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Valerie Chowning
Owner,
RV Sales of New Mexico



2025 WOMEN IN BUSINESS

These 15 Leaders Are Making Strides in the RV Industry

JAYCO'S JAY FEATHER *TAKES OFF*

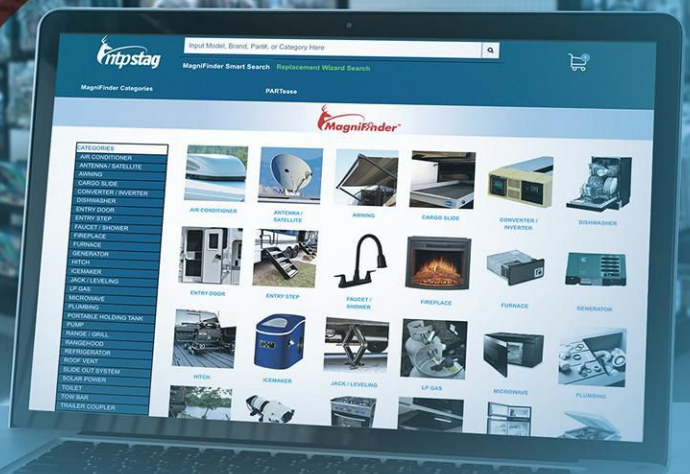
BOWLING RV: 66 YEARS OF SUCCESS

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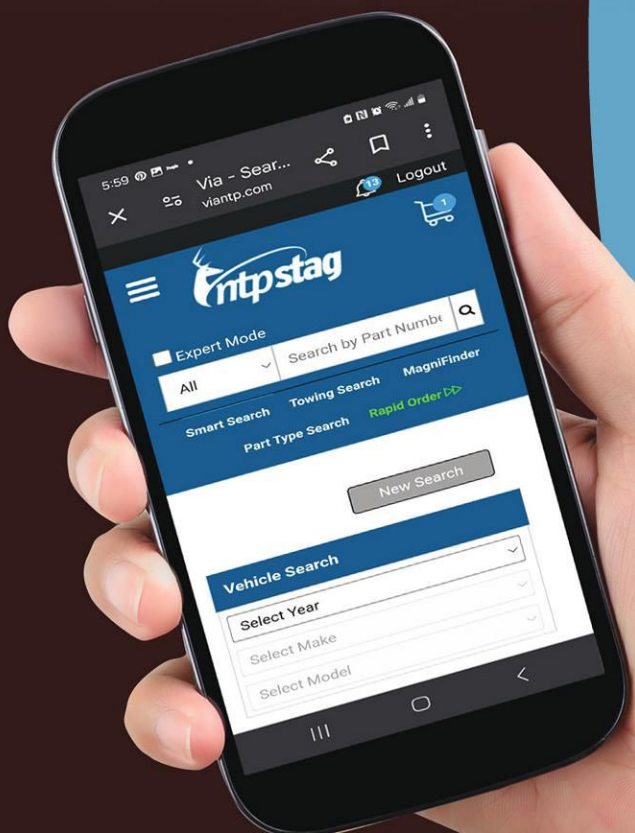




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Valerie Chowning of RV Sales of New Mexico is one of the 2025 Women in Business honorees. *Photo courtesy of RV Sales of New Mexico*

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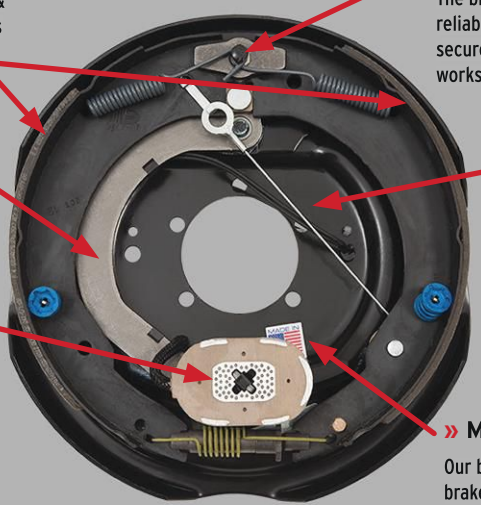
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Michele Moore

As I write this, it's the last day of March — Women's History Month in the U.S., a time to acknowledge and honor the contributions of women throughout American history. These stories are important, not just from a historical context, but also to encourage more women to follow their dreams, no matter how practical or lofty the goal.

Today, women make up 47% of all U.S. employees, according to the U.S. Chamber of Commerce; however, while 79 million women may be nearly half of the workforce, women earn 84 cents for every $1 men do. Even though women are now more likely to hold a bachelor's degree than men, this wage gap has stubbornly persisted for over two decades, the Pew Research Center found. In 2002, women made 80 cents for every $1 earned by men.

In spite of these challenges, women have continued to make strides, and each May, RV PRO highlights the outstanding achievements of women in the RV industry, selecting honorees who have been nominated by their peers. This year, we feature 15 remarkable women whose titles include CEO, controller, certified RV technician, OEM plant manager and so many more. These ladies are inspiring others to succeed in the RV industry — as former first lady Michelle Obama said, "There is no limit to what we, as women, can accomplish." Find 2025's Women in Business profiles on page 26.

In this issue, you'll also discover how one 66-year-old dealership built its success (pg. 8), what makes Jayco's Jay Feather lineup shine (pg. 12) and what the RV Women's Alliance has in store for 2025 (pg. 47). On page 16, find insight into RV exteriors and construction components from three suppliers, and Truma offers information about single-fuel sources in HVAC on page 20.

We hope you enjoy the issue, and as always, thanks for reading!

Michele Moore

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EARLY 2025 CONSUMER TRENDS FOR TRAVEL TRAILERS

The travel trailer RV market is off to an intriguing start in 2025, with data from January and February providing early signs of positive trends within online consumer activity. While it might be too soon to determine whether these trends will hold for the year at large, these insights offer a glimpse into how buyer interest in travel trailers is changing year over year. Economic uncertainty and potential shifts in consumer confidence will continue to influence the market, highlighting the importance of monitoring these trends in the months ahead.

Top Travel Trailer Makes

So far in 2025, the list of top 5 most popular RV makes remains similar to 2024, dominated by Forest River and the change coming from Airstream and Keystone swapping rank positions.

Rank	2025	2024	2023
1	Forest River	Forest River	Forest River
2	Keystone	Airstream	Keystone
3	Airstream	Keystone	Jayco
4	Jayco	Jayco	Grand Design
5	Grand Design	Grand Design	Airstream

Top Travel Trailer Models

Jayco's Jay Flight SLX has kicked off 2025 with an impressive showing in the top spot, surging from a ninth-place ranking in 2024. Forest River's Cherokee Wolf Pup is also making a reappearance in the top five, placing third after falling out of the top five in 2024.

Rank	2025	2024	2023
1	Jayco Jay Flight SLX	Airstream Flying Cloud	Grand Design Imagine
2	Forest River r-pod	Grand Design Imagine	Forest River r-pod
3	Forest River Cherokee Wolf Pup	Forest River r-pod	Keystone Hideout
4	Grand Design Imagine	Winnebago Micro Minnie	Forest River Cherokee Wolf Pup
5	Airstream Flying Cloud	Forest River Rockwood Mini Lite	Winnebago Micro Minnie

QUOTE/DATA INSIGHTS

Compared to this time period last year, online views for **all travel trailers have increased by nearly 6%,** with the **top 10 models seeing a notable 13% rise.**

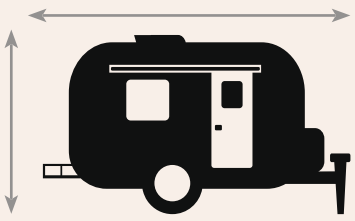
The market for used travel trailers is doing especially well. While views for new models have declined by 7%, **interest in used listings has surged by 25%,** along with an **8% increase in user engagement.**

Although it remains uncertain whether these trends will persist amid economic changes, they indicate a strong consumer interest, intent and confidence in purchasing travel trailers.

Most Popular Travel Trailer Lengths

The following are the most popular lengths (in feet) for travel trailers in January and February on RV Trader.

1. **29 feet**
2. **32 feet**
3. **30 feet**
4. **25 feet**
5. **36 feet**

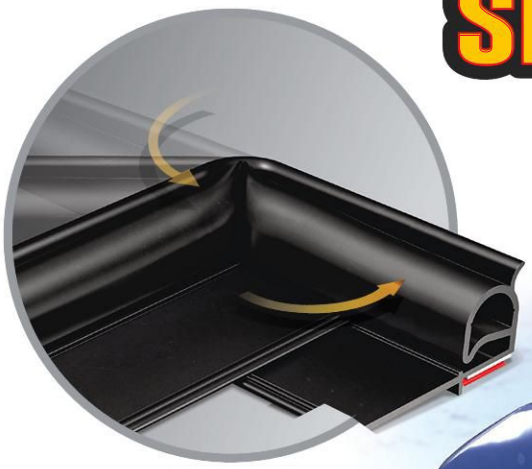


About RV Trader

RV Trader, a part of the "Trader" family of brands and owned by Trader Interactive, is the leading marketplace for advertising RVs, motorhomes and campers. With an average of 6.5 million monthly visitors, RV Trader offers innovative tools to help manufacturers and dealers make connections with customers, increase sales and maximize profits. For more information, visit rvtradermediakit.com.

**SOURCE: RV TRADER SEARCH ACTIVITY FOR TRAVEL TRAILER RVS FROM JANUARY-FEBRUARY 2023-2025.

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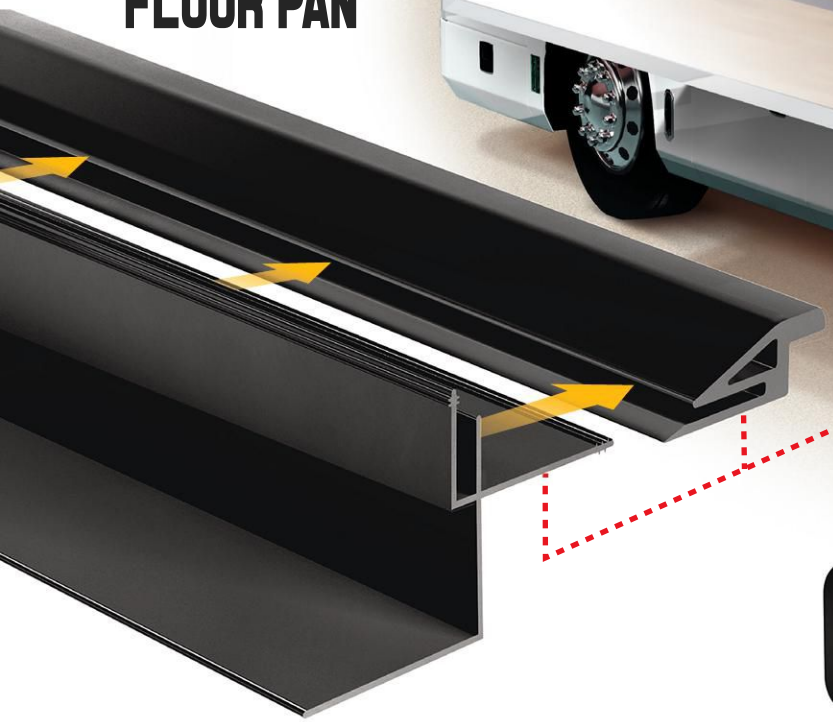


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HOW BOWLING RV BUILDS SUCCESS

The owner of the Iowa-based dealership has built a prosperous business on a foundation of satisfied employees and happy customers.

BY RONNIE WENDT

PHOTOS COURTESY OF BOWLING MOTORS AND RV SALES INC.

While known around town as Bowling RV, this dealership's full name is actually Bowling Motors and RV Sales Inc., a nod to its origin of selling cars. Randy Bowling, the owner of the family business for going on 36 years, explains that when his father started the 66-year-old company, he sold only cars and the business went by the name Bowling Motors.

When the company shifted to selling autos and RVs, Bowling's mother, Betty Bowling, changed the business' name to Bowling Motors and RV Sales Inc. Even though the Ottumwa, Iowa, company no longer sells cars, it still uses this name, though many folks shorten the title to Bowling RV.

Whether someone calls the company Bowling RV or Bowling Motors and RV Sales Inc. really doesn't matter. What matters, he says, is how the community of nearly 26,000 sees them.

"We want to be known as a company that takes care of its customers," he says. "That's how we will keep growing."

THE FOUNDATION: THE DEALERSHIP'S EMPLOYEES

How well a business takes care of the community starts with how well it takes care of its employees, Bowling says.

"We consider our employees part of our family," he says. "We try to make it fun for them to work here."

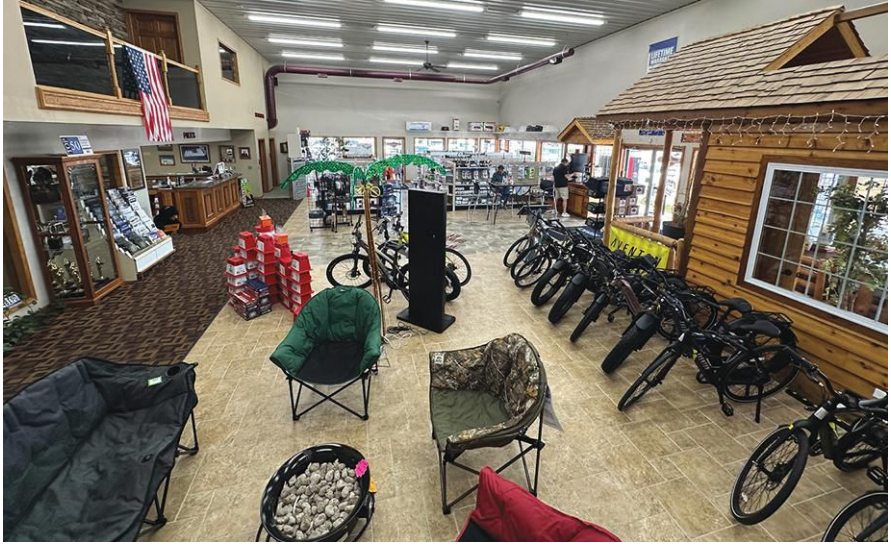
To that end, Bowling RV often serves breakfast in the service drive or gives out gift cards. "One Christmas, we had all our employees play bingo and gave out money, prizes and gift cards," he says.

