

RV EXECUTIVE TODAY

JUNE 2018

TIME TO RENT?

**Are you giving away
revenue by not renting?
These three dealers
think so.** *Page 14*

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**Dealers Remain
Optimistic About
the RV Market**

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**Are You Selling
RVs or Mortgages?**

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C O N T E N T S

June 2013

10 Dealership Benchmarks Show Encouraging Signs

Dealership net profit as a percentage of sales last year was the highest since 2003. Find out how other major dealership benchmarks performed.



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In a recent RVDA survey, a solid majority of dealers said the market was better this spring than it was a year ago. And a third of respondents said even motorhome sales were better.



14 Renting Towables is a Profitable Niche for this Dealer

For the price of one motorhome, you can buy several towables to start a rental business. And you'll probably have the market to yourself, says one dealer.



18 Sweetheart Deal: Managed-Fleet Business Model Works for RV Owners, Dealers

A California rental dealer benefits from shared income, greater fleet diversity, and a potential source of high-quality used inventory, while one of his renters benefits from a rekindled marriage.



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Creative Funding for Our National Parks

By Phil Ingrassia, CAE, president

Your customers may be telling you about a number of issues surrounding sequestration and its impact on the National Park Service (NPS). From Mount Rainier National Park in Washington state to Hot Springs National Park in South Dakota to Acadia National Park in Maine, there are reports of delayed openings, closed visitor centers, and reductions in access to trails and other areas.

Members of Congress are questioning some of the NPS priorities, such as designating new monuments and landmarks while cutting back on existing services and maintenance. Local proponents of new NPS areas say these designations help the local economy and create jobs by encouraging tourism.

Sequestration aside, the issue of NPS funding is not a new one. We've heard about the park maintenance backlog for many years. For example, according to one study, 90 percent of all paved roads in the parks system are in "fair" to "poor" condition. That's of particular concern to the RV industry and our customers.

The American Recreation Coalition (ARC), of which RVDA is a founding member, has been at the forefront of creative thinking to help make NPS and other federal public land agencies less reliant on funds appropriated by Congress.

ARC helped build support for the fee-demonstration program that keeps more entrance money at the park where it was actually collected, instead of sending it to Washington, DC. Visitor surveys show that people are more likely to support fees if they know the money is helping enhance their experience at the park.

There are several new proposals that would allow the Park Service to create a more market-based fee structure by increasing fees during heavy visitation periods and reducing entrance, campground, backcountry, and other user fees when parks are less visited. "We need to be sure that the

"The American Recreation Coalition (ARC), of which RVDA is a founding member, is encouraging more public-private partnerships and other 21st century business models that decrease the burden on taxpayers."

fee program does not become a deterrent to visitation," says ARC President Derrick Crandall.

Of course, fees are not the only way to create a more sustainable national park system. ARC continues to encourage the agency to consider more public-private partnerships, longer leases to encourage private investment in facilities on NPS land, and other 21st century business models that decrease the burden on taxpayers.

In 2006, Secretary of the Interior Dirk Kempthorne launched the National Park Centennial Initiative to prepare the parks for another century of conservation, preservation, and enjoyment. Since then, the NPS has asked citizens, park partners, experts, and other stakeholders what they envision during the second century of the NPS. RV dealers through RVDA and ARC will be active participants in this important conversation.

Thanks for your support.

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Help Pass Along the Good Things

By Jeff Hirsch, chairman



I always believed that my business vision was to build Campers Inn into a nationwide franchise that would strive to be the trusted resource for RV consumers in every market we entered.

But I recently had an epiphany when my nephew, Ben Hirsch, recently joined the staff of Campers Inn. Ben now represents the third generation of Hirschs involved in the family business. With this happy and long-anticipated event, I realized that the most important part of my career is to see that Campers Inn continues my parents' lifelong dream of creating opportunities, both for customers who love the great lifestyle of camping and travel and for our family.

To provide employment opportunities and careers and to give their children a little better life than they had had – what an awesome vision my parents held, one that has remained constant for 47 years and counting.

Words alone can't express my feelings of pride as I watch these dreams unfold from one generation to the next. Now I understand those of you who have seen family members join your businesses and have experienced those same proud moments. What a remarkable achievement.

One of the challenges we face is helping future generations succeed. Merely passing on the family business doesn't guarantee success if the next generation isn't in sync with the mission, vision, and values of a company. There are two resources that I view as critical for training young dealers-to-be – education and 20 Groups. Both have been invaluable to me as I've navigated my career.

Here, I must acknowledge RVDA, a priceless organization. Through my involvement with the association over the years, I've had the good fortune of networking with dealers whose insights and knowledge have nurtured me and helped me develop. Some of the relationships have lasted a lifetime, and I've been incredibly enriched by the people I've had the good fortune of meeting through our association.

And 20 Group has been another singular learning experience in my career. That opportunity was given to me by a dear friend, the late Jack Moran, who, with his wife Shirley, founded Arlington RV Super Store in East Greenwich, RI. When I was a green-as-an-apple rookie, Jack called me with an invitation to join Spader 20 Group 001. It was one of the most appreciated calls I've ever received. I was clueless about how to manage an RV business, and that first 20 Group meeting was laden with fear. But I spent 25 invaluable years in the group, whose

“There are two resources that I view as critical for training young dealers-to-be – education and 20 Groups. Both have been invaluable to me as I've navigated my career.”

members have enriched my life both professionally and personally – many of them even came to my wedding.

Now I've decided to give the same gift to nephew Ben that Jack gave to me. I hope that Ben develops the same kind of lifelong relationships within his 20 Group that I did. And incidentally, Jack's grandson is also working at Arlington RV Super Store.

RVDA's annual convention has given me both educational and networking opportunities over the years that are second to none. I think this is why I asked the board to approve my Young Executive Program – I want the association to give to the next generation the same gifts of learning and friendship that I've benefited by. Both the association and the convention are simply priceless in helping dealers develop.

I look forward to seeing you at this year's convention Sept. 30 - Oct. 4 in Las Vegas. Reserve these dates for an investment in your future.

P.S. Please fill out the Dealer Satisfaction Index (DSI) survey, which was recently emailed to you – it's an important part of the Partners in Progress Brand Committee program, and the more survey responses we have, the greater the credibility it gives to the program.

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Towable and Motorized Inventory Expansion Is Robust

By Thomas Walworth, Statistical Surveys/The Thrive Group

RV dealers expanded their towable and motorhome inventories at robust rates in February, although towable inventories didn't expand quite as rapidly as they did in February 2012, according to market research firm Statistical Surveys/The Thrive Group.

For towables, the February 2013 inventory index was 48.2, compared with 45.9 in February 2012.

In the case of motorhomes, the February 2013 inventory index was 67.8, which means the pace of dealer inventory growth was faster than in February 2012, when the index stood at 70.2.

For the first two months of 2013, the inventory index for towables was 44.7, a slightly less robust inventory build rate than the 42.9 for the first two months of 2012.

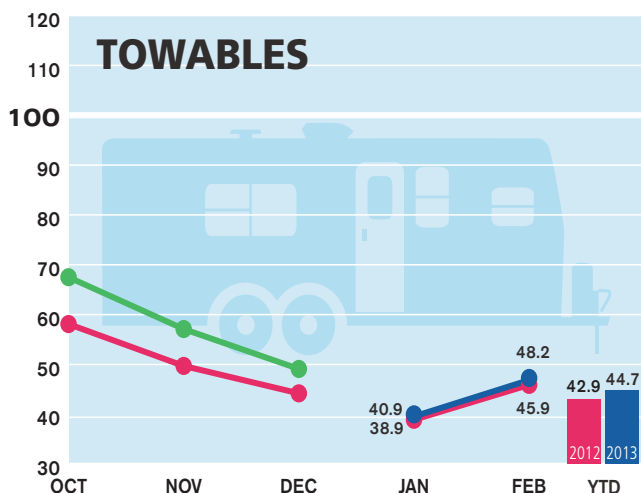
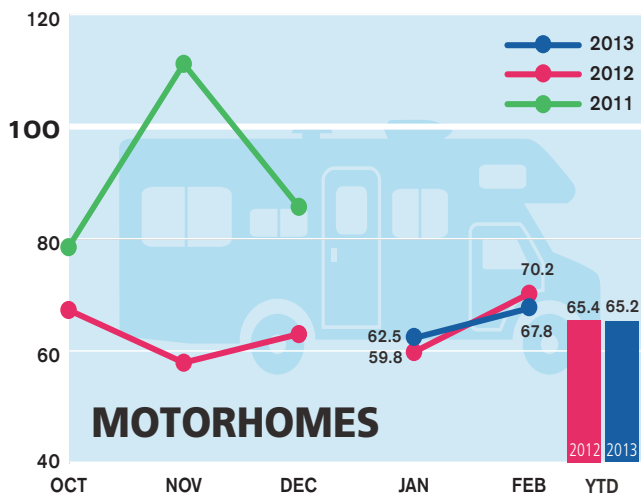
For motorhomes, the inventory index for the first two months of 2013 was 65.2, versus 65.4 during the first two months of 2012.

Dealers retailed 11,096 towables in February 2013, compared with 10,192 in February 2012, an 8.9 percent increase. Manufacturers shipped 23,000 towable units in February 2013, a 3.6 percent increase over the 22,200 units delivered in February 2012.

Dealers retailed 1,899 motorhomes in February 2013, a 22.9 percent increase from 1,545 units sold by dealers in February 2012. Manufacturers shipped 2,800 motorhomes in February 2013, a 27.3 percent increase from the 2,200 units shipped during February 2012.

Based in Grand Rapids, MI, Statistical Surveys/The Thrive Group tracks RV retail sales for the RV industry. For more information, contact Tom Walworth at (616) 281-9898. The Thrive Group is a partnership between Statistical Surveys and Spader Business Management. ■

When the RV Inventory Index is below 100, there's an expansion of dealer inventories. When the index is above 100, there's shrinkage. If the industry sold a unit at retail for every unit delivered at wholesale, the RV Inventory Index would be 100.



