JULY 2025 RV-PRO.COM

RV PRO

Celebrating the Industry's RV VETERANS



Lippert has 700+ RV industry veterans among its employees.

GRAND DESIGN TOY HAULER GAINS MOMENTUM

SUMMER RV MAINTENANCE

PETS IN THE WORKPLACE

+ PRODUCTS MADE IN THE USA



Powering the RV experience with

DOMETIC

As your trusted distribution partner, we provide dealers with access to Dometic's complete RV line and the guidance to support your customers.

ntpstag

NTPSTAG.com

THE 35K FURNACE IS BACK

Smarter, Stronger and More Durable than Ever

PRECISION ENGINEERED WITH LONG-TERM RELIABILITY IN MIND

18-22% MORE AIRFLOW, THAN THE LEADING COMPETITOR'S FURNACE, IN DUCTED APPLICATIONS



PATENT-PENDING HALL EFFECT SENSOR ELIMINATES MOVING PARTS FOR GREATER DURABILITY

ONE-PIECE, SEAMLESS TUBULAR HEAT EXCHANGER DELIVERS EFFICIENT HEAT TRANSFER

ON-BOARD SOFT START REDUCES IN-RUSH CURRENT UP TO 80%

Maximize comfort and dependability in cool weather. With a unique air baffle design and the revolutionary new Hall Effect Sensor, the 35K Furnace Essential eliminates cold spots in the RV, while enhancing reliability.

To order, contact your local Dometic representative today.

Scan the QR to register for furnace training through the Dometic Product Academy.

DOMETIC

JULY 2025

In this issue

VOL. 21 NO.7

RV MANUFACTURER

12 Gaining Momentum
A shifting desire for toy hauler adaptability has brought Grand Design's lineup to the forefront.

SUPPLIER FOCUS

16 3 Decades of Drive: Freightliner Custom Chassis Corp.
FCCC talks new technology, OEM partnerships and improved ownership experiences.

SPECIAL FEATURES

18 7 Summer RV Maintenance Tips for Your RVers
How dealers can help their customers prepare for summer travel.

24 RVeterans 2025
Celebrating industry veterans who have given 20-plus years of service to the RV industry.

RV AFTERMARKET

52 Special Product Focus
The aftermarket spotlight on products made in the USA.



48

DEPARTMENTS

4 Editor's Note
6 News
10 Facts & Figures
62 Product Highlights
63 Ad Index
64 Pit Stop



ON THE COVER
Lippert team members with over 20 years of service in the RV industry. *Photo courtesy of Lippert.*

RVETERANS
CELEBRATING EXPERTISE & EXPERIENCE



RUNNING THE BUSINESS

40 The Building Blocks of Customer Trust
Taking the time to build a rapport and make customers feel comfortable pays off in the end.

46 How To Achieve an Accurate Inventory Count
A little extra work upfront can set you up for an efficient annual "physical" for years to come.

48 Pets in the Workplace
How and why they might be a good idea for your business.



16

CERTIFIED AUDIENCE

RV PRO (USPS 024-712) is published monthly by Cahaba Media Group, 1900 28th Ave S, Ste 200, Birmingham, AL 35209-2642. Periodicals postage paid at Birmingham, AL and additional mailing offices. Free to qualified recipients within the United States and U.S. Possessions. Publisher reserves the right to determine qualifications. Annual Subscription Prices: U.S. – one year, $45; two years, $80; three years, $108. Canada – one year, $76; two years, $142, three years, $201 (U.S. Funds); All other countries – one year $98, two years $186, three years, $267 (U.S. funds). Customer Service, call 800-256-2785. POSTMASTER: Please send address changes to RV PRO , PO Box 271, Lincolnshire, IL 60069-9835. All items submitted to RV PRO become the sole property of RV PRO and Cahaba Media Group and cannot be reproduced without the written consent of the publisher. Advertisers and/or their agencies, jointly and severally, assume all liabilities for printed advertisements in RV PRO. Opinions expressed in RV PRO July not necessarily reflect the opinion of the magazine, its management or its advertisers. Letters, photographs and manuscripts welcome.

Driving growth for dealerships **Every Way Forward®**

- Premier F&I Products and Solutions
- Capital Advance Programs
- Newly Developed Technology
- Proven Dealer Profitability



Become an AGWS Dealer Today.
agws.com/join

AGWS
EVERY WAY FORWARD®

RV PRO



Jennifer King

Attracting newcomers to the RV industry is of utmost importance. Whether hiring at a dealership, training new technicians in the field or recruiting talent to the diverse companies that support the industry, bringing new professionals into the fold is critical.

One thing that can be overlooked in these efforts to attract newcomers is the other side of the coin: retention. And these days, a positive retention rate may be even harder to achieve than hiring.

Jarringly, 80% of the world's workers feel overlooked and underappreciated, according to research by O.C. Tanner, a software company that helps employees achieve goals. It also found that a third of employees are merely surviving at work, and according to Forbes, 80% of human resources and learning and development professionals fear that employees are at risk of burnout.

So what can you do to ensure your employees aren't on the brink of burnout, or feeling disengaged and undervalued?

Forbes has some practical ideas that you can implement:

1. Personalize your employees' development plans — Make it possible for your team to learn the skills that are most impactful for them.
2. Foster employee connections — Create the ability for your team to connect casually; forming a culture committee or employee resource groups can help.
3. Support the leadership in your organization — Quality leadership impacts everything, Forbes says. Developing core competencies in current managers, such as self-awareness and emotional intelligence, is paramount.
4. Listen to your team — Identify burnout and retention concerns faster with employee feedback through anonymous surveys and listening sessions.

Modest turnover rates can affect morale and productivity; high turnover rates can lead to operational problems, customer service issues, lower productivity and reduced sales for companies that fail to invest in onboarding and retention, according to O.C. Tanner.

"They may pay less to acquire their employees, but they sacrifice the greater performance and long-term value that comes with investing in more experienced workers," the software company says.

Meeting the basic needs of your employees should go without saying — but helping them thrive at work should also be a given. The people in your organization can drive value, profit, customer service and more. Make the effort to see them as valuable assets and not just a cost to the bottom line and you'll see the benefits.

Jennifer King

Editorial Advisory Board

Chris Barth
Ember Recreational Vehicles
Founder / VP / COO

Susan Carpenter
RV Women's Alliance
President

Paul Choquette
Blue Ox
Vice President of Operations

Travis Creech
Rex & Sons RVs
Operations Manager

Earl B. Hunter, Jr.
Black Folks Camp Too
President

Jeffrey Hunter
Storyteller Overland
Founder / CEO / Chairman

Jennifer C. Johnson
RV Park Management
Southeast Regional Manager
Florida RV Trade Association
2024/2025 Region 7 Treasurer

Tom Kline
Better Vantage Point LLC
Founder / Lead Consultant

Eva Mitic
Go Power! | Dometic
Marketing Manager, Mobile Power Solutions

Trey Miller
Jayco Family of Companies
Vice President of Marketing

Randal Murray
Pete's RV Dealer Group
Director of Orientation

Michael Rupchock
Lippert
Vice President of Marketing, Aftermarket

Jesse Stopnitzky
Performance Brokerage Services
Co-Owner

Juan Tejeda
PPL Motor Homes
CEO

Tony Yerman
RV Dealers Association
RV Fixed Operations Consultant

EXECUTIVE EDITOR
Jennifer King
205-278-2826
jdking@cahabamedia.com

SENIOR MANAGING EDITOR
Jordan Benschop
720-784-8074
jbenschop@cahabamedia.com

MANAGING EDITOR
Michele Moore
720-784-8073
mmoore@cahabamedia.com

CONTRIBUTORS
Linda Cahan, John McCurry, Thomas Morin, Mel Selway

CREATIVE SERVICES

ART DIRECTOR
Melanie Magee

DIGITAL PROJECT MANAGER
Greg Ragsdale

DIGITAL PRODUCTION DESIGNER
Shelby Dempsey

WEB DEVELOPER
Greg Caudle

ADVERTISING

SENIOR ACCOUNT EXECUTIVE
Rebecca Tittel
720-784-8081
rtittel@cahabamedia.com

ACCOUNT EXECUTIVE
Caroline Fugler
720-394-3327
cfugler@cahabamedia.com

CLIENT SERVICES COORDINATOR (ADVERTISING)
Holly Strickland
hstrickland@cahabamedia.com

CIRCULATION
Subscription Changes & Inquiries:
rv-pro@omeda.com

CAHABA MEDIA GROUP

Publisher
Matthew G. Conroy

Vice President of Sales
Greg Meineke

Vice President of Finance
Brandon Whittemore

Director of Content
Elizabeth Manning

Director of Operations
Laurie Tisdale

Director of Sales
Stacy Marshall

PO Box 530067
Birmingham, AL 35223
Phone: 205-212-9402 · rv-pro.com

RVDA ASSOCIATE MEMBER
RV INDUSTRY ASSOCIATION

AMERICAN TO THE **CORE**

G STRONG **100%** MADE IN THE USA



Our **lightest solution** to date is perfect for RV slide-outs, sidewalls, ceilings, floors and tops.

Made from domestically-sourced PET right here in Indiana, G-Strong components are:

// 50% lighter vs plywood
// Up to 85% recycled content
// Durable & water-resistant

GENESIS PRODUCTS

GENESIS**PRODUCTS**INC.COM | 877.266.8292

THOR Names Head of Corporate Development, Investor Relations


Woolf

THOR Industries announced that Seth Woolf has joined the company as head of corporate development and investor relations.

Woolf joins THOR in a strategic leadership role focused on supporting the development of long-term corporate initiatives and strengthening the company's capital markets communications.

"Seth brings a unique and valuable combination of industry insight and financial expertise," said Bob Martin, president and CEO of THOR Industries. "His deep understanding of both the RV business and the capital markets will be a great asset to our management team as we continue to execute on our long-term strategic plans and articulate our vision."

Woolf has spent the last 15-plus years in the investment industry with a focus on the recreational vehicle industry in various financial roles, giving him a comprehensive perspective on the market, its challenges and its opportunities. His experience will enhance THOR's ability to navigate evolving market dynamics and support sustained growth, the company said.

"I'm thrilled to be part of the THOR team," Woolf said. "This is a tremendous, industry-leading organization with a strong track record and many compelling opportunities on the horizon."

Most recently, Woolf was a portfolio manager with J. Goldman & Co., where he invested in a number of consumer and industrial businesses. Before that, he was a sell-side analyst at Northcoast Research and covered the leisure sector, which enabled him to form extensive relationships within the RV industry.

Sunset Park Adds New Regional Sales Manager

Shipshewana, Indiana-based Sunset Park RV announced the newest addition to its sales team, Josh Treat, who joins as a regional sales manager for the central U.S., from Arizona to Minnesota, along with central Canada.

Treat brings valuable experience from his time within the industry and a passion for connecting dealers with innovative, lightweight RV solutions. He can be reached at treat@sunsettrailers.com.

Treat joins a strong and seasoned team of regional sales managers:

- Dan Ebey – Midwest, the Virginias and Ontario – debey@sunsettrailers.com
- Vasi Costin – Western U.S. and Canada – vasic@sunsettrailers.com
- Tim Depoy – Eastern U.S., Quebec and Eastern Canada – tim@sunsettrailers.com
- Tarynn Schmucker – Maine and New Hampshire – tarynn@sunsettrailers.com

Together, this team is led by Jason Howard, vice president of sales, and is well-positioned to help dealers face the challenges of rising costs in today's market. Sunset Park RV said it remains committed to delivering competitively priced, lightweight entry-level units packed with amenities.

"I was honestly surprised to realize we're quickly approaching our 25,000th trailer. Sunset has always focused on quiet, steady growth, making small waves rather than big splashes in the RV world. At the end of the day, when we lay our heads down at night, we can rest easy knowing we've done our best for our customers — both our dealers and the campers who trust us," Howard said. "As any Sunset Park RV owner can tell you, some of the happiest campers in the wild are rolling with us!"

Dometic MPS Americas Names New General Manager


Nelson

Eric Nelson has been appointed general manager of Dometic Mobile Power Solutions Americas. He will be based in Victoria, Canada. Nelson has extensive sales and leadership experience from companies such as Mercury Marine Limited and Outboard Marine Corporation. His expertise brings decades of experience to the Mobile Power team as they continue to build on nearly 30 years of innovation in the RV industry.

"I am very excited to join Dometic, especially their Mobile Power Solution division," Nelson said. "Our products' green aspect aligns with my values and empowers people to go beyond the grid and explore deeper into nature. I look forward to contributing to a team that enables such freedom and adventure."

"Eric's result orientation and customer focus, combined with his commitment to foster a culture of accountability, commitment and shared success, will be instrumental for our continued growth journey," said Erik Sundin, head of Mobile Power Solutions.

RVIA's Emerging Leaders Host 4th Annual Volunteer Day

On May 15, the RV Industry Association (RVIA)'s Emerging Leaders Coalition hosted its fourth annual All-Industry Volunteer Day.

Over 300 volunteers participated in the event at Bonneyville Mill County Park in Elkhart, Indiana. Volunteers spent the day painting and siding shelters, improving latrines, constructing new roofs, power washing shelters, replacing boardwalks, building park benches, conducting trail work, removing invasive species, replacing shelter windows and doors, and helping with mulching and landscaping.

The RV industry's Emerging Leaders Coalition is designed to strengthen institutional industry collaboration and engagement by identifying, recruiting and retaining emerging industry leaders and harnessing and elevating diverse emerging industry leader perspectives.

The coalition launched its annual volunteer project initiative in 2022 at Potato Creek State Park, following it up in 2023 at Ox Bow County Park and again in 2024 at Chain O'Lakes State Park. Over these past four years, a total of 1,400 volunteers have contributed more than 4,000 hours of service. The coalition has left a lasting impact at these locations by constructing park facilities, repairing infrastructure, removing invasive species and enhancing public spaces.

The RVIA's Emerging Leaders Coalition has been recognized with two awards for its accomplishments in supporting state parks through volunteerism. For their volunteer initiatives in Indiana State Parks, the coalition received the 2024 National Association of State Park Directors President's Award. Additionally, their 2022 project at Potato Creek State Park was honored with the 2023 Partnership Award by Indiana State Parks, which recognizes cooperative efforts between a property and a community organization that support projects and facilities to serve property guests.

A WORLD OF COMFORT

Eberspächer



BREEZONIC HP

THE ULTIMATE 3-SEASON A/C WITH HEAT PUMP



When adventure calls, Breezonic keeps you comfortable. This powerful, energy-efficient air-conditioning system isn't just about cooling — it's a 3-season solution for your RV or camper van. With its built-in heat pump, Breezonic delivers reliable warmth when temperatures drop, making it perfect for spring, summer, and fall travel.

eberspaecher-motorhomes.com

Maxxsonics Taps New Regional Sales Manager



Brinkley

Maxxsonics, a leader in audio solutions for mobile, powersports and marine applications, announced the addition of Chris Brinkley as new regional sales manager. With over two decades of experience in the car audio and mobile electronics industry, Brinkley brings a deep and extensive background in B2B sales, installation, training, marketing, vehicle-specific integration and brand development — along with a deep passion for the mobile audio space.

"I have an extensive background in some of the newest technologies in our industry and hope to help grow the passion, excitement and drive the popularity of the entire family of Maxxsonics car audio brands," Brinkley said.

"I am excited to be joining the Maxxsonics team — between the four different brands and their amazing story and history, I couldn't be happier. I'm looking forward to building awareness and showing how good of a partner Maxxsonics can be for its dealers and distributors," Brinkley concluded.

Brinkley's career began in 2001, and from 2007 to 2011 and again from 2014 to 2022, he served as a manufacturer's representative covering the Texas, Oklahoma, Louisiana and Arkansas territory. In 2022, he transitioned into a larger direct role with another car audio manufacturer, where he was instrumental in sales strategy, technical training, marketing efforts and overall brand growth. Fluent in both English and Spanish, Brinkley is uniquely positioned to support a diverse customer base and provide exceptional service across multiple regions.

"Chris has the experience, energy and industry knowledge we value. He's joining a team of real enthusiasts and hitting the ground running with a product lineup that continues to gain momentum — from our Jeep and Tacoma STAGE Kits to the strong performance we're seeing in car audio with Hifonics and Crunch," said Eddie Ramirez, Maxxsonics national sales manager.

Brinkley is expected to play a key role in enhancing Maxxsonics' market presence, strengthening dealer and distributor relationships, and driving growth across all brand platforms. Known throughout the industry as @caraudiochris, his passion for the category and commitment to dealer success make him a valuable addition to the Maxxsonics team.

"We're thrilled to have Chris join the Maxxsonics family," said Alden Stiefel, president of Maxxsonics. "His technical expertise, bilingual communication skills, and passion for the industry make him an outstanding asset to our team. We're confident that Chris will make an immediate impact and help us take our sales and customer support efforts to new heights."

Ember's Spencer Brown Named to 'Rising 30 Class of 2025'



Brown

Ember Recreational Vehicles announced that Spencer Brown, design/product engineer, was named to Conexus Indiana's Rising 30 Class of 2025 for his work in advanced manufacturing and logistics. Conexus announced the fifth annual Rising 30, an exclusive group of young professionals making significant early career contributions to Indiana's advanced manufacturing and logistics sectors.

The Rising 30 program, presented by Purdue University, continues Conexus Indiana's commitment to strengthening and promoting Indiana's vital manufacturing and logistics ecosystem. These honorees represent exceptional talent under the age of 30 who are already reshaping Indiana's largest industry sector and will lead it into the next era of innovation.

Born and raised in Goshen, Indiana, Brown has always had a passion for learning how things work and coming up with new ideas. After graduating from Goshen High School in 2014, Spencer attended Trine University. He graduated in 2018 with a bachelor's degree in design engineering technology and a master's degree in engineering management. After graduating, Brown began working for Jayco, where he served as a design engineer and line engineer. In June of 2021, Brown married his wife, Delora, and they live together in Goshen with their German shepherd, Coal.

In September 2021, Brown decided to embrace the opportunity to use his creativity and innovative mindset when he joined the team at Ember Recreational Vehicles. He continues to serve as Ember's design/product engineer. In his free time, Brown likes to go camping, work outside and enjoys being a drummer on the worship team at the church he attends.

"I couldn't be prouder to see Spencer recognized as an honoree of The Rising 30 program. Spencer is very deserving of this recognition. His talent, dedication [and] ingenuity has been an asset to Ember since the beginning in 2021," said Ashley Bontrager Lehman, Ember co-founder and CEO. "Watching him grown and make a meaningful impact — both at Ember and in our industry — has been incredibly rewarding."

The 2025 honorees span a wide range of specialties — from engineering and operations to research and development, technical services and strategic leadership. They represent organizations ranging from established global corporations, emerging startups and local family businesses distributed throughout Indiana's manufacturing hubs from South Bend to Jeffersonville.

Rising 30 candidates are nominated by their employer or an industry representative, and winners are selected based on their career accomplishments to date. In the coming year, the Rising 30 honorees will participate in Conexus Indiana's work by serving as thought leaders on topics including technology adoption and workforce development.

"When I visit our manufacturing facilities across Indiana, I'm always struck by the ingenuity of our young talent," said Jay Wirts, president and CEO of Conexus Indiana. "These Rising 30 honorees aren't just building products — they're building the future of Hoosier manufacturing and ensuring our families and communities thrive. Each one of them represents why Indiana continues to strengthen its position as a global manufacturing and logistics powerhouse for generations to come."

To view bios of each honoree, visit conexusindiana.com/rising-30. Nominations will open for the 2026 class in November. RVP

GOT NEWS? Send your company news items to jbenschop@cahabamedia.com or mmoore@cahabamedia.com.

QUALITY
WHEN IT MATTERS MOST



SEWER HOSE KITS

Don't leave your RV sanitation experience to chance. Make sure it's a clean and complete one with Gator Sewer Hose Kits, by Duraflex. With two hose types and three hose lengths (up to 30 ft), Gator Sewer Hose Kits are as customizable as they are durable. All kits feature polypropylene hoses with bayonet-style swivel fittings, odor tight gaskets, a clear elbow with 4 in 1 adapter connection and storage caps. Hoses fit into a standard 4" RV bumper for easy transport and storage. Gator Sewer Hose Kits deliver the quality you need, when you need it most.