Treating employees well leads to longevity, which in turn, he says, leads to excellent customer service. Bowling RV is a family business where his mother and his sons, Jake and Adam, work.

The dealership's longest tenured employee has been with the company for 38 years. "His son works for us now and has been with us almost five years," Bowling says. "At one time, we had three sets of fathers and sons working for us. Those dads wouldn't allow their kids to work here if it weren't a great place to work."

Most employees see their job as a career, "not a building block for a résumé," he adds. "People know they have a good job, with excellent pay and benefits. And they know that they will be cared for and appreciated."

Bowling RV's 7,000 swift part warehouse.





Randy Bowling with his sons Jake (left) and Adam

CONNECTING WITH THE COMMUNITY

This spirit of fun extends to the local community as well. Bowling RV no longer attends large RV shows, choosing instead to host local events and invite the community.

"We decided to take the money and spend it locally, using it to have a fun day with giveaways," he says. "Our events are all free."

Bowling RV designs each event to be festive and family friendly. One of its standout events, the annual St. Patrick's Day Sale, is a lively celebration featuring Irish stew, door prizes and an electric bicycle giveaway. "The staff dresses up in bow ties, green vests and black pants," Bowling shares. "We make it festive, and we make it fun."

The festivities don't stop there. In May, the dealership hosts the annual Western BBQ Sale, complete with pulled pork and cowboy hats — a throwback to the Wild West that's as much about food and fun as it is about RVs.

Bowling says these events are a hit with the local community and offer an alternative to the RV shows that dominate the industry.

"People pay, pay, pay to go to an RV show," Bowling says. "When they come here, it's all fun, it's all free, and instead of seeing eight RVs, they can see 150."

The refreshing shift, he says, has not only brought in new customers but built lasting relationships within the community.

So, what's the secret to the success of these local events? Bowling says it's all about value — both for the community and for the dealership.

"We give the people who show up something for free," he explains. "That could be food, door prizes or other giveaways. It's about giving them something of value for their time because their time and our time are important."

Marketing also plays a crucial role in spreading the word. Bowling RV makes sure each message highlights key reasons for people to come out: competitive prices, an extensive inventory and a family-owned legacy that's been serving the community for over 66 years.

Bowling RV recently partnered with Stealth to handle its digital marketing needs.

"They do just about everything for you," he says, "from Google [Ads] to maintaining an online presence. We also rely on direct mail, marketplace listings and targeted RV ads to get the word out."

DELIVER MORE THAN AN RV

Bowling RV includes an informative RV walkthrough free with every purchase. These walkthroughs can take just a few hours for a small travel trailer all the way to a half day for a 40-foot diesel pusher.

"Other dealerships charge nearly $1,000 for walkthroughs," Bowling says. "But when you buy from us, you're not just getting an RV. You're getting an experience."

Bowling RV strives to make customers feel like family from the moment they step through the door, giving each one a personal lanyard with their name on it when they walk in to pick up their RV.

"The lanyard alerts our staff that they're picking up a new camper," Bowling explains. "Everyone is trained to address them by name and congratulate them."

And it's not just a one-time interaction. The lanyard stays with customers for future visits, so they can always be greeted like VIPs.

The special touches don't stop there. As customers tour the dealership, their name flashes across the service drive TV, congratulating them on their purchase. And of course, they get the red-carpet treatment with pictures taken to commemorate the moment.

The inspiration for this warm welcome came from Bowling's own experience of buying a new car.

"They gave me white-glove service," he says. "I felt respected and appreciated. They had a billboard that recognized me and made me feel special. I wanted to do the same for our customers because they are important to us."

Every employee is trained to treat the customer the way they themselves would want to be treated, Bowling adds.

"I think that goes a long way in this world," he says. "Don't treat the customer like a customer. Treat them like a friend."

A customer who is treated well will be a customer for life.

"Our customers come back again and again," Bowling says. "We have customers that absolutely will not buy an RV anywhere else."

"BRAND" DESIGN

Bowling RV's journey in the RV world has been full of twists, turns and a few unexpected detours.

For example, back in the late 1980s when Randy Bowling took the reins, the







RV market was tightening up. While the Winnebagos the dealership sold were great, Bowling says he knew buyers needed a more wallet-friendly option as well.

Bowling landed on Terry Travel Trailers, the two-toned, canned-ham travel trailers introduced by Terry Coach Industries in the 1950s and acquired by Fleetwood in 1964. These trailers were affordable, practical and exactly what Bowling RV's customers needed.

"By 1999, we were the No. 1 Terry dealer in the Midwest," he says. "We grew by leaps and bounds because these were RVs people could actually afford."

But by the early 2000s, the dealership shifted gears to Keystone RV, a brand they'd started selling in 1999.

"In fact, I bought the first-ever Montana fifth wheel," Bowling recalls with a grin. "It was a prototype."

Bowling RV quickly became the largest Montana dealer in the Midwest, selling 55 Montana fifth wheels in 2021 alone.

Then Bowling RV took on Grand Design products in 2023 and still sells the entire product line today, along with the Heritage Glen line from Wildwood RVs and Vibe Travel Trailers from Forest River.

"We also sell Encore Class A motorhomes and Forester Class C motorhomes," he says. "I buy a lot of used motorhomes through the year, and we sell about a 100 a year."

A recent possible acquisition by Camping World in 2022 hit a major speed bump. With the deal nearly finalized, Camping World backed out at the last minute, citing "unforeseen circumstances."

"For a year or two people thought they were coming to Camping World, which caused more than a few stumbling blocks," he says.

The FEMA contracts that Bowling RV had carried them through these tough times, he says.

"To date, we've done three major FEMA contracts, and we just signed a contract to provide campers to FEMA for another five years," he says.

KEEPING UP WITH THE TIMES

Bowling RV built its current facility in 2000 but has added on to it six times. The company added a 54-bay indoor storage facility and a 66-foot-by-100-foot parts warehouse, and fenced in and paved all 7 acres of outdoor RV storage.

"We just added three more service bays, which puts us at a total of 13 service bays," he says. "We must be doing something right because we are always busy. We've got good service advisers and service managers."

In 2024, Bowling RV sold 500 RVs. "But my service department talked to 3,200 customers," he adds.

Bowling RV has added RV Pro Check to streamline service check-ins and processes.

"We have great service techs, but we need to keep up with technology," Bowling says.

Tech advances have also included getting the business and employees ready for online sales. "Besides the tools, everyone needed to be trained, especially for phone calls," he says. "We think it's a simple thing because we talk on the phone all the time, but it's not. It takes more savvy to get people excited about a product when they are 1,100 miles away."

The dealership also set up a Business Development Center that is staffed by an employee whose sole job is to take all preliminary leads, talk to the customer and set up in-person visits with a salesperson.

"We are trying to change the way we do business to make it more effective," he says.

Bowling RV provides a Warranty Forever agreement with every new and up to two-year-old used RV. With this agreement, if the customer brings in their RV for an inspection annually, the RV has a warranty for the lifetime that they own that RV.

"The lifetime warranty really sets us apart," he says. "We see that customer every year and can address everything the RV needs at that time."

DEVELOPING A COMMUNITY

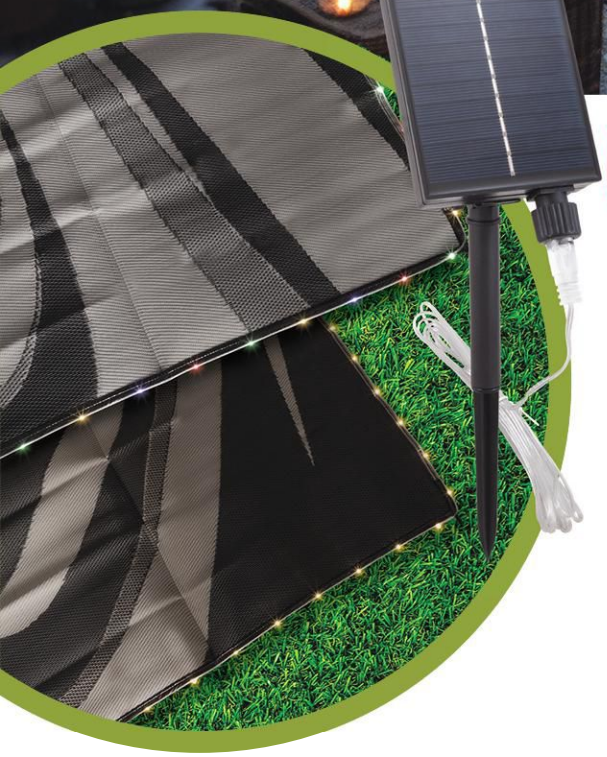
Bowling RV might not be part of a 20 Group — a network where RV dealers share tips and strategies — but that hasn't stopped them from building their own network of industry friends.

"Don't get me wrong. Twenty Groups are great," Bowling says. "But you really have to open up your life to a 20 Group. A lot of dealers love them. We just have never done it. After 36 years in the business, I have a great dealer network if I need something."

While Bowling RV forges its own path, the dealership is an active member of the RV Dealers Association (RVDA) and attends its national convention every year. Bowling encourages fellow RV dealers to do the same, citing the value of connecting with like-minded industry professionals.

Whether it's expanding their facilities, embracing modern technology or offering unbeatable warranties, Bowling RV is committed to staying at the top of its game. With a passion for service, a keen sense of community and a sharp eye on the future, it's no wonder Bowling RV continues to thrive — one RV at a time. RVP





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JAYCO'S JAY FEATHER *TAKES OFF*

A mainstay in the brand's lineup, the **Jay Feather** focuses on safety, features and an attractive price point.

BY JOHN MCCURRY

PHOTOS COURTESY OF JAYCO

Mark Lawson, director of product development for Jayco's Jay Feather line, takes a calculated approach in planning new models, focusing on achieving the right combination of design and construction.

"My guiding principle when it comes to product development is made up of four key things: towability, affordability, durability and functionality," Lawson says. "What that means is, is it functional, does it have the correct features that our buyers need to camp correctly and comfortably? Does it have the right safety features; does it have an ample amount of storage, a good number of windows? Those are some of the things that are super important."

Lawson estimates he spends about 30% of his time researching and developing new product ideas. He is quick to add that he is surrounded by a skilled group of professionals.

"I'm blessed to be a part of the lightweight team. They are absolute rock stars, from engineering to production to sales to marketing. We have a lot of staff who actually are campers themselves and own Jayco products. It's not just me coming up with ideas — it's the whole team, particularly our engineering manager, who camps all the time and comes up with a lot of cool ideas."

SAFETY SELLS

Lawson emphasizes Jay Feather's safety aspects as a big selling point.

"We have a ton of safety features on the Jay Feather. We are standard with instant TPMS on all Jay Feather products," he says,





referring to the tire pressure monitoring system. "What is cool about that is, it is an app-based system that actually sends a notification to your phone. It allows you to be proactive. We give you really good tires, but if you run into an issue, such as a really large pothole, it will notify you. We have excellent speed ratings and road ratings on all of our tires. Also, self-adjusting electric brakes are built in."

Lawson also touts Jayco's magnum truss roofing system. All of Jayco models are capable of supporting 4,500 pounds. That's an added layer of safety during heavy snows, or if something falls onto the roof.

"We believe in a strong foundation," Lawson says. "On all of our travel trailers, we have what is called the integrated A-frame. It gives you more welds around the frame and gives you the assurance that the frame is not going to snap off from the chassis."

STANDOUT STORAGE

Jayco focused on key interior areas when determining its 2025 Jay Feather decor. Attractive bedrooms were a must.

"We give you adequate storage but also give you an open feel," Lawson explains. "The majority of our floorplans in the bedrooms have a built-in closet that goes into the bath wall. You are going to have a ton of storage in there. Wherever we have those built-in closets, we removed the closets that were at the head of the bed on each side and opened up that space. You still have the overhead storage, but we just removed part of the wardrobe."

Bedrooms also feature nightstands that slide out, with storage below. Nightstands are equipped with pop-up USB chargers on each side.

The kitchen was another area of concentration, offering a residential feel with cabinet doors and drawers. Jayco reduced the number of exposed hinges between all of the doors.

"We also wanted to make sure that we had an adequate number of drawers," Lawson says. "A lot of times, when you look at travel trailers, you are lucky to get even one pot and pan drawer. We give you multiple pot and pan drawers, and they look very symmetrical."

There is no shortage of floorplans available in the 2025 Jay Feather. Space-wise, they range from small to midsize to large. Models range from 23 feet to 37 feet long. Jayco kept them all under the Jay Feather brand, simplifying offerings for its dealers.

FEATURES, FLOORPLANS & FEEDBACK

"We are a one flag model, meaning if you are a Jayco dealer, you sell all of our brands," Lawson says. "So, we try to simplify and make it a little easier at the dealership level. We are seeing really good success with our Murphy bed model. They are hinged, so that they do not drop down into the outside storage area, so that you do not lose any storage area. We opened up those wardrobes there, too, and added the sliding nightstands."