RV Technician, a digital bimonthly magazine, is the industry source for detailed, in-depth articles geared for the professional RV repairer. It's written and vetted by master technicians and covers every aspect of RVs, from electrical systems to plumbing. It keeps techs up-to-date with:

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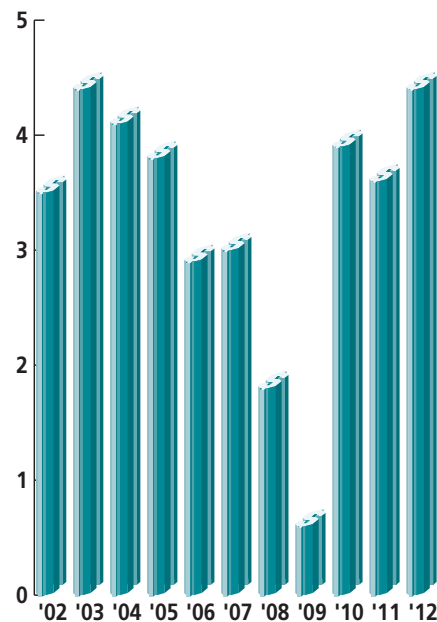
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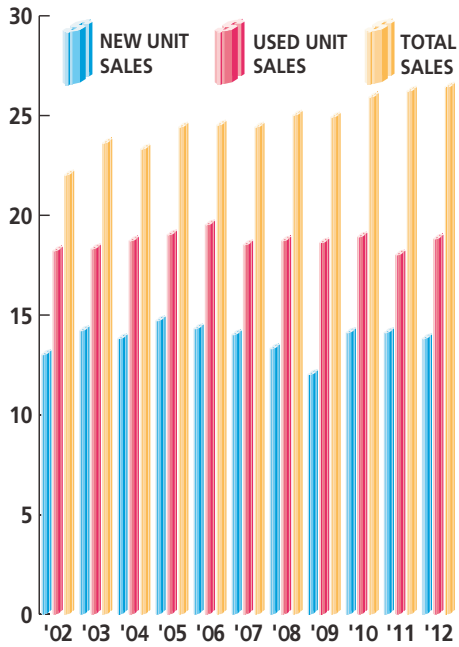
Dealership Benchmarks Show Encouraging Signs

Is your dealership as profitable as it should be? For some insight, compare your margins and expense ratios with other dealers around the country. This annual benchmarking section of *RV Executive Today* provides a point of reference on some important areas of dealership operations. The data is based on dealer-reported information and is an average, not a scientific study of all dealers.



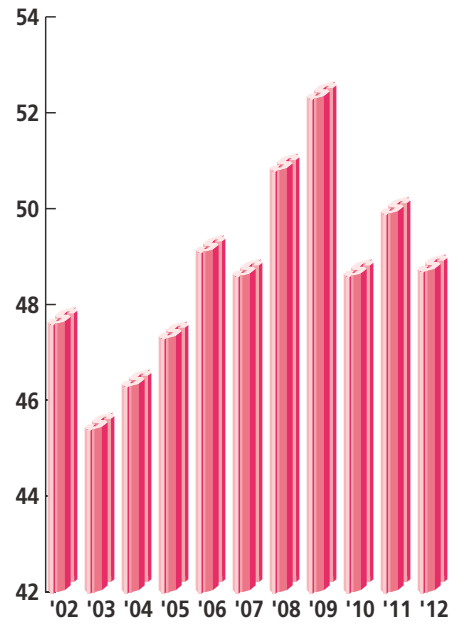
Net Profit as % of Sales

Net profit as a percentage of sales improved in 2012, reaching 4.4 percent, compared with 3.6 percent for reporting dealers in 2011. Last year's net profit as a percentage of sales was the highest since 2003.



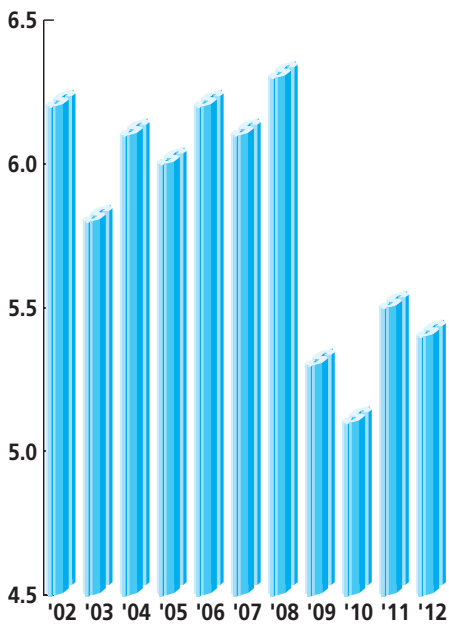
Gross Margin as % of Sales

The gross margin on new unit sales declined a few tenths of a percent in 2012 compared with 2011, but the margin on total sales improved a few tenths of a percent because of a sharp increase in the gross margin on pre-owned sales. Last year's 26.4 percent gross margin as a percent of sales was the highest in more than 10 years.



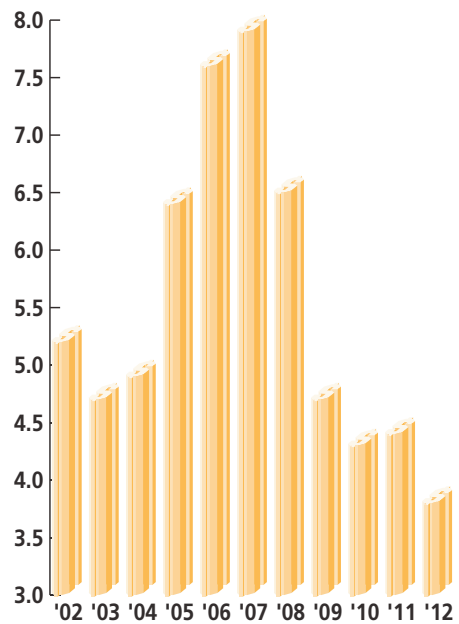
Personnel Expenses as % of Gross Margin

Personnel expenses – salaries, benefits, and other employment costs – as a percentage of gross margin declined in 2012 to 48.7 percent, from 49.9 percent in 2011. Personnel costs as a percentage of gross margin now are about equal to what they were in 2006 and 2007.



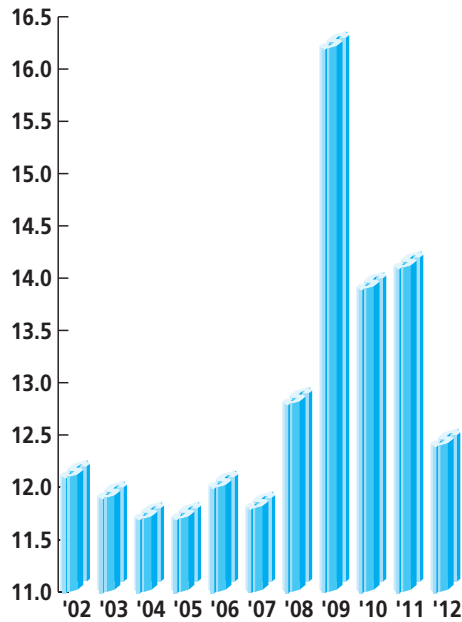
Advertising Expenses as % of Gross Margin

Advertising spending dipped to 5.4 percent of gross margin in 2012, slightly above what it was in 2009 and 2010 but still well below pre-recession levels.



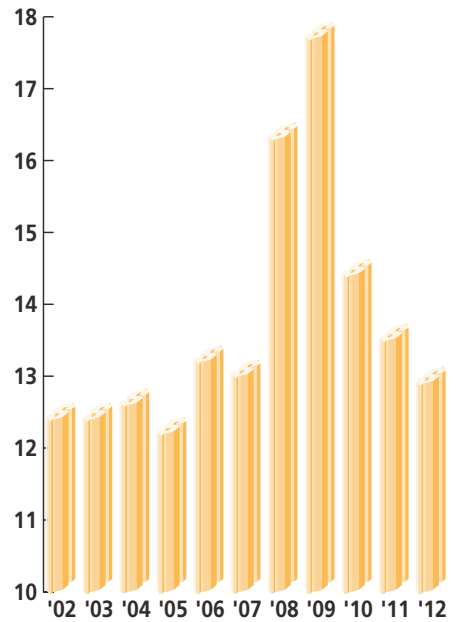
Floor Plan Interest Expense as % of Gross Margin

Floor plan interest expense as a percentage of gross margin shrank to the lowest it's been in more than 10 years. This is an indication the floor plan environment has stabilized at a time when interest rates are low.



Semi-Fixed Expenses as % of Gross Margin

Semi-fixed expenses, a category including costs that rise and fall depending on the amount of business occurring, fell in 2012 to 12.4 percent of gross margin, compared with 14.1 percent in 2011. However, semi-fixed expenses as a percentage of gross margin still were higher than they were during the 2002-2007 period.



Fixed Expenses as % of Gross Margin

Fixed expenses (mortgage and lease costs and expenses such as property taxes) as a percentage of gross margin also slipped to 12.9 percent, the lowest it's been since 2005.



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Dealer Attitudes This Spring Unchanged From a Year Earlier

By Jeff Kurowski

Most RV dealers continue to feel good about the retail market and the availability of financing, saying that conditions are either better than or at least as good as they were a year ago.

According to a recent RVDA survey, 59 percent of respondents said the RV market was better in May this year than it was a year earlier, and 41 percent said the market was about the same as it was a year ago. During spring of 2012, 61 percent said the market was better than the previous year, and 32 percent said it was about the same as it was during the spring of 2011.

This spring, no one said the market was worse, while a year ago, 6.5 percent said it was worse.