$50 REBATE!

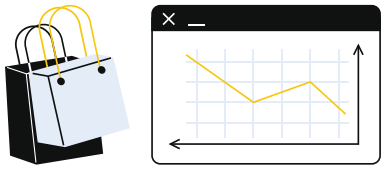
On the purchase of any (10) qualifying Gator Sewer Hose Kits. No limit.
7/1/25-7/31/25.



GATOR®
BY DURAFLEX

Exclusively distributed by ntpstag
A Division of Keystone Automotive Operations

2025 CONSUMER TRENDS: TOY HAULERS



Consumer interest in toy hauler RVs on RV Trader saw a modest but noticeable increase during the first four months of this year compared to the same period in 2024. As more travelers seek flexible options that combine adventure and practicality, toy haulers — with their built-in garages and rugged versatility — are clearly gaining momentum in the market. Understanding what buyers are searching for can help dealers better align their inventory with current demand. To uncover these insights, RV Trader analyzed online search data from January through April, highlighting the most engaged makes and models, as well as key inventory trends.

Top Toy Hauler Manufacturers

The following are the top toy hauler manufacturers based on search activity on RV Trader from January-April 2025.

1. **Forest River**
2. **Keystone RV**
3. **Grand Design RV**
4. **Heartland RV**
5. **Genesis Supreme RV**

Following a decline in listing interactions from 2023 to 2024, four of the top five toy hauler manufacturers have experienced positive growth so far this year. Keystone is leading the way with a 20% year-over-year increase in interactions, while Grand Design follows with a 12% gain.

20% **Year-over-year increase in interactions for Keystone**

Top Toy Hauler Models

The following are the top toy hauler models based on search activity on RV Trader from January-April 2025.

1. **Keystone Raptor**
2. **Keystone Fuzion**
3. **Grand Design Momentum**
4. **Forest River Cherokee Wolf Pack**
5. **Forest River Cherokee Grey Wolf**

Although **Forest River** leads in overall toy hauler engagement, **Keystone** stands out at the model level, claiming the top two spots with its **Raptor** and **Fuzion** models. Collectively, the top five models have seen an almost 13% increase in listing interactions compared to 2024, with **Keystone Raptor** leading the charge with an impressive 42% growth.

42% **Keystone Raptor's growth from 2024**

Inventory Insights

Overall toy hauler inventory is up 9% year-over-year, with buyer interactions on listings rising by more than 8%. This growth appears to be driven in large part by used models, which have steadily gained a larger share of total inventory — rising from 24% in 2023 to 41% in 2025. Used listings are also seeing significantly more engagement, with buyer interactions up over 41% compared to last year.

41% **Used toy hauler models' share of inventory in 2025**

As the RV market continues to evolve, toy haulers are proving to be a strong contender for consumers seeking both utility and adventure. The renewed interest, particularly in specific models, along with the steady rise in used inventory, highlights a growing segment of buyers who value versatility. By staying attuned to search trends and consumer behavior, dealers can better position themselves to meet this demand and capitalize on shifting preferences. With the right inventory mix and timely insights, there's clear opportunity for growth in the toy hauler category throughout the rest of the year.

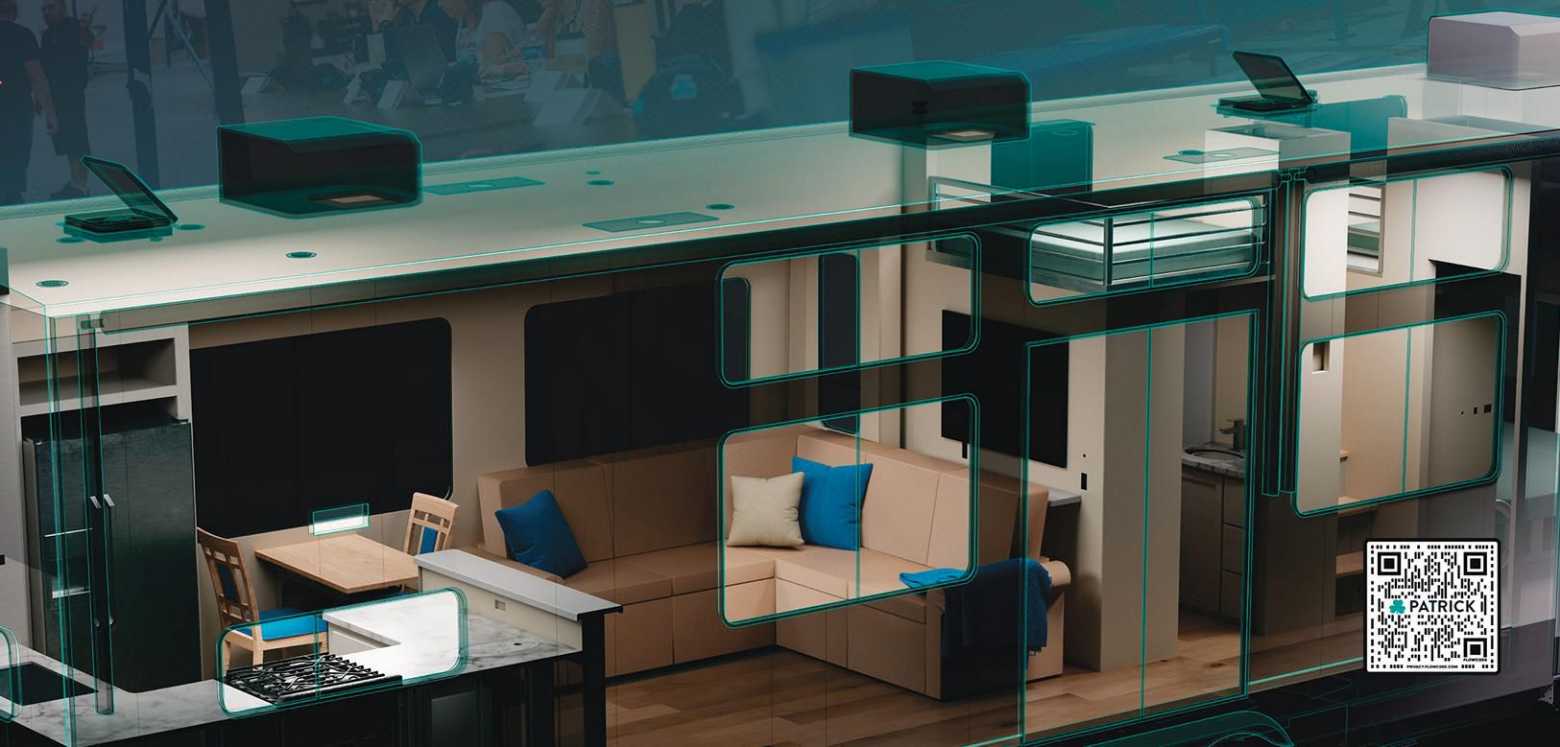
About RV Trader *RV Trader, a part of the "Trader" family of brands and owned by Trader Interactive, is the leading marketplace for advertising RVs, motorhomes, and campers. With an average of 6.5 million monthly visitors, RV Trader offers innovative tools to help manufacturers and dealers make connections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

**SOURCE: RV TRADER SEARCH ACTIVITY FOR TOY HAULERS, JANUARY-APRIL, 2023-2025

PATRICK

Built by Veterans. Empowered by Patrick.

Our edge isn't just what we make—it's who makes it.
At Patrick, 1 in 10 employees has 20 years of experience or more.
It's why our products outperform, and our partnerships last.
It's not just about tenure. It's about trust—built year after year. That's a difference our customers can feel.



GAINING MOMENTUM



A shifting desire for toy hauler adaptability has brought **Grand Design's** lineup to the forefront.

BY JOHN MCCURRY

PHOTOS COURTESY OF GRAND DESIGN RV

EXTRAORDINARY VERSATILITY. That's what developers at Grand Design RV hoped to accomplish when they conceived the latest iteration of the Momentum toy hauler. Judging by reviews and industry accolades, they achieved just that. Chase Booth, product manager for the Momentum series, says toy hauler buyers aren't always looking for a rig to transport their ATVs or motorcycles. The new garage design gives customers options.

"The toy hauler of the past was rugged, with more aggressive interiors," Booth says. "Maybe you don't have side-by-sides, and maybe in the future you will want to have such a thing, but right now you are using it as a camping fifth wheel or travel trailer. Maybe you are using it full time. They are intended to be used all the time if you want to."







The garage area of the Momentum toy hauler is equipped with large windows, integrated lighting and plenty of electrical outlets.

A primary feature helping Grand Design achieve that desirable versatility is the new LiftSuite system. The exclusive addition was derived from a close relationship with longtime vendor Lippert, which has been supplying a P2K motorized Murphy bed for use over the cab in motorhomes for years. Booth says Grand Design wanted to see if the concept could be applied to toy hauler garages.

"We wanted to find out how we could use this in a toy hauler to make it great. Side-by-sides keep getting longer and wider. Toys in general are getting wider. It's not as big a deal for us with our models that have garages separate from the living portion of the unit. It's pretty easy for us to get width in those models. We have to make sure we are giving customers as much width as possible."

However, achieving that extra space in garages more directly connected to the living area required some ingenuity.

"What we wanted to do is take that P2K bed lift, which utilized an onboard motor and a belt system and works independently from anything on the bottom," Booth says. "It provides a very clean look. We were able to integrate the lighting above. It offers a much brighter feel in the back. When you want to bring the bed down, it's push-button. It comes right down and doesn't take a lot of time." The bed is capable of holding up to 800 pounds.

Maximized natural light in the garage is another great feature, Booth says.

"One of the other cool things — using one track on the bed lift allows us to put these giant windows back in the garage. No other brand is doing that."

The garage area is equipped with plenty of electrical outlets for appliances. It also features integrated lighting for added brightness. Light fixtures are installed under the bed so that they shine directly down when the bed is raised. The lights are standard on all Momentum fifth wheels.

The LiftSuite helps Grand Design provide customers the flexibility to use the toy hauler space as living space, such as a bedroom or office, when it's not carrying kayaks or e-bikes. When used to transport toys, the conversion is easy. The LiftSuite allows Grand Design to capitalize on this growing trend.

Booth reports that sales with units containing LiftSuite have been strong. Customers have been impressed after seeing how the bed operates quickly and efficiently.

A Broad Market

Toy hauler customers run the demographic gamut these days.

"We have a lot of young families who are packing it all up and using that space. When they take the toys out, they convert [it] into a bunkroom or some even make it their master bedroom. We are seeing that with a lot of folks who come to our rallies. We recently held a rally in Coldwater, Michigan. There are a lot of folks full-timing in a Momentum. There are a lot of retired folks who like that this is a more versatile product."

Grand Design worked with MORryde to



build the benches for the garage, which add to the versatility. They can be used as a chair, a bench seat or a bar top, which can be used to set up a buffet. Everything can fold flat against the wall.

Another improvement involves the rear door, which Booth describes as a three-season door that is sturdier, with a better locking mechanism.

"It feels more like a storm door," he says.

Momentum has been a toy hauler in various forms since it debuted in 2013. Booth says Momentum features more of a traditional build, with MSRPs ranging from the high $30,000s to more than $200,000.

"We have fifth wheel models that go from 36 feet all the way up to 48 feet that can have full body paint and independent suspension. Momentum started as a fifth wheel. It offered a more versatile-type product with garages in the back, generators and fuel stations. It took off. In the last few years, our Mav product has seen success from a travel trailer standpoint."

Momentum's diverse product offerings have allowed it to achieve market success, Booth says.

"Because of our overall look, our overall product offering, we are able to grab an incredibly broad market," he says. "We have been the No. 1-selling fifth wheel toy hauler for quite some time. In the last year and a half, we have been the No. 1-selling travel trailer as well. I like to think that we are where we are because of what we are offering from a product layout and product feature standpoint, and our customer service."



Around 250 dealers offer Momentum models — a good number, Booth says.

"Grand Design is not a company that tries to plant dealers everywhere. Our dealer network is very important to us. We want to make sure they have an opportunity to run a fair business and not complete with ourselves. We build strong relationships with our dealers."

Keeping Ears to the Ground

Interior colors are evolving with regularity, currently trending lighter. Colors have segued from a deep rich brown to something closer to maple and tan. Painted cabinets are more common. Grand Design strives to follow residential housing decor trends. On the exterior, Momentum offers nine full-body colors.

Grand Design has several upgrades and tweaks in the works for Momentum that will be revealed this summer. Chief among them is a new system to control Wi-Fi cellular and internet, called OmniPrep.

"We are trying to make sure if customers hook up a Starlink or have boosted Wi-Fi, we will have features inside that make it easy for them to adapt to whatever they need. This is a very competitive area, and we try to make sure we are staying ahead. This will be a better-connected coach."

New floorplans will be released in all of Momentum's segments by late summer. A new side patio will also be available.

"We try to keep our ears to the ground with our customers, and we try to react incredibly quick. Our product development teams are constantly grinding to do what's best for our customers."

In spite of the current political and financial landscape that lends uncertainty to the economy, Booth says Grand Design is seeing relatively strong retail activity. He is optimistic about the second half of 2025. That is fueled in part by Grand Design's emphasis on innovation.

"No one has a crystal ball, but we feel pretty good about this year," he says. "Our travel trailer market share is hovering around 27%, and our fifth wheel market share is over 19%. It's pretty awesome." RVP

HOLDING TANKS

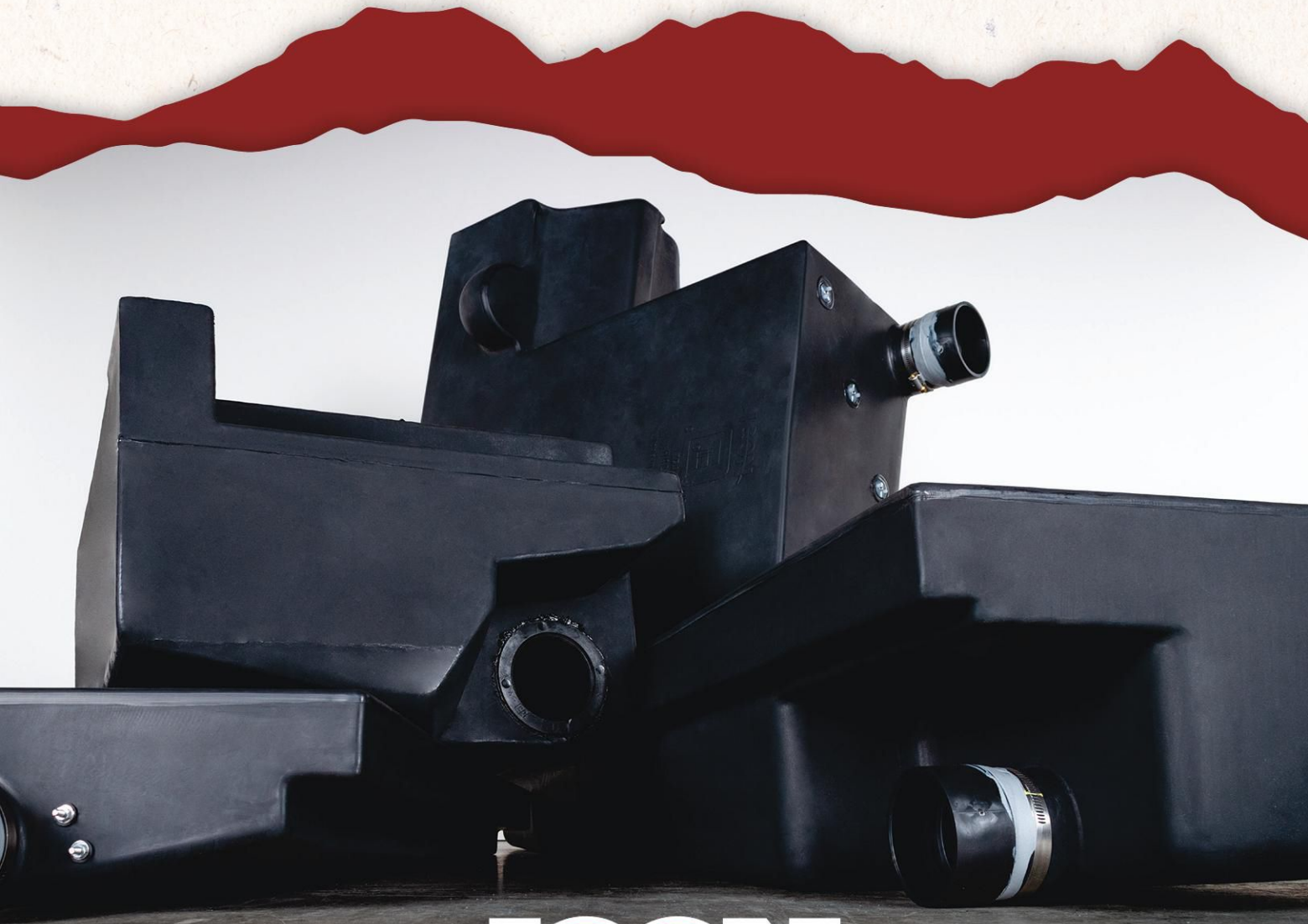
Scan with your camera for more info on our top of the line Holding Tanks.

Functional & Strong. Install with Confidence.

HUGE SELECTION & TONS OF SIZES *

HEAVY DUTY POLYETHYLENE & ABS MATERIAL *

CERTIFIED TO IAPMO STANDARDS *



ICON

1-888-362-4266 icondirect.com info@icondirect.com

3 Decades of Drive: Freightliner Custom Chassis Corp.

This RV chassis manufacturer talks new technology, OEM partnerships and improved ownership experiences.

BY MICHELE MOORE

PHOTOS COURTESY OF FREIGHTLINER CUSTOM CHASSIS CORP.



Tiffin's Allegro Bus is available on the PowerGlide XC and PowerGlide SL.



The Tiffin Zephyr, built on FCCC's PowerGlide SL

A strong foundation is critical to any structure, and when that structure is an RV, the chassis is a critical component — one that, among other things, can affect a customer's driving experience. RV PRO recently caught up with Jeremy Buckmeier, RV product manager for South Carolina-based Freightliner Custom Chassis Corp. (FCCC), which produces more than half the market in Class A diesel motorhome chassis, to discuss what 2025 holds in store for the company.

What's new for FCCC for RV chassis?

There are many new products, partnerships and milestones we're celebrating at Freightliner Custom Chassis Corp. At the 2025 Tiffin Dealer Meeting at the end of April, for example, we expanded our exclusive partnership with the introduction of PowerDrive, our new steering system designed to transform the Tiffin Class A driving experience. PowerDrive strikes the ideal balance of power and performance for a seamless driving experience and features an electronic motor that delivers torque assist to the hydraulic steering system. PowerDrive also features integrated sensors to monitor torque, steering input and vehicle speed that enable the coach to adapt in real time to road conditions and hazards, enhancing driver safety, comfort and confidence. We also showcased the newest Tiffin Class A model built on FCCC's exclusive PowerGlide XL chassis — the 2026 Phaeton. The 2026 Phaeton is the latest Tiffin Class A model now available on the PowerGlideXC or PowerGlide SL, joining the 2026 Allegro Bus (available on both PowerGlide XC and PowerGlide SL) and the 2026 Zephyr (PowerGlide SL).

We also recently unveiled Dash+, our new dash full of driver-focused enhancement and innovations for our S2RV Super C chassis. The new Dash+ on the S2RV takes safety and RVer experience to the next level thanks to a range of technological and ergonomic driver controls. This includes the introduction of FCCC's DriveTech ergonomic steering wheel and column-mounted controls, which eliminates the need for drivers to reach for every command and places transmission controls at their fingertips.