Jay Feather's niche is as a lightweight laminated travel trailer brand. Units retail from $25,000 to $45,000. Lawson says the model's sweet spot is around $35,000. He reports that dealer reactions to the 2025 Jay Feather have been excellent, with good returns on all of the floorplans.

"Our staple floorplans that we have had around for years continue to do well, especially in our midsize range," he says. "We are seeing really good growth in those. RV show reaction has been good. We have been doing well at shows.

"Overall, we have seen good growth at the bigger shows. We know it is a tough market out there, and to be able to see a bit of growth, we are happy about that."

Customer feedback is a key source of inspiration in developing new models. That helps build loyalty, according to Lawson.

"It would not be smart if we did not listen to our customers. We are always asking questions, trying to find out what features they like and what they think of our floorplans. Our customers enjoy providing that feedback. We have a lot of loyal repeat customers. One of our slogans is 'Generations of family fun.' We hear stories about parents and grandparents who owned a Jayco from customers coming in to get their first Jayco."

A standard feature on all Jay Feather models is a climate





shield package. Lawson describes it as an extended camping season package that maintains 68 to 72 degrees on the inside even when tested between temperatures from 0 to 100 degrees outside.

"This is part of our functionality aspect," he says. "Our climate shield is something that gives us a competitive advantage."

Lawson is especially proud of the 27MK (mid kitchen) floorplan, with its plentiful countertop space and lots of rear windows. It features a center aisle with dual opposing slides.

"So, you have huge panoramic windows all the way around that living area and a ton of storage. We also stretched the bedroom to give you more space at the foot of the bed. Essentially, it gives you the feel of a bedslide bedroom, without actually having the bedslide."

Lawson also touts the 29BHB midsize bunkhouse floorplan with dual entry. The second entry goes directly into the bathroom. He says this model is loaded with storage and has a built-in closet in the bedroom. It also features an outside kitchen with a huge grill.

Engineering is nearly complete for 2026 model changes, Lawson says. Product development is a constant endeavor. For now, he is keeping new changes under wraps for the most part, but did offer a hint regarding one area.

"One of the big focuses for model year 2026 is that we want to increase window size, because it is important. People who buy RVs want to be in touch with the outdoors. They want to be able to see the outside. Another focus is making sure our price point is correct, to be able to compete from a price advantage standpoint."

A SHOW OF SUPPORT

Jayco plans to build 5,000 Jay Feather units during this model year, including single-axle and tandem-axle units. Lawson acknowledges the market is tough, with high interest rates, inflation and the threat of tariffs. Jayco's strategy to mitigate these challenges includes increased dealer training and maintaining a big presence at RV shows.

"Everyone is working really hard to make sure that we can overcome these challenges in the market," he says. "In spite of all this, we are still seeing steady growth, especially in the Jay Feather line. We are projecting more growth for this year, compared to last year. All of us, from product development to sales to upper management, are all hitting the road and making sure we are supporting our dealers at the shows and at the dealerships." RVP

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Built To Last

Three suppliers weigh in on what dealers need to know about exterior and construction trends across the RV industry.

BY MICHELE MOORE

ALL IMAGES COURTESY OF RESPECTIVE COMPANIES.

Be it wood, aluminum, fiberglass or a composite, what makes up an RV's construction and exterior matters to buyers. RV PRO asked several experts to tell us what's most important to know about these different materials.

What tech advancements have you seen in RV construction components?

Kurt Hostetler, Myers | Ameri-Kart, sales specialist: While core raw materials to produce tanks have not experienced significant improvements, the rotational molding and thermoforming manufacturing processes and equipment improvements have provided efficiencies that support a higher-quality product.

James Witty, Brianza USA, president: With fiberglass, it's all about the raw materials included in manufacturing. Brianza USA uses top quality raw materials from Italy and Germany — pure resin; most of our competitors use resin with additives.

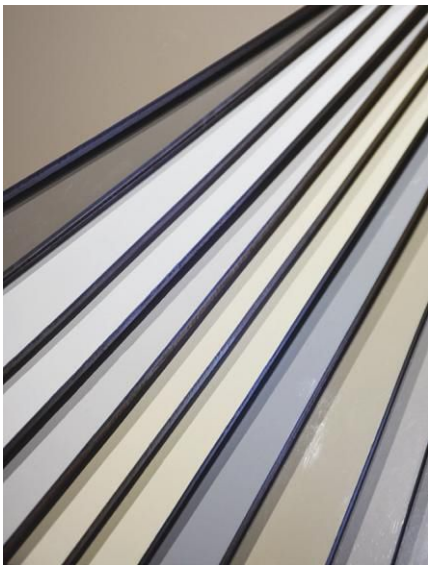
Brian Falkenberg, Crane Composites, RV market & business development manager: Crane Composites began in the RV market over 30 years ago and pioneered the introduction of fiberglass panels into the RV market under the FILON brand and more recently with our premium products under the NOBLE brand of sheet glass. Advancements in FILON and NOBLE panels have been significant since their introduction. Innovations in resin and gelcoat technologies have enhanced resilience and lifespan, offering improvements in weathering and durability. Breakthroughs in automation in our manufacturing processes have enhanced consistency in critical aspects such as color and thickness. Enhancements in surface appearance, smoothness and gloss have elevated aesthetic appeal. Other advancements at Crane Composites have pioneered stronger, lighter and more aesthetic surfaces that require minimal maintenance yet deliver exceptional protection from the elements.

What materials do you use in your RV exterior/construction products and why?

Hostetler: All tank products utilize resin or ABS sheet raw material, depending on the manufacturing process. These materials provide the most reliable, highest quality and cost-effective solution for OEMs and the aftermarket.

Witty: We provide fiberglass coils and sheets for sidewalls, slideouts, roofs and flooring.

Falkenberg: FILON coilable exterior sidewall panels, manufactured in Jonesboro, Arkansas, are composed of an advanced resin system, premium fiberglass mat made in-house and a UV- and weather-resistant smooth gelcoat. We offer our coiled material in a variety of finishes, thicknesses, colors and sizes depending on OEM requirements for their models. We also have local technical experts to help optimize the lamination process to reduce thickness, resulting in weight and cost savings. As a part of our ongoing commitment to quality and innovation, we continue to respond to customer needs and evolve our product lines. We'll be introducing our newest lineup of FILON with fourth generation product advancements this year. Our NOBLE lineup of sheet glass exterior sidewall panels, manufactured in Goshen, Indiana, utilizes our patented moving mold process and are vacuum infused, eliminating the need for any glue or adhesive to the substrate. The result is a durable, high-gloss, smooth, gelcoated finish built to withstand the elements. We recently engineered a superior, lighter, automotive-like sidewall with the



Swatches of Crane Composites' NOBLE product line

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What challenges are your company facing, such as supply chain issues, legislation/regulations, tariffs, etc.? What steps are you taking to mitigate them?

Hostetler: There are no challenges relative to our capacity and availability, and since our products are all made in the USA, we have no concerns pertaining to tariffs or other regulations.
Witty: We work hard to have a 99% on-time delivery and source our materials from Europe. We haven't had any issues with tariffs, etc., yet. We are continually checking in and monitoring changes.
Falkenberg: All our products are manufactured in the United States of America. This allows for best-in-class lead time and flexibility and enables us to quickly respond to our RV OEM partners' changing needs. We have minimal reliance on foreign materials for our products, which has allowed us to mitigate many supply chain issues and risks.

What kind of maintenance is required for these products, if any?

Hostetler: For holding tanks: [Advise customers to] use the correct toilet paper; flush the tanks frequently, use a treatment specifically formulated for RV holding tanks, lubricate the tank valves and sanitize the tank. For freshwater tanks: [Customers need to] disinfect the tank and plumbing regularly, change out the water at the very least every six months and treat the water appropriately for your water source.
Witty: None. In fact, Brianza USA has multiple levels of [quality control] to make sure there's very low maintenance and very few defects.
Falkenberg: One of the many benefits of FILON and NOBLE sidewalls is their easy maintenance. We recommend washing the RV with a mild soap every three months or more frequently as needed to remove dirt. To keep FILON and NOBLE panels looking glossy, we recommend waxing your RV every six months — typically before and after a camping season. To help with the care and maintenance of our sidewalls, we have how-to videos and further recommendations that you can see at exteriorRVcare.com. By design, our FILON and NOBLE panels are resistant to stains, impact and moisture, so maintenance is minimal allowing for RVers to focus on their journey.

What products do you offer in the aftermarket, if any?

Hostetler: All of our tank offerings that we provide to OEMs are available to the aftermarket. Standard tanks, meaning our most popular tanks, are inventoried by our distributor partners with the balance of tanks available via special order.
Witty: We have customers that work in the aftermarket realm, which we supply to for repair/replacement projects, but [we] do not provide to the aftermarket directly.

What else do our readers need know about RV construction components?

Witty: Fiberglass is tough to eyeball and know which company is providing it since there's no branding present specifically on the glass. [Customers should] ask the sales team when buying an RV. Fiberglass matters with yellowing, distortion and delamination issues. Do your research and choose an RV that uses a high-quality fiberglass. [Customers] can always replace that antenna or air conditioner, but a full sidewall is a different problem all together.
Falkenberg: The choice of the exterior sidewall material for RVs is discussed often. FILON, NOBLE and aluminum are widely recognized options. However, FILON and NOBLE offer certain advantages, including impact and corrosion resistance, smooth and glossy aesthetics, and simplified cleaning and maintenance. Additional benefits include seamless installation and higher resale value. At Crane Composites, we combine our expertise in composites material science, process and technology with a deep understanding of customer needs and localized manufacturing and support teams to deliver premium products and support. Our R&D team is always exploring new materials and technologies to continue to deliver innovative solutions to the market. RVP

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What you'll learn:

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SPEAKERS



Wade Seaburg
Chief Commercial Officer
Dragonfly Energy



Jesse Asay
Senior Technical Sales & Wholesale Accounts Specialist
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Growing Interest in Single-Fuel Solutions

The recent popularity of the Class B market has bolstered interest in simplifying fuel sources.

BY LACY KRASZEWSKI, TRUMA NORTH AMERICA

IMAGES COURTESY OF TRUMA NORTH AMERICA



It's safe to say that the RV industry experienced a surge in interest five years ago. RV ownership increased during the pandemic, and those in the industry welcomed the growth with open arms.

One RV type in particular, the Class B, experienced renewed interest during that period of growth, thanks in part to individuals seeking to go off-grid and a resurgence in the "van-life" trend. A term that first gained popularity in the 1960s and 1970s, van-life has evolved over the past several decades and is now synonymous with the Class B motorhome.

"Class Bs tend to be smaller and more maneuverable, which makes them ideal for traveling to less populated areas or going off the grid," says Nick Dunning, head of business development, Truma North America. "This type of RV proved ideal during a time when RV travel evolved and grew exponentially."

Fast-forward five years after the pandemic, and while the industry landscape has changed, RV ownership continues to evolve.

According to a recent study by Go RVing and the RV Industry Association (RVIA), current RV owners typically use their RV for 30 days per year regardless of the type of RV. This is a 50% increase since the 2021 Go RVing study. In fact, 86% of current RV owners report using their RV as much as or more than expected, which is also an increase from the 2021 Go RVing results.

"People are still looking to go off-grid, perhaps even more so than before," Dunning says. "Yet now they are thinking beyond the make and size of the

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RV. They want to ensure that whatever they use for travel is efficient, maximizes space, and ultimately makes the most sense for their lifestyle. Thus, the growing interest in single-fuel solutions."

Single fuel means eliminating the need for a second fuel source and simplifying the RV experience. Class B models are built on a van chassis powered by gasoline or diesel engines; thus, by including climate control and water heaters that utilize either gasoline or diesel, the RV has a single fuel source.

"The North American market has been transitioning to single-fuel solutions in the Class B market for a few years now," Dunning says. "This can be seen as a step toward all-electric for the house side of the vehicle, which is also growing in interest among RV owners."

Single-fuel options have been an option in the North American market since 2021, Dunning says, referencing the diesel model of the Truma Combi two-in-one furnace and water heater. Last year, the company also introduced the gasoline-powered Combi G, and a new version of the Combi D arrived in North America at the beginning of 2025. This solution is currently only available to OEMs, but it allows manufacturers to switch to single-fuel solutions.

"Many of our OEM partners are familiar with our Combi system, which runs on propane. Since the footprint of the diesel and gasoline versions is the same as the original, it is a simple transition for them," Dunning says. Single-fuel options allow manufacturers to meet growing customer demand, and

SINGLE FUEL MEANS ELIMINATING THE NEED FOR A SECOND FUEL SOURCE AND SIMPLIFYING THE RV EXPERIENCE.



Truma's gasoline-powered Combi G

Dunning states that there are several reasons to consider moving to single-fuel solutions, including that gasoline and diesel are more readily available than propane when traveling. Reducing or eliminating propane reduces weight, thereby adding usable space for other RV features and appliances.

In addition, RV owners can have the ability to camp for longer periods of time, especially if they are also utilizing battery backups and solar to help the appliances in the coach.

with the freed-up space, they can add other amenities.

As with any new technology, there are a few challenges. An overall comfort level must be achieved when using a new fuel source, Dunning says. Additionally, suppliers must work to understand how different fuel types respond to environmental factors.

As for owners, the Class B chassis does not allow all fuel to be removed from the fuel tank. Therefore, when the fuel tank is down to approximately one-quarter full, the appliance will no longer be able to pull fuel and operate. While this is a safety mechanism to ensure the owner has sufficient fuel to drive, it is something that owners must become accustomed to.

Still, for many RV owners, the conveniences far outweigh any challenges.

George Larson, one of the original field testers for the Truma Combi G, has since switched to using a Combi G on his Class B and does not shy away from cold-weather camping.

