

RV EXECUTIVE TODAY

FEBRUARY 2020



STRONG ATTENDANCE AT RV SHOWS BODES WELL FOR 2020

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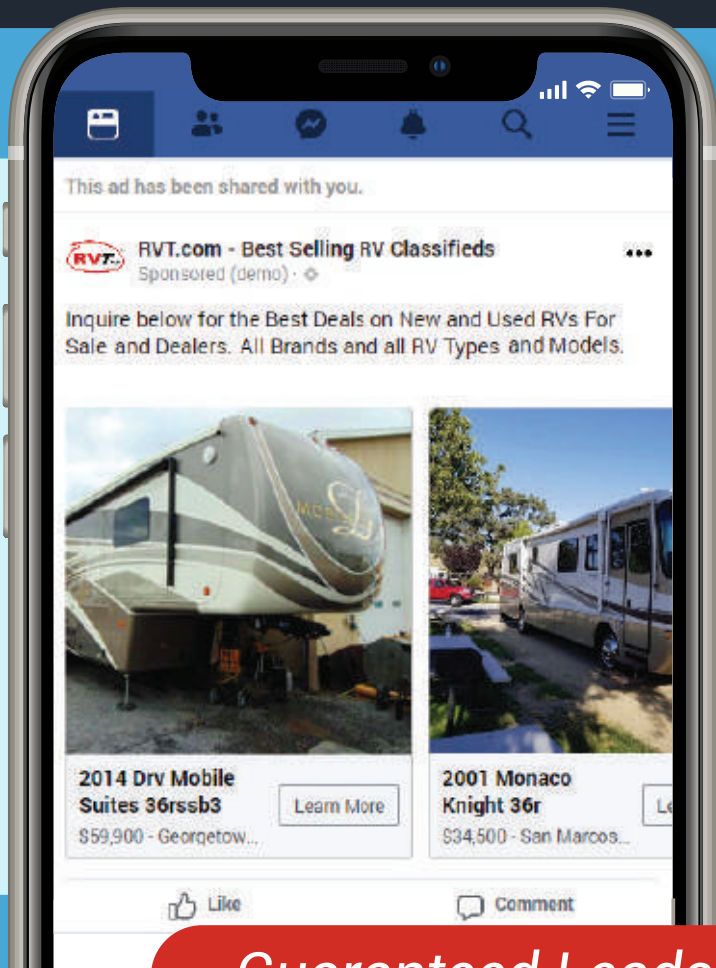
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Research on Extended Service Agreements and Younger Buyers

By *Phil Ingrassia, CAE, president*

Go RVing and others in the industry have dug into the preferences of younger RV buyers, but what about their inclination to purchase other important RV products and services – such as extended service contracts to protect their travel trailer or motorhome?

On average and depending on dealership size, F&I department revenue made up between six and eight percent of total dealership revenue over the past 12 months, according to Spader Business Management. Service contract sales are a significant part of those F&I numbers.

It's widely recognized that service agreement penetration is not only a significant contributor to dealer profitability but also plays a key role in customer satisfaction, especially in a business where manufacturer warranties don't approach the terms offered for new cars and trucks.

Last month, I ran across a recent study on young buyers and their attitudes toward extended service contracts covering a variety of consumer products. It was conducted by a leading warranty analytics and marketing firm called After, Inc., and contains some interesting findings that are applicable to our industry.

First, the study shows first-time younger buyers want to learn about their service contract options before the time of purchase. These buyers behave much like the rest of the population when considering service contracts, "except they have a greater tendency towards research in advance." It would be a good idea to post product protection options on the dealership website and in other marketing efforts. Customer testimonials are also effective ways to show that "people like me" buy service contracts, and they can pave the way to more effective point of sale presentations.

As with other age groups, highlighting the many benefits of service contracts will resonate with young buyers – especially

"F&I department revenue made up between six and eight percent of total dealership revenue over the past 12 months, and service contract sales are a significant part of those numbers."

the concepts of "peace of mind," "value," and "avoiding high repair costs."

Objections center on perceptions that the "manufacturer warranty is enough," service agreements are "not a good value," and budget concerns. The study says millennials like options, so menu-selling will continue to be an effective F&I point of sale process.

OK – no big surprises there – but the research says that the digital-native population responds very well to an old school marketing strategy: direct mail follow-up. If these customers don't convert at the time of the sale, the study urges direct mail efforts aimed at showing them the many benefits of protecting their purchase.

The company notes that mail volume is down 30 percent or more for most people, so mail that customers do get stands out and has higher credibility than email and other forms of traditional advertising with younger customers.

Since RVDA exclusively endorses Protective's XtraRide extended service agreement, I know that their agents work on improving service agreement penetration with their dealers on a regular basis. I'm sure other service contract providers also have support to reach younger audiences.

If you'd like to read more on these topics, visit www.afterinc.com/news-archive.

