NOVEMBER 2025 RV-PRO.COM

RVPRO



40 UNDER 40

Meet the Class of 2025

Alexandra Jones,
Leisure RV Center of DFW

AEONrv & Aliner: OEMs From Outside the Hub

Pathway RV's Mobile Services

Jacks & Levelers: What Dealers Need To Know

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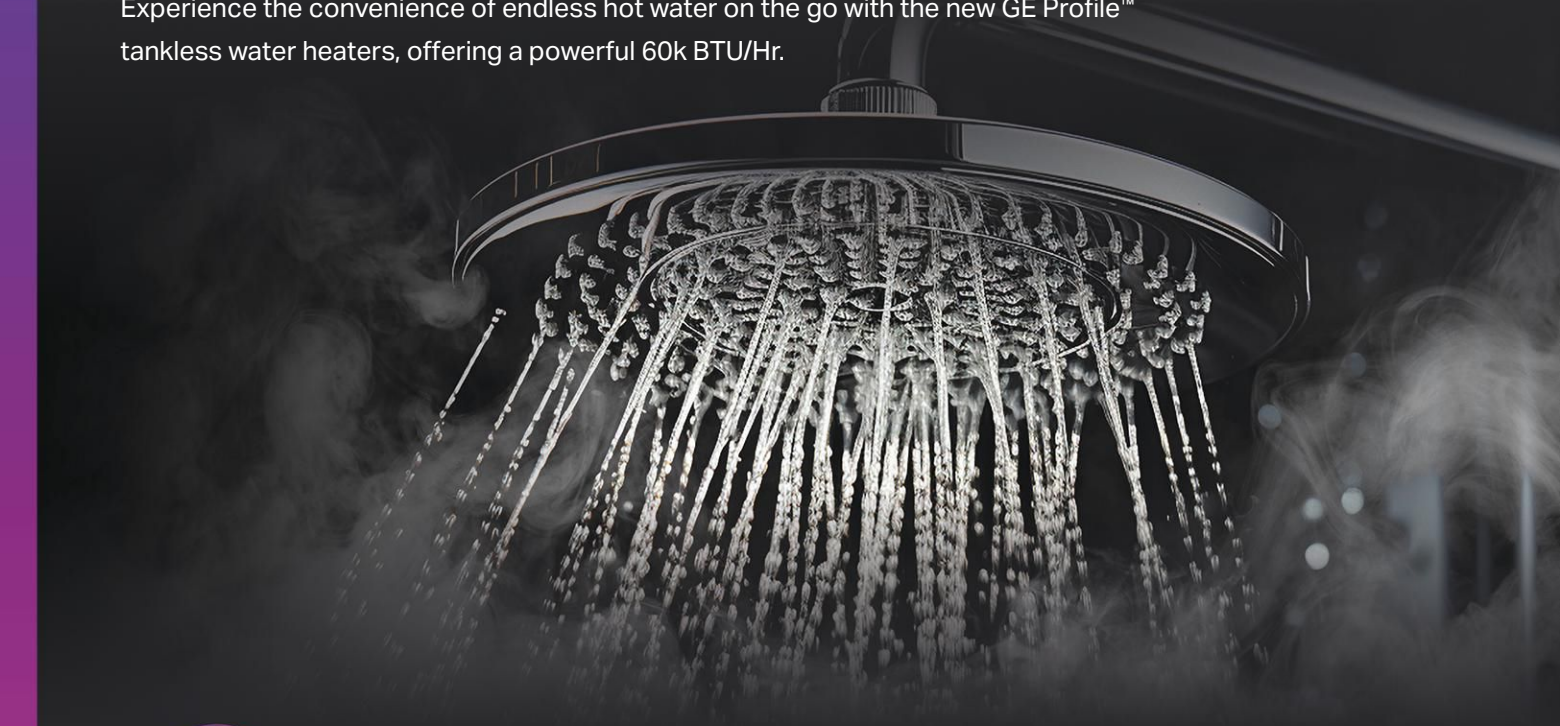
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RVPRO CONTENTS

November 2025 // Volume 21 Number 11



PAGE 20

RUNNING THE BUSINESS

61
IS YOUR INVENTORY ON THE LEVEL?
Tips for calculating your parts and accessories inventory levels and boosting gross profit.

63
8 STEPS TO AVOID CUSTOMER OBJECTIONS
Boost your team's success by anticipating objections and preparing in advance.

RV DEALER

12
OWNERS OF PATHWAY RV SERVICES SEEK TO CREATE TRUE WORK-LIFE BALANCE
Building a business around the kind of life they want to lead is a priority for the Iraggis.

RV MANUFACTURERS

16
AN ADVENTURE-ORIENTED APPROACH
AEONrv focuses on crafting high-quality RVs for consumers in the off-road RV segment.

20
ALINER IS SWITCHING THINGS UP
The company's new Switchback truck camper offers a lightweight, affordable choice for RVers.

RV AFTERMARKET

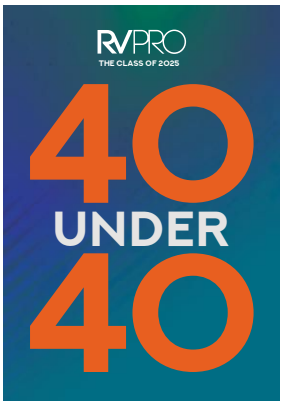
26
LEVEL GROUND: WHAT TO KNOW ABOUT RV JACKS & LEVELERS
Keep your customers' RVs safer, more comfortable and less prone to damage.

66
SPECIAL PRODUCT FOCUS
The aftermarket showcase spotlights jacks and levelers.

SPECIAL FEATURES

29
40 UNDER 40
RV PRO's sixth annual celebration highlighting the industry's up-and-comers. Meet the Class of 2025.

29-60





ON THE COVER
40 Under 40 honoree Alexandra Jones of Leisure RV Center of DFW.
Photo courtesy of Alexandra Jones.

DEPARTMENTS

NEWS.....6
FACTS & FIGURES.....10
SPECIAL PRODUCT FOCUS.....66
PRODUCT HIGHLIGHTS.....70
AD INDEX.....71
PIT STOP.....72

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Jennifer King

Some of the RV PRO team had the pleasure of attending the breakfast the RV Women's Alliance hosted during Open House when we traveled to Elkhart, Indiana, this September. As usual, the packed crowd was enthusiastic and eager to get to know one another, and the speaker, Dr. Rachel Lindvall, senior inclusion business partner at Winnebago, was inspiring. Encouraging us to not think of success as a pizza with a finite number of slices, she urged us instead to cheer one another on and not view each other as competition.

Our team was also inspired — and encouraged — by a spontaneous call for the attendees who were just named to RV PRO's 40 Under 40, as well as past winners, to stand and be celebrated. We didn't expect to see so many 40 Under 40 award winners at the event, nor did we expect such an enthusiastic round of applause for the winners. Although we host the awards event at the RV Dealers Association Con/Expo each year in November, and we see firsthand how excited the winners are and how proud their colleagues and loved ones are, we don't often see the recognition celebrated to that scale outside of the annual event in Las Vegas. It was moving to see so many current and former winners in one room, knowing the hard work and dedication they have brought to the industry in order to receive the 40 Under 40 award.

We say it every year, but it's because it's true every year — the 40 Under 40 issue is one of our favorites to put together because highlighting the talented up-and-comers in the industry is truly a privilege.

It's also one of the hardest jobs we do all year because we get so many amazing nominations (112 this year!). When choosing each class of winners, we pay attention to nominees' segment of the RV industry, the variety of positions they hold, the impact they've had on their business or organization and their community, and we try to get a sense of who the person is — their character, values and priorities. We are honored to get to know so many impressive RV professionals through these nominations, and we can't wait to introduce you to them. Turn to page 29 to learn more about the 40 Under 40 class of 2025.

And as always, thanks for reading!

Jennifer King



Rebecca Tittel, Elizabeth Manning, Caroline Fugler, Michele Moore and Jennifer King

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HIRES & PROMOTIONS



Will Moran
Ember RV

Ember Recreational Vehicles announced the addition of Will Moran as its new eastern regional sales manager. Moran has spent the past eight years working in RV wholesale sales across both towable and motorized brands, and will be responsible for supporting Ember's dealer network throughout the eastern United States and Canada.



Josh Miranda
Great Alaskan Holidays

Great Alaskan Holidays, one of Alaska's largest RV rental, sales and service companies, announced the promotion of Josh Miranda to shop foreman. As shop foreman, Miranda will assist in overseeing the daily operations of the company's service shop, ensuring the highest standards in motorhome maintenance and customer readiness.

RV MANUFACTURING

In September, **Forest River** announced that Lisa L. Rees, group general manager of its **East to West** division, would be leaving the company at the end of the month. Rees, the daughter of Forest River founder Pete Liegl, played a pivotal role in the creation and growth of East to West, a brand she founded and later worked closely alongside her father.

At the Elkhart Open House in September, **Encore RV** demonstrated the strength its wood-free, all-aluminum construction by suspending an entire RÖG unit upside down from a crane, supported only by the rear overhead kitchen cabinet.



MERGERS & ACQUISITIONS

Lazydays Holdings Inc. and **Campers Inn Holding Corp.** announced Sept. 16 in a letter of intent for the acquisition by **Campers Inn RV** of the assets of **Lazydays** and its subsidiaries.

APCO Holdings, provider and administrator of finance and insurance (F&I) products and dealer solutions, has acquired **DealerPRO Training.** DealerPRO Training's primary focus is building training programs that drive a higher level of customer service while maximizing fixed ops profitability in service and parts.

Traveland RV, one of the largest RV dealer groups in Canada, has acquired **Minard's Leisure World** in Weyburn and Watrous, Saskatchewan. Minard's Leisure World will be renamed Traveland's Minard's RV, and both the Weyburn and Watrous, Saskatchewan, locations will remain at their current sites.

GIVING BACK

The Community Foundation of Elkhart County announced it reached a historic milestone, reporting $502 million in total assets at the close of its most recent fiscal year; this achievement places the foundation among the top 200 foundations in the world and the top 50 community foundations in the U.S. Through the support of donors and community partners, the Community Foundation invests in education, families and quality of place across Elkhart County, Indiana.

Ecolink announced the launch of "Caring Chemicals" to support children with cancer in partnership with **Care Camps Foundation,** a national nonprofit who funds 125 pediatric oncology camps across the U.S. and Canada. Ecolink said Caring Chemicals is a new initiative to transform everyday purchases into meaningful impact. With every order, Ecolink donates a portion of sales to nonprofit partners, including the Care Camps Foundation.

In September, **Care Camps Foundation** was also featured on Lifetime TV's "Designing Spaces of Hope." The episode highlights the foundation's mission and impact, as well as showcases Happiness Is Camping, the first camp that began its legacy 41 years ago. The full episode is available online at carecamps.org/designing-spaces.



Want more? For more information on any of these news items, visit rv-pro.com/news.

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ohi.org/event/ohce

RV Dealers Convention & Expo
Nov. 10-14
Las Vegas
rvda.org/convention

Northern Wholesale RV Super Show
Dec. 10-11
Prior Lake, MN
northernwholesale.com

Florida RV SuperShow
Jan. 13-18, 2026
Tampa, FL
frvta.org/show/florida-rv-supershow

Quartzsite Sports, Vacation & RV Show
Jan. 17-25, 2026
Quartzsite, AZ
quartzsitervshow.com

NTP-STAG Expo
Jan. 20-21, 2026
Kissimmee, FL
ntpswexpo.com

22nd CARVC Conference & Expo
Feb. 1-3, 2026
Myrtle Beach, SC
campingcarolinas.com

RVIA Leadership Conference
March 10-12, 2026
Austin, TX
rvia.org/events/leadership-conference

Overland Expo SoCal
March 14-15, 2026
Costa Mesa, CA
overlandexpo.com/socal



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SUPPLIERS & AFTERMARKET

Big Beard Battery has expanded its road crew, welcoming two new teams: Brad and Jaime Von Haugg of FLOW Mobile RV Services and Caleb Smith and Sandy Starr of Twin Beard RV Worx. The company also announced the debut of Li-Berty, a Luxe fifth wheel that functions as a mobile command center and showroom.

ROUTE 66 RV Network announced a new partnership with **Renogy.** "The partnership with Renogy brings to the Route 66 RV Network membership innovative renewable energy off-grid solutions to provide top-tier service to the RV consumer," said Rob Merrill, co-founder of ROUTE 66 RV Network.

Dragonfly Energy, makers of **Battle Born Batteries,** secured a U.S. patent for its Wakespeed Charge Control technology, scaling charging power into the kilowatt range (48-volt and beyond) while adding critical safety features to protect equipment and ensure reliable operations.

Torklift announced the launch of the TailoredHitch for Airstream Basecamp travel trailers, one of the first custom-fit, rear bumper receiver hitches engineered specifically for Basecamp models.

Firefly Integrations announced its Firefly Spark, a modern multiplex control system engineered for RV manufacturers that replaces legacy analog switch banks with a unified touchscreen and mobile experience. Designed specifically for production environments, Spark streamlines wiring and reduces installation errors.

AWARDS & RECOGNITIONS



RVDA of Canada announced that **Chelsea May**, national warranty manager at **Fraserway RV,** was named the recipient of the 2025 George Goodrick Emerging Leader Award. The award was presented at the RVDA of BC Annual General Meeting held in Kelowna, British Columbia.

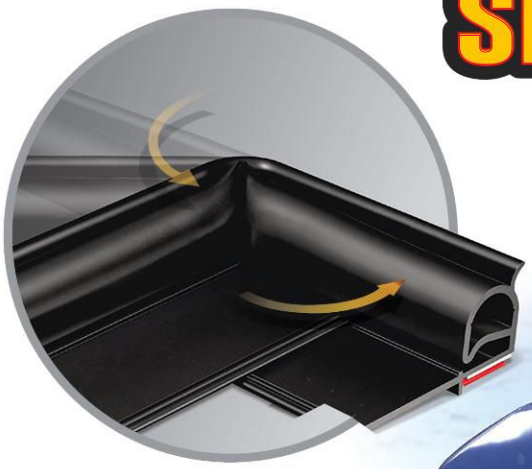
At IFA 2025, one of the world's largest events for home and consumer tech, two of **BLUETTI's** new products, Pioneer Na and RVSolar System, were awarded the IFA Tech for Good Social Impact Award for innovation and sustainability.

GE Appliances, a Haier company, earned the National Metalworking Reshoring Award, recognizing the company's commitment to revitalizing U.S. manufacturing and supply chains. In August, GE Appliances announced an investment of $3 billion over the next five years to expand domestic production across its network of 11 U.S. plants and microfactories.

At the 2025 **Jayco** Dealer Homecoming event in Texas, **Pete's RV Center** was recognized as the No. 2 and No. 7 volume retailer in the category of top 10 towables (single locations: South Windsor, Connecticut and Mountville, Pennsylvania). They also placed No. 2 and No. 9 in the category of top 10 motorized (single locations: also Mountville and South Windsor).



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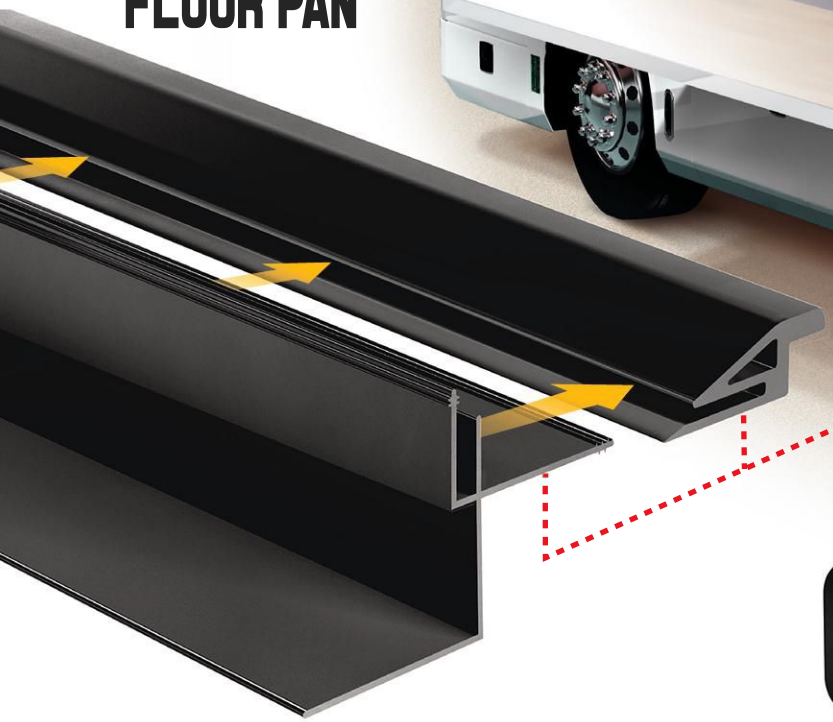


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RV BUYER TRENDS:
A LOOK BACK AT SUMMER 2025



Travel data shows that the heat of summer is a popular time for recreational vehicle owners to hit the road, but what can we learn from the buyer trends that have emerged during this time of year? Here, RV Trader takes a close look at RV shopping behavior between spring and summer 2025 and compares its performance against the spring and summer of 2024.

Used RVs

Intent Is Climbing

33%

Between spring and summer 2025, **vehicle detail pages (VDPs) on used RV listings increased 7% despite search result pages (SRPs) decreasing 7%.** While there were fewer impressions on these pages, more shoppers were clicking on RV Trader's for-sale listings. This gain in VDPs resulted in leads, which also increased 33% compared to spring.

The decrease in SRPs signifies that shoppers are doing less virtual window shopping in the summer and are instead moving more intentionally toward purchase decisions. This means the rise in VDPs points to a clear behavioral shift in the summer consumer mindset; shoppers browsing in the summer are further down the funnel and ready to learn more about the exact unit they plan to pursue.

While this data is helpful, the 33% increase in leads tells the biggest story: used RV shoppers are taking action by submitting inquiries to dealers. This intentional action is the most important step that results in sales.

New RVs

A Surprisingly High-Intent Pocket

49%

Similar patterns appear for new RVs. While SRPs for new inventory decreased 9% between spring and summer 2025, VDPs increased by 28%. **This 28% increase led to a whopping 49% increase in leads.**

These insights show that, even in a softer new RV market, buyers who are shopping are serious about making a purchase. These shoppers are diving into new inventory listings in greater numbers, with focus and purpose. And, in summer more than spring, prospective buyers are reaching out directly to dealers and private sellers on RV Trader's online marketplace and are ready to make their purchase.

Whether the RV listing is new or used, these consumer insights show that summer traffic is higher in quality, with shoppers demonstrating stronger purchase intent. While overall browsing activity is lighter than in the spring, the season often serves as the research phase for many buyers. By summer, those same consumers are further down the funnel, more engaged, and ready to take action on the exact RV they want to purchase.

Improved Merchandising Is Paying Off

It's not just spring to summer that's seeing gains. Year over year (YOY), from summer 2024 to 2025, both new and used listings saw an increase in key metrics. Used listings saw a steady YOY increase in SRPs (+17%), VDPs (+25%) and leads (+29%). New listings had smaller increases in VDPs (+0.1%) and leads (+14%).

The gains may be attributed to improved merchandising across both new and used motorized and towable units on marketplaces like RV Trader.

The used inventory listing quality score increased, earning a **92.47%** in 2025 compared to **90.58%** in 2024. New inventory saw a similar increase with 2025 inventory receiving a **91.24%** listing quality score versus **87.31%** in 2024.

These trends tell sellers that current merchandising efforts are working. Dealers should continue providing high-quality photos, detailed listing descriptions and accurate specs to shoppers. These efforts are not going unnoticed by serious buyers and are translating into higher conversions.

Summer = Buyers' Season

Summer is a critical season in the RV marketplace, not just for travel but also for buying. This data from RV Trader's nationwide online marketplace of new and used RVs shows that, when it comes to consumer behavior, spring is for browsing while summer is for buying. Utilizing these patterns, dealers should shift marketing focus towards nurturing leads and converting shoppers in the summer to best capitalize on high-intent buying behavior.



