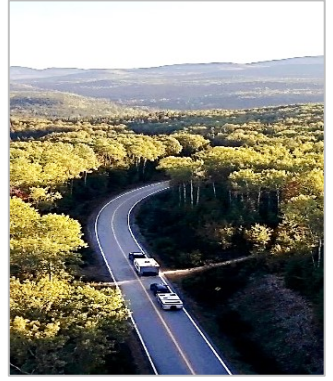




CATALOGUE OF MATERIALS

**RVDA OF CANADA
#145 – 11331 COPPERSMITH WAY,
RICHMOND, BC V7A 5J9
PHONE (604) 718-6325
FAX (604) 204-0154**



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Cost is in Canadian funds, except where noted.
For updates and more information, visit www.rvda.ca

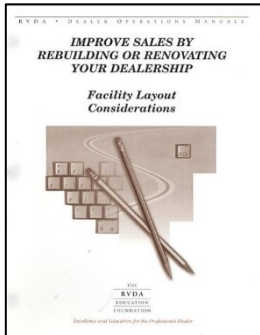
GENERAL DEALERSHIP OPERATIONS



Cash Management Web Seminar Series on CD

Recorded from live Web seminars by Stephen King of Moss-Adams LLP, this CD includes three hours of audio, synchronized with PowerPoint on the following topics: 10 Secrets to Dealership Financial Success; Cash Uses and Resources and Budgeting and Forecasting.

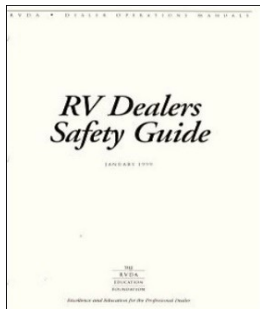
Members: \$125.00; Non-members: \$175.00.



Improve Sales by Rebuilding or Renovating Your Dealership: Facility Layout Considerations

This manual, written by Chuck Marzahn, details the thought processes and planning concerns involved in building a dealership from the inside out. It includes sample floor plans and photos of dealerships.

Members: \$95.00; Non-members: \$155.00



RV Dealers Safety Guide

This guide covers topics such as developing safety procedures, preventing common injuries, and tips on how to set up a comprehensive safety program inside the dealership. The 24-page guide also includes six ready-to-use forms that can help dealers determine if they are improving

workplace safety.

Members: \$12.50; Non-members: \$24.00

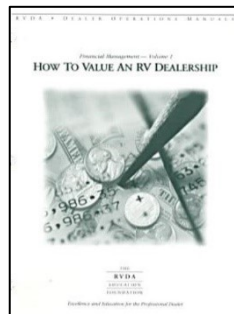


Go RVing Canada (GRVC) Dealer Tie-In Program Package (également disponibles en français)

Regular Membership can have access **GRVC's Marketing Advantage Program**, to branded Go RVing Canada posters and

promotional banners tailored specially for your dealership. All new imagery and videos for 2019, including more Wildhood videos for use in your marketing programs. Also, Social media promotion tips and tools taught by experts. Go to the RVing Canada website at www.gorving.ca; to access. Available only to dealer members.

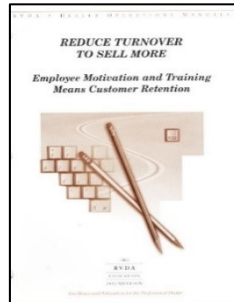
Go RVing
Canada



How to Value an RV Dealership

Written in non-technical language, this manual will give dealers a head start on valuing their dealerships and provide information that will allow an informed review and analysis of a valuation done by others.

Members: \$62.50; Non-members: \$125.00

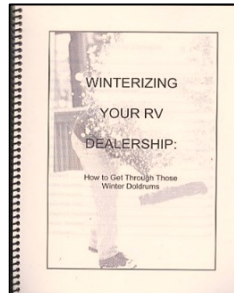


RV Reduce Turnover to Sell More

As all business, the RV industry is cyclical, and employee turnover fluctuates. This manual, transcribed from a workshop by Joe Lescota at the 1999 RV Dealers International Convention/Expo, shows you how to retain your employees to retain

your customers.

Members: \$50.00; Non-members: \$70.00



Winterizing your Dealership: How to Get Through Those Winter Doldrums

(également disponibles en français) Based on a panel-led discussion at a Canadian RV dealer meeting, this manual outlines what some member dealers are doing to effectively and profitably manage their

dealerships through the usually slower winter months. Available only to members: \$15.00



Go RVing Canada launches all-new tiered 2019 Premier Dealer Tie-in Program

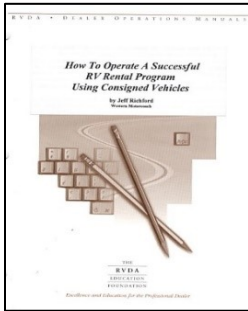
Benefits for Premier Tie-in Dealers will include upgraded listings on the GoRVing Canada website, opportunities for priority press

coverage, media training, digital strategy consultation and access to exclusive Go RVing Canada assets and merchandise to help promote the RV lifestyle in your dealerships and online. Contact RVDA of Canada for information on ordering.

Available only to members.
CA\$495.00 (+HST)

Go RVing
Canada

RENTAL OPERATIONS

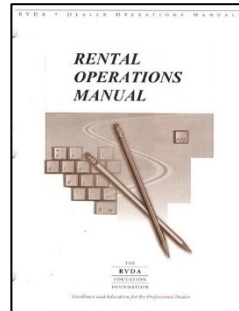


How to Operate a Successful RV Rental Program Using Consigned Vehicles

For those who want to increase revenues through rentals, this manual provides six ways to profit from a consignment RV rental operation, and includes tips on selecting the appropriate type of fleet vehicles, setting rental rates,

staffing, and advertising.

Members: \$20.00; Non-members: \$32.00

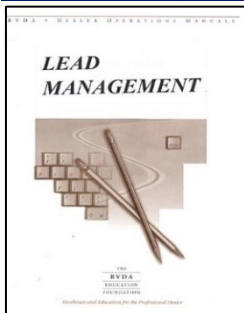


Rental Operations Manual

Whether dealers wish to improve their existing rental operation, or are considering starting a rental department, this manual will provide information to help them make the right business decisions.