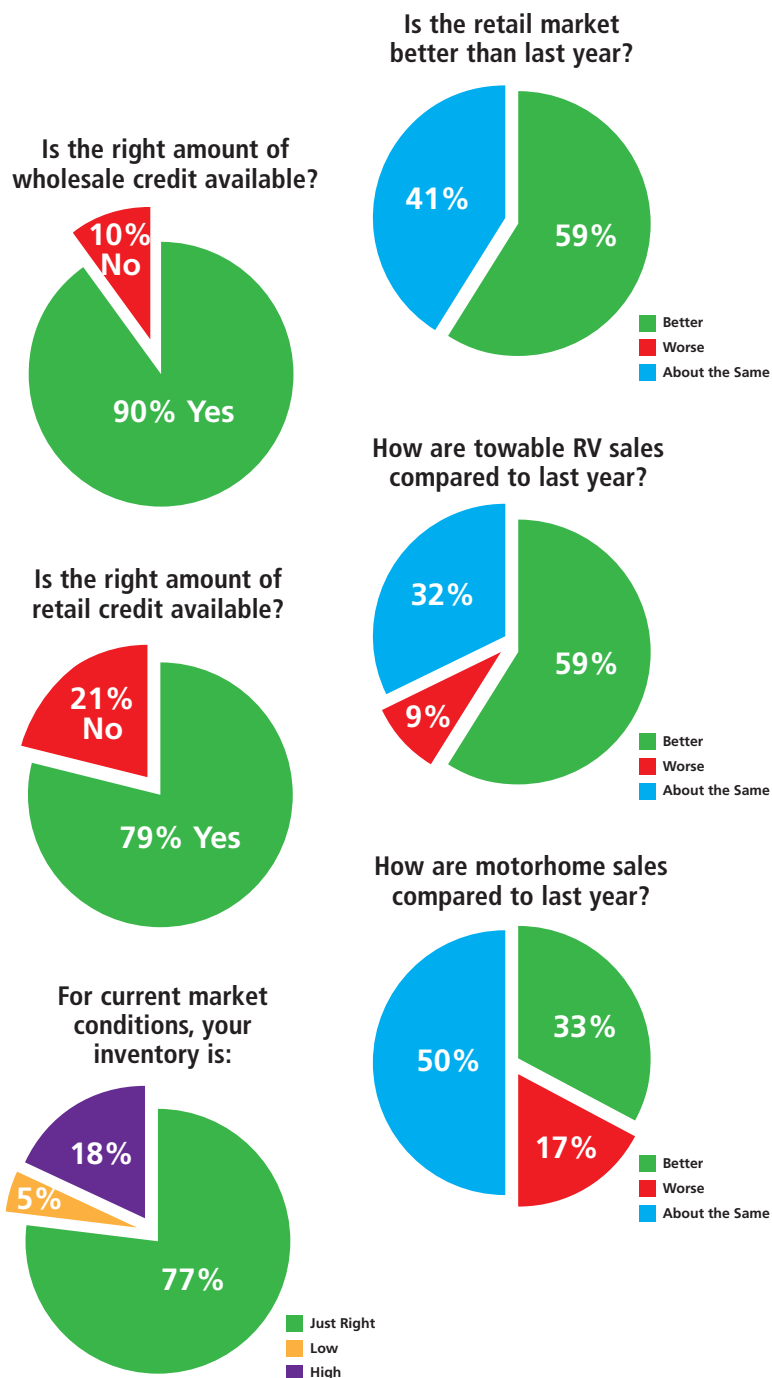
Fifty-nine percent of this year's respondents also said the retail towables market was better, compared with last year's 61 percent who said it was better. Thirty-two percent of respondents said the towable market was about the same during the first quarter of this year as it was during the first quarter of 2012, while, a year earlier, 39 percent felt the towable RV market during the first quarter of 2010 was about the same as it was during the same period of 2011.

This year, 9 percent of respondents said the towable RV market was worse during the first quarter of 2013, while a year earlier no one said it was worse.

With motorhomes, 33 percent of dealers said their first quarter 2013 sales were better than their first quarter 2012 sales, 50 percent said they were about the same, and 17 percent said they were worse. Those percentages were very similar to last year's, when 36 percent said sales were better, 48 percent said they were about the same, and 16 percent said they were worse.

Some 77 percent of this May's respondents believed their inventory levels were just right, 18 percent felt they were too high, and 5 percent believed they were too low. A year earlier, 74 percent said inventories were just right, 16 percent said they were too high, and 10 percent said they were too low.

Almost all of this year's respondents — 90 percent — felt that the right amount of credit is available for inventory financing, and 79 percent believed that there's adequate retail financing available for their customers.



Many retail RV shows occur during the first quarter of the year, and 29 percent of survey respondents said sales at their show were better this year than in 2012. Five percent felt this year's show didn't go as well as last year's, and 43 percent said sales were about the same.

Good in good times and even better in bad times – that’s how one RV dealer describes his rental business. Is it time to take a serious look at renting? Read these three dealers’ stories to decide if you could be making thousands in additional revenue.



Renting Towables is a Profitable Niche for this Dealer

By *Mary Anne Shreve*



When Scott Krenek, the newly elected chairman of the RV Rental Association (RVRA), started in the rental business 35 years ago, there were few educational resources available – no rental 20 Groups, no management software, no classes. He kept track of his units on a large dry-erase whiteboard that showed the entire summer season.

Now his dealership, Krenek RV Center in Coloma, Michigan, has a 50-unit rental fleet that includes everything from pop-ups to luxury Class As and also retails new models from KZ, Forest River, Coachmen, Heartland and Columbia Northwest. As a frequent workshop speaker and founder of the only 20 Group for RV rental dealers, Krenek knows the value of education. He plans to use his role with RVRA to encourage dealers to enter the rental business. In this Q&A with *RV Executive Today*, read why he believes that dealers who don’t rent are “giving money away.”

thought about getting into that when van conversions started waning.

Once you start renting RVs, you need to sell them off to buy new rental units. Then customers start asking about new units, so you also get into retailing new RVs.

Most dealers only rent motorhomes, but I discovered it’s more economical to rent towables. You can buy several of them for the price of one \$60,000 motorhome. Many families are doing more destination traveling where they go to a specific place and stay for awhile. Renting a trailer is more logical –

they can disconnect their tow vehicle and go sight-seeing without having to break camp.

Towables allow you to get into renting for a lot less money and see if you like it. Plus, there’s less competition than with renting motorhomes. None of the major rental companies even rent towables. So if a dealer gets into renting, he could have a product that no one else in his area has.

A: It’s still the only one of its kind in North America that I know of. It’s made up entirely of members who independently own/operate RV rental-only businesses and complete full-line dealerships of owned and managed fleet operators. I felt that the industry needed education to get everyone on the same page. There were many unscrupulous operators at that time giving the RV rental industry a bad name. My group has been focused on continual education and on how to give customers the highest possible RV experiences

Q How did you get started in the RV rental business?

A: I started out in our family-owned Ford franchised store. As part of that, I did a lot of van conversions. I’d go to the Louisville show and see dealers selling RVs. I

Q You were instrumental 18 years ago in starting the first dealer 20 Group that focused on RV rentals – why?

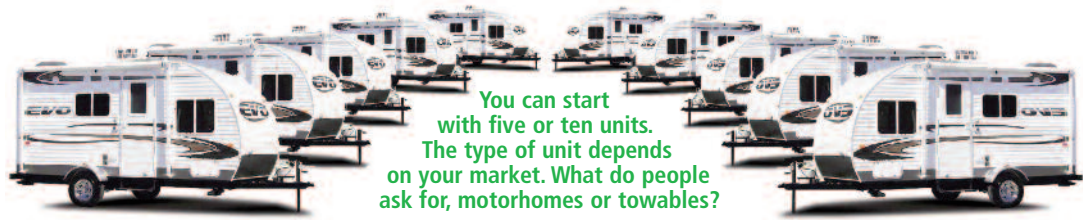


“Why should dealers consider setting up a rental operation? Because virtually every dealer in the country gets calls from people asking about rentals, and because you already have the staff, service department, computers, and units you need to get started.”

while using best policies and procedures. And we help each other focus on the highest-profit units for each of our areas.

Q Why should non-renting dealers consider setting up a rental operation?

A: Because virtually every dealer already gets calls from people asking about RV rentals, people who are ready to give them money to rent their vehicles. These dealers already have the staff, service department, detail department, computers, phones, dump stations, and easy access to rental units they need to get started. The extra revenue generated helps to cover more of the overhead the



You can start with five or ten units. The type of unit depends on your market. What do people ask for, motorhomes or towables?

dealer already has.

My experience has been that the RV rental business is good in good years, and it's even better in bad years. 2008 and 2009 were actually some of the best years we've had. People who couldn't take on a big loan to buy an RV still wanted to take a family vacation, and they didn't have a problem spending the money to rent one for a week or more.

It's a very loyal customer base – half of

our renters are repeat customers. People rent from you, get to know and trust you, and come back to see you when they want to purchase an RV. So RV rentals also drive RV sales.

A dealer can get into the market for as little as \$40,000 or \$50,000 if handling only towables. It's not unusual that, when you sell off the rental unit, you'll be able to get as much or more for it than what you originally paid. I can't remember the last time I

sold a one- or two- year-old towable for less than I paid for it – they almost don't depreciate. Most of ours don't travel very far anyway, so there's minimal wear and tear on them.

RV dealers who aren't renting are most certainly giving away hundreds of thousands of dollars of additional revenue annually that's theirs for the taking.

Q Do you think some dealers are afraid of the risks?

continued on page 16

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A: They shouldn't be. RVs today are more trouble-free than in the past and require less service. And there's reasonable insurance available for dealers who rent. Plus, you don't need a whole new facility and new staff.

Q What's the best advice you can offer someone who's thinking about getting into rentals?

A: You can start with as few as five or ten units. The type of units depends on your market – what have people been asking for, motorhomes or towables? You want RVs that can sleep at least six to eight people; the more sleeping areas the better. And always consider what units are the easiest to

resell in your market.

Offer delivery with towables. We deliver most of our larger travel trailers to a state park that's only 10 miles away. We charge extra, but people are happy to pay because we set up the unit, level it, do all the hookups available, and the customer is good to go. We come back afterwards to pick it up, disconnect it, and even empty the tanks.

It's good to have a diversified towable fleet to accommodate a range of tow vehicles. You have to have some smaller, lighter units for customers with smaller tow vehicles.

We offer and strongly recommend sway control/weight distribution bars for a small additional fee. We show customers

how to hook it up, take them on a test drive, and make them hook it up again themselves before they leave so they're comfortable with it. That helps people have a great experience.

We also have a "try before you buy" program in which their rental fees can earn them points they can use as a discount to purchase a unit from us.

MBA Insurance also has an RV rental school that offers three days of hands-on training from very experienced instructors. In addition, there are many vendors and representatives there to answer questions. The next program is scheduled for February 2014.