We strengthened our commitment to providing [one of] the most convenient and best ownership experiences overall with the recent update of the My 24/7 Direct app. The newest features in the

updated version of the app include a robust and growing library of videos focused on coach maintenance and service. The videos bring to life a wide range of maintenance-related topics, including a coach's air cleaner, coolant, fuel and oil filters, and transmission.

And lastly, we're celebrating our 30th anniversary in 2025! This milestone has certainly been an opportunity for our team to reflect on all of our accomplishments and success — and it's also an opportunity to get excited about what the future holds for FCCC, our OEM and dealer partners, and our customers.

Has anything been released with an RV brand in the last year that you're particularly proud of? Why?

As mentioned, we've unveiled a few new features and products through our exclusive partnership with Tiffin that we are very excited about and proud of.

We're incredibly proud to partner with Newmar on the development of the 2026 Grand Star, their first Super C model that reflects its customer-centered development approach and ongoing commitment to delivering premium experiences for both seasoned RV enthusiasts and those new to the lifestyle. The Grand Star boasts [one of] the shortest motorhome floorplans on the market built on our S2RV platform, ensuring a comfortable, easy-to-maneuver vehicle that fits effortlessly into a variety of camping and storage spaces.

We also were proud to partner with the great team at Fleetwood on the development of the 2025 Palisade, their luxury Class A diesel coach powered by our XCM chassis. The XCM's modular design and lowered rear section offers enhanced floorplan versatility and pass-through storage capacity. Powered by a Cummins L9 engine offering 450 horsepower and 1,250 pound-feet of torque, the 2025 Palisade powered by the XCM offers several FCCC innovations, such as RoadWatch, DriveTech and UltrasSteer.



Newmar's 2026 Grand Star is built on FCCC's S2RV platform.



The Tiffin Allegro Bus with its FCCC PowerGlide XC chassis

How do you work with the owners clubs of your OEM partners to ensure a positive ownership experience?

We have long prided ourselves on providing the best ownership experience in the industry throughout the entire time someone owns their coach. This is why our strong partnership with our OEMs and dealers is so important — we work closely with each of their owners clubs to ensure their owners have easy and ready access to our comprehensive resources and expertise. We also provide education and training to our dealer partners to ensure they are equipped with the knowledge necessary to answer any and all questions and concerns. Our amazing RV team is on the road constantly as well, attending numerous OEM rallies and other events to meet with owners and hold our award-winning service and maintenance seminars on a regular basis.

What challenges do you foresee for FCCC for the rest of 2025?

We are encouraged about where we see the market headed in the near term. The Class A and Super C segments are both fairly robust and resilient in terms of demand, which helps explain the interest and enthusiasm we're experiencing among OEMs, dealers and prospective buyers.

As always, our team is focused on the things we can control and impact. This means a continuous mission to increase product quality, streamline our processes, enhance our service and provide the best overall experience in the industry. RVP

7 SUMMER MAINTENANCE TIPS FOR YOUR RVERS

How dealers can help their customers prepare for summer travel.

BY THE NATIONAL RV TRAINING ACADEMY (NRVTA)

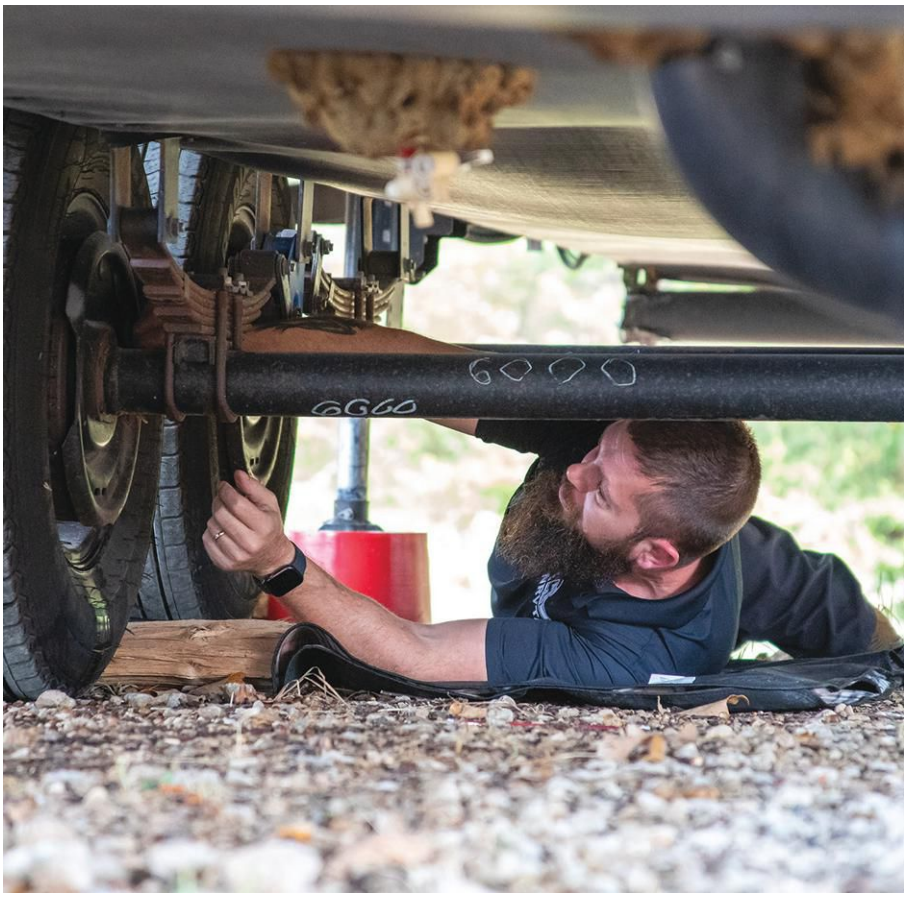
PHOTOS COURTESY OF NRVTA



Summer is the most anticipated time of year for RV travel. Whether it's weekends at favorite campgrounds or cross-country family adventures, RVs see their heaviest use when the days are long and the weather is warm.

However, summer's heat, storms and longer driving distances also push RV systems to their limits. Without proper preparation, small oversights can quickly grow into costly repairs — or worse, ruin an entire trip.

A little preventative maintenance goes a long way. Set up your customers for success by educating them about what it takes to get an RV summer-ready — and what your dealership can do for them ahead of time. The following comprehensive guide provides key maintenance steps, real-world examples of what can go wrong and practical tips for owners heading into the busy season.



1. Keep Cool: Air Conditioner & Ventilation System Care

In peak summer heat, a properly working air conditioner isn't just about comfort — it's critical for safety, especially for pets, kids and older travelers. Preparation steps include:

- **Cleaning or replacing air filters:** Dust, pollen and debris restrict airflow.





Filters should be checked monthly during summer use.

- **Inspecting evaporator and condenser coils:** Dirty coils reduce cooling capacity and can cause system strain. Gently clean coils with a soft brush or compressed air.
- **Checking ductwork and airflow:** Remove vent covers and ensure no blockages exist.
- **Testing the thermostat:** Confirm it cycles correctly and maintains set temperatures.

If neglected: Neglected systems can overheat, leading to compressor failure — a costly and often trip-ending repair. For example, an RV that loses AC cooling while parked at a desert campground can become dangerously hot in less than an hour, putting occupants at risk of heat-related illness.

Pro Tip: Consider shading the roof-mounted AC unit or installing vent covers to improve airflow and reduce cooling load.

2. Tires: Safety Starts Where the Rubber Meets the Road

Tires endure the harshest treatment during summer travel. High ambient temperatures combined with heavy RV loads create the perfect conditions for blowouts. Important tire checks include:

- **Inspecting tread depth:** Ensure it meets minimum safe levels — usually 4/32 inches for steer tires and 2/32 inches for trailer tires.
- **Checking sidewalls:** Look for cracks, cuts, bulges or dry rot symptoms, especially on RVs stored outdoors.
- **Confirming proper inflation:** Check when tires are cold. Refer to the manufacturer's placard or RV owner's manual for correct PSI.
- **Reviewing tire age:** Most RV tires have a usable lifespan of five to seven years, regardless of mileage.

If neglected: Tire blowouts are the leading cause of RV highway emergencies in the summer. Beyond the inconvenience, a blowout can damage RV undercarriage components, cause loss of control and, in extreme cases, result in severe accidents.

Pro Tip: Carry a portable air compressor and tire repair kit. Investing in a tire pressure monitoring system (TPMS) provides real-time data and early warnings of trouble.

3. Batteries: Power When You Need It Most

Summer trips heavily tax RV batteries, especially when boondocking, running air conditioners and using onboard entertainment. Proper battery care includes:

- **Testing voltage levels:** A fully charged 12-volt battery should measure around 12.7 volts resting. Anything below 12 volts indicates a discharged battery.
- **Cleaning and securing terminals:** Remove corrosion with baking



soda and water; coat terminals with dielectric grease.
- **Checking water levels:** For flooded batteries, ensure plates are submerged in distilled water.
- **Load testing:** A load tester can assess the battery's ability to sustain voltage under demand.

If neglected: A weak battery can fail without warning, leading to inoperable appliances, lights and emergency systems. One common issue: RVers returning from a hike to find their fridge warm and batteries completely drained due to unnoticed parasitic loads.

Pro Tip: Solar trickle chargers are an easy way to maintain battery health during storage and help keep batteries topped off when dry camping.

4. LP Gas System: Check for Safety & Efficiency

LP gas systems fuel essential appliances such as stoves, ovens, refrigerators, furnaces and water heaters. Proper maintenance includes:
- **Performing a leak check:** Using a manometer or soapy water at all connections.
- **Inspecting hoses, regulators and tanks:** Look for cracks, brittleness or signs of aging.
- **Testing all propane-powered appliances:** Verify ignition, consistent flame size and proper cycling.
- **If neglected:** Leaks can lead to dangerous fires or explosions. In less severe cases, failed regulators or leaking hoses can lead to loss of refrigeration, food spoilage and interrupted trips.

Pro Tip: Always travel with extra propane regulator washers and replacement hoses.

5. Plumbing System: Flow Freely All Summer Long

Summer travel increases water demand, especially with more showers, cooking and outdoor activities. Key plumbing maintenance tasks include:
- **Checking for leaks:** Run water through each faucet, shower and outdoor sprayer; check under sinks and cabinets for drips.
- **Inspecting the water pump:** Listen for abnormal cycling sounds and confirm steady pressure.
- **Sanitizing the fresh water system:** Use a diluted bleach solution to clean tanks and lines.
- **Testing the water heater:** Confirm it lights easily and produces hot water without sputtering.

If neglected: Leaks can cause hidden damage to subflooring and insulation. A malfunctioning water pump or clogged water heater can leave travelers without essential water supplies in remote areas.

Pro Tip: Install a water pressure regulator at campground hookups to prevent bursts in older or fragile RV plumbing systems.

6. Seals, Roofs & Slideouts: Defend Against the Elements

Summer storms and UV exposure can wreak havoc on RV exteriors. Important maintenance includes:
- **Inspecting the roof:** Look for cracked sealant around seams, antennas and vents.
- **Checking all exterior seals:** Windows, doors, slideouts, storage bays — seal any visible gaps with compatible RV caulking.
- **Lubricating slideout rails and seals:** Prevent rust, sticking and tearing.

If neglected: A single missing seal around a skylight or vent can lead to thousands of dollars in hidden water damage over the course of a season. Slideouts that are not lubricated can seize up halfway extended, forcing costly roadside repairs.

Pro Tip: Schedule a professional roof inspection at least once a year and self-check before every major trip.

7. Interior & Exterior: Full Systems Check

Beyond mechanical and safety systems, general maintenance keeps the entire RV experience enjoyable. Summer checks should include:
- **Testing appliances:** Run all major appliances (fridge, stove, microwave, AC, furnace) under load.
- **Checking safety systems:** Smoke detectors, carbon monoxide detectors and LP gas alarms should all have fresh batteries and test properly.
- **Securing loose interior items:** Tighten cabinet hinges, door latches and mounting brackets.
- **Washing and waxing the exterior:** Protects against sun damage and makes post-trip cleaning easier.
- **Cleaning and inspecting awnings:** Open fully, wash with RV-friendly cleaner, check for tears and allow to dry before rolling up.

If neglected: Appliances can fail mid-trip, leading to spoiled food, uncomfortable living spaces or even safety hazards. Awning failures — such as tearing loose during a sudden storm — are common issues that can easily be avoided with basic seasonal checks.

Pro Tip: Create a seasonal maintenance binder to track inspections, repairs and service dates for easier future planning. RVP

See Checklist on page 22

The National RV Training Academy (NRVTA) is one of the nation's leading providers of RV technician and inspector training. Based in Athens, Texas, NRVTA equips RV owners, aspiring professionals and dealership staff with hands-on, real-world education focused on RV systems, diagnostics and repair. NRVTA instructors are seasoned professionals with decades of field experience, committed to raising the standard of RV service across North America. Learn more at nrvta.com.

CURT

TRUST THE TOWING EXPERTS

curtmfg.com

THE NEXT GENERATION IN TOWING IS HERE

EXTEND THE LIFE OF YOUR RV WITH CURT HELUX™ PIN BOXES



Experience unmatched towing comfort with the CURT Helux™ Series Pin Boxes. Featuring cutting-edge coil-spring shock absorption, Helux delivers a smoother, quieter ride while reducing wear on your RV.

Now Available:

Helux™ Coil-Spring Gooseneck Pin Box

Designed for hardworking towers and outdoor adventurers alike, the new Helux Gooseneck pin box offers advanced control and comfort with:

- Increased bed space for all your gear
- Auto-latching coupler for easy hook-up
- Includes safety chains for added security
- Same performance all with no break in period!



COMPREHENSIVE SUMMER RV MAINTENANCE & PRE-TRIP CHECKLIST

Before your customers hit the road, use this list to ensure their RV is summer-ready, safe and roadworthy. Alternatively, provide them with this checklist to help their pre-trip preparations.

1. Electrical System

- ❑ Test house battery voltage (fully charged should read ~12.7 volts or higher)
- ❑ Check battery water levels (if applicable) and refill with distilled water
- ❑ Clean and inspect battery terminals for corrosion
- ❑ Verify shore power connection and test pedestal polarity (using a polarity tester)
- ❑ Test onboard inverter/charger or converter operation
- ❑ Ensure the generator starts, runs under load and powers all systems
- ❑ Inspect extension cords and surge protectors for damage
- ❑ Confirm all lights (interior, porch, marker, brake, turn) are operational
- ❑ Reset or test circuit breakers and GFCI outlets
- ❑ Replace any blown fuses in DC fuse panel

2. Air Conditioning & Ventilation

- ❑ Clean or replace AC air filters
- ❑ Inspect evaporator and condenser coils for dust buildup
- ❑ Test thermostat settings and cooling performance
- ❑ Check rooftop AC shroud for cracks or missing screws
- ❑ Verify roof vents and fans operate properly and seals are intact
- ❑ Ensure all ductwork vents are open and clear of debris

3. Propane (LP) System

- ❑ Perform a leak check (using a manometer or soapy water on connections)
- ❑ Confirm LP tank level is filled
- ❑ Inspect pigtail hoses and regulators for cracks or corrosion
- ❑ Confirm propane detector is operational and not expired
- ❑ Light and test each propane appliance (stove, fridge, furnace, water heater)

4. Plumbing & Water Systems

- ❑ Sanitize fresh water tank with diluted bleach solution (especially after storage)
- ❑ Run water pump and inspect for pressure and leaks
- ❑ Test faucets, showerhead, toilet and outdoor spigots for leaks or clogs
- ❑ Check water heater operation on both propane and electric modes
- ❑ Verify water heater pressure relief valve is not stuck or leaking
- ❑ Inspect water hoses for cracks, kinks or leaks
- ❑ Use a water pressure regulator on city water connection
- ❑ Empty and flush black and gray tanks; verify tank sensors are working
- ❑ Inspect sewer hose and fittings for cracks or loose seals

5. Tires & Chassis

- ❑ Check tire pressure (when cold) for all tires, including the spare
- ❑ Inspect tread depth and look for uneven wear
- ❑ Look for sidewall cracks, bulges or dry rot
- ❑ Verify tire age (replace if older than 5-7 years)
- ❑ Torque lug nuts to spec
- ❑ Lubricate wheel bearings (as required by mileage or service interval)
- ❑ Inspect suspension, leaf springs and shocks for damage or rust
- ❑ Check undercarriage for loose wires or hanging components

6. Roof, Seals & Exterior

- ❑ Inspect all roof seams and reapply sealant where cracks are present
- ❑ Check skylights, roof vents and AC units for secure mounting and leaks
- ❑ Clean, inspect and lubricate slideout seals and mechanisms
- ❑ Check all window, door and compartment seals
- ❑ Open, clean and inspect awnings for mold, rips or damaged arms
- ❑ Wash and wax the RV exterior to protect against UV damage
- ❑ Inspect sidewalls for bubbling, delamination or punctures

7. Interior & Safety Equipment

- ❑ Test all appliances (microwave, fridge, range, etc.)
- ❑ Clean air intake grilles and vents
- ❑ Check for signs of rodent or insect activity
- ❑ Test all smoke detectors, carbon monoxide detectors and LP gas alarms
- ❑ Replace batteries in all safety devices
- ❑ Verify fire extinguisher is charged and accessible
- ❑ Check that drawers, cabinets and doors latch properly
- ❑ Secure or stow loose items to prevent damage during transit
- ❑ Test interior lights, outlets, fans and charging ports

8. Hitch, Tow & Towing Safety
(for Trailers & TOADs)

- ❑ Inspect hitch and coupler for cracks, rust or wear
- ❑ Verify safety chains are correctly crossed and latched
- ❑ Check electric brake controller and trailer brake function
- ❑ Test trailer breakaway switch and battery
- ❑ Check RV-to-tow vehicle wiring and test all trailer lights
- ❑ Confirm weight distribution and sway control hitches are adjusted
- ❑ Check dinghy towing gear (if towing a vehicle) for wear and attachment

Bonus Tools To Keep Onboard

- ❑ Tire pressure gauge
- ❑ Multimeter
- ❑ Extra fuses and light bulbs
- ❑ Water filter
- ❑ Sewer hose supports
- ❑ Flashlights and headlamps
- ❑ Duct tape, zip ties, basic tool kit
- ❑ Leveling blocks and wheel chocks



Partnering with Protective is essential for your F&I success.

Unlock the full potential of your dealership.

Maximize your profitability, customer satisfaction, and long-term growth with Protective's tailored F&I solutions.

For over 60 years, we've delivered personalized service, a robust suite of products and wealth-building programs, along with innovative training to meet the unique demands of the RV industry.

Partner with us and experience real F&I success.

Join the leaders in F&I success—
because your dealership deserves the best.

800-245-4359 | protectiveassetprotection.com/essential/rv

Protective®

EXCLUSIVELY RVDA ENDORSED SINCE 1992

XtraRide® Service Contract Programs | GAP Coverage | Limited Warranty Programs | Tire & Wheel Program
Wealth-Building Programs | Protective DOWC RV Program | Post Sale & Renewal Programs | F&I Training & Technology

An RVDA endorsed product or service is one that has been extensively evaluated by the RVDA to assure quality, dependability and overall value. RVDA and the RVDA Education Foundation receive compensation from a Protective company for business generated by RV dealers. The Protective logo and service mark on this advertisement are property of Protective Asset Protection, Inc. and are protected by copyright, trademark and/or other proprietary rights and laws. The Protective logo and trademarks are owned by Protective Life Insurance Company.

RVETERANS
CELEBRATING EXPERTISE & EXPERIENCE

CELEBRATING INDUSTRY VETERANS

Learning from seasoned pros gives the RV industry a solid foundation.

BY JORDAN BENSCHOP, JENNIFER KING & MICHELE MOORE

Sometimes having too much of a good thing isn't a good thing — we editors at RV PRO learned this when we received nearly 100 nominations for our annual RVeterans section and had to whittle that list down to 20 honorees. Hearing nominators celebrate their coworkers, friends and loved ones and the commitment and enthusiasm they have brought to the RV industry was heartwarming, and we are proud to present 2025's RVeterans honorees on the following pages. We hope you will learn more about the amazing folks that make this industry a vibrant, innovative and family-oriented place to work.



