

RV EXECUTIVE TODAY

FEBRUARY 2026

EARLY RV SHOWS, CES POINT TO STEADY 2026

PAGE 10



Also in this issue:

Automation & AI in RV Dealership Marketing: Hype, Help, and What Actually Matters

PAGE 21



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PAGE 24



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RV EXECUTIVE TODAY

C O N T E N T S

February 2026

10 Early 2026 Shows Roundup

Dealers share early insights from major RV shows, pointing to stable demand, improved buyer confidence, and a measured outlook for the year ahead.

14 New Products Unveiled at Tampa SuperShow

Manufacturers used the Florida RV SuperShow to debut redesigned models and product updates aimed at standing out in a competitive, flat retail market.

16 CES in Las Vegas: A Showcase for RV Start-Ups

Emerging RV concepts and advanced technologies showcased at CES offer a glimpse into how innovation may shape future RV products.

21 Automation & AI in RV Dealership Marketing: *Hype, Help, and What Actually Matters*

This article examines how automation and AI can support dealership marketing when applied thoughtfully without replacing personal customer engagement.

24 Leadership Is...

A leadership coach explores why clarity - not effort - is often the missing ingredient behind performance, alignment, and accountability challenges.

ALSO:

- 18 NTP-Stag Workshop Highlights Value of Fixed Ops Training Through RV Learning Center
- 20 Dealers Can Sign Up to Distribute Go RVing RV-2-50 Passports
- 22 ORR President Jessica Turner Testifies Before Congress on One-Year Anniversary of Landmark EXPLORE Act
- 23 2026 RV Industry Hall of Fame Inductees Announced
- 26 Here's How I Choose to Think About AI (Part Two)
- 27 Brinkley RV's Ron Fenech Receives RVDA Chairman's Service Award
- 28 Voir Dire

IN EVERY ISSUE:

- | | |
|--------------------------------------|--|
| 6 Looking ahead | 33 RVDA endorsed products |
| 7 Chairman's report | 34 Mike Molino RV Learning Center contributors |
| 8 Officers, directors, and delegates | 35 Advertisers index |
| 9 QuickTakes | |

10



14



16



21





Exploring America at 250: Public Lands, Route 66, and New Opportunities to Promote RV Travel

By Phil Ingrassia, CAE, RVDA president

Our public lands, and the outdoor recreation experiences they make possible, embody the spirit of freedom, exploration, and stewardship that has defined our nation from its earliest days. As the United States approaches its 250th anniversary this year, the country is preparing for a yearlong celebration that extends far beyond parades and historic reenactments.

For the RV industry, this milestone offers a unique opportunity to remind both current and prospective owners of the values that make RV travel so meaningful: exploration, freedom, connection, and time spent together outdoors.

Public Lands at the Center of the Celebration

Across the country, federal and state land agencies are developing special programs that encourage Americans to experience the outdoors in new and memorable ways. The National Park Service, U.S. Forest Service, and Bureau of Land Management are planning commemorative ranger talks, heritage hikes, volunteer stewardship events, and expanded access initiatives that highlight the essential role public lands have played in the American story.

Several state park systems are joining in as well, supporting "250 Miles for 250 Years" challenges and other anniversary-themed activities that encourage families to get outside, explore, and build new traditions on the trails and campgrounds in their states.

Go RVing's RV-250: A National Invitation to Hit the Road

Go RVing is helping lead the industry's engagement with the semiquincentennial through RV-250, a nationwide campaign designed to inspire Americans to explore the country by RV. RV-250 highlights unforgettable road trips, destinations, and outdoor experiences – many connected to public lands, historic sites, and iconic routes like Route 66.

Through storytelling, digital content, and consumer engagement, the campaign

For dealers, manufacturers, and campground partners, RV-250 provides a powerful platform to reach new audiences and reinforce the RV lifestyle as a defining part of the American experience.

showcases RV travel as the most flexible and accessible way to experience America's natural and cultural heritage. For dealers, manufacturers, and campground partners, RV-250 provides a powerful platform to reach new audiences and reinforce the RV lifestyle as a defining part of the American experience.

Route 66 and The Great American Road Trip

One of the most recognizable travel routes will play a major role in America 250 is Route 66 – a symbol of mobility, discovery, and the open road. These themes resonate deeply with RV travelers. Communities along Route 66 are preparing outdoor festivals, heritage walks, scenic drives, and expanded recreation opportunities in the public lands that border the historic highway. Along with America 250, Route 66 is celebrating its centennial and RVRA member Cruise America has signed on as a founding sponsor.

The U.S. Department of Transportation's Great American Road Trip initiative also invites Americans to explore the nation's highways and byways in celebration of America 250. The Great American Road Trip website includes interactive maps, travel tips, and curated itineraries to help travelers plan their journey as part of this once-in-a-generation milestone.

A Moment Made for RV Travel

As America prepares for its 250th year, the RV industry is uniquely positioned to help families rediscover the country's landscapes and stories. RV travel has always been about freedom and exploration. These values feel especially meaningful as the country marks this historic milestone. *For more information, visit:*

- ◆ gorving.com/rv250
- ◆ america250.org
- ◆ roadtripinamerica.com
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Thanks for your support – and Happy Birthday, U.S.A.! ■

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Communication Is the Center of Customer Service Excellence

By Bob Been, RVDA chairman



I hope 2026 is off to a strong start for you and your teams. As we move into the heart of the selling and service season, I want to focus on a topic that sits at the core of every successful dealership: communication.

In our industry, communication isn't just a courtesy, it's a competitive advantage. RV purchases are complex, emotional, and high-value decisions. Customers place enormous trust in their dealers, and that trust is strengthened or weakened by how clearly, consistently, and proactively we communicate. Research shows that 87 percent of customers trust companies more when they deliver excellent, personalized experiences. For RV buyers and owners, that experience is shaped by the conversations we have with them every step of the way.

Clear, honest, and timely communication, especially through channels like text and video, reduces anxiety, improves transparency, and builds long-term relationships. It also keeps service operations running smoothly by reducing back-and-forth delays and helping customers understand what's happening with their RV. A few key areas stand out:

- ◆ **Trust and Transparency:** Open communication about pricing, timelines, and repairs builds loyalty and reduces misunderstandings.
- ◆ **Managing High-Value Purchases:** RVs are major investments. Proactive updates help set expectations and ease the emotional weight of the decision.
- ◆ **Improved Service and Support:** Tools like video walk-arounds and SMS updates keep customers informed and service bays productive.
- ◆ **Meeting Channel Preferences:** Today's customers expect to communicate on their terms - whether that's text, phone, email, or social media.
- ◆ **Speed to Lead:** Responding within minutes matters. One study found that providing a transparent price right away makes customers 46 percent more likely to buy.



- ◆ **Leveraging Social Proof:** Millennials and younger buyers reward authentic communication and readily share positive experiences, amplifying referrals.

Every dealership aims to create loyal customers who return for future purchases, parts, and service. But loyalty doesn't grow if the only time customers hear from us is when we're trying to sell them something. Consistent, value-driven communication, before, during, and after the sale, is what builds confidence and keeps people engaged in the RV lifestyle.

If we keep these principles in mind, we can deliver the kind of positive, memorable experiences that turn first-time buyers into lifelong customers and ambassadors for our industry.

As we move into the second month of 2026, I wish you continued success and a strong year ahead. Thank you for your commitment to your customers and for your ongoing support of RVDA. ■

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 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.rvda.org, www.rvlearningcenter.com and www.rvda.org/convention your first source for all dealership information.



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Info for the Big Picture

78.7%

OF WEBSITES FAILED ON MOBILE, DESKTOP, OR BOTH

67.8%

FAILED ON BOTH MOBILE AND DESKTOP

77.6%

OF RV DEALER WEBSITES LACKED ENOUGH TRAFFIC TO PRODUCE A CORE WEB VITALS SCORE

Overfuel Study: Many Dealer Websites Need Performance Enhancements

Nearly 67.8 percent of North America's RV dealership websites fail to meet Google's real-world performance standards – marking the second straight year the majority of the industry falls short of modern digital expectations. Failure rates have declined (down another 1.5 percent from 2025), and most RV retailers are still losing customers and visibility due to poor website performance.