"There hasn't been a night where we haven't run the furnace. We would have had to fill our propane tank several times over by now," Larson says. "The thought of not having to search for a decent source of propane takes away one of the 'micro' stresses that come with living on the road."

Looking ahead, Dunning and his team believe that interest in single-fuel options will continue to grow, largely due to the flexibility they offer.

"Studies such as that from GO RVing show us that remote work and off-grid experiences are growing demographics for the industry and an exciting opportunity for manufacturers to provide solutions that are simply better for the end user," Dunning concludes. RVP

Lacy Kraszewski is the product manager with Truma North America and served as a key member of the launch team for the new Truma Combi Gasoline and Truma Combi Diesel. For more information, visit truma.com/us.



Free | May 8 | 1 p.m. Central

RV PRO webinar

Building Connections & Driving Sales for RV Dealers: **CRM vs. DMS**

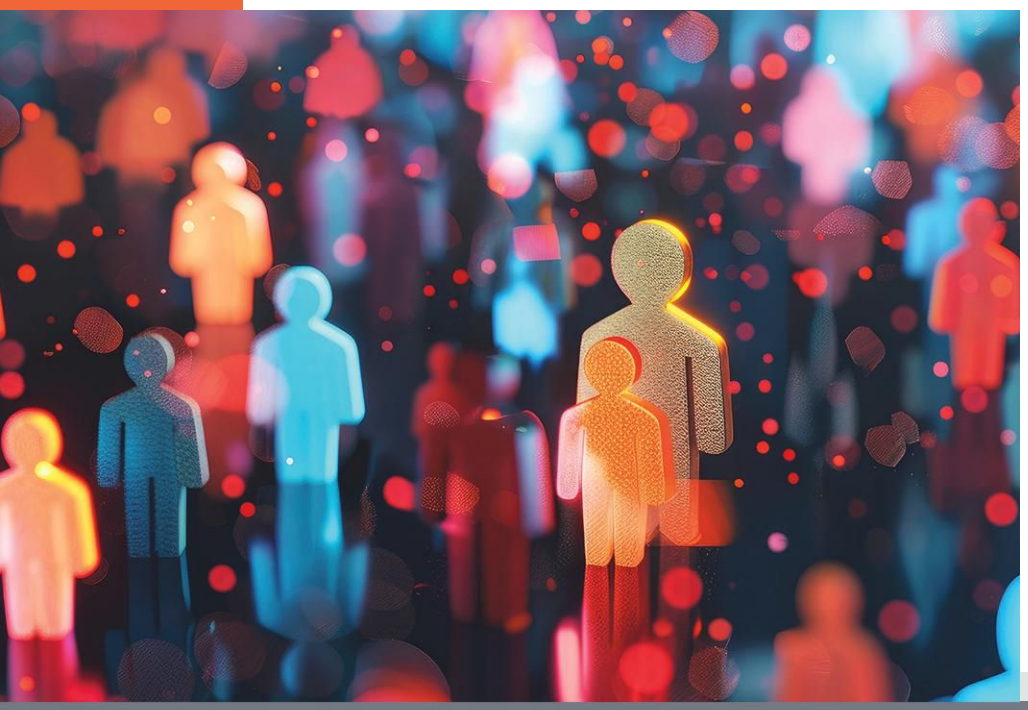
In this webinar, we'll break down the key differences between a Dealer Management Solution (DMS) and a Customer Relationship Management (CRM) tool—and why your dealership needs both to succeed. This session will be presented by two experts in the field who will guide you through the tools to help RV dealers simplify communication, improve follow-ups, and maximize every sales opportunity.

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Women in Business 2025

The diverse roles of this year's 15 honorees show just how far women have come in the RV industry.

BY JORDAN BENSCHOP, JENNIFER KING AND MICHELE MOORE

Women — nearly 79 million of them — make up 47% of the U.S. workforce, according to data from the U.S. Chamber of Commerce. In 2024, 57.6% of women were active employees, compared to 67.8% of men. As McKinsey and Co.'s Women in the Workplace 2024 report indicates, "Over the past decade, women's representation has increased at every level of corporate management. Most notably, women today make up 29% of C-suite positions, compared with just 17% in 2015."

A 2022 Pew Research Center study found that women accounted for 50.7% of the college-educated workforce, and the labor force participation rate for college-educated women was 69.6%.

Progress is being made, and women across the board are receiving greater recognition for their hard work and contributions. However, women still face a wage gap, earning 84 cents for every $1 men make. McKinsey and Co. notes that women are less likely than a man to receive their first promotion to manager — for every 100 men promoted in 2024, only 81 women were. The study also points out that women of color face greater difficulties, representing only 7% of C-suite positions.

At the current rate of progress, **McKinsey and Co. estimates it would take 48 years for women to achieve their share of representation in the U.S. workforce**, assuming the current rate of progress is maintained.

Gender equity matters, not solely from the perspective of equality, but also for a business's bottom line. According to Forbes, research indicates that removing gender discrimination can bolster productivity by as much as 40% and profitability by 63%, while also broadening the range of skills available to the team.

The McKinsey and Co. study found that, compared to companies without any female executives, "companies with the greatest proportion of women on executive committees earned a 47% higher rate of return on equity."

Women are good for business, and in order to maintain — or improve! — the current rate of progress, we need to continue to support and celebrate women's achievements in the workforce.

At RV PRO, this is something we take seriously, and we look forward to honoring the contributions women make to the RV industry each year with our Women in Business spotlight. This year, we had a record number of nominations, and we thank all of the nominators as well as our sponsors for taking the time to recognize and appreciate so many outstanding women in our industry. On the following pages we will introduce you to the 2025 honorees!

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Go Power! | DOMETIC

Brenda Arms is responsible for overseeing the efficient and accurate distribution of RV parts, ensuring that service teams and customers receive the right components in a timely manner. As a key leader in the parts department, her nominator says she streamlines logistics, maintains strong supplier relationships and optimizes inventory management to minimize downtime for Alliance RV owners. Her role is critical in supporting both internal teams and dealer partners, enhancing customer satisfaction through her dedication to prompt and precise service.

How has Brenda demonstrated leadership and innovation within her field?

With over 20 years in the RV industry, Brenda has set the standard for excellence in parts distribution and service support. Her leadership is evident in her proactive approach to problem-solving, ensuring that Alliance RV remains ahead of potential supply chain issues, her nominator says. Brenda is known for fostering collaboration within her team, sharing her extensive knowledge and implementing innovative inventory strategies that enhance efficiency. Her ability to combine technical expertise with outstanding people skills makes her a respected leader and mentor.

What measurable impact has Brenda had on Alliance RV?

Brenda's impact was both immediate and transformative. The solid foundation she established at Alliance RV, which was a startup at the time was truly invaluable, her nominator says. Her unwavering commitment to operational excellence has not only propelled Alliance RV forward but has also elevated industry-wide standards. By keeping repair event cycle time (RECT) at the heart of her efforts, Brenda has driven remarkable improvements, enabling dealers and end users to experience faster turnaround times and, ultimately, keep customers on the road and enjoying their adventures, according to her nominator. Beyond her operational expertise, Brenda's leadership, passion and collaborative customer-first mindset have strengthened Alliance's company culture, inspiring those around her to strive for excellence every day.

How does Brenda contribute to the ongoing support and growth of women in the RV industry?

Brenda actively supports and uplifts women within the RV industry by mentoring and empowering her colleagues. She is a strong advocate for women in leadership roles and continuously encourages professional development for those around her, her nominator says. Whether through one-on-one mentorship or by creating an inclusive and supportive work environment, Brenda helps pave the way for the next generation of female industry leaders. She leads by example, demonstrating that expertise and determination can drive meaningful change in a historically male-dominated field.

What challenge(s) has Brenda faced in her career and how did she overcome it?

One of Brenda's biggest challenges in her career was navigating supply chain disruptions that threatened to delay crucial parts shipments. She proactively identified alternative sourcing strategies, built strong relationships with suppliers, and implemented a more agile inventory management system, according to her nominator. Her problem-solving abilities ensured that Alliance RV continued to meet customer expectations, even during industry-wide shortages. Her adaptability and commitment to excellence have set her apart as a true leader in her field.

What else should we know about Brenda?

Brenda is not only a leader in the RV industry but also a compassionate and selfless individual, her nominator says. Her passion for helping others extends beyond work — whether it's mentoring colleagues or stopping on the side of the road to rescue animals in need. Her dedication, warmth and unwavering commitment to excellence make her a truly special and deserving candidate for this award.

From Brenda

What advice do you have for women in the RV industry?
Recognizing your worth and never settling for less is crucial. Embrace opportunities to learn from your mistakes, and never ever hesitate to step outside of your comfort zone, as growth often lies beyond it. I am fortunate to have an exceptional mentor and leader in Curtis Carlson, whose guidance has been instrumental in my development at Alliance.

What does it mean to you to be a Women in Business honoree?
As a mother of two daughters, it is a great honor to set a positive example for them as they pursue careers in the business field.



Brenda ARMS

Director of Parts Operations – Alliance RV

Deanna WEAVER

Director of Administration – Bontrager Outdoors

Deanna is the backbone of Bontrager Outdoors, bringing her extensive experience of RV manufacturer functions from Jayco to the company. She oversees daily operations, manages administrative staff and ensures regulatory compliance. Deanna works closely with the leadership team on strategic planning, budgeting and policy development. She handles HR functions, including hiring and onboarding, and coordinates production and shipping schedules. In addition, she manages licensure, sales order approvals and communication with banks and dealers, playing a key role in ensuring smooth operations across departments.

How has Deanna demonstrated leadership and innovation within her field?

Deanna consistently steps up, putting in the hours and leading by example. She effectively manages and motivates her team, fosters a collaborative work environment and introduces innovative solutions that improve processes and drive cost savings. Her ability to maintain open communication has been instrumental, one nominator says. As a camper herself, she stays engaged with RV campers and builds relationships with banks and large RV communities, keeping Bontrager Outdoors connected with new audiences. With extensive experience in the RV industry, Deanna continuously seeks to improve both her department and others, setting strategic goals and ensuring efficient operations. Her leadership prioritizes customer satisfaction, team collaboration and mentorship, all while promoting a positive work culture.



What measurable impact has Deanna had on Bontrager Outdoors?

Deanna's nominator says her impact is "immeasurable," especially in Bontrager Outdoors' transition after the company's ownership change and rebranding. She ensures all licensing is submitted on time, preventing fines, and single-handedly manages HR duties when the team is away. She oversees transportation, ensuring product deliveries and leads scheduling meetings to keep operations on track. Her leadership has greatly improved employee satisfaction, driving a 75% increase in internal survey scores. Deanna also improves operational efficiency, streamlines processes and enhances data accuracy. She fosters a close-knit, positive work culture and is key to employee retention, customer satisfaction and a productive office environment. Her attention to detail and dedication makes her the glue that holds everything together, her nominators say, while her values support her ability to maintain a rewarding work culture for her teams.

How does Deanna contribute to the ongoing support and growth of women in the RV industry?

Deanna understands firsthand what it means to be a woman in the industry, her nominators say. Being in a predominantly male industry, she uses her experiences to inspire growth and positivity in her peers, mentoring women at Bontrager Outdoors, offering guidance, career development and encouragement to build confidence in their roles with her open-door policy. Deanna helps new hires, both male and female, learn the business and fosters a family-oriented environment. As a leader in the RV sector, she promotes inclusivity and creates opportunities for women to excel in traditionally male-dominated positions.

What challenge(s) has Deanna faced in her career and how did she overcome it?

Despite facing significant health challenges, including being a breast cancer survivor, she remained dedicated to her work. Even during her cancer treatments, she ensured business continued smoothly.

From Deanna

What advice do you have for women in the RV industry?

I would say to any up-and-coming women in the industry to always think outside of the box. Learn everything you can about the whole process. Never stop learning new things. One of my favorite quotes is, "One person can make a difference, and everyone should try" by John F. Kennedy. Be that difference!

What does it mean to you to be a Women in Business honoree?

I am so honored to be named a Women in Business honoree and humbled to have been nominated by my coworkers. The industry has been a huge part of my life for the last 30 years both professionally and personally. I have met some great mentors and now consider them lifelong friends.

Samantha is responsible for the interior design and product procurement for all materials for Forest River's Pause / Reboot product.

How has Samantha demonstrated leadership and innovation within her field?

Samantha strives to be at the leading edge of her career's workforce, with constant product and design research, market analysis, and retail customer needs at the forefront of her workload. Her ability to see an environment and then tailor that to the needs of those utilizing the product is something to admire, her nominator says. Her attention to detail, facts-based decisions and her uncanny ability to transform a space into something out of a magazine is mesmerizing. Throughout her tenure, Samantha has proved that she is a designer/purchaser capable of anything and can produce results that are comparable to those of an individual who has spent their entire life in this career field. Her nominator says she is always willing to tackle any situation and does so with a level of detail, understanding and communication benefits everyone. Samantha also temporarily stepped into a sales role for the Pause product line during a time of transition for the sales team. On top of performing her normal job functions, she executed the tasks associated with a regional sales manager. Her steadfast devotion to Forest River and Pause, specifically those she works with, is something to be admired and certainly shows her caliber of leadership.

What measurable impact has Samantha had on Forest River?

"From an interior design standpoint, there is not one dealership or customer that I've spoken to that wasn't absolutely head over heels in love with the choices that Samantha made for our product," her nominator says. Along with that, she kept the Pause product line afloat by performing the duties of a regional sales manager for several months during 2024. If Samantha had not taken on this role with such a fierce desire to succeed, her nominator says, there would have absolutely been a very large financial impact on Forest River and Pause's production and office crew.