Members: \$150.00; Non-members: \$250.00

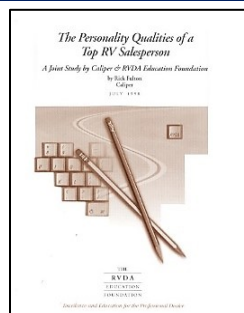
SALES TRAINING AND MANAGEMENT



Lead Management 101 (également disponibles en français)

Learn how you can create a steady stream of prospects, even during slow sales periods; and how to maximize leverage of your leads.

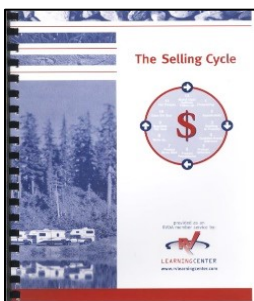
Members: \$25.00
Non-members: \$50.00



The Personality Qualities of a Top RV Salesperson

What are the qualities that distinguish the very best RV salespeople at your dealership? This study reveals the qualities dealerships should be looking for in their salespeople. These include persuasiveness, personality, problem solving, and personal organization skills. This is a must for sales managers.

Members: \$12.50; Non-members: \$24.00

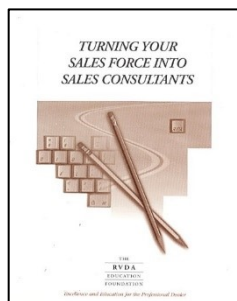


The Selling Cycle

For those who want to increase sales and improve customer satisfaction and loyalty, this 29-page publication, written by Jan Kelly of Kelly Enterprises, contains new and innovative ideas that are sure to increase your bottom line. Divided into 12 sections that outline the RV sales process from start to

finish – from prospecting for new customers to providing a world-class delivery, Kelly's manual offers tips to successfully navigate through each step of the RV selling cycle.

Members: \$32.00; Non-members: \$60.00



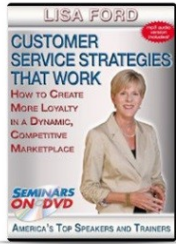
Turning Your Sales Force into Sales Consultants

Providing practical advice on building trust, strategies for using a "feature-benefit" selling process, and proper responses to customer "getaway" stories, this manual also features a sample RV customer profile form that can help salespeople better

understand what kind of RV is the best fit for the customer.

Members: \$32.00; Non-members: \$60.00

EDUCATION – CUSTOMER SERVICE



Customer Service Strategies that Work - How to Create More Loyalty in a Dynamic Competitive Marketplace - DVD Training Video featuring Lisa Ford

A dealership's employees and their customer service skills may be the only thing that differentiates a business from the competition. In this content-rich training, front-line team members will learn practical skills and proven systems for improving customer service at every touch point.

Includes:

- How to positively change customer perceptions
- 7 essential habits of effective customer service
- Calming angry customers and getting to logic
- Listening techniques that really make a difference
- Maintaining an upbeat attitude no matter what

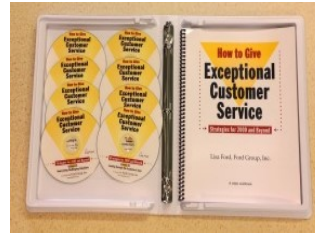
© 2011. Lisa Ford, 125 minutes.

Item #08K

RVDA Members Price: CA\$70.00

Non-member Price : CA\$110.00

RVDA Members save \$40!



How to Give Exceptional Customer Service DVD Training Video featuring Lisa Ford

This exceptional DVD series from noted author and trainer Lisa Ford provides training for front-line employees who serve today's more sophisticated and educated customers. The eight-DVD set with 35-page workbook covers topics such as:

- How customers define quality service
- The seven essentials customers want
- Anticipating and solving problems
- Going beyond good service to exceed expectations
- Developing an emotional connection with the customer

© 2006. Lisa Ford, 330 minutes.

Item #08F

RVDA Member Price: CA\$439.95

Non-member Price : CA\$659.95

RVDA Members save \$220!



About the Author

Lisa Ford is a speaker with over 20 years of experience presenting to businesses, associations and government. She speaks throughout the United States and internationally on topics of customer service, leadership, team issues and change. She is best known for her work in the areas of customer service. She is the author of the videotape series *How to Give Exceptional Customer Service*, the #1 selling business tapes in the United States for over three years. Her other videos and audiotapes include: *Developing a Customer Retention Program*, *Building a Customer Driven Organization: The Manager's Role and Personal Power*. Her recent book is

Expectations.

Ford designs content personalized to the audience and issues they face. She has also customized numerous videos for clients to use in their ongoing education efforts. Her experience includes working with Pfizer, Viacom, Edward Jones, CSX, Kaiser Permanente, Morton's of Chicago, Citgo, American Gas Association, American Diabetes Association, and American Veterinary Medical Association.

Ford was the highest rated speaker at RVDA's 2007 RV Dealers International Convention/Expo.

In 2002, she was inducted into the Speakers Hall of Fame by the National Speakers Association. She is one about 200 speakers who have been honored over 30 years. She also serves a board member of the College of Arts and Sciences at the University of Tennessee.

EDUCATION - PARTS AND ACCESSORIES

RV Parts Manager and Parts Specialist Learning Guides

Developed by The Ohio State University Center on Education and Training for Employment (OSU/CETE) and RV parts and service experts, the RV Learning Center's learning guides provide the information required for dealership employees to excel in their jobs and to prepare for certification.

Each guide details the knowledge and skills that today's parts managers and parts specialists need to perform effectively. They are based on real-world task-and-skills analysis of the positions compiled by industry experts and include multiple self-checks and practice exercises. The guides can be used by mentors working with new or existing employees, or they can be used by employees who already have some experience.

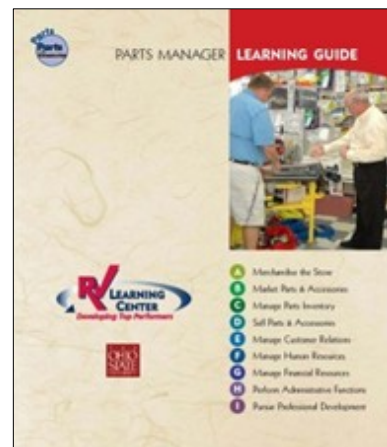
The guides are available in full sets and by individual section booklets. Full sets include a 3-ring binder. The guides are also available digitally as PDF documents on CDs (w/o binder). When ordering an individual section, use item number noted with section title (below).