Despite years of awareness, the majority of RV dealership websites continue to fail Core Web Vitals benchmarks. The root causes are clear:

- ◆ **Legacy technology:** outdated website (CMS) frameworks, bloated JavaScript, and poor hosting infrastructure
- ◆ **Design bloat:** oversized hero videos, heavy animations, and excessive third-party widgets
- ◆ **Neglected mobile optimization:** mobile-first indexing remains unmet across much of the RV dealer web

The 2026 Overfuel Core Web Vitals Study evaluated 2,622 RV dealership websites across the United States and Canada between December 19, 2025, and January 8, 2026. For more information visit: [Overfuel.com](https://www.overfuel.com)



Early 2026 Shows Roundup

By Jeff Kurowski

Dealers participating in early January shows came away believing 2026 will be a strong year for RV sales.

"All indicators point to 2026 being a great year," said Ancira RV Sales Manager Joe Gonzales, about the South Texas RV Supersale in San Antonio Jan. 1-4. "(Interest) rates are coming down, gas prices are low, the stock market is up and we're beyond that Covid market, so things are back to normal,"

Tony Quintana, director of sales and finance at Crestview RV, agreed the industry has entered the post-Covid era. "I feel very optimistic (about 2026). We won't see a huge increase (over 2025), but (consumers feel) a good level of confidence."

In terms of product sales at the San Antonio show, Quintana said units at higher price points and lower price points sold the best. "We sold a lot of fifth wheels, toy haulers and motorized and a load of single-axle (trailers), but very few mid-priced bunk house models in the mid-\$30,000s."

Ancira RV General Manager Kevin Kerr said attendance at the Supersale in San Antonio was up a small amount



when compared with last year, but attendees' credit ratings were better, so the dealership's closing ratio was "really good." As far as product mix, Kerr said all product types Ancira took to the show did well.

Joe French of Ron Hoover RV & Marine said entry-level stick & tin trailer

sold well at San Antonio as did step-up, \$75,000 price point fifth wheels. "I think this is exciting news," French said. "I'm expecting an up year."

Indy RV Expo & Sale, Indianapolis Jan. 3-4 & Jan. 7-11

The Indy show took place from Jan. 3 to 4 and then resumed from Jan. 7 to 11, hosted by six dealerships, most of which are members of the Central Indiana RV Dealers Association.

"The mood was very positive; we didn't hear anything negative," Nathan Hart of Walnut Ridge Family RV Sales in



New Castle, IN, said. "All the dealers I spoke with were very pleased with this year's show, and many reported that their sales were considerably higher than last year."

All towable RV categories performed equally well and Hart said, "Last year, Brinkley was an unknown brand; this year, we had people coming in specifically asking about it. Additionally, Keystone Cougar was a hit."

"We featured one of the prototypes of the redesigned (Keystone) Montana, and there was a line of people wanting to



go inside throughout the show," Hart added. "At times, it wasn't easy to get in. This tells me that the (Montana) brand still carries a lot of weight. It was a complete redesign, from the frame to wide-body composite walls, with many smart features on the inside. The bathroom layout was particularly well-received. Keystone did a fantastic job."

Ohio RV Supershow in Cleveland Jan. 7-11

Jeff Pastore of Hartville RV in Hartville, OH, said, "First-time buyers were buying, however, people with COVID trades are still feeling the sting of their undervalued trades - book values have come down considerably."



"Lot traffic has been strong since the show (as of mid-January) and sales are still being made," Pastore said. "Buyers seem to be buying one level down from five years ago. Used is selling very well and fifth wheels have ticked up."

Jennifer Radel of All Seasons RV in Streetsboro, OH, thought foot traffic was strong but sales were "mediocre during the Cleveland show." However, her dealership also had a lot of follow-up business as of mid-January.

"All Seasons RV sold 'a little bit of everything' during the Cleveland show with 40-foot and longer fifth wheels in the \$70,000 to \$80,000 price range drawing the most interest," Radel said.

continued on page 12

New England RV Super Show Jan. 16-19

Lexi Roberts of Long View RV Superstores in Windsor Locks, CT, said she was very happy with the overall traffic at the New England RV Super Show in Boston, Jan. 16-19. "Attendance was strong throughout the weekend with some expected slowdowns due to snow on Monday (Jan. 19) and the (New England) Patriots playoff game on Sunday afternoon.

"We had gas Class A and Class C (motorhomes) on display. Attendees were engaged, and there were many qualified buyers," Roberts said. "Overall, it felt like a very positive start to 2026. This aligns well with the solid activity we've already seen on our lot this year. Buyer interest is there; confidence appears to be building and we're optimistic as we head into the upcoming local shows on our calendar."

The Boston show and Florida RV SuperShow in Tampa show were among several in which Campers Inn, with 51 locations, participated. COO Ben Hirsch said traffic at both was equal to or slightly above 2025 levels, so he felt both were successful.

"It's still early, but we're looking at some of these results and are optimistic," Hirsch added. "Our best case is still flat-ish year-over-year, but we recognize that could change in the coming months." ■



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New Products Unveiled at Tampa SuperShow

By Jeff Kurowski

Each January, the Florida RV Trade Association's SuperShow in Tampa is the launch point for most new model year products. This year, manufacturers looked to get a competitive edge in what is expected to be a relatively flat retail market. Here is a description of many of the redesigned models:

Keystone's Montana and Montana High Country

Thor subsidiary Keystone RV says the 2026 Montana and Montana High Country fifth wheels went through "the most significant reinvestments in the brand's more-than-25-year history." The reinvestment focused on "The Montana Big 5 - five pillars intended to elevate the real-world ownership experience." The Big 5 are:

- 1 Better Warranty:** Industry-leading 5-year structural coverage.
- 2 Better Ride:** Curt Touring Coil Suspension reduces road shock up to 50 percent paired with a Curt



Helix Pin Box that reduces frame force by up to 30 percent.

- 3 Better Storage:** A dual-direction, full pass-through tray accessible from both sides of the trailer, dual rear trays plus concealed pull-out drawers and adjustable shelving delivering exceptional flexibility, organization and ease of access.

- 4 Better Master Suite:** A spacious bedroom paired with a large, spa-inspired bathroom. It includes a king bed, 40-inch TV, fireplace, laundry hamper, jewelry box and in-room safe, while the oversized bathroom features an expansive L-shaped vanity, linen closet and window.

- 5 Better Experience:** A redesigned convenience center includes a water manifold, power dump valves, water filtration, frame-built power cord reel and 40-pound propane bottles standard.

lofted observation deck with waterproof woven flooring and composite substrate as well as a Tek Moto one-piece fiberglass roof."

The Lineage LVP1 Class B motorhome made its debut at Tampa. It's built on a high-roof Ram Promaster chassis with seating for six and enough sleeping room for four.

Grech Adds VACANZA-ion to Its Lineup

Riverside, CA-based Grech launched the VACANZA-ion to its luxury Class B motorhome lineup at the Tampa Motor Enclave. As with all Grech models, the VACANZA-ion is mounted on a Mercedes-Benz Sprinter AWD platform and is positioned between entry-level camper vans and ultra-premium Class B's.

"VACANZA-ion delivers simplified luxury, focusing on essential features, premium materials and thoughtful space utilization while intentionally streamlining complexity that can drive unnecessary cost,"

Grand Design's Destination Trailer and New Lineage Model

Winnebago subsidiary Grand Design expanded its motorized product line and entered the destination trailer segment in 2026. Grand Design showed its first destination trailer - the Foundation 42GD - at Tampa. It includes an industry-first "rear



Keystone Montana



KZ Domani

said Grech Vice President A.J. Thurber.

“For dealers, VACANZA-ion opens doors to new customers and long-term value,” Thurber said. “It’s not just a new model, it’s a relationship-building platform that supports growth across the entire Grech lineup.”

KZ RV Adds the Domani Brand to Its Lineup

Thor subsidiary KZ RV drew inspiration from the marine and yacht industry when designing its new Domani-brand travel trailer, which was introduced at the Tampa SuperShow. The Domani features sleek radius corners and sophisticated lines “for discerning travelers who refuse to compromise on quality and style,” said Brent Froman, general manager.

Inside, the Domani features two-tone cabinetry, solid countertops and a black stainless steel kitchen utility sink complete with a glass rinser and strainer baskets. Completing the kitchen is a GE Appliance suite including a 30-inch over-the-range microwave, 21-inch oven and 10 cubic foot 12V refrigerator. For entertainment, there’s a 50-inch Smart LED TV and premium JBL audio system that’s standard on all Domani models.