How does Samantha contribute to the ongoing support and growth of women in the RV industry?

While Samantha's responsibilities revolve around product design and procurement, she has grown up in the industry serving in many different capacities. She has been instrumental in providing guidance and educating those around her, and she does so with grace and understanding. She is the type of person who will put her duties and responsibilities on hold if it means she can assist in developing a skill set of someone she works with.

What challenge(s) has Samantha faced in her career and how did she overcome it?

Due to some changes organic to Pause's sales team and the relationships she built with its dealer network, her nominator says Samantha was the person best suited to perform the functions as a salesperson. She tackled each task like a seasoned pro, reaching out to those who could teach her, constantly striving to better the product, never taking "No" for an answer, and did so without letting her normal day-to-day responsibilities suffer. Her nominator says she showed "true grit and determination to succeed" during that transition period.

From Samantha:

What advice do you have for women in the RV industry?

"Success doesn't come from what you do occasionally — it comes from what you do consistently." Advice I would offer to women in the RV Industry is to remain consistent in your efforts. Mistakes are inevitable, but the way you respond to those challenges can truly distinguish you from the rest.

What does it mean to you to be a Women in Business honoree?

Being a Women in Business honoree is truly meaningful to me. It feels rewarding to have my efforts recognized and appreciated. I don't come to work each day just to focus on my individual tasks; I also think about what I can do to contribute to the success of this product. I am more than willing to take on additional responsibilities to ensure its success. Even if you feel like your actions aren't significant, to someone else, you may be providing more value than you realize.



Samantha
NEWCOMB

Purchasing Agent & Product Designer – Forest River - Pause

Jennie HILLIARD

Co-Owner – Miller's RV

Since leaving her career teaching elementary school, Jennie has been on a process of refining, and many times creating, processes in different departments in the dealership, her nominator says. She began with parts, moved to warranty, then service and now is in sales. Each department she has participated in has greatly improved in performance and, as importantly, in customer experience.

How has Jennie demonstrated leadership and innovation within her field?

Jennie is known to be kind and caring for both employees and customers in the dealership, but also serious about improving standards and customer experience, her nominator says. In line with those goals, she has been changing expectations for employees, which the dealership has seen evident in customer interactions and shortening repair event cycle time (RECT) to the cleanliness of technician bays. Jennie's nominator says she has earned the affectionate nickname of "The Little General"

"I get to help people enjoy the journey as they embark on what makes them happy. I feel like I'm making a difference in the lives of our team and our customers."



because when she shows up in an area, the troops expect an inspection. She also has worked with the different departments to make sure they have the tools necessary to complete their responsibilities at the highest level.

What measurable impact has Jennie had on Miller's RV?

In the warranty department, she increased training and developed a manual to improve submissions. Her nominator says she also worked with the service department and technicians to train the technicians on how to secure more information needed from the customer on the front end, which cut down on submission time and led to a higher approval rate, increasing warranty billed by 13%. Her work with the parts department and its processes shortened the turn around on parts pricing requests from the service department to hours from days, her nominator adds. This work in the service department lowered RECT by over 40% in the last two years — and she's not done yet!

How does Jennie contribute to the ongoing support and growth of women in the RV industry?

Jennie has increased the number of women in her company from two to five, her nominator says, and has done a great job in challenging and stretching them to grow in ability and responsibility. She is a tremendous mentor, a wife, mother and grandmother, known to her grandchildren as "Honey." And at times she is a mother figure to many young women in her church who look to her for advice in many areas of their lives, her nominator says.

What challenge(s) has Jennie faced in her career and how did she overcome it?

"I think a big challenge was believing in herself and accepting that she had a lot to offer," her nominator says. She learned that she belonged in her role and that if she led, people would follow.

From Jennie

What advice do you have for women in the RV industry?

Get involved! Keep learning! Ask questions! Coming out of the elementary school classroom and into the RV industry has been a rewarding and challenging experience. When I came on board, I started in parts, then moved to warranty, then on to service and now I'm getting my feet wet in sales. I started by asking a lot of questions; some days it felt like drinking water through a fire hose. My best advice to young women is to never stop learning and don't be afraid to try something new. As a woman, you bring a unique viewpoint and skill set, which in my experience has brought value and helped our dealership grow.

What does it mean to you to be a Women in Business honoree?

This recognition came as a complete surprise to me! I am humbled and honored to be included with so many amazing women in the RV industry. My parents started the dealership when I was in high school, and to be honest, I never imagined myself working in it full-time. My husband and I run the dealership now, and I truly love my job. I work with the best people, including my husband and son. I get to help people enjoy the journey as they embark on what makes them happy. And lastly, I feel like I'm making a difference in the lives of our team and our customers.

Laura's nominator begins by asking: "How do you describe Ms. Everything?" Laura began working for Vogt RV World as a teenager and she just turned 67. She has been the office assistant, title clerk, finance manager, chief financial officer, controller, office manager, etc. She did and does what needs to get done, and has been the backbone to the original owner, Danny Vogt, and the rest of the family as they have taken on duties of the day-to-day.

How has Laura demonstrated leadership and innovation within her field?

Laura has continued to develop, learning huge roles on the fly and over time has trained every administrative employee at the dealership for 50 years. She is the educator, the shoulder to cry on and the direct link to the CEO and president of the company. She has turned her "one-lady show" into a department.

What measurable impact has Laura had on Vogt RV World?

Laura has been with the company since it had five employees, and she has been the rock as they grew to five locations and over 100 employees. She literally handled every franchise agreement, legal document, etc., her nominator says, adding that without her none of the dealership's growth would've been possible.

How does Laura contribute to the ongoing support and growth of women in the RV industry?

Laura has allowed her roles to be broken out, and we now have four women and a new administration building to support the dealerships. "When I started in the late '90s, she was one of only a handful of women in the dealership, and now there are women in every department. She has encouraged, vouched for, interviewed dozens (if not hundreds) of candidates," her nominator says. When a candidate lacked education or experience, she convinced the team to allow her to take them under her wing and get them ready. And she has done a phenomenal job. The company has women in service management, sales at every location, warranty, detail, coordinators, advisers, marketing — everywhere! According to her nominator, Laura is their mentor, their shoulder to lean on and a mother-like figure. She consistently takes up for "her girls," and they are consistently paid above comparable position standards.

What challenge(s) has Laura faced in her career and how did she overcome it?

Laura's nominator says that starting off as a teenager at the dealership, everything is an obstacle, and she became the heart and soul of the place. She is currently doing all of her duties, managing the admin team and continuing to handle all of the retired CEO's needs (she is officially the executive secretary to the CEO, and that is a job in itself). On a personal level, her nominator says Laura has been through a lot this year. She recently lost her brother and her husband. Her mother is in and out of assisted living, and she is always the first call to handle family situations. Laura still shows up to get the reports done, often coming in on weekends even though she is encouraged not to.

What else should we know about Laura?

She was given the first ever Danny Vogt Founder's Award at the company awards benefit. The Founder's Award goes to the person who has consistently over many years performed her duties and more, showcasing a servant's heart, been an amazing team member, and overall embodies work and fun and heart and excellence.

From Laura

What advice do you have for women in the RV industry?
"Intelligence is the ability to adapt to change." Always be prepared for any changes that come in this industry. Be prepared and be willing.

What does it mean to you to be a Women in Business honoree?
I am truly honored. When I first began working with the Vogt family 45 years ago, it was all men in the RV industry. Sure, there was always a special woman behind those men. But as these years have passed, I see more and more women owning, running and living the RV way. Ladies, you only have one way to go and that is up.

"As these years have passed, I see more and more women owning, running and living the RV way. Ladies, you only have one way to go and that is up."



Laura
SWOPE
Office Manager – Vogt RV World

Lisa is responsible for managing the Tiffin Motorhomes Allegro Club, including planning and ensuring the success of several owner rallies each year with more than 400 motorhomes. Along with managing the club membership and store, she creates newsletters, the company magazine Roughing It Smoothly, handles marketing for the Allegro Club and provides seminars to educate attendees and helps solve customer complaints. Lisa oversaw the creation of Official Tiffin Facebook Groups; successfully presented plans to build a dog park for owners awaiting service and also a new customer lounge and outdoor area, and other renovations to the club, including an online store for branded merchandise and parts.

How has Lisa demonstrated leadership and innovation within her field?

Lisa began working at Tiffin Motorhomes three years ago and has learned the functionality of the motorhomes. Lisa has handled many obstacles while on the ground at the rallies and where some would have thrown their hands up, Lisa has excelled in her performance and duties, while keeping a level head and remaining calm. She holds a high-profile leadership role in a traditionally male-dominated space, proving that women can excel in the RV industry at the highest levels.



Lisa's focus on customer satisfaction is evident in the decisions she makes. Her peers, volunteers, vendors and attendees have nothing but respect and love for the way she is always willing to meet their needs. Her leadership and innovation have transformed these rallies into some of the most sought-after events in the community.

What measurable impact has Lisa had on Tiffin Motorhomes?

Through the rallies, Lisa has driven customer satisfaction and loyalty to the Tiffin brand. She understands the need for happy customers to drive future growth, and nominators credit Lisa with increased memberships to the Allegro Club and attendance at rallies. One nominator credits Lisa with helping achieve 65% of first-time Tiffin owners belonging to the Allegro Club. Lisa has played a key role in revitalizing owners' events, rekindling owners' enthusiasm and restoring the sense of community.

How does Lisa contribute to the ongoing support and growth of women in the RV industry?

She works with and encourages other women, setting an example and gaining the respect of all who work with her. Another nominator, a female RVer, says Lisa has encouraged her by helping her connect with other solo travelers. She encourages women to partake in the entire RV experience, including driving and setting up and attending seminars to learn alongside their spouse. Lisa is a driving force in empowering women within the RV industry. Lisa empowers everyone, men and women alike, to be the best they can be, a nominator says.

Lisa SMITH

Director of Allegro Club & Events – Tiffin Motorhomes

What challenge(s) has Lisa faced in her career and how did she overcome it?

Lisa's biggest challenge was getting the team to accept her and to embrace change. Her ability to be positive and patient enabled her to explain the changes and how they would benefit everyone was her key to success. The team is loyal and dedicated to her and the organizational goals. She doesn't let interference from others get in the way of her job and is noted throughout the Tiffin Motorhomes company as one of their most valued employees.

From Lisa:

What advice do you have for women in the RV industry?
Embrace every opportunity to learn and grow! This is an exciting and ever-evolving field where your ideas, skills and perspective are needed and valued. Believe in yourself, even when you're the only woman in the room. Your voice matters. Stand tall, speak up, ask questions and don't be afraid to take on challenges that stretch your capabilities. Growth happens when we push past our comfort zones. Faith has always been a guiding force throughout my career. I truly believe that every opportunity, challenge and success is part of God's greater plan.

What does it mean to you to be a Women in Business honoree?
Being recognized as a Women in Business honoree is truly humbling and an incredible honor. As a woman in a male-dominated industry, this recognition represents more than just personal achievement — it's about breaking barriers, lifting others, being resilient and the power of stepping into spaces where women's voices are needed. It's a reminder of the hard work, integrity, perseverance and faith that have shaped my journey, as well as the incredible people who have supported me along the way.

Stacey is responsible for developing, delivering and refining training programs that enhance the skills and performance of General RV's Delivery Process team members. She leads in-person and virtual training on delivery processes, customer interactions and product knowledge to ensure consistency and excellence across all 21 General RV Supercenters. Through on-site audits, she coaches delivery team members, enhancing efficiency and customer satisfaction. Stacey is responsible for measuring training effectiveness through audits, employee feedback and key performance indicators. She works cross-departmentally to ensure a seamless customer experience throughout sales, parts and service departments.

How has Stacey demonstrated leadership and innovation within her field?

Stacey has developed comprehensive onboarding programs for new employees across varying roles. Her redesigned training programs focus on equipping employees with both the process and skills to ensure employees are effective in their roles. As a result, team members can transition to their roles and integrate into the General RV family quicker.

Stacey leads with an emphasis on creating strong, cohesive teams to foster collaboration and a sense of unity. Her proactive approach, including conducting over 40 store visits within the year she has been with General RV, demonstrates a hands-on leadership style that addresses real issues and opportunities for improvement.

What measurable impact has Stacey had on General RV Center?

Stacey has made a meaningful impact on the company with noticeable improvements in driving growth in revenue, enhancing company culture and improving overall efficiency. Through targeted training programs, Stacey has enhanced the skills of delivery specialists leading to improved customer experiences and increased accessory sales. By refining sales techniques and product knowledge, she has contributed to a measurable uplift in over-the-counter sales revenue. Stacey has also standardized training across locations. Her efforts have streamlined the delivery process, reduced errors and increasing overall efficiency. This has led to faster turnaround times, improved customer satisfaction and stronger employee retention rates.

How does Stacey contribute to the ongoing support and growth of women in the RV industry?

Stacey actively contributes to the support and growth of women in the RV industry by providing mentorship, training and leadership development opportunities. She ensures that women in the industry have access to the resources and knowledge needed to excel in their roles, whether in sales, service, leadership or operations. Stacey advocates for inclusive training environments where all team members feel empowered to ask questions, develop their skills and take on leadership roles.

What challenge(s) has Stacey faced in her career and how did she overcome it?

One of the biggest challenges Stacey faces in her career is navigating a space where diversity is still growing. As an African American woman in the RV industry, she would often find herself as the only woman or the only person of color in the room. At times, this came with the challenge of feeling the need to prove herself more than her peers. She overcame this by focusing on excellence and confidence, ensuring that her knowledge, skills and leadership spoke for themselves. She built strong relationships across teams, sought mentorship and became a mentor herself to help others navigate similar experiences.