Parts Manager Learning Guide

How much "stock" should you place in your parts department staff? Trained parts personnel develop top performing parts departments. Give your parts personnel the tools they need to create more value from your parts and accessory department.

The Parts Manager Learning Guide consists of nine sections:

Section A/#04PC - Merchandise the Store
Section B/#04PD - Market Parts & Accessories
Section C/#04PE - Manage Parts Inventory
Section D/#04PF - Sell Parts & Accessories
Section E/#04PG - Manage Customer Relations
Section F/#04PH - Manage Human Resources
Section G/#04Pi - Manage Financial Resources
Section H/#04PJ - Perform Administrative Functions
Section I/#04PK - Pursue Professional Development



© 2006, The National RV Dealers Association. Full Set: 745 pp., 8.5 x 11" as manual or standard CD-ROM.

Pricing

Parts Manager Learning Guide FULL SET with nine sections noted above:

HARD COPY Item #04PA
CD-ROM Item #04PM

RVDA Member Price: CA\$499.00
Non-member Price : CA\$720.00
RVDA Members save CA\$221.00!

Individual Section Pricing (use item number noted in section title):

RVDA Member Price: CA\$ 75.00
Non-member Price : CA\$110.00
RVDA Members save CA\$35!

Parts Manager Online Course

*****This course will not certify you as a Parts Manager*****

Topics in the parts manager course include merchandising the store, marketing and selling parts and accessories, and managing inventory. The RV Learning Center's online courses help experienced fixed operations personnel prepare for certification.

Cost: US\$150.00

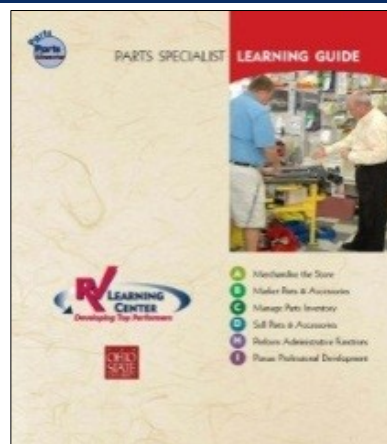
EDUCATION - PARTS AND ACCESSORIES

Parts Specialist Learning Guide

The principle-based learning guides provide the basis of knowledge required for parts specialists to do their jobs better and prepare for the parts specialist certification exam.

The *Parts Specialist Learning Guide* consists of six sections:

- Section A/#04PC - Merchandise the Store
- Section B/#04PD - Market Parts & Accessories
- Section C/#04PE - Manage Parts Inventory
- Section D/#04PF - Sell Parts & Accessories
- Section H/#04J - Perform Administrative Functions
- Section I/#04PK - Pursue Professional Development



© 2006, The National RV Dealers Association. Full Set: 504 pp., 8.5 x 11" as manual or standard CD-ROM.

Pricing

Parts Specialist Learning Guide FULL SET with six sections noted above:

HARD COPY Item #04PL
CD-ROM Item #04PM

RVDA Member Price: CA\$375.00
Non-member Price : CA\$525.00
RVDA Members save CA\$150.00!

Individual section pricing (use item number noted in section title):

RVDA Member Price: CA\$ 75.00
Non-member Price : CA\$110.00
RVDA Members save \$35!

Parts Specialist Online Course

Cost : US\$150.00

This course will help new parts specialists get the principle-based professional foundation they need to be successful. While those with more experience will benefit from being reminded of core principles needed to create confident and loyal customers.

Eight modules covering 45 key competency areas will prepare your front-line people with the knowledge required to meet and exceed customer and dealership expectations on a day-to-day basis.

Limited Quantity

RVDA does its very best to keep items in stock and up to date. Products listed in the catalog may be in limited quantity. Prices are applicable based on availability of merchandise and are subject to change without notice.

EDUCATION - SERVICE MANAGEMENT

RV Warranty Administrator, Service Writer/Advisor and Service Manager Learning Guides

Developed by The Ohio State University Center on Education and Training for Employment (OSU/CETE) and RV parts and service experts, the RV Learning Center's learning guides provide the information required for dealership employees to excel in their jobs and prepare for certification.

The guides detail the knowledge and skills that today's RV service professionals need to perform effectively. They are based on a task-and-skills analysis of the positions compiled by industry experts, and include multiple self-checks and practice exercises. The guides can be used by mentors working with new or existing employees, or they can be used by employees who already have some experience.

Learning guides are available in full sets and by individual sections. Full sets include a 3-ring binder. The guides are also available digitally as PDF documents on CDs (w/o 3-ring binder). When ordering an individual section, use item number noted with section title.

Warranty Administrator Learning Guide

The service team members tasked with administering warranty work are the main connection between your service department and the manufacturer's warranty department. They are key to demonstrating how well your products are backed.

The *Warranty Administrator Learning Guide* consists of five sections:

- Section A/#06WAA - Process Open/Closed Repair Orders
- Section B/#06WAB - Process Warranty Claims Parts and Payments
- Section C/#06WAC - Maintain Customer and Manufacturer Relations
- Section D/#06WAD - Perform Administrative Activities
- Section E/#06WAE - Pursue Training and Professional Development



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Pricing

Warranty Administrator FULL SET with five sections noted above:

HARD COPY Item #06WA
CD-ROM Item #06WB-CD

RVDA Member Price: CA\$315.00
Non-member Price : CA\$440.00
RVDA Members save CD\$125!

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RVDA Member Price: CA\$75.00
Non-member Price : CA\$110.00
RVDA Members save CA\$35!