Coachmen’s Remote 14R

Designed for outdoor enthusiasts who “crave the freedom of going remote,” Forest River

subsidiary Coachmen developed the Remote 14R floor plan. It’s 7 feet wide, 18 feet long, has 6-feet 4-inches of interior height, and weighs only 2,806 pounds empty, making it towable by many crossovers and SUVs.

Airstream Introduces Two New Trailers at Tampa

Throughout its history Airstream has focused on premium-priced product segments, but at Tampa this year, it unveiled “an all-new 22-foot travel trailer – the 22 RB – designed as an entry-point for first-time RV buyers.” It’s narrow – seven and a half feet wide – for maximum towing efficiency.

Airstream says the 22RB is the lightest model in its class at a 3,700-pound base weight and 4,500-pound GVWR, making it possible to be towed by a wide range of tow vehicles including crossovers, pickups and SUVs. It has a minimalist, Scandinavian-inspired decor including white aluminum interior walls and light laminate cabinetry.

Meanwhile, for RVers wanting independence, comfort and confidence to explore beyond the boundaries of traditional campgrounds, Airstream designed the Trade Wind 27FB. It features the most advanced off grid power system – an 18.5 kWh battery bank developed in partnership with commercial electric vehicle innovator, Harbinger.

A 5000W inverter system powers all interior electrical outlets, appliances and comfort features, and allows for running appliances – including air conditioners and optional convection microwaves -- without shore power.

Thor Motor Coach Introduces Two New Class Cs

A “King of Compact RVs,” and a “Comfort Built for Two” model were the new Class C motorhomes introduced at Tampa by Thor Motor Coach.

The Four Winds 19X is the compact model. At just over 20 feet long, it features twin beds, dual Lagun tables, a rear corner wet bath and an ample kitchen prep area. A drawer-

style refrigerator located near the entry steps provides quick access to treats and beverages, making it ideal for tailgating.

Meanwhile, Gemini TRIP 22MT offers a floor plan tailored for couples. Built on a Ford Transit chassis with upgraded SumoSprings suspension, it includes a SkyBunk queen-size bed on a drop-down mechanism that lifts to reveal a MEGA-Storage area with cubby drawers and durable coin flooring, plus a 400-watt solar charging system with a convenient onboard power controller.

Other features include running board entry steps on both sides of the vehicle as well as a rear-wall patio awning with integrated LED lighting. ■



KZ Domani



KZ Domani

CES in Las Vegas: A Showcase for RV Start-Ups

By Jeff Kurowski, RVDA Director of Industry Relations

It's generally accepted that the Florida RV SuperShow in Tampa is where the latest and greatest new RVs are launched. But in recent years the Consumer Electronics Show (CES) in Las Vegas has become a venue for start-ups - including some from Silicon Valley - to unveil prototypes for what may become popular RVs in the future.

Here's a rundown of the RVs and RV aftermarket products shown at the 2026 CES Jan. 4-9 that we may see in the future:

AC Future's AI Transformer Home Travel Trailer

Irvine, CA-based AC Future was a CES Innovation Awards Honoree for its AI-THT travel trailer in the Vehicle Tech & Advanced Mobility category at the 2026 CES. The AI-THT expands on all four sides to provide 360 square feet of living space and as blogger Tom Morton wrote on mortonsonthefirstmove.com, the AI-THT is like "a 26-foot RV on the road but the



interior space of a 45-foot diesel pusher once you're parked."

AC Future also was an exhibitor at the RV Dealers Convention/Expo in Las Vegas last November, and company spokesman Chris Kerzich said AC Future's presence "was helpful to solidify dealer partner-

ships for our first product to market, the AI Transformer Home Trailer (AI-THT). We anticipate a mid-year launch of our first trailer unit with customer deliveries by the end of the year.

"At CES we just had an activation showcasing the floor plan," Kerzich added.

The AI-THT is "built for extended living, not only weekend camping," and features include Starlink internet connectivity, tow assist, auto-hitch capability, EV charging, home backup power generation, integrated security and remote monitoring, trailer self-

AC Future Travel Trailer



parking, 360-degree surround view, blind-spot monitoring, trailer-to-home power capability, trailer-to-cloud capability and trailer-to-trailer connectivity.

It will be a premium priced trailer starting at \$158,000.

Evotrex-PG5 Power-Generating RV Trailer

Los Angeles-based Evotrex showed at this year's CES what likely will be the first hybrid RV trailer. Its "fully integrated power ecosystem" includes a 43 kWh lithium iron phosphate (LFP) battery along with a gas-powered onboard generator which, coupled with 1.5 kW of solar power, will make it the first power-generating RV.

Regenerative charging while being towed will provide "reliable power for HVAC, appliances and amenities" for longer periods of time off-grid, according to the company. Energy can also flow back-and-forth from the PG5 to an electric tow vehicle to extend its range. Or, if a gas engine tow vehicle is used, a high-precision force sensor at the hitch will improve mileage by reducing drag and providing the right amount of torque.

"We really didn't design the trailer for EVs (all-electric

tow vehicles). We just wanted to make a better trailer," Evotrex Co-founder Stella Qin told *RVBusiness.com*. "We want to talk to all RV owners - diesel, gas or EV. We appear to be focused on electric but it's really for anyone who wants to have a better trailer experience."

The PG5 will go into production during the fourth quarter with pricing starting at \$119,990. The PG5 can be priced below direct competitors Pebble and Lightship because of a China-based supply chain, Evotrex spokesman Ivan Wang told Emily Forlini, senior editor of *PCMag.com*: "Our R&D center



Evotrex trailer

and supply chains are based out of Shanghai, China, and I think that's a big advantage for us to optimize the cost of labor and research."

Evotrex's long-term goal is to partner with dealerships for both sales and service throughout the U.S. ■



Evotrex trailer



AI Transformer Home trailer

NTP-Stag Workshop Highlights Value of Fixed Ops Training Through RV Learning Center

By Patrick Calpin

During last month's NTP-Stag Expo in Orlando, a workshop titled "Why Fixed Operations Training Works and How It Moves Careers Forward" drew a full room of attendees, underscoring continued dealer interest in practical, affordable, career-focused education. The session, led by RVDA Fixed Operations Consultant Tony Yerman, provided an overview of the RVLC's current training and certification offerings, with a focus on fixed operations.

The workshop outlined how structured training supports RV dealership performance while also creating clear career pathways for employees in service, parts, and other fixed operations roles. Following the presentation, dozens of attendees visited the RVLC booth to ask questions and learn more about course availability, certification options, and enrollment. The engagement reflected strong interest in training solutions that are both effective and easy to implement at the dealership level.

Emphasis on Affordability and Accessibility

During the session, Yerman emphasized that most RVLC courses are priced at less than \$150 per course, a cost structure designed to make professional training accessible to dealerships of all sizes.



NTP-Stag President Bill Rogers (left) with Tony Yerman

"One of the biggest misconceptions we see is that meaningful training has to be expensive," said Yerman. "Our goal is to remove barriers – whether that's cost, time, or accessibility – so dealerships can invest in more people, not just a select few."

The pricing model compares favorably with many vendor-led training programs and allows dealerships to enroll multiple team members rather than limiting participation due to budget constraints.

Accessibility was also a key theme of the workshop. RVLC training is designed to accommodate the operational realities of RV dealerships, offering flexible learning options that support both new hires and experienced professionals without requiring extended time away from daily responsibilities.

Supporting Career Advancement and Continued Dealer Engagement

The session reinforced that fixed operations training plays a critical role in dealership employee retention and long-term career development. RVLC certification programs provide participants with recognized credentials that help define career progression while supporting consistency and accountability within dealership operations.

The strong turnout for the workshop and the sustained interest afterward reflect ongoing demand for cost-effective, industry-backed training and the important role which the RV Learning Center has in continuing education for RV dealership professionals.

For more information or to learn more about the Learning Center's current programs and certification, visit www.rvlearning-center.com or email info@rvda.org. ■

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Dealers Can Sign Up to Distribute Go RVing RV-2-50 Passports

By RVDA Staff

As the RV industry gears up for the 2026 travel season, Go RVing is launching a nationwide initiative designed to get RVers on the road and into dealership showrooms. A key element of the RV-2-50 program is the RV-2-50 Travel Passport, available through participating RV dealers, that incentivizes customers to celebrate America's 250th birthday in an RV and encourages them to share their journey. Dealers can request a shipment of Go RVing RV-2-50 Travel Passports through Monika Geraci at mgeraci@rvia.org.