PHOTOS COURTESY OF NRVTA

Susan Carpenter
Aftermarket Manager
B&B Molders
35+ years in the industry



Susan currently leads the Aftermarket Division at B&B Molders and serves as president and founder of the RV Women's Alliance (RVWA).

In what ways has Susan gone above and beyond for the RV industry?
Susan's commitment to the RV industry spans decades, beginning long before her official start in 1990. She grew up helping in her father's RV operation at 8 years old, and she has grown into one of the most respected and visionary leaders in the field.

At a time when women were few and far between in RV leadership, Susan not only stayed the course — she helped chart a new one. She has served on numerous committees and on the board of the RV Aftermarket Association (RVAA), becoming its president, where she was instrumental in guiding its merger with the RV Industry Association (RVIA). Susan is known for tackling challenges head-on and working tirelessly to make the industry better for everyone, especially women.

How does Susan's tenure and experience contribute to the RV industry?
Susan brings unmatched insight and vision to everything she touches. She founded the RVWA in 2019 with a mission to "elevate, educate and promote" women in the RV industry. In just six years, RVWA has grown to over 2,500 members.

One of the most visible RVWA projects under her leadership was the "Drab to Fab" renovation, a full restoration of a well-worn RV by a team of women. The finished RV was raffled off to raise funds for the organization. The impact of Susan's work can be seen in connections made at RVWA events and careers advanced by the encouragement and opportunities RVWA provides.

How does Susan mentor or support others?
Susan's approach to mentorship is rooted in empathy, experience and resilience. Having navigated career challenges on her own, she is committed to making sure others never feel they have to do the same. She is approachable, encouraging and generous with her time and knowledge. Susan leads by example, never hesitating to take on the hard work herself yet always trusting her team and championing collaboration.

From Susan:
What has it meant to work in the RV industry this long?
Working in the RV industry for this long has truly felt like becoming part of a unique and tight-knit family. Over the years, I've seen how much everyone — from manufacturers and dealers to service providers and customers — care about one another and about the experiences we help create. There's a real sense of camaraderie in this industry; we support each other through challenges and celebrate successes together. I feel proud to be part of an industry where teamwork and genuine connections are at the heart of everything we do.

Marlene Snyder
Vice President of Sales and Marketing
KZ RV and Venture RV
30 years in the industry



Marlene is responsible for developing and executing strategic plans to achieve company sales targets. [She also] oversees both the sales and marketing teams, aligning their efforts to drive revenue growth, strengthen brand presence and enhance market competitiveness. She instills a visionary leadership, fosters collaboration and ensures that all initiatives support the organization's long-term objectives.

In what ways has Marlene gone above and beyond for KZ RV and Venture RV?
Marlene joined KZ RV as a sales coordinator at the age of 18, and it has remained her sole employer throughout her career. Her consistent hard work, dedication and drive have led to her advancement within the company. Known for her strong work ethic, Marlene regularly arrives early and stays late, putting in the time and energy to ensure every email is answered and every task is thoroughly attended to every day.

How does Marlene's tenure and experience contribute to KZ RV and Venture RV?
Marlene began her journey as a sales coordinator and steadily advanced through the ranks, gaining in-depth experience across multiple departments. Her comprehensive understanding of the company's operations, paired with her deep knowledge of KZ RV's origins and evolution, has made her an invaluable asset.

How does Marlene mentor or support others?
Anyone who has had the privilege of knowing or working alongside Marlene shares the same sentiment: 'We love Marlene.' She is respected for her authenticity, honesty and compassion. A true mentor to many, Marlene is composed, open-minded, objective, funny, extremely intelligent and deeply supportive — not only a dedicated professional and a mother, but also a cherished friend.

From Marlene:
What has it meant to work in the RV industry this long?
Spending over 30 years in the RV industry has been more than just a career — it has been a dynamic and rewarding journey. Every day brings new experiences, challenges and opportunities for growth, from problem-solving to the excitement of model year changes. Colleagues and dealers have become like family, fostering deep connections that make the industry truly special.

What advice do you have for those just starting their careers?
A career in the RV industry is a journey. It requires passion, resilience and a strong sense of teamwork. Stay motivated and embrace the ever-changing nature of the industry. There is always something to learn, and listening to experienced colleagues and dealers will help you grow. Challenges will come, but surrounding yourself with good people and industry partners will make all the difference.

Patty Flanagan

Show Director
Florida RV Trade Association

22 years in the industry



Patty has run all the regional RV shows for the Florida RV Trade Association (FRVTA) for over 22 years. Some years, this can be as many as 10-12 shows.

In what ways has Patty gone above and beyond for FRVTA?
Patty's dedication to detail and accuracy has made her earn the respect of every RV dealership in Florida. She works day and night to make sure her events come off with few issues. Her nominator says she is a valuable asset to FRVTA.

How does Patty's tenure and experience contribute to FRVTA?
Her years of experience have contributed to being one of the most organized and efficient employees. In her job it's so important to make sure all the details are handled to make shows run smoothly; she is a master at making sure the little things have been taken care of.

How does Patty mentor or support others?
Patty recently took the position of Florida RV SuperShow Show director and has been mentoring a new regional show coordinator. "It's been amazing to watch her pass along her knowledge and experience to a younger employee," her nominator says. Her years of hard work and attention to details has made her invaluable to the association.

What else should we know about Patty?
Patty has completed training in computer software and programs and continues to look for educational opportunities. She participates in a number of fundraising causes that are near and dear to her heart as her brother struggles with cancer.

From Patty:
What has it meant to work in the RV industry this long?
I believe the best thing about the RV industry has been the friendships that have been made throughout the years. The industry has gone through so many changes (i.e., manufacturers merging, dealerships merging, the style of the units) but the friendships have always been there. I look forward to the future of the industry and where it takes us all as well as the additional friendships that I create!

What advice do you have for those just starting their careers?
My thoughts for the younger generation coming into the industry is more for the veterans of the industry — we need to pass on our knowledge. We have learned so much through the years, and it's things that aren't written down — they are locked in our heads. Pass this advice on, and help the newcomers thrive in this wonderful industry ... The RV industry is about fun and family, and if we keep this in mind, it will continue to grow.

Ritchie Diener

Production Manager Paint Operations
Newmar Corp.

34 years in the industry



Ritchie is responsible for overseeing all of the paint processes, starting with prepping the fiberglass through the cut and buff process.

In what ways has Ritchie gone above and beyond for Newmar?
Ritchie is always looking into how to take the paint to the next level. He is very passionate about quality and being the best in the industry. "Ritchie has led Newmar to have the best paint in the industry," his nominator says.

How does Ritchie's tenure and experience contribute to Newmar?
Ritchie has seen it all, his nominator says. He has grown with Newmar and has gained credibility with his people and management.

How does Ritchie mentor or support others?
Ritchie is always looking for ways to mentor to people. His nominator says he goes to a local career center looking for the next generation people who are the best and also have a passion for paint. Ritchie loves to listen and counsel people when needed.

What else should we know about Ritchie?
Ritchie is heavily involved in his church, volunteers with Winnebago events and does some mission trips.

From Ritchie:
What has it meant to work in the RV industry this long?
I have been blessed to work at Newmar Corp. for over 33 years with an incredible team building premium products that will create a lifetime of memories for our wonderful customers. Production is fast paced and teaches you to be creative, flexible and efficient, which has translated in other areas of my life as well. I have had some great mentors through the years, and I will always cherish the friendships I have made along the way.

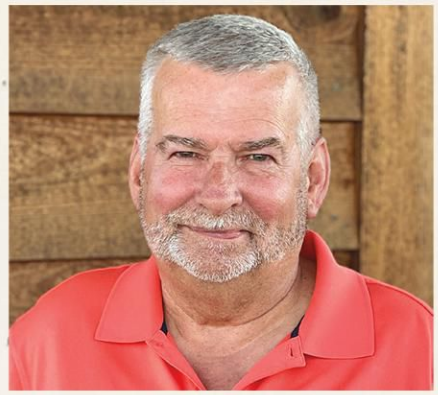
What advice do you have for those just starting their careers?
Find what you are truly passionate about and go after it wholeheartedly as working for the Lord! Don't let little setbacks get you down, but learn from them, as they will provide perseverance and can make you even stronger! Don't ever settle for mediocrity or the "status quo." Surround yourself with great people and ask lots of questions. Set and track goals that will put you on the path to exceed everyone's expectations. If you work hard, stay positive and focused, you will have fun celebrating wins along the way, and you will do great things and will also make an impact on others.

NeVelle Skaggs

Founder and President

Skaggs RV Outlet

42 years in the industry



NeVelle wears many hats as the president of Skaggs RV Outlet, but his role goes far beyond a typical executive title. He founded the dealership from the ground up and continues to lead it with a hands-on, service-first approach.

In what ways has NeVelle gone above and beyond for Skaggs RV Outlet?

NeVelle leads by example, embodying servant leadership in every action. Whether it's helping a technician in the service bay, jumping in to locate a hard-to-find part or staying late to walk a customer through their new RV, NeVelle is always the first to step in and the last to seek recognition.

When severe storms hit the area, NeVelle didn't just check on the dealership — he showed up at his team members' homes to help them secure damage, tarp roofs and make emergency repairs. He was there in the dark, in the rain, putting their safety and well-being before his own. He's also the one team members call when their car won't start or they're facing a personal challenge, because they know he'll show up without hesitation, his nominator says.

How does NeVelle's tenure and experience contribute to Skaggs RV Outlet?

NeVelle brings over four decades of RV industry experience to the dealership, starting from the 1970s. From those early days preparing units for delivery, he gained a firsthand appreciation for the hard work behind the scenes, which drives his leadership style today, his nominator says. With 42 years of dealership ownership, along with experience founding and running a conversion van manufacturing company, NeVelle offers a rare and invaluable 360-degree view of the RV industry. Because he's done nearly every job in the dealership, NeVelle meets team members where they are, providing practical, respectful guidance rooted in real-world understanding.

How does NeVelle mentor or support others?

NeVelle supports his team through quiet consistency, hands-on guidance and a genuine investment in their growth, both personally and professionally. Many of Skaggs RV Outlet's long-time team members started in entry-level roles and credit NeVelle's mentorship for their advancement. He doesn't just give instructions — he builds confidence. He encourages problem-solving, supports employees through mistakes and creates space for them to take ownership of their roles. He also checks in when someone is going through a tough time and steps in to help however he can, his nominator says.

What else should we know about NeVelle?

NeVelle is a dedicated community leader, industry advocate and tireless champion for RV dealers and consumers. He currently serves as the RVDA delegate for Kentucky and has played an instrumental role in shaping key legislation that benefits the RV industry. NeVelle is also deeply involved in community service. He serves on the board of directors for the Rineyville Volunteer Fire Department and previously held the role of fire chief. He has chaired in the Heartland Homecoming Parade for over 25 years, is a supporter of the WHAS Crusade for Children and mentors youth, including his role as chairman of the Kentucky State 4-H Horse Show. NeVelle also serves on the board of the RV Safety & Education Foundation.

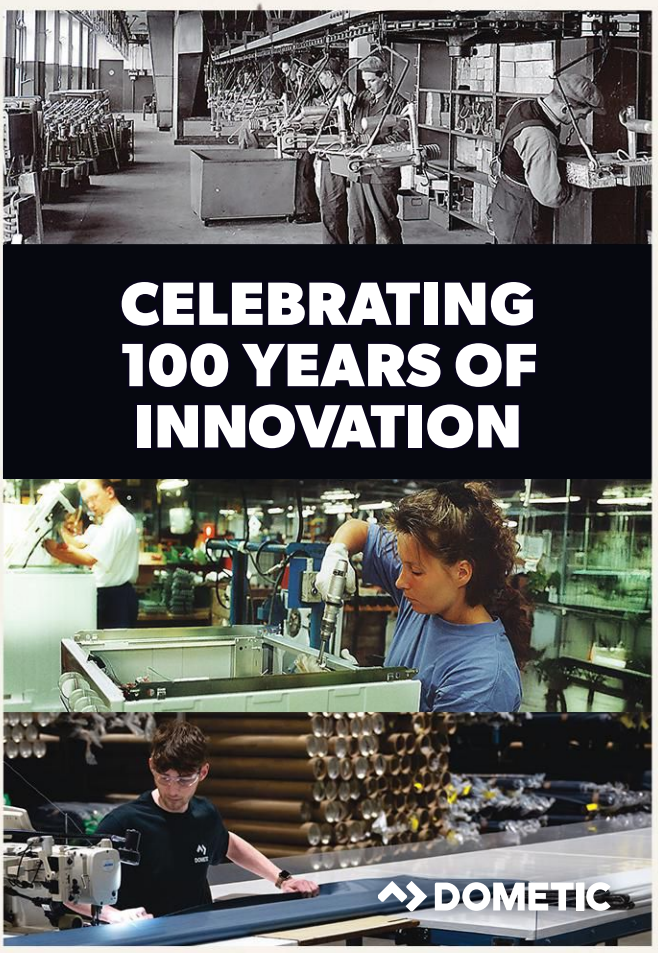
From NeVelle:

What has it meant to work in the RV industry this long?

It's been rewarding to be able to help families enjoy their travels and make memories as they enjoy the outdoors. RVs have evolved so much over the past 50 years. From the ways they are built to the ways they are marketed, I have seen a lot of advancements and improvements in every part of the RV industry.

What advice do you have for those just starting their careers?

The RV industry is a great place for young people to grow as this industry grows. The recreational lifestyle will continue to grow as it changes to adapt to new demands of young families coming up.



Brandon Galbreath

Operations Coordinator
D&N RV Service

28 years in the industry



Brandon oversees operations, supports department leads, enforces policies and procedures, and ensures communication across the company. He identifies areas for improvement, resolves challenges and keeps the team focused and accountable.

In what ways has Brandon above and beyond for D&N RV Service?

Brandon ensures that every department runs efficiently. He proactively addresses issues before they escalate, streamlines processes to improve productivity and finds ways to enhance team collaboration. Brandon embodies a servant-leader mindset, always putting the team's needs first. His nominator says that his deep understanding of the business, paired with his commitment to company values, ensures that D&N RV Service operates smoothly.

How Brandon's tenure and experience contribute to D&N RV Service?
With 28 years of experience and as [one of] the co-creators of the RVTI program and a two-time national champion of RV Tech, Brandon is a true expert in the RV industry, his nominator says. Yet none of his accomplishments compare to the fulfillment he finds in helping guests get their RVs back up and running. He focuses on maintaining fixes and addressing the flaws in RV product designs, ensuring that each guest has a reliable, high-quality experience.

How does Brandon mentor or support others?
Brandon supports his team's continuous learning, his nominator says, encouraging them to expand their skills and pursue both career and financial goals. By fostering a culture of growth, he helps employees see the bigger picture, guiding them toward greater responsibility and independence.

From Brandon:

What has it meant to work in the RV industry this long?
It has been an honor and a privilege to serve others through the RV industry. It's not just about fixing things — it's about helping people keep moving toward what matters most to them. Whether it's a family on their first trip or someone chasing a lifelong dream, I've always seen my role as one of support. My idea of serving others means showing up with integrity and usefulness especially when the guest is stressed or uncertain. I've been blessed by being useful, and that's something I don't take lightly. This industry has allowed me to serve with my hands and my heart, and I'm grateful for the trust that so many have placed in me along the way.

What advice do you have for those just starting their careers?
If you want to build a life that matters, start by serving others well. Don't chase titles; chase trust. Show yourself faithful in the small things, and greatness will track you down.

Devon H. Miller

Vice President of Operations
Jayco Inc.

40 years in the industry



Devon is in charge of overseeing operations, manufacturing, purchasing, engineering and maintenance for a multibillion-dollar RV manufacturer representing the Jayco, Entegra Coach, Starcraft and Highland Ridge RV brands. He has thousands of employees under him and is part of the company's executive team.

In what ways has Devon gone above and beyond for Jayco Inc.?

Devon is more than a key asset to the executive leadership team; he is a cornerstone of its success. Known for his approachability and genuine care beyond production, he always puts people first. Whether lending a helping hand or offering a listening ear, Devon ensures that every team member feels supported and valued.

How does Devon's tenure and experience contribute to Jayco Inc.?
Devon began his remarkable journey in the JayParr Warehouse over 40 years ago and has since held numerous key positions, including foreman, production superintendent, area production manager, director of operations for towables and vice president/general manager of the towable division. Currently, Devon serves as vice president of operations, showcasing his exceptional leadership and dedication.

How does Devon mentor or support others?
Devon's unwavering commitment and invaluable contributions are evident in all of the current members of the leadership team who have grown in the company under his mentorship. Countless individuals have started at entry-level positions and have risen through the ranks of the company with Devon's direction.

What else should we know about Devon?
He is one of the first people in the office in the morning and one of the last to leave, even after 40 years on the job, his nominator says. He leads by example and is never too busy to stop and ask how you are doing and find out about your family. He is a big reason the Jayco culture is so special. He is a major part of the Jayco community involvement initiatives and constantly gives of himself and is a great family man, husband, father and grandfather.

From Devon:

What has it meant to work in the RV industry this long?
It has been an amazing experience. Seeing the product and industry evolve over the past 40 years to where we are today, I am excited to see where it will continue to head in the future. The most important thing to me, though, has been the relationships formed with employees, dealers and vendors over the years. Those are the people that keep me coming to the job and having fun doing it.

What advice do you have for those just starting their careers?
Apply yourself, regardless of the role you are in. Use the talents you have to your fullest, strive to improve in those areas you are not comfortable in. Go above and beyond what is asked of you.

John Larson
Owner and Technician
Nevada Mobile RV Service

44 years in the industry



John's game is RV repairs and service, including managing parts orders and talking to customers to help solve their problems. He has been an RVTI Master Certified RV Technician for over 20 years.

In what ways has John gone above and beyond for Nevada Mobile RV Service?
John was in the "National RV Top Tech Challenge" in 2017 and 2019 (put on by RVTI) and won second place both times. He has incredible patience and willpower to figure out issues that other techs give up on, his nominator says. John helps RV manufacturers with issues, including going to a manufacturing facility to show them the problem along with prototypes he made of their other production items. This company changed their production and integrated some of his ideas, his nominator says. John is a wealth of knowledge.

How does John's tenure and experience contribute to Nevada Mobile RV Service?
John's impact is all over North America, his nominator says. He gets referrals from Norcold, Dometic and others for present, discontinued and obsolete parts, as well as repairs that are out of the norm. With decades of experience, RV shops/techs from as far as South America to Labrador, Canada, call him for advice on complicated repairs. He is the backbone of Nevada Mobile RV Service, a sole proprietor. He is well-known and respected by the community and was awarded No. 1 RV business in his county.

How does John mentor or support others?
John has helped 11 other RV technicians open their own mobile RV services. He "designed his own competition," his nominator says. He has no employees; he just mentors the other guys and helps as many of them as possible with his knowledge, parts and/or experience on how to do the job right.

What else should we know about John?
Virtually every major RV appliance manufacturer knows and refers to John by name, his nominator says. He is also involved in numerous wildlife organizations — especially "Ducks Unlimited" as a past state chairman and treasurer of the Nevada chapter. He is currently co-chairman for the Carson Valley Ducks Unlimited Chapter. John and his wife, Patti, are recognized as "Major Ducks Unlimited Sponsors," giving donations to support wetlands and wildlife conservations across the U.S., Canada and Mexico.

From John:

What has it meant to work in the RV industry this long?
After 44 years of working on RVs and being an RVIA/RVTI Master Certified RV technician for 24-plus years, I have watched the evolution of the RV industry. I have seen good quality RVs and products, and unfortunately the opposite. Having that experience, I have only offered my clientele the highest quality of parts and service. I can help customers, whether their RV is 50 years old or five months old, because of this experience. Many of the old-time RV product manufacturers have been referring customers to me for decades, and some appliance manufacturers refer customers to me because we have decades of RV appliance parts.