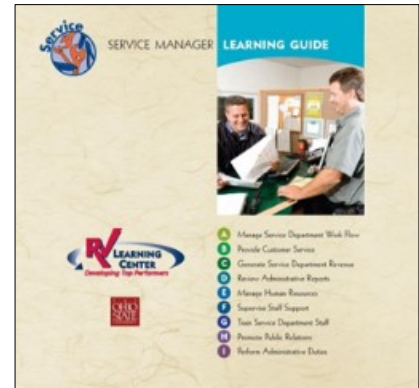
EDUCATION - SERVICE MANAGEMENT

Service Manager Learning Guide

The guides cover the duties and tasks that service managers should be able to perform to effectively manage the service department and better serve their customers. They are a valuable tool to educate both new and experienced service managers in best practices and prepare for certification.

The *Service Manager Learning Guide* consists of nine sections:

- Section A/#81SC - Manage Service Department Work Flow
- Section B/#81SD - Provide Customer Service
- Section C/#81SE - Generate Service Department Revenue
- Section D/#81SF - Review Administrative Reports
- Section E/#81SG - Manage Human Resources
- Section F/#81SH - Supervise Support Staff
- Section G/#81SI - Train Service Department Staff
- Section H/#81SJ - Promote Public Relations
- Section I/#81SK - Perform Administrative Activities



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Pricing

Service Manager Learning Guide FULL SET with nine sections noted above:

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CD-ROM Item #08B
Save \$140 on a Full Set

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Non-member Price : CA\$720.00
RVDA Members save CA\$221!

Individual section pricing (use item number noted in section title):

RVDA Member Price: CA\$75.00
Non-member Price : CA\$110.00
RVDA Members save CD\$35!

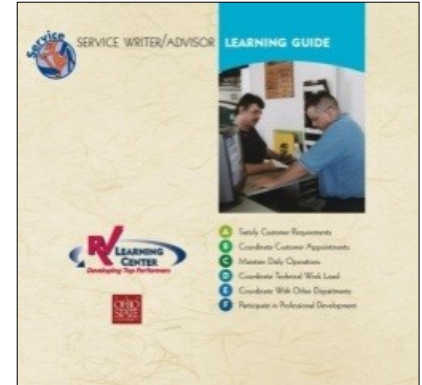
EDUCATION - SERVICE MANAGEMENT

Service Writer/Advisor Learning Guide

The guides give RV service writers/advisors a good overall understanding of the position so they can communicate effectively with customers and technicians. The principle-based learning guides provide the basis of knowledge required for service writers/advisors to do their jobs better and prepare for certification.

The *Service Writer/Advisor Learning Guide* consists of six sections:

- Section A/#06C - Satisfy Customer Requirements
- Section B/#06D - Coordinate Customer Appointments
- Section C/#06E - Maintain Daily Operations
- Section D/#06F - Coordinate Technician Workload
- Section E/#06G - Coordinate with Other Departments
- Section F/#06H - Participate in Professional Development



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Pricing

Service Writer/Advisor Learning Guide FULL SET with six sections noted above:

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CD-ROM Item #06B

RVDA Member Price: CA\$375.00
Non-member Price : CA\$525.00
RVDA Members save CD\$150!

Individual section pricing (use item number noted in section title):

RVDA Member Price: CA\$75.00
Non-member Price : CA\$110.00
RVDA Members save CD\$35!

Limited availability.

Service Writer/Advisor online course

Cost: US \$150.00

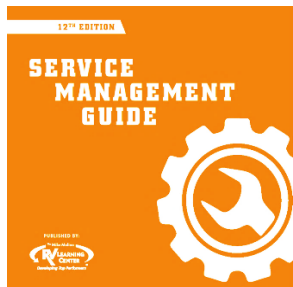
The course covers 43 key competency areas and provides front-line people with the knowledge required to meet and exceed customer and dealership expectations on a day-to-day basis. Content offers the best and brightest ideas from RV industry service experts with instruction on:

- Building trust and rapport
- Adminstrating and operating effectively
- Generating additional services.

Tools and Resources to Prepare for Certification:

- RV Learning Center's Learning Guides
- FRVTA's Distance Learning Network
- RVDA Convention/Expo
- Independent training providers and training venues
- DACUMs/Competency Profiles (provided in this catalog and available for download)

EDUCATION - SERVICE MANAGEMENT



Service Management Guide, 12th Edition

The expanded Service Management Guide (flat rate manual) offers over 100 pages of average

work unit times for the most basic service functions performed by competent RV technicians.

- Labor operations unique to the RV aftermarket
- Divider tabs make finding the right data quick and easy
- Durable card stock paper
- Detailed alphabetical labor operations table of contents

The 12th edition includes extensive updates and additions from top dealers, service managers, and technicians. Service Check Sheets provide a valuable reference for service managers and technicians. It is also a great tool for the service department when working with extended service contracts.

The guide provides reasonable guidance relative to the time required for competent technicians to complete assigned tasks. It is an important part of the service management system but should not be the sole determinant of prices or rates charged.

It is available in two formats -- printed and indexed in a large three-ring binder, and as a pdf document on CD-ROM. NOTE: A digital file suitable for import into third-party software is available from Spader® Business Management.

© 2018, The Mike Molino RV Learning Center.
100+ pp., 8.5 x 11" manual or standard CD-ROM.

Manual Only: Item #05MD

CD-ROM Only: Item#05ME

RVDA Members: CA\$245.00

Non-members : CA\$490.00

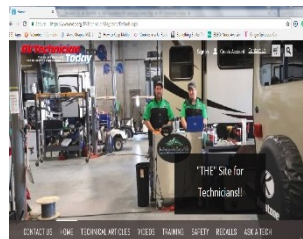
RVDA Members save \$245!

Manual & CD-ROM (SET): Item #05MF

RVDA Members: CA\$400.00

Non-members : CA\$800.00

RVDA Members save \$400!



RV Technician Today

RV Technician Today is a subscribers-only online resource for professional service technicians. The website offers technical articles, training videos, education resources, recalls, and more in an easy-to-use format that lets technicians quickly find the information they need.

The online resource keeps technicians up-to-date with:

- Extensive recall information
- Advice from industry experts
- Posts on the latest technical information
- Training and tech certification information
- New products
- Customer service tips

Item #06PD (1-year subscription for an individual to access information on www.rvtechniciantoday.com.

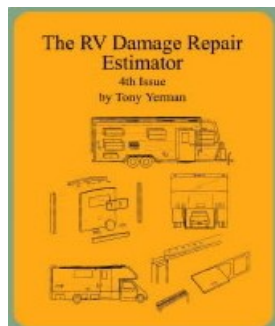
RVDA Members: US\$39.95

Non-members : US\$49.95

RVDA Members save 20%!