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.*

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OWNERS OF PATHWAY RV SERVICES SEEK TO CREATE TRUE WORK-LIFE BALANCE

Building a business around the kind of life they want to lead is a priority for the Iraggis.

BY JENNIFER KING

PHOTOS COURTESY OF PATHWAY RV SERVICES

Have you ever heard a little voice in your head that told you to move in a different direction?

Whether it's gut instinct, a sign or God sending you a message, sometimes it pays off to take a leap of faith and listen.

"God had put us in a season of feeling very restless for a couple of years," says Stephanie Iraggi, who owns Pathway RV Services with her husband, Jacob. "There was this inner [voice saying], 'I'm ready for something new.'"

"So, in late January we made the decision to take the jump, and we established the business from a legal sense in February," Jacob says. "I gave my notice in March, and we were full time at the end of March. And here we are."

Before launching Pathway RV Services — a mobile RV repair service — Jacob worked for a dealership near where the family lives with their children, Bethany, 9, and Levi, 6, in the Research Triangle region of North Carolina. After 14 years of working for a dealership, which Jacob says played a big role in honing the skills he uses every day, he and Stephanie went into business together partly to be able to spend more time as a family.

"We don't want to miss these years. I feel that every season of life is precious, but they're getting older at a rapidly accelerating pace," Jacob says, referring to his children. "We want to better our marriage, too."

KEEPING THINGS MOVING

The Iraggis live in a high-traffic area where Highway 40 goes east and west and Interstate 95 heads north and south. It's a prime location to catch RVers heading east to the beach or to sites like Jordan Lake State Recreation Area, which Jacob says is the largest state-funded campground in the Tarheel State.

"It's a big mix of things — a lot of times it's just people traveling through or also work campers," he says.

Stephanie says he's helped different businesses that use RVs as a base, like carnival workers and the Durham County Library's Tech Mobile.

"I have a relationship with a number of dealerships in the area. If they have a higher workload than they can handle, they can hire me for some contract work," Jacob says. "In my experience, the majority of dealerships don't offer a mobile service. It's just one more component of the things that they're already juggling that they don't have the time to manage.



Stephanie and Jacob Iraggi with their children, Bethany and Levi.

"So, I've been hired by a number of dealerships [who say], 'we have our customer over there — can you go to where they are?'"

There is also work for RV mobile technicians as third-party inspectors, Jacob says. As a master-certified technician who has conducted hundreds of pre-delivery inspections (PDIs), he is qualified to work with a customer to look over a new or used RV to make sure it's in good shape before making a purchase.

"He has had so much experience [with different] brands and designs … he knows all of the things to look for that may be different," Stephanie says. "Someone who doesn't have a mechanical background, that technician background, doesn't necessarily know what to look for or flag. So they get a very accurate picture because of his background because he knows the [RVs] in and out."

One of the roles Jacob filled at his previous job was as a parts manager, so he can source his parts through his account with distributors like NTP-STAG, or Amazon, or specific manufacturers to get what he needs to repair a refrigerator, air conditioner, awning or hot water heater — just a few of his typical repairs.

"If it's like, hey, I need it today. Well, guess what? I'm within 45 minutes of five different RV dealerships that I can call, and if they've got it, I can run and go get it," Jacob says.

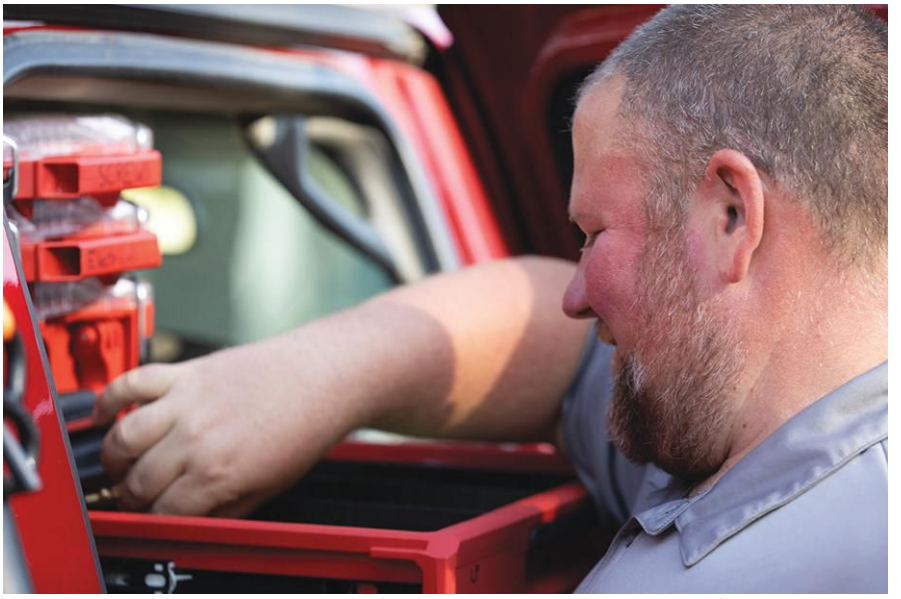
PROVIDING AN EDUCATION

Much of what Jacob does is diagnostics work and educating the customer — not only will he fix the problem, but he also enjoys showing the customer what happened, and why, so they better understand the inner workings of their RV and can potentially prevent or fix future problems on their own.

"He's extremely gifted and enjoys doing diagnostics and figuring out, 'Instead of replacing this whole appliance, can we just fix it and save you money and time?'" Stephanie says. "You know, it might cost the customer a little more time … but [Jacob] can save them a lot of money."

And it's the education piece that Stephanie says sets Jacob apart.

"He's good with 'I'm fixing your water heater, but [also] here's how it works,'"



Iraggi responds to customers where they are with his mobile repair service.

Stephanie continues. "He's known for taking the time to stop and explain it and make sure that [the customer] actually thoroughly understands these things so that they can be a more informed RV user."

The COVID-19 pandemic brought many newcomers to the RV lifestyle, which has made Jacob's ability to educate especially valuable.

"The majority of people who buy an RV don't know how it works. In your regular home, the water heater is always on, and if it's broken, you've got to call somebody," Jacob says. "In an RV … most water heaters have a propane component. And there's an electrical component, so there's two different switches. If you're on the road and you're stopped in a Walmart parking lot, you need your generator running to run the electric side of your water heater. But you need your propane turned on to run the propane side of your water heater. That's just stuff you don't have to think about in your house."

Jacob says it's high praise for him when he's educated a customer on some component about their RV that they didn't understand, and now they grasp how that part functions.

"Especially with COVID, production went up. A lot of manufacturers were just pushing stuff out the door. Lots of dealerships popped up," Jacob says. "And with that came a shortage of RV technicians across the country, so many of the new hires don't have a lot of education or experience under their belts yet. They aren't able to explain to the customer how their RV works.

"That's something that I love to do."



Iraggi prides himself on teaching his customers so they are more informed RV users.

TRAINING AS A DIFFERENTIATOR

Jacob says he's a big supporter of training offered through organizations like the RV Technical Institute, which is who he received his certification from. But there is a difference between what he calls "book knowledge and head knowledge." He says he's proud to have developed both — on-the-job experience, plus certification that he says gives him a "feather in my hat" that shows he's master certified and can perform at a high level.

"I've got continuing education credentials I have to keep up to maintain certification, and I was a big advocate for [the technicians I've worked with] pursuing at least some level of training … because from a personal perspective, it gives you pride in what you do. I think it makes you better at what you do. It also makes you more valuable not only to your current employer but to any possible future employers," Jacob says.

Certification may also make a difference to potential clients. If he's being compared to other technicians in the area, and a customer sees he is master certified, he says he hopes that shows that he invested in himself to be the best he can be.

BUSINESS ACUMEN

Stephanie also plays an integral role in making the business a success. Stephanie calls herself a "serial entrepreneur," and now that their kids are school age, she says she has the "brain space to partner up with him to do something bigger."

From marketing to creating the website, email communications, graphic design and more, Stephanie handles what she says is "the background and business management."

And, just like in a marriage, there can be push and pull. For instance, when quoting a customer for work on an RV, Stephanie has encouraged Jacob to charge what he is worth.

"You have to charge for your time — to pay the bills," Stephanie says with a laugh.

Working as partners also allows the couple to participate in homeschool and extracurricular activities with their children by maintaining a flexible schedule.

"We're able to do more together as a family," she says. "We're getting to see him at breakfast and at lunch … that's been a big deal. That's been a much happier family dynamic."



Running the business together allows the Iraggis more time with their children.

While Pathway RV's hours typically range from 9 a.m. to 5 p.m., there have been times when Jacob has responded to a call in the evening or on a weekend.

"RVs will break every day of the week," Jacob jokes. "I've only been in this mobile game for a few months, so I'm not quite as backed up as some of the guys who've been established for a few years."

That availability means he can work a Saturday job if he needs to make up for holes in the weekday schedule. Working in that flexible manner suits Jacob just fine, he says, but his wife is more structured.

"Like she said, opposites attract, and it's a good balance. She reminds me 'let's try and get this thing done now so we don't have to do them tonight,'" he says.

Stephanie says that the goal starting out was to hit a minimum to cover expenses and pay bills, because their primary goal is having more time together as a family.

"Maybe we could get to a point where we could double our income for the week, but if it means deprioritizing those things," she says, "we can put it off … which is one of the benefits of [being able] to make that decision — you can have those priorities."

REACHING CUSTOMERS ON A NEW LEVEL

Pathway RV's focuses its marketing efforts primarily on places like RV Facebook groups or hanging up flyers and leaving business cards at campgrounds and other nearby places where RVs go — such as shows and rallies. Word of mouth is also a big help, too.

"We joke that he could make friends with a wall," Stephanie says about Jacob. "So he's talked to everybody and made those connections."

The couple also makes sure to have a good presence on Google, and they follow up with customers with a newsletter to drive repeat business and remind them when it's time to winterize their RV or perform other maintenance care.

Continuing to provide this type of support and educating their customers is a priority for Pathway RV moving forward.

"We want to serve the people in this area," Jacob says. "We want to be known as a company that provides great education and strong information."

And continuing to keep their family top of mind will always be the couple's focus.

"We want to live life well," Stephanie says. "We want to have a life that is rich … not specifically financially. We want to have a life that's rich in relationships, a life that's rich in family, and — we're believers — in Jesus. The life of sharing Jesus with people, sharing the good things in life.

"We want to live in a way that reflects that, and we want that to overflow into the customers we interact with too … A lot of times people walk away from their interactions with [Jacob] feeling like they were truly seen. That it wasn't just, hey, this guy walked in, fixed my thing and left. He makes a point to connect with people. That's important. And that's a rarity," she says. "So, we want the people that we interact with to come away with that, even if it's a momentary connection — somebody saw me, somebody connected with me and that mattered." RVP

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An Adventure-Oriented Approach

Nevada-based AEONrv focuses on crafting high-quality RVs for consumers in the off-road RV segment.

BY JOHN MCCURRY

PHOTOS COURTESY OF AEONRV

"WE ARE REALLY TRYING TO RAISE THE BAR FOR QUALITY IN THE RV WORLD AND BUILD SOMETHING THAT LASTS FOR PEOPLE ."

—JIM RITCHIE, AEONRV CEO & CO-FOUNDER

A unique blend of advanced technology and modern manufacturing processes is driving the growth of AEONrv, a relatively new participant in the growing off-road RV segment. Jim Ritchie, CEO and co-founder of the Reno, Nevada-based company, has forged a forward-thinking, green approach to off-grid RVing.

"We are not a traditional RV company in the sense of people who like taking RVs to RV parks," Ritchie says. "For the most part, these are designed for adventurers and outdoor people. We are working very hard to bring a high-tech, modern approach to our process. Eventually, we hope to have robotics."

AEONrv's features include an "electric cabin" that has advanced lithium ion battery technology and doesn't use propane. Its green technology features 800 watts of rooftop solar power. This allows the vehicle to run its systems for days without hookups.

The demographics of AEONrv buyers are intriguing. Ritchie describes them as middle- to upper-middle-class adventure-oriented people. Some are skiers. Some are bikers. All of them want to go off-road, and you probably won't find them at a campground. A few are downsizers, choosing to live in the vehicle full time. Some younger buyers are also choosing it as a place to live, rather than spending money on an apartment or condo.

Focused on the User Experience

AEONrv is one of a small number of niche RV builders opting not to create a dealer network. The company plans to continue its practice of selling direct. The reasoning is that this gives

the manufacturer more control. Many customers travel to Reno to tour the factory and get an up-close look at the vehicle.

"We have a vision to open our own sales and service centers, but for right now, we are enjoying controlling the user experience," Ritchie says. "We are building a lot of information infrastructure to do that. We have mobile support, with a mobile support engineer who drives around and provides support on the road. We will probably be expanding that feature."

During late summer and early fall, AEONrv conducted a road tour with its new model. Stops included Overland Expo Mountain West in Colorado, Salt Lake City and Overland Expo East in Virginia. These shows provide a way to interact with customers and are well attended. At Overland Expo, AEONrv had its first organized company camping meetup. A dozen customers brought their vehicles. The event offers an opportunity for adjustments to their vehicles and a chance to upgrade to new solar panels.

The road trip is one example of how the company is customer focused. Customers drive updates, as do industry trends. During the past year, 25 improvements were made. Some are larger, such as the new solar panel system, while others are smaller refinements.

An Upward Trajectory

Ritchie reports robust business in 2025, economic uncertainty notwithstanding. Sales have increased threefold over 2024. AEONrv is on target to deliver 100 vehicles this year.

Ritchie considers AEONrv, founded in October 2021, to still be in the scaling-up phase. The company has ramped up its manufacturing over the past four years, progressing from building one or two units per month to the current 10 per month. He describes it as a process.

"There are lots of documentations, process instructions, training, developing production lines — everything that goes into building



a manufacturing facility, while maintaining and even increasing quality. That has been the focus of the last two years, and I feel like we have made very good progress. We are at the point where we will be capable of building 12 a month, then we will be able to double that without having to invent anything new."

With manufacturing on a successful trajectory, Ritchie is addressing other aspects of the business. He hired a full-time marketing person in May, with the goal of building up public awareness. AEONrv is also expanding its sales and support functions.

AEONrv's 70,000-square-foot manufacturing plant in Reno has capacity for expansion. By boosting efficiency and adding more production lines, Ritchie hopes to grow production to 20 to 24 units per month. Growth beyond that will require acquiring more production space in the Reno area. That could happen as early as next year. To date, the company has produced just one model, with one floorplan, with incremental improvements each year. Product expansion is on the table for 2026. That will come in the form of a towable that will be off-road capable.

Ritchie and co-founder Lars Severin are both former tech executives from the San Francisco Bay area. They decided to locate their new



company in Reno because Severin had semiretired to the area. Ritchie touts Reno's advantages for manufacturing, with Nevada having initiatives to support industry growth. The region also has an outdoor-oriented environment.

Ritchie opted for the Ford Transit chassis due to its "intelligent" all-wheel drive system. Service is more readily available than for other





chassis, he says, noting that nearly every small town in America has a Ford dealership that will work on a Transit. One of the things AEONrv does differently is base its model year on the chassis year, so models come out a little later in the year. The company does not preannounce specific new features until it releases the vehicle to customers.

New floorplans are under consideration. This includes a north-south facing bed rather than an east-west facing bed.

The company is also considering the use of more high-tech materials in its quest to reduce weight, while also adding cargo capacity. AEONrv vehicles are light compared to traditional RVs, but with the same capability.

Noise reduction is another goal.

"We are huge believers in anti-rattle," Ritchie says. "One of the things that most annoys me about traditional RVs is how they can sometimes sound like they are going to fall apart. Because [our RVs] are all glued together, we don't use mechanical fasteners, for the most part, to install anything. We use modern polyurethane industrial high-tech adhesives, which last longer than fasteners. They are flexible, yet incredibly strong, and make a nice build, in terms of no rattle."

A Solid Foundation

Although looking for a suitable RV led to founding the company, Ritchie doesn't have time to enjoy RVing now, devoting all of his time to developing a fast-growing startup. He grew up in the Pacific Northwest, spending a lot of time backpacking, hiking and camping.

"We started as tent campers, but sometimes my family rented RVs, back in the '70s," he recalls. "I never owned an RV, but eventually I had a van that I used for camping, and I always thought that when I retired, I would build an adventure van. That is how I designed this originally, back in 2000. My original idea was to build just one, for my own use. My friend Lars started helping me, and he is very handy and knew a lot about fiberglass. That is how the whole thing started."

Ritchie says three factors drive AEONrv's sound construction. One is the use of high-quality, yacht-grade components that won't be found in most RVs. This includes stainless-steel fasteners and top quality copper wiring in the electrical systems. Another factor is a simple design approach. Gravity flow is used in drains instead of pumps. Water is on just one side of the vehicle, reducing the chance of leaks.

Thirdly, the manufacturing process stresses accountability, with each step documented. Workers have all the data on a handheld computer, including what steps are needed, what tools are needed and the time it should take for each task. Employment is growing, with 67 people working for the company as of early September. That's up from 25 a year ago, and up from seven in 2023. Ritchie says he pays a fair wage, with good benefits. He offers a 401(k) and company stock.

"We keep them engaged by everyone owning a piece of the company," he says. "That creates a culture of appreciation. We like to hire mountain bikers and skiers and hikers and hunters, [anyone who] is in the outdoors. Not everyone does all those things, but we like them to understand the culture and what we are trying to deliver with this product. It has been fun to hire smart people who can help us do that and see the company grow.

The company's success is drawing accolades. Earlier this year, Nevada's Center for Entrepreneurship and Technology named AEONrv as its Manufacturing Company of the Year.

"We are really trying to raise the bar for quality in the RV world and build something that lasts for people, does the things they want it to do and takes them the places they want to go," Ritchie says. "We want to make sure they have a great product." RVP

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Aliner Is Switching Things Up

The Pennsylvania company's new Switchback truck camper offers a lightweight, affordable choice for RVers.

BY JENNIFER KING

PHOTOS COURTESY OF ALINER



The Aliner Switchback pairs with midsize or full-size trucks.

"I WANT TO WORK TOGETHER WITH EVERYBODY IN THE INDUSTRY TO CREATE THE BEST POSSIBLE EXPERIENCES THAT WE CAN FOR CONSUMERS."

—BRETT RANDALL, PRESIDENT & CEO

Manufacturing is part of the heart of Pennsylvania — and the western part of the state in particular. One in 10 people in Pennsylvania work in manufacturing, and the sector brings $111 billion to the state economy annually, according to the state's Department of Community and Economic Development.

It's no surprise, then, that RV manufacturing is part of the mix, and Aliner has been a part of that mix since 1984, building compact A-frame campers outside of Pittsburgh for just over 40 years.

"I think the advantages are [that] Western Pennsylvania is a good manufacturing hub, so we're able to source a lot of things locally," says Brett Randall, Aliner president and CEO. "I think we have some supply chain flexibility there … as we all know, Elkhart is the RV capital of the world, so we're not necessarily competing for the same labor and other types of things. I think that's an advantage for us."

The company is known for its A-frame lightweight travel trailers, and now they've used the design to create

the new for 2026 Switchback — a truck camper that pairs with midsize or full-size trucks.

"We're always looking at expanding the product portfolio and we wanted to do it in a complementary way," Randall says. "So the idea of taking our pop-up, A-frame technology and utilizing it in the truck camper is complementary, and we want it to be lightweight and affordable. [It's] definitely that we think can be very attractive to outdoors folks and hunters, fishermen."

When the camper pops up in the cab of the truck, the interior height is just under 6 feet. The interior includes a 60-by-72-inch bed and dual 60-inch lockable drawers for storage. When mounted, the unit can fit in a garage with a 7-foot door.

The Switchback is built with 375 pounds of aluminum, according to the Aliner website, and includes a 30-amp converter with interior 12-volt electric outlets. Setup takes 30 seconds; the MSRP is $9,950, the company says.