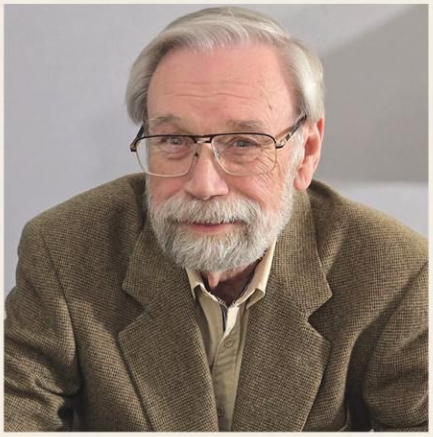
What advice do you have for those just starting their careers?
Because of the continuous evolution of the RV industry, my suggestion to the people that are new into the industry is learn as much as you can ... old and new. Take advantage of every opportunity you have to go to a technical training class, webinar or RV rallies where there will be representatives from product manufacturers. I strongly recommend the RVTI technical training.



Mike Barnes

Senior Sales Representative
Go Power! Dometic

59 years in the industry



Mike drives sales of mobile solar power solutions, including solar panels, inverters, charge controllers and batteries tailored for OEMs. He has been instrumental in securing and expanding contracts with leading OEMs such as THOR Industries, Forest River and Jayco, fostering partnerships that ensure Go Power!'s products meet manufacturers' technical and budgetary demands.

In what ways has Mike gone above and beyond for Go Power! Dometic?
Mike's nominator says he consistently exceeds expectations, often rising at 5 a.m. to personally deliver rush shipments to OEMs, ensuring production timelines are met. His dedication to customer success extends to developing advanced training programs that empower OEMs and dealers to confidently use Go Power! Dometic's products.

How does Mike's tenure and experience contribute to Go Power!?
With decades of experience in the RV industry, Mike's understanding of market dynamics and customer needs shapes Go Power! Dometic's strategic direction. His insights have driven product improvements, such as enhanced solar controllers tailored to OEM specifications, and informed the development of future offerings that anticipate industry trends. Mike's expertise enables him to offer targeted training that empowers OEM staff, from engineers to factory workers, fostering stronger partnerships. His long-standing relationships with Elkhart's OEMs position Go Power! Dometic as a trusted partner.

How does Mike mentor or support others?
Mike is a dedicated mentor who actively supports his colleagues' growth, his nominator says. Recently, he played a pivotal role in onboarding a new sales team member at Go Power! Dometic, providing hands-on guidance on navigating Elkhart's RV market and building client relationships. He regularly shares his extensive industry experience, offering practical advice on closing deals and addressing OEM challenges.

What else should we know about Mike?
Mike's influence reaches far beyond Go Power! Dometic, his nominator says, cementing his legacy as a respected figure in the RV industry. For over six years, he served on an RVIA committee, where he played a key role in shaping industry standards and policies, earning admiration as a thought leader dedicated to advancing the RV community. His passion for the RV lifestyle shines through in his personal life, where his vibrant spirit is reflected in his ownership of two Corvettes — a nod to his past as a drag car racer.

From Mike:

What has it meant to work in the RV industry this long?
I have met some fantastic people that have helped my career over the years. Pay attention to those who have made a meaningful impact and always be willing to share your expertise to support others in their growth.

What advice do you have for those just starting their careers?
Never be afraid to fail — that's how you learn.

Tom Manning

President
Tom Manning & Assoc.

40 years in the industry



Tom works closely with RV manufacturers, suppliers and retailers to bring new, innovative products to market. He helps guide product development, connects the right partners and ensures the products meet the needs of RV OEMs and aftermarket retailers. He oversees strategic partnerships, manages national distribution networks and advises manufacturers on product development, positioning and go-to-market strategies. Tom is often the go-to adviser for aligning product design with industry trends, regulatory requirements and end-user expectations.

In what ways has Tom gone above and beyond for Tom Manning & Assoc.?
Tom [is] more than just a product rep — he's a true partner to the companies he works with. He looks for long-term solutions that improve the RV experience and drive real value for OEMs and retailers. Whether offering strategic advice or helping navigate tough supply chain challenges, Tom brings decades of experience and a hands-on approach that makes a difference every step of the way.

How does Tom's tenure and experience contribute to Tom Manning & Assoc.?
Tom brings a depth of knowledge that few can match, his nominator says. His long-standing relationships and industry insight allow him to spot trends early, avoid common pitfalls and mentor others around him. His experience adds credibility to every conversation — people trust his judgment because he's been there, seen it all and still shows up with the same energy and commitment every day.

How does Tom mentor or support others?
Tom's the kind of person everyone goes to for advice. He takes the time to share what he's learned over the years, always with patience and real-world perspective. He's known for opening doors for others, making introductions and helping newer folks in the industry find their footing.

From Tom:

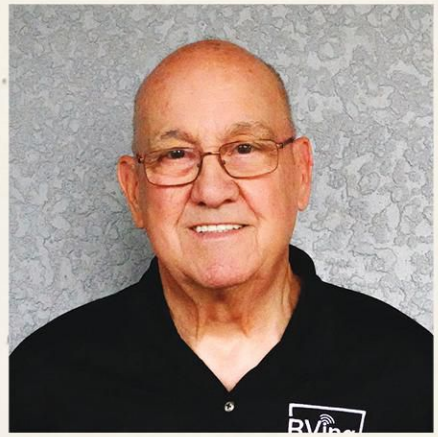
What has it meant to work in the RV industry this long?
The work and sense of satisfaction in accomplishing goals has been very fulfilling for me personally, yet, in comparison, the richness of the personal relationships developed over the years has been so much more rewarding.

What advice do you have for those just starting their careers?
Question everything … while you need to be respectful and honor tried-and-true patterns, don't be afraid to question the relevance of those patterns. The worst that can happen is you justify their importance and you learn why they are there.
Other times, you may find certain restrictions are no longer applicable, allowing for innovation. Experience helps you recognize the difference more readily.

Bob Zagami

Principal Consultant
RV Insights

29 years in the industry



Bob is the principal consultant at RV Insights and also served as executive director of the New England RV Dealers Association (NERVDA) since 2013, where he works with dealers and members to promote the RV lifestyle. He also works closely with campgrounds to foster a relationship that benefits campers who enjoy the great outdoors.

In what ways has Bob gone above and beyond for the RV industry?
Bob entered the RV industry in 1966 when he joined the original RV News Magazine, produced by Don Magary and Dan Holt, as a freelancer author and photographer, working his way up to editor. Bob also serves as chair of the RV Executive Committee, an organization comprised of leaders of many of state RV dealer associations.

How does Bob's tenure and experience contribute to the RV industry?
Bob is one of the industry's most respected journalists and association leaders. He consistently helps new people seeking to enter the industry and was among the original supporters of the RV Women's Alliance (RVWA), RV Technical Institute (RVTI) and other groups who needed assistance from dealers. As an advocate for RVWA, Bob worked with Susan Carpenter and her team, attending early formation meetings to provide an unbiased view from the dealer's perspective. At RVTI, he worked closely with Curt Hemmeler for dealer input on various education and training programs being developed by the industry's only authorized technician certification programs. Bob was also responsible for seminar program production for the Boston RV Show.

How does Bob mentor or support others?
Bob has mentored many people entering the industry, including new sales reps wanting to learn quickly from his industry knowledge. As mentioned above, he mentored women in New England and encouraged them to join RVWA and learn from experienced leaders through education and networking. He would often speak to dealerships' technical teams to present the RV Technical Institute and answer questions about training and certifications.

Bob says his most enjoyable mentoring and support programs came as the Industry Advisory Board Chair for the private/public partnership between the document management industry and the Horace Mann School for the Deaf in Boston. He served in this volunteer capacity for 25 years, where they established technical training programs to teach deaf and handicapped students from first grade through high school.

What else should we know about Bob?
Bob entered the United States Air Force upon graduation from high school and served in the Intelligence Division during the Cold War. At 19, he was the youngest E-5 in the division's history and had 60 service members in his unit in Italy and Turkey.

From Bob:

What has it meant to work in the RV industry this long?
When you are having this much fun, you don't pay attention to passage of time. From my first days as a freelance writer and photographer, I was accepted into the RV industry and appreciated for my contributions through the years. This is a unique industry, as many have said before me. We all work very hard to provide products and services that allow consumers to maximize their investment in an RV and the lifestyle, and then socialize at the bar or the golf course. The camaraderie is contagious, and people actually like each other, work well together and support each other in good times and bad. From employees on the production floor to CEOs of great companies, you have made me feel welcomed in my RV career. Thank you for allowing me to be part of this great industry and being able to work with so many great people on this journey.

What advice do you have for those just starting their careers?
Don't wait for things to happen — take responsibility for your own future. Learn everything you can about the industry or organization you choose to be a part of. If you get up in the morning and you don't love what you are going to do for the rest of the day, then perhaps it is time to chase your dreams and make things happen. Look around you, find the most successful people you work with and set a goal to be the person that others respect and look up to. You have to earn respect based on how you approach the work that you do and show a passion for it every day.

NEWMAR

BUILT BY HAND.
BACKED BY HEART.

At Newmar, every coach begins its journey in Nappanee, Indiana—crafted by skilled hands and steady hearts. People like Ritchie Diener, who bring decades of experience and pride to every detail.



Our team members aren't just employees—they're part of a legacy. With an average tenure of over 10 years, they've helped shape what it means to build something that lasts.

Because when you travel with Newmar, you're not just driving a coach. You're carrying the craftsmanship of a community that's been doing it right for generations.

Congratulations, Ritchie!
2025 RV Pro RVeterans Honoree

NEWMARCORP.COM

Chris Carpenter

Director of Business Development
Creative Products Group

35 years in the industry



Chris provides strategic leadership and oversight of both sales and operational activities. He leads the sales team in identifying and pursuing new opportunities, developing customer relationships and executing strategies to achieve revenue targets. He also oversees daily operational functions, streamlining processes and implementing best practices to enhance efficiency, productivity and customer satisfaction. Chris collaborates with cross-functional teams and analyzes performance metrics and market trends to inform data-driven decisions and continuous improvement initiatives.

In what ways has Chris gone above and beyond for Creative Products Group?
Chris has consistently exceeded sales targets, implementing improvements to boost efficiency and fostering collaboration between departments. His nominator says he has guided the company through challenging situations and developed employee talent through mentoring and training. Additionally, Chris has launched initiatives that improved customer satisfaction, increased data-driven decision-making, cultivated a positive culture and introduced sustainability practices benefiting the business and the environment.

How does Chris's tenure and experience contribute to Creative Products Group?
Having started his career at both a dealership and a distributor, and advancing into leadership roles on the supplier side, Chris brings a unique perspective to every challenge. His firsthand understanding of each segment of the industry enables him to anticipate customer needs, foster strong relationships and design programs that deliver mutually beneficial outcomes.

How does Chris mentor or support others?
Chris encourages his colleagues through regular coaching, knowledge sharing and open-door communication. By providing clear guidance, constructive feedback and opportunities for development, Chris helps team members reach their full potential. He fosters an inclusive environment where employees feel valued and empowered.

From Chris:

What has it meant to work in the RV industry this long?
Having started as a temporary following Desert Storm and then 33 years later still active in the industry has brought a lot of fun and challenging experiences to me — more friends than I can count and constantly meeting new ones as I continue on. Great people, unique challenges and little boredom.

What advice do you have for those just starting their careers?
Be prepared to jump out of your comfort zones quickly, and be willing to listen and learn daily.

KC Gibler

General Manager
Interstate RV Metal and Supply

48 years in the industry



Because of the dynamics of a small company, it's hard to define responsibilities; KC functions as parts, order desk, customer service, fabrication, AR, HR and so much more.

In what ways has KC gone above and beyond for Interstate RV Metal and Supply?
KC has dedicated almost 50 years to Interstate RV Metal. Going above and beyond has been a daily pattern, her nominator says, whether it was during her years in the shop fabricating siding for Northern Lite and Pastime Campers or her time in the office, building relationships with our customers. KC has facilitated trust and loyalty with our customers by being honest, caring and transparent at every turn in her career.

How does KC's tenure and experience contribute to Interstate RV Metal and Supply?
KC's knowledge is invaluable. She's an encyclopedia of information on RV siding patterns, colors and sizes in both fiberglass and aluminum. "Having the experience from years' past has given us such a solid foundation of how to move forward with the way the company produces its material," her nominator says.

How does KC mentor or support others?
KC is always supportive, always lending knowledge and is eager to help when the occasion arises. Personal lives tend to blend together when you spend so much time with a small group of people, and her nominator says she is fortunate to call KC a friend and mentor. Her values are contagious, and she has left her mark both on Interstate and the company's employees, as well as the RV industry itself.

From KC:

What has it meant to work in the RV industry this long?
Interstate RV Metal opened in Oregon in 1975. I started working with the company in 1977, fresh out of high school. I have grown up in this industry and have loved it! Not only have I been working in the office, I spent many years working in the shop, running machines and processing orders. What I like the most of all my years is that I'm a people person. My tenure at the company has given me the opportunity to work with so many great people and make many friends along way. I enjoy hearing about all the adventures our customers have taken and what units they have purchased.

What advice do you have for those just starting their careers?
Keep an open mind and learn as much as possible. Whether you're in parts, service or repair, there is so much to learn. The more knowledge you have, the further you can go. One of my first bosses told me, treat people the way you would want to be treated. This statement has followed me through my career and into my personal life as well.

Jan Thomson
Regulations Chemist
Thetford

36 years in the industry



Jan monitors and interprets chemical safety regulations, ensuring all chemical substances used in production meet applicable standards. She performs or oversees testing of raw materials and finished products to detect harmful substances such as volatile organic compounds (VOCs), heavy metals, formaldehyde and flame retardants.

In what ways has Jan gone above and beyond for Thetford?
Jan helps the company track and reduce its chemical footprint and collaborates with marketing to promote this as a competitive advantage, her nominator says. She hosts RV owner training on the importance of using chemical products designed for RV use. Jan also joined technical committees or regulatory working groups to influence upcoming regulations while gaining early access to industry insights.

How does Jan's tenure and experience contribute to Thetford?
Jan has become a cornerstone of compliance excellence and innovation within Thetford's organization. Her long-standing presence in the industry means she has successfully navigated a wide range of regulatory and materials challenges. This enables her to anticipate issues before they arise and implement effective, practical solutions with confidence, her nominator says.

How does Jan mentor or support others?
Jan's ability to work with others as a team member makes her a reliable and trusted colleague, a problem-solver and a catalyst for continuous improvement. Thanks to her leadership, dedication and commitment to quality and safety, her nominator says Thetford is better positioned for success.

From Jan:

What has it meant to work in the RV industry this long?
Reflecting on my 36 years in the RV industry, I am filled with a deep sense of pride and accomplishment. Working at Thetford has been more than just a career; it has been a journey of innovation, collaboration and growth. From the early days of developing new chemical formulations to enhance the RV experience, to witnessing the evolution of the industry, every moment has been incredibly rewarding. The RV community is unique, and being part of a team that contributes to making travel more comfortable and enjoyable has been a true honor.

What advice do you have for those just starting their careers?
Starting a career is an exciting and sometimes daunting journey. … I've learned a few things that I hope can guide you as you embark on your professional path: stay curious [and] never stop asking questions, embrace challenges [and] don't shy away from difficult tasks [and] … foster strong relationships. Remember, every step of your journey is a learning experience.

Greg Wischmeyer
Chief Inspector
RV Industry Association (RVIA)

25 years in the industry



Greg manages and supports a team of full-time, in-field standards inspectors, overseeing the inspection program and its scheduling. He also personally conducts over 300 inspections annually.

In what ways has Greg gone above and beyond for RVIA?
Greg's 25-year career began as a traveling inspector, logging thousands of miles to ensure safety across the U.S. and Canada. His dedication led him to instruct basic electricity at RVIA's Troubleshooter Clinics, demonstrating a willingness to embrace new challenges. During this period, he also earned his RV technician certification through online studies. As a certified technician, Greg further contributed by teaching code classes at RVIA-sponsored community colleges, mentoring aspiring technicians.

How does Greg's tenure and experience contribute to RVIA?
Known among his peers for his unwavering helpfulness, Greg is always ready to assist members with questions and provide thorough explanations of enforcement positions on standards, his nominator says. His commitment to the continuous improvement of industry standards is widely credited with enhancing safety throughout the RV sector.

How does Greg mentor or support others?
Greg's willingness and passion for sharing his knowledge and experience in standards and inspections to the next generation is part of his foundation. He never passes up an opportunity to educate individuals around him and always makes time for newer employees and team members.

What else should we know about Greg?
When RVIA initiated a program involving upper management walk-alongs during inspections, Greg became the prominent face of the association. He still vividly recounts these experiences, his enthusiasm evident as he shares stories of guiding respected industry professionals through the daily work of an inspector. His dedication has earned him high praise from colleagues, who describe him as "excellent at his job" and one of the most helpful people they know.

From Greg:

What has it meant to work in the RV industry this long?
Being in RVIA's Codes and Standards department has been one of the craziest jobs I never knew I'd have. … I enjoy the variety of local trips, out of town trips, office work, training of new inspectors and creating training material for the OEMs. There is an amazing amount of creative, hardworking and dedicated people in our industry.

What advice do you have for those just starting their careers?
Be open to learning new skills and areas of development. Know that every job or task may be something that you can draw on later in your career or life.

Gary Jorgensen

Senior Production Training Manager
Rugged Mountain RV

52 years in the industry



Gary is responsible for training new employees and overseeing the build of Rugged Mountain RV products.

In what ways has Gary gone above and beyond for Rugged Mountain RV?
Gary's nominator says he is devoted and passionate about his job, always making sure the product quality is top-notch. There is nothing that he won't help with or step in and do if something needs to get done.

How does Gary's tenure and experience contribute to Rugged Mountain RV?
With over 52 years of experience, Gary is a wealth of knowledge, always quick with advice and helping to make new design aspects function correctly. "We would not be the company we are today without him, and we are so extremely grateful to him for all his years of service to the industry and us," his nominator says.

How does Gary mentor or support others?
Gary is always willing to lend his support or guidance. He is very patient while teaching and never hesitates to drop whatever he is doing to assist wherever needed.

What else should we know about Gary?
Gary is an all-around great person, his nominator says, adding that he is kind, considerate, hardworking and extremely dependable. Gary is also a baseball enthusiast, volunteering his time to coach youth, and enjoys watching his children and grandchildren excel. He is a devoted husband and father, always putting his family first.

"He is a complete asset to our company," his nominator says, "and we will forever be in debt to his contribution to not only the product we build, but all the products that have come before. ... We want him to always know just how appreciated and valued he is to us!"

From Gary:

What has it meant to work in the RV industry this long?
I began working in the RV industry as a teenager, initially seeing it as just a job. Over time, though, I found myself genuinely drawn to the work. I took pride in learning every aspect of RV construction, and the more I learned, the more invested I became. Looking back, I'm truly proud of the skills I've gained and the contributions I've made. There's something deeply rewarding about seeing a finished RV roll out the door — or better yet, on the road — knowing I played a part in building something that helps create memories for others.

What advice do you have for those just starting their careers?
I encourage you to take genuine pride and ownership in everything you do. Pay close attention to the details — they matter more than you might think. The trades may not receive the spotlight they deserve these days, but they remain the backbone of our world. Take the time to truly learn, to absorb all you can. Be open to the wisdom of those who've walked the path before you — it will help shape your growth. Dedication to your craft and a commitment to learning will not only serve you well in your career but enrich every part of your life.

Dan L. West

Purchasing
Mica Shop Inc

50 years in the industry



Dan is in purchasing at Mica Shop but has had many roles in 50 + years in the industry, his nominator says.

In what ways has Dan gone above and beyond for Mica Shop Inc.?
Dan is loved by all in this industry. He has always been very honest and upfront and patient with people. If you knew him, you would absolutely love him, his nominator says. At 77, he still works part time. He's an amazing man, dad, grandpa, coworker and friend to all.