RV Damage Repair Estimator

A tool for consistent, data-supported claim estimates



The RV Damage Repair Estimator, 4th Edition

More than ever, RV dealerships look to increasing efficiencies and service department revenue. A growing source of that revenue comes from insurance company reimbursements for collision, storm, and vandalism repair. Insurance providers have set policies that govern reimbursement of repair claims. The estimator helps RV service departments and insurance providers prepare consistent, data supported claim estimates.

The RV Damage Repair Estimator can help your service team:

- Schedule work
- Measure performance
- Keep technicians on task and on time
- Prepare detailed and consistent consumer and insurance company estimates

© 2007, Published by Tony Yerman. 300+ pp., 8.5 x 11"

Item #05MG

RVDA Member: CA\$250.00

Non-member : CA\$299.00

RVDA Members save \$49



About the Author

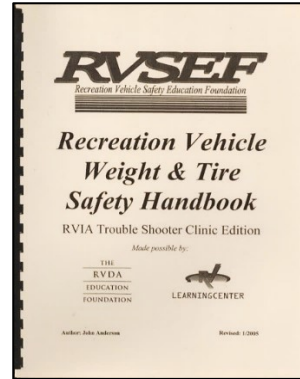
Tony Yerman has over 35 years of RV repair and dealership experience. As a RVDA/RVIA Master Certified RV technician, certified service manager, and certified parts specialist, he is a frequent presenter at RV industry events and is a service and estimating consultant to the RV and insurance industries.

EDUCATION - SERVICE MANAGEMENT

RV Weight & Tire Safety Handbook

Written by RV safety expert John Anderson, RV Safety Education Foundation, and revised in conjunction with the Mike Molino RV Learning Center, this 90-page handbook in six sections covers RV weight definitions, tire care, explanations of hitches and ratings, and much more. This is an ideal reference manual for service advisors, technicians, salespeople, and others at the dealership that need to provide their customers with accurate weight and tire care information.

Available only to members. ❖ CA\$32.00



"AFTERMARKET" SERIES – ON CD-ROM ONLY

AfterMarket Vol. I: Visual Merchandising, Pricing, Signs and Packaging

Valuable tips and common-sense advice on the all-important visual aspects of merchandising – and how to best capitalize on them. ❖ Members: \$35.00; Non-members: \$65.00

AfterMarket Vol. II: Retail Operations and Merchandising

A detailed overview on retail operations with store maintenance techniques, case studies in retail strategy, and tips to deal with catalog and discounter competition. ❖ Members: \$35.00; Non-members: \$65.00

AfterMarket Vol. III: Planning Your Store Renovation and Layout

Step-by-step procedures to renovate your RV store in simple easy to understand language – at minimal cost. ❖ Members: \$35.00; Non-members: \$65.00

AfterMarket Vol. IV: Advertising, Promotion and Service Department

Helpful guidelines on image enhancement, direct mail programs, desktop publishing, and methods for building revenue through the service department. ❖ Members: \$35.00; Non-members: \$65.00

PUBLICATIONS & RESOURCES

Education Toolkit – A Catalogue of Courses and Resources (également disponible en français)

The Toolkit is a compilation of educational opportunities and available to RVDA members, including recruitment and hiring resources, education opportunities through the Mike Molino RV Learning Center programs and independent seminars, online RV technician training programs, apprenticeship programs, conventions, the RV Industry Training Calendar, and more. An RV Career Matrix maps out careers available at a dealership, and a course matrix maps out education and resources by dealership position. **Available only to members. ❖ No charge.**

RVDA of Canada Member Directory

A roster of RVDA of Canada members. **Available only to members. ❖ No charge.**

RVDA of Canada RV Compass magazine (bilingual)

This annual review summarizes the activities and initiatives of the provincial, regional and national RVDAs.

Available only to members and select industry partners. ❖ No charge.

RV EXECUTIVE TODAY Magazine

This 4-colour magazine is published monthly, keeping dealership managers at the leading edge of their industry. Topics include something for all dealership areas of operation from management through sales and service to human resources and safety. See separate order form on page 16 or 2nd page of general Material Order Form on pages 10 – 11. **Available only to members. ❖ US\$ 30.00**

RV Technician Today (Online Resource)

RV Technician Magazine has been converted to a comprehensive online resource, **RV Technician Today**, that keeps RV Service Technicians up-to-the-minute with current technical information and educational resources. (See "Publications & Resources" on page 4 & order form on page 17.) **NOTE for Canadians:** If you subscribe online, you will not be recognized as an RVDA member, and you will not get the RVDA member discount. To garner the member discount, use the included Canadian order form on page 17. ❖ Members: **US\$ 39.95**; Non-members: **US\$ 49.95.** (Available through RVDA of America)

EDUCATION - SERVICE MANAGEMENT

RV Service Textbook Set



For decades RV technicians have been relying on the *RV Service Textbooks* to help them increase their knowledge and understanding of RV components and operating systems. In 2012, Recreation Vehicle Industry Association (RVIA) assembled some of the RV industry's leading service experts to thoroughly review and revise the textbook series.

TEXTBOOK SET

Level 1 : CA\$ 235/ SET (plus shipping)
Level 2 : CA\$ 465/ SET (plus shipping)

Complete Set Price: CA\$700.00 (plus shipping)

Level 1 Textbook Set

This set includes all 7 Level 1 textbooks for an RV Service technician to self-study to challenge the certification exam. Content includes labs, activities and quizzes.



Level 1 Water Systems Textbook

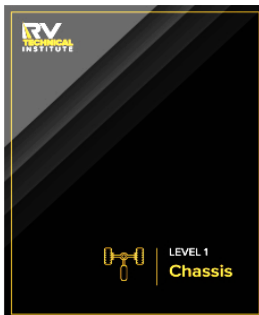
This spiral-bound textbook covers the water systems knowledge needed for a Level 1 Certified RV Service technician to self-study to challenge the certification exam. The book covers inspection and verification of operation for

the water system within an RV. Content includes labs, activities, and quizzes. Price does not include shipping.