"At this point, we decided to make it small to be able to fit into almost any truck bed that's out there," Randall says. "We've got designs in the future to be able to expand it for larger truck beds so people can get a little bit more space."



In its closed position, the Switchback can fit through a 7-foot garage door.



An A-List Lineup

Other Aliner A-frame models vary from the Scout Lite and Ranger 10 with a 10-foot box and 7-foot interior, to the three largest offerings — the Expedition, Evolution 15 and Evolution LG, which have a 15-foot box and interior of 8 feet, 3 inches. Aliner also offers three teardrop models, including the new for 2026 Ascape ST, which weighs 1,650 pounds, has an interior height of 6 feet, 4 inches and offers a 77-by-72-inch bed and an interior shower.

Randall says it's a priority at Aliner to be "good corporate citizens" and manufacture their products with sustainability in mind. The company builds two all-electric models: the Aliner Amp and Ascape Amp. The Aliner Amp is equipped with a 5kWh EcoFlow lithium battery and 3,600-



Two lockable exterior drawers offer extra storage in the Switchback.



watt inverter with two 400-watt solar panels. The Aliner Ascape has a 5kWh lithium battery, a 48-volt EcoFlow Plug and Play Power System, plus two 400-watt solar panels and a 185-watt flexible solar panel.

"We look at recyclable materials — we try to optimize so that from a scrap standpoint, we're not throwing a lot of

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stuff in the dumpster," Randall says.

Their products are built with a fiberglass exterior and foam core with Azdel on the interior. Randall says they offer options to add a furnace or AC so it can be used for three seasons (or four, he says, depending on where an owner is located).

Facing Challenges Head-On

Aliner, which has its office in Mount Pleasant about 50 miles east of Pittsburgh, is no stranger to the struggles RV companies faced in 2007 during a tumultuous time for the U.S. economy.

"The RV industry got hit pretty hard, and I got involved in 2013 and did some consulting," Randall says. "They asked me to take over as CEO in 2014, and I ended up buying out the majority in 2019. So, I'm 11 years in the game."

It was a natural fit for him, he says, as he grew up camping and his family enjoyed the lifestyle.

Since joining the industry, Randall has gotten involved in the RV Industry Association and in September was elected to the board of directors for the RV manufacturer segment.

"I want to work together with everybody else in the industry to create the best possible experiences that we can for consumers," Randall says. "And that means working not only with just as OEMs but with suppliers, with dealers, with campground owners. We can work together to deliver awesome experiences out there for families and individuals and couples — whoever wants to enjoy the lifestyle."

Commenting on how the RV industry has "leveled off" since the surge of purchases during the COVID-19 pandemic, Randall says there's been the tariff situation that has caused some supply chain issues, and he is hopeful for the day that they "know the final rules because then we'll figure out how to play the game."

"We just need to know what it's going to be, and there is clarity coming," he says. "Obviously the industry as a whole does import a lot of components. We get things from Asia. So that's been a bit of a challenge for Aliner and I think for others in the industry. We're working through those challenges."

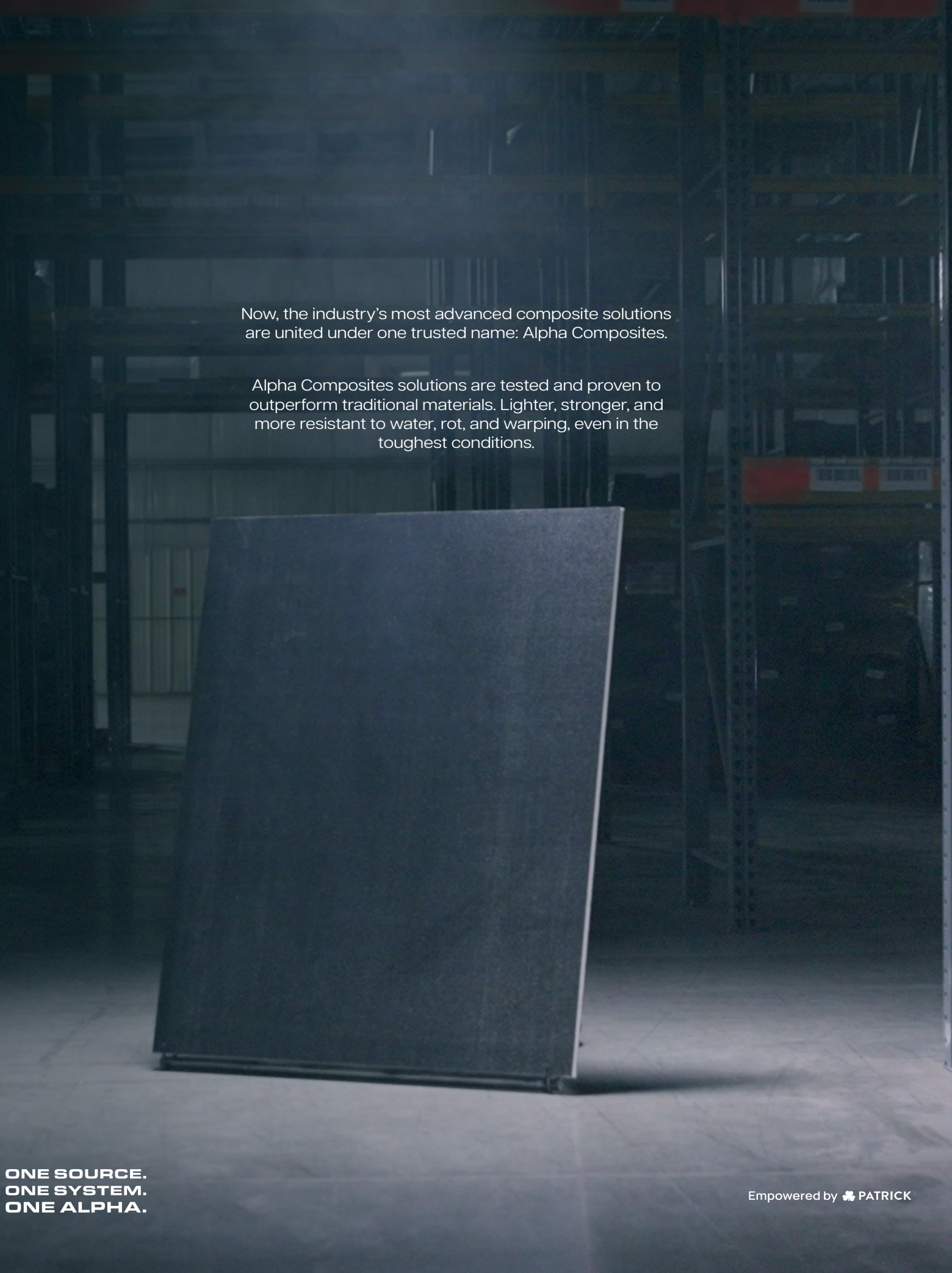
Looking Ahead

Keeping on trend with what many RVers or those interested in getting into RVing are looking for right now, Randall says he thinks Aliner's lightweight, affordable truck camper, travel trailers and teardrops fit the bill.

"The average age of new RV purchasers is now down into the 30s, whereas pre-COVID it was in the 40s," Randall says. "I think you're seeing younger families and they're looking for not only a product they can afford, but they also have different types of tow vehicles, so they're looking for something lightweight. I definitely see that as an industry trend." RVP




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LEVEL GROUND: WHAT DEALERS & TECHNICIANS NEED TO KNOW ABOUT RV JACKS & LEVELERS

Proper stabilization and leveling keeps your customer's RV safer, more comfortable and less prone to damage.

BY BRIAN HENSON, EDUCATION DIRECTOR, THE NATIONAL RV TRAINING ACADEMY

PHOTOS COURTESY OF NRVTA

"GETTING THE RIG LEVEL AND STABLE CAN SET THE TONE FOR THE ENTIRE TRIP."

—BRIAN HENSON, NRVTA

For most RVers, the journey doesn't truly begin until they're settled into their campsite. Yet the first task upon arrival — getting the rig level and stable — can set the tone for the entire trip. When jacks or levelers aren't used properly, even a beautiful destination can become a frustrating experience. Dealers and technicians play a crucial role in guiding customers through this often-overlooked aspect of RV ownership. Understanding the various systems, their maintenance needs and the safety concerns involved can make all the difference in how a customer enjoys their RV.

A Foundation of Stability

Not all RVs are equipped with the same type of leveling or stabilizing equipment. Smaller towables might come with simple scissor jacks, operated by hand crank or cordless drill. These are affordable and reliable, but they are designed to stabilize the unit, not to truly level it. Larger travel trailers will often add an electric tongue jack to make hitching and front-to-back leveling easier, while many owners supplement with wheel chocks and blocks for side-to-side adjustments.

Move up to a fifth wheel or motorhome, and the systems become more sophisticated. Automatic hydraulic jacks, controlled by the push of a button, are now common on Class A and Class C motorhomes as well as higher-end towables. Some manufacturers are blending electric and hydraulic systems to offer more efficient, user-friendly options at mid-range price points. For the customer, the convenience of arriving, pressing a button and watching the coach stabilize itself is hard to beat.

For the dealer or technician, the key is to help customers understand that different systems serve different purposes. Stabilization and leveling are not interchangeable, and confusing the two can lead to costly damage.

Why Leveling Matters

A level RV is more than just a comfort feature. When a coach is out of balance, the stress ripples across the entire unit. Doors may swing open unexpectedly. Slides can't operate under uneven strain. Refrigerators that rely on absorption technology may fail prematurely. Even chassis components can suffer when stabilizers are misused as levelers, leading to bent frames or weld fatigue.

Dealers should emphasize these points during delivery walk-throughs. Customers need to understand that leveling their RV isn't simply about preventing their morning coffee from sliding off the table — it's about protecting their investment and ensuring safety.

Safety Concerns on the Road & in the Shop

Improper use of jacks and levelers is one of the most common mistakes RV owners make. A frequent error is attempting to raise and level the RV using stabilizer jacks, which were never engineered for that purpose. This can result in bent arms, damaged mounting points and a compromised frame.

Another hazard arises when owners deploy hydraulic jacks or electric stabilizers on soft surfaces like asphalt or damp soil. Without jack pads or blocks to spread out the weight, jacks can sink into the ground, leaving the RV unsteady. And while electric and hydraulic systems add convenience, they also add dependence on a healthy 12-volt battery system. A dead battery can leave an owner unable to hitch, unhitch or level their coach.

It's also important to stress that no jack system — manual or automatic — should ever be used in place of proper supports when working under the RV. For technicians, reinforcing this safety message helps prevent accidents and liability.

Maintenance Matters

Like every other system on an RV, jacks and levelers require routine attention. Hydraulic systems should be cycled monthly to keep seals lubricated and to prevent fluid from pooling. Checking fluid levels, inspecting for leaks and keeping an eye out for worn hoses are essential service steps.

Electric jacks require technicians to inspect wiring, motors and connections for corrosion, especially on rigs that have seen a lot of weather. Manual scissor jacks, though simple, benefit from periodic lubrication of the screw threads to prevent binding and rust. Across all systems, bolts, welds and mounting brackets should be inspected for fatigue — especially after long journeys on rough roads.

By educating customers on these points, technicians not only prevent unnecessary breakdowns but also build trust. Customers who feel their dealer or service provider is invested in their long-term safety are more likely to return for future work.

Helping Customers Choose Wisely

When assisting buyers, the question isn't just "what does this RV come with?" but "what does this customer truly need?" Weekend campers who only set up a few times a year may find manual systems perfectly adequate, while full-timers or older customers with mobility issues will likely appreciate the ease of push-button leveling. Larger, heavier rigs almost always benefit from hydraulic support, and for those customers, the convenience should be positioned as an investment in both time and safety.

Budget naturally plays a role, but so



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should long-term thinking. A customer who tries to save a few hundred dollars up front may spend much more later repairing damage caused by improper leveling. Dealers and technicians who explain this trade-off clearly often find that customers are willing to choose quality once they understand the stakes.

What's New in the Market

The aftermarket for jacks and levelers has grown rapidly in recent years, with innovations designed to make the process easier and safer. Many systems now offer Bluetooth connectivity, allowing users to monitor and control leveling from their smartphones. Lightweight materials, such as aluminum, are reducing the overall weight of systems without compromising strength. Wider footpads are being introduced to combat the problem of jacks sinking into soft ground, and retrofit kits allow owners of older RVs to add electric stabilizers or wireless controls to their rigs.

For dealers, staying informed about these advancements provides an opportunity to upsell while genuinely improving the customer's experience. Highlighting a product's time-saving or safety-enhancing features can turn what might feel like an optional upgrade into an essential purchase.

Education as a Value-Add

Ultimately, what customers need most is education. Demonstrating the difference between stabilization and leveling, showing them how to properly deploy their system and providing tips for routine care can transform frustration into confidence. A short demo during the delivery process — complete with reminders about pads, lubrication and system limitations — goes a long way.

For service departments, creating a standard checklist for jack and leveler inspection not only improves customer safety but also positions the dealership as a trusted resource. By treating jacks and levelers as more than just mechanical add-ons, dealers and technicians help ensure that customers enjoy safe, comfortable and trouble-free adventures.

Final Word

Jacks and leveling systems may never be the flashiest feature of an RV, but they are among the most critical. A coach that is stable and level is safer, more comfortable and less prone to damage. Dealers and technicians who understand the nuances of these systems — and who take the time to share that knowledge with their customers — help create a stronger, more professional industry. And for RVers, that means more time enjoying the view and less time worrying about what's happening under their rig. RVP

Brian Henson is the director of education at the National RV Training Academy (NRVTA) in Athens, Texas. With years of hands-on experience in RV systems and a passion for teaching, Henson leads the development and delivery of NRVTA's industry-recognized training programs. He oversees curriculum design and instructor coordination, ensuring every technician and inspector receives the practical knowledge and confidence needed to excel in the field. For more information, visit nrvta.com.



RVPRO

THE CLASS OF 2025

40 UNDER 40

Now in its sixth year, the 40 Under 40 awards recognizing young professionals in the RV industry has become an annual highlight. Yet again, RV PRO's editors were blown away by the sheer number of impressive nominations we received, making our final 40 tough to narrow down. We're honored to celebrate all of the industry's up-and-comers, and this year's class is no different. We are pleased to introduce you to the 2025 class of 40 Under 40 honorees.

By Darian Armer, Javacia Harris Bowser, Rob Merwin & Ronnie Wendt

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DUSTIN HUNT

ROLLICK INC.

DIRECTOR, DEALER SALES & SUPPORT

WITH COMPANY: 6 YEARS | INDUSTRY EXPERIENCE: 6 YEARS



Dustin Hunt's leadership and vision have significantly contributed to the industry's approach to technology use and for Rollick Inc., specifically. His drive for innovation and desire to improve the status quo have led to the development of new programs that have raised the bar for performance, efficiency and results.

And Dustin continues to climb the career ladder since joining the RV industry six years ago. He has received multiple job promotions, advancing from team lead, dealer channel; to manager, sales and enrollments; and most recently to director, dealer sales and support for Rollick Inc.

"Dustin is a hardworking and dedicated individual who has consistently demonstrated his commitment to advancing the RV industry," a peer states. "His passion and drive for the industry have led him to lead the development of some groundbreaking technology."

Dustin was instrumental in launching and managing a national email lead nurture program, creating opportunities for every customer to be connected with a sales team member. Serving more than 400 dealers nationwide, this initiative is just one example of how he is driving success and strengthening connections within the RV industry.

He says he's proud of "leading [the] rollout of digital programs in partnership with OEM initiatives, which have encompassed thousands of unique dealers and significantly increased close rates and lead generation."

"Dustin's tireless commitment to excellence and innovation is a key factor in his success," his peer adds. "His relentless drive to initiate positive changes, his unwavering dedication to his work, his ability to inspire others help them be the very best they can be."

Outside of work, Dustin enjoys traveling to new destinations and spending time outdoors, whether it's exploring scenic trails, camping or discovering hidden gems off the beaten path.

Dustin's advice for up-and-coming leaders in the RV industry:
My advice for up-and-coming leaders is to lean into change rather than resist it. Whether it's new technology, shifting demographics, or evolving customer expectations, every challenge is an opportunity to grow. What has helped me most is remembering that leadership isn't about titles, it's about impact. Focus on how you can make things better for your team, your customers and the industry as a whole.

What it means to Dustin to be a 40 Under 40 honoree:
Being named a 40 Under 40 honoree is both humbling and motivating. It's a reminder of the incredible mentors, teammates, and partners who have invested in me along the way, and it reinforces my responsibility to keep pushing the RV industry forward. To me, it's not just recognition, it's a call to continue growing, serving and giving back.

HANNAH CORN

LIPPERT

MARKETING MANAGER

WITH COMPANY: 4 YEARS | INDUSTRY EXPERIENCE: 4 YEARS



Hannah Corn has transformed Lippert's marketing landscape as the company's first global social media manager, building an international team from scratch and setting a new bar for how world-class brands show up online. Her leadership has redefined social media in the RV space, turning it into a powerful driver of awareness, connection and industry influence.

Now leading a team of marketing strategists as marketing manager since 2023, Hannah brings OEM products to market in close partnership with dealers and manufacturers. "She has built strong relationships across Lippert's segments, always focused on solving consumer challenges and putting the customer first," a peer says. "Her work ensures that innovative, safer and more reliable RV solutions not only reach the market but also strengthen the industry as a whole."

Hannah grew Lippert's social media followers to 1 million globally in her first two years, and she grew the OEM marketing sales team from zero to four team members. Her contributions to campaigns with the Lippert Marketing Creative Team saw a lift in sales for Furrion Chill Cube 18K A/Cs for MY2025. And her efforts led to being the 2024 winner of a Lippert award for Excellence in Customer Experience.

Hannah's success has not come without its challenges. But she has overcome significant industry headwinds by rolling up her sleeves and leading with people first. In the face of economic shifts, supply chain challenges and evolving customer demands, she has prioritized building strong relationships inside the company, across industry partners, with the customer at the center.

"By fostering a positive and creative atmosphere, even in difficult times, Hannah has kept her teams motivated and collaborative, ensuring that challenges are met with innovative solutions," her peer adds. "Her steady focus on relationships and problem-solving has not only helped Lippert navigate uncertainty, but has also reinforced the company's reputation as a trusted partner committed to solving real customer needs.

"Hannah's vision, integrity and customer-first mindset continue to shape Lippert's growth while setting the pace for the RV industry's future."

In her free time, Hannah enjoys spending time with her husband and two children including reading, board games, travel and camping in their RV at Lake Michigan.

Hannah's advice for up-and-coming leaders in the RV industry:
Lead from the customer back. Spend time in the field, at [dealerships] and with campers. Ask, "What problem are we solving for them today?"

What it means to Hannah to be a 40 Under 40 honoree:
It's humbling being recognized along great leaders and I'm proud to say that Lippert has been a wonderful home for me to learn and grow.

DAVE RAMSAY

DM VANS

CHIEF VISIONARY OFFICER

WITH COMPANY: 7 YEARS | INDUSTRY EXPERIENCE: 10 YEARS



With 10-plus years living full time in a van, Dave Ramsay translates real-world use into reliable, accessible Class B RVs and generously shares practical buying/ownership guidance with the broader community. His philosophy — "everything you need, nothing you don't" — has helped shift Class B expectations toward intentional, reliable and accessible builds.

Dave has advocated for inclusive van-life communities, such as local safe-parking efforts, and broadened the industry's view of who an RVer can be, from remote workers to athletes and healthcare professionals.

"He leads as a builder, educator and community advocate," a peer says. "As co-founder and chief visionary officer, he champions a clear product philosophy and aligns design, manufacturing and service around that promise. His combination of operator discipline, consumer empathy and community focus is a model for next-generation RV leadership."

Dave's leadership has helped grow DM Vans from a fast-growing startup to an established brand that elevates standards for value, transparency and owner experience in the Class B segment.