Now as a corporate trainer, she uses her platform to create opportunities for other women and minorities in the industry. She advocates for more inclusive training environments, making sure that all employees, regardless of background, feel heard, valued and empowered.

Stacey CURTIS

Delivery Process Support & Trainer – General RV Center

From Stacey

What advice do you have for women in the RV industry?
Embrace lifelong learning, build a strong network and confidently own your expertise. The RV industry, like many, is evolving with technology and customer expectations — stay ahead by continuously enhancing your skills and knowledge.

What does it mean to you to be a Women in Business honoree?
Being a Women in Business honoree is both an honor and a responsibility. It represents recognition of hard work, resilience and the ability to navigate challenges while breaking barriers. It signifies the impact of leadership, innovation and dedication to excellence for personal success.



Monika GERACI

Senior Director of PR & Communications – RV Industry Association



Monika runs public relations and oversees all organic content for the RV Industry Association (RVIA), RV Technical Institute (RVTI) and Go RVing brands.

How has Monika demonstrated leadership and innovation within her field?

Monika's proactive approach to media relations has helped position the RV Industry Association as a thought leader in the industry. She has cultivated strong relationships with executives in the industry as well as key media figures, resulting in a substantial increase in positive press mentions and media engagement during the pandemic, and maintaining that positive momentum even as the industry has gone through a correction period.

What measurable impact has Monika had on the RVIA?

Monika's work with earned media partners and through organic branded content has delivered significant positive exposure for the RV industry, helping to fuel curiosity about RVing culture and spark the desire to join the lifestyle.

How does Monika contribute to the ongoing support and growth of women in the RV industry?

Monika is a great mentor to women in the industry and has been involved with the RV Women's Alliance (RVWA) since its inception. Her nominator says Monika has also done a fantastic job mentoring and managing members of her team as the organization combined marketing teams in 2024.

What challenge(s) has Monika faced in her career and how did she overcome it?

Monika has taken on additional challenges leading both the Sustainability and Workplace Safety Committees. She has engaged RV Industry Association members and the industry on these important topics.

What else should we know about Monika?

Monika has been with the RVIA for 15 years, serving the industry in several roles throughout her time. She also grew up RVing!

> "Say yes to that new project at work that will allow you to stretch yourself and make an impact. Say yes to getting involved in industry, professional or trade groups; the connections are priceless. Say yes to mentoring someone — formally or informally. You will learn something too, and it feels great to help someone else advance in their career."

From Monika

What advice do you have for women in the RV industry?

During an RV Women's Alliance event a number of years ago, RV Hall of Famer Debbie Brunoforte shared this piece of advice: "Say yes." This really resonated with me and summed up in such a concise way an excellent mentality that has allowed me to grow in my career. While none of us can say yes to everything or "do it all," having a "yes" mentality opens up opportunities that you may not otherwise have had access to or would have been open to.

Say yes to that new project at work that will allow you to stretch yourself and make an impact. Say yes to getting involved in industry, professional or trade groups; the connections are priceless. Say yes to mentoring someone — formally or informally. You will learn something too, and it feels great to help someone else advance in their career.

What does it mean to you to be a Women in Business honoree?

I absolutely love that RV PRO takes the opportunity to highlight women in our industry who are doing incredible things, and I look up to so many of the women who have been previously honored. To be included in the list this year is very humbling, and I am grateful for the recognition from the RV PRO staff and those who took time to nominate not only me but all my fellow honorees.

Nicole leads an independent RV dealer network, overseeing growth, dealer and supplier relations, and operational excellence. She fosters collaboration among over 150 dealer locations, negotiates partnerships and advocates for dealer success. Nicole drives innovation, analyzes market trends and implements inventory management and profitability strategies. She also actively looks for new programs and new dealers.

How has Nicole demonstrated leadership and innovation within her field?

In July 2024, Nicole succeeded Executive Director Corey Ruzicka, who was retiring. One of her nominators says that Nicole looks at how to grow the organization by negotiating great programs and effectively communicating with dealers to ensure they all understand the programs and are utilizing them to the fullest. Since stepping into her role as executive director, she has enhanced dealer profitability, strengthened vendor negotiations and expanded dealer engagement.

Another nominator said that Nicole also brings a fresh, data-driven approach, leveraging industry insights to identify opportunities and improve efficiency. Her background in digital marketing, OEM partnerships and strategic sales development has given her a unique perspective on navigating the evolving RV landscape, ensuring that Priority RV Network stays ahead of industry trends.

What measurable impact has Nicole had on Priority RV Network?

Nicole has ensured a smooth transition of leadership and has found ways to better communicate with the [dealership] leaders in each department. One nominator says this results [in everyone] becoming better at utilizing the programs and continuing to grow revenue.

She has also introduced new programs that provide increased value to dealers and foster higher engagement, another nominator says, and her proactive approach has led to new dealer conversations. Nicole's leadership is already driving greater collaboration, stronger vendor partnerships and increased dealer participation, setting a strong foundation for long-term success.

How does Nicole contribute to the ongoing support and growth of women in the RV industry?

Several of her nominators pointed out that Nicole is a great role model for other women in the RV industry and demonstrates that women can attain any position in the industry. Another nominator said that Nicole's ability to bring fresh ideas to the board, foster collaboration among members and navigate market challenges with data-driven strategies has solidified her reputation as a forward-thinking leader who is shaping the future of independent RV dealerships.

What challenge(s) has Nicole faced in her career and how did she overcome it?

One of the biggest challenges for Nicole is navigating the complexities of working with a diverse group of independent-minded dealers across the country. With member dealerships varying in size, business models and market strategies, aligning priorities and gaining consensus can be a challenge. Nicole has tackled this by building strong relationships with dealers, actively listening to their needs, fostering open communication and balanced the perspectives of dealers from different regions while ensuring that the network's initiatives benefit all members.

Nicole SCHANTZ

Executive Director – Priority RV Network

From Nicole:

What advice do you have for women in the RV industry?

I have spent 20 years in the recreational industry — one that has traditionally been male-dominated. Succeeding in this space requires confidence, perseverance and a certain level of intensity. However, at its core, the RV Industry is a group of people who are all friends, connected by a shared passion for the RV lifestyle. What I love most about this industry is the sense of camaraderie. For me, success is about more than just business — it's about showing up, leading by example, building relationships and living the lifestyle we promote with our own family and friends. Every day is an opportunity to make an impact, whether by making someone's job easier, bringing a little joy to their day or simply leading with passion.

What does it mean to you to be a Women in Business honoree?

[It] is both an honor and a reflection of the journey I've taken in the recreational industry. It signifies not just personal growth but also the progress we're making in creating more opportunities for women to lead and make an impact … I hope this recognition inspires more women to step into leadership roles and challenge the status quo.



Denyse has been a driving force behind the company's growth and success, her nominator says. Leading with vision and strategy, she oversees daily operations, financial planning and growth initiatives, while optimizing efficiency and ensuring compliance. Denyse has spearheaded marketing and sales efforts, significantly boosting revenue, and built a strong, motivated team. She excels in business development, expanding opportunities and scaling operations. In times of challenge, she demonstrates exceptional leadership, maintaining stability and guiding the company through adversity. Her unwavering commitment and innovative approach make her a deserving nominee for this award.



Denyse PONTIUS

CEO – Century Chemical Corp.

How has Denyse demonstrated leadership and innovation within her field?

Denyse has consistently demonstrated exceptional leadership and innovation in her field through her proactive approach to business strategy and her ability to drive meaningful change within Century Chemical. Her nominator says she has not only set a clear and compelling vision for the company, but she has also actively led efforts to implement innovative solutions that have driven growth and efficiency. Denyse has built a culture of collaboration, empowering her team to contribute creative ideas and excel in their roles. Her strategies and commitment to continuous improvement make her a standout leader in her field.

What measurable impact has Denyse had on Century Chemical?

Denyse started in production right out of high school at Century Chemical, working for the previous owner. She strove to learn all aspects of the company. As she excelled at a job and moved up in the

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business, she began to think about the possibility of one day owning the company. When the previous owner was ready to sell and retire, Denyse took the opportunity. Because of working in all aspects of the business in her career, she brings knowledge and expertise into the room. She has a can-do attitude with the best laugh around — you always know where she is, and it always puts a smile on your face. This attitude truly sets the culture for the team.

How does Denyse contribute to the ongoing support and growth of women in the RV industry?
Denyse is the chair of the community service taskforce for the RV Women's Alliance (RVWA). She has spearheaded the "I Support The Girls" campaign this year. She also heads the community service with the Girls Scouts at the RVWA campout and organizes and participates in the RV Habitat for Humanity build. She attends the RVWA Educational Symposium every year and gives back to multiple organizations and sponsorships.

Can you share a specific challenge Denyse has faced in her career and how she overcame it?
While climbing the ranks in the company, Denyse was continuously challenged with if she could do the job or not. She had to prove that she could do it and do it better, her nominator says. Through perseverance and pure determination, Denyse excels at what she puts her mind to.

What else should we know about Denyse?
She always puts others first. She is a wonderful mother of two great children. She gives back to the community and the industry — if there is something needed, she is there to lend a helping hand.

> "Keep being your authentic self, and you're sure to make genuine connections and continue to grow personally and professionally."

From Denyse:

What advice do you have for women in the RV industry?
Be kind to yourself! No one is perfect — everyone makes mistakes. Keep being your authentic self, and you're sure to make genuine connections and continue to grow personally and professionally.

What does it mean to you to be a Women in Business honoree?
To be included with this group of women and recognized alongside them means the world to me. It shows that we are making a difference! I wouldn't be who I am without confidence from mentors, support from my business partner, ex-husband and friend, and the trust of our team. Being a Women in Business honoree means the path I am on is the right one for me and that our mission to connect communities and uplift others has made an impact.



As a co-owner of RV Doctor, Sarah oversees the service aspects of the business and manages inventory while working closely with manufacturers and suppliers to negotiate deals and maintain a competitive pricing structure. Her nominator says that Sarah lives the company's motto of "Building Relationships, Healing RVs." She



engages with customers, answering questions about RV features, financing options and maintenance needs. When she is not building the business, she is using her NRVTA Certified Technician skills to diagnose, repair and maintain various RV systems and components.

How has Sarah demonstrated leadership and innovation within her field?

At 24 years old, Sarah quickly established herself as a leader in the field of RV repair, breaking barriers in an industry traditionally dominated by men. With a strong passion for hands-on work and a deep knowledge of RV systems, she has earned a reputation for her technical expertise and commitment to quality. Through her hard work and dedication, she became a certified RV technician early in her career and took on leadership roles, mentoring newer technicians and encouraging diversity in the trade. Her ability to troubleshoot complex issues and offer creative solutions has garnered respect from both customers and colleagues alike.

Sarah BETZ

Co-Owner/Certified Technician – RV Doctor LLC

What measurable impact has Sarah had on RV Doctor?

Sarah has had a profound impact on RV Doctor, driving both cultural and financial growth. Her leadership and dedication have not only enhanced the technical expertise within the team but also fostered a more inclusive, collaborative work environment. Through her mentorship and commitment to developing women in the field, she has helped create a diverse workforce that attracts a wider range of customers and talent. Her ability to



tackle complex repairs with precision has earned RV Doctor a reputation for exceptional service, leading to increased customer satisfaction and repeat business. This, in turn, has contributed to revenue growth, as more clients trust the company for their RV repair needs.

How does Sarah contribute to the ongoing support and growth of women in the RV industry?

Sarah is a passionate advocate for the growth and support of women in the RV industry, leading by example. At RV Doctor, she fosters a welcoming and inclusive environment where women are encouraged to pursue careers in RV repair. As a visible and successful role model, Sarah empowers other women to excel in the RV world, proving that their passion and skills can open doors to endless possibilities. She frequently shares her experiences and insights with women interested in the field, whether at RV Doctor or elsewhere, always eager to support and inspire the next generation of female technicians.

What challenge(s) has Sarah faced in her career and how did she overcome it?

Sarah has consistently faced the challenge of the male stigma that women aren't as capable in the field of RV repairs, her nominator says. Early on, she encountered skepticism from some customers who doubted her abilities simply because of her gender. However, instead of letting these doubts deter her, Sarah used them as motivation to prove herself. She committed herself to mastering every aspect of RV repair, gaining certifications and expanding her skill set beyond expectations. Through her expertise, professionalism and dedication, she broke down those barriers, earning the respect of her peers and customers.

From Sarah

What advice do you have for women in the RV industry?

Believe in yourself and your abilities. As a woman in the RV industry, you may face skepticism from those who underestimate you based on outdated expectations. Instead of letting that hold you back, use it as motivation to showcase your expertise. Skill and knowledge speak louder than assumptions. You'll be surprised how quickly perceptions change when your work speaks for itself.

What does it mean to you to be a Women in Business honoree?

Starting an RV repair business was a bold leap, and it was intimidating not just because I'm a woman, but also because of my age. I've encountered challenges along the way, but I can honestly say it's all been worth it. I've grown so much as an RV technician, business owner and as a woman throughout this journey, and I feel like I am only getting started.

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Mandy WEIMERSKIRCH

Controller – REV Group

Mandy is the controller for Goldshield Fiberglass, American Coach, Holiday Rambler and Fleetwood RV brands, as well as the two REV RV Service & Repair Centers and REV RV Parts and aftermarket. Mandy's responsibilities include internal controls, budgets, auditing, payroll, account reconciliation and cost to build.

How has Mandy demonstrated leadership and innovation within her field?

