



List of RVDA of Canada Programs and Benefits

The RVDA of Canada is here to assist in the improvement of all involved in the recreation vehicle industry. Any programs, activities or government lobbying that the association may become involved in are introduced and developed by its members, for its members. Involvement is encouraged from all members. If you have any questions regarding the RVDA, what it does or what it can do for you, please contact one of the provincial or regional RVDA offices or the RVDA of Canada.

1. Communication:

- Annual National Membership Directory
- Annual RV Magazine: **The RV Compass**
- Bimonthly Newsletter
- Biweekly eBulletin / Stolen RV Report
- RVDA of Canada website
- New Member packages
- Email, fax and mailouts of programs and members benefits

2. RVDA of Canada Endorsements:

- Chemical Protection/Glass Etched Anti-Theft, Pro-Tech Seal
- Credit Insurance, SAL Group – Industrial Alliance Pacific
- Extended Warranty Programs, SAL Group – Industrial Alliance Pacific
- Property & Casualty Insurance Program, Federated Insurance Company of Canada
- Retail RV Finance Program, Scotiabank, including online application
- Spader 20 groups – Spader Companies
- Multimedia Services – Online dealer inventories, web design & hosting, RVHotlineCanada.com
- Merchant Account Discount Programs
 - MasterCard (1.85% electronic)
 - VISA (1.8% electronic)
 - Interac (12 cents per transaction)

3. Other general member benefits:

- Canada Night Dinner at RVIA National Trade Show
- RV & Camping Industry Convention
- Promotion of provincial and regional RVDA events
- Promotional material: ABC of the Recreation Vehicle Video (How to Safely Enjoy RVing)
- RVDA of Canada window decals
- Research of programs and technologies of benefit to the RV industry
- Catalogue of educational and promotional materials available to members
- RVDA of Canada apparel
- Charity fundraising events that raise the public profile of RVDAs
- Calendar of Events
- Articles accepted for newsletter (non-advertorial)
- Affiliate Membership in TIAC (Tourism Industry Association of Canada)

4. Dealer benefits:

- RV Dealers International Convention / Expo
- Charter member in Go RVing Canada Coalition for the promotion of the RV Lifestyle
 - Go RVing dealer tie-in promotion packages which includes a lead distribution module
 - Placement on the Go RVing website
 - RV video footage available for promotional projects
 - Go RVing banners and brochures
- Representation on the board of the RV Educational Council

- Dealer recognition and promotion
 - Dealer of the Year Award
 - RV Show – Best Bulk Space Award
 - Spader 20 Group Dale Pederson Award
- Model Dealer Agreement
- RVDA of Canada Code of Ethics
- Definition of an RV Dealership – for dealer, industry partner and consumer awareness
- Stolen RV Reports and database

5. Government lobbying on RV issues:

- to rectify any legal or policy concern of the RV industry
- to be in a position to proactively negotiate and give “expert” input on issues before they become policy or legislation

6. Education enhancement programs:

- National Service Seminars
- Tec-Can Training
- Discount rates on approximately 50 selected industry publications and RV dealership manuals covering general dealer operations, sales, rental service, AfterMarket, and F & I departments
- Access to additional industry publications such as the RVDA of America’s RV Executive Today and RV Technician magazines
- RV Service Advisor Certification Program, now available on videotape and DVD
- Preferred access to RV Learning Center resources and training
- Privacy Policy information and guidelines
- Human Resources matrix and employee attraction program

A catalogue of publications and materials available can be requested from the RVDA of Canada offices at 604.718.6325, or info@rvda.ca. (Includes order forms. Order forms for Apparel – a member-only item – are separate.) A partial list of titles is viewable below.

7. Regular contact (including some memberships) and joint efforts with other associations and organizations in Canada and the United States that are affiliated with recreation vehicle industry such as:

- Canadian Recreational Vehicle Association (CRVA)
- Canadian Standards Association (CSA)
- Recreation Vehicle Aftermarket Association (RVAA)
- Recreation Vehicle Industry Association (RVIA)
- Recreational Vehicle Dealers Association (RVDA) of America
- Campgrounds •Campings Canada (CCC)
- Canadian Council of Motor Transport Administrators (CCMTA) – member
- Tourism Industry Association of Canada (TIAC) – member
- Canadian Tourism Commission (CTC)

8. Statistics and Other Industry Data:

- Annual National Industry Survey
- Biannual Warranty and Parts Survey
- Compilation and distribution of national legislation standards by province
- Collection and documentation of other relevant information
- Monitoring and evaluation of industry data such as RV shipments

9. Specific Committees:

- Funding
- Education
- Rental
- Program Development
- Apathy
- International Convention / Expo
- RV Education Foundation (RV Learning Center)

**Partial list of publications, training and promotional material
available to members**

General Dealer Operations:

How to Value an RV Dealership
GO RVing Dealer Promotion Package
Turning Your Sales Force into Sales Consultants
The Personality Qualities of a Top RV Salesperson
Improve Sales by Rebuilding or Renovating Your Dealership
RV Dealers Safety Guide
Reduce Turnover to Sell More
(aka Customer Retention through Employee Retention)
Lead Management 101

Rental Operations Materials:

RV Rental Operations Manual
How to Operate a Successful RV Rental Program Using Consigned Vehicles

Sales Training Materials:

The Selling Cycle *by Jan Kelly*
No Trust? No Sale!™
Start to Sell™

AfterMarket & Service Publications:

RV Service Management Guide 8th Edition
(aka The Flat Rate Guide)
RV Damage Repair Estimator
RV Weight & Tire Safety Handbook
Increasing Customer Satisfaction
Merchandising Manuals (AfterMarket Series)
ABC's of the Recreational Vehicle – Video
RVIA Technician Textbooks

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