I hope you are enjoying a great start to 2020...and thanks for your support. ■

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You Can't Beat the Excitement at an RV Show

By Ron Shepherd, RVDA Chairman



It's hard to believe, but show season is here in full swing. I've already seen a report from one of our manufacturer reps showing that their sales are up 50 percent over last year. That's super news, and something I know we all hope is a trend. There have also been reports of less traffic than in years past, so, as always, I'm sure it depends on where you're located, weather, and other factors.

The show dynamic has certainly changed in recent years, and there are many things that have contributed to that. Customers being able to shop from home 24/7 via the Internet has been a major contributor. But if your shows are like ours, there's simply no way to duplicate the atmosphere and energy at a show or the results you can enjoy in such a short timeframe, not to mention the sheer number of customers who attend. It sometimes feels like a feeding frenzy. Maybe you already get that kind of dynamic at your dealership, but we haven't had that happen lately.

Our first show of the year is a boat sport and travel show that's been in existence for more than 50 years. The week's total attendance is expected to be well over 40,000. Granted, not everyone is there to see our RVs, but we do get plenty of folks who are considering purchasing a boat, ATV, or jet ski and ultimately decide to spend their discretionary income on our product instead. Of course, we never point out that the products they were originally looking at can only be used comfortably from Memorial Day through Labor Day, while our beautiful RVs can be used almost year-round. But somehow, they make the connection.

It seems like there's been a trend among dealers to attend more joint shows like ours as opposed to RV-only shows. We do both, but without question the crowd is



bigger, better, and provides more of what we all want — sales — at a combined show. For years we even did our state fair, and I know there are a lot of you who still do those. Wow, my hat is off to those who do. Our fair was 11 long, hard days. The crowd was great, but the hours were awful, and we could never get that carnival smell out of the units afterwards. Maybe age or common sense took over, but we finally gave up the fair.

I wish you all the best selling season ever in 2020. Now, let's head to the show. ■

Take Advantage of Your RVDA Websites

The RVDA, Mike Molino RV Learning Center and convention websites are the dealership employee's complete online resources. These innovative, interactive websites provide easy access to the critical resources that assist dealers and their employees in running the dealership effectively. Download fact sheets on dealership best practices or the latest retail statistics, search training opportunities, and purchase CD-ROMs, publications, videos, or webcasts. RVDA member dealerships and any of their employees can have 24/7 access to most of RVDA's dealer specific information. Make www.rvlearningcenter.com, www.rvda.org and www.rvda.org/convention your first source for all dealership information.



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QUICKTAKES

Info For The Big Picture

Good Customer Service Can Earn You Loyalty and Revenue

An angry customer with a complaint could turn into one of your dealership's most loyal clientele – and, surprisingly, be willing to spend more at your store than at a competitor's. A study of individuals who tweeted their problems to company service representatives in the airline industry found those who had a good experience were not only willing to continue doing business with the company but also to pay more for its products than for competing companies'.

Customers who received any response at all were willing to pay more, even when the company couldn't resolve the problem. Sometimes people just needed empathy and the chance to be heard.

"The best approach was to respond to negative comments instead of ignoring them," said the study's authors.

The lesson for managers is to reply to every customer service comment online. Merely acknowledging their problems can defuse frustration "and put them back on the road to loyalty," the study concluded. "Instead of seeing the company as the enemy, a sympathetic response can reorient the situation so they now feel the company is on their side."

One important caveat: Respond quickly. The faster the airline reps answered, the more individuals were willing to pay. A timely response makes customers feel someone is watching out for them. "And don't shy away from responding to unhappy customers, even if you can't immediately resolve their issue," says the study.



Chart and data from study by Applied Marketing Science, via Harvard Business Review.

Record Attendance at Early RV Shows Bodes Well for 2020

By RVDA Director of Industry Relations Jeff Kurowski

RV show season catches consumers at a time when they're ready to pull the plug on winter and start planning their next vacation. No wonder, as RVDA chairman Ron Shepherd says, you can't beat the excitement at an RV show.

Record attendance was reported at several early January RV consumer shows, suggesting the RV market in 2020 will be noticeably better than it was in 2019, according to show promoters.

"Last year, the first quarter was a little soft, but I think we've seen the tide turning," says Vilma Fraguada, president of GS Media & Events, which operated nine RV shows during the first three weekends of January.

"We had record attendance at eight of the nine shows," Fraguada says. "Des Moines was the only one that didn't set a record, probably because the weather was bad during the Jan. 17-19 weekend."

Attendance at the show in Schaumburg, IL, a Chicago



Attendance was up 63% in the Chicago area.

suburb, was up 63 percent, and the GS Media show in Denver on Jan. 9-11 was "crazy busy," Fraguada says. Attendance at

the show in Greenville, SC, on Jan. 3-5 was up 47 percent, and at the Greater Washington RV Camping Expo in Chantilly, VA,

Tampa Florida's RV SuperShow attendance was up by 600 from last year.