Q Is it important for RVRA members to participate in association activities like RVDA's Convention/Expo?

A: Networking is very important, and these events allow them to meet other dealers from across the country and exchange information on policies and procedures. I've taught at the convention, and it's like having a big brain trust of people in the business. Sometimes you'll have an issue, and someone else has an instant answer for you because they've already been through the same experience. I encourage dealers to go to the convention for information they may not even know they're missing.

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Sweetheart Deal: Managed-Fleet Business Model Works for Owners, Dealer



By Mary Anne Shreve

Martin Onken owns Expedition Motor Homes Inc., an RV rental company in Calabasas, CA. He is a frequent workshop speaker at RVDA's annual convention.

Q Your business is a managed-fleet RV rental company – explain how that works.

A: This rental model is designed to help both owners and RV rental companies. Owners get income and tax deductions, which make their RVs more affordable. That, in turn, may enable the owner to afford a more expensive RV than he could have afforded without the financial help.

The rental company benefits by having more RVs and a greater variety of models to rent, without the financial investment. Other benefits include work for the service department, parts sales for the parts department, and a potential pool of high-quality used models for the sales department.

There are many variations of this rental model, and they all share these characteristics:

- The RV owner uses a company to manage and rent his unit for profit.

- The company rents the RV to responsible people.
- The rental company and the owner split the income, usually 50/50.
- The owner gets certain tax deductions in addition to the income.
- The owner retains full ownership and gets to use his RV when he wants.

Q Do you see an increase in demand for RV rentals? If so, what lifestyle and demographic factors are driving that demand?

A: The demand for RV rentals has always been strong. Many rental companies had annual double-digit revenue growth before the recession. Even during the recession, most prudently operated rental companies remained healthy. During the past two to three years, the demand has started to approach the revenues of the early to mid-2000s. Fueling this renewed demand are multi-family groups trav-

eling together and overseas visitors. There's also a trend developing of one-way trips, as families try to make better use of their limited vacation time.

At our dealership, we're seeing a return of previous customers who deprived themselves of traditional vacations during the recession years but are now resuming affordable, regional trips.

Q Where can dealers who want to start a rental operation go for information and training?

A: There are three established ways for an existing dealership, or a start-up, to get professional information and training on starting a managed RV rental business.

First, RVDA's annual convention offers workshops, vendors, and networking opportunities to get started. When I first investigated the industry about 15 years ago, I went to the convention and got a great "eye opener" about insurance, pricing, fleet composition,

marketing, and accessories. With that information, I felt I was ready to start Expedition Motor Homes, with a mighty fleet of two units!

Second, for those who want to learn all the ins and outs, attend the MBA RV rental school. In addition to quality instruction and supportive documents like the Rental Operations Manual, students can brainstorm with peers, the instructors, and suppliers who are all dedicated for that



three-day period to answering all their questions and concerns.

Third, a new rental department or company may want to hire a professional consultant to work with them on the specifics of starting and running the company, improving profit, and reducing risks. This can take the form of ongoing consultation, or consulting for specific projects or problems. Consultants can be management companies or individuals, like me, who have done it and want others to succeed in the business, too.

After the start-up phase there are groups and peer mentors who gather dealers together regularly to exchange information to grow and improve their businesses. Whatever stage of devel-

opment an RV rental business is in, there is support available to help them become successful.

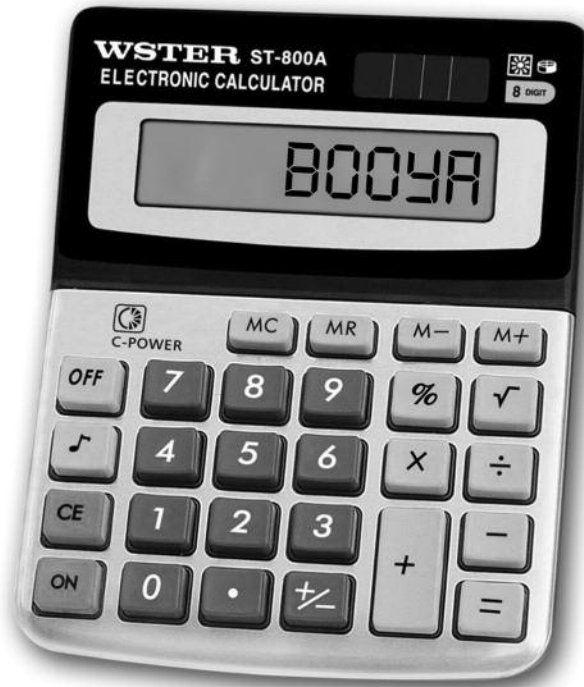
Q You're in an interesting market – Southern California, which is full of celebrities. Any fun RV rental stories that you can share?

A: Most celebrities who rent RVs are looking for an extreme – either a huge tour bus for bands traveling cross country or for an escape from all the “noise” of their profession so they can go somewhere secluded and in nature. Either way, they don't tell you much about what's going on. They're fearful it will leak to the press.

My best story is about a guy named Steve, a

continued on page 20

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celebrity of sorts. Steve has been divorced for more than 10 years and shares custody of his young daughter with his ex-wife. Steve hasn't remarried or even dated for 10 years because, as he reluctantly admits, deep down he still loves his ex-wife and just can't bring himself to date another woman.

Steve was determined to grow closer to his daughter by taking an RV vacation together in the nearby mountains. The trip was extremely important to him, and his expectations were extremely high, as he and I planned out the details.

The trip came and went, and I didn't hear a word.

Several weeks later, he called to say that the trip was such a spectacular hit, thanks to me and the RV, that they were planning to go again. I was almost as excited as he was – I'd never heard his voice so energetic.

Steve told me that this time he wanted a larger, nicer RV. He also told me that he'd recently abandoned his unrequited love, had started dating, and had met a great woman with a daughter almost the same age as his. The quartet got along quite well and had decided to take an RV trip together. Steve reserved a nice 31-foot Class C with slide outs.

Just a few days later,



"I'm hoping they lived happily ever after."

he called again, a little nervous.

Our conversation went something like this: "Hi Martin, have you got a larger RV for our upcoming trip?" "No, not unless you step up to a Class A. Why?" "I told my ex-wife I was taking our daughter camping again. I also told her I was taking my new girlfriend and her daughter." "Ok, I thought, where is this going? Steve continued, "She called me back an hour later and asked if she could come. I was shocked, but she promised to stay out of our way and to bring her own stuff, and said if we couldn't get a bigger RV that she'd sleep on the ground in a tent."

It was good that he and I were on the phone and not in person. Ultimately, we decided he would stay with the 31-footer.

The trip came and went, and the motorhome was returned without a scratch. I didn't see Steve at the time, since he'd dropped it off

after hours. A week later he came by to check on the final bill.

"Well, how did everything go? With the ladies, I mean," said I, as if there was any doubt what I was referring to. "It went fine." OK. "In fact, because of the trip, I decided that the new girlfriend and I just aren't the right match, and we're not dating anymore." "I'm sorry, Steve," I replied. "But," Steve said, "sometime during the trip I realized that I never stopped loving my ex-wife. And she said she thinks she feels the same way."

Of course, I'm really curious now. Steve continued, "We've dated twice since the trip. All is good. I don't know what's going to happen, but I'm hopeful. It's all because of you and your RV trips. Thank you, Martin." He paid his bill and exited, and I haven't seen or heard from my celebrity since. I'm hoping they lived happily ever after.

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Research the Market Before You Take the Leap

By *Mary Anne Shreve*

Scott Jones, owner of Access RV in Salt Lake City, is a board member of the RV Rental Association (RVRA), an RVDA division for companies that rent RVs.

Q How did Access RV get started?

A: It began in 1995 with one motorhome in the driveway for rent. From there, it evolved to a managed fleet of 15 privately owned motorhomes, and then to a fleet of all company owned units. Access RV is now a full-service dealership with sales, service, parts, and rentals. It expanded into a second rental location in Jackson, WY, in 2005 and has one of the largest locally owned rental fleets in the region. Access RV joined the Route 66 RV network in 2007 and has recently been certified as a USA 5 Star rental dealer.

Q You've been a workshop presenter at the RVDA convention for a number of years.

What are some key factors in running a successful rental operation? Is it for everyone?

A: It can be tough if you don't know what you're doing. The school of hard knocks can be very expen-

sive in the RV rental business. I've seen dealers start renting and then stop less than five years later. It does take a different mindset, but it can be a great addition to your overall business.

The best thing you can do is to be a part of RVDA/RVRA and 20 groups. Attending the annual convention and meetings has had a significant impact on our business and growth. The contacts and information you get there will increase your chances of success dramatically.

The rental customer expects a pleasant, personalized experience and a high-quality, clean RV. Did I say, a very clean RV? Cleanliness is the single most important point in RV rentals. If the RV is even a little dirty, everything else starts on the wrong foot. If the RV is really clean, as in Marriott clean, then the customer is more forgiving of any on-the-road problems that arise.

Renting is a great way to create high-quality used inventory for your

sales department, in addition to bringing in the first time RVer.

The other important thing is how you handle damage. Protecting your inventory from damage is critical, both with the customer and with the insurance company. Make sure you spend time in this area. If you don't, it can cost a lot.

Q You rent RV trailers as well as a full line of motorhomes. How have you seen the trailer rental side of the business evolve in recent years?

A: The travel trailer rental business is still a relatively new market. Not a lot of competition, and the demand is growing. Trailer rentals make sense if

you're in a market with a large truck segment. It's a great way to expand your business and is a profitable way to create high-quality used inventory. Some markets have truck rental companies that allow towing. Those companies are great partners to have in promoting trailer rentals as a less expensive alternative to motorhomes.

Q What kind of growth do you see in the next several years for the RV rental business?

A: Trailer rentals will continue to grow in regions with lots of tow vehicles. Be sure you have a good understanding of what tow vehicles are popular in your area, then focus on the types and sizes of trailers that will be compatible. Renting can be profitable, but does take some research before starting out.

"Renting is a great way to create high-quality used inventory for your sales department and to bring in the first-time RVer."



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Are You Selling RVs or Mortgages?