The passport rewards RVers who hit the road and document their adventures. By submitting photos and videos of their RV-2-50 trips, participants can win:

- ◆ **Exclusive Go RVing Swag:** High-quality gear for their next trip.
- ◆ **The Grand Prize:** A chance to have their camping fees paid for an entire year.

Go RVing is also launching a dedicated landing page on its consumer website that will list participating dealership locations where travelers can pick up their RV-2-50 Travel Passports. Go RVing will begin mailing RV-2-50 Travel Passports to dealerships at the beginning of February. Supplies are limited and this is a turnkey opportunity to:

- ◆ **Increase Floor Traffic:** Become a designated "Passport Hub" in your region.
- ◆ **Build Relationships:** Engage with customers as they plan their 2026 travel season.



- ◆ **Enhance Brand Loyalty:** Connect your dealership with the excitement of the RV lifestyle.

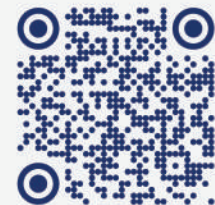
For more information, contact Monika Geraci at mgeraci@rvia.org.

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SCAN TO LEARN MORE

Automation & AI in RV Dealership Marketing: Hype, Help, and What Actually Matters

By Keryn Lynn, Boat and RV Marketing

If you walked the floor at this year's RVDA Convention, you likely heard two words come up again and again in conversations about marketing: **automation and AI**.

For many RV dealers, these terms spark equal parts curiosity and concern. Some see opportunity: better follow-up, fewer dropped leads, and more efficiency with lean teams. Others worry about losing the personal touch that defines a great dealership experience.

The truth is, automation and AI are neither magic bullets nor threats to relationship-based selling. When used correctly, they are simply tools—tools that can help dealerships respond faster, stay organized, and ensure opportunities don't slip through the cracks.

What Automation Really Means for Dealers

In the context of dealership marketing, automation isn't about "set it and forget it." It's about consistency.

Most dealerships already generate leads – from their website, third-party marketplaces, social media, events, and walk-ins. The real challenge isn't lead volume; it's what happens after the lead comes in. Automation helps answer questions like:

- ◆ Did every lead receive a timely response?
- ◆ Was there follow-up beyond the first email?
- ◆ Did the salesperson know when a prospect re-engaged?

At its best, automation acts like a safety net. It supports the sales team by handling repetitive tasks—confirmations, reminders, basic follow-ups—so staff can focus on conversations that actually move the deal forward.

Where AI Fits (and Where It Doesn't)

AI often gets lumped into the same conversation as automation, but its role is slightly different.

In dealership marketing, AI is most effective behind the scenes. It can help prioritize leads, flag hot prospects, optimize ad performance, or assist with response timing. What it should not do is replace genuine human interaction.

Dealers who are finding success with AI tend to use it as an assistant, not a replacement. The relationship still belongs to the salesperson; AI simply helps ensure that the relationship starts on the right foot and at the right time.

The Biggest Mistake Dealers Make

One of the most common mistakes I see is adopting new tools without a clear strategy.



In dealership marketing, AI is most effective behind the scenes. It can help prioritize leads, flag hot prospects, optimize ad performance, or assist with response timing.

Technology alone doesn't fix broken processes. If lead follow-up is inconsistent today, adding software won't solve the problem unless expectations, accountability, and workflows are clearly defined first. Dealers who see the strongest results start with fundamentals:

- ◆ Clear ownership of leads
- ◆ Simple, repeatable follow-up processes
- ◆ Visibility into what's working and what isn't

Only then does automation or AI truly amplify results.

The Opportunity Ahead

As marketing channels become more competitive and buyers take longer to decide, the dealerships that win will be the ones that respond faster, follow up smarter, and stay top of mind—without burning out their teams.

Automation and AI aren't about doing *more* marketing. They're about doing the **right marketing**, more consistently.

For dealers willing to approach these tools thoughtfully, there's a significant opportunity to improve lead conversion, customer experience, and overall efficiency—while still keeping the human element front and center.

About the Author: Keryn Lynn is the 2020–2021 recipient of the RVDA Duane Spader Leadership Development Scholarship and a 2025 RVDA Convention speaker. With more than 20 years of hands-on experience in RV dealership operations and marketing, she is the founder of Boat and RV Marketing, a firm dedicated to helping RV dealerships generate leads and build sustainable growth through strategic, dealer-first marketing systems. She can be reached at (843) 547-5534 or klynn@lc.boatandrvmarketing.com. ■

ORR President Jessica Turner Testifies Before Congress on One-Year Anniversary of Landmark EXPLORE Act

Edited by RVDA Staff

Outdoor Recreation Roundtable (ORR) President Jessica Turner testified before the House Committee on Natural Resources, Subcommittee on Federal Lands, during an oversight hearing last month titled **“EXPLORE America250: Celebrating One Year of the Expanding Public Lands Outdoor Recreation Experiences Act.”**

The EXPLORE Act is the first comprehensive outdoor recreation legislative package in U.S. history, passed unanimously by Congress and signed into law in January 2025.

As the nation’s leading coalition advancing a sustainable and growing outdoor recreation economy for the benefit of all Americans, ORR and its more than 110,000 member businesses and organizations played a central role in

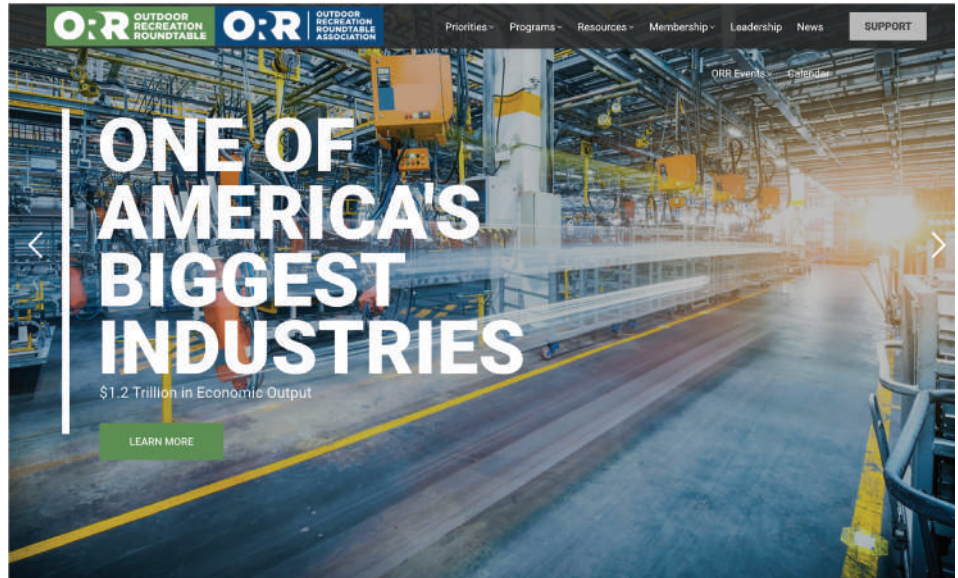
advancing the bipartisan legislation and are now leading efforts to ensure its full and effective implementation. RVDA and RVIA are founding members of ORR.

In his opening statement, Chairman Bruce Westerman recognized ORR’s and Turner’s leadership, “Without the tremendous and sustained advocacy” of outside groups, “we would not be having this hearing today. This is especially true of Jess Turner, president of the Outdoor Recreation Roundtable, who was a true champion of this legislation even back before it was even called EXPLORE. The work was not easy but well worth it.”

Progress on Outdoor Recreation Priorities

Turner’s testimony highlighted early progress under the law – including modernization of recreation access through the America the Beautiful digital pass, permitting reforms, expanded accessible trails, Every Kid in a Park, and interagency coordination – while underscoring the importance of sustained bipartisan leadership to fully realize the law’s promise as the nation approaches its 250th anniversary.