A family checks out the newest products at the Pittsburgh show.



on Jan. 10-12, attendance was up 33 percent.

A walk-around at the Great Washington provided several indications that dealers were happy with their show sales. At the suburban Washington, DC, show, "Sold" signs were posted on everything from entry-level travel trailers to a Newmar Kountry Star diesel pusher that sold for \$311,000.

One dealership salesperson at the Northern Virginia show said more than 6,000 people attended on Saturday, Jan. 11.

At the Mid-American RV Show in Kansas City, MO, on Jan. 16-19, a mid-sized dealer told Fraguada he sold 85 RVs this year, compared to typically selling 20 to 25 units during the show.

"Dealers reported record sales," says Fraguada, adding that if she had known demand for RVs was going to be so

Continued on page 12



(Top) People of all ages attended the Chicago show.



The Denver, Colorado show January 9-11 was "crazy busy."



The Pittsburgh RV Show Jan. 11-19 drew the second-highest number of people ever.



strong, she would have kept several of the shows open longer hours. "It's a very positive trend for the industry this year."

The Florida RV Trade Association's 35th Annual Florida RV SuperShow in Tampa on Jan. 15-19 also set a record: 74,861 people attended, up by 600 from 2019.

Mild weather and no playoff game for the Pittsburgh Steelers helped give the Pittsburgh show its second-highest attendance.

"When all is said and done, this show probably goes down as one of our best ones ever," says FRVTA Executive Director Lance Wilson.

While the 53-year old Pittsburgh RV Show on Jan. 11-19 did not set an attendance record, it drew the second-highest number of people ever. "Sales were strong among the 14 participating dealers and 100-plus booth exhibitors on site, and it looks to be another great year for the RV industry in our area," says show promoter Rob Young.

Mild, spring-like weather and the lack of a Pittsburgh Steelers football playoff game during the



It was reported that more than 6,000 people attended the Great Washington show in Northern Virginia on Saturday, Jan. 11.



show dates helped boost the Pittsburgh event's attendance, Young says.

Attendance figures for the 44th Annual Ohio RV Supershow in Cleveland Jan. 8-12 were not immediately available, but dealers participating in the show believed attendance was higher than in 2019. Twelve north-eastern Ohio dealers brought 800 units for sale at the show. ■

Mild weather helped bring in more families to the Pittsburgh RV show.


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Get More from Your RV Show Investment

Participating in a show is hard work; here's how to ensure it's worth it.

By Bob McCann

Participating in an RV show takes a chunk of time and hard work. You need a battle plan that will ensure a good return on your investment. Though the following is a comprehensive strategy for show season, some of the techniques can be used year-round to make sure no leads ever fall through the cracks.

BEFORE THE SHOW

Build excitement and anticipation.

- Entice buyers to your booth with a pre-show email campaign to prospects that gives the show dates, location, and models you'll be displaying. Include a link to a page about the show that appears on your website, not the show's website.
- Offer freebies and discounts in your email, such as show tickets and parking passes, T-shirts, hats, and other items they can get by visiting your booth.
- Have salespeople send the pre-show emails. When potential buyers hear from a salesperson they know, open rates are many times higher than when the email is sent by the dealership. Lead-management solutions can let you launch e-marketing campaigns in minutes, and you can customize a template-based email to change the default email name and address to those of the assigned salesperson.



AT THE SHOW

Collecting data is the name of the game.

- Require the sales staff to collect as much info as possible from all prospects they spend significant time with. Motivate them with a daily contest, such as giving a \$100 gift card to whoever gathers the most customer information cards with either one email address or two phone numbers.
- Motivate customers to share their info with a give-away they can enter by submitting their email address.
- Enter show leads into your lead management system as soon as the prospect leaves the booth – don't let them be kept at the salesperson's desk. Once the data is in the system, follow-up activities can be automatically scheduled.
- Begin following up while you're at the show. Schedule a simple "thank you" email as soon as prospects' contact information has been added to the database. The message should be short and branded with the dealership's logo, and it should thank them for stopping by, invite them to contact the salesperson they met for further assistance, and include a link to your website. Immediately starting the follow-up process increases the chance that you're the first dealership to show interest.
- During the morning slow periods, have salespeople make follow-up calls thanking prospects for coming by and asking where they stand in their decision-making.

POST SHOW

Get them into the dealership.

- Hold a post-show open house no later than two weeks after the event. Create two email campaigns – one for booth visitors and one for the remaining prospects in your database. Thank the visitors for stopping by, mention the RV they discussed at the show, and invite them to the open house – their last chance to benefit from special show prices. Ask them to call, email, or text to schedule an appointment, and include a link to your website. The email to the remaining prospects should say, "Sorry we missed you at the show – come to our open house and benefit from special show pricing."