Level 1 Propane Systems Textbook

This spiral-bound textbook covers the propane systems knowledge needed for a Level 1 Certified RV Service technician to self-study to challenge the certification exam. The book covers inspection and verification of operation for the propane system within an RV. Content includes labs, activities, and quizzes. Price does not include shipping.



Level 1 Chassis Textbook

This spiral-bound textbook covers the chassis knowledge needed for a Level 1 Certified RV Service technician to self-study to challenge the certification exam. The book covers inspection and verification of operation for

the major chassis components within an RV including dash components for motorized, towing components, slide-outs and weights. Content includes labs, activities, and quizzes. Price does not include shipping.



Level 1 Generator Textbook

This spiral-bound textbook covers the generator knowledge needed for a Level 1 Certified RV Service technician to self-study to challenge the certification exam. The book covers inspection and verification of operation for the generator within an RV. Content includes labs, activities and quizzes. Price does not include shipping.

EDUCATION - SERVICE MANAGEMENT

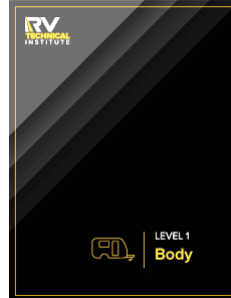
RV Service Textbooks (cont.)



Level 1 Appliance Textbook

This spiral-bound textbook covers the appliance knowledge needed for a Level 1 Certified RV Service technician to self-study to challenge the certification exam. The book covers inspection and verification of

operation for the major appliances within an RV. Content includes labs, activities, and quizzes. Price does not include shipping.



Level 1 Body Textbook

This spiral-bound textbook covers the body knowledge needed for a Level 1 Certified RV Service technician to self-study to challenge the certification exam. The book covers inspection and verification of operation for the interior and exterior components within an RV including the roof and accessories. Content includes labs, activities, and quizzes.

Price does not include shipping.



Level 1 RV Electrical Systems Textbook

This spiral-bound textbook covers the electrical systems knowledge needed for a Level 1 Certified RV Service technician to self-study to challenge the certification exam. The book covers inspection and verification of

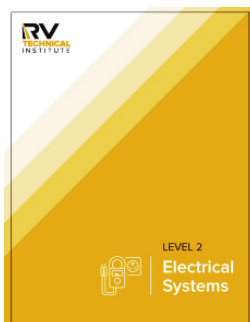
operation electrical system within an RV. Content includes labs, activities, and quizzes. Price does not include shipping.

EDUCATION - SERVICE MANAGEMENT

RV Service Textbooks (cont.)

Level 2 Textbook Set

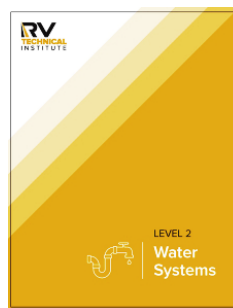
This set includes all 7 Level 2 textbooks for an RV Service technician to self-study to challenge the certification exam. Content includes labs, activities and quizzes.



Level 2 Electrical Systems Textbook

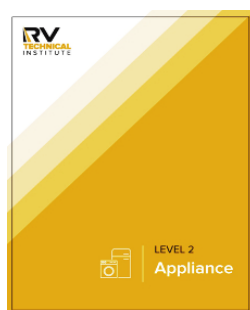
This spiral-bound textbook covers the electrical systems knowledge needed for a Level 2 Certified RV Service technician to self-study to challenge the certification exam. The book covers troubleshooting, diagnosis, and repair of the electrical

system within an RV. Content includes labs, activities, and quizzes.



Level 2 Water Systems Textbook

This spiral-bound textbook covers the water systems knowledge needed for a Level 2 Certified RV Service technician to self-study to challenge the certification exam. The book covers troubleshooting, diagnosis, and repair of the water system within an RV. Content includes labs, activities, and quizzes.



Level 2 Appliance Textbook

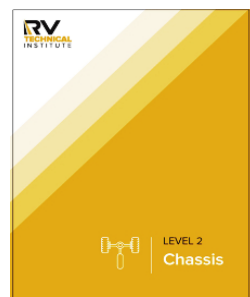
This spiral-bound textbook covers the appliance knowledge needed for a Level 1 Certified RV Service technician to self-study to challenge the certification exam. The book covers basic troubleshooting, diagnosis, and repair of the

major appliances within an RV. Content includes labs, activities, and quizzes.



Level 2 Body Textbook

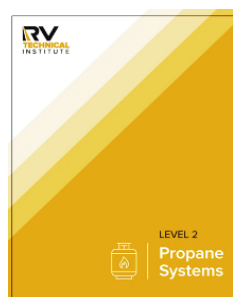
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Level 2 Chassis Textbook

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Level 2 Propane Systems Textbook

This spiral-bound textbook covers the propane systems knowledge needed for a Level 2 Certified RV Service technician to self-study to challenge the certification exam. The book covers troubleshooting, diagnosis, and repair of the propane system within an RV. Content includes labs, activities,

and quizzes.



Level 2 Generator Textbook

This spiral-bound textbook covers the generator knowledge needed for a Level 1 Certified RV Service technician to self-study to challenge the certification exam. The book covers basic troubleshooting, diagnosis, and repair of the

generator within an RV. Content includes labs, activities and quizzes.



Online Training Courses Save Dealers and Technicians Time and Money

Distance Learning Network

The RV Training Institute at Florida Gateway College, in partnership with the Florida RV Trade Association (FRVTA), and the Mike Molino RV Learning Center (MMRVLC), offers this distance learning training program exclusively for the RV industry. The training is delivered directly to member dealerships and other industry-related sites throughout the U.S. and Canada through Internet Broadband.

A variety of programming is available for all occupations within the RV industry, as well as manufacturer and supplier product-specific clinics and workshops.

The program is an in-house, mentor-led, group-learning training opportunity where costs associated with travel and time out of the shop are eliminated. The only requirements needed for participation in the Distance Learning Network is a computer with high-speed internet connection.

Pricing

\$995 per dealership location. Each subscription location will have access to all available training for a full curriculum year from August 1 of the current year through July 31 of the following year. A discount is given for multiple dealerships (5 or more). Participating dealerships can purchase RVIA RV Service Technician course textbooks through FRVTA at a discounted price.