“The EXPLORE Act has given us the tools, the mandate, and the momentum,” Turner said in her opening statement. “Success will now be measured by whether we act with urgency equal to the opportunity before us,” and “ORR and our members will



“Without the tremendous and sustained advocacy of outside groups, we would not be having this hearing today.”

continue to lead, convene, and support partners across the public and private sectors to ensure the EXPLORE Act is fully implemented and delivers lasting outcomes for outdoor access, stewardship, and economic vitality.”

The hearing also featured testimony from ORR members and outdoor recreation leaders, including Jason Curry, Director of the Utah Division of Outdoor Recreation, and Matt Wade, Executive Director of the American Mountain Guides Association, highlighting the real-world impacts of the outdoor recreation economy nationwide.

Continued Collaboration Needed

ORR also emphasized the importance of continued collaboration between Congress, federal agencies, states, Tribes, gateway communities, and the private sector to carry the law forward. Over the past year, ORR has worked closely with the Administration on implementation milestones, including a Department of the Interior Secretarial Order establishing a coordinated, cross-bureau framework and the inaugural Outdoor Recreation Technology & Innovation Summit, which showcased public-private solutions critical to modernizing recreation management.

With outdoor recreation contributing \$1.2 trillion to the U.S. economy and supporting 5 million American jobs, Turner noted that the successful implementation of the EXPLORE Act is not only a public lands priority, but a cornerstone of economic vitality, public health, and community well-being heading into America’s 250th anniversary. ■

2026 RV Industry Hall of Fame Inductees Announced

Edited by RVDA Staff



The RV/MH Hall of Fame selection committee has named the 2026 RV industry inductees to the RV/MH Hall of Fame. The induction event is set for Aug. 17, 2026, at the RV/MH Hall of Fame Museum and conference facility in Elkhart.

RV Class:

- ▶ **Bob Been**, Dealer, Founder Affinity RV/Staff Blue Compass RV, Prescott, AZ
- ▶ **Brian Brady**, OEM - Heartland RV, Elkhart, IN
- ▶ **Dr. Richard Curtin**, Advisor, University of Michigan, Ann Arbor, MI
- ▶ **Garry Enyart**, Supplier, Cummins, Maple Grove, MN
- ▶ **Bill Scheffer**, Association, MARVAC, East Lansing, MI

MH Class:

- ▶ **Evan Atkinson**, Dealer, Adventure Homes, Frazeyburg, OH
- ▶ **James Breen**, Dealer, Factory Expo Homes, Chandler, AZ
- ▶ **Steve Case**, Community Owner, Flying Storage Group, Byron, GA
- ▶ **James George Joffe**, Property Management, J&H Management, Garden Grove, CA
- ▶ **Robert Young**, Community Owner, Blair Group, Healdsburg, CA

In addition to the Induction Dinner Ceremony, an exclusive green jacket presentation will take place the night before (Aug. 16) within the RV/MH museum lobby.

About the RV/MH Heritage Foundation

The RV/MH Heritage Foundation, a 501(c)(3) nonprofit organization based in Elkhart, Indiana, operates the RV/MH Hall of Fame and Museum and the Northern Indiana Event Center. Dedicated to preserving history and honoring the pioneers of the RV and manufactured housing industries, the Foundation also provides a premier venue for public and private events. [Learn more at www.rvmhhalloffame.org](http://www.rvmhhalloffame.org). ■

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Leadership Is...

By *Dustin Kaehr*



The general manager couldn't understand why his leadership team was frustrated. Sales were holding steady. Inventory on the lot had improved. Processes were in place and (mostly) working. Yet morale was slipping, tension between departments was growing, and accountability conversations felt harder than they should.

So he did what many leaders do. He called a meeting. He reiterated expectations. He talked about standards. He reminded everyone of "what matters most." When the meeting ended, he felt good.

A week later, nothing had changed.

He finally pulled aside three different leaders and asked a simple question. **"What are our top priorities right now?"** He got three different answers. None of them was wrong. And that was the problem.

Most performance issues aren't effort problems. They're clarity problems.

Leadership is clarity

In healthy organizations, people don't wonder what matters most, what winning looks like, or how decisions are made. They may not always agree – but they understand. In struggling organizations, confusion quietly replaces momentum. Priorities blur. Standards soften. Accountability feels inconsistent. And leaders often respond by pushing harder instead of getting clearer.

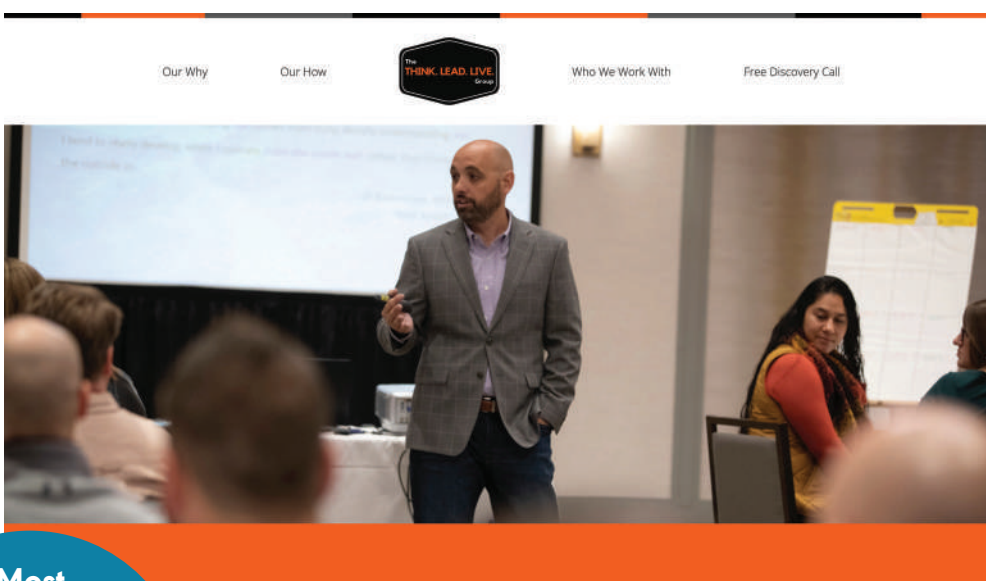
Most performance issues aren't effort problems. They're clarity problems. In this industry, leaders operate in constant motion – facing inventory pressures, staffing challenges, shifting customer expectations, and the fight for margins. When everything feels urgent, clarity becomes the first casualty. Leaders assume people "know" what's important because it's obvious to them. But what's obvious to the leader is often invisible to the team.

Clarity is not what you said once in a meeting.

Clarity is what people can explain without you in the room.

One of the most common leadership mistakes is confusing communication with clarity. Communicating is talking. Clarity is alignment. You can communicate often and still leave people unsure of what truly matters. When that happens, teams default to what feels safest or easiest, not to what's most important. This shows up in dealerships all the time.

Sales teams chase deals, but leave money on the closing room table. Managers hold people accountable inconsistently.



Departments optimize for their own success instead of the dealership's success. Not because people don't care, but because leadership hasn't made the priorities unmistakable. Clarity allows the team to answer a few fundamental questions:

- ◆ **What matters most right now?**
- ◆ **How do we make decisions when things are unclear?**
- ◆ **What does "good" actually look like here?**
- ◆ **What will not be tolerated – even if results are strong?**

When leaders avoid these questions, culture fills in the gaps. And culture, left unattended, doesn't drift upward; instead, it pulls towards dysfunction.

Clarity is also uncomfortable because it requires restraint. Strong leaders are often capable leaders. They see multiple paths forward. They recognize nuance. They understand complexity. But teams don't need leaders who see everything. They need leaders who choose something and stand by it long enough for others to follow.

Indecision, disguised as flexibility, creates anxiety. Over-accommodation erodes trust. Vague standards invite selective accountability.

Clarity doesn't mean rigidity. It means intentionality. One way to test clarity in your dealership is to do what the leader in our story did: ask three different people the same leadership question – "What are our top priorities this quarter?" If you get three different answers, you don't have alignment. You have noise.

And noise is expensive. It costs you time, energy, engagement, customers, and eventually people. High performers don't leave because leadership is demanding. They leave because leadership is unclear. Ambiguity forces them to guess – and guessing gets exhausting.

Clarity is also deeply connected to leadership credibility. When leaders change direction without a clear explanation, enforce standards selectively, or tolerate behaviors that contradict

stated values, people don't accuse them of being dishonest - they simply stop believing what they hear.