Preparing for an RV show requires a little advance thought and effort, but handling show prospects professionally and in a timely method not only leaves them with a good impression of your dealership but also means you'll be top of mind when they're ready to buy. ■

An advertisement for RVnGO.com/RVDA. It features a man in a suit and glasses sitting at a desk with a laptop. In the background, there is a motorhome. The text reads: "HOW MANY MORE RVs WILL YOU SELL? List your RVs for Sale at RVnGO.com/RVDA". There is a circular badge that says "NO FEES to list or sell your RVs". The RVnGO logo is at the bottom.

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Kickstart Sales with these Simple Showroom Updates

It doesn't take a million bucks to look like a million bucks

By Linda Cahan

Want to increase sales at your dealership by up to 30 percent? These simple ideas – some free – can actually make a difference to your bottom line.

1 Clear the clutter.

This is a free and easy way to increase sales immediately. It can change how your retail area is perceived and shopped. First organize the areas customers can't see, such as behind the cash/wrap desk. It will feel great! You'll also find some important things you thought were lost forever.

Next, clean up the floor area all around the checkout counter. Move out to the corners of the store and get rid of all the accumulated junk that's been hiding there. Finally, clean out the stockroom and loading dock areas. Good luck—that's probably where you've stashed all the junk you found on the selling floor.



2 Move it, move it, move it.

Have you ever noticed that when you're moving things around on the selling floor, people start looking at whatever

you're moving? Yes, it can be aggravating – here you are, dragging products from one end of the store to the other, and customers are happily following the mess across the floor. But the strange truth is that when you move something or change it, it gets energized. Experiment after you read this article. Move the merchandise on one shelf (cleaning as you go) and see if sales improve in that area over the next two days.

3 Focus on focal areas.

Walk into your store and look around. The first five areas you see are the focal points. Those areas tell your customers what your taste level is and what you think is important for them to buy. Your focal areas are great for seasonal merchandise that has to sell within a short amount of time.

4 Refresh your signage.

Do you have more signs than you need? Are your signs clean and in excellent condition? Are they current? Get rid of anything that's out-of-date, faded, curled, creased, torn, old looking, or irrelevant.

If you have the same signs you opened with – and you've been open for more than three years – it's time to

The Way to Display

Now's the time of year to re-energize your retail store before the spring sales season revs up. It doesn't have to entail a major overhaul or a lot of money – just use these merchandising basics as a guide.

- Think like your customers – what information would be useful to them as they enter your store? How about a store map showing where types of items are located?
- Customers equate messy with cheap.
- The amount of space given to a product should reflect its price – expensive merchandise should have more space between the items. This serves as a visual cue to customers, who “don't want to feel like they're bargain-basement shopping and then see a price tag for \$400,” says merchandising expert Linda Cahan.
- Liven up your store by displaying products at varying heights, even hanging some from the ceiling, if possible.
- Display products in action and allow customers to try them out. Online merchandisers can't do this.
- Make sure customers have something new to look at each time they visit.

refresh. It doesn't have to be overwhelming – maybe it's just time for a new, more modern font. Your computer can churn out fresh new signs. If you use a heavier paper, the signs will look 100 percent better than if they're printed on regular copy paper.

Dust dimensional signage. Make sure that lights are directed so that every wall sign pops with light. Are your signs in the right place? If the merchandise has moved but the signs haven't, they are misleading and annoying to your customers. Move them where they belong.

5 Lighten up!

This item can get a little expensive, so start first with what's free. If you have spotlights, make sure they're actually lighting up merchandise or a sign. I often see spotlights that have shifted position over time and are shining on the floor, ceiling, or some random blank spot. Refocus all your lights. It's free, easy, and can instantly make the store look brighter.

If you have all fluorescents and the store seems dim, it might be time to change them out. Fluorescents start fading from the first week they're installed, so if

they haven't been changed for a long time, you might be getting half the light you started with. When you can afford it, switch to LEDs, which will save you a ton of money over time and also help the planet.

To make the store look more exciting, shine some lights on each focal area, as well as each focal wall. Just by highlighting specific areas, the rest of the store will appear more interesting and exciting.

6 Add natural elements around your showroom.

Real plants, stone, wood, and geodes (along with water) are proven to increase sales. The textures of wood and stone are very appealing and are an antidote to the smoothness of all the metal, glass, and laminate. Customers equate "real" with "quality."

Bring feng shui principles into your store's layout to create successful, healthy, and prosperous environments. A few ideas: Get rid of anything that blocks your entrance, including overhanging branches, garbage cans, boxes, fixtures, umbrella stands, bunched up entry mats,

Get rid of anything that blocks your entrance, including overhanging branches, garbage cans, boxes, fixtures, umbrella stands, bunched up entry mats, overwhelming fixtures in the front or low-hanging flags.

overwhelming fixtures in the front or low-hanging flags. Remove sharp corners in tight spaces. Light up dark areas with fluorescent wall washers. Add lights to your checkout counter and consultation desks to make the transactions friendlier and more positive.