He accomplished that by steering DM Vans through supply-chain swings and pricing volatility by focusing the lineup, bringing key processes in-house, and simplifying options to keep builds predictable and value-driven.

Drawing on his RV rental background and long-term travel experience, he prioritized durability, serviceability and owner education — reducing warranty friction and boosting satisfaction even as market conditions shifted.

Dave is most at home on the road — testing layouts, systems and durability in his own van — reflecting years of full-time and extended travel in Class B RVs. His personal use feeds back into customer education and product decisions, and he regularly engages with the community at industry events and on DM Vans' educational channels.

Dave's accomplishments and contributions have not gone unnoticed. His leadership has driven significant third-party recognition for DM Vans, including: Outside Magazine: Best Budget Camper Van; national media features in The Economist, Fox News, USA Today, and The Viewpoint Project with Dennis Quaid; Vail Daily: Best Place to Work and Best New Business; and Colorado Companies to Watch: Business of the Year finalist.

Dave's advice for up-and-coming leaders in the RV industry:
Stay close to your customers and your team. The RV industry isn't just about vehicles — it's about experiences, relationships and trust. Listen more than you talk, adapt quickly and lead with authenticity. If you're early in your career, experiment with different roles until you find the one that sparks real passion. Once you do, live it fully and bring that energy to the rest of the industry.

What it means to Dave to be a 40 Under 40 honoree:
It's deeply meaningful to be recognized by an industry that has shaped my own life so profoundly. RVs have enabled me to pursue my passions and live with freedom, fulfillment and joy. To be able to channel that passion into creating opportunities for others has been incredibly rewarding. This honor reflects not just my journey, but the dedication of our entire team over the past seven years in bringing our vision to life and impacting so many people.

DANIEL WANGEL

STORYTELLER OVERLAND

SENIOR QUALITY & PROCESS ENGINEERING MANAGER

WITH COMPANY: 4 YEARS | INDUSTRY EXPERIENCE: 4 YEARS



Daniel Wangel was Storyteller Overland's very first engineering hire, setting the foundation for its production and quality systems at a pivotal stage of growth. He was quickly promoted from process and quality engineer to senior quality and process engineering manager in less than a year, reflecting his rapid impact and leadership potential.

"Daniel directly manages a team of six and indirectly oversees 11 additional team members, multiplying his impact through both leadership and mentorship," a peer says.

The rapid growth of Storyteller Overland required scalable, standardized systems — something Daniel took ownership of from day one. He built the company's change management system in 2022, which has since overseen more than 650 process improvements, enabling the company to stay agile while maintaining quality.

At Daniel's hire date, production stood at three units per day with 677 total units completed. By August 2025, total output reached 2,828 units reflecting significant growth in both volume and variety. He also developed the company's quality management framework, which now includes over 1,000 documented process steps and supplemental standards to help ensure the company manufactures products that closely follow all applicable standards and regulations.

His leadership extends beyond engineering, however. He mentors and manages a cross-functional team of 17 and is a founding member of the company's Product Safety Committee, where he facilitates recalls, technical bulletins and safety investigations. Additionally, he is a contributing editor for Storyteller Overland's User Guides, which are critical to the customer's experience.

Under his watch, Storyteller Overland has also received multiple industry recognitions, including: 2024 Inno Fire Award Honoree by Birmingham Business Journal, 2024 "Top New Debut" Award at the Elkhart Open House for CREW MODE and 2025 Red Dot Award in the Off-Road Vehicle Category.

His peer adds, "While these accolades are company-wide, they directly reflect Daniel's role in building the systems and processes that made such achievements possible."

Outside of Storyteller Overland, Daniel also has an impact on his community. Last year, he took the initiative to organize and orchestrate a highly successful fundraiser for WaterStep, a nongovernmental organization, bringing together several community members to support a vital cause.

"His curiosity and drive for continuous improvement extend beyond work, reflecting a well-rounded leader who inspires others both professionally and

personally," the peer notes.

In his free time, Daniel is known for his passion for people, animals, traveling, the outdoors, adventure and hands-on problem-solving, which aligns with the very spirit of the RV and adventure vehicle lifestyle.

Daniel's advice for up-and-coming leaders in the RV industry:
Listen more than you speak, stay committed to continuous improvement both personally and professionally, stay humble, treat others with respect and have fun along the way. "Take the blame, share the fame, avoid the shame and enjoy the game." —Ed Wehmer.

What it means to Daniel to be a 40 Under 40 honoree:
I'm honored to be recognized among this year's 40 Under 40 and thank all of those who have helped me get to where I am today. I truly appreciate the opportunities Storyteller Overland has given me thus far. I'm excited to keep shaping systems and teams that not only move our company and industry forward, but inspire trust, joy and confidence in every adventure our customers take.

CELEST BLAND

PIKES PEAK RV

GENERAL MANAGER, CO-OWNER

WITH COMPANY: 2 YEARS | INDUSTRY EXPERIENCE: 10.5 YEARS



Celest Bland represents the next generation of leadership in the RV industry. She is driven, innovative and people focused.

In just over a decade, Celest has risen from her first role as a detailer and receptionist to co-owner and general manager of Pikes Peak RV, one of southern Colorado's most established dealerships. Her journey is a testament to resilience, hard work and the belief that strong leadership starts with understanding every layer of a business.

Celest's career progression has been steady and intentional. She built her foundation in service-related positions, including mobile service manager and warranty adviser, before advancing to service manager. Along the way, she expanded her expertise across parts and service operations and completed a Service Manager Certification through Blue Compass. From there, she advanced to service manager at Hwy34 RV and ultimately became a part owner at Pikes Peak RV.

Her willingness to learn, adapt and lead from the ground up set the stage for her biggest career leap: dealership ownership.

This step came in partnership with Jeff Taylor, her supervisor at HWY34 RV in Greeley, Colorado. When Jeff proposed closing HWY34 and purchasing Pikes Peak RV, a large RV dealership, Celest played a key role in making it a reality. She helped manage the complex logistics of the move by shifting inventory, migrating business operations and merging two teams into one cohesive culture. Celest's steady leadership minimized disruption, safeguarded employee morale and positioned Pikes Peak RV for long-term growth and success.

As general manager and co-owner, Celest continues to push the dealership forward. She empowers her team through accountability and growth, streamlines operations to improve efficiency, and keeps customer satisfaction at the forefront. Under her leadership, turnover has decreased, employee engagement has risen and the dealership's reputation has grown stronger.

Celest has earned a reputation as a skilled operator and an inspiring role model for young professionals, especially women, by demonstrating that integrity, vision and perseverance can open the doors of opportunity. Her story shows what is possible in the RV industry when dedication meets opportunity, and she is proof that the next generation of leaders is already shaping the RV industry's future.

When she's not at the dealership, Celest enjoys camping and spending time with her husband, a veteran RV technician, and their dog. Even outside of work, the RV lifestyle remains close to her heart, a reflection of her genuine passion for the industry and the community it serves.

Celest's advice for up-and-coming leaders in the RV industry:
For up-and-coming leaders in the RV industry, focus on building strong relationships, leading by example and committing to service excellence. Inspect what you expect, stay adaptable, never stop thinking outside the box and always prioritize your team and customers. Most importantly, be the change you want to see in the RV industry — set the standard, inspire others, and help shape the future of the business.

What it means to Celest to be a 40 Under 40 honoree:
Being named a 40 Under 40 honoree in the RV industry is incredibly meaningful. This recognition reflects not only my work but the dedication of my team and the support of the wonderful industry we all work in — without it, we wouldn't have the opportunities we do. Success comes from sticking together, collaborating, and focusing on the customer, rather than pointing fingers as is too common in a "normal" sales and service environment. It's about working with the manufacturer, the team, and our partners toward a shared goal: delivering the best experience for every customer. This honor inspires me to continue leading with integrity, thinking creatively and helping shape a stronger, more united RV industry.

AUSTIN L. MILLER

JAYCO FAMILY OF COMPANIES

VICE PRESIDENT OF MOTORIZED MANUFACTURING

WITH COMPANY: 12 YEARS | INDUSTRY EXPERIENCE: 12 YEARS



Austin L. Miller centers his leadership on teaching, guiding and setting an example for others to follow.

As vice president of motorized manufacturing at the Jayco Family of Companies, Austin is a driving force in one of the largest motorized RV operations in the world. He oversees production, which generates more than $1 billion in revenue each year.

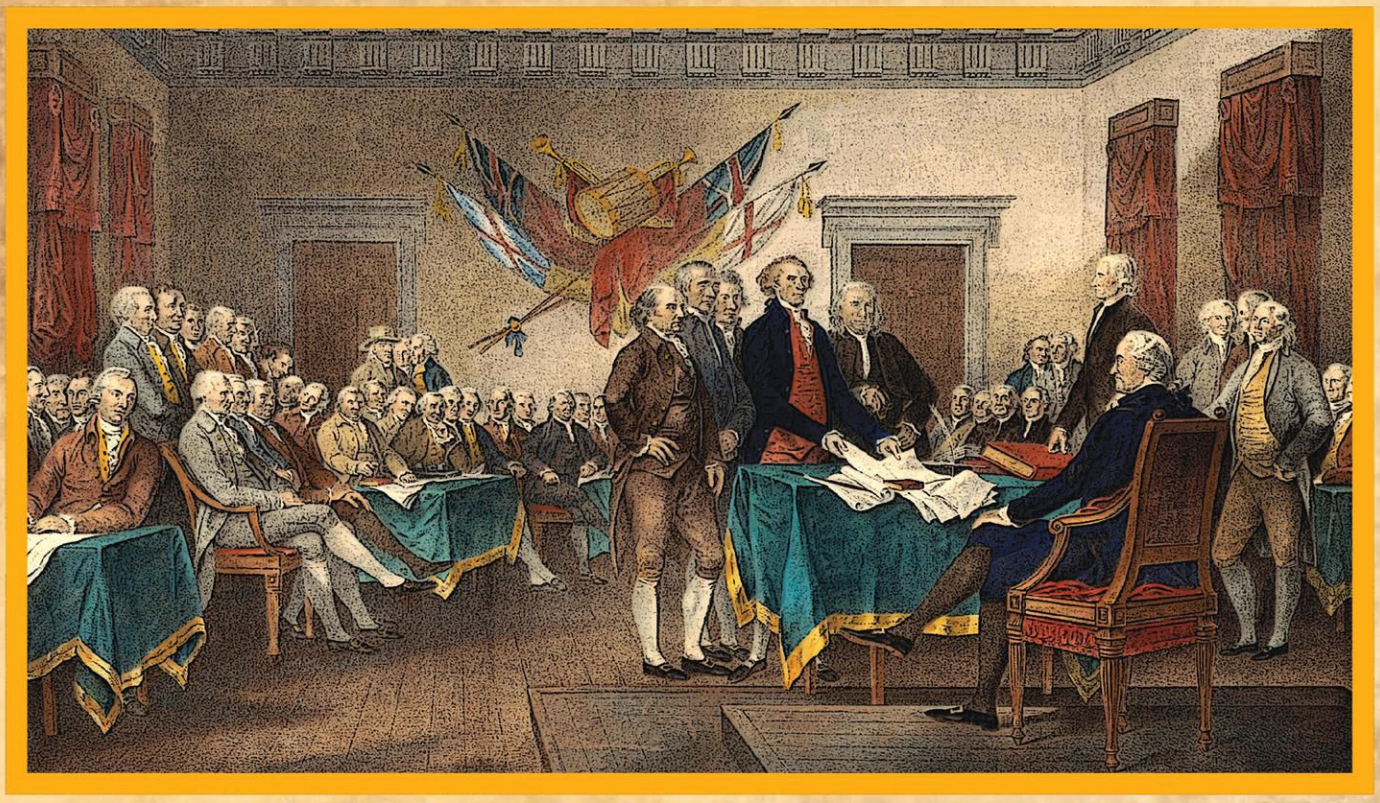
His career began in education — Austin started his teaching in the school system he once attended. His teaching experience has shaped his management style, guiding his teams with patience, clarity and consistency and showing them how to succeed and giving them the tools to do so.

Over the past 12 years, Austin has earned a reputation as a leader who

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thrives under pressure. When the chassis supply was severely constrained across the industry, Austin kept operations running smoothly. He managed schedules with precision, maintained strong communication with all employees and supporting departments, and ensured production continued without sacrificing quality or efficiency.

Under his leadership, Jayco's motorized manufacturing plants consistently score high in product quality and labor efficiency. These results highlight his strategic planning skills and strong operational oversight, as well as his dedication to building a culture of accountability and excellence. His peers across sales, purchasing, engineering and manufacturing show a deep respect for him, recognizing his "whatever it takes" approach to solving problems and delivering results.

Since joining the company, Austin has been promoted five times; rising from group leader to assistant plant manager, then plant manager, operations director, and now vice president of motorized manufacturing. In each position, he earned his colleagues' trust and the responsibility of overseeing increasingly complex operations.

Despite the demands of managing one of the largest motorized RV manufacturing divisions in the world, Austin remains grounded in the values of family and community. Austin devotes much of his free time to his wife, Kelsie, and their three children, who are very active in sports. He also gives back to his community as the head junior varsity basketball coach at his former high school and in his church.

Austin's advice for up-and-coming leaders in the RV industry:
My advice to future leaders of the RV Industry is to continue to reflect and work on yourself. There are always opportunities to grow your knowledge and leadership skills. Also work hard to be a reliable figure for your team and most importantly stay people focused as they are the foundation of your team.

What it means to Austin to be a 40 Under 40 honoree:
I've grown up and lived around the RV industry my whole life and have many family members and friends who built careers in the RV industry. It is a great honor to receive this award, and I give thanks to everyone who has helped me along the way. I look forward to continuing to grow Jayco and the RV industry as a whole.

ALEX HODSCHAYAN

SUPERSPRINGS INTERNATIONAL

DIRECTOR OF MARKETING

WITH COMPANY: 2 YEARS | INDUSTRY EXPERIENCE: 2 YEARS



When Alex Hodschayan stepped into the RV industry in 2023, he sought to make an impact. Just two years later, as director of marketing at SuperSprings International, the difference he's made is clear.

Alex has elevated the company's brand and digital presence; developed systems and strategies that empower his team and strengthen dealer and OEM relationships; and raised the level of education across the RV industry.

He centers his leadership on a simple philosophy: bring people together around a shared vision, then equip them to succeed.

That strategy has reshaped SuperSprings' culture. Instead of sales, engineering and marketing operating in separate silos, Alex created an environment where collaboration is the norm. He put CRM processes in HubSpot, developed dealer-ready resources and streamlined campaigns to connect teams and enhance the customer experience.

Alex has risen as a recognizable voice across the industry. His "Engineering Corner" video series and educational blog posts have turned complex suspension technology into something that's easily understood. Whether the audience is a dealer trying to guide a customer, an OEM partner evaluating solutions or an RV owner simply wanting confidence in their purchase, these efforts have positioned SuperSprings as a trusted industry resource.

He has also addressed one of the industry's most pressing challenges: counterfeit parts. These knockoffs can confuse customers, pose serious safety risks and undermine the integrity of legitimate manufacturers. Alex has advocated for consumer safety and championed American-made products to bring awareness to a growing issue while reinforcing industry trust.

Alex has also modernized SuperSprings' marketing approach by building a digital foundation that keeps pace with evolving expectations.

The results of these efforts speak for themselves: YouTube subscribers have soared from 7,000 to over 105,000, total social media following has quadrupled to over 500,000, and website traffic surged 187.59% in his first year and another 31.7% in his second. Paid media campaigns under his direction have also produced an ROI of over 3,500%.

Beyond marketing metrics, Alex also partnered with sales to secure TÜV certification for Sprinter- and Transit-based RVs, strengthening credibility with OEMs and opening new international opportunities for the company.

Internally, SuperSprings has tapped Alex to lead cross-functional initiatives and guide projects where marketing connects directly to business growth. Peers outside the company see Alex as someone raising the bar for the entire RV industry.

As a Jeep owner and avid off-roader, Alex spends weekends on the trails, testing outdoor gear in real-world conditions. His two dogs are his constant companions on hikes, road trips and daily walks through Seattle. He also runs a growing YouTube channel, sharing his adventures and connecting with a broader outdoor community.

In just two years, Alex has strengthened SuperSprings International, advanced critical conversations within the RV community, and inspired lasting confidence among dealers, partners and RV owners alike.

Alex's advice for up-and-coming leaders in the RV industry:
My advice would be to always keep an eye on what's happening outside of the RV and automotive world. Some of the best ideas come from other industries and bringing that fresh perspective into our space can really set you apart. At the same time, marketing trends move fast, so staying ahead means being willing to test, learn and adapt quickly. Most importantly, listen to your customers — pay attention to how they talk, where they spend their time and what matters to them — and meet them where they are.

What it means to Alex to be a 40 Under 40 honoree:
It's an honor to be recognized alongside so many talented people who are shaping the future of the RV industry. For me, this is about more than personal recognition — it's a reflection of the work our team at SuperSprings International has put into pushing the industry forward with fresh ideas, innovation and a real focus on the customer. Being part of 40 Under 40 means I get to carry that responsibility forward and keep contributing to an industry that helps people get out, explore and enjoy the journey.

REV RV SEGMENT

The REV RV Segment is proud to celebrate Kelsey on her well-deserved nomination for RV Pro's 40 Under 40. She was nominated for her exceptional marketing expertise, teamwork, and ability to blend impactful interior design elements.

We are grateful for her contributions and for representing REV RV with excellence and creativity in both interior design and marketing.

Here's to building brand experiences and driving exciting journeys ahead!





Renegade RV

RenegadeRV.com

Congrats!

KELSEY SCHROCK

Product Interior Designer & Marketing Coordinator



REV RV SEGMENT

The REV RV Segment is proud to celebrate Stephen on his well-deserved nomination for RV Pro's 40 Under 40. He was nominated for his excellent computer programing and drafting skills, willingness to support the team, and unwavering dedication, especially when working under tight deadlines.

We are grateful for his contributions and for representing REV RV with excellence and innovation in engineering.

Here's to building the future and navigating exciting adventures ahead!



Congrats!

STEPHEN CUKROWICZ

Systems Engineer III

American Coach. | FLEETWOOD RV | HOLIDAY RAMBLER

AmericanCoach.com | FleetwoodRV.com | HolidayRambler.com

ALEXANDRA JONES

LEISURE RV CENTER

VAN SPECIALIST

WITH COMPANY: 3.5 YEARS | INDUSTRY EXPERIENCE: 3.5 YEARS



In just three years, Alexandra Jones has established herself as a dynamic young leader in the RV and adventure vehicle market.

Today, as a van specialist at Leisure RV Center in Dallas, Texas, Alexandra has become a trusted guide for customers stepping into the fast-growing world of B vans. Her journey from sales trainee to product specialist reflects her relentless drive and desire to shape the industry.

Alexandra embodies the next generation of leadership in the RV and adventure vehicle industry. She entered RV sales under the mentorship of respected leaders Aaron Vogt, Colby Cannon and the Vogt RV team. From the beginning, she stood out for her energy, instinctive grasp of lifestyle marketing and ability to connect with customers. Alexandra combines deep product knowledge with an authentic passion for the van life movement to bring new RVers to the industry.

Her influence has been especially visible in Storyteller Overland's growing presence in Texas. With a passion for adventure travel and deep product knowledge, Alexandra has converted cultural trends into measurable sales growth. Customers who sit across the table from her don't just get a rundown of specs; they get a vision of what life could look like on the open road.

Social media has become one of her strongest tools. She uses Instagram and other platforms to extend the dealership beyond its showroom walls. Here she's able to reach new audiences where they already spend their time. Leisure RV uses these platforms to connect with younger, adventurous buyers who are redefining RV ownership.

Alexandra also spearheaded one of the nation's first dedicated B van-only retail locations in Dallas/Fort Worth. She helped build a space that catered to the increasing demand for smaller, lifestyle-oriented vans. This bold action improved Leisure RV's market position and serves as a transformative new sales model for RV dealers across the country.