How does Dan's tenure and experience contribute to Mica Shop Inc.?
Like above, he is honest and upfront with all, his nominator says. If he could not do something, he will be honest to someone. He has seen so much in his career, he can help in many ways to figure out issues. He is a great man to get information from.

How does Dan mentor or support others?
Dan is known to give employees advice and he is also known for being able to calm everyone down. His nominator says, "he is my Dad, so he shows me how to be a better leader and father every day. I have [had] the privilege to work with him for the last six years at Mica Shop."

What else should we know about Dan?
He served on the local school board for more than 33 years and has been a staple in his hometown of Goshen all his life. To know him is a privilege and honor to all, his nominator says.

From Dan:

What has it meant to work in the RV industry this long?
Very rewarding! You can meet and get to know a lot of neat and interesting people — friendships that can last a lifetime. The industry has a lot of ups and downs, but it has the highest highs to compensate for the lowest lows. [It is] still very rewarding; [I have] always enjoyed sales the most.

What advice do you have for those just starting their careers?
Jump in with both feet; work hard; have fun; reap the benefits. Do not let the highs and lows get you down. Remember: you reap what you sow!

RecPro®

Home of the Quiet AC™



James Uden
Shop Foreman
Rich & Sons RV Headquarters
42 years in the industry



Jim serves as the service shop foreman at Rich & Sons RV Headquarters. In this position, Jim is responsible for overseeing the day-to-day operations of the service shop. His duties include scheduling work for the technicians, monitoring their progress and conducting thorough reviews of completed jobs to ensure the highest standards of quality and accuracy. Jim ensures the shop runs smoothly and efficiently.

In what ways has James gone above and beyond for Rich & Sons RV Headquarters?
Jim is anything but ordinary — his commitment and work ethic are second to none, his nominator says. He goes above and beyond by not only managing shop logistics but also by ensuring that the technicians have the support and resources they need to succeed. His dedication to quality control, attention to detail and knowledge of RV maintenance elevate the entire team. Jim's consistent efforts ensure that every customer receives top-tier service, which directly contributes to the Rich & Sons RV Headquarters' outstanding reputation.

How does James's tenure and experience contribute to Rich & Sons RV Headquarters?
Jim's tenure at Rich & Sons RV Headquarters is a testament to his reliability and expertise. His understanding of the RV service industry and long-standing institutional knowledge make him an invaluable asset, his nominator says. Jim has witnessed and adapted to many changes in the industry, and his ability to lead through those changes has helped shape a resilient, skilled and high-performing team.

How does James mentor or support others?
Jim leads by example and supports the team with guidance grounded in years of hands-on experience. His commitment to excellence inspires those around him, and he plays a critical role in training and developing technicians. Many of the skilled professionals on the team owe part of their growth to Jim's mentorship. His leadership helps foster a knowledgeable workplace culture.

From James:
What has it meant to work in the RV industry this long?
Working 42 years at Rich & Sons RV Headquarters means being part of a legacy that shaped the RV industry in Nebraska. Over the years, I have watched the company grow from a small, family-run business into one of the largest RV dealerships in the Midwest. Through the years I have seen major changes in technology and customer expectation, built lasting relationships with customers and getting them to their camping trip. [I have helped] in maintaining the high standards of service that Rich & Sons prides itself on. It's not just a job — it is a career in problem-solving, craftsmanship and a passion for the RV lifestyle.

SUBSCRIBE TODAY
TO OUR NEWSLETTER & MAGAZINE

Subscribe now and get:

- *Coverage of News & Trends*
- *Acquisitions & Brand Changes*
- *Promotions & Accolades*



ALL THE RV KNOWLEDGE YOU NEED
– and it's FREE!

RV PRO
rv-pro.com/subscribe

Greg Justice
Regional General Manager
A&L RV Sales

50 years in the industry



Greg is responsible for all aspects of A&L RV Sales' eight locations. Greg ensures that advertising, inventory and production at each location is up to par. Having been in the industry for a long time, one of the things Greg takes pride in is knowing the right people to help himself and others grow; therefore, Greg says he has been able to help build a very solid management team foundation.

In what ways has Greg gone above and beyond for A&L RV Sales?
The company has gone from three stores to eight and added product lines such as Grand Design, Alliance, Brinkley, Cherokee (Cougar), Montana and more. Greg's nominator says he has personally mentored him through his career, and he will always shoot straight — sometimes it's not what you want to hear, but what you need to hear.

How does Greg's tenure and experience contribute to A&L RV Sales?
Greg's contributions and industry relationships have an impact on all locations and all departments. There is not a day that goes by that Greg does not call on one of his long-term relationships for guidance. Having someone with Greg's knowledge and ability, who has seen every aspect of the RV industry and has probably seen every situation, can't help but be an asset to the organization, his nominator says.

How does Greg mentor or support others?
Greg mentors many people throughout the company in a variety of ways. Greg says he was blessed to have wonderful mentors throughout his career, and so he tries to pay that forward every day, never forgetting that somebody gave him a chance. Greg is always offering his knowledge, his nominator says, never being afraid to give information that will improve the team's performance.

From Greg:

What has it meant to work in the RV industry this long?
I consider myself blessed every day to have spent my entire career in this industry. We have the best customers any industry could ever ask for. Helping customers fulfill lifelong dreams of traveling this beautiful country that we live in has been an honor. I have also made so many good friends along the way and worked with some really wonderful people. It's a very close, niche industry that offers so much opportunity for the next generation coming in to our industry.

What advice do you have for those just starting their careers?
Adopt the mentality of "learn to earn." Meaning, the more I study and put into my career, the more I will get out of it. The RV industry offers some incredibly high-paying careers and opportunity for growth on both the retail and wholesale side of things to those who are committed to it.

Beyond that: Develop a very strong work ethic; set attainable goals; find a good mentor; show up every day and push yourself beyond your comfort zone.

Paula Enders
President and Founder
RV Tech Connect Inc.

40 years in the industry



Paula handles the day-to-day operations of RV Tech Connect Inc.: marketing, social media, advertising, blog posting, customer service, estimating and much more.

In what ways has Paula gone above and beyond for RV Tech Connect Inc.?
Paula is working on a series of books for first-time RV buyers, as well as all the know-how of what they will be experiencing throughout the process.

How does Paula's tenure and experience contribute to RV Tech Connect Inc.?
She's consistent and right on point with estimates, troubleshooting, knowledge and being the chameleon — she wears many hats and can switch them quickly to adapt to the situation. She leads by example and does not tell people to do anything she hasn't done or wouldn't do herself.

How does Paula mentor or support others?
She constantly encourages her team to better themselves and pays for necessary training to do better in the field, her nominator says.

What else should we know about Paula?
Paula has started several nonprofits, one being The Russell C. Enders Memorial Scholarship Fund that helps technicians to train and get certified, her nominator says. She has Golden Heart RV Recycling, which gets donations of RV parts to help seniors, the disabled and veterans to repair their RVs when they cannot afford them. She also has a literacy program that she is trying to get off the ground called Little Campers, which helps children and parents living in RVs to become financially stable. Paula also donates at Easter, Thanksgiving and Christmas food and toys to families in need. She recently donated 60 Easter baskets in Houston to children of domestic violence, her nominator says. She also does The Happy Camper, which gets donated campers and repairs to families that are single parents in need of housing.

From Paula:

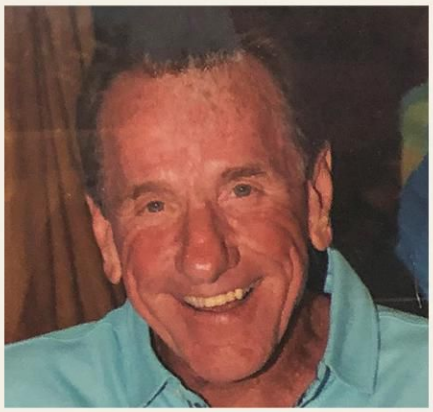
What has it meant to work in the RV industry this long?
[It] has meant being part of something much bigger than just vehicles or sales — it's been about helping people chase freedom, adventure and a sense of home on the road. Over the years, I've had the privilege to watch families grow, retirees find new purpose and first-time adventurers fall in love with the lifestyle. It's also meant building relationships, not just with customers, but with colleagues and partners. Above all, it's been a career rooted in purpose.

What advice do you have for those just starting their careers?
Be patient, stay curious and don't be afraid to start from the bottom. Every job, no matter how small it seems, teaches you something valuable.

SPOTLIGHT ON ESCO'S **LONG-TIME EMPLOYEES**

Elkhart Supply Corporation (ESCO) was founded in 1949 by Lowell and Lucille Shaum and has grown from an electrical wholesaler into a supplier across the contractor, industrial and MH/RV markets. The company prioritizes five core values: quality, integrity, customer focus, innovation and reliability.

Dan Artley
Outside Sales
33 years
dartley@escousa.net



Mike Bauley
Outside Sales
30 years
mbailey@escousa.net



Career longevity leads to Keller Success



Tim Laubscher
38 years

Mike Keller
40 years

Tracy Landis
21 years

Bill Kratzer
36 years

Tammy Keller
30 years

Tina Hoover
31 years

Cindy Markley
35 years

Melissa Bilger
42 years

Lori Morrow
39 years

Marge Aikey
25 years

Dawn Pauling
26 years



Chad Othoudt
33 years



Ken Albright
54 years



Kathy Dennis
24 years



Todd Hilts
44 years



David Scalf
40 years



Joe Ely
23 years



Tom Bickhart
42 years



Brian Buran
23 years



Eugene Nicklow
44 years



Don Heintzelman
53 years

A combination of 832 years of RV experience



Pete Hanford
21 years



Robert Griffin
40 years



Rick Smyth
28 years

KMS Keller Marine & RV

Congratulations to the Keller RV Industry Veterans from:

B&W TRAILER HITCHES · CAREFREE · VALTERRA · DOMETIC · BLUE OX · PROGRESS MFG. INC. · ROADMASTER · Star brite · THETFORD

THE LEGACY OF LIPPERT'S RVETERANS



Gracing the cover of this month's issue is just a handful of Lippert's most dedicated and long-serving team members, each with more than 20 years of experience helping shape the company and the RV industry as a whole. These individuals have played a critical role in driving Lippert's growth over the decades, bringing deep expertise, steady leadership and an unwavering commitment to excellence, the company says. From manufacturing floors to corporate offices, they represent the heart of Lippert's culture — one built on innovation, integrity and a shared passion for making life better for customers, coworkers and communities. In all, Lippert has more than 700 team members with over 20 years of experience.



ROY - STOCK.ADOBE.COM

The Building Blocks of Customer Trust

Taking the time to build a rapport and make customers feel comfortable will pay off in the end.

BY THOMAS MORIN

There are so many things that could cause stress for the average RV customer today. Interest rates are still quite high, Wall Street and the economy are unstable, and the political environment contributing to all that is just as crazy as ever. The residual effects of this tends to create anxiety for customers trying to decide whether to pull the trigger on the purchase of an RV.

Customers are downright nervous and are holding tighter to their wallets more now than in previous years. Some are still actively looking, but making the decision to buy is harder for them than in recent memory. The last few years have been quite lean for too many RV salespeople across the country. Some have even left the business as a result.

The need for customers to feel comfort and rapport with their salesperson has always been a major factor in helping them decide if they are comfortable saying yes to buying, but all this has made customers downright edgy and nervous. As a result, there is more pressure than ever for salespeople to be more systematic in implementing the building blocks of trust in their customer interactions.

"There are two attributes that, in particular, are important to customers. The quality of the product -- and the quality of the people that support it."

John S.

DEMCO



WEBINARS

IMMERSIVE TRAINING

CLASSROOM LEARNING

COMPREHENSIVE TRAINING FOR TECHNICIANS AND SALES

RV TECHNICAL INSTITUTE

UP TO 14 HOURS OF *Level 3 Training*

Request your training today

Spots limited, call now!

www.demco-products.com 1.800.543.3626

Fools Don't Rush In

Jack Daly, one of the best sales trainers in the world and a personal friend — he wrote the foreword for my latest book "No Trust, No Sale" — says that selling is the "transfer of trust," which hits the nail right on the head. Not doing so will dramatically reduce the chance a customer will buy today. Building trust is something that must be established before any discussion about budget, what product they may want, how they plan to use it or any company sales system steps.

However, for this to be effective, there are two decisions salespeople must make before adjusting anything in the first few minutes of a customer interaction.

COMFORT LEADS TO RAPPORT AND RAPPORT LEADS TO TRUST.

First, they must accept and buy into the importance of helping a customer feel comfort and trust in the early stages of the meet and greet, and the risk of not doing so will dramatically lower their closing ratio. Second, they must accept that the decision to feel comfort and trust with a salesperson will be made on the customer's terms only.

So many salespeople rush through those first few minutes when initially meeting a customer, because they are misguided by the illusion that quickly getting in front of the product will help their customer relax and feel comfortable. This is a detrimental miscalculation. Why? Because customers must first erase their preconceived notions about their salesperson and their intentions. Of course, everyone expects that their salesperson is going to try to sell them something, because that's what they do. But they must first have faith in some basic truths about their salesperson before they will consider the benefits of any products the salesperson will show them.

In the first few minutes of a new encounter with a customer, before being put in front of any product, the salesperson must take steps to relax and calm them by doing the following:

- Listen to them
- Respect their budget, and do not try to "upsell" them
- Move at a pace that is comfortable for the customer
- Spend more effort on the "shopping" rather than the "buying"
- Show them an RV with features that will match how they plan to use it
- Try to sell them what best fits them, not what the sales manager wants to get rid of

As a result, salespeople must now carefully revise how they initially approach a customer and the first words they say, and pay closer attention to a customer's body language to assess how comfortable they are before moving on to the next step. They need to slow down the initial process until they get clear signs the customer is relaxed and ready to move forward.

Making Customers Feel Comfortable

Many customers are too embarrassed or intimidated to say that they are not comfortable in those few tense meet-and-greet minutes, so it's imperative that salespeople are looking for the nonverbal cues that clearly indicate that.

Most dealerships focus almost exclusively on product knowledge and the steps in their selling system when training RV salespeople, and some do a very good job at this. However, throughout the entire country, I have only seen a few that actually teach salespeople about building the rapport and trust that must be in place for customers to feel comfortable buying from them. Frankly, too many salespeople are horrible at this, which greatly contributes to the stigma associated with not only salespeople in general, but also the "perceived" fear customers feel because of it.

So, what's the answer? Salespeople must take ownership of this themselves, focusing more on what they do and say when first meeting a customer and then make adjustments to improve.

Part of the problem is that salespeople can't actually view themselves, their own body language and how they present themselves to a customer when meeting them.

When I was a sales manager and responsible for the training, development and results of my staff, I would observe what salespeople did and said, and generally how they presented themselves with a customer as soon as they walked in the door. From 40 feet away, I could tell exactly how the customer was responding to the salesperson even though I couldn't hear a word that was being said, simply by observing the body language and nonverbal cues of both the customer and the salesperson. I could tell when a salesperson wasn't achieving comfort, rapport and trust, again without even hearing one word. I observed so many attempts to solve this problem by rushing the customer out to the product, which as I stated earlier, just doesn't work. This results in the customer, who after spending three to four hours with a salesperson looking at product, will walk out and say: "I want to go home and think about it." It's not because they are not happy with the product; it's because they don't trust the salesperson enough to say "yes" to buying.

The answer is right there in front of us all. It's a building process that starts in those first few minutes. Comfort leads to rapport and rapport leads to trust. Trust is a major factor in the customer feeling comfortable enough to say yes to buying. With all the external negative impacts happening right now, decisions to buy

ALL-IN-ONE RV SLIDE OUT SEAL SYSTEM

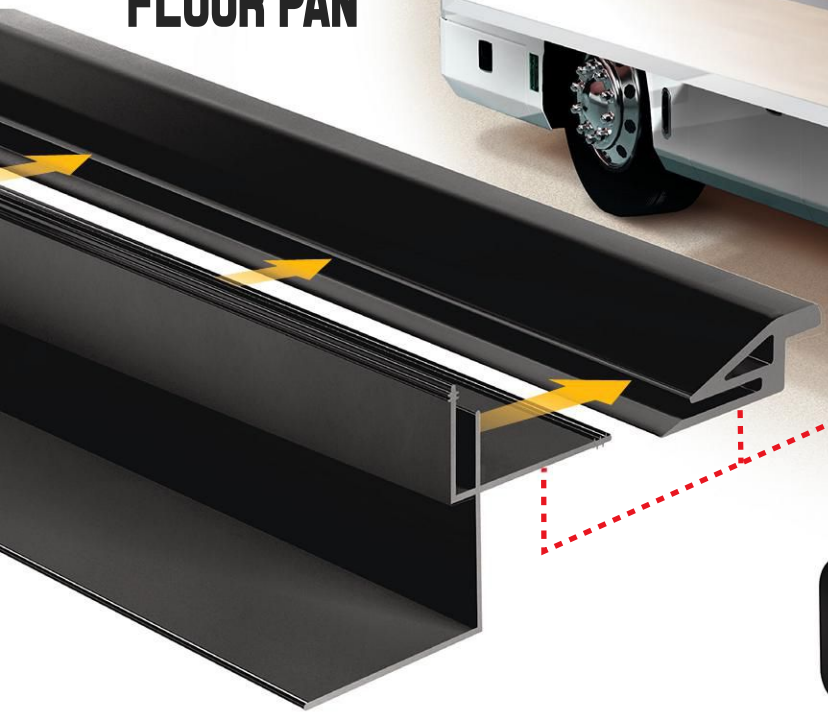


PATENTED SEAMLESS CORNER INSTALLATION!

HORIZONTAL FLAP SLIDES UNDER VERTICAL BULB WITHOUT LIFTING BULB!

ALL-IN-ONE
WIPE SEAL

ALL-IN-ONE
WEAR BAR & FLUSH FLOOR PAN



TRIM-LOK®
TRIMS AND SEALS

TRIM-LOK OFFERS SLIDE OUT SEAL SYSTEMS FOR EVERY TYPE OF RV SLIDE OUT ROOM!

CALL US TODAY! 800-405-2966

info@trimlok.com • www.trimlok.com

Treatment begins in the hospital...







Care Camps Foundation

carecamps.org

... healing happens here!

Join our mission to give joy, hope, and the healing power of the outdoors to children with cancer.

are more based on emotion, rather than logic.

Take Matters Into Your Own Hands

Implementing this is also a decision on the part of the salesperson. Dealerships may not train on trust-building steps and techniques, so it has to be motivated by the salespeople themselves.

The single best way to do this is to recreate, word for word, how a customer interaction just occurred moments after the customer walks out the door. Stop and think, in a step-by-step manner, what just happened, starting with the customer walking in the front door — what you said, how they responded, how you responded and what happened from there.

If you do this, you will likely remember the key moments that changed the atmosphere of the customer interaction (good or bad), where rapport and trust were built or lost. Doing this will help you craft a better way to say things going forward, or if you said something that worked well, how you can repeat it with the next customer.

A key thing to remember here is that little things matter. When really digging in and fine-tuning your approach, you will be able to string together a series of improvements that will result in your increased ability to build trust with your customers.

One last thing, if you are salesperson, take this seriously and act on it. While talking to salespeople all over the country, I am convinced that top salespeople are drilling down and doing these things, and that is precisely the reason why they're outselling you every month. RVP

Thomas Morin is a sales coach and author in North Myrtle Beach, South Carolina, who teaches salespeople in all industries how to build the rapport and trust that customers must feel to be comfortable buying. Listen to Morin's podcast "No Trust, No Sale" on Spotify, iTunes and Amazon. Contact Morin at bookauthorcoach@gmail.com.



ULTIMATE
CONNECTIVITY POWER & BATTERY PROTECTION



NEW! 30A MPPT SOLAR CONTROLLER

CHARGE TWO BATTERY BANKS SIMULTANEOUSLY

STACKABLE—PAIR UP TO 8 ON A SINGLE SYSTEM

SCAN TO LEARN MORE

Go Power! | DOMETIC

GOPOWERSOLAR.COM



METAMORWORKS - STOCK.ADOBE.COM

How To Achieve an Accurate Inventory Count

A little extra work up front can prepare you for an efficient annual "physical" for years to come.