Any one of these ideas will make a quick difference in your store. Try one, and if you like the results, keep going through the list.

Linda Cahan of Cahan & Company is a visual merchandising expert and frequent presenter at the annual RV Dealers Convention/Expo. ■

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How to Make First Contact with Digital Leads

By Mark Sheffield

Your dealership may not be handling online inquiries as well as you think. When I mystery-shopped stores in my 20 Groups once, my findings dismayed the dealers.

What virtually all of them needed was a checklist of do's and don'ts to bring consistency to how their employees treated customers who came to the dealership via the Internet. So I've set down a list of critical elements that should be a part of every response, and another list of those which are optional and can be used as needed. Keep in mind there's no one response that will work for every lead.

Required:

- **Etiquette:** Until you've built relationships with customers and they tell you differently, refer to them as Mr., Mrs., or Ms. This reinforces that you are a professional.
- **Correct grammar and spelling:** Attention to detail is part of every employee's job. If they don't understand the difference between "there," "they're," and "their," they shouldn't be emailing customers. More than half of the responses I received as a dealership mystery shopper had at least one typo. Spell checkers are free – use them.
- **Answers to the customer's questions:** And if an incoming lead is too short on details to allow you to answer, ask the customer for the information you need to provide the answer.
- **Urgency:** When showroom customers tell you they're "just looking," what they mean is, "I'm just looking for a reason to buy." Give them reasons:
 - It's the last one left of a model that's going to be more expensive next year.
 - There's a zero-percent financing deal that expires at the end of the month.
 - The rebate is only good for another week.
 - This is the cleanest used unit we've ever had, it's only got 487 miles on it, and there's another customer interested in it.
- **Contact information:** Your business is a brand, and every employee should use a standard, professional-looking signature block that includes his or her name, company name and address, and contact phone numbers.
- **An appointment:** Give the customer a reason to get back in contact with you by using questions with dates and times:
 - *When can you come in to take a test ride?*



- *Saturdays are busy, and I want to be sure I have time to answer all your questions. Can you come in on Friday at 4:00 p.m.?*
- *Can you have that credit application filled out by the end of the day?*
- *Can you send me pictures of your trade-in by Thursday?*
- *A thank-you – Do not forget this critical step. Customers have choices on where to spend their money, so thank them for giving you an opportunity.*

Optional:

These pieces should be in every salesperson's tool kit.

- **Repetition of the customer's needs:** Customers sometimes know what they want but not what they need. Clarify by repeating back what he or she said – "I understand you're looking for vehicle X, which is designed to do A, B, and C. If that's how you're planning to use it, great. If not, tell me how you're planning to use it, and I'll point you in the right direction." Don't let the customer buy the wrong vehicle.
- **Pictures:** If you're talking with the customer about a specific vehicle, include a picture of it. Stock photos from OEMs don't touch customers on an emotional level the way a real-life photo can.
- **Brochures:** Attach a PDF of specs and highlights for the vehicle the customer is considering. Better yet, include one customized with your dealership name and logo. If the

Respond Quickly or Risk the Sale

It's hard to overstate how important a **prompt response** is. Progressive dealerships answer customers within minutes – before they've even left the keyboard. Data from the auto industry shows that every minute you wait to respond to a digital lead reduces your closing ratio. Wait

24 hours, and not only have half of those customers moved on to other dealerships, but the closing ratio on the customers you do contact will be significantly lower than the dealer who responds in five minutes. Larger dealerships have an advantage because, with a larger number of incoming

leads, they can have dedicated employees to follow up. With repetition and solid leadership, they learn by analyzing what works and what doesn't and continue to improve their process. Smaller dealerships can compete in this game with commitment from management and ownership.

customer shares it with family and friends, you get extra exposure.

- **Links:** If there's another unit in stock that might be a better fit for the customer, provide him/her with a link to it on your website. If the customer asks about financing, provide the link to your online finance application. If the customer asks about customer service, provide the link to your Google page that highlights all your five-star reviews.
- **Options:** When a customer requests information on a vehicle, provide him or her with options, such as other units in stock that meet their needs, a clean used model you have, or something on closeout that you'd love to sell.
- **Resources:** There's nothing wrong with saying "I don't know" as long as you add "but I can find out for you." If a customer asks about maintenance, email the question to your service manager and copy the customer. If a customer wants a particular accessory, email your parts associate and copy 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. For more information, visit spader.com. ■

...And Finally

Here are some additional rules and principles to keep in mind.