How the customer intends to use the unit decides whether you're subject to the CFPB

By Brett Richardson, RVDA director of regulatory affairs

Are you selling your customer an RV or a home? Naturally, you assume it's the former. But the Consumer Financial Protection Bureau (CFPB) doesn't care what you think – what matters to it is the customer's intended use. And if the customer intends to live in the unit fulltime, the transaction becomes much more complicated. Your advertising, financial disclosures, and transactional paperwork could potentially violate the CFPB's Regulation Z, the Truth in Lending Act (TILA,) and a host of other federal rules and regulations that cover mortgage transactions.

Houses on wheels?

TILA says that a "dwelling" can include structures that don't come with real estate, such as condominiums, co-ops, mobile homes, and trailers that are used as residences. The CFPB says that "mobile homes, boats, and trailers are dwellings if they are in fact used as residences, just as are condos and co-ops. RVs, campers, and the like not used as residences are not dwellings."

Taking the bureaucratic interpretation of this would mean that an RV used as a residence is a dwelling. RVDA doesn't agree with this interpretation and has submitted numerous comments trying to get this misinterpretation changed. RVDA objects to their interpreting the word trailer (initially intended to cover house trailers, not travel trailers) in one part of the statute, and then turning around to make it apply to all RVs, whether they're a trailer or a motorhome.

If a dealer sells an RV to an individual who intends to use it as a residence, the dealer is now potentially selling a home and mortgage.

Mortgage financing requires a completely different set of disclosures, paperwork, licensing, and sales transaction processes. Is your dealership set up to run that kind of paperwork?

RVDA contends that RVs are not designed, built, or intended as housing. The RV industry has historically been considered part of the motor vehicle industry. RVs are

viewed as motor vehicles intended for recreational purposes, not as affordable housing. In fact, the U.S. Department of Housing and Urban Development exempted RVs from its building code standards for manufactured housing. RVs follow the Federal Motor Vehicle Safety Standards that the National Highway Transportation Safety Administration (NHTSA) oversees.

RVDA has submitted many requests to the CFPB for relief from the full-timer issue. To date, the agency's response has been negligible. It exempted RVs from the new appraisal rules for higher-priced mortgages but hasn't seen fit to provide any of the additional relief requested by RVDA.

What's a dealer to do?

When an RV dealer sells to a traditional RV customer – someone who intends to use the unit for recreational purposes – the dealer is exempt from direct oversight by the CFPB. This is a battle RVDA won for the RV industry in 2010. However, when the customer is financing a unit with the intention of using it as his residence, the transaction becomes much more complicated. You

Are You a Non-Traditional Dealer?

Unrelated to the full-timer issue but directly related to whether you need to pay attention to the CFPB is whether or not you're a traditional RV dealer. If you finance the RVs yourself (that is, you hold the contracts) and/or your dealership doesn't have a service facility, then you're not a traditional RV dealership and are subject to CFPB jurisdiction. You have additional compliance and reporting responsibilities.

need to determine if your dealership is licensed by the state as a mortgage originator and if your business processes are set up to handle the transaction.

If you're not set up to finance the customer with the required disclosures and processes, you'll need to approach the customer differently. Speak with your attorney about what's permitted at your dealership. He or she may advise you not to participate in the financing process and instead point the customer to banks and financing sources that specialize in this type of lending. Your attorney may advise you not to talk about payments but rather to negotiate for the price of the RV and provide rate sheets for local lenders – and to let the specialized lenders discuss monthly payments with the customers.

Many RV dealers report that full-timers frequently already have F&I problems and aren't always upfront about their intended use. You may want to have signs asking would-be full-timers to identify themselves and also ask all customers to sign a form that they don't intend to use the RV as a residence or dwelling. If you mishandle the full-timer situation, you may be liable for disclosure and paper work violations and failure to be properly licensed, and your customers may have a right to rescind the transaction.





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TRA, the leading third-party green certification company, through its "Certified Green RV Program," measures, evaluates, and certifies RV manufacturers and verifies vendors for energy efficiency and environmental friendliness. This program empowers dealers to guide environmentally-conscious consumers in making better-informed decisions about their RV purchases, leading to increased customer satisfaction.

Credit Card Processing Bank of America Merchant Services

https://rvdealer.bankofamerica.com
jay.machamer@bankofamericamerchant.com
(678) 784-0567
Bank of America Merchant Services offers RVDA members an annual savings averaging 10-to-15 percent on each Visa and MasterCard swipe transaction. Advanced equipment provides fast authorization, around-the-clock support, and improved funds availability for those with a depository relationship with the bank.

Disability Income Insurance/ Paycheck Protection Benefits American Fidelity Assurance Company

www.afadvantage.com
steve.bolinger@af-group.com
(877) 967-5748, Ext. 8699
Dealerships can provide disability insurance to provide security for a portion of an employee's paycheck in the event they are unable to work due to a covered accident or illness.

Emergency Roadside and Technical Assistance Coach-Net

www.coach-net.com
dealersales@coach-net.com
(800) 863-6740
Coach-Net provides emergency roadside and technical assistance solutions to RV dealers throughout the U.S. and Canada and for many RV and chassis manufacturers, RV clubs, and customer membership groups. Coach-Net provides dedicated service using over 150 employees with advanced communications technology tools combined with an extensive database of more than 40,000 service providers. The company employs trained Customer Service Agents and RVDA-RVIA/ASE Master Certified Technical Service Agents.

Employee Testing Caliper Corp.

www.calipercorp.com
Ralph Mannheimer
rmannheimer@calipercorp.com
(609) 524-1214

For nearly a half-century, Caliper has consulted with over 25,000 companies on improving every aspect of their workforce – from hiring and selection to employee development and succession management. Starting with accurate, objective insights our consultants gain from our time-tested personality assessment, the Caliper Profile, we are able to help our clients reduce the high cost of turnover, help first-time managers excel and create solutions that are tailored, practical and adaptable. Whether you are looking to hire top performers, develop talent, build teams or transform your organization, we can help.

Extended Service Agreements XtraRide RV Service Agreement Program

www.protectiveassetprotection.com
(800) 950-6060, Ext. 5738
The XtraRide RV Service Agreement Program is offered through the Asset Protection Division of Protective Life Insurance Company. The program has been exclusively endorsed by RVDA since 1992. The XtraRide programs and F&I solutions bring dealers increased profit opportunities while providing quality protection for their customers. Protective is dedicated to providing the RV industry with superior products and services given its ability to underwrite, administer, and market its own programs.

Health Insurance Mass Marketing Insurance Consultants, Inc. (MMIC)

http://www.mmicinsurance.com/RVDA/
quotes@mmicinsurance.com
(800) 349-1039
MMIC contracts nationally with a number of health insurance companies to provide a wide variety of benefits. MMIC creates a customized insurance program best suited for individual dealerships. Coverage is available to individual members and those firms with two or more employees. With group coverage, all active full-time employees are eligible. Spouse and dependent children under age 19 (23 if full-time student) are also eligible. The cost of the coverage for the RVDA program may be paid in whole by the employer or shared with the employees. However, the employer's contribution must be at least 50% of the total cost.

Lead Qualifier Program Customer Service Intelligence, Inc. (CSI)

www.tellcsi.com
bthompson@tellcsi.com
(800) 835-5274
The Scene: High Inventory-Low Sales. The Need: MORE SALES-New methods to meet circumstances. The Solution: CSI's Lead Qualifier Program. How it Works: Your sales leads are sent to CSI immediately following: initial contact with your sales staff – either in the showroom or by phone, website contact,

Go RVing leads, and anywhere else you might acquire leads. CSI then makes a personal phone call to each lead, captivating their attention before your competitor does and establishing impressive rapport! We will uncover the prospect's initial impression of your dealership and staff; fully qualify the lead including exact needs and time frame for purchase; and provide you with their DEAL MAKER!

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

www.nada.com
lsims@nadaguides.com
(800) 966-6232, Ext. 235
The N.A.D.A. RV Appraisal Guide is an essential tool for dealers needing to determine the average market value for used RVs. A new online program, RV Connect, is also available that provides updated RV values, creates custom window stickers for both newer and older RVs, and more. These products are all available at the RVDA "members only" rate.

Propane and Propane Supplies Suburban Propane

www.suburbanpropane.com
sholmes@suburbanpropane.com
(800) 643-7137
Suburban Propane offers discounts to RVDA members on propane along with attractive and safe equipment for refilling most any propane cylinder, 24-hour service, on-site "Train the Trainer" instruction for dealership personnel, signage, and a periodic review of filling stations by experienced safety experts.

RVDA/Spader 20 Groups Spader Business Management

www.spader.com
info@spader.com
(800) 772-3377
RVDA/Spader 20 Groups managed by Spader Business Management help dealers improve their management skills, recognize market trends, and solve problems. The groups include non-competing dealers who share experiences to develop best practices.

Shipping Discounts PartnerShip, LLC

http://partnership.com/79RVDA
sales@PartnerShip.com
(800) 599-2902
The RVDA Discount Shipping Program, managed by PartnerShip, provides RVDA members with substantial shipping discounts. RVDA members who enroll in the free program will save on small package shipments with FedEx and less-than-truckload (LTL) freight shipments with UPS Freight and Con-way Freight. Visit www.PartnerShip.com/79rvda for more information and to enroll.

Visit www.rvcareers.org

RV dealers can access resumes and post job openings through a partnership with Boxwood Technology at www.rvcareers.org.

Set Up Your Profile to **Reach Consumers** during the **Busy RV Travel Season**

By *Julianne Ryder, marketing communications specialist*

Increase your dealership's visibility during the busy spring and summer travel seasons by revving up your profile on the RVDA RV Dealer App for smartphones. When consumers planning RV trips visit Rand McNally's Best of the Road website, they can easily find RVDA members who sell or rent RVs or perform service.

Dealers can add photos of inventory, promote specials, and personalize their page to draw consumers in during this busy season. RVDA members get access to this powerful online marketing tool as part of their membership benefits.

The Best of the Road website and RVDA Dealer Locator App combine to offer members a powerful online marketing tool that can be a great asset in promoting and growing a business. Personalizing a profile page is easy, and lots of members are taking advantage of this opportunity.