Mandy played a critical role in the successful implementation of D365 over the past year, demonstrating strong problem-solving skills and ensuring that financial controls, reporting structures and costing models aligned with the new D365 system, one of her nominators says. Her ability to adapt to challenges and implement solutions made her an asset to the project. Mandy leads with confidence and decisiveness, earning the respect of her peers and setting a high standard for excellence.

Throughout her seven years with the company, Mandy has provided data and guidance to many aspects of the business. She helps REV Group grow its revenue and improve the free cash flow by reducing raw materials, improving inventory turns, finished goods and WIP.

What measurable impact has Mandy had on REV Group?

All REV Group employees know Mandy because she is on the Employee Engagement Team, so she contributes to a positive culture, her nominator says. Mandy also played a role in executing the Goal Deployment Process, which identified a three- to five-year





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business plan for the organization, key goals, metrics to move the needle to meet the key goals, and action plans with leaders and monthly follow-ups on metric attainment. Her nominator says Mandy's leadership has had a direct impact on operational efficiency and financial accuracy. Her expertise in cost accounting and financial controls have helped streamline budgeting and auditing processes.

How does Mandy contribute to the ongoing support and growth of women in the RV industry?

Mandy leads a team of eight, including six women, and takes great pride in mentoring her team and other women in the company. For example, she has mentored several women in the organization, helping them be promoted to more senior, leadership roles. Mandy understands the challenges women, particularly mothers, face in balancing family and career, especially in a male-dominated industry. Drawing from her own experiences, Mandy offers support by sharing advice, offering guidance and acknowledging their hard work. Mandy's success serves as a testament to the value of strong leadership and expertise, paving the way for greater representation and opportunities for women in the field.

What challenge(s) has Mandy faced in her career and how did she overcome it?

One of the biggest challenges Mandy has encountered is navigating the fluctuating market and making tough personnel decisions. Mandy always remains committed and optimistic, seeing change as both a challenge and an opportunity for growth.

From Mandy

What advice do you have for women in the RV industry?

Have confidence in your abilities and trust in your skills. The RV industry is constantly evolving, and women bring invaluable perspectives that help shape the future of the industry. Work hard to show your worth and prove yourself, but always keep a balance. It's essential to prioritize what's truly important — your family, relationships and personal well-being. Success in your career should never come at the expense of your happiness.

What does it mean to you to be a Women in Business honoree?

Being recognized as a Women in Business honoree means so much to me, and I'm truly grateful for the recognition. It's not just about the honor itself, but the opportunity to inspire other women in the industry to keep pushing forward and overcome the challenges they face each day.



Val is the third-generation owner of RV Sales. She has knowledge that surpasses most men in the industry when it comes to servicing RVs, her nominator says. Val has kept this small business going through COVID-19 as well as, through the aftershocks of COVID-19 and J.D. Power plummeting. She not only runs this business, but she is also not afraid to jump up on a roof



and tell the customer if this is a lap sealant job or if they'll need a new roof. She's straight up and honest from the word go, according to her nominator. She keeps the service department on schedule, she keeps sales moving and she makes sure that our relationship with our biggest manufacturer stays top priority.

How has Valerie demonstrated leadership and innovation within her field?

Sales have slowed drastically in the last year or two, and Val has combatted that with a full-service shop that has a national reputation for being fair and knowledgeable, her nominator says. Val requires excellent work out of the service department and has, on several occasions, taken over a job to show how she expects it to be done.

What measurable impact has Valerie had on RV Sales?

Every year Valerie puts on a Halloween trick-or-treat trailer to trailer. "We live in a rural town," her nominator says, "and there are not a lot of places for kids to trick-or-treat." So, she lines up her RV inventory in a large horseshoe where there are at least 40 doors to walk to and get candy. With the help of local sponsors and volunteers, she spends close to $5,000 on candy and decorations to make the event bigger and better and allows community families to walk through a well-lit, safe environment to trick-or-treat. She asks for $1 or a can of food to enter and then donates 100%

Valerie "Val" CHOWNING

Owner – RV Sales of New Mexico



of the proceeds to a local food pantry before the holidays. She has continued this tradition that her parents started in 1993, and it is a traditional stop for so many families.

What challenge(s) has Valerie faced in her career and how did she overcome it?

When Val took over the business for her parents in 2016, the dealership's biggest manufacturer at that time was Peterson Industries Excel. RV Sales was the top dealer in sales for 25 years in the nation. The change was supposed to be an easy transition, and Val would continue a legacy that stood for so many years. Two months after taking over, Peterson Industries called Val and told her they were closing. She not only had to take care of her long-time Excel customers but also find a manufacturer that was going to provide the quality that Excel did, her nominator says. She quickly went to Smith Center, Kansas, and purchased everything she could from the Excel production department. Cabinetry, wall panels, drawers, etc. These items have kept Excel customers going for many years now. Then she found a manufacturer that built a strong coach and something her family could stand behind and stepped into a long relationship with Northwood Manufacturing. Times have been hard, but she is relentless in pursuing quality RVs and customers that become family. Val also camps with her customers every year — the dealership sends out a Christmas letter inviting everyone to come camp with them at the rallies they will be at that year. She is not an RV dealer — she is an RVing friend.

From Valerie

What advice do you have for women in the RV industry?

My grandfather, who started in the RV industry in 1967, always advised, "If you take care of your customers, they will take care of you." Almost 60 years later, that advice is more relevant than ever. For women entering the RV industry, my advice would be: customers often expect only men to be able to answer technical questions. Learn as much as you can to become an expert in your field. It's always a great feeling to see the shock on men's faces when the women in our office can answer questions they expect only a man would know. Finally, don't let anyone tell you that you can't succeed, because you can.

What does it mean to you to be a Women in Business honoree?

As a small business owner, I always hope that I can live up to the legacy that my parents and grandparents built. To be recognized as a female leader in our industry is more of a testament to the determination and success of my co-workers. I am blessed to work with people who care about our customers and our reputation as much as I do.





As plant manager, Vicki oversees all aspects of production and personnel for Thor Motor Coach's Plant 240 — Class B vans.

How has Vicki demonstrated leadership and innovation within her field.
Vicki has been involved with the Class B van product line since it was opened at Thor Motor Coach. She has worked her way from plant administrator to supervisor, to assistant plant manager to plant manager.

Victoria "Vicki" ROSS

Plant Manager – Thor Motor Coach

What measurable impact has Vicki had on Thor Motor Coach?
Vicki was responsible for the largest output at any single plant location in the company, producing at the highest volume level — 28 vans per day.

How does Vicki contribute to the ongoing support and growth of women in the RV industry?
Vicki has continued her progression through the operations ranks at Thor Motor Coach and has become the first female plant manager. She has motivated many other female employees to aspire to reach higher levels of management.

What challenge(s) has Vicki faced in her career and how did she overcome it?
Early on in Vicki's managerial career, she showed great drive and perseverance as a female



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in an operational leadership position. Her nominator says she overcame challenges by displaying her organizational skills, product expertise and by being a powerful leader.

What else should we know about Vicki?

Vicki patiently waited for the opportunity to be elevated to plant manager and has been ready for several years. Her managers and peers recognized her leadership abilities while in a declining market rife with operational reductions. Despite no open positions, Vicki continued to lead from her role as assistant plant manager until a plant manager opportunity arose, which she was able to seamlessly transition into. It is a testament to the team player and leader Vicki is at Thor Motor Coach.

> "Every thought that you have and every action that you do is important. It is these thoughts that become actions, and it is these repeated actions that become habits. Our habits define us and are the foundation stones of our success."

From Vicki

What advice do you have for women in the RV industry?

Get comfortable with who you are and build an unshakable mindset. Every thought that you have and every action that you do is important. It is these thoughts that become actions, and it is these repeated actions that become habits. Our habits define us and are the foundation stones of our success.

What does it mean to you to be a Women in Business honoree?

I operate with authenticity and a vision every day, with the intention to affect as many people as possible within our team. The opportunity to be a part of this platform and potentially motivate other women toward success is by far an achievement that will have an everlasting impression on me.



Rachel plays a critical role in shaping Lippert's presence in the RV, automotive and marine industries. She develops partnerships and sponsorships that elevate Lippert's brand, open opportunities and drive growth. Working closely with marketing, sales and product development teams, Rachel ensures that every partnership aligns with the company's long-term vision and delivers value. She also pulls OEM and dealer partners into key initiatives.

How has Rachel demonstrated leadership and innovation within her field?

Rachel goes beyond forming partnerships, her nominator says, creating initiatives that drive industry progress. Her focus is on more than brand exposure, strengthening relationships across RV, automotive and marine markets, and opening doors for others in each sector.

Through many of Lippert's partnerships, Rachel developed a strategic dealer activation model, giving local dealerships a presence at events to connect with consumers. She also led Lippert's partnership with Bosque Ranch, turning it into an opportunity for both business growth and philanthropy. One example is Bids for Kids, where Rachel helped raise $100,000 for charity while offering an on-location "Yellowstone" filming experience at Bosque Ranch.



Rachel also leads the Rooted in Trades initiative, which encourages people to explore careers in the trades. By bringing in new talent and supporting those already in the field, her nominator says she's tackling workforce gaps head-on and making it easier for underrepresented groups to find opportunities.

What measurable impact has Rachel had on Lippert?

Rachel co-started Lippert's internal marketing mentorship program, coaching two to three employees directly and helping 34 marketing team members develop their skills. She also manages more than 10 high-impact partnerships. She has designed and executed dealer activations at partnership events, driving customer engagement and product sales. She has secured partnerships with Bosque Ranch, Professional Bull Riders and Progressive, expanding Lippert's impact into new markets and uniting diverse stakeholders.

How does Rachel contribute to the ongoing support and growth of women in the RV industry?

Rachel is open to feedback and believes in lifting others up as she climbs, her nominator says. She recently co-created Lippert's internal marketing mentorship program, helping team members develop strategic skills. Rather than simply discussing empowerment, she actively creates pathways for others to flourish and contribute.

Her leadership philosophy focuses on three things: trusting your instincts and leading with confidence, always asking, "What's best for the business?" and leaving everything better than you found it.

Rachel YESSA

Director of Marketing | Strategic Partners | Market Expansion – Lippert

What challenge(s) has Rachel faced in her career and how did she overcome it?

Before joining Lippert, she spent nearly 14 years at Whole Foods, where she built a foundation in leadership. Although she had no formal training in marketing or the RV space, her nominator says that fresh perspective helped Rachel spot opportunities and challenge outdated approaches.

Early in her career, Rachel was known for her strong drive and determination, but she also realized that leadership is about more than just confidence — it's about empathy, collaboration and listening. Following a peer evaluation at Whole Foods, she took the feedback to heart, evolving her leadership approach to be more self-aware, emotionally intelligent and team-driven. This shift made her a better leader, mentor and advocate, especially for other women navigating similar challenges.

From Rachel

What advice do you have for women in the RV industry?

Trust your intuition and define your North Star — make decisions based on what's right for the business. Passion and belief in your work are key, but success is never a solo effort. I'm grateful to work with an incredible team that brings even my craziest ideas to life.

One principle I live by: "If I'm the smartest person in the room, we're in trouble. I want to be the biggest [learner] so I can continue to grow." — Evy Poumpouras

What does it mean to you to be a Women in Business honoree?

Being recognized among so many incredible women in our industry is truly an honor. I've been lucky to learn from the trailblazers before me — women who led by example, took risks and paved the way. My goal is to support and uplift the next generation of women who trust their intuition and push our industry forward.

EMPOWERING WOMEN IN THE RV INDUSTRY

Learn more about the RVWA Charitable Foundation's impactful initiatives.



BY SUSAN CARPENTER, RVWA PRESIDENT

PHOTOS COURTESY OF THE RV WOMEN'S ALLIANCE

The RV Women's Alliance (RVWA) has consistently championed the advancement of women within the recreational vehicle industry. This year marks the launch of a significant new initiative: the RVWA Charitable Foundation (RVWACF), a registered 501(c)(3) organization dedicated to fostering educational opportunities. As the foundation sets sail, it promises to not only enhance the skills and knowledge of women in the industry but also continue to bring a sense of community and empowerment.

A FOUNDATION BUILT ON EDUCATION

The RVWACF's core mission revolves around expanding and enhancing educational programs tailor-made for their members in the RV industry. The foundation represents the legacy of RVWA through a variety of programs designed to equip women with the skills they need to thrive.

One of these standout initiatives is a series of All-Female RV Systems/Technician Classes. Recognizing the growing demand for skilled female technicians, the RVWACF has added a new night class taking place this summer. Starting June 17 and running through July, these sessions will meet twice per week from 5-9 p.m. ET at the RV Technical Institute (RVTI) in Elkhart, Indiana. The evening schedule accommodates women with daytime commitments, providing invaluable education to prepare for a role as an RV technician or to enhance their RV systems knowledge. This program aims to expand skill sets and improve job performance across various industry roles.

FUNDRAISING FOR A CAUSE: GOLF SCRAMBLE

The foundation's educational programs are supported through fundraising initiatives like the upcoming Golf Scramble on June 20 at Meadow Valley Golf Club in Middlebury, Indiana. This event serves as both a fundraising effort and a networking opportunity, capturing the spirit of camaraderie among industry professionals. Participants can enjoy a day on the course with contests and prizes while contributing to a good cause in the RVWACF's continued need for funding its programs.

ENRICHING MINDS: THE SUMMER DISCUSSION SERIES

Taking place in June, July and August, the Summer Discussion Series offers virtual events covering contemporary and relevant











topics. Participants will explore subjects like "AI and What It Means to You," "Mastering the Art of Your Perfect Elevator Pitch" and "Strategies for Managing Personal Finances." This series ensures that members are well equipped with the knowledge and skills needed in today's ever-evolving world.