Colleagues describe Alexandra as driven, focused, resilient and, in their own words, "a total badass." She has built her reputation on professionalism and results, but also on the trust she inspires in customers. Alexandra represents a model of leadership that is lifestyle-driven and customer-focused.

Alexandra dedicates six days a week to her work, and in her downtime, she enjoys volunteering at her church, spending quality time with family and friends, and escaping to the coast whenever the opportunity arises.

In three years, Alexandra has moved from trainee to product specialist. In her journey, she proved that upcoming sales professionals are rewriting the existing playbook for RV sales with much success.

Alexandra's advice for up-and-coming leaders in the RV industry:
I focus on our store's four pillars, which are the following in order of importance: what's best for your customers, what's best for your partners, what's best for the team and, lastly, what is best for the bottom line/ performance. Focus on relationships — customers remember how you made them feel, not just what you sold them. If you genuinely care about people and listen to their needs, the success will follow. Stay curious, never stop learning and reputation is everything. Stay honest, work with integrity and never lose sight of what the goal is. We're helping people create memories and experiences that last a lifetime.

What it means to Alexandra to be a 40 Under 40 honoree:
I'm truly humbled and blessed to have been named a 40 Under 40 honoree alongside so many elite professionals in the RV industry. This is actually my very first position in sales, and I could never have imagined being recognized in this way so early in my journey. But this recognition isn't just about me; it reflects the incredible team I'm blessed to work with every day at Leisure RV Center - Vogt RV. None of what I've accomplished would have been possible without their support and encouragement, and I'm grateful to be part of an industry that's all about people, adventure and creating lasting memories.

RICHARD VERMILLION

GENERAL RV (SOUTH WEBER)

SERVICE MANAGER

WITH COMPANY: 1 YEAR | INDUSTRY EXPERIENCE: 19 YEARS



Richard Vermillion has committed nearly two decades of service to the RV industry, advancing through roles of increasing responsibility across parts, service and operations.

"His path has taken him from the parts counter to senior management, giving him a rare, well-rounded perspective on dealership performance. He has successfully led both service and parts operations at some of the largest organizations in our industry, consistently driving growth, efficiency and stronger customer experiences. Today, as service manager at our South Weber location, Rich brings that wealth of experience to building and leading a high-performing team from the ground up," says nominator Robert Jensen.

All of his experience culminated in what General RV needed to build and lead the service department at its newest location in South Weber. Nominator Paxton Jensen says launching the new dealership in South Weber came with challenges in vendor relationships, logistics and customer support.

"Rich's broad industry background and deep network of connections allowed him to secure reliable partnerships and quickly establish a foundation for smooth operations. His leadership eased the growing pains of a new market and positioned South Weber for long-term success," Paxton says.

Richard's leadership style is one of culture building and leading by example.

"His expertise has transformed the service team from reactive to proactive, shifting the focus from 'putting out fires' to creating a seamless customer experience. By setting high standards and holding himself accountable first, he inspires his team to exceed expectations and embrace continuous improvement," says Paxton.

Richard's work has been recognized at a national level throughout his career, earning multiple awards for productivity and operational excellence.

Outside of work, Richard spends time with his family and giving back to the community.

"Rich values family above all else. He finds joy in supporting his children's passions — from cheering on the sidelines of a soccer game to applauding from the audience at a theater performance — and in creating new adventures and memories through travel and exploration," says Paxton.

Richard gives back by coaching his daughter's little league soccer team and providing his shop as a practice space for an inner-city Mighty Mite football program during bad weather. He's also a competitive paintballer, a skilled poker player and an avid sports fan.

"Rich is exactly the type of leader our industry needs for the future. Over nearly 20 years he has built a reputation for driving results, transforming service operations and creating cultures where both employees and customers thrive," says Robert. "What sets Rich apart, however, is not just his professional accomplishments but the balance he maintains — devoted to his family, active in his community and passionate about advancing the RV lifestyle."

Richard's advice for up-and-coming leaders in the RV industry:
Every day presents a remarkable opportunity to make a lasting difference in the lives of those you encounter. Whether it's a colleague or a customer, your efforts matter and have a profound impact. Embrace that chance to create positive change.

What it means to Richard to be a 40 Under 40 honoree:
I am deeply honored to be named to the 40 Under 40 list. This recognition is a testament not only to my personal efforts but, more importantly, to the invaluable guidance I have received from remarkable mentors throughout my career. Their dedication and hard work have been instrumental in shaping my professional path and serving as a model for excellence within the RV industry. This honor is a reflection of their commitment and a privilege to share with them.

ALEXIS DONATI-YEOMAN

NEXUS RV

DIRECTOR OF PURCHASING & OPERATIONS

WITH COMPANY: 5 YEARS | INDUSTRY EXPERIENCE: 10+ YEARS

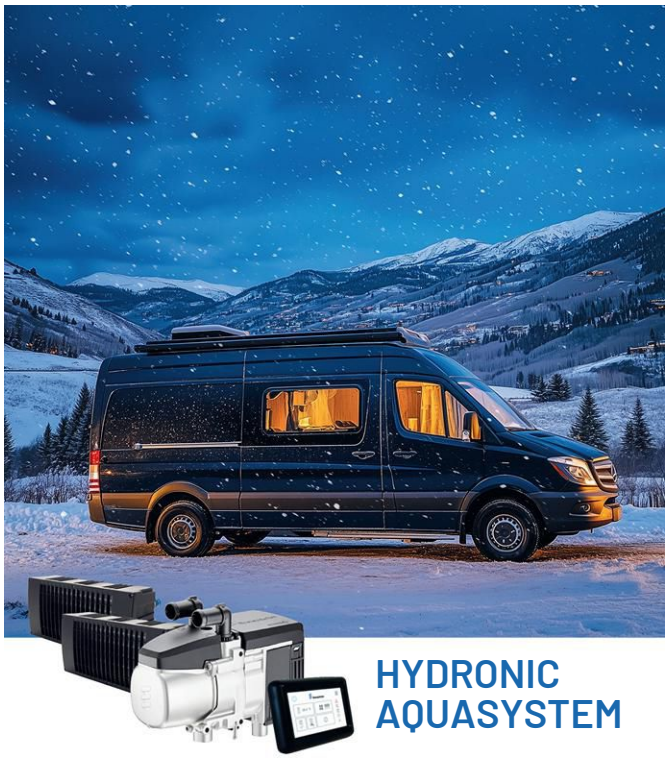


When Alexis Donati-Yeoman stepped into her role at Nexus RV, she brought with her a unique mix of creativity, operational savvy and relentless determination.

Alexis has become a crucial leader in the company in five years, holding the position of director of purchasing and operations and also impacting product development and design. Her journey is proof that RV industry leadership can look different than it did a generation ago, and that difference is exactly what's propelling Nexus RV forward.

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Interestingly, Alexis' path to RV leadership wasn't a straight line. A graduate of Kent State University with a degree in fashion and finance, she began her career rooted in design, a background that turned out to be a secret weapon in the RV industry.

When Nexus RV was ready to overhaul its interiors, Alexis used her keen eye for trends and textures to guide the product development team. This resulted in four new interior designs that redefined the brand and resonated with customers. In fact, RV influencer Matt Foxcroft of "Matt's RV Reviews," declared, "Alexis' interior revamp at Nexus took them from worst to first in less than two years." Those changes helped Nexus earn back-to-back No. 1 rankings in 2024 and 2025 and fueled its rise as a fast-growing OEM in the Class C segment.

As head of purchasing and operations, Alexis cut shortages to improve unit completion times by 10 days per model. She reduced scrap and obsolete inventory by over 10% in four years. When the company needed to scale up quickly during the COVID-19 demand surge, Alexis kept operations steady, then steered the team through the market downturn that followed. While many OEMs struggled, Nexus RV grew its market share under her watch.

Alexis also played an integral role in launching Nexus's third plant and towable division. In fact, she turned an empty warehouse into a fully functioning production line in under four months.

She also implemented Nexus RV's first ERP system, which improved efficiency and gave Nexus cleaner data, accurate BOMs and faster month-end closes. Now, dealers can count on precise part numbers, detailed descriptions and reliable shipments, which has translated into record sales for the company.

Alexis serves on multiple committees within the RV Women's Alliance, where she plays an active role in the charitable foundation, driving opportunities for women through training and leadership programs. She was chosen for this role because of her involvement in Nexus RV being awarded the 2024 Champion of Women award, an honor given to companies that showcase strong female representation in leadership.

She also sits on the board of the YWCA Young Leaders and Event Planning Council, where her fundraising efforts recently brought in over $250,000, the highest total in the organization's history. Those funds directly support safe housing, education and job opportunities for women and children affected by domestic violence.

Alexis strives to help other women succeed. Already, over five women from her operations and purchasing teams have been promoted under her mentorship.

Her colleagues describe her as the hardest-working individual in the company, a leader who balances big-picture strategy with hands-on execution. From 5S trainee at 16, to operations manager, to director of two major departments, Alexis' career has been a steady climb built on grit and vision. Today, she stands out as one of the youngest directors in the RV industry, influencing her company and the industry as a whole.

Alexis' advice for up-and-coming leaders in the RV industry:
Every industry — including RVs — is navigating disruption, whether from technology, supply chain challenges or shifting customer expectations. Flexibility and resilience will set you apart.

What it means to Alexis to be a 40 Under 40 honoree:
Being recognized as a 40 Under 40 in the RV industry is more than an honor, it's a reflection of the passion, commitment and innovation I strive to bring every day. It represents the opportunity to contribute to an industry I deeply believe in, while also helping shape its future. This recognition motivates me to keep pushing for growth, collaboration and inclusivity, and to mentor the next generation of leaders who will carry the RV industry forward. It's both a milestone and a responsibility, and I'm proud to be part of such a dynamic community.

ANGIE DUNN

ALABAMA RV SERVICE

DIRECTOR OF HUMAN RESOURCES

WITH COMPANY: 1 YEAR | INDUSTRY EXPERIENCE: 1 YEAR



In just one year as director of human resources at Alabama RV Service, Angie Dunn has proved that leadership is not defined by tenure but by impact. Her influence has transformed the way employees and customers experience Alabama RV Service.

Angie approaches her role with the belief that employees and RV owners deserve the best possible experience. Her work extends beyond the scope of a traditional HR director; she actively seeks opportunities to strengthen teams, solve underlying issues and implement solutions that improve day-to-day operations. The result has been a stronger, more collaborative workplace culture that directly impacts and elevates the customer experience.

Nominator Brandon Galbreath describes Angie's dedication to the end user's experiences as "relentless," noting that "the RV industry is truly better off because of her contributions."

Angie's efforts also go beyond Alabama RV Service. With happier employees and a more supportive environment, customers leave with positive experiences that encourage them to continue enjoying the RV lifestyle. This ripple effect contributes to the industry as a whole, creating loyal return customers and reinforcing the value of the RV way of life.

While Angie's role leaves little room for traditional promotions, and there are few awards designated for HR leaders, her impact has not gone unnoticed by her colleagues. She is frequently mentioned in company meetings and events as a key contributor to Alabama RV Service's growth and success.

Outside her professional life, Angie is deeply committed to her family. Between her children, siblings and extended family, she manages a full schedule but still finds time to volunteer and share her love of baking with others.

Angie's relentless pursuit of better experiences, talent for building stronger teams, and passion for people ensure her influence in the RV industry will continue to grow. She is reshaping what it means to create meaningful impact in an industry built on adventure and connection.

Angie's advice for up-and-coming leaders in the RV industry:
My advice is to stay focused on people — develop your team, listen to them and lead by example. Don't be afraid to learn continuously and lean on systems that make you more effective, not busier. The RV industry thrives when leaders put integrity, growth and people first.

What it means to Angie to be a 40 Under 40 honoree:
Being named a 40 Under 40 honoree is a meaningful recognition of the work I do behind the scenes to support teams and operations. It validates the impact of investing in people, processes and culture to help the RV industry raise its standards. I see it as both an honor and a responsibility to continue helping the industry grow and improve.

RACHEL STRUNK

TOM SCHAEFFER'S CAMPING & TRAVEL CENTER

F&I MANAGER

WITH COMPANY: 6 YEARS | INDUSTRY EXPERIENCE: 6 YEARS



Rachel Strunk provides results with a smile. Described as kind and professional, Rachel provides customers and associates with her best to make sure customers get the best rates and coverage and associates have the information they need to grow their abilities.

"Rachel puts in countless hours working hard to get our customers the best rate on their purchase. She professionally presents all extra coverages with absolutely no pressure. She always manages to distinguish herself with market knowledge and valuable suggestions. She cares about her customers and wants them to be happy," says nominator Mary Reinhart.

Rachel holds daily meetings with sales personnel and goes over their individual performance and status of customer loans so they can grow and learn. Rachel has a proven track record of success. This past year her department had the largest increase despite the unsettled market, and last month the finance department exceeded its best month in the company's 70 years of business.

"She is always positive, has innovative ideas and always wears a smile. As an employer, I witness how readily she shares knowledge and skills. With her help, our sales staff can grow in their abilities so they can provide outstanding service to our customers as well. Her perspective adds so much to our team and helps us uncover so many opportunities. She is an asset to our company," Mary says.

Rachel's kindness doesn't end with her customers and associates. Rachel loves dogs and welcomes them to the pet-friendly dealership as warmly as anyone else.

"She has her own treat bag and gives them endless kisses. She is also the official pet walker. We let our employees bring their dog to work for the day, and Rachel will walk them on her lunch," Mary says. "Our customers love the attention that their furry friend gets from her."

Mary says its Rachel's personal touch that makes the difference. "She is very knowledgeable, professional and not pushy. Customers adore her. She explains every detail thoroughly making it a smooth transaction. She receives many great comments on her CSI ratings as well."

When not at work, Rachel enjoys outdoor activities and going on cruises.

Rachel's advice for up-and-coming leaders in the RV industry:
One of the best pieces of advice I carry with me came from my dad, who spent over 30 years in the automotive industry. He always said, "It's all about attitude." That simple phrase stuck with me, and it's shaped how I show up

CELEBRATING GRANT GILLIS | RV PRO'S 40 UNDER 40



We are proud to recognize **Grant Gillis**, Executive Director of OEM Accounts at RVMP, for being named to RV PRO's 40 Under 40 list. Grant's hard work ensures our OEM customers always receive the support they need and deserve, and his commitment to going the extra mile inspires everyone around him.

This recognition highlights not just Grant's accomplishments, but the value and leadership he continues to bring to RVMP and the RV industry as a whole.

Learn more about RVMP at www.rvmp.co!

every day: with positivity, resilience and a drive to lead by example. His passion for this industry inspired mine, and I hope to pass that same spirit on to others coming up in the RV world.

What it means to Rachel to be a 40 Under 40 honoree:
I was completely surprised — and really honored — to be named a honoree. Being part of a family-owned, customer-focused dealership that Mr. Tom Schaeffer started 70 years ago has shaped so much of who I am in this industry. I'm proud to carry on that legacy and be part of a company that truly values people and doing things the right way.

RONNETHA MORMAN

CAMPERS INN RV

MARKETING CONTENT MANAGER

WITH COMPANY: 3 YEARS | INDUSTRY EXPERIENCE: 3 YEARS



Ronnetha Morman's leadership shines through her work, which, ironically, is her role at Campers Inn RV: to shine a light on the RV dealership through creative marketing.

"She possesses an unmatched willingness to take on any task, paired with a constant drive to elevate not only her own skills but also the performance of those around her. As the dynamic leader of the Campers Inn RV content team, she orchestrates all social media, internal communications, sponsorship initiatives, and parts and service marketing — ensuring every message resonates with the brand's vision," says nominator Megan Neighbors.

Throughout her three years at Campers Inn RV, Ronnetha has evolved marketing for the service side of the business tenfold, defining a strong brand and distinct voice for Campers Inn RV service.

"Her ability to seamlessly collaborate across multiple departments, all while maintaining grace, calmness and an open-door approach, has made her both a trusted partner and a go-to problem solver. In an industry that moves quickly, Ronnetha's steady leadership, creativity and commitment to excellence set her apart as a true force in shaping the future of RV marketing," says Megan.

Ronnetha has bridged the marketing gap between service and sales, creating true cohesion by ensuring each department is equally represented and strategically promoted. She has helped drive increased profitability and foster a more unified brand presence.

"Beyond her impact on external marketing, she has championed internal communications, ensuring employees are informed, engaged and connected to the company's mission. She spearheaded initiatives such as the monthly employee newsletter, monthly video messages from our COO and other key internal communications — delivering everything from employee recognition spotlights to hiring updates and company-wide news. Through her efforts, she has strengthened both our internal culture and our market presence, positioning Campers Inn RV for long-term success," says Megan.

Because of Ronnetha's concentrated and strategic marketing efforts for service and parts, gross profit in service has increased by approximately $1 million year-over-year.

Outside of work, Ronnetha enjoys spending time with her family and dogs. She is an avid traveler, often exploring new destinations with her husband. She has a passion for baking and is a devoted Beyoncé fan and loves attending her concerts whenever she has the opportunity.

Ronnetha's advice for up-and-coming leaders in the RV industry:
Don't be afraid to break the mold and take up space. If you see a need, step in and fill the gap. Every person brings unique perspectives and experiences, and that diversity is what drives improvements and innovation in our industry. Speak up — even if your voice shakes — and trust in your abilities.

What it means to Ronnetha to be a 40 Under 40 honoree:
It's truly a blessing to be named to the 2025 40 Under 40 list. Just a few years ago, I took a leap of faith into a completely new industry that I knew very little about. While I was nervous at first, the journey has been incredible. I've had opportunities and experiences I never could have imagined and have built lasting relationships along the way. One of Campers Inn RV's core values is teamwork, and I'm especially grateful to my team for their support. None of the projects I lead would be possible without them.

RYAN BURKHART

NEWMAR

ACCOUNT MANAGER

WITH COMPANY: 6 YEARS | INDUSTRY EXPERIENCE: 12 YEARS



Ryan Burkhart had big shoes to fill when he took over for Ken Williamson (who retired after 23 years). He quickly rose to the challenge, becoming one of the top motorized sales representatives in the country for Newmar.

"Beyond his sales achievements, Ryan has taken on a leadership role within Newmar, exemplifying our core value of 'Doing the Next Right Thing.' His ability to lead by example has earned the respect of even the most seasoned colleagues across our organization. Ryan's dedication to enhancing the customer experience, his strategic thinking, and his collaborative spirit make him an invaluable asset to our team and to the RV industry at large," says nominator Matt Ellinger. "Ryan represents the future of our industry — innovative, principled and driven to make a difference."

Facing challenges, Ryan was tasked with leading Newmar's efforts in the Canadian market in the midst of looming tariffs and widespread uncertainty. He faced the challenge head on, working closely with Canadian dealers to help them strategically sell through aged inventory and position themselves for success in the future.

Matt says Ryan is responsible for not only selling into his accounts but also supporting their retail success.

"His growth-oriented mindset and strategic approach have led to exceptional performance metrics. Ryan currently holds the highest closed sales percentage across the entire Newmar sales team — a testament to his ability to convert opportunities into results," says Matt.

"In addition, he has successfully reduced aged inventory within his

territory to single-digit percentages."

Outside of his work life, Ryan is a father of four and enjoys spending time with his family on Lake Dewart. Ryan also has a passion for Notre Dame football, having lettered as a kicking specialist for the Fighting Irish during his college years. He continues to give back to the program by mentoring the next generation of athletes. Head Coach Marcus Freeman regularly invites Ryan to participate in Notre Dame's specialist camp, where he shares his experience and helps shape future special teams talent.

"Ryan is a dedicated and passionate member of the RV industry — someone who not only excels professionally but genuinely loves the work he does," Matt says. "His strong sense of balance between career and personal life reflects the values he brings to his work — commitment, integrity and leadership."

Ryan's advice for up-and-coming leaders in the RV industry:
Success in the RV industry starts with strong communication — listen actively, speak clearly and build trust through transparency. Combine that with consistent hard work and a willingness to do what others won't, and you'll set yourself apart. Most importantly, never stop learning; every relationship, whether new or seasoned, holds valuable lessons. Stay curious, stay humble and lead by example.