See the back of this catalog for an enrollment form, or for more information call 386-754-4285 or go to <http://rvtraining.fgc.edu>.

Registration forms available online at www.rvtechnician.com



RV LEARNING CENTER - CERTIFICATION PROGRAMS



Created for the people who are 'the face' of your dealership

The RV Learning Center offers nationally recognized professional certifications that supports career development and professionalism. Top performing employees not only create confident and loyal customers, they create more customers.

The RV Learning Center offers five certifications:

- Parts Manager
- Parts Specialist
- Service Manager
- Service Writer/Advisor
- Warranty Administrator

Requirements

Every person who earns a designation has:

- A minimum of one to two years' experience in the service or parts industry
- Been personally recommended by a supervisor or manager and
- Completed and passed a rigorous examination developed by RV industry and test development experts

Recertification

Every five years, choose one of two options to keep the certification and recertify:

- Complete and report 40 hours of approved continuing education units (CEUs) or
- Retake and pass the certification test

Certification Testing / Application Fees

Parts Manager: US\$249

Parts Specialist: US\$199

Service Manager: US\$249

Service Writer/Advisor: US\$199

Warranty Administrator: US\$199

Recertification with CEUs: US\$75

Recertification with test: applicable test fee noted above.

DACUMs/Competency Profiles

DACUM is an acronym for developing a curriculum. It is a one or two-day storyboarding process that provides a picture of what the worker does in terms of duties, tasks, knowledge, skills, traits and in some cases the tools the worker uses. Certification tests are developed to measure the competency of fixed operations professionals as it relates to the knowledge and performance outlined in each position's DACUM/Competency Profile. The DACUMs/Profiles were the resource documents for developing the certification tests. DACUMs are provided at the back of this catalog and may downloaded from www.rvlearningcenter.com.

Readiness Tests

To help individuals gauge their preparedness for certification and identify any knowledge gaps, the RV Learning Center offers five online readiness tests. Each test takes no more than 10-20 minutes to complete and offers instant feedback.

If the test taker scores well on the readiness test, he or she is much more likely to pass the certification exam. Each question ties to a job's specific skill or ability based on the certification program's competency profile. The tests also help pinpoint areas where an individual's knowledge is weak.

Save US\$25! Apply for certification within six months of taking a readiness test and we will deduct US\$25 from your certification test fee.

Fees

US\$25 per readiness test

Item Numbers:

Parts Manager - 081PMRT

Parts Specialist - 081PSRT

Service Manager - 081SMRT

Service Writer/Advisor - 081SWRT

Warranty Administrator - 081WART

Download certification and readiness application forms from www.rvlearningcenter.com.

RV Service Technician Certification

an RVDA-RVIA joint program



The RVDA-RVIA RV Service Technician Certification Program is designed to assist the RV industry and the public in identifying those professionals who have demonstrated the knowledge and ability to satisfy established standards in RV diagnostic and repair procedures. Technicians must complete two comprehensive tests in the certification process.

Give your business a leg up with RV Service Technician Certifications.

How much better could your service repair operation perform if all your RV service technicians were certified?

Have you thought about the return on investment that you might be missing by not challenging your technicians to become certified?

A survey by the Boone Group of 600 RV dealers found that 75% of dealers reported certified technicians perform better quality work than their non-certified counterparts. The independent research group also reported that 72% felt that certified technicians create more satisfied customers.

Not surprisingly, 80% of those same dealers confirmed that certified technicians make them more money than their non-certified counterparts do.

Certification is not easy. The Certification Governing Board, the entity that governs the administration, policies, and procedures for the RV Service Technician certification, is a partnership between the RV Dealers Association (RVDA) and the RV Industry Association (RVIA). This body establishes the standards a technician must reach in RV diagnostic and repair procedures. Only experienced and skilled technicians will earn the credential.

Certification preparation resources are in the Online Training and RV Technician Textbook sections of this catalog. A Study Guide for the Registered Technician test is available as a free download from www.rvtechnician.com.

Testing Fees

Registered Technician	US\$150
Retest for Registered Technician	US\$25*
Certified / Master Certified**	US\$325
Retest for Certified/Master Certified	US\$25*

*Fee valid for retesting within 90 days.

**Master level is dependent on score and five years of experience.

SOCIETY OF CERTIFIED RV PROFESSIONALS



The Society of Certified RV Professionals aims to increase the number of RV industry certified professionals by recognizing and promoting the achievements of certified personnel and

companies that have invested in professionally trained professionals.

The group focuses on individuals who hold or aspire to hold certifications from either:

- the RVDA-RVIA Technician Certification program (certified and master certified), or
- a certification from the Mike Molino RV Learning Center, which offers certifications for service writers/advisors, service managers, parts managers, parts specialists, and warranty administrators.

The optional news release program is available to individuals who earn or renew a certification. A news release template, with instructions for customization, is available on the Society's website:
<http://tinyurl.com/SocietyofRVProfessionals>.

Names and certification type of newly certified and recertified individuals appear in RVDA's *RV Executive Today* magazine. The employers/companies are not included in the list. The information is included only if RVDA receives the employer's permission. Employers who would like to participate can find a release form in most issues of *RV Executive Today*. They may also download a release from the Society's website, rvtechnician.com, rvlearningcenter.com, or call (703) 591-7130.

The Society does its part to help certified employees earn continuing education credits and locate professional development opportunities. Members receive communications with information about online and hands-on classroom training.



2016 Society of Certified RV Professionals Convention/Expo scholarship recipients (front row) RVDA senior leaders (back row).

The Society offers six scholarships to long-certified RV professionals so they may attend RVDA's Convention/Expo in Las Vegas. Scholarship recipients are publicly recognized during the Society's reception.

The scholarship includes:

- One RVDA Convention/Expo nontransferable Full Registration
- Hotel accommodation (2 nights, room & tax) at the host property.
- One round-trip, reasonable coach class airfare to Las Vegas.

The reception is designed to recognize, support, promote and celebrate professional certification in the RV industry. The event also includes an educational component and a networking reception, complete with an open bar and food. All registered attendees are invited to this annual gathering to show their support and recognize the RV industry's certified professionals.