BY MEL SELWAY

It is July and still a few months before your parts department will be processing the annual counting of the parts and accessories inventories — usually referred to as "the physical." I thought it appropriate to focus my July column on inventory accuracy and an alternate method of achieving it. So, if you decide to implement my ideas, you have almost six months to prepare.

In the previous millennium (actually 1989), I developed a plan that could increase the accuracy of my actual and reported inventories without having to schedule a yearly "physical" — at least not more than once.

Because I disliked the cost and added workload of a yearly counting of my inventories, and because I wanted my inventories to be accurate each day, I developed a program titled PAIRS (Parts and Accounting Inventory Reconciliation System). I discussed the concept with the dealer principal, and he agreed to allow me to try it for one year at the end of which we (dealer principal, accounting manager and me, the parts manager) would review the results to determine if this would become our policy.

PAIR-ING ACCOUNTING & PARTS

The PAIRS concept (and PAIRS Manual) is based on continuous counting of segments of the inventories according to frequency and quantity of usage, coupled with monthly reconciliation of the parts department value of the inventories with the accounting department value of the inventories.

Because we would be introducing several new processes related to the PAIRS program, we commenced each of these processes in August of that year. These processes included:

1. Identifying items by velocity of movement, which were:
   - items sold almost weekly or at least 40 times/year

- items sold monthly or at least 12 times/year
- items sold quarterly or at least four times/year
- all other items with three or fewer sales/year

2. Identifying which inventory exceptions would be evaluated and the frequency of these exception reports (e.g., no bin location, minus on-hand and others as appropriate)
3. Determining how the cycle counts would be processed based on the four velocity of movement classes
4. Developing a process for researching and adjusting inventory discrepancies
5. Creating a document/report to inform the accounting department of any count adjustments
6. Developing forms for recording each transaction type that impacted the value of the inventory, such as stock receipts, adjustments, returns to suppliers, purchases at more or less than standard replacement cost, acquisition of free items, etc.
7. Creating an inventory reconciliation form for monthly comparison of the month-end parts department value to the month-end accounting department value
8. Deciding what variance percentage between the two values is acceptable and determining what research each of the departments would do to determine the cause of any percentage value that is greater than the accepted norm
9. Any other processes identified during this procedural trial stage

THE THREE PHASES OF PAIRS

The PAIRS Manual has more than 100 pages. Only a few processes and policies contained in the PAIRS Manual have been included in this column. If you are interested in the PAIRS concept, please contact me via email.

Phase 1: Preparation

Since it would be necessary to establish an accurate and equivalent base for the accounting department value and the parts department value, a one-time "physical" was scheduled for the period Dec. 26-30, 1989. During this period, the dealership would be closed for all business so that no parts transactions other than those involved with the processing of the "physical" would be transacted. The preparation phase accounts for more than 25 pages in the PAIRS Manual.

Following is a few of the many tasks that are needed in the preparation phase:

- Determine the number of and skills of the personnel required to efficiently and accurately perform the several functions required to process a physical count and verification so that any training needed can be processed before the physical — this includes accounting department personnel and the general manager who should participate in the verification aspects of the physical so they can accept the results.
- Meet with your management team to coordinate the dates for the physical count and clarify that no transactions will be processed during that period.
- Procure the materials and equipment required, which could include handheld scanners, clipboards, pens, ink cartridges, flashlights, step stools and any other items deemed necessary.
- Generate and process any reports of the inventory database (exceptions reports, work-in-process report, count sheets, etc.) so that it is as clean as possible.

Phase 2: Processing

This portion of the PAIRS Manual accounts for more than 20 pages and assumes that two eight-hour days are allotted for the actual processing of the physical counting, verification and completion of the many tasks required to perform an accurate, verified physical.

So that personnel are diligent as they perform the several tasks involved in an accurate, verified physical, I suggest limiting the workdays to eight hours or no more than 10 hours. Lunches should be provided so that none of the personnel need to leave.

Phase 3: Maintenance & Reconciliation

This portion of the physical will be continued on a monthly cycle after the physical has been processed because the tasks involved in this portion will be necessary to maintain the accuracy of the inventory on a perpetual basis.

These routines are the basis of the PAIRS concept because they require the parts and accounting departments to coordinate their functions that impact the values of the parts and accessories inventories.

As needed, the managers and personnel of these two departments should communicate any events that could impact the inventory values so that any discrepancies can be identified and resolved within each month.

Since we started our PAIRS concept in August, we had several months during which each department could establish and perfect the routines necessary to maintain and reconcile our parts and accessories inventories via a monthly cycle.

Is It Worth the Work?

You decide! As with most of my suggestions, it will be necessary to do some work to implement my PAIRS concept. To assist you in deciding whether to proceed, please consider this eventual result: By implementing the PAIRS concept and processes, we were able to achieve an inventory accuracy greater than 99%, and we also eliminated the expenses and labor related to processing an annual physical.

If you are interested in learning more about the PAIRS concept, please contact me. RVP

Mel Selway is the president of P.A.R.T.S. Inc., a Sahuarita, Arizona-based firm providing business management analysis and training to retailers. He can be reached at 520-336-8606 or melselway@aol.com.



Pets in the Workplace

How and why they might be a good idea for your business.



BY LINDA CAHAN

ALL PHOTOS COURTESY OF ROSSMÖNSTER UNLESS OTHERWISE NOTED

Experiential retail is the current buzzword for creating sales and repeat business through positive and unforgettable in-store experiences. I have shopped in many stores over my lifetime and rarely remember the names of the owners or sales staff.

What I do remember clearly are the names of the animals that I met in the shops: Remy, the lab at an upscale consignment shop; Lucky, a lab mix at the flooring store; Red, the parrot at a garden center; Marmalade, the orange tabby at a gift shop; and several others. Most recently, I met Kermit, an engaging tortoise at a local pet shop.

Maybe an experiential retail element for your RV showroom and/or parts and service center could be meeting one of the pets belonging to you or an employee?

If you do have a pet on-site, remember that there are animal people and those that either don't care, can't stand them or fear them. I was at a flooring store last week and when I looked into the office for some help, there was Lucky — a big black dog. His person immediately opened his crate, and he went into it calmly. She was checking to make sure I was OK with him before she let him back out. He was a friendly guy and, lucky for Lucky, I love dogs. But I noticed and appreciated how careful she was to make sure I was comfortable first. She didn't let him out of the crate until I told her I love animals, and it wasn't a problem.

While bringing your pet to work can be a win-win-win for you, your animal and your customers — it can work against you as well. It depends 100% on your pet's personality with strangers. No matter how loving and affectionate your pet is with you, how they react to others is what will make or break the experience.

I consulted for a lovely woman who had a clothing store in Portland, Oregon. She brought her manic Chihuahua, Kokopelli, into the store every day. He hated strangers and would bark furiously at each new customer for longer than seemed sane. Sales were not great and, sadly for both of them, it was a simple fix — she had to leave the dog at home. I suggested she find someone to come to her house once a day to walk and pet Kokopelli. Her immediate increase in sales made that dog sitter instantly affordable.

Parrots are fascinating creatures, and people love to get them to talk. I enjoyed going to a local garden center years ago in Westport, Connecticut, mainly to see a talkative parrot in a huge cage in the front of the shop area. Parents often brought their children to see the bird and it was an outing that included good sales for the owner. The bird was chatty, but if it knew "bad words," they weren't spoken at the garden center.

A different parrot in a shopping center in Southern California had a very colorful vocabulary. His large cage (on wheels) was right outside the shop. Right before I went into the pet store to consult with the owner, I watched a man who was with his wife and two kids ignore the (many) signs on the parrot's cage that said, "Don't speak loudly or yell at the parrot." Of course, he yelled at the bird, who coolly turned to him and said, "xxxx you, buddy!" His wife and children almost fell on the ground laughing, as did I. Apparently, this bird was famous





for his "spicy" language, and he was an attraction of a different type.

Kermit the tortoise takes walks around the top floor of Critter Cabana, a pet supply shop in Newberg, Oregon. He's slow but persistent and gets his steps in daily. I became a customer on the spot as I saw how sweetly the staff and customers reacted to him.

Tilde was a terrific gift shop in Portland, Oregon. The owner, Debbe Hamada, finally allowed a visiting street cat to live in her shop permanently as he wandered in daily and adopted her and a comfy chair in the back of the store. When customers saw him, they smiled and asked a lot of questions.

One ideal thing about cats is they tend to sleep a lot during the day. But, just like dogs, they need to be imperturbable and tolerate or like people. Scaredy cats who hiss and scratch must stay home.

Employees Must OK Having Pets at Work

If you resonate with the idea of bringing your dog, cat, bird or even tortoise into your showroom or parts/service areas, ask your employees how they feel about it first. One study by the National Institutes of Health (NIH) analyzed five organizations that created dog-friendly policies from very recently back to 20 years ago. Harmony and acceptance can be achieved between those who want their workspace to remain pet-free and those who want a pet (or more) allowed in-store, by meeting three criteria.

"Employees must have sufficient job autonomy; for example, the agency to take their dog out when it needs a break or to distance themselves from a bothersome pet," according to the NIH study. "There must also be a culture of open and respectful communication, so no one suffers in silence. Finally, employees must all buy into a 'trial-and-error mentality' and be willing to update any agreements as needed."

Imposing your pet on the people who work for you can feel like a boundary has been crossed to some employees, unless it's an agreed-upon change in the workplace. Some people are highly allergic to dogs and/or cats. It would be physically challenging and difficult for a valued employee to feel ill every day.

If fear is an issue, separating the person from the animal may be the only solution. Perhaps if there is a clear separation between the pet and person, that person can be flexible. But that is an agreement that can't be broken just because it's inconvenient for the pet owner — and the pet.





PHOTO COURTESY OF LERCH RV

Before an Animal Comes to Your Store

With all animals, where they "go" can affect the enjoyment of having them in store. Make plans for this, plus their water and feeding needs, in advance before they come for the first time. Dogs can be walked; cats need (covered) litter boxes, which can work well in a stockroom or office; birds can go in their cages; and tortoises do it wherever they want — so have rags ready!

Safety for the animals needs to be addressed before they arrive. All parts areas carry chemicals that are likely toxic for animals, so you'll need to figure out how to keep them separated. Usually, the chemical smells will do the trick to keep animals away, but don't put beds, cages, boxes or bowls anywhere near where the chemicals are shelved or stored.

If the stockroom door leads back to an open door to the parking lot or street, there is a 100% chance that a dog or cat will find that door and go for a walkabout. Keep that in mind daily! At Trinity Flooring, Lucky the lab mix is in an office with a baby gate. A big part of having a pet in-house is knowing they will be safe.

Hygiene is also an issue. Dogs, cats and birds shed. You may need to increase your floor cleaning schedule depending on the fur/hair/feather fallout.

Benefits of Pets in the Workplace

"Dogs are proven to relieve stress, relax people and make a great talking point to break the ice with customers," according to an article in the Daily Mail. Cats are known to reduce stress — especially when they purr.



PHOTO COURTESY OF BRITER PRODUCTS

Pets in the workplace can be an employee retention strategy. During COVID-19, many people adopted a pet — mainly dogs and cats. Research from the Human Animal Bond Research Institute found "88% of employees in pet-friendly workplaces said they plan to stay at their job for the next year, compared to 73% in non-pet-friendly work environments."

Research from the Harvard Business Review on the benefits of a pet-friendly workplace by Shawn X. Quan and Kira Schabram shows proof of how in-office pets spark collaboration. "Most surprising to our author team was the mounting evidence that pets function as a social lubricant and conduit for collaboration. In interviews, employees describe pet-friendly workplaces as facilitating better communication and information-sharing and contributing to coworker bonding and friendships."

A diverse and increasing number of workplaces are considering welcoming companion animals. I have yet to meet a dog, cat, bird or turtle in an RV dealership, but I know I'd be delighted to! That store would stand out in my memory.

If you have a pet at your RV dealership or parts/accessories/service center, please let me know and send a photo: lindacahan@gmail.com. RVP

PAWSITIVE HEALTH BENEFITS

Beyond their improvement of workplace recruitment, retention and morale, animals also offer many health benefits. According to a report from UC Davis Health, pets can improve mental and physical health in numerous ways, including:

- Reduced stress and anxiety
- Decreased feelings of loneliness
- Increased physical activity
- Improved blood pressure
- Lower rates of depression in older adults

UC Davis Health also found that for those unable to own an animal, being around someone else's pet still provides mental health benefits.

Healthy Hearts

Pet companionship may also protect cardiovascular health, according to the Medical University of South Carolina (MUSC). Playing with and petting dogs and cats may lower blood pressure and cortisol, a hormone that, in high levels, has been linked to "chronic high blood pressure and major cardiac incidents." MUSC says these benefits combined with extra physical activity from walking with their furry friends lead dog owners to be "31% less likely than non-dog owners to die from a heart attack or stroke." Research also indicates cat owners have a similar reduced risk of death from cardiovascular disease.

For people who have already had a heart attack, owning a pet makes you six times more likely to survive within one year than non-pet owners due to "these patients having better social support, strengthening their hearts by remaining more physically active, and generally being happier and less stressed on a day-to-day-basis," MUSC says.

Aging Purrfectly

According to the Texas A&M College of Veterinary Medicine & Biomedical Sciences, there are advantages to owning a companion animal for senior citizens. In addition to the perks listed above, seniors may also find a "renewed sense of purpose and responsibility in their daily lives," with animals offering structure, affection and fulfillment.

For pet owners with Alzheimer's disease and dementia, UC Davis Health notes that "pets can improve the quality of life for people diagnosed with these diseases by decreasing distress, loneliness and depression."

Linda Cahan is the president of Portland, Oregon-based Cahan & Co., a consulting firm that works with retailers of all sizes and categories to improve their bottom line through affordable and appropriate visual merchandising, store design and renovations. For more information, visit lindacahan.com.







SnapPad® STAKPAD™

RVing is about doing the things you love with the people you love. Get to those things ***faster, quicker and more conveniently*** than ever before, with the RV SnapPad® lineup of permanent and non-permanent heavy-duty jack pads and leveling accessories, all Made in the US.

Enjoy quick & easy RV leveling with our Permanent Jack Pads

Durable rubber SnapPads protect leveling feet from damage

All SnapPads are made from recycled tire crumb in the US

Discover for yourself how thousands of RVers have made setting up their rig easier than ever at rvsnappad.com.

Made in the US ★★★★★ 15,000+ Reviews

MADE IN USA

Manufacturing products close to home offer big benefits.



WATER SERVICE PANEL

Anderson Brass Co., Hartsville, South Carolina, presents its MANRV102 RV Water Service Panel, a four-function, low lead brass valve, perfect for filling the holding tank, pressurizing fixtures with available water supply, pumping from the tank during dry camping, and aiding in winterizing and sanitizing your unit. It also includes a three-function, low lead brass water heater bypass valve, offering normal, bypass and sanitizing positions for optimal maintenance and functionality of your water system.

abcorv.com

RV WASH & PROTECTANT

Bio-Kleen Products, Kalamazoo, Michigan, presents its Kleen Wash and RV Roof Cleaner & Protectant, two American-made products that will clean and rejuvenate an RV from top to bottom. Kleen Wash removes black streaks, dirt, dust and more with ease while leaving a layer of polymer protection behind. This product won RVIA Product of the Year in 2019. RV Roof Cleaner & Protectant deep cleans and provides long-lasting protection. This product maximizes the life of rubber roofs with SPF 70 UV blocker.

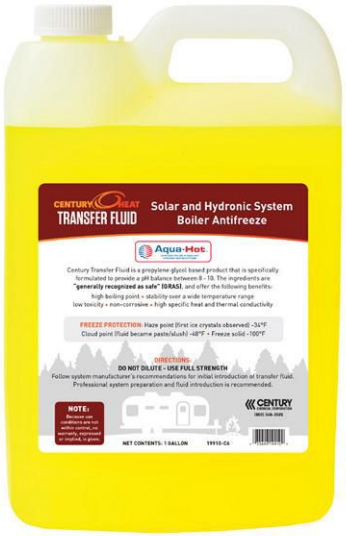
biokleen.com



HEAT TRANSFER FLUID

Century Chemical Corp., Elkhart, Indiana, presents its Century Heat Transfer Fluid. Made in the USA with generally recognized as safe ingredients, Century Heat Transfer Fluid is one of the preferred products for use in Aqua-Hot, Oasis and Timberline RV floor heating systems, along with other applications such as solar, hydronic and HVAC units. Designed to protect investments, Century Heat Transfer Fluid provides reliable and efficient performance.

centurychemical.com





FIFTH WHEEL HITCH

Blue Ox, Pender, Nebraska, offers its BXR2100 fifth wheel hitch, which features a true kingpin connection. No adapters are required. A funnel-shaped hitch head helps guide the kingpin into place, reducing the rate of false hookups and trailer drops with 360-degree nesting around the kingpin. The hitch head is dual articulating: front, back, side to side. The BXR2100 connects to a 2-5/16-inch gooseneck with a 21,000 gross towing capacity and 5,000-pound vertical load limit.

blueox.com



TRAILER CORD

ESCO, Elkhart, Indiana, offers its ESCO 7-Way Cord. The American-made ESCO 7-Way Trailer Cord delivers dependable electrical connectivity between your tow vehicle and trailer, ensuring safe, consistent power for lights, brakes and auxiliary functions. Built for durability and performance in harsh towing environments, this heavy-duty cable is ideal for RVs, cargo trailers, horse trailers, utility trailers and more.

escousa.net



FIFTH WHEEL HITCHES

B&W Trailer Hitches, Humboldt, Kansas, offers its Companion & Patriot Fifth Wheel Hitches series, built for turnoverball, OEM or standard rail setups. Featuring a fully articulating coupler, 360-degree steel jaws and shock absorbing design, they deliver quiet, secure towing. A cam-action handle makes operation easy, even on unlevel terrain. Designed, built and tested under one roof, B&W's fifth wheel hitches are trusted for their smart engineering, rugged construction and reliable performance.

bwtrailerhitches.com

COMMAND ELECTRONICS LIGHTING PLANOGRAM

Creative Products Group, Elkhart, Indiana, presents its DIS-CMD-EXSTT. Exterior RV Stop-Tail-Turn lighting from Command Electronics is now available in a convenient planogram by CPG Brands. This planogram offers a selection of the most commonly used Stop-Tail-Turn lights by OEMs. Presented in an intuitive layout with CPG Brands packaging the planogram also displays a selection of clearance marker lights. Ask about the lift option with this and other Command Electronics planograms.

cpgbrands.com



48" X 54" Gondola



TOW BAR BASEPLATES

Demco Products, Boyden, Iowa, offers its Tow Bar Baseplates. All Demco baseplates are manufactured in the USA at its Boyden, Iowa, facility, reflecting a commitment to American-made quality and ensuring a reliable, repeatable installation experience. Designed to fit a variety of towable vehicles, each baseplate is engineered using finite element analysis to ensure a strong, dependable connection to the chassis. The design offers a clean, concealed look and allows for easy hook-up and disconnect.

demco-products.com





VAN INSULATION KITS

Design Engineering, Avon Lake, Ohio, offers its Custom Cut Van Insulation Kits. Upgrade your RV experience to a quieter, more comfortable ride using Custom Cut Van Insulation Kits. Designed for Sprinter, Transit and ProMaster vans, each kit includes CNC-cut pieces, Boom Mat damping material and spray adhesive for an easy, do-it-yourself installation. The 30-milimeter D-Mat insulation controls heat, cold and noise while eliminating squeaks and rattles. Includes everything you need and clear instructions.