Clarity closes the gap between what leaders say and what they allow. This is where many leaders miss the moment. They try to solve clarity problems by imposing more rules, holding more meetings, or exerting more control. But clarity isn't created through complexity. It's created through consistency.

What you emphasize, repeatedly.

What you reward, visibly.

What you correct, quickly.

What you tolerate, quietly.

Those signals speak louder than any announcement.

Leadership clarity doesn't require a white-board session or a new initiative. Often, it requires subtraction by removing competing priorities, simplifying language, and being willing to disappoint people who prefer ambiguity because it protects comfort.

The reality is this: people can handle hard expectations far better than unclear ones. They may push back on clarity, but they'll respect it. And over time, they'll trust it.

Leadership is clarity. Not because clarity makes leadership easy, but because it makes progress possible.

The challenge:

- ◆ If you asked your team what matters most right now, would their answers match yours?
- ◆ Where might you be unintentionally creating confusion by trying to keep everyone comfortable?
- ◆ What standard do you need to clarify and enforce more consistently?

Because the question isn't whether your dealership has direction. The question is whether your leadership is making it clear or leaving it up to interpretation. ■

People can handle hard expectations far better than unclear ones. They may push back on clarity, but they'll respect it. And over time, they'll trust it.

About the author:

Dustin Kaehr is a leadership coach, speaker, and founder of The Think Lead Live Group whose purpose is to equip people, teams, and organizations to think differently, lead courageously, and live passionately. He works with executives, leadership teams, and organizations across industries to gain clarity, build healthy culture, and drive sustainable performance. Connect at dk@thinkleadlive.com. ■

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Here's How I Choose to Think About AI (Part Two)

By Chuck Marzahn

Editor's note: In part one (January issue), Chuck outlined how previous changes in computer technology impacted the business world and concludes with thoughts on how to use AI... and how not to.

My first home computer was an XT. It had a 20-MB hard drive, dual floppy drives, and a whopping 640 KB of RAM. The sales agent commended my insight. He mentioned something that stuck all these years. He said using a computer was like putting nickels in and getting quarters back. And we've waited collectively for that to be true for decades now.

Gaining Leverage Through Automation

Reflecting on the doubling effect highlights the importance of having the means to simplify how we manage the vast amount of information we face. My view is that AI is the tool to allow us to do so. Instead of quarters, we are now getting back 50-cent pieces and dollar bills.

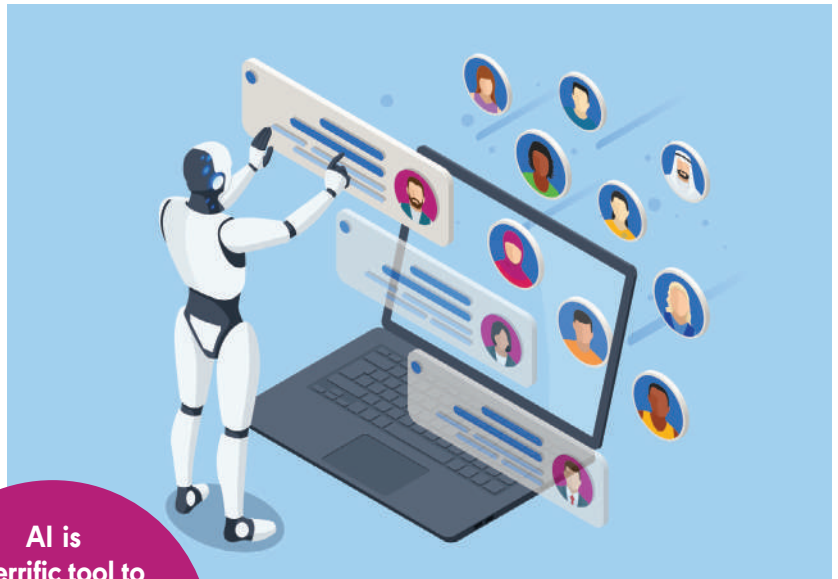
I've already had the personal experience of texting back and forth with a sales assistant while buying a car only to discover that the assistant was an AI agent. Several stores in my 20 groups are using AI in the business development center (BDC) to generate more and better appointments. I notice that many businesses are turning the first level of support and frequently asked questions over to AI. And many, many applications and browsers come with some form of built-in AI assistants. It's unavoidable.

New uses are springing up. About 20 years ago, I tried to convince John Lintvet from ChannelBlade to find a way to scrape data from dealer websites. The goal was to gain a statistically valid view of the inventory pipeline on dealership lots. Now there is a vendor doing just that. The concept used by Stat Surveys has been modeled, remodeled and deepened. We live in a time when valuable strategic information is at our fingertips if we can apprehend how best to use it for strategic business advantage.

Just look at new inventory with an eye toward managing based on demand. Tom Nelson pioneered the control of inventory in our industry based on unit movement decades ago. We are now in a position where we can easily see not just the models of units moving through our lots, but also gain an understanding of what units are moving through a competitor's lot. Or through our market area, state or region. It is truly a renaissance time for us.

Use AI for Research, Not Original Thought

And, yes, AI does have dangers or pitfalls. I see it mainly as misunderstanding the role. At a conference recently, Kevin DeYoung and John Piper were discussing AI as it might be used



AI is a terrific tool to fetch information but should never be used to generate "original" content.

by pastors. John Piper's question, "How should we think about AI?" to Kevin got the response "It's of the devil!" And, in a way, he was correct. The conference was about helping pastors improve preaching in their churches. And Kevin's point was that if they use AI to prepare a sermon text and preach that text it is a fatal error.

But deepening their understanding of Kevin's point, he later brought out that it is a terrific tool to fetch information but should never be used to generate "original" content. It's a fear many have in academia these days that AI is being used in place of one's own brain.

The misunderstanding comes when you rely on AI for original thought. It is a terrific first draft generator. I use it regularly for research. If you haven't used AI, think of it this way: When you Google something, it provides a list of places you can go to find the answer. AI summarizes those links and gives an answer most likely to fit your question. It can be a big time saver. I use it for definitions. I use it to do summaries of concepts. I also spend a lot of time specifying which sources it should draw answers from.

Turning Information Into Wisdom

The bottom line for me is that AI is simply a tool we are in the process of understanding how to use. There will be those who abuse its use. There will also be those who take us deeper and more quickly into medical research to find solutions to age-old health problems. The main benefit I see is the ability to use AI to ride the crest of the wave Toffler identified and to use that ability to understand and use the vast amounts of data and information thus turning it into knowledge and ultimately into wisdom.

About the author: Chuck Marzahn is an internationally recognized RV Industry expert in the customary and usual practices of running a dealership. Chuck moderates an industry-leading Virtual Dealer Group program. He is recognized as the pre-eminent expert on the physical layout of the RV dealership facility. His expertise extends to all facets of fixed operations on the retail and wholesale level. ■

Brinkley RV's Ron Fenech Receives RVDA Chairman's Service Award

Edited by RVDA Staff

President and co-founder of Brinkley RV Ron Fenech has been recognized with an RVDA Chairman's Service Award for his work to aid RV dealership employees experiencing financial emergencies.

The award was designated by 2025 RVDA Chairman of the Board Larry Troutt III of Topper's RVs and presented at the Florida RV SuperShow by RVDA board member and RV Assistance Corp. Chairman Jeff Hirsch of Campers Inn RV on Jan.14.

Fenech, through the Ron & Lisa Fenech Family Foundation, established the RV Dealership Employee Emergency Relief Program as a joint initiative with the Mike Molino RV Learning Center designed to provide financial assistance to RV dealership employees experiencing hardship due to natural disasters and other catastrophic events that lead to major expense or loss of income.

Current employees of RV dealerships can apply for one-time grants of up to \$2,500. Hardships that may qualify for assistance include immediate family health issues and catastrophic incidents such as damage due to natural disasters, home fires, or flooding.

Through December 31, 2025, the program provided emergency financial



Jeff Hirsch (left) with Ron Fenech

assistance to 44 RV dealership employees. The program is expressly for all RV dealership employees. RV dealership owners and principals are not eligible.

The RVDA Chairman's Service Award recognizes individuals for significant, long-term contributions and dedicated service to the association, its members, and the RV industry.