RVDA OF CANADA MATERIALS ORDER FORM

**également disponibles en français*

Shipping Information

Name: _____ Dealership: _____
 Address: _____
 City: _____ Province: _____ Postal Code: _____
 Telephone: _____ Fax: _____
 Email: _____

General Dealer Operations				
Qty.	Title	Members	Non-members	Total
	Cash Management Web Seminar Series on CD	\$125.00	\$175.00	
	Go RVing Canada Dealer Tie-in Package ** (with Marketing Advantage Program & Leads Management 101 manual) Contact the national offices for a registration form.	Currently Complimentary	N/A	
	Go RVing Canada Marketing Advantage Program (MAP) ** (marketing materials, images, videos)	\$50.00	N/A	
	How to Value an RV Dealership	\$62.50	\$125.00	
	Improve Sales by Rebuilding or Renovating your Dealership	\$95.00	\$155.00	
	Reduce Turnover to Sell More	\$50.00	\$70.00	
	RV Dealers Safety Guide	\$12.50	\$24.00	
	Winterizing Your Dealership: How to Get Through Those Winter Doldrums (Profitably) *	\$15.00	N/A	
Rental Operations Materials				
	How to Operate a Successful RV Rental Program Using Consigned Vehicles	\$20.00	\$32.00	
	Rental Operations Manual	\$150.00	\$250.00	
Customer Service				
	Customer Service Strategies that Work (Lisa Ford; DVD set)	\$70.00	\$110.00	
	How to Give Exceptional Customer Service (DVD set)	\$439.95	\$659.95	
	Increasing Customer Satisfaction	\$32.00	\$65.00	
Sales Training & Management				
	Leads Management 101 *	\$25.00	\$50.00	
	The Personality Qualities of a Top RV Salesperson	\$12.50	\$24.00	
	The Selling Cycle by Jan Kelly	\$32.00	\$60.00	
	Turning Your Sales Force into Sales Consultants	\$32.00	\$60.00	

Service and Aftermarket				
Qty.	Title	Members	Non-members	TOTAL
~~~~~ Learning Guides ~~~~~				
*** For an order form detailing modules for a given Learning Guide, or for information on certification, contact RVDA of Canada.				
Manual__ or CD__	Service Advisor / Writer (6 modules)	\$375.00	\$525.00	
Manual__ or CD__	Service Manager (9 modules)	\$499.00	\$720.00	
Manual__ or CD__	Parts Specialist (6 modules)	\$375.00	\$525.00	
Manual__ or CD__	Parts Manager (9 modules) – includes Parts Specialist modules	\$499.00	\$720.00	
Manual__ or CD__	Warranty Administrator	\$315.00	\$440.00	
Manuals only	Individual Learning Guide modules ***	\$75.00	\$110.00	
~~~~~ Service ~~~~~				
	RV Damage Repair Estimator (4th edition)	\$250.00	\$299.00	
	RV Weight & Tire Safety Handbook	\$32.00	N/A	
Manual__ or CD__ or both__	Service Management Guide (12 th Edition) ← NEW! <i>Note: Specify Manual or CD-ROM, or both (set)</i>	ea: \$245.00 / set : \$400.00	ea: \$490.00 / set: \$800.00	
Manuals__ or CD__	RVIA RV Technician Training Textbooks (Set of 14) Available to members only.	\$480.00	N/A	
~~~~~ AfterMarket Series ~~~~~				
On CD only	V. I: Visual Merchandising, Pricing, Signs & Packaging	\$35.00	\$65.00	
On CD only	V. II: Retail Operations and Merchandising	\$35.00	\$65.00	
On CD only	V. III: Planning Your Store Renovation and Layout	\$35.00	\$65.00	
On CD only	V. IV: Advertising, Promotion and Service Department	\$35.00	\$65.00	
Publications & Resources				
	Education Toolkit ~ A Catalogue of Courses & Resources *	no charge	N/A	
	RVDA of Canada Materials Catalogue	no charge	no charge	
	RVDA of Canada Member Directory	no charge	N/A	
	RVDA of Canada Member Newsletter (digital) *	no charge	N/A	
	RVDA of Canada RV Compass magazine (<i>bilingue</i>)	no charge	N/A	
	RV Executive Today magazine (U.S)	\$30.00 US/yr	N/A	
	RV Technician Today (U.S.) – an online resource	\$39.95 US/yr	\$49.95 US/yr	
METHOD OF PAYMENT: ____ MEMBER ____ NON-MEMBER		<div style="background-color: black; color: white; padding: 5px; display: inline-block;"> Total Amount of Purchase </div>		

Shipping & Handling and applicable taxes will be added to your invoice.

____ VISA ____ MasterCard ____ Cheque enclosed (call for invoice)

Card Number: _____ Exp. Date: ____ / ____ Sec.
Code: ____

Name as appears on card (please print clearly):

Cardholders Signature: _____

Return form to the RVDA of Canada: Fax (604) 204-0154
 Mail to: #145 – 11331 Coppersmith Way, Richmond, BC V7A 5J9
Questions? Phone (604) 718-6325



RVDA OF CANADA

RV TECHNICAL INSTITUTE RV TECHNICIAN TEXTBOOKS ORDER FORM

Name: _____ Dealership: _____
 Address: _____
 City: _____ Province: _____ Postal Code: _____
 Telephone: _____ Fax: _____
 Email: _____

Qty	Textbook Title	Price	Total
	Level 1 Textbook	\$235.00/set	
	Appliance		
	Body		
	Chassis		
	Electrical Systems		
	Generators		
	Propane Systems		
	Water Systems		
	Level 2 Textbook	\$465.00/set	
	Appliance		
	Body		
	Chassis		
	Electrical Systems		
	Generators		
	Propane Systems		
	Water Systems		
	Purchased per set only		
	Total Cost Purchased for 2 Sets	\$700.00	
Method of Payment (check one) Member Non-Member		Total Amount of Purchase	

Shipping & Handling & applicable taxes will be added to your invoice.

___ **VISA** ___ **MasterCard** ___ **Cheque enclosed** (call for invoice)

Card Number: _____ Exp. Date: ___ / ___ Sec. Code: ___

Name as appears on card (please print clearly): _____

Cardholders Signature: _____

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