designengineering.com

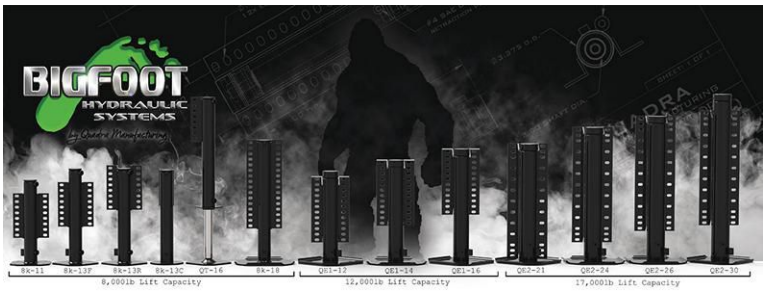


RV FURNACE

Dometic, Elkhart, Indiana, presents its Dometic 35K Furnace Essential. Manufactured in Greenbrier, Tennessee, the 35K Furnace eliminates the most frequent warranty claims and features the patent-pending Hall Effect Sensor, replacing sail switches with automotive-grade technology. With 18%-22% more airflow across multiple outlets over the leading competitor in ducted applications, this furnace distributes heat evenly through the RV. It also has a built-in onboard soft start that reduces up to 80% of in-rush current.

dometic.com





LEVELING SYSTEM

LevelTron, White Pigeon, Michigan, presents its Bigfoot Leveling Systems. For nearly four decades, Bigfoot Hydraulic Systems has manufactured American-made products, offering both manual and automatic systems, utilizing a wide array of hydraulic cylinders to effectively lift, level and stabilize RVs, trailers and specialty market applications. LevelTron continues the family legacy of Bigfoot Hydraulic Systems, with third-generation leaders Matt Lehman, Brandon Lehman and Bob Slack bringing over 45 years of combined experience in the leveling industry.

thebigfootleveler.com



PIN BOXES

Lippert, Elkhart, Indiana, offers its CURT Helux Pin Boxes. The CURT Helux Series delivers towing comfort and control for fifth wheel and gooseneck trailers. Its coil-spring shock absorption system minimizes chucking, vibration and strain on your trailer, resulting in a smoother, quieter ride. Fully tested and approved for Lippert trailer frames, Helux is built for long-term durability with virtually no maintenance once installed. Ideal for RV owners and haulers who demand superior ride quality.

lippert.com





RV TOILET TREATMENT

Liquified RV, Elkhart, Indiana, offers its Liquified, an enzyme and bacteria toilet treatment. It will liquify your waste, clean your sensors and break down the dreaded poo pyramid in your holding tanks. Created by the Matt's RV Reviews Team, it is one of the bestselling RV toilet treatments in the industry.

liquifiedrv.com



RV ENTRY STEPS

MORryde, Elkhart, Indiana, presents its StepAbove RV Entry Steps. Built for bounce-free, wobble-free entry and exit, this system features a wide top step, gradual slope for comfort and legs that auto-adjust at the push of a button. Installs easily, removes quickly and stores securely inside your door. Perfect for rough terrain and tight spaces. Lightweight, durable and ready for adventure — with a 500-pound weight capacity and made in the USA.

morryde.com



AIR CONDITIONING SOFT STARTER

Micro-Air, Hamilton, New Jersey, offers its Micro-Air EasyStart Breeze with Advanced Bluetooth Technology, which provides customers with real-time and historical information, unexpected fault detection and built-in technical support for a comprehensive experience. With Micro-Air's U.S.-manufactured RV soft starter, RVers will experience up to 75% startup current reduction along with a double-down extended warranty.

micro-air.com



TOY HAULER PATIO RAMP TENT

PahaQue Custom, Poway, California, presents its PahaQue Custom Toy Hauler Patio Ramp Tent, which provides over 40 square feet of additional protected living space for your outdoor adventure by giving you more room, more comfort and more adventure. Convert your ramp to a fully enclosed, weatherproof space that protects you, your guests and your gear from wind, rain, sun and bugs.

pahaque.com

DIAGONAL CUTTING PLIERS

Southwire, Carrollton, Georgia, presents its 8-inch Angled Head Diagonal Cutting Pliers. A part of Southwire's Wounded Warrior Project product line, these pliers are made from American-forged steel and are built to withstand jobsite wear and tear. Made in the USA and assembled with hot rivet technology. Each product in the Wounded Warrior Project line is crafted for durability, ease of use and safety. A portion of the proceeds directly benefits veteran rehabilitation and reintegration programs.

southwire.com




B&W
TRAILER HITCHES
AMERICAN MADE
HITCHES
FOR EVERY TRUCK
www.bwtrailerhitches.com
B&W





FENDER SKIRTS

Patrick Industries for RecPro, Elkhart, Indiana, offers its Durable Fender Skirts. Upgrade your RV with durable fender skirts from RecPro. Crafted from flexible, UV-protected plastic, they resist fading, road wear and flying debris. Available in a variety of options and easily paintable to match your style. Sold individually or in pairs. They install quickly and are built tough to protect your RV and boost fuel efficiency.

recpro.com

TOW BAR

Roadmaster, Vancouver, Washington, presents its Falcon 3HD, Roadmaster's newest and strongest tow bar, rated for up to 10,000 pounds yet weighs just 45 pounds. Built with thick-wall steel, stainless components and advanced FEA engineering, it offers strength and durability. Freedom Latch technology makes disconnecting effortless, even on uneven terrain. Built-in cable channels, a powder-coated finish and convenient storage features round out its clean, rugged design. Made in the USA.

roadmasterinc.com





FIFTH WHEEL TO GOOSENECK HITCH

GEN-Y Hitch, Nappanee, Indiana, offers its Executive Fifth Wheel to Gooseneck Hitch, the solution for towing versatility. Engineered with GEN-Y's patented Torsion-Flex technology, it provides a smoother, safer ride by reducing shock transfer and trailer bounce. This heavy-duty adapter converts your fifth wheel trailer to a gooseneck hitch, enhancing stability and ease of use. Built with American-made steel and tested to exceed industry standards, the Executive is designed for durability and reliability.

genyhitch.com



RV SANITATION SYSTEMS

Thetford, Ann Arbor, Michigan, offers its Titan and Sani-Con systems. Thetford Titan products include rugged, crushproof sewer hoses with universal fittings, ergonomic grips and leak-resistant design. Titan portable waste totes offer easy transport, low fill height and built-in hoses for clean dumping. The Sani-Con Turbo system features a macerator pump for fast, hygienic waste removal with minimal mess. Together, these products deliver reliable, user-friendly RV sanitation solutions.

thetford.com

Made in America. Made for RV Life.

At Duo Form, we've been molding innovation and durability into every product we make – right here in the USA. From custom shower surrounds and bathroom components to high-performance thermoformed solutions, we manufacture with pride, precision, and a deep understanding of the RV lifestyle.

When you choose Duo Form, you're not just buying RV components – you're investing in American jobs, American quality, and American reliability.

MADE IN AMERICA 100% MADE IN AMERICA



DUO FORM

269-663-8525 • duoformplastics.com • info@duoformplastics.com



RV HANDRAILS

Stromberg Carlson, Traverse City, Michigan, presents its Lend-A-Hand Rail Family, which provides steady support going up or down the stairs. The AM-250 and AM-255 Minis are 22 inches long. The AM-200 (white), AM-300 (silver) and AM-800 (black) standard rails offer 27 inches of support. The AM-533 extends 10 inches out and 13.5 inches down for better balance. The new Banister Rail offers two lengths — the AR-42 (42 inches) for double and some triple steps and the AR-50 (50 inches) for some triple and all quad steps. Both clamp closed for travel.

strombergcarlson.com



RV CLEANER

Valterra Products, Mission Hills, California, offers its Wash & Wax. This rich formula cleans deep down, leaving a streak-free, long-lasting luster in a single step. With just 2 ounces of Wash & Wax and a gallon of water, your customer's RVs will shine like new. Customers will also get a free RV-sized sponge to complete their washing kit. Safe for all finishes. Available in 1 quart and half gallon sizes.

valterra.com





If you're interested in submitting a product for the Special Product Focus section,

submit to your sales rep:

Rebecca Tittel: **rtittel@cahabamedia.com**

Caroline Fugler: **cfugler@cahabamedia.com**

Or contact Managing Editor Michele Moore for information: **mmoore@cahabamedia.com.**

JONGJAWI-STOCK.ADOBE.COM

RV TOILET TREATMENT

Unique Manufacturing & Marketing, Arvada, Colorado, presents its RV Digest-It Ultra, the company's strongest, most cost-effective toilet treatment yet. With an advanced blend of bacteria and enzymes, it eliminates odors at the source — without overpowering perfumes. It breaks down human waste and all toilet paper (not just RV-specific) in hours. Each easy-measure, no-mess bottle provides 32 treatments at less than $0.70 per use. Made in the USA and backed by certified RV technicians.

uniquecamping marine.com





RV & MARINE CLEANER

Walex Products Co., Wilmington, North Carolina, presents its Premium RV/Marine Wash & Wax, a solution that combines washing and waxing in one easy step. This high-foam, deep-cleaning formula eliminates dirt, grime and tough residues, leaving surfaces spotless. Featuring advanced polymer technology, it delivers sheeting and beading while providing a long-lasting high-shine finish. Perfect for RVs and boats, it simplifies maintenance without compromising quality. Available in 32-ounce, 64-ounce, 1-gallon and 5-gallon sizes.

walex.com





Each month, RV PRO offers readers resources to enrich and expand their business with great products and services from our advertisers.



To be featured in PRODUCT HIGHLIGHTS, contact Rebecca Tittel (rtittel@cahabamedia.com) or Caroline Fugler (cfugler@cahabamedia.com)



GEN-Y HITCH
BUILT TO LAST!

50TH ANNIVERSARY
Land 'N' Sea
DISTRIBUTOR • EXPORTER MARINE & RECREATION EQUIPMENT

The Premier Wholesale Supplier of
MARINE, RV & PWC
Parts & Accessories!
Apply for an account, place orders, view featured products and specials 24/7 at landnsea.net • 800-432-7652

REDARC
REDWORKS
QUICKFIT POWER PANELS
ALL-IN-ONE



COMPACT, PRE-WIRED, INSTALLATION READY, POWER SOLUTION

Scan the code below to learn more about our latest power solution or visit us online at
REDARCELECTRONICS.COM

AUSTRALIAN MADE

UNI-GRIP
EXTRUDED SEALS & EDGE TRIMS



FINISH IT RIGHT, SEAL IT TIGHT
The World's Trusted Source For Seals And Edge Trims For Over 60 YEARS


RUBBER ACCORDION SEALS


TRIM SEALS


FLAP SEALS


SLIDE-OUT SEALS

Just Purchased Trimco


TAPE SEALS

SCAN NOW www.uni-grip.com

Based in Reno, Nevada
BATTLE BORN
America's Trusted Off-Grid Battery



BattleBornBatteries.com

Our EasyStart™ Breeze ...just got smarter



Now Featuring Bluetooth Technology
Real-time fault detection - Remote Diagnostics



micro-air
www.microair.net



MOHAMED - STOCK.ADOBE.COM

advertiser index

ADVERTISER	PAGE
American Guardian Warranty Services Inc/AGWS	3
B&W Trailer Hitches	57
Brianza USA Corp	61
Camco Manufacturing, LLC	IBC
Care Camps Foundation	44
Century Chemical Corp	60
Demco Mfg Co	41
Design Engineering Inc/DEI	61
Dexter Axle	BC
Dometic Corp	1, 27
Dragonfly Energy	62
Duo Form Plastics	59
Eberspächer	7
Gen-Y Hitch	54
Genesis Products Inc	5
Go Power!	45

ADVERTISER	PAGE
Icon Technologies Ltd	15
Jayco Inc	29
Keller Marine & RV	38
Land 'N' Sea Distributing Inc	62
Lippert Components Inc	21
Micro-Air Inc	53, 62
MTI Industries	55
Newmar Corp	31
NTP-STAG	IFC, 9
Origen RV Accessories Ltd	51
Patrick Industries Inc	11
Protective Asset Protection Division	23
RecPro	35
REDARC Electronics	62
Trim-Lok Inc	43
Uni-Grip Inc	62

Pit Stop



WELLNESS TOURISM



Go RVing's recent report on trends and insights impacting the RV industry spotlighted the growing popularity of "wellness tourism": **travel associated with the pursuit of maintaining or enhancing one's personal well-being.**

Wellness tourism is the powerful intersection of two large and growing **multitrillion-dollar industries: tourism and wellness.** Holistic health and prevention are increasingly at the center of consumer decision-making, and people now expect to continue their healthy lifestyles and wellness routines when they are away from home.

The RV industry can tap into the wellness tourism trend by encouraging consumers to access nature and its health benefits through RV travel. The industry can encourage the tie to wellness tourism by highlighting RVing's abilities to:

- Connect individuals to nature by accessing national or state parks, campgrounds, boondocking locations and more.
- Encourage physical activity by taking RVers to destinations where they can embark on physical activities such as hiking, biking, swimming and more.
- Unplug and enjoy nature's mental health benefits, emphasizing relaxation, peace and mindfulness.
- Elevate social bonds between friends and family traveling in their RV together, as well as facilitate connection with other RVers (i.e. campsites, RV clubs, etc.)

APRIL 2025 SHIPMENTS

35,375 (units)
Total RV shipments

3.4% increase compared to April 2024 (34,197 units)

To date, shipments up 10.9% with 133,223 units

"With summer travel season kicking off and 44 million Americans planning to go RVing this summer, RV manufacturers and suppliers are dedicated to meeting the needs of these customers with new and innovative products," said RVIA President and CEO Craig Kirby. "New units headed to dealer lots across the country provide buyers many options and allow people one of the truly great ways to experience the physical and mental benefits of the outdoors."

The Summer 2025 edition of ***RV RoadSigns***, the quarterly forecast prepared by ITR Economics for the RV Industry Association, projects wholesale RV shipments to slow through the remainder of the year but finish slightly above 2024 shipments.

The revised projection is for a range of 320,400 to 353,500 units with a median of 337,000 units. That median total would be a slight increase (1%) over the 333,700 units shipped last year.

"After seeing RV shipments rise 11% to 133,223 units through April, we expect shipments to moderate through the remainder of the year due to continued economic uncertainty around tariffs, borrowing costs, and constrained consumer spending," said Kirby.

ONE BIG BEAUTIFUL BILL

On May 22, the House of Representatives passed H.R. 1, the One Big Beautiful Bill Act, which will extend the 2017 Trump tax cuts and provide funding for the federal government. Critical to the RV industry, the bill includes a fix that will enable all RV dealers to fully deduct the interest on floorplan loans for nonmotorized towable trailers, which account for 88% of all RV sales. This is significant progress on an issue the RV industry has been working on since the error removed the floorplan deductibility for towable RVs in the 2017 Tax Cuts and Jobs Act. The bill also includes the elimination of de minimis starting July 1, 2027.

The reconciliation bill includes a key provision titled "Floorplan financing applicable to certain trailers and campers," which adds travel trailers to the modified business interest deduction formula — delivering long-overdue parity for RV dealers.

ALL EYES ON ELKHART

The 2025 RV Open House in Elkhart, Indiana, will be held starting Sept. 22, Forest River, Winnebago Industries and Alliance confirmed.

The four-day, trade-only show features most of North America's manufacturers spotlighting their new products for model year 2026. Live entertainment and ample opportunity for networking make it a hugely popular annual event that many dealers plan their year around.

In addition, the fifth annual Hall of Fame RV Supplier Show will be held during Open House. For more information or to register, visit rv-pro.com and search "open house" or "supplier show."

PROUDLY MADE IN THE USA

CAMCO

Your Trusted Partner for American Made Products since 1966

Over 1,400 products manufactured in the USA













American quality. Proven expertise. Satisfied customers.

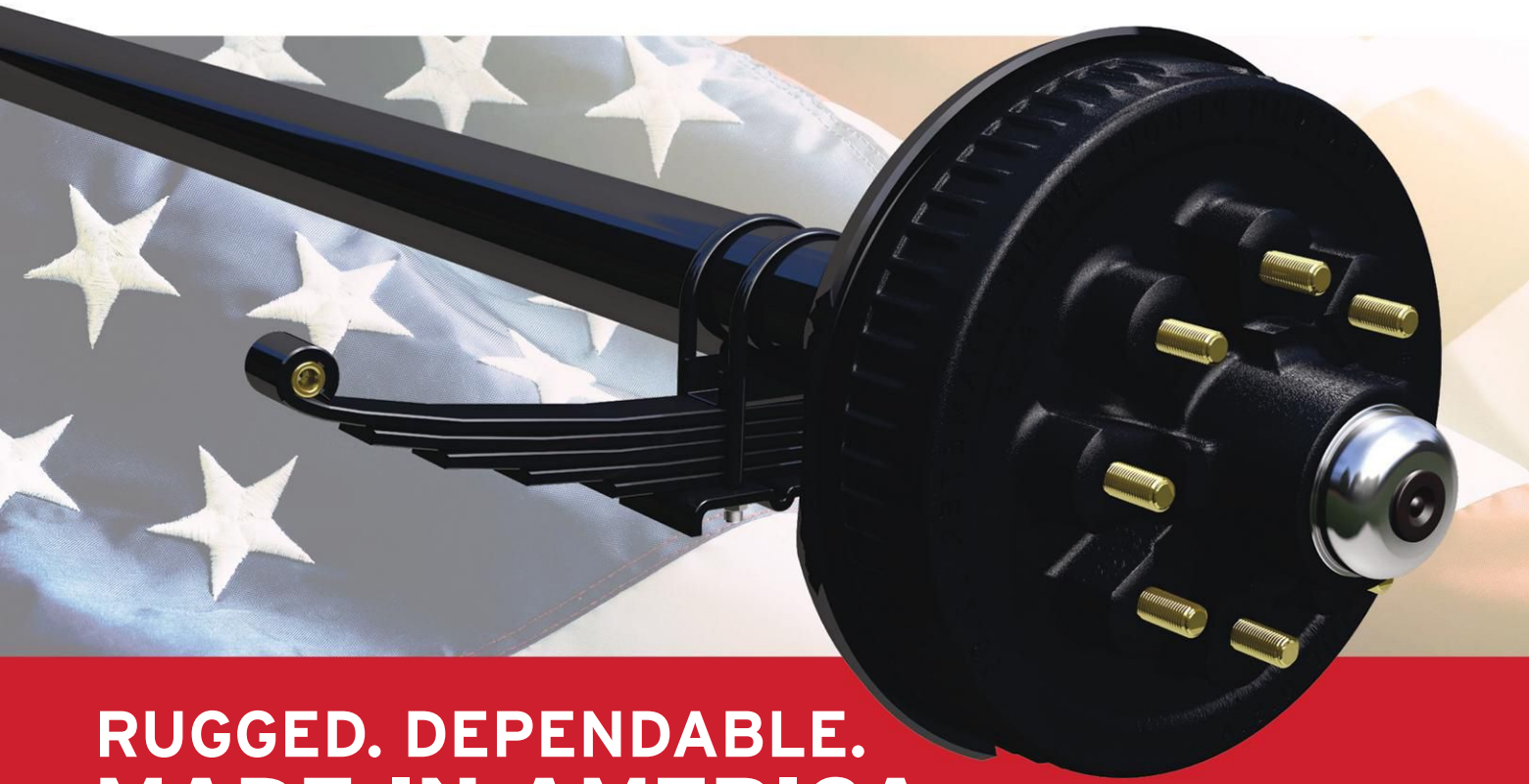
Order today from your authorized Camco distributor or online at:

www.CamcoDealer.com

CAMCO

DEXTER

EXPERIENCE THE DIFFERENCE OF AMERICAN MADE



RUGGED. DEPENDABLE. MADE IN AMERICA.









For 65 years, Dexter has proudly built our reputation on American-made components and our manufacturing processes. Designed, tested, and proven to last longer, we're committed to helping families reach their destinations safely with reliable solutions tailored to meet the unique needs of every customer. **Built in America so that nothing gets in the way of your next adventure.**

DEXTER DEXTERGROUP.COM

» DEXTER «
MADE IN AMERICA