What it means to Ryan to be a 40 Under 40 honoree:
Being named to 40 Under 40 is a true honor — it's recognition of hard work, leadership and the passion you bring to the industry every day. It's not something earned alone; it reflects the support of great teams, mentors and colleagues who help drive success. With so many talented people in this business, being selected is both humbling and motivating. It's a reminder to keep learning, keep leading and keep pushing the industry forward.

STEPHEN CUKROWICZ

FLEETWOOD RV

SYSTEM ENGINEER III

WITH COMPANY: 12 YEARS | INDUSTRY EXPERIENCE: 12 YEARS



While Stephen Cukrowicz's leadership may not be defined by people management, his nominator says Stephen demonstrates leadership rooted in systems thinking, technical foresight and cross-functional enablement.

"His leadership is evident in how he identifies bottlenecks, builds scalable solutions and elevates the capabilities of those around him," his nominator says. "He leads by example, taking initiative to retool legacy systems, streamline workflows and create tools that empower others to work more effectively. His work on middleware, program management and engineering change automation has improved operational efficiency but also fostered a culture of proactive problem-solving."

HONOREES WILL BE CELEBRATED AT RV PRO'S INVITE-ONLY 40 UNDER 40 EVENT

ON TUESDAY, NOV. 11 AT THE PARIS LAS VEGAS



Honorees from the 40 Under 40 Class of 2024

CONGRATULATIONS, RYAN BURKHART



Newmar Corporation is proud to celebrate the achievement of **Ryan Burkhart** on his recent nomination into the **2025 RV Pro 40 Under 40** class.

Ryan, congratulations from all your friends here at Newmar!

NEWMAR

Stephen worked his way up the ranks from drafter, advanced drafter and lead drafter, supporting the system engineer before being promoted to System Engineer II, taking ownership of engineering systems and custom programming. He was promoted to System Engineer III because of his ability to maintain the productivity and efficiency of the Product Development and Engineering department. Stephen has achieved his Lean Six Sigma greenbelt and blackbelt certification, and Design for Six Sigma certification.

"His tools have improved collaboration between engineering, sourcing and production by making technical data more accessible and actionable. His enhancements to change management workflows and product information accessibility have streamlined communication and reduced friction between departments," says Richard. "Steve's work reflects a consistent pattern — he builds systems that solve challenges and create lasting value. His ability to simplify complexity and deliver scalable solutions has made him a trusted contributor to the organization's long-term resilience and agility."

Stephen's curiosity and hands on mindset extends to outside of work, evident in his hobbies. He's an avid homesteader, growing a variety of fruits and vegetables while raising rabbits and chickens. He shows a strong respect for nature, blending principles of sustainability and self-sufficiency.

"He also practices blacksmithing and light fabrication, often building or modifying tools and equipment to suit specific needs. Whether hammering out new hardware, tinkering with his laser or experimenting with new materials on his 3D printers, he thrives on learning through doing. His hobbies reflect a lifelong passion for craftsmanship, problem-solving and continuous improvement," says Richard.

Stephen's advice for up-and-coming leaders in the RV industry:
Patience and diligence aren't just virtues, they're tools. Learn your environment before trying to fix it. Most problems have more than one root cause, and most goals have more than one path. Don't be afraid to try something unconventional if it gets you there. And while it's important to push boundaries, it's just as important to know where your comfort zone is. Visit it when you need to recharge, but don't build a house there.

What it means to Stephen to be a 40 Under 40 honoree:
Being named a 40 Under 40 honoree is a moment to pause. Not because the work is done, but because it's easy to forget how far you've come when you're focused on solving what's next. I appreciate the recognition, but more than that, it's a reminder that the systems I've built and the decisions I've shaped are making a real impact.

THOMAS RICHARDSON II

RON HOOVER RV & MARINE CENTERS

VICE PRESIDENT OF PARTS & SERVICE

WITH COMPANY: 9.5 YEARS | INDUSTRY EXPERIENCE: 9.5 YEARS

As vice president of parts and service at Ron Hoover Marine Centers, Thomas Richardson leads with a blend of operational expertise, strategic vision and people-first leadership. He oversees service and parts operations across multiple states while also guiding hundreds of employees with a focus on efficiency, profitability and exceptional customer experience.

"Thomas has redefined operational standards by introducing process improvements that have reduced service turnaround times, optimized parts inventory and increased customer satisfaction. He builds high-performing teams by identifying talent, providing targeted coaching and fostering a culture of accountability and collaboration," says nominator Jennifer Tillinghast. "Thomas' leadership extends beyond his own department, strengthening cross-functional partnerships between sales, service and parts that directly impact company-wide success. He is recognized as an innovator and problem-solver. He actively collaborates with manufacturers, vendors and industry peers to improve processes, share best practices and elevate service standards."

Throughout the years Thomas has faced many challenges head on, including supply chain disruptions, labor shortages and shifting customer expectations. He has implemented forward-looking strategies to stabilize operations, protect profitability and maintain customer trust.

"When parts availability became unpredictable, Thomas restructured inventory management to anticipate shortages, built stronger vendor relationships and developed contingency plans that kept service departments running and customers satisfied," says Jennifer. "He also drove cross-departmental collaboration, ensuring that service, parts and sales teams worked in lockstep to deliver on promises, even under tight timelines and market pressures. His ability to solve problems in real time, while keeping teams motivated and focused, allowed the company to not only weather industry turbulence but emerge stronger, with improved processes and higher efficiency. Through strategic thinking, operational discipline and a calm, decisive leadership style, Thomas turned challenges into opportunities for long-term growth and competitive advantage."

Jennifer says Thomas has shown true leadership not only in his professional life, but his personal life as well.

"In 2021, Thomas suffered the unimaginable loss of his wife. While navigating profound personal grief and learning to be a single parent to his daughter, Brooklynn, Thomas continued to lead with strength, focus and unwavering commitment," she says.

"To say he faced challenges is an understatement. He confronted one of life's greatest hardships and still rose each day to guide his team, make critical business decisions and support the continued growth of Ron Hoover RV & Marine Centers. His resilience in the face of personal tragedy not only inspired those around him but also deepened the respect and admiration he commands as a leader."

In his free time, Thomas enjoys spending quality time with his daughter, Brooklynn. They share a love of travel, snow-skiing, off-roading excursions and relaxing days on the water aboard their boat.



Thomas' advice for up-and-coming leaders in the RV industry:
Put People First — The RV and marine industry is relationship-driven. Invest in your team, build trust with customers and keep vendors close. Strong relationships often solve problems faster than policies.
Lead By Example — Whether it's taking care of a customer, handling a tough warranty claim or working a busy Saturday, your team will follow your actions more than your words.

What it means to Thomas to be a 40 Under 40 honoree:
Being named a 40 Under 40 honoree in the RV industry is a tremendous honor. I'm deeply grateful to the Ron Hoover family for giving me the opportunity to grow and lead, and to my mentor, Tony Clark, for his guidance and support throughout my journey. I also want to thank the RV industry as a whole for its innovation, and the incredible community of people driving it forward. This recognition reflects not only my efforts, but also the dedication of the amazing teams I've had the privilege to learn from and work alongside.

TRAVIS DONEY

NTP-STAG

REGIONAL SALES MANAGER

WITH COMPANY: 8 YEARS | INDUSTRY EXPERIENCE: 8 YEARS



Travis Doney has spent the past eight years with NTP-STAG driving growth, mentoring teams and navigating complex market dynamics with resilience and vision.

"His leadership was instrumental in helping NTP-STAG overcome recent industry challenges, including supply chain disruptions and shifting customer expectations. Travis consistently delivers measurable impact — his strategic initiatives have led to notable increases in regional sales performance and customer retention," says nominator Tony Coppo.

Tony says Travis' leadership has had a direct and measurable impact on customer satisfaction across the Southeast region.

"His proactive approach to talent acquisition — personally sourcing and vetting candidates for outside and inside sales roles — demonstrates his commitment to building customer-facing teams that reflect the company's values and service standards," says Tony. "His results on optimizing customer engagement and account performance further underscores his dedication to the customer experience. His responsiveness, attention to detail and willingness to go beyond his formal role to support hiring and regional strategy have helped NTP-STAG maintain high levels of customer trust and loyalty. Travis' leadership ensures that customer needs are not only met but anticipated, making him a key driver of satisfaction and retention in a competitive market."

Travis has worked his way through the ranks, starting in the marketing department, moving to outside sales, team lead for outside sales, regional sales manager and running the Atlanta call center. In 2021, Travis was named Outstanding Outside Sales Rep of the Year. Tony says Travis piloted the iPad initiative for the outside sales team and was an intricate part of implementation with the team.

Outside of work, Travis enjoys riding motorcycles, camping, boating, baseball games, snowboarding and ski trips. He recently ran a marathon and half-marathon.

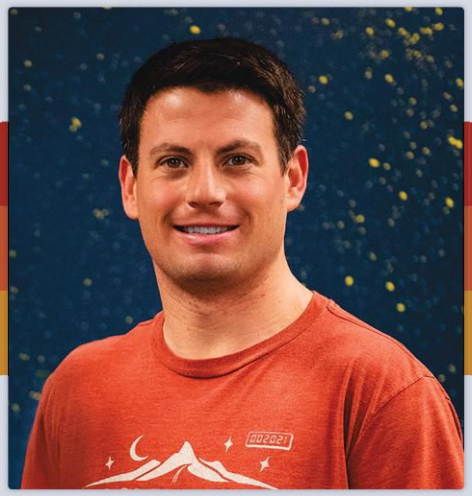
Travis' advice for up-and-coming leaders in the RV industry:

A quote that continues to shape the leader I am today comes from the late, great Deacon Earl Simmons. He once said, "To live is to suffer, but to survive is to find the meaning in the suffering." This quote is a reminder for me that pain is inevitable, but purpose is optional. Life will hand you moments of joy, pain, frustration and sadness, and I have learned that if your suffering doesn't fuel you, doesn't push you toward a purpose, then it is time to reevaluate your path.

STORYTELLER OVERLAND

DANIEL WANGEL

Sr. Quality & Process Engineering Manager



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- Brett Parris, Owner, Parris RV

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We choose whether our suffering becomes a stepping stone or stumbling block. Struggling without meaning leads to burnout. But to struggle with intention? That builds character, resilience and leadership.

What it means to Travis to be a 40 Under 40 honoree:
Being named a 40 Under 40 honoree in the RV industry is an incredible honor and humbling experience. It represents not just a personal achievement but the collective efforts of the mentors, role model parents who always believed in me and all the colleagues who've helped shape my journey in an industry I am passionate about. This recognition motivates me to keep leading with purpose and to help shape the future of our industry.

TREVOR MARSHA

GRAND DESIGN RV

FINANCE DIRECTOR

WITH COMPANY: 4 YEARS | INDUSTRY EXPERIENCE: 7 YEARS



Trevor Marsha wears several hats at Grand Design RV. He leads the financial planning and analysis and payroll teams, while also playing a key role in the accounting team. Most recently, he is the CFO for the newly launched motorized division, which in its full first year ended August 2025 delivered more than $100 million in revenue.

"As a finance professional and trusted business partner, Trevor is looked to by his cross-functional business partners to provide analyses on decision to be made, solutions to business challenges and is a trusted member of the Grand Design Leadership Team," says nominator Steve Stuber.

Trevor was a key member of getting the newly formed motorized division up and running, with results to date being on or ahead of budget and timeline.

"Trevor has been critical in leading efforts to manage production levels to end consumer demand over the past 2-3 years as the industry comes off of record high levels. He tirelessly analyzes external data to help optimize internal operational decisions. From the CEO and CFO on down, Trevor is relied upon to provide a well thought out perspective and input to all critical decisions that are made at Grand Design RV."

Some of Trevor's achievements include creating a plan to reduce general and administrative spending by $9.5 million year over year and working with the general manager of the newly formed motorized division to deliver more than $100 million in sales in the first year. Trevor established the company's Free Trade Zone, which Steve says saves tens of millions of dollars when importing foreign motorized chassis.

"He is relied upon by other business colleagues in our sister companies (Winnebago, Newmar, Barletta and Chris-Craft) for best practice sharing and business insights," says Steve.

Trevor notes his wife's support of his career, saying, "She has fully embraced our moves from our home state of Vermont to Minnesota and now Indiana, all while managing a growing career of her own." He adds, "I'm extremely grateful to have such an amazing partner in this crazy journey of life."

Outside of work, Trevor enjoys golfing and helping his three kids play hockey. He also spends time helping his oldest son race carts and cars competitively throughout the country.

Trevor's advice for up-and-coming leaders in the RV industry:
The best advice I can give up-and-coming leaders in the RV industry is to focus on what it means to be a great partner in every situation, whether that is with your team internally or to those outside of your organization. More than any other industry I've been in, the RV industry is about relationships; connecting with people is integral in everything we do. More broadly, recognize that it is not a race to the top and a strong foundation of skills and connections will pay significant dividends throughout your career. I encourage all young professionals to read the short article "Stop Fast-Tracking Your Career" by Harvard Business Review. Lastly, something I live by in my professional and personal life is "if you're comfortable, you're not growing."

What it means to Trevor to be a 40 Under 40 honoree:
For me, being a 40 Under 40 honoree as part of the RV industry means that the people I surround myself with every day feel like I'm doing great things. I'm extremely fortunate to get to work with this high performing team at Grand Design, and Winnebago Industries at large.

TYLER BOURNS

DRAGONFLY ENERGY

CHIEF MARKETING OFFICER

WITH COMPANY: 4 YEARS | INDUSTRY EXPERIENCE: 9 YEARS



Tyler Bourns began as a contractor with Dragonfly Energy, where his media production company was a key partner from 2016 to 2021. Following the acquisition of his business by Dragonfly, Tyler was promoted to senior vice president of marketing and subsequently to chief marketing officer.

"His leadership has been crucial in guiding the company through its public listing on NASDAQ in late 2022, marking a significant milestone in the company's growth," says nominator Kathy Wholley. "Tyler exemplifies leadership through his innovative approach to marketing and storytelling at Dragonfly Energy. As chief marketing officer, Tyler has been instrumental in advancing the adoption of lithium technology within the RV community. His leadership is marked by his commitment to educating and informing RVers through compelling content."

Tyler has spearheaded the production of hundreds of targeted videos that have effectively communicated the benefits of lithium batteries. His extensive background in content creation, including producing award-winning work for global brands and directing acclaimed films, underscores his ability to craft narratives that resonate across diverse audiences.

This past June, Tyler traveled to Washington, D.C., to advocate for the future of RVing in America on Capitol Hill during RVs Move America Week.

Advancing both the company and the industry as a whole, Tyler has used his marketing acumen to position Battle Born Batteries as a premium product.

"By leveraging high-profile influencers, celebrity endorsements and extensive educational resources — such as the launch of the Battle Born Academy — Tyler and his team have maintained the brand's leading edge.

His innovative approach includes adopting the latest marketing trends, such as podcasting, CTV advertising and unique retargeting campaigns," says Kathy. "Notably, Tyler played a crucial role in a landmark $30 million licensing deal with Stryten Energy and facilitated a unique Amazon partnership, making Battle Born the first high-capacity lithium battery to earn an Amazon Prime Badge. These strategic moves have solidified Battle Born's position as a top choice in the industry."

Since joining Dragonfly Energy, Tyler has been integral in transforming the company from a startup into a publicly traded entity with revenues nearing $100 million during the RV boom.

In his free time, Tyler is passionate about travel, hiking and wine tasting. He cherishes adventures with his wife, young son and border collie. He also spends time giving back, serving on the Under30CEO board of directors in Reno, Nevada, for two years, encouraging, collaborating and training young business leaders in the community. Tyler says he's "committed to giving back by supporting youth, community and industry organizations, reflecting a belief that success should also create opportunities for others."

Tyler's advice for up-and-coming leaders in the RV industry:
Stay focused on creating genuine value for the end customer and let authenticity drive your decisions. The RV industry is built on passion, adventure and community — leaders who can listen, learn and tell stories that resonate will not only earn trust but also help move the entire industry forward.

What it means to Tyler to be a 40 Under 40 honoree:
Being recognized as part of 40 Under 40 is an honor that reflects not just my individual work but also the incredible team and partners I've had the privilege of working alongside. The RV industry has given me the opportunity to combine innovation with storytelling, and this recognition reinforces my commitment to continuing to help shape the future of RVing through education, technology and community building.

WIL KNOWLES

LIQUIFIED

CHIEF OPERATING OFFICER; VP OF WHOLESALE

WITH COMPANY: 3 YEARS | INDUSTRY EXPERIENCE: 7 YEARS



Wil Knowles has helped to take Liquified from a startup to a nationally distributed brand during his tenure with the company.

"Wil has successfully led both the wholesale and operations divisions of a rapidly expanding D2C and B2B business. In doing so, he has built a high-performing team from the ground up, providing consistent leadership, mentorship and a clear vision for growth," says nominator Matt Foxcroft. "Wil's leadership style is rooted in collaboration, empowering team members



Northpoint Congratulates Rising Star Chris Patterson
And All the Outstanding 2025 "40 Under 40" Winners!



Northpoint Commercial Finance is proud to recognize Senior Risk Manager **Chris Patterson** for his selection among the "40 Under 40" by the editors of *RV PRO magazine!*

With a sharp eye for detail and a deep commitment to supporting OEMs and dealers, Chris has made a notable impact on the RV industry. His dedicated leadership and forward-thinking approach have not only strengthened our organization, but also strategically positioned it for sustained future growth.

We congratulate Chris for this prestigious recognition, along with all those young professionals throughout the RV industry distinguished for this honor!

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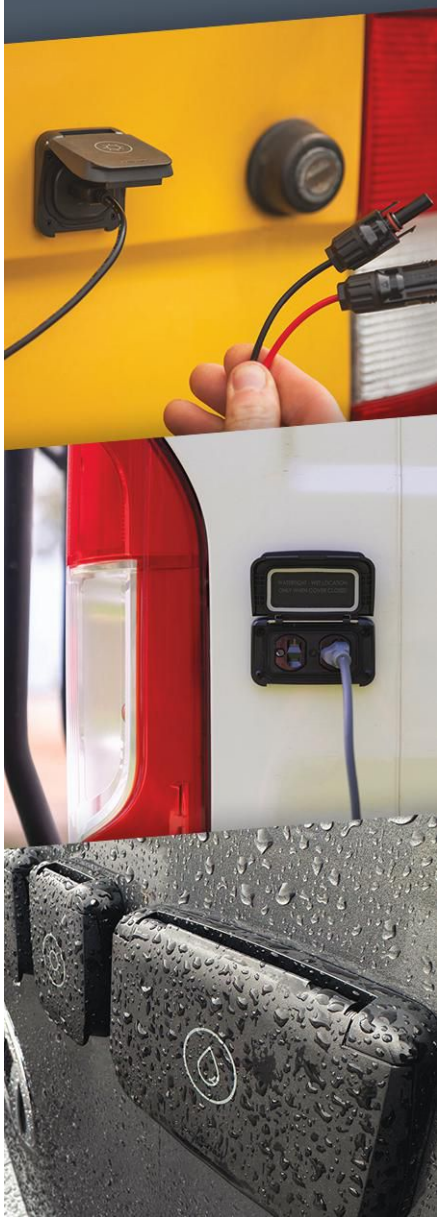
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to excel while maintaining operational excellence. Beyond his own organization, he remains an engaged and respected presence in the RV industry, actively collaborating with fellow leaders, sharing insights and contributing to the industry's continued innovation and success."

Other nominator Mica Palmer says Wil is known for balancing big-picture vision with execution, leading warehouse buildouts, negotiating national retail partnerships and championing processes that make the business stronger. Wil played a pivotal role in securing one of the most significant partnerships in the company's history — a nationwide deal with Walmart.