➔ **Noble RV** in Owatonna, MN, publicizes that consumers can save ten percent on parts and service through the end of the calendar year and that they'll receive service from certified technicians. Noble RV's personalized page reaches thousands of RV travelers who rely on Rand McNally's maps and RV travel guides. RVDA member information is also part of the comprehensive RV-specific GPS data available on Rand McNally's RV navigation products.

➔ The staff at **Norm's RV** in Poway, CA, has personalized the dealer profile to promote dealership sales, master certified technicians, and rental vehicle fleet. The profile also lets customers know that Norm's offers RV storage services and that the dealership is located near San Diego, a popular vacation destination. It also promotes its affiliation with Route 66.

➔ Travelers and RV enthusiasts find helpful information on the profile page for **Wilkins RV** in Bath, NY, including hours, inventory numbers, and service availability.

➔ Visitors to the profile page for **Stoltzfus RVs and Marine** in West Chester, PA, find an aerial photograph on the page.

Every dealership's profile page comes preloaded with links to the dealership website, directions, a map, and contact information. With a few small additions, your dealership's page can really go to work marketing your location and leaving a positive impression on potential customers.



Members can access their profiles at www.bestoftheroad.com. For information on how to set up your profile, contact Chuck Boyd at (800) 336-0355 or cboyd@rvda.org.

Dealership software that grows profits in every department.



Systems 2000 Dealership Software creates efficiency, cuts costs, and maximizes your dealership's profits in every department.

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2000
Dealership Software

407.358.2000 | www.Sys2.com

Go RVing PROGRAM FOR 2013!

The Go RVing dealer tie-in program is back in 2013... and better than ever! The "Away" campaign returns to the emotion-driven family focus of past campaigns, along with continued emphasis on the affordability and accessibility of the RV lifestyle for multigenerational families. This optional program also gives dealers, state dealer associations, and their agencies options to use materials connected to the national campaign. **Here are the highlights:**

Leads – Plus Program

24 hours a day, 7 days a week, Go RVing dealers signed up for the tie-in program can access via the Internet Go RVing leads that are prioritized according to the consumer's likelihood of purchasing – highly likely, moderately likely, likely, or interested in purchasing.

Digital RV Image Library Pictures on GoRVing.com

Go RVing dealers signed up for the program have access to multiple all-new, high resolution images of consumers enjoying a variety of RV products. These images can be used in advertising, Yellow Pages ads, websites, and other promotional materials.

To give dealers maximum flexibility, the Go RVing Dealer Leads-Plus Program also features a menu of other promotional items. These items are available separately.

Away
is a place that's
not on any map.
But you know it
when you find it.

Get on board with Go RVing! Return this form TODAY!

Name: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Email: _____
Dealer website: _____

Please enroll _____ dealership(s) at \$225 each.
Make checks payable to RVDA. Check here for leads delivered by U.S. mail.
Credit card (circle): VISA MC DISCOVER AMEX
Credit card #: _____ Exp. date: _____
Cardholder: _____ Security code: _____
Signature: _____

Fax to (703) 359-0152, or mail to RVDA, 3930 University Dr., Fairfax, VA, 22030. For more information, visit www.rvda.org or send an email to info@rvda.org



Airstream's Wheeler Joins Stinnett as Go RVing Co-Chair

Edited by RVDA staff

Bob Wheeler, president and CEO of Airstream Inc., has joined Tom Stinnett of Tom Stinnett Derby City RV as co-chairman of the Go RVing Coalition, the RV industry's national advertising and market expansion initiative. Wheeler replaces Bob Olson, who retired from Winnebago Industries in 2012.

The Go RVing Coalition was preparing to meet this month as this edition of *RV Executive Today* went to press.

The officers of Go RVing Inc. – RVIA President Richard Coon and RVDA President Phil Ingrassia – released a joint statement praising Wheeler as an excellent choice to serve as co-chairman: “Bob is a proven industry leader who understands the importance of branding and strategic promotion. He brings valuable experience, insight, and influence to the Go RVing Coalition, and he and Tom will make a strong team to help guide Go RVing forward as we seek to build on the growth of the

past few years.”

Wheeler began his career as a manufacturing engineer at General Motors. He became president and CEO of Airstream in 2005 after serving in several other positions with Thor Industries, which is Airstream's parent company.

“The Go RVing program plays a vital role in our industry's effort to raise consumer awareness about the benefits of RVing and the RV lifestyle,” says Wheeler. “I'm honored to work with the talented members of the Go RVing Coalition, who have for years helped position RVs as a fun and affordable way to build lasting memories. As we look to further industry growth and expansion, I'm excited to be part of the team's move toward more creative and innovative campaigns.”

Stinnett, who has been involved in Go RVing since it began in 1994 and has served as a co-chair since 2004, will continue to play a leadership role as a key consensus-builder among dealers and



manufacturers. “With his experience with Thor and Airstream, and his passion for the RV lifestyle, Bob Wheeler will be a great addition as Go RVing co-chair,” Stinnett says. “I look forward to working with him as the 2013 ad campaign gets underway.”

Wheeler is a resident of Sidney, Ohio, where he lives with his wife and three sons.

The Go RVing campaign is widely credited for boosting the image and popularity of RV travel and helping to maintain RV awareness and demand through the recession. It consists of RV manufacturers, component suppliers, dealers, and campgrounds that provide the public and media with information about the benefits of RV travel.



Wheeler began his career as a manufacturing engineer at General Motors and became president and CEO of Airstream in 2005.

Did You Know?

XtraRide now provides unlimited mileage on all of its motorhome plans.

- Terms include 4, 5, 6, and 7 years on new vehicles.
- Terms include 90-day, 1, 2, 3, 4, and 5 years on used vehicles.

To be considered new, the vehicle must have time

remaining on the chassis warranty. Used or post-sale vehicles must be no older than 13 model years and have less than 100,000 miles on the odometer at the time of the service agreement sale.

“Unlimited mileage takes the worry away from RVers who put a lot of miles on their coach. It also makes our rate



charts easier to read by eliminating the various mileage choices,” says Bill Koster, vice president of Protective's Asset Protection Division. “The unlimited mileage should enhance the motorhome service agreement sales

process, because customers are conditioned to focus on how long they may own the product and not necessarily how many miles they may drive during ownership.”

Please contact your local XtraRide agent or call (800) 670-6032 for more information.

Attention:

The following is a list of all the national, state, and local RV dealers associations that are currently listed in RVDA's data base. If your organization is missing, please contact us at info@rvda.org.

NATIONAL ASSOCIATIONS

Recreation Vehicle Dealers

Association (RVDA)
Phil Ingrassia, CAE
President
3930 University Drive
Fairfax, VA 22030-2515
(703) 591-7130
Fax: (703) 591-0734
www.rvda.org

Recreation Vehicle Industry

Association (RVIA)
Richard Coon
President
PO Box 2999
Reston, VA 20195-0999
(703) 620-6003
Fax: (703) 620-5071
www.rvia.org

RELATED NATIONAL ASSOCIATIONS

American Recreation Coalition (ARC)

Derrick Crandall
1200 G St NW Ste 650
Washington, DC 20005
(202) 682-9530
Fax: (202) 682-9529
www.funoutdoors.com

The National Association of RV Parks & Campgrounds (ARVC)

Paul Bambei
9085 E Mineral Circle Ste 200
Centennial, CO 80112
(303) 681-0401
Fax: (303) 681-0426
(800) 395-2267
www.arvc.org
www.GoCampingAmerica.com

Recreation Vehicle Aftermarket Association (RVAA)

1833 Centre Point Circle
Ste 123
Naperville, IL
(630) 596-9004
info@rvaahq.org
www.rvaahq.com

RV/MH Heritage Foundation

Darryl Searer
President
21565 Executive Blvd
Elkhart, IN 46514
(574) 293-2344
Fax: (574) 293-3466
www.rv-mh-hall-of-fame.org

Recreation Vehicle Safety & Education Foundation (RVSEF)

Walter Cannon
Executive Director
4575 Annette Court
Merritt Island, FL 32953
(321) 453-7673
Fax: (321) 453-3853
www.rvsafety.com

STATE AND REGIONAL ASSOCIATIONS

Arizona RVDA

Jack Crays
RV Traders
Mesa, AZ
www.azrvda.com

California Recreation Vehicle Dealers Association (CalRVDA)

Skip Daum
5355 Parkford Circle
Granite Bay, CA 95746
(916) 791-3021
Fax: (916) 772-3781
calrvda@aol.com
www.calrvda.com

Florida RV Trade Association (FRVTA)

Lance Wilson
10510 Gibsonton Drive
Riverview, FL 33569
(813) 741-0488
Fax: (813) 741-0688
lancewilson@frvta.org
www.frvta.org

Indiana Manufactured Housing Association-Recreation Vehicle Indiana Council (IMHA-RVIC)

Mark Bowersox
3210 Rand Road
Indianapolis, IN 46241
(317) 247-6258
Fax: (317) 243-9174
mark@imharvic.org

Louisiana Recreational Vehicle Association

Jim Gauthier
PO Box 60235
Lafayette, LA 70502
(337) 235-8547
jim@gauthiersrv.com

Maryland Recreational Vehicle Dealer's Association

Kelly Shanholtzer
729 MD Route 3 North
Gambrills, MD 21054
(410) 987-6300
info@mdrv.com
www.mdrv.com

Massachusetts RVDA & New England RVDA

Show Director
Bob Zagami
41 Deer Path
Hudson, MA 01749
(617) 974-3739
rwzagami@gmail.com

Michigan Association of Recreation Vehicles (MARVAC)

Timothy DeWitt, CAE
2222 Association Drive
Okemos, MI 48864-5978
(517) 349-3300
Fax: (517) 349-3543
tdewitt@mmhrvca.org
www.marvac.org

Minnesota RVDA

Jerry or Dick Pearo
7810 University Ave NE
Minneapolis, MN 55432
(763) 571-9103
Fax: (763) 571-2536
jerry@hilltoptrailers.com

Missouri Recreational Vehicle Dealers Association (MRVDA)

J. Scott Marrs
213 East Capitol Ste 1
Jefferson City, MO 65101
(573) 659-7808
Fax: (573) 636-4532
smarrs@earthlink.net
www.mrvda.org

Midwest Gateway RVDA

Glenn Thomas
101 Thomas RV Way
Wentzville, MO 63385
(636) 327-5900
Fax: (636) 327-6542
g.thomas@btcamper.com

Mississippi RVDA

Stephen (Snuffy) Smith
7696 US Highway 49 North
Hattiesburg, MS 39402
(601) 268-1800
snuffy@countrycreekrv.net

Montana Manufactured Housing & RV Association (MMH&RV)

Stuart Doggett
Power Block Ste 41
Helena, MT 59604
(406) 442-2164
Fax: (406) 442-8018
stuart@initco.net
www.mtmhrv.org

New Jersey RVDA

Mark Brockman
(610) 858-7027
www.njrvda.com

New Mexico RVDA

Bob Scholl
12700 Central SE
Albuquerque, NM 87123
(505) 292-7800
Bob@rmrv.com

New York RVDA

Brian Wilkins
7520 state Route 415
Bath, NY 14810
(607) 776-3103
Fax: (607) 776-5306
brwilkins@wilkinsrv.com

RVDA of Syracuse Inc.