The RV Learning Center, a 501c3 charitable organization, is supported by dealers, manufacturers, suppliers, distributors, and other RV industry members committed to dealership education and the high level of customer service provided by educated employees. ■

The RV Learning Center Pledge Agreement



I, _____, accept the invitation to join with others to support the dealership education efforts of the Mike Molino RV Learning Center. I hereby pledge and agree to contribute the total sum of \$ _____ to the Mike Molino RV Learning Center, a 501(c)(3) charitable organization.

My gift shall be paid in the following manner: \$ _____ One time donation
OR \$ _____ per year for _____ years, starting in the month/year _____

This is a: Company Contribution Personal Contribution

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Date: _____ In memory of/In donation of: _____

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Voir Dire

By Tom Kline, *Better Vantage Point* | *Tuck The Octopus*

Pronounced “vwah deer.” It’s a French legal term that means “to speak the truth.” The term is most commonly used during jury selection where the attorneys question potential panelists about their prejudices or biases and their ability to be fair and especially impartial. The real truth here is it is very difficult to be neutral, fair, and objective.

Said another way, it’s easy to convince yourself that you are impartial and you’re really not. It’s a similar concept to “confirmation bias.” Interestingly, Google tell us “understanding common biases is the first step toward mitigating negative impacts.” (You know, I’m all about mitigating negative impacts.) Confirmation bias is giving greater weight to information that confirms your existing beliefs and ignoring other data or evidence which may challenge that belief. Often, the result is poor because you’re not able to be objective.

In a courtroom, voir dire is meant to expose bias before it matters. In a dealership, bias often goes unexamined until it becomes evidence.

It’s worth saying again – it’s very difficult to be unbiased. Let’s bring this back to daily operations at a dealership. Have you asked yourself if your daily tasks, chores, and responsibilities are compliant and within acceptable tolerances? Employees often do not ask that question of themselves until someone else is asking them for important answers.



Are you able to be open-minded and even-handed in your questioning yourself? Can you accept the truths before you? Or do you have a bias such that you may not understand the exact situation you’re in? Few situations start with bad people waking up intending to break the law. They start with reasonable people making reasonable exceptions – usually in the name of efficiency, production, or survival.

Here’s why I’m asking these questions. More and more, government regulators are holding owners, executives, or employees personally liable for the company’s actions. Examples follow.

In Dec., 2024, James Douvas, former vice president of U.S. operations for Leader Automotive, was charged personally by the Federal Trade Commission (FTC) and the Attorney General of Illinois with overseeing unlawful bait-and-switch advertising violations. Leader settled all allegations for \$20 million.

In Oct., 2023, Rhinelander Auto Center and its General Manager Daniel Towne, were both prosecuted by the FTC and the State of Wisconsin for deceiving consumers by “tacking hundreds or even thousands of dollars in illegal junk fees and for discriminating against American Indian customers by charging them higher financing costs and fees.”

In Dec., 2025, Tricolor Holdings, LLC CEO, Daniel Chu, the COO, David Goodgame, and the CFO, Jerome Kollar were all indicted by the US Attorney’s Office, Southern District of New York, in cooperation with the FBI for:

- ◆ defrauding multiple banks and other private credit providers
- ◆ bank fraud
- ◆ wire fraud in connection with schemes to defraud double-pledge collateral to multiple lenders and manipulating the characteristics of that collateral to make ineligible, near-worthless assets appear to meet lender requirements (pledging \$2.2 billion of collateral when they had \$1.4 billion in assets)

If convicted, the charges against the three could result in jail time starting at ten years and up to life in prison.

RVDA **HELP DESK & SOLUTION CENTER**

Contact RVDA’s Help Desk & Solution Center to receive timely information on a variety of association member services, business issues, or industry-related topics. Members can submit a request through the following options:

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 Email: info@rvda.org
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In Aug., 2025, a jury convicted Mark Janbakhsh, CEO & Owner of Auto Masters for Conspiracy to Commit Bank Fraud, Bank Fraud, Making False Statements to a Bank, Bankruptcy Fraud, and Making a False Statement Under Oath. According to the evidence, Janbakhsh conspired with his brother, Ron Janbakhsh, and others in the company to submit false documentation to Capital One to artificially inflate the value of the company's collateral which would allow Janbakhsh to draw on lines of credit he was otherwise not entitled to take. During the course of the scheme, Auto Masters fraudulently obtained approximately \$26.4 million that it was not entitled to receive.

Once bank auditors began to investigate financial discrepancies in Auto Masters' submissions, the evidence showed that Janbakhsh directed company employees to delete data, emails, and other company information that would have shown his fraudulent dealings. Auto Masters declared bankruptcy in 2017 and, according to the evidence at trial, Janbakhsh lied about the fraud while under oath during the bankruptcy proceedings. He faces up to 30 years in prison.

In every one of these cases, the government didn't argue that the executive "should have known." They argued that the executive did know or chose not to look. What we are talking about is all about self-responsibility, no matter your job title. There are plenty more examples and the list isn't slowing down.

Think these sound extreme? Doesn't sound like anything you're familiar with? Good. Big problems start really, really small. An untruth here or there... Not being completely candid with a customer or your boss about any particular situation.

Voir dire isn't about catching someone in a lie. It's about creating a moment where the truth has a chance to surface before it's too late. Compliance failures don't begin as scandals. They begin as exceptions. A fee that isn't fully explained. A number that gets rounded. A process that works "most of the time."

The question isn't whether regulators will ask hard questions. They will. The real question is whether you've already asked them of yourself - honestly, completely, and without defensiveness. Because when accountability finally shows up, it rarely starts with the company. It starts with the person who thought they were being reasonable.

Voir dire is what happens when someone else examines your decisions for bias, intent, and truth. The safest position isn't believing you're compliant. It's constantly proving that you are - to yourself first. ■

About Tom Kline:

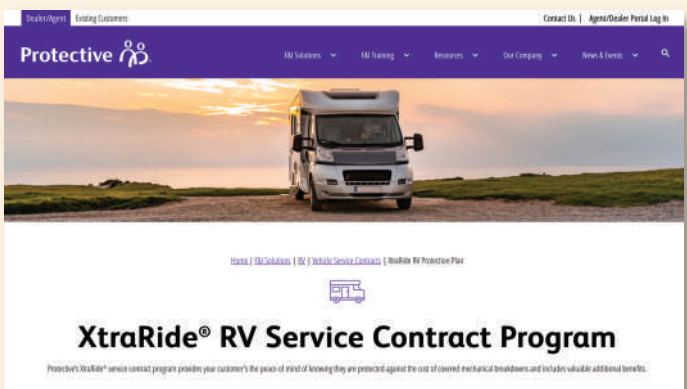
Contact Tom at (757) 434-7656 or at tomk@bettervantagepoint.com. Kline specializes in solving dealership problems through risk mitigation remedies, compliance, and dispute resolution (i.e. tucking in the tentacles). He is the Lead Consultant & Founder of Better Vantage Point, Tuck The Octopus, and AlwaysDoBetter.com and has worked with both publicly-held and private dealerships. Kline routinely speaks at national conferences, workshops, 20 groups, presents webinars about risk transferences and risk mitigation topics & techniques, and routinely provides expert witness testimony to defend dealerships. Kline also writes for seven publications and has multiple trade group endorsements. Thanks for seeing things from a Better Vantage Point, where "We Get You Out of Trouble...and Keep You Out of Trouble."

XtraRide® Service Contracts Provide Trip Interruption Benefits

It's one of those things! A couple plans a vacation in their motorhome for months, only to incur a mechanical breakdown while traveling. And then, they find their way to your service department waiting room, where they spend the day sitting around with unhappy looks on their faces. Fortunately, XtraRide provides motorhome contract holders with up to \$75 reimbursement per day for substitute transportation or a rental motorhome even if the claim is not covered. "This benefit is designed to ease the pressure on service technicians and allow them the appropriate amount of time to assess the problem," says Bill Koster, vice president of specialty products for Protective Asset Protection.

Not only are motorhome contract holders reimbursed \$75 for one day of substitute transportation for the diagnosis of a problem, they may be reimbursed for an additional eight days for covered repairs. In the event of a covered repair, Protective will reimburse \$75 per day for five additional days and another three days of \$75 reimbursement if the covered repair involves the replacement of an engine, transmission or drive assembly is required.