"Wil was critical in the transition from Amazon-only fulfillment to Liquified's own warehouse operations, ensuring the company could handle increasing volume while improving margins," says Mica. "He secured Liquified's entry into Walmart stores nationwide, navigating the complexities of modular resets, packaging standards and PO consolidation challenges. Wil developed systems to handle rapid growth while keeping fulfillment costs manageable, even when facing logistical hurdles such as freight spikes and shipment delays."

"Through strategic follow-up and a compelling sales presentation to the Walmart team, he led our small business to win Walmart's prestigious 'Golden Ticket' competition. This achievement resulted in our products being placed in 1,700 Walmart stores across the country, dramatically increasing brand visibility, distribution reach and revenue potential," says Matt.

Outside of Liquified, nominators say Wil embraces adventure and connection as a full-time RVer. They say he has a passion for travel, a fascination with tracking airplanes through his flight app and a sweet spot for gelato. He also enjoys staying active by playing pickleball with his wife and cherishes time spent with their golden retrievers Tucker and Yoona.

"Wil embodies the next generation of leadership in the RV industry: innovative and community-minded," Mica says. "He not only makes Liquified stronger, but also elevates the standard for what RV products and leadership can look like in the industry."

Wil's advice for up-and-coming leaders in the RV industry:
My best advice is simple: take care of your people, and they'll take care of everything else. The RV industry is built on relationships — within your team, partners and, of course, with your customers. When you invest in your team's growth, treat them with respect and celebrate their wins, they'll carry your vision farther than you ever could alone.

What it means to Wil to be a 40 Under 40 honoree:
Being named to the 40 Under 40 is an honor I never imagined. In the day-to-day grind, it's easy to overlook the impact you're making, so to be recognized by peers in this industry means the world. I'm truly grateful for the acknowledgment and inspired to keep contributing to the RV community I love.

DAVE THOMAS

HUGHES AUTOFORMERS

PRODUCT SUPPORT

WITH COMPANY: 5 YEARS | INDUSTRY EXPERIENCE: 7 YEARS



Dave Thomas has the unique ability to inspire his team, mentor emerging leaders, and make data-informed decisions that align with long-term organizational goals, all of which have been on display since he came on board just as the Watchdog line of products was expanding to Generation II.

Working in product support, he has learned the intricacies of all RV electrical/electronic systems and how they interact with the Watchdog. If there's a change to any phone operating system, he's aware of it and makes the needed changes in minutes. This involves a worldwide network for both Bluetooth and Wi-Fi.

"Dave has spent countless hours testing and problem-solving to help create an industry-leading product," a peer says. "He is always willing to share his knowledge and has made an incredible impact with his problem-solving skills to better our day to day."

Bringing new technologies to the power protection market always requires an extra effort, and introducing Wi-Fi to the RVing public was going to be a whole new set of challenges. "Dave stepped up and took control of the situation," the peer adds. "He listens to the customers, conveys their concerns to

the engineering team and develops solutions that the customer can use. All questions above a certain level are channeled to him."

He's also "fascinated" by the entire RV industry and visits dealerships, campgrounds and attends various industry shows. "Dave has the thanks and admiration of the entire Hughes team," another peer states.

Outside of his career, Dave enjoys photography, explores the deserts of Nevada and the canyons of southern Utah, guitar playing and building guitar amplifiers.

Dave's advice for up-and-coming leaders in the RV industry:
A little empathy can go a long way, with your team, and with your customers. Integrity and courtesy are what establish long-lasting relations between a company and their customers. Set the example and create an experience for your customers, and for your team. Show gratitude at any given opportunity. A team with a high-shared morale can accomplish just about anything, and it carries further to anyone that the team may interact with.

What it means to Dave to be a 40 Under 40 honoree:
To be an honoree with the amount of experience I have means that I am doing things the right way, and being recognized for my passion. I hope that it inspires others in the industry to take their teams and their customer service to the same level, or beyond.

CHRIS PATTERSON

NORTHPOINT COMMERCIAL FINANCE

SENIOR RISK MANAGER

WITH COMPANY: 6 YEARS | INDUSTRY EXPERIENCE: 6 YEARS



Chris Patterson mentors analysts and credit staff to help them sharpen their technical credit skills while appreciating the nuances of the RV business.

As a leader, he works to instill confidence in his team, encourage sound judgment and creates an environment where the team feels accountable and empowered. Chris acts as a bridge between finance executives, risk officers and sales teams. He empowers his team to do more than issue credit decisions; they explain the "why," ensuring all stakeholders understand how credit strategies align with broader business goals and dealer partnerships.

Chris sets the tone for credit strategy by ensuring that Northpoint supports dealers with competitive financing while protecting the company's portfolio. In the RV industry, where seasonality, market cycles and consumer demand fluctuate, Chris anticipates risks and develops policies that enable dealers to maximize sales without exposing Northpoint to unnecessary risk.

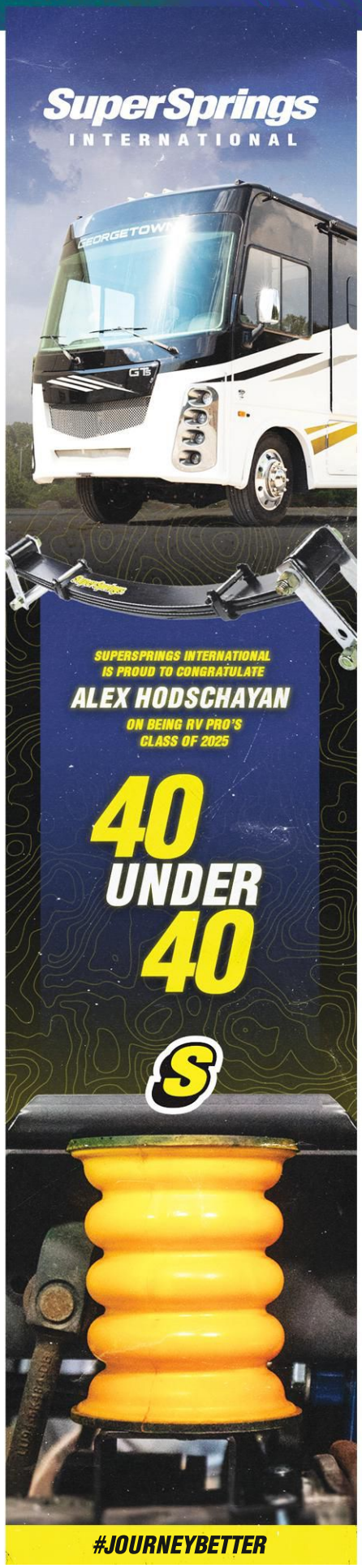
Chris directs his team to understand the unique needs of RV dealerships. This means building trust through quick, fair credit decisions; structuring lines that align with inventory turnover; and being proactive about adjustments during market shifts. By putting dealers' success at the forefront, he demonstrates leadership that extends beyond internal teams to industry partners.

Though he does not operate in a metric driven environment, his supervisor and mentor, Evan Jones, chief risk officer at Northpoint, says that "he's an indispensable role player for us, making sure deals in the abstract are good in the particular and align with our risk appetite."

Northpoint's top honor, the Britton Award, is given annually to a single recipient. The award is named after a floorplan finance legend, Jerry Britton. Chris received the award for Northpoint in 2023.

One of nomination entries said: "Chris Patterson. One of the most professionally driven individuals I have had the pleasure of working with at Northpoint. He constantly strives to improve our processes and utilize personal achievements made by the employees, for the betterment of the company. While he is very humble about the achievements he has made so far, everyone in our office can attest to how detrimental it would be to lose him as a team member. With his wide range of knowledge for the business from the years of legwork he has done to understand the world of Northpoint fully, it isn't hard to see that he is the future of the company and will continue to do great things."

Chris follows college football and specifically cheers on the Georgia Bulldogs. He also spends time with his wife, Emily, and son, Drew, who just turned 15 months old. He and his wife love trying new restaurants,



but since having Drew, they enjoy trying out new recipes at home.

Chris's advice for up-and-coming leaders in the RV industry:
Stay focused on what customers truly value and be ready to adapt as their needs evolve. The RV industry moves quickly, so staying curious and informed about emerging trends is key. Strong leadership is built on clarity, consistency and the ability to step up during challenges. One principle that's guided me is that consistency builds trust — showing up reliably, especially in tough moments, makes a lasting impact.

What it means to Chris to be a 40 Under 40 honoree:
Being named a 40 Under 40 honoree is a tremendous honor. It highlights the critical role that strong credit management plays in supporting the RV industry's continued growth. I'm proud to be recognized alongside so many talented professionals who are shaping the future of this dynamic industry.

EMALEE FRASE

WINNEBAGO

SENIOR MANAGER, EXPERIENTIAL MARKETING & BRAND PARTNERSHIPS

WITH COMPANY: 3 YEARS | INDUSTRY EXPERIENCE: 3 YEARS



Emalee Frase is a vocal advocate for female solo RVers and exudes passion for her work born from core memories spent camping with her parents. Her passion for the outdoors continues at Winnebago where she arrived with an impressive track record that includes work at Harley Davidson as brand global marketing manager, followed by Polaris Industries, where she made impacts in its PG&A and snowmobile businesses.

"Her lifestyle authenticity makes her a strong advocate when interacting with the public at shows and events, illuminating the best of why we all do what we do," a peer says.

Emalee continues to make strides in her career at Winnebago where she began as manager of marketing events and partnerships. In just a few short years, she assumed the role of senior marketing manager, experiential marketing and partnerships.

She has not only built a stellar events team of enterprising talent, but also reimagined processes and possibilities to help maximize resources and elevate customer experience at many touchpoints throughout the company's marketing footprint.

Winnebago offers an array of RVs that enable customers to go off-grid, accessing remote places and staying longer once they arrive. One challenge the company faced, however, was generating awareness of the full scope of its rugged portfolio and attaching Winnebago brand equity to products such as the Revel and EKKO. Emalee took the reins and helped lead a Winnebago team and agency partners to develop the "Backcountry Series" campaign.

This segment marketing effort not only celebrates the Backcountry family of products but also educates on the adventurous lifestyle they unlock. It's also notable to remark that the campaign has been viewed by more than 3.6 million viewers with impressive engagement.

Her expanded responsibilities include Winnebago's passionate and differentiating Owner Community, the Ambassador program, and the RV show circuit, including both industry shows, such as Tampa and Hershey, as well as additional presences like SEMA and the Overland Expo.

The experience RV owners and fans have when they visit Winnebago's home city and the company's visitors center are also now under Emalee's purview, where she continues to be a cheerleader for industry and the company.

Outside of work, Emalee enjoys visiting national parks and loves attending music festivals with friends. She spends her remaining free time building her latest Lego investment, visiting her proud parents in Wisconsin and doting on her dog, George, who was recently honored as Dog of the Month at his local doggy daycare facility.

Emalee's advice for up-and-coming leaders in the RV industry:
"The most powerful weapon on earth is the human soul on fire," is a quote from French soldier and military commander Ferdinand Foch. For me, it has meant that a strong inner drive, passion and unwavering spirit — a metaphorical "soul on fire" — is the most potent force for achieving significant goals and making a profound impact, far beyond physical power or traditional weapons. Another piece of advice that I've always followed is to embrace change as an opportunity — the best ideas often come from stepping outside of the familiar.

What it means to Emalee to be a 40 Under 40 honoree:
Being named a 40 Under 40 honoree is both an honor and a responsibility. It represents not only the hard work and dedication that brought me here, but also the support of the incredible teams and mentors who've shaped me as a marketer. To me, it's a reminder to keep pushing boundaries, driving change, to lead with purpose and to create opportunities for others to grow and succeed in the way others did for me.

LUKE STUMP

GEN-Y HITCH

DIRECTOR OF WHOLESALE

WITH COMPANY: 2.5 YEARS | INDUSTRY EXPERIENCE: 8 YEARS



At GEN-Y Hitch, Luke Stump is known as the "King of Data."

"Luke has an uncanny ability to pull together sales figures, market trends and customer insights, and turn them into actionable strategies that drive growth," says Jason Helmuth, customer service director. "He doesn't just manage accounts — he elevates them, using data as a tool to forecast needs, identify opportunities and provide unmatched support to partners."

Over the past few years, GEN-Y Hitch has faced a range of challenges, from supply chain disruptions and shifting market demands to navigating rapid growth. But Luke, 39, has helped GEN-Y turn obstacles into opportunities.

"When dealer needs became less predictable, Luke leaned into his data expertise to create clearer forecasting models, helping the team anticipate trends and adjust production and inventory strategies accordingly," Jason says. "His proactive approach gave the company more stability in uncertain

times and allowed GEN-Y to stay ahead of the curve while others were playing catch-up."

One of Luke's most notable achievements at GEN-Y has been successfully establishing and growing relationships with major big box retail stores.

"Luke not only secured these partnerships but also ensured they thrived, aligning our products with the needs of large-scale retailers while maintaining the quality and values our brand is known for," says Donna Schmucker, marketing director.

"His ability to anticipate challenges, negotiate effectively and adapt to high-volume distribution requirements has strengthened our market presence, opened new revenue streams and positioned the company for long-term growth."

Under Luke's leadership in wholesale sales, the company has seen consistent year-over-year increases in revenue, with wholesale sales growing by over 30% in the past 24 months alone.

He has played a key role in onboarding several major national accounts, expanding GEN-Y's dealer network by more than 20% and increasing average order size through strategic upselling and data-driven product recommendations.

Luke is also on the road two to three weeks each month to maintain strong dealer relationships.

The wholesale department collaborates across all of GEN-Y, working with engineering, marketing, production and shipping teams.

"That requires him to be a servant leader to all of his teammates and an excellent communicator with all stakeholders across our organization," says Adam Yoder, operations manager.

Luke, who was named the AAM Group's Ambassador of the Year in 2024, is a true outdoorsman who loves fishing, hunting and spending time with his wife and dog.

Additionally, he is involved with many of GEN-Y's charitable initiatives, including Cultivate Food Rescue, The Center (formerly Family Christian Development Center), Corvilla Boundless, Time to Revive Missionaries and the Boys & Girls Clubs of Nappanee and Elkhart County.

"Luke's unique blend of relentless work ethic, data mastery and field presence has not only driven top-line growth," Jason says, "but also helped streamline operations and solidify GEN-Y's reputation as a leader in the towing industry."

Luke's advice for up-and-coming leaders in the RV industry:
The "boots on the ground" strategy has consistently been a fundamental aspect of our business and a key to our growth, which I emphasize to our team. To achieve success, we must engage with both current and potential customers as frequently as possible. Additionally, being an excellent listener is crucial for development as an emerging leader!

What it means to Luke to be a 40 Under 40 honoree:
I am deeply honored to be acknowledged as a young emerging leader, not just by my colleagues at GEN-Y Hitch but also by RV PRO. I genuinely could not perform my role without the backing of our talented team members at GEN-Y.



CONNER MAHAN

ALLIANCE RV

DIRECTOR OF DEALER SERVICES

WITH COMPANY: 5 YEARS | INDUSTRY EXPERIENCE: 10 YEARS



Since joining the RV industry, Conner Mahan has built a career marked by consistent advancement. He began as a parts packer in a warehouse, where his work ethic, attention to detail and eagerness to learn quickly set him apart. From there, he moved to frontline production, gaining hands-on experience that deepened his technical knowledge of RV construction and service.

Today, as the director of technical and warranty at Alliance RV, Conner exemplifies the next generation of leadership in the RV industry. Known for his ability to combine strategic vision with hands-on problem-solving, he leads with a focus on building strong relationships, empowering teams and driving measurable results.

Across the RV industry, Conner is recognized as a trusted partner to dealers nationwide, earning a reputation for his integrity, accessibility and understanding of dealer needs. Notably, his commitment to dealer success and customer satisfaction have turned a persistent industry pain point into a competitive advantage for Alliance RV.

One of his most impactful contributions has been leading the charge to dramatically improve Alliance RV's repair event cycle time (RECT). Recognizing that every extra day in a repair bay keeps a customer from enjoying their RV, Conner has partnered with the company's network to identify bottlenecks, streamline communication and implement process improvements that reduced repair times across the board. His technical expertise has allowed him to diagnose complex service challenges quickly and implement practical, scalable solutions. Through his efforts to improve RECT, average dealer repair durations have been reduced by roughly 20%-30%.

"Conner has transformed the dealer support function into a proactive, solutions-driven department that not only responds to challenges but anticipates them," a peer says. "He invests in the professional growth of his team, setting high standards while fostering a collaborative environment that brings out the best in those around him."

Outside of work, Conner is a passionate racing fanatic who also works in the pit lanes at the Indianapolis Speedway. He enjoys primitive camping, embracing the adventure of getting off the grid and connecting with nature. He is also a dedicated family man who values balance, growth and integrity.

Recently, Conner purchased an Alliance RV Delta Solo — a new single-axle travel trailer — making him not just a leader in the company, but also a proud customer. "When employees choose to buy and use what they help design and support," the peer says, "it speaks volumes about both the strength of the brand and the pride Conner takes in his work."

Conner's advice for up-and-coming leaders in the RV industry:
"Life's battles don't always go to the stronger fast man, sooner or later the one who wins, is the one who thinks he can." —Vince Lombardi. Any insight I can provide is listen more than speak; always leave your door open; be the person that people call on for help; and follow through with the help. Never shy away from the uncomfortable situations, that is where growth and perspective come from.

What it means to Conner to be a 40 Under 40 honoree:
It's incredibly humbling. I have never been nominated let alone received any award for my work. I take great pride in the work I put in and the team I have assembled — we are the best in the industry, and this reward reflects their work just as much as mine!

DOUG ACKER

FOREST RIVER

PRODUCT MANAGER – FOREST RIVER IMPRESSION

WITH COMPANY: 5 YEARS | INDUSTRY EXPERIENCE: 9 YEARS



Doug Acker, a former regional sales manager, has never met a challenge he couldn't tackle. Since stepping into his product manager role when the Impression line was relaunched under Forest River in 2019, he has been through multiple headwinds but has stayed the course and helped turn Impression into a Top 15 fifth wheel brand.

Some of those challenges include launching the new brand during COVID-19, multiple plant managers and more, all while not losing a single sales rep under his management in a time where it was very easy to chase different roles.

"When Doug was faced with these challenges, he took them head on every time," a peer says. "He has done this with a winning attitude and a determination that no matter how tough times get, tough people will prevail."

Since the Impression launch, the brand has battled through adversity to boast notable metrics. In the past year alone, it has experienced a 102% market share increase, 99% retail sales growth and the Top 15 fifth wheel ranking.

Doug notes that launching Impression during the pandemic and navigating the post-pandemic market has been challenging. "I'm proud that the Impression team has stuck together through the tough times the industry has seen, and that all of the hard work is paying off," he says.

His peer adds, "Doug is a class act who has risen above many challenges in his tenure here at Forest River. Many of which most brands do not ever endure. All of Doug's work, from the late nights to product planning, come mostly behind the scenes."

In his free time, Doug loves spending time with his family on the lake, golfing and watching sports.

Doug's advice for up-and-coming leaders in the RV industry:
Surround yourself with great leaders and learn every day. Treating people with kindness and respect goes a long way. Work hard and control the controllables.

What it means to Doug to be a 40 Under 40 honoree:
I feel very honored to be included in this award. There are many mentors, coworkers, friends, and family that I can thank for helping me throughout my tenure in the RV industry to even put me in a position to be recognized.

GRANT GILLIS

RV MOBILE POWER

OEM SALES MANAGER

WITH COMPANY: 2 YEARS | INDUSTRY EXPERIENCE: 9 YEARS



Grant Gillis has been instrumental in helping RV Mobile Power (RVMP) continue growth at more than 350% a year as its OEM sales manager, where he manages all OEM relationships across the country for RVMP's generator operations. He assisted the company when it relocated its Indiana operations, navigated challenging regulatory changes and doubled revenues each quarter. When Grant started his division it was generating approximately $300,000 per month in revenues related to his business operations. Now, two years later, his division is bringing in $4,500,000 per month. He accomplishes all that by meeting with RVMP's OEM partners weekly, and sometimes daily, to ensure they are happy with the company's products.