- **OEM websites** – Never point customers back to the OEM's website, which might end up pointing them to your competitors. If your site doesn't provide the information the customer needs, find it and send it to him. Never relinquish control.
- **Map** – If the customer has never been to your dealership, send a link to a map with directions.
- **Hours of operation** – Customers need to know when you're available, especially if you have odd hours.
- **Timing and control** – Most dealerships have one or two days a week that tend to be extremely busy. Ask customers to come in during the slower times and give them a reason to do so (shorter wait times, more time to demo vehicles).
- **Events** – Tell customers about dealership special events, such as BBQs, parties, prizes, or live music.
- **CRM** – Today's browser might be tomorrow's buyer. Add the customer to the CRM so you can develop a relationship with him/her.
- **Referrals** – Your customers hang out with others who have similar likes. Campers have camping buddies. If you take care of your customers, they'll send you more.
- **Follow up** – If you haven't heard from the customer after a reasonable time, reach out with a new message and try again to get on his calendar.
- **Honesty** – Once you start lying to a customer, it's hard to stop. Triple-stacked lies topple over.

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Why Should a Buyer Spend More at Your Dealership?

Better know the answer before they ask.

By Kensey Edwards

If one of your units is priced \$100 more – or even \$1000 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're unlikely to have the cheapest price on the market every single time. Being able to 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 differentiate it from the competition's, here 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 probably have a general idea of why it's worth it to a buyer to spend more money on a unit at your dealership, but have you ever taken the time to actually 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 market – first-timers, full-timers, millennials – and each one places value on slightly different aspects when making a purchase decision. It's important that your value story and customer experience can accommodate every personality type in the industry. Buyers like to feel catered to during the purchase experience, so make sure you're tailoring it for them and making it feel personal. Keep in mind, though, that just because you may tweak your value story to accommodate



the needs of various buyers, it 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. It's unprofessional if a buyer 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. Take the time to explain why it's important, how it should be used, and when they should use it.

Provide excellent customer service from the start

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 phoning and makes him feel like an inconvenience. Customer

"Once you've figured out what your value story is, it should be something that every single person can share without hesitation."

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 so they 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. ■

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The Mike Molino RV Learning Center's nationally recognized professional certification program supports career development and professionalism. The program was developed with the assistance of experts at The Ohio State University's Center for Education and Training for Employment. Suppliers, distributors, dealer-owners, and manufacturers were also instrumental in developing the programs.



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By RVDA staff

The 2020 Go RVing Dealer Tie-In Program is now available for dealers to leverage the power of the national advertising and promotion campaign at the local level.

Focused on family adventure, couples travel, and outdoor experiences, Go RVing's multi-media marketing campaign emphasizes the flexibility and affordability of RV travel for today's consumers.

"Participating dealers have 24/7 access to consumer leads through the industry-only section of the Go RVing website," says RVDA President Phil Ingrassia. "The industry image library also provides a quick, convenient source of top-quality visuals and logos that can be used in direct mail, online marketing, and other promotional materials."

Dealers can download royalty-free photos, visuals, artwork for dealer websites, digital promotions, and other marketing needs through the program. **The cost to sign up for the optional Go RVing dealer program is \$250.** For an additional fee, dealers participating in the tie-in program can create custom commercials to reach their local market by obtaining stock footage from the national campaign.

The Go RVing Coalition consists of RV manufacturers, component suppliers, dealers, and campgrounds. Go RVing works to provide the public and media with general information about the benefits of RV travel and camping.

To sign up, use the form on the opposite page, visit www.rvda.org, or contact Chuck Boyd at cboyd@rvda.org or (703)591-7130 ext. 113). ■



2020 Go RVing. DEALER PROGRAM LAUNCHES

The 2020 Go RVing Dealer Tie-In Program is now available for RV dealers to leverage the power of the national advertising and promotion campaign at the local level. Focused on family adventure, couples, and millennial travel, Go RVing's multi-media marketing communications campaign emphasizes the flexibility and affordability of RV travel for today's consumers. Participating dealers will have access to

Go RVing's industry-only site at www.gorving.com, which includes:

- Royalty-free photos, visuals, artwork for dealer websites, digital promotions, and other marketing needs
- 24/7 access to consumer leads generated through the Go RVing website

Dealers will also receive updated Go RVing promotional

materials for display at their dealership, retail shows, and other special events. These materials will be available in the first quarter of 2020.

The cost to sign up for the optional Go RVing Dealer Program is \$250. For an additional fee, participating dealers can create custom TV commercials for their local market by obtaining stock footage from the national campaign.



The Go RVing Coalition consists of RV manufacturers, component suppliers, dealers, and campgrounds. Go RVing works to provide the public and media with general information about the benefits of RV travel and camping. The coalition was formed by representatives of the Recreation Vehicle Industry Association (RVIA), Recreation Vehicle Dealers Association (RVDA), and leading state RV and campground associations to distribute information about the benefits of RV travel and to ensure the quality of RV products and services.

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Mike Molino RV Learning Center Scholarship Program



FACT SHEET AND APPLICATION: 2020-2021 ACADEMIC YEAR

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RV Learning Center's Scholarship Program awards \$2,500 scholarships to deserving college undergraduate students majoring in business, finance, economics, accounting, or other RV industry-related subjects. College undergraduates that currently work in the RV industry or are a dependent of an RV industry employee, are eligible to apply. The scholarship program is made possible through the generosity of the Newt and Joanne Kindlund

Family Requirements*

- Must be a rising sophomore, junior, or senior college undergraduate student.
- Must complete an essay on their goals and objectives for attending college, their future career goals, current connection to the RV industry, or aspiration for employment in the industry upon graduation.
- Must submit a completed Free Application for Federal Student Aid (FAFSA) form. The form is available at: www.fafsa.ed.gov.