James Kring
PO Box 113
Fulton, NY 13069
(877) 228-8240
Fax: (904) 288-9813
jrkring@cnyRVshow.com
www.cnyRVshow.com

North Carolina RV Dealers' Association (NCRVDA)

Gary Stroud
1885 US Highway 70 West
Marion, NC 28752
(828) 724-4105
www.northcarolinarvda.com

Great Lakes Recreation Vehicle Association (GLRVA)

Bruce Wolfson
PO Box 908
Aurora, OH 44202-0908
(216) 970-7500
Fax: (330) 562-2409
glrva@roadrunner.com

Oklahoma Recreational Vehicle Association

Ron Shepherd
8347 East 11th St
Tulsa, OK 74112
(918) 836-6606
Fax: (918) 836-4668
Ron_shepherd@camperlandok.com

Oregon Recreation Vehicle Dealers Association

Kory Goetz
Curtis Trailers Inc.
10177 SE Powell Blvd
Portland, OR 97266
(503) 760-1363
Kgoetz@curtistrailers.com

Pennsylvania RV & Camping Association (PRVCA)

Rebecca Lenington
4000 Trindle Rd
Camp Hill, PA 17011
(717) 303-0295
Fax: (717) 303-0297
rebecca@prvca.org
www.prvca.org

South Carolina Recreational Vehicle Dealers Association (SCRVDA)

PO Box 3016
Greenwood, SC 29648
(864) 922.2810
info@scrvda.com
www.scrvda.com

RV Dealers of Texas

Jack Sisemore
4341 Canyon Drive
Amarillo, TX 79110-1901
(806) 358-4891
Fax: (806) 358-4975
jstraveland@c1ama.net

Texas Recreational Vehicle Association (TRVA)

Phil Elam
1016 La Posada Ste 210
Austin, TX 78752
(512) 327-4514
Fax: (512) 327-4516
philelam@trva.org
www.trva.org

Utah Recreation Vehicle Dealers Association

Wayne Jones
7414 S State
Midvale, UT 84047
(801) 566-3802
Fax: (801) 566-0708
wjones@utahdealers.com
www.UtahRVSupershow.com

Washington State RV Association

Ron Little
18919 E Broadway
Greenacres, WA 99016
(509) 891-5854
Fax: (509) 897-5218
ron@rvsnorthwest.com

2013 ACCOUNTING CONSULTANTS AND TRAINERS

ACCOUNTING SERVICES

Blum Shapiro
W Hartford, CT
(860) 570-6492
www.blumshapiro.com

CONSULTANTS AND TRAINERS

A World of Training
Valrico, FL
(866) 238-9796
www.aworldoftraining.com

Customer Service Intelligence, Inc.
Crystal Lake, IL
(847) 639-5700
Toll Free: (800) 835-5274
www.tellcsi.com

DTC Retail Consulting, Inc.
Jacksonville Beach, FL
(803) 917-9991
www.dcretailconsulting.com

F & I Consulting Unlimited, Corp.
Albany, NY
(518) 935-3671
www.fandiconsulting.com

Fribley Technical Services, Inc.
Goshen, IN
(574) 533-5508

Joe Verde Sales & Management Training, Inc.
San Juan Capistrano, CA
(949) 489-3780
Toll Free: (800) 445-6217
www.joeverde.com

Kelly Enterprises
Vancouver, WA
Toll Free: (800) 336-4275
www.jlkelly.com

KPA
Lafayette, CO
(303) 228-2387
www.kpaonline.com

Marzahn & King Consulting, Inc.
Virginia Beach, VA
(757) 227-6646
www.marzahnandking.com

RV DealerPro Training Solutions
Gahanna, OH
Toll Free: (888) 553-0100
www.dealerprotraining.com

RV EDUCATION 101
Harrells, NC
(910) 484-7615
www.rveducation101.com

Sobel University
University Place, WA
(253) 565-2577
Toll Free: (800) 952-1765
www.sobeltraining.com

Stephan King, PC
Scottsdale, AZ
(480) 477-6478
www.skingcpa.com

RV DEALERS: *A DRIVING FORCE IN THE ECONOMY*

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RVDA is working with its industry allies to protect dealer-assisted financing for RV buyers. The association is deeply concerned that federal agencies could regulate dealership compensation by pushing to establish flat-rate reimbursement policies on dealer-assisted financing.

RVDA believes that unnecessary regulations will choke off loans for RV customers, slow the modest sales growth the industry is currently experiencing, and hurt the overall U.S. economy.

Your contribution to the advocacy fund will help RVDA advocate for you on this important issue.

Advocacy Fund Contribution Form

I'd like to help RVDA's advocacy efforts to protect dealers.

Please count me in for a contribution of:

\$250 \$500 \$1,000 \$ _____ Other amount

Make checks payable to RVDA

Card type: VISA MC AMEX Discover

Name on credit card: _____ Expires: _____

Billing address: _____

Card number: _____ Security code: _____

Card holder's signature: _____

Return to RVDA by fax at (703) 359-0152, or mail to:

RVDA, 3930 University Drive Fairfax, VA 22030

For more information visit www.rvda.org or send an e-mail to info@rvda.org

Contributions to this fund are not tax deductible as a necessary business expense. See your tax advisor for details.

Sept 30 - Oct 4 2013
Rio All-Suite Hotel & Casino
Las Vegas

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NEW for 2013! **VENDOR TRAINING**  **+plus**

Specialized product and service sessions by vendors will give your staff more time to build skills and tackle new technology. Spend quality time learning from your business partners and be more productive! It's included in your full registration fee and is also available at a special low rate for staff who can only spend a day or two away from the dealership.

Special events tailored to young RV execs, including chances to network, socialize, and learn in ways that meet your unique needs. And you'll also learn why the industry needs YOU!

Attend the 2013 RV Dealers International Convention/Expo for:

Topics and tracks for all dealership personnel: A new series of workshops for service writers/advisors, marketing and sales staff, F&I professionals, parts and service managers, and rental operations.

RV Learning Center workshops with more ways to learn, including roundtable discussions to foster peer-to-peer learning.

Motivation to help you lead your staff to new levels of productivity.

Business opportunities in the Expo: Meet more than one hundred manufacturers, vendors, and suppliers who can help you find products and services to solve problems and boost your profits.

THE Dealer Networking Event of the Year:

Your best opportunity to trade ideas, share concerns, and brainstorm with peers who care about the dealer's role in our industry. RVDA brand committee meetings are considered one of the best ways to network with peers.

EARLY BIRD FULL REGISTRATION RATE

\$549 for first dealership registrant

\$449 per each additional registrant

**SAVE
more than
30%!**

If you've registered for the convention and want to bring employees to attend just the Vendor Training +plus program, they can register for that program for \$179 per person. The Vendor Training +plus badge will also get the holder into the Expo on Tuesday, Oct. 1.

RVDA Dealer Members Only – Expires 6/28/13



Visit
www.rvda.org
for more
information
and to register
today!

Follow the convention on: **Linked**   

Presented by: **RVDA**
The National RV Dealers Association
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RVDA
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CENTER
Developing Top Performers

DEALER REGISTRATION FORM

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

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



Sept 30 - Oct 4 2013
 Rio All-Suite Hotel & Casino
 Las Vegas

2. Registration Fees:



First registrant locks in today's lowest rate for all future dealership personnel!	Early Bird by 6/28	Advanced by 8/30	Late	Amount
First Registrant – includes Vendor Training +plus, a \$179 value!	\$549	\$599	\$799	\$

Registrant Name _____ Email _____
 Badge First Name _____ Please check here if you require special accommodations.

Second Registrant – includes Vendor Training +plus, a \$179 value!	\$449	\$549	\$799	\$
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Registrant Name _____ Email _____
 Badge First Name _____ Please check here if you require special accommodations.

Third Registrant – includes Vendor Training +plus, a \$179 value!	\$449	\$549	\$799	\$
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Registrant Name _____ Email _____
 Badge First Name _____ Please check here if you require special accommodations.

Fourth Registrant – includes Vendor Training +plus, a \$179 value!	\$449	\$549	\$799	\$
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Registrant Name _____ Email _____
 Badge First Name _____ Please check here if you require special accommodations.

I would like to add a contribution to the RV Learning Center to promote education for our industry.*	\$
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VENDOR TRAINING +plus ONLY Dealership **must have one full convention registrant** to bring additional employees JUST for Vendor Training +plus. The cost for Vendor Training +plus is **\$179** per person and includes training on Monday, Sept. 30 and Tuesday, Oct. 1, plus Tuesday's reception in the Expo. Photocopy this form to add more registrants for Vendor Training +plus.

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

3. Payment Information: **TOTAL \$**

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

Check enclosed
 Charge my: VISA MasterCard Amex Discover

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

MAIL OR FAX A COPY OF THIS FORM TO: RVDA of America, 3930 University Drive, Fairfax, VA 22030-2515 • (703) 591-7130 • Fax: (703) 359-0152 • www.rvda.org
 RVDA of Canada, 204-6411 Buswell St, Richmond, BC V6Y 2G5 • (604) 718-6325 • Fax: (604) 204-0154 • www.rvda.ca

CANCELLATION / REFUND POLICY: All cancellations must be in writing and received by August 30, 2013, to qualify for a refund. A \$30 administrative fee will be deducted from each refund request received by July 31, 2013. A \$100 administrative fee will be deducted from each refund request received between August 1, 2013 and August 31, 2013. No refunds will be made after August 31, 2013. *The RV Learning Center is a tax-exempt organization as described in section 501(c)(3) of the Internal Revenue Code. Contributions may be tax deductible as charitable donations.