UNLEASHING YOUR POTENTIAL: EDUCATIONAL SYMPOSIUM

This year's learning opportunities will culminate in the highly anticipated Educational Symposium, "Unleashed Potential: Power Up Your Productivity," held Oct. 15-16 in Chicago, Illinois. We're thrilled to bring back some of our favorite speakers for this annual event, which features a rich array of workshops, networking sessions and an awards dinner celebrating the remarkable achievements of industry contributors. It's an invaluable opportunity for learning, connection and inspiration.

BEYOND EDUCATION: THE RVWA'S CONTINUED EFFORTS

While the Charitable Foundation focuses on educational initiatives, the RVWA continues its critical work in other areas essential to professional growth and community building: mentorship, networking and professional growth.

Mentorship is a foundational pillar of the RVWA's mission, fostering year-round opportunities for impactful mentor-mentee relationships. This program is designed to nurture personal and professional growth, offering participants the chance to learn from seasoned industry experts and gain invaluable insights.

We are constantly seeking participants eager to engage in this transformative experience, whether as mentors or mentees. Through this enriching exchange, individuals can build lasting connections, broaden their perspectives and enhance their skills, ultimately contributing to the strength and advancement of the industry.

Networking is another crucial aspect of that mission with events designed to foster connections. The popular Open House breakfast will again take place at the RV/MH Hall of Fame on Sept. 23. This event is a staple for industry networking, bringing together members to collaborate and share insights.

In addition, the RVWA recently wrapped up its third annual spring campout, an event like no other. This memorable weekend emphasizes the fun and community spirit within the organization and industry.

STAY CONNECTED

The RVWA offers numerous opportunities for learning, growth and connection, all supported by generous sponsors that enable free membership. The RVWACF's initiatives echo this commitment, ensuring the continued empowerment of RVWA members throughout the industry. This comprehensive approach ensures that women are not only present in the industry, but also thriving and leading the charge into the future.

For those interested in joining our ever-growing community, staying updated on programs, volunteering or participating in upcoming events, visit rvwa.org. Sign up today to ensure you're part of an organization dedicated to making a difference. RVP

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Aqua-Hot, an Airxcel brand, Frederick, Colorado, offers its Wave 40, an all-in-one heating solution from Aqua-Hot that seamlessly integrates forced air and hydronic heating. Experience continuous hot water flow at 1.3 GPM, powered by a 31,000-Btu system. Designed for quiet operation and low energy consumption, this unit is RV-C compatible and equipped with Wi-Fi diagnostics. Works with Aqua-Hot in-floor heating and performs above 15,000 feet. Also simplify winterization with a convenient low point drain feature.

aquahot.com

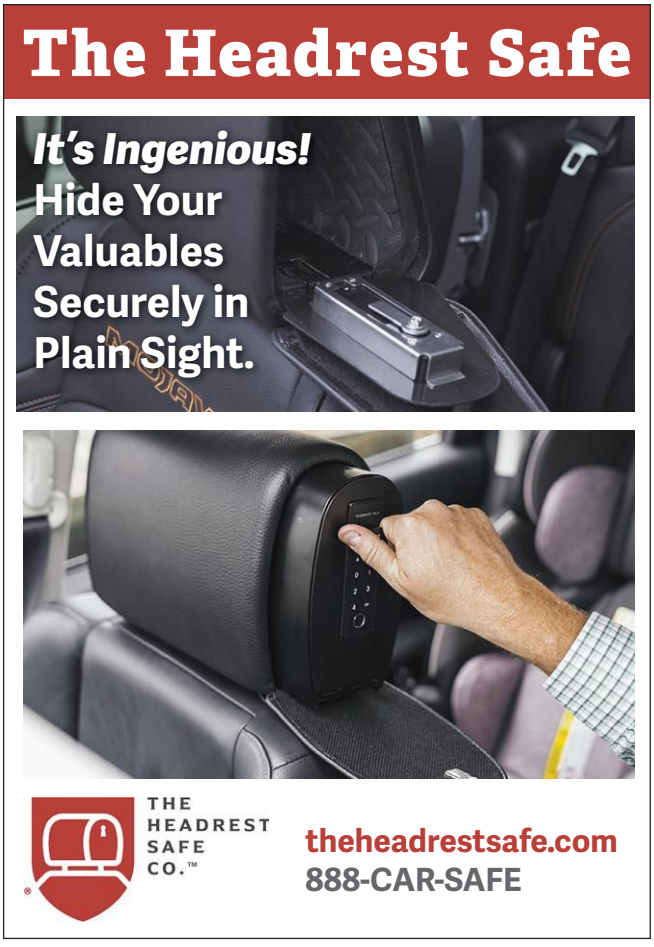


RV AIR CONDITIONER

Eberspächer Climate Systems, Mississauga, Ontario, presents its Breezonic HP. The Breezonic offers powerful cooling, energy efficiency and whisper-quiet operation. Built for modern adventurers, it features a heat pump for year-round comfort, lightweight construction and smart controls for easy use. Breezonic delivers fast, consistent cooling without draining battery reserves — perfect for off-grid travel. Whether you're chasing summer sun or braving chilly nights, Breezonic keeps your RV at the perfect temperature, wherever the road takes you.

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TANKLESS WATER HEATER

FOGATTI, Elkhart, Indiana, offers its Tankless Water Heater. The Tankless Water Heater: InstaShower 9 Pro is a high-performance RV on-demand water heater, delivering 66,000 Btu heat input and 3.6 GPM endless hot water with precise temperature control within ±1 F and can operate at ultra-high altitude. The staged combustion technology, patented flow stabilizer and built-in mixing tank optimize efficiency and enhance the shower experience. It is compact, lightweight and versatile for various applications.

fogatti.com

RV ROOFTOP AIR CONDITIONER

GE Appliances, Recreational Living, Louisville, Kentucky, presents its RV Rooftop Air Conditioners. GE RV Rooftop Air Conditioners offer powerful, reliable cooling performance, engineered to deliver comfort, quality and long-lasting durability. Available in low-profile and standard height, these units offer year-round comfort with both cooling and heating capabilities. Heat pump models extend propane usage for increased efficiency and operate in temperatures as low as 25 F. All GE Appliances RV rooftop air conditioners come with a transferable two-year warranty, covering products, parts and labor.

geappliances.com



AC SOFT STARTER

Micro-Air, Hamilton, New Jersey, offers its EasyStart RV AC Soft Starter. The Micro Air Soft Starter is essential for using an RV AC or heat pump with a portable or inverter generator. EasyStart is an intelligent device that learns the system and monitors for potential issues. Bluetooth diagnostics and support are available through a free phone app, model 364. For over 35 years, Micro-Air has been a leading manufacturer in the RV and marine industries. Made in the USA.

microair.net



RV AIR CONDITIONER



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recpro.com



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strombergcarlson.com

FURNACE CORE REPLACEMENT MODULES



Suburban, an Airxcel brand, Dayton, Tennessee, presents its Furnace Core Replacement Modules. Suburban offers a simple, cost-effective and time-saving alternative to replacing the entire RV furnace with Furnace Core Replacement Modules. Remove the core component module from the existing furnace chassis without having to remove the cabinet or ductwork around it. Suburban Furnace Core Replacement Modules then slide into the existing chassis, saving time and money while providing all the benefits of a new furnace. Available for multiple Suburban furnace types. Backed by a two-year limited warranty.

suburbanrv.com





INVERTER RV AC

TURBRO, Las Vegas, offers its TURBRO Greenland 13,500-Btu RV AC, which features energy-saving inverter technology. With 11.3 EER and 10.4 COP, it saves up to 30% energy and auto-adjusts for smoother, quieter operation. Offering year-round comfort, the unit features 13,500-Btu cooling and heating, plus fan and dry modes; the heat pump works from 19.4 F to 109.4 F. It is ultra-quiet and slim, operates as low as 45 dB and is only 10 inches thick, reducing air resistance. Includes remote/app control and ambient lighting, and fits RVs up to 23 feet.

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VENT INSULATOR

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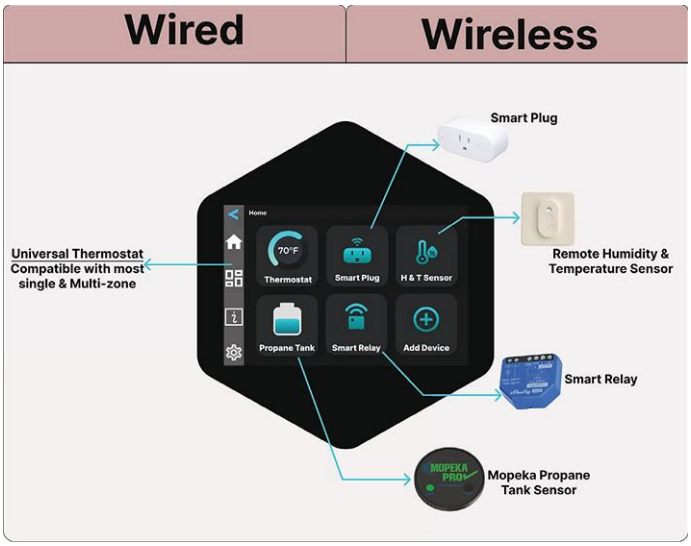
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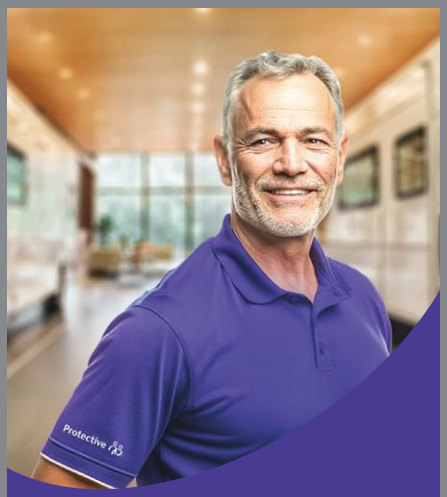


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WOMEN AT WORK

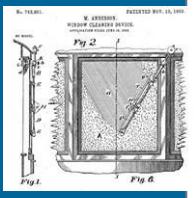
Today, seeing a female CEO or entrepreneur has become more common, but it wasn't always that way. In the mid-20th century, the labor force was predominantly male. The Bureau of Labor Statistics reports that less than 30% of the labor force was female in 1950. Even though 57.4% of women were in the workforce by 2019, women still faced pay gaps and leadership challenges. However, some of the most influential innovations still used today came from the minds of women:

Hedy Lamarr, 1914-2000
Lemarr, with another inventor named George Antheil, came up with a radio wave frequency hopping system to guide torpedoes during war. Although their patent expired decades ago, their technology is now used in today's Wi-Fi, GPS and more.

Ada Lovelace, 1815-1852
During a time when it was very uncommon for a woman to learn mathematics and science, Lovelace translated a paper about an analytical engine and discovered an algorithm that allowed it to compute Bernoulli numbers. She is now called the first computer programmer.

Margaret A. Wilcox, 1838-1912
In 1893, Wilcox was granted a patent for a car heater that used the engine's heat to warm the inside of the car.

Mary Anderson, 1866-1953
Anderson invented what would become the modern windshield wiper. Her 1903 patent was for a device the driver could operate inside of the vehicle.



Gertrude Belle Elion, 1918-1999
Elion was granted US Patent No. 2,884,667, along with George H. Hitchings, for 2-amino-6-mercaptopurine: An anti-leukemia drug, among other medical inventions.

Patricia Bath, 1942-2019
Dr. Bath holds five patents in total, but her most notable contribution is for the Laserphaco Probe in 1986. This was a life-changing invention for people suffering from cataracts. Thanks to Bath, thousands of people across the globe can see clearly today.



Ann Tsukamoto, 1952-present
An inventor and stem cell researcher, Dr. Tsukamoto has several patents in the field of stem cell research. One of her most significant discoveries involved finding a way to isolate stem cells.

FEBRUARY SHIPMENTS

32,871 units
(units) Total RV shipments

6% increase compared to February 2024 (31,024 units)

To date, shipments are up 12.7% with 60,500 units through February

"As pleasant spring temperatures debut across the country, RVers are eager to get outdoors and make lasting memories with family and friends — especially the 28 million Americans planning RV trips this spring," said RVIA President and CEO Craig Kirby. "While the industry has seen modest shipment growth this year, it's essential to remain cautiously optimistic. The market is showing signs of recovery, but we must stay mindful of potential economic headwinds and the need for sustained consumer confidence."

RESHAPING THE INDUSTRY

Go RVing's recent Owner Demographic Profile spotlighted the growing influence of millennials and Gen Z owners, who now represent the most diverse demographics, with 42% being part of at least one growth segment (Hispanic Americans, African Americans, Asian Americans and LGBTQ+).

- **Age range:** 62% aged 35 to 44 and 38% aged 18 to 34. More than half have an average annual income over $75,000.
- These owners **commonly travel with** a spouse (82%), children under 18 (67%) and pets (26%).
- **83% of millennials and 72% of Gen Z** plan to purchase an RV, with a preference for new RVs (79%) and specific types like conventional travel trailers (22%), Class As (21%) and Class Cs (16%). RV brand loyalty is high among these owners, with millennial (89%) and Gen Z (91%) likely to purchase the same brand again, citing strong quality and positive experiences as key reasons.
- Dealership websites (38%), social media (37%) and RV sales listings (37%) are **important sources to these owners,** along with experiential resources like dealerships (48%) and talking to other owners (47%).



ALL HANDS ON DECK

Registration for RVIA's fourth annual All-Industry Volunteer Day is now open. Industry members are invited to Elkhart County's **Bonneyville Mill County Park on May 15** to help with park clean-up and improvement projects. Three shifts are available, and lunch will be provided for all-day volunteers. *Register at RVIA.org.*


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