	1,000	21,500		8/9/17
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
Circle K RV's Inc.	530	8,030		6/18/18
Hilltop Camper and RV	4,000	7,622		6/7/18
Camperland of Oklahoma LLC	1,000	7,350		6/21/17
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
Skyline RV & Home Sales Inc.	2,000	4,500		6/20/17
American Guardian Group of Companies	2,400	4,600		7/1/18
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 7/18/16- 7/18/18	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
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
Tennessee RV Sales & Service LLC	250	1,250		6/13/17
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

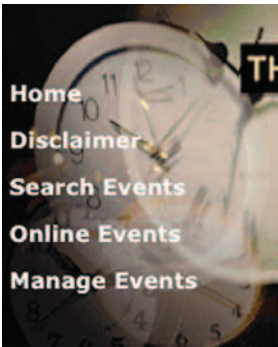
Keepers RV Center	200	900		8/14/17
Bowling Motors & RV Sales	500	800		8/28/17
Setzer's World of Camping Inc.	500	600		3/17/17
Starr's Trailer Sales	200	650		5/29/18
Dodd RV	500	500		3/18/17
North Point RV	500	500		6/12/18
OK Recreational Vehicle Association	500	500		8/18/17
RH Power & Associates Inc.	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

## 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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# THE RV Industry's

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**Dealers**

- Jim's Camper Service Inc. Doon, IA
- Lone Star RV, Houston, TX
- Mayflower RV, Sherwood, AR
- Norco RV Center, Norco, CA
- Stream RV LLC Wake Forest, NC
- Waterdog RV, Dayton, OR

**Aftermarket**

- Almaden RV Service & Repairs, San Jose, CA
- Emerald Waters Alberta, AL
- Sturken Auto Body & RV Repair, San Jose, Ca

**Rental**

- REV Rental, Brookfield, WI

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9 Show Online Events	10 Hands-on RV Technician Certification Training - Complete RVIA curriculum books HANDS-ON RV Technician Master Certification Training (RVIA curriculum based) 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 Show Online Events	18 Show Online Events	19 Show Online Events	20 Show Online Events	21 Show Online Events	22 Show Online Events		
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