The RV Learning Center proudly recognizes these

CONTRIBUTORS



*Active donors are those who have contributed to the RV Learning Center since 07/01/11.

Received From	Contributed 07/01/11 - 05/09/13*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 07/01/11 - 05/09/13*	Total Lifetime Pledge	Last Contribution
MAJOR GIFTS active donors* with cumulative donation or pledge of \$25,000 or more							
Newmar Corporation	\$45,000	\$260,000	01/28/13	Ace Fogdall, Inc.	\$2,500	\$39,100	12/27/11
Bank of America Merrill Lynch	\$5,000	\$173,000	04/29/13	McClain's RV Superstore	\$1,000	\$36,000	08/14/12
Protective	\$44,713	\$132,558	01/18/13	Winnebago Industries	\$6,000	\$34,000	09/30/11
Tom Stinnett Derby City RV	\$1,000	\$101,500	12/28/12	RVAC	\$8,000	\$31,000	02/15/13
PleasureLand RV Center, Inc.	\$3,000	\$86,350	10/22/12	Paul Evert's RV Country, Inc.	\$1,000	\$30,000	04/01/13
Horsey Family Memorial Fund	\$1,000	\$68,000	06/28/12	Tiffin Motor Homes, Inc.	\$5,000	\$28,500	03/11/13
Bill & Kristen Fenech	\$2,500	\$52,500	07/25/12	Avalon RV Center, Inc.	\$1,000	\$26,500	04/12/13
Campers Inn of Kingston	\$18,578	\$50,000	03/20/13	Bill Plemmons RV World	\$2,500	\$25,000	09/21/12
Byerly RV Center	\$20,000	\$46,000	11/30/12				
CHAMPIONS active donors* with a cumulative donation or pledge between \$2,500 and \$24,999							
Reines RV Center, Inc.	\$4,500	\$24,525	12/19/12	Rich & Sons Camper Sales	\$4,000	\$10,000	11/21/12
Diversified Insurance Mgmt. Inc.	\$2,200	\$21,000	11/05/12	Motley RV Repair	\$135	\$8,075	11/04/11
Wilkins R.V., Inc.	\$1,500	\$19,600	06/28/12	Bank of America, Merrill Lynch	\$5,000	\$7,500	04/29/13
Jayco, Inc.	\$1,000	\$18,500	12/27/11	American RV	\$1,000	\$6,925	10/04/12
Greenway, Inc. (Route 66 Dealer)	\$5,000	\$18,300	10/10/12	Circle K RV's, Inc.	\$250	\$6,000	06/08/12
Rivers RV	\$500	\$17,350	06/15/12	Hayes RV Center	\$300	\$5,400	02/01/13
Alpin Haus	\$1,500	\$17,000	06/29/12	Webster City RV, Inc.	\$1,000	\$5,100	04/22/13
Butch Thomas	\$1,000	\$16,000	11/30/12	Madison RV Supercenter	\$1,000	\$5,000	08/21/12
Hartville RV Center, Inc.	\$1,250	\$15,500	05/07/13	Minnesota RVDA	\$5,000	\$5,000	01/11/13
MBA Insurance, Inc.	\$1,000	\$15,100	05/14/12	Camperland of Oklahoma, LLC	\$1,000	\$4,350	06/25/12
Mike Molino	\$550	\$11,311	07/03/12	Topper's Camping Center.	\$1,000	\$3,500	04/18/13
Affinity RV Service Sales & Rentals	\$1,000	\$11,000	11/21/12	Myers RV Center, Inc.	\$1,000	\$3,000	02/01/13
AIRXCEL - RV Group	\$500	\$10,500	06/14/12	United RV Center	\$2,000	\$3,000	09/20/12
United States Warranty Corp.	\$2,000	\$10,250	04/12/13	J. D. Sanders, Inc.	\$500	\$2,750	08/07/12
Little Dealer, Little Prices	\$5,000	\$10,050	01/23/13	Best Value RV Sales & Service	\$1,000	\$2,750	04/08/13
Great Lakes RVA	\$10,000	\$10,000	02/27/13	Alliance Coach, Inc.	\$500	\$2,500	10/26/12
Hemlock Hill RV Sales, Inc.	\$639	\$10,000	09/14/12				
LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499							
RV Outlet Mall	\$750	\$2,300	10/22/12	Skyline RV & Home Sales, Inc.	\$1,250	\$1,250	07/03/12
RCD Sales Company, Ltd.	\$500	\$2,250	07/20/12	Phil Ingrassia	\$1,000	\$1,000	09/05/12
Hilltop Trailer Sales, Inc.	\$41	\$1,622	07/20/12	Newell Coach	\$1,000	\$1,000	09/01/11
Tacoma RV Center	\$1,000	\$1,500	06/15/12	Pete's RV Center	\$1,000	\$1,000	05/07/12
Noble RV, Inc.	\$1,000	\$1,400	03/11/13	Spader Business Management	\$1,000	\$1,000	12/02/11
The Trail Center	\$250	\$1,350	02/01/13	Bill Mirrielees	\$250	\$1,000	05/09/13
BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999							
Dinosaur Electronics	\$500	\$750	06/13/12	Holiday Hour, Inc.	\$200	\$500	03/20/13
Fretz Enterprises, Inc.	\$750	\$750	06/18/12	All Valley RV Center	\$500	\$500	06/26/12
Steinbring Motorcoach	\$500	\$750	11/21/12	Lindsey Reines	\$500	\$500	12/19/12
Ronnie Hepp	\$300	\$625	08/24/12	Camp-Site RV	\$500	\$500	12/31/12
SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499							
Bowling Motors & RV Sales	\$300	\$300	12/16/11	Quality Drive-Away, Inc.	\$250	\$250	06/05/12
Beckley's Camping Center	\$250	\$250	06/05/12	Karin Van Duyse	\$250	\$250	10/25/12
Foley RV Center	\$250	\$250	09/01/12	Happy Camping RV	\$100	\$100	10/19/12
Kroubetz Lakeside Campers	\$250	\$250	12/02/11	Amy Pennington	\$100	\$100	11/30/12
Mayflower RV, Inc.	\$250	\$250	07/27/12				
ENDOWMENTS							
Kindlund Family Scholarship		\$270,000					

July 2013

RV Executive Today spoke with dealers to recreate the monthly calendar to make it more useful in planning your month. Use the checklists below to track each department's progress. If you have comments or suggestions, please e-mail the editor at mashreve@rvda.org.

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4 INDEPENDENCE DAY	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Department Tasks:



Dealer/General Manager

- D-1 Department Managers Meeting
- D-2 Change Ads
- D-3 Check Go RVing Leads
- D-4 Review Department Activity
- D-5 Review Numbers



Sales

- S-1 Check Internet Leads
- S-2 Check Inventory
- S-3 Change Display
- S-4 Customer Follow Up
- S-5 Review R.O.'s on Deals
- S-6 Department Meeting



Service

- SV-1 Check Outstanding Warranties
- SV-2 Review All Carryover R.O.'s
- SV-3 Review Numbers
- SV-4 Review Actual vs. Flat Rate Time
- SV-5 Department Meeting



Rentals

- R-1 Review R.O.'s
- R-2 Check Rental Contracts
- R-3 Review Repairs Needed
- R-4 Place Ads
- R-5 Department Meeting



F & I

- F-1 Check On Outstanding Titles
- F-2 Check Distress Titles
- F-3 Log Deals
- F-4 Review Log
- F-5 Review Pricing Policies
- F-6 Department Meeting



Parts & Accessories

- P-1 Check Replacement Parts Orders
- P-2 Check Weekly Parts Orders
- P-3 Change Displays
- P-4 Review All R.O.'s - Make Sure Parts Are Listed
- P-5 Review Numbers
- P-6 Department Meeting

* Make copies of the calendar above for each department to track progress.

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

THE RV Industry's

CENTRAL TRAINING CALENDAR



View | List | **Monthly** | Weekly | Daily

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

<< Back		July 2013						Fwd >>
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
	1 RV Technician Certification Training - w/hands-on Show Online Events	2 Show Online Events	3 Show Online Events	4 Show Online Events	5 Show Online Events	6 Show Online Events		
	7 Show Online Events	8 Show Online Events	9 Kelly Enterprises 3-Day Financial Center Seminar Show Online Events	10 Show Online Events	11 Show Online Events	12 Show Online Events	13 Show Online Events	
	14 Show Online Events	15 Show Online Events	16 Show Online Events	17 Show Online Events	18 Show Online Events	19 Show Online Events	20 Show Online Events	
	21 Show Online Events	22 Show Online Events	23 Show Online Events	24 Show Online Events	25 Show Online Events	26 Show Online Events	27 Show Online Events	
	28 Show Online Events	29 Show Online Events	30 Spader Total Management 1 Motorcoach Workshop Show Online Events	31 Show Online Events	ONGOING ONLINE EVENTS: Technician Certification Self-Study Prep Course FRVTA's Distance Learning Network - Training for Every Position at Your Dealership Customer Service Training through FRVTA's DLN Service Writer/Advisor Training through FRVTA's DLN			

Go RVing.

Don't see your events listed? Visit www.rvtrainingcalendar.com to upload your events to the calendar.

RVDA Welcomes Our Newest Members
As of May 20, 2013

Dealers

- Flagg RV Center
West Boylston, MA
- Smith's RVs
Okoboji, IA

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American Guardian 800-579-2233.....	2	MBA Insurance Inc. 800-622-2201.....	17	Spader 800-772-3377.....	19
Diversified Insurance Management Inc. 800-332-4264.....	3	Protective 888-326-0778.....	back cover	Systems 2000 407-358-2000.....	25
GE 800-289-4488.....	4	RVT.com 888-928-0947.....	12		



Need Money for College?

College Scholarships Available from the RV Learning Center

More information and an application available at www.rvlearningcenter.com

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