"Grant is exceptionally well organized," one peer states. "And his keen organization and likability combine into a world-class sales executive. He has played a huge role with ensuring that our newly developed products are demonstrated to our customers in a way that they are happy and confident in our new lines. Not only that expectations are just met, but exceeded."

His success has not gone unrecognized. Grant has been nominated and honored as Employee of The Quarter for quarter two of 2025, and he was promoted from sales associate to OEM sales manager in June 2025.

Outside of work, Grant is active with his family and church, and he also plays numerous sports, including softball, sand volleyball, golf and even Belgian bowling. He also says he has "a large extended family, and we spend a lot of time together on the weekends, whether it's euchre night at Grandpa's house or relaxing at the family lake cottage during the summer."

"Grant has a very bright future with our company," another peer adds. "As we continue scaling, he will continue distinguishing himself. We look forward to promoting Grant in the near future for his excellent work output. RVMP has a goal of doing $1 billion in total revenues before the end of the decade. Grant will be key in helping us achieve these goals."

Grant's advice for up-and-coming leaders in the RV industry:
In this industry, every day brings a new lesson through products, market shifts or the people we connect with. There is not one solo, stand-alone company or person. We all rely on teamwork. Remember that communication, follow-up, and relationships are what fuel lasting success because in the grand scope of the RV world, we all move forward together.

What it means to Grant to be a 40 Under 40 honoree:
Being named a 40 Under 40 honoree in the RV industry is an incredible honor, and I'm proud to be recognized. But for me, it's about more than just the recognition, it's about doing the work that needs to be done and consistently



going the extra mile. I see this honor not as a finish line, but as motivation to keep moving forward and contributing to the future of the RV industry.

NICOLE ROBISON

DOMETIC

SALES ACCOUNT MANAGER, RV OEM

WITH COMPANY: 6 YEARS | INDUSTRY EXPERIENCE: 10 YEARS



In her role as a sales leader at Dometic, Nicole Robison is known as a proactive problem solver.

"She continually demonstrates leadership within Dometic by seeking solutions to problems in order to ensure customers' needs are met," says Eric Brown, head of sales and product operation. "She does this in a proactive manner, as she's consistently looking ahead and anticipating potential roadblocks. It's Nicole's confidence that is the foundation for everything she does, as this enables her to take the initiative and feel self-assured in her decisions and opinions."

At a time when the RV industry is experiencing a decline, 72% of Nicole's customers will end the year with higher purchases than the previous year.

"This is a true testament to her remarkable skillset as a salesperson," Eric says. "Nicole fully utilizes both her relationships with each customer and understanding of the models they build to find product solutions that make sense and delivers on her commitments."

Furthermore, Nicole, 33, strives to cultivate a positive company culture.

"You cannot have a bad day when around Nicole," Eric says. "If there is a customer that is grumpy, we send her in and she finds the solutions. There are no walls and barriers that cannot be brought down with Nicole."

Eric went on to say that the care and attitude that Nicole lives by is contagious and brings out the desire for success in others.

Nicole, who's been in the RV industry for a decade, was a top 5 finalist for the RV Women's Alliance's Leader of Tomorrow Award in 2022.

When she's not working, Nicole enjoys boating and water sports, recreational volleyball and hanging out with friends, though now her main focus is raising her 1-year-old daughter.

"Nicole takes pride in bringing everyone up that she is around," Eric says. "Her goal in life is to ensure that everyone knows their worth and has a smile on their face. She is someone that I strive to be like in my everyday life."

Nicole's advice for up-and-coming leaders in the RV industry:
Stay customer centered, embrace change and surround yourself with people who challenge you to grow.

What it means to Nicole to be a 40 Under 40 honoree:
Being named a 40 Under 40 honoree is an incredible honor and a reminder of the impact we can have in shaping the future of the RV industry. I'm proud to contribute to an industry that continues to evolve, grow and welcome the next generation of leaders.

HEATHER EK

COACHMEN RV

DIRECTOR OF PURCHASING

WITH COMPANY: 8 YEARS | INDUSTRY EXPERIENCE: 12 YEARS



Heather Ek has worked hard to become the first woman in many years to have earned a director role as Coachmen's director of purchasing, a position she was elevated to in 2021 after serving as divisional purchasing manager.

"She has done an exceptional job," a peer says. "Her knowledge of the industry and our suppliers is second to none."

When Heather began her career at Coachmen in 2018, she quickly gained an understanding of its systems and implemented improvements in efficiency within her division. Under her leadership, the organization experienced a reduction in shortages, more competitive procurement practices and the development of stronger internal and external partnerships.

In 2021, she accepted the newly established position of director of purchasing and was tasked to provide strategic guidance and support to purchasing agents, enhancing both their day-to-day operations and the achievement of long-term organizational objectives. She assists 10 general managers and their buyers in sourcing products, as well as following up with vendors and training all of the buyers within the Coachmen complex.

"Rather than relying on titles or authority, Heather has led by example by overcoming a male-dominated industry," another peer states. "Her determination not only helps her reach her own goals, but also inspires others around her to push harder and believe in their own abilities."

In the post-COVID-19 rush and chaotic market environment, Heather successfully managed pricing adjustments, negotiated material costs when necessary and ensured timely deliveries. She currently serves on the Corporate IT Steering Committee and the Purchasing Group Committee. Both play a part in driving improvements in efficiency and effectiveness across parts and service, material procurement and purchasing processes.

Over the past year, Heather has identified hundreds of thousands of dollars in material shipping errors and collaborated with both vendors and internal receiving teams to correct and prevent them. In addition, she has enhanced efficiency across both internal and external supply chain operations.

Heather enjoys traveling and spending time with her family and has been active in Bids 4 Kids, Boys & Girls Clubs, RVIA park improvement projects, and even brought out her dancing shoes with Elkhart Dancing with the Stars.

Heather's advice for up-and-coming leaders in the RV industry:
Be true to yourself. Never be afraid to ask for help or to ask questions. At the end of the day, our goal is to give the best experience possible to our customers and that takes a team effort.

What it means to Heather to be a 40 Under 40 honoree:
I would not be where am I am today without the support of my husband and the amazing team I am blessed to work with. This recognition motivates me to push forward for others in the industry who want to make a difference.

PATRICIA LIERMAN

BLUE OX

PRODUCT & SALES INFORMATION SPECIALIST

WITH COMPANY: 11 YEARS | INDUSTRY EXPERIENCE: 11 YEARS



Patricia Lierman's title as product and sales information specialist doesn't fully capture what she means to her team at Blue Ox.

"She is the straw that stirs the drink," says Nathan Mueller, chief financial officer. "With every new product we release, every new fit we schedule, every price file we release, every manual we publish, she is devoted to making sure it is complete, accurate and understandable. She has tremendous attention to detail, and her follow-through is unrivaled. She will drag the rest of the team across the goal line to make sure timelines are met and the information is correct."

Vice President of Operations Paul Choquette echoed these sentiments. "Her vast knowledge of vehicles, along with her organizational skills, maintains a close relationship between our customer service team and the engineering department," he says.

Patricia helped Blue Ox take home SEMA Data Excellence Awards in 2023 and 2024. Of the recognition, Patricia says she is "proud to be a part of the team that has received three consecutive SEMA Data Excellence Awards, Platinum level."

"Patricia is always the first to shine the light on others, even when she is more than deserving of recognition herself," says Marketing Director Kevin Molland. "If I had a dollar for every time I heard someone say, 'Ask Patricia,' I'd have quite a collection by now."

A devoted wife and mother who loves to travel and read, Patricia is never too busy to help her team win.

"Despite an already full and often chaotic schedule, Patricia somehow manages to say 'yes' again and again," Kevin says, "balancing it all with grace, commitment and an unwavering dedication to excellence."

Patricia's advice for up-and-coming leaders in the RV industry:
The advice that I would give to up-and-coming leaders in the industry is to be open to the guidance of individuals who have been in the industry for years. In my experience, they have a wealth of knowledge and are happy to share that information with those joining the industry. I would also encourage them to be open to new ideas and innovation. The RV industry is always growing and changing, [and] it is important that we evolve alongside it.

What it means to Patricia to be a 40 Under 40 honoree:
I am honored to be receiving this award. I feel it reflects the past 11 years of hard work and passion that I have invested in Blue Ox and the RV industry.



KELSEY SCHROCK

RENEGADE RV

PRODUCT INTERIOR DESIGNER & MARKETING COORDINATOR

WITH COMPANY: 3 YEARS | INDUSTRY EXPERIENCE: 10 YEARS



As product interior designer and marketing coordinator for Renegade RV, it's Kelsey Schrock's job to make the company look good, whether that means keeping up with industry design trends or spearheading community outreach campaigns.

"Kelsey's role is very important to the progression of our products," says Product Development Manager Victor Quezada. "The interior aesthetic is a significant driving factor in attracting customers to our brand."

Kelsey, 36, helps with the interior designs of all eight product lines that Renegade produces, working with the production team to ensure design feasibility and with the purchasing/sourcing team. She also has a great working relationship with all the suppliers she engages with throughout the development phase, Victor shares.

Always challenging the status quo, Kelsey has pushed for various design lifecycle updates across all eight product lines to evolve Renegade RV's products to a more transitional design aesthetic. These efforts keep dealers excited to sell the brand's products and see what's next, Victor adds.

"Kelsey has played a major role in addressing any quality issues that we may endure with design-focused items," Victor says. "She works with our quality team to ensure they have all the tools they need to identify product expectations. Whenever there are shortages or delayed deliveries on hard surfaces or soft good items, she develops a quick action plan to ensure no interruptions in our production needs."

Meanwhile, Kelsey has also scaled the company's community presence with her innovative community outreach ideas, developed a firm foundation for the company's marketing campaigns and spearheaded the development of the company's current website platform.

"The result was a more intuitive website with minimal layers and better data gathering tools than our old website platform," Victor explains. Better lead and performance tracking has helped the team develop more targeted marketing campaigns.

When she's not working, Kelsey loves to camp in her fifth wheel with her husband and three children. She also enjoys bike riding, college football and country music. She loves animals, particularly horses.

"She is selfless and highly passionate and dedicated to her work," Victor says of Kelsey. "She loves to give back and never hesitates to help any friends or family members in need."

Kelsey's advice for up-and-coming leaders in the RV industry:
I once read a quote that stated, "Creativity is allowing yourself to make mistakes. Design is knowing which ones to keep." I have kept that concept in my mind over the years. I think this concept can be applied in many scenarios because success comes from discipline, hard work and dedication. That doesn't mean you won't [face] challenges along the way. It's what you learn from those experiences and how you apply it that can set you apart from others.

What it means to Kelsey to be a 40 Under 40 honoree:
This is a major accomplishment for me. I have been a part of the industry for 10-plus years and have worked diligently to get where I am at. I am beyond thankful to be a part of such an amazing group of individuals within our industry.

JOHN EATON

AIRXCEL

NATIONAL OEM SALES MANAGER

WITH COMPANY: 6 YEARS | INDUSTRY EXPERIENCE: 13 YEARS



As national OEM sales manager for Airxcel, John Eaton, 39, serves as the face of both the Suburban and InVision product families for the company's OEM customers, playing a crucial role in representing the Airxcel family of brands.

"When challenges arise — such as late deliveries, quality issues or communication gaps — John takes full ownership of the situation rather than shifting responsibility," says General Manager Chris Robinson. "His hands-on approach ensures that every issue is resolved with the company's brand reputation and customer satisfaction as top priorities."

Under John's leadership, Suburban's noncooking sales revenue has achieved significant growth despite challenging cost headwinds — rising by 13.2% from FY2023 to FY2024 and by 10.7% from FY2024 to FY2025.

"This sustained performance underscores John's strong impact on organizational success," Chris says.

Since joining the RV industry 13 years ago, John has achieved several notable promotions. He advanced from inside sales to outside sales representative at Lippert in 2014. At Airxcel, he progressed from account manager to national OEM sales manager in 2022.

"John Eaton is widely recognized for his enthusiastic, can-do attitude and proactive approach to problem-solving," Chris says. "He consistently demonstrates respect and conscientiousness in his interactions with both customers and colleagues. John's leadership is further characterized by his sound judgment, dependability and courage, earning him respect within the Airxcel family of brands and throughout the RV industry."

On weekends, John can often be found boating on the river or golfing, but fall is his favorite time of year because football season. John is a proud Indiana University alumnus and a die-hard Hoosiers fan. Sports have always played an important role in John's life, and he now enjoys introducing his children to a variety of sports and supporting them at their games. John values traveling and exploring new places and quality time with his family.

John says he's proud of the time he's dedicated to his family, saying "Whether it's supporting my kids in their activities, fostering strong relationships at home, or balancing family life with my career, I believe those moments truly define my journey."

"John Eaton is a highly effective leader who drives the business forward with both discipline and passion," Chris says. "His leadership style inspires those around him and consistently contributes to the

company's ongoing growth and success."

John's advice for up-and-coming leaders in the RV industry:
Success in business comes from building meaningful relationships and being a collaborative team player. These foster trust, innovation and long-term growth.

What it means to John to be a 40 Under 40 honoree:
Being recognized as a 40 Under 40 honoree in the RV industry is a huge honor. It signifies that you've made a noticeable impact at a relatively young age in a space that has both tradition and evolving trends. For me, personally, it [means] that my contributions — whether in innovation, leadership, community involvement or other aspects — have been acknowledged by peers and industry leaders. It's a recognition of hard work, creativity and a drive to shape the future of the industry.

KIRSTEN PAYNE

ARROWHEAD CAMPER SALES (MAYFIELD, KENTUCKY)

FINANCE & MARKETING

WITH COMPANY: 15 YEARS | INDUSTRY EXPERIENCE: 15 YEARS



Kirsten Payne takes her role in finance and marketing at Arrowhead Camper Sales very seriously and is dedicated to making each product she sells be the best it can be.

"She is continually in contact with the manufacturer reps to give suggestions on how to make the product better," her nominator Jack Smith says. "She attends sales training, the RV EXPO and plant visits when possible."

Kirsten has helped Arrowhead grow by sourcing financial options (especially for full-time RVers) and promoting the business via social media.

Financial approvals in Kirsten's market are up 25% year-to-date and approvals for full-time RVers are up 75% year to date. Kirsten says one of her biggest personal accomplishments is being "able to help increase overall sales and revenue for our business by finding multiple financing options for customers of various financial situations and RV uses." She also notes that "it is a rewarding accomplishment to have so many customers leave review and review that are five stars because we make sure to take such good care of them."

"As part of a family-owned and -operated dealership, everyone is expected to do whatever needs to be done to take care of the customer," Jack says.

Kirsten, 30, is as dedicated to her community as she is to her customers. She enjoys hosting young adult activities for her church. She has served on the board of directors for New Pathways for Children, is current president for Mayfield Graves County Youth Soccer Association and makes regular commitments to Hope Center for Women & Children.

When she's not working, Kirsten likes camping and boating with her family.

Kirsten's advice for up-and-coming leaders in the RV industry:
My grandfather's motto was "God first, others second and RVs third," and I live by that, too. Treating people how you want to be treated will get you furthest in not just business, but in life.

What it means to Kirsten to be a 40 Under 40 honoree:
Being named a 40 under 40 honoree is a humbling recognition of my commitment to carrying forward our third-generation family legacy with passion and respect for the industry and the people in it. I had the opportunity to learn everything I know about our business from my parents and my grandfather, and this award is shared with them because there is no way I would have this honor without their guidance.

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BROOKE DERBINI

WILKINS RV

DIRECTOR OF FINANCE

WITH COMPANY: 8 YEARS | INDUSTRY EXPERIENCE: 8 YEARS



In RV sales and service, finance often works behind the scenes, yet its impact can define an organization's success.

At Wilkins RV, that impact has a name: Brooke Derbini. As director of finance, Brooke has spent seven years shaping her department into a cornerstone of the company's operations. Through her proactive mindset, depth of knowledge and commitment to her team, Brooke has become a trusted leader within Wilkins RV and a respected voice in the RV industry.

Brooke is the person colleagues at all levels turn to for guidance. She is known companywide for her ability to distill complex financial concepts into clear, actionable insights. Whether it's walking a new employee through the fundamentals of financing or helping senior leadership evaluate a strategic decision, Brooke brings a calm and solutions-focused approach that empowers others to succeed in their roles.

Brooke sets a high bar for integrity and professionalism, helping to shape a company culture that values transparency, accountability and growth. She anticipates challenges before they arise and addresses them decisively to ensure smooth operations across Wilkins RV's dealerships. This forward-thinking approach has proved essential as the company navigates shifting markets, evolving regulations and heightened competition.

One of her most notable achievements has been moving the finance department from a supporting function to a driver of business performance. Over the past few years, she led initiatives that increased the department's contribution from 6% to 9% of unit sales. By streamlining processes, building team capabilities and aligning financial goals with the company's larger objectives, Brooke has helped position Wilkins RV for sustained growth.

Her leadership style also reflects a firm commitment to professional development. Brooke is intentional about creating opportunities for her team, ensuring they have access to training, mentorship and resources that enable them to grow. She fosters a learning culture that embraces change and encourages adaptability.

Brooke's leadership extends to the entire industry through her active engagement with evolving best practices, regulatory changes and innovative strategies. By staying ahead of trends and fostering a learning mindset among her team, she drives organizational success and contributes meaningfully to the advancement of Wilkins RV employees.

Despite the demands of her role, Brooke still makes time for her family. Whether at work or at home, she leads with integrity, purpose and care, modeling the balance of professional excellence and personal fulfillment.

Brooke embodies the qualities of a transformative leader who is able to turn challenges into opportunities, elevate her team and drive measurable results today and in the future.

Brooke's advice for up-and-coming leaders in the RV industry:
For me, it's about honoring the traditions that got us here while shaping an exciting future for the next generation. Mean what you say and say what you mean. Always underpromise and overdeliver.

What it means to Brooke to be a 40 Under 40 honoree:
I'm honored to be recognized among the top 40 Under 40 in the RV industry. My career so far has been about working hard, learning from incredible mentors, and finding ways to make a positive impact — whether that's improving the customer experience, strengthening partnerships or supporting the growth of the RV lifestyle. This recognition isn't just about me, but about the teams and people I've had the privilege to work alongside.

IGOR RODRIGUES

OWASCO RV

SERVICE MANAGER

WITH COMPANY: 6 YEARS | INDUSTRY EXPERIENCE: 6 YEARS



When Igor Rodrigues, 28, became the service manager for Owasco RV, he had big shoes to fill, taking over from a 40-year company veteran. But after a year of hands-on training as assistant service manager, Igor stepped into the role with confidence.

"His hands-on approach and willingness to jump in wherever needed have earned him the respect of his peers, his team and our manufacturers," says Amy Verwey, general manager at Owasco RV.

Igor is the first to arrive and the last to leave every day, Amy says. And if needed, he will step behind the service counter to cover for an absent advisor, answer phones at the appointment coordinator's desk or get under a trailer to make a repair himself.

"With his background as an automotive engineer, he thrives on connecting with technicians, troubleshooting challenges and finding solutions," Amy says. "Transitions in leadership can be challenging, but Igor quickly built strong relationships with every technician and service advisor. He united the team, boosting shop efficiency and elevating customer care."

He's building relationships with customers, too. Recognizing that social media is today's "digital campfire," Igor engages directly with clients online, offering help and resolving concerns. He also introduced post-service surveys to address issues before they become negative reviews or low CSI scores.

Since becoming service manager, Igor has transformed Owasco RV's service department and has the numbers to prove it: technician turnover was reduced to under 5%, service advisor turnover reduced to just 1%, sales volumes boosted by 15% and overall manufacturer CSI score raised by 10 points. Furthermore, by implementing targeted KPIs, Igor has improved technician productivity and performance by 13% and introduced additional KPIs to track service advisor success.

"His efforts in reducing appointment lead times have ensured more customers get back on the road quickly and efficiently," Amy adds.

After successfully onboarding and training six new apprentices, Igor now leads a team of 18 