- Must demonstrate the ability and willingness to fund a portion of their educational expenses on their own.
- Must be accepted into an accredited four-year college or university as a condition of receiving the scholarship.
- Must have a 2.8 or better cumulative grade point average, and a 1050 minimum SAT score (1575 minimum on the 2400 point scale). A minimum ACT Composite Score of 22 is also acceptable.

* All requirements must be met by July 7, 2020.
Dealer principals and their dependents are not eligible.

Submit with Application:

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

Submit application packet to:

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3930 University Drive
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High School: _____ Year Graduated: _____ SAT/ACT Score: _____

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City/State: _____ Major: _____

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By signing, I indicate that I have read the fact sheet on this application and I meet the eligibility criteria specified.

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FOR MORE INFORMATION VISIT WWW.RVLEARNINGCENTER.ORG, EMAIL INFO@RVDA.ORG, OR CALL (703) 591-7130.

Deadline: July 7, 2020. To be considered, all application materials must be received by the deadline.
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SERVICE MANAGEMENT GUIDE Now Available

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Note: prices are subject to change without notice.

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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 or wireless connection from your computer to a large screen 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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The Mike Molino RV Learning Center proudly recognizes these **CONTRIBUTORS**



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

Received From	Contributed 1/17/18 - 1/17/20	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
MAJOR GIFTS				
Protective	\$80,733	\$388,498		11/20/19
Brown & Brown Dealer Services	40,000	80,000	200,000	5/15/19
Tom & Carolyn Stinnett	5,000	130,000		12/27/19
PleasureLand RV Center Inc.	7,500	104,600		12/17/19
Campers Inn	5,000	91,000	100,000	1/10/20
Horsey Family Memorial Fund	1,510	75,610		6/14/19
Byerly RV Center	5,000	72,000		10/2/18
Bill Plemmons RV World	5,000	27,550	50,050	6/28/19
Reines RV Center Inc.	6,000	48,525		12/17/19
All Seasons RV Center	2,000	42,049	47,049	12/17/19
McClain's RV Superstore	2,000	47,000		7/31/19
Pan Pacific RV Centers Inc.	2,000	47,000		7/23/19
Palm RV	15,000	30,000	37,500	1/10/20
Wilkins R.V. Inc.	5,000	30,500	33,000	12/27/19
Diversified Insurance Management Inc.	3,200	29,600	31,200	4/23/19
LazyDays	5,000	30,000		10/2/18
Greenway Inc. (Route 66 Dealer)	1,500	28,850		12/14/18
Curtis Trailers Inc.	12,500	28,250		11/13/19
Robert Crist and Company RV	2,500	27,500		12/3/19
United States Warranty Corporation	2,000	14,250	26,250	9/17/18
CHAMPIONS				
Alpin Haus	2,000	23,500		7/3/19
Stolz RV & Marine	2,500	22,500		9/14/18
MBA Insurance Inc.	2,000	20,100		3/19/19
Hartville RV Center Inc.	1,000	16,750		6/18/18
Floyds Recreational Vehicles	250	13,750		6/5/18
Mike & Barb Molino	250	12,636		12/3/19
Affinity RV Service Sales & Rentals	1,000	12,000		7/3/19
Crestview RV Center	2,250	11,250		12/20/19
Don Gunden	1,000	11,000		12/27/19
Hilltop Camper and RV	5,500	10,622		6/18/19
Burlington RV Superstore	1,000	9,500		6/18/19
Camperland of Oklahoma LLC	2,000	9,350		6/26/19
Best Value RV Sales & Service	2,250	8,500		4/18/19
Phil Ingrassia	2,000	8,500		12/31/19
Circle K RV's Inc.	530	8,280		6/18/19
All Valley RV Center	1,000	8,000		11/6/18
Hayes RV Center	750	7,850		6/18/19
Moix RV Supercenter	5,000	7,500		1/10/20
Topper's Camping Center	500	6,553		6/4/18
Skyline RV & Home Sales Inc.	2,000	6,500		8/9/19
American Guardian Group of Companies	2,400	6,400		1/1/20
Bob & Amy Martin	1,000	6,000		12/27/19
Noble RV Inc.	1,000	5,755		2/4/19
RCD Sales Company Ltd.	500	5,349		6/18/18
ROUTE 66 RV Network	1,000	5,000		1/8/19
Tacoma RV Center	1,500	5,000		6/3/19
J. D. Sanders Inc.	500	4,500		7/15/19
Mount Comfort RV	1,500	4,500		9/9/19
The Trail Center	250	3,300	4,300	7/26/19
Northern Wholesale Supply Inc.	1,500	4,250		6/7/19