Towable and motorhome contract holders also receive \$250 per day for lodging and meal reimburse-



ments for up to three days if a covered breakdown occurs when the RV owner is more than 50 miles from home.

All of these trip interruption benefits are designed to allow customers to make better use of their time. Substitute transportation plus the meal and lodging reimbursement are available even when the customer's RV is covered by a factory warranty.



SERVICE MANAGEMENT GUIDE

Now Available

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The guide offers more than 100 pages of average work unit times for the functions that RV technicians perform most often, along with check sheets that serve as references for service managers and technicians.

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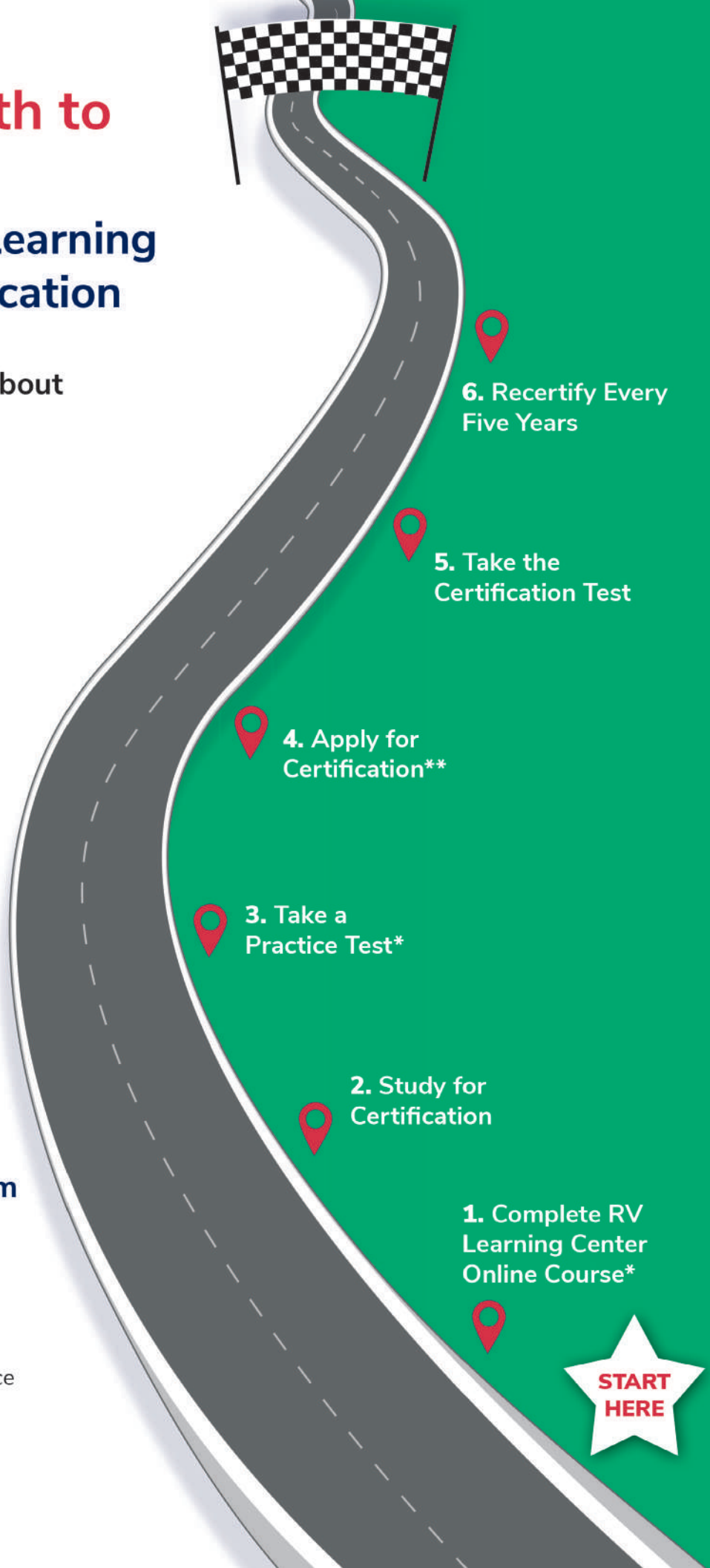


The Mike Molino RV Learning Center
3930 University Drive
Fairfax VA, 22030

rvlearningcenter.com
info@rvda.org

* recommended, but not required for Certification

** minimum level of experience required for Certification:
Parts Specialist: 1 year
Parts Manager: 2 years



CERTIFICATIONS FOR THE PEOPLE WHO ARE THE PUBLIC FACE OF YOUR DEALERSHIP

THE FIXED-OPERATIONS PROFESSIONALS' SOURCE FOR CERTIFICATION

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.



Do you or your team have what it takes to earn a credential?

Fixed-ops professionals currently employed in the RV industry with at least one year of service, parts, warranty, or related industry experience are eligible for **parts specialist, service writer/advisor, and warranty administrator** certification credentials. Management-level parts and service personnel currently employed in the RV industry with at least two years' experience in RV service, parts, or related industry experience, and who possess the necessary supervisory and budget planning knowledge, are eligible for **parts manager and service manager** certification.



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- Higher employee retention by showing your commitment to their professional development



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www.bettervantagepoint.com
Tom Kline
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(800) 863-6740

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

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Inventory Tracking/Security Solution KYCS Global Inc

www.kycs.ca

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(800) 756-2620

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RV Service Contract Programs Protective Asset Protection's XtraRide Service Contract Program

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Protective Asset Protection provides F&I products and solutions focused on enhancing dealer profitability and customer satisfaction. Protective Asset Protection's RV service contract program, XtraRide®, has been exclusively endorsed by RVDA since 1992.

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Brown & Brown
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2. Brown & Brown Insurance **\$26,666**
3. RVAC **\$25,000**
4. Protective **\$23,543**
5. PleasureLand RV Center Inc **\$13,500**
5. Bill Fenech **\$10,000**
7. Wilkins RV **\$10,000**
8. Tacoma RV Center **\$10,000**
9. Cummins Inc **\$10,000**
10. Reines RV Center Inc. **\$8,500**

MAJOR GIFTS \$25,000 +

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Protective	\$23,543	\$545,471	McClain's RV Superstore	4,000	57,000
Brown & Brown Insurance	26,666	200,001	Wilkins RV	10,000	53,000
	<i>Lifetime Pledge:</i>	<i>200,000</i>		<i>Lifetime Pledge:</i>	<i>58,000</i>
RVAC	25,000	152,000	Curtis Trailers Inc.	2,500	48,500
PleasureLand RV Center Inc.	13,500	133,600	Pennsylvania RV & Camping Association	2,565	41,745
Bill Fenech, Brinkley RV	10,000	102,500	Higginbotham Dealer Services	500	31,700
Wave Express	100,000	100,000	Alpin Haus	1,000	27,500
	<i>Lifetime Pledge:</i>	<i>100,000</i>	Hilltop Camper and RV	3,846	26,968
Horsey Family Memorial Fund	2,000	93,360	United States Warranty Corporation	4,000	26,250
Byerly RV Center	1,000	80,500		<i>Lifetime Pledge:</i>	<i>26,250</i>
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Crestview RV Center	2,000	20,250	Kroubetz Lakeside Campers	50	6,900
Tacoma RV Center	10,000	19,500	Bill & Shannon Koster	2,000	6,000
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Bob Been of Blue Compass RV	2,000	17,000	Steinbring Motorcoach	1,000	5,250
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Icon Technologies Limited	500	1,750			
RV Value Mart Inc.	200	1,100			

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Contributions have been made to honor the following individuals:

CHUCK BOYD	SHARON HORSEY	BOB STRAWN
REX FLOYD	JAIME PAIS	JIM SUMMERS
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RVDA RESOURCES

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This program, administered by RVDA staff, will offer help and resources to assist RV dealers for a wide variety of dealer concerns. In more complex business-related cases, the dealer inquiry will be forwarded to Better Vantage Point who will provide expert support (up to one hour), at no charge. Dealer members can contact the Help Desk & Solution Center via: www.rvda.org, email: info@rvda.org, text: (227) 254-8890, or phone: (703) 591-7130, ext. 113.



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The Mike Molino RV Learning Center's Scholarship program encourages deserving college undergraduates to apply for the annual college award of \$2,500. The program provides financial assistance to help foster the next generation of industry leaders.

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