Received From	Contributed 1/17/18 - 1/17/20	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
Myers RV Center Inc.	483	4,233		1/6/20
Kroubetz Lakeside Campers	2,600	4,100		11/20/19
Gib's RV Superstore	1,537	4,037		1/10/20
Airstream Adventures Northwest	2,500	3,500		5/30/19
Ocean Grove RV Supercenter	500	3,500		6/22/18
United RV Center	250	3,450		7/1/19
Clear Creek RV Center	500	2,500		10/30/18
Bill & Shannon Koster	1,000	2,000	2,500	11/20/19
LEADERS				
Beckley's Camping Center	1,000	2,250		11/20/19
Camp-Site RV	750	2,250		2/15/19
Camp-Land RV	1,000	2,000		6/11/19
Colonial Airstream & RV	1,000	2,000		3/19/19
Steinbring Motorcoach	250	2,000		9/21/18
Mid America RV Inc.	750	1,550		6/11/19
Cold Springs RV Corporation	1,500	1,500		6/7/18
Tennessee RV Sales & Service LLC	250	1,500		8/3/18
Tire Shield	1,000	1,500		1/7/19
Tri-Am R.V. Center of East Tennessee	500	1,500		1/7/19
Clippership Motorhomes Rental	1,000	1,250		7/18/18
Bowling Motors & RV Sales	250	1,050		11/20/19
Bent's RV RendezVous	1,000	1,000		1/10/19
Grand Design Recreational Vehicles	1,000	1,000		12/27/19
John's RV Sales & Service	1,000	1,000		10/7/19
Keepers RV Center	100	1,000		6/11/19
Modern Trailer Sales Inc.	250	1,000		6/18/18
The Makarios Group LLC	250	1,000		6/11/18
BENEFACTORS				
Starr's Trailer Sales	200	750		6/5/19
Dodd RV	100	600		8/17/18
Welcome Back RV Outlet	350	600		7/19/19
B Young RV	500	500		7/3/19
Cousins RV	500	500		5/29/19
North Point RV	500	500		6/12/18
RV Value Mart Inc.	200	500		7/19/19
SUPPORTERS				
U-Neek RV Center	250	450		6/18/19
Inventrue	350	350		6/6/19
Sonny's Camp 'N' Travel	332	332		1/10/20
Black Book RV Value Guide	50	300		6/20/18
Open Roads Complete RV Service & Sales	294	294		1/7/20
Hitch RV	250	250		6/25/19
North Texas RV Repair	250	250		5/7/18
Pettes & Hesser Ltd.	250	250		7/30/18
RV General Store Inc.	250	250		8/13/18
RV Quest	250	250		6/28/18
Tonie's RV Inc.	250	250		4/27/18
Tom Lindstrom RV Inc.	200	200		5/6/19
ENDOWMENTS				
Kindlund Family Scholarship	\$270,000	\$270,000		



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Scott Stropkai
sstropkai@statisticalsurveys.com
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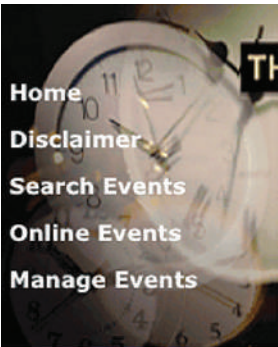
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March 2020

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1 Sobel University Online Registration Show Online Events	2 NRVTA Week 3 - Advanced RV Tech: Absorption Refrigerators Show Online Events	3 Spader Effectively Leading and Managing Workshop AquaGo/Combi Service Training Show Online Events	4 Show Online Events	5 Show Online Events	6 Show Online Events	7 Show Online Events
8 Show Online Events	9 NRVTA Week 4 - Advanced RV Tech: Water Heater/Furnace Show Online Events	10 Spader Win3 Selling Workshop TnT1243 - Suburban Furnaces, Water Heaters & Ranges AquaGo/Combi Service Training Show Online Events	11 AquaGo/Combi Service Training Show Online Events	12 AquaGo/Combi Service Training Show Online Events	13 Show Online Events	14 Show Online Events
15 Show Online Events	16 NRVTA Week 5 - Advanced RV Tech: Exterior/Hydraulics Show Online Events	17 AquaGo/Combi Service Training Show Online Events	18 AquaGo/Combi Service Training Show Online Events	19 AquaGo/Combi Service Show Online Events	20 Show Online Events	21 Show Online Events
22 Show Online Events	23 Hands-on RV Technician Training HANDS-ON RV Technician Master Certification Training (RVIA curriculum based) Spader Total Management 1 Workshop Show Online Events	24 Show Online Events	25 Show Online Events	26 Show Online Events	27 Show Online Events	28 Show Online Events
29 Show Online Events	30 Show Online Events	31 Show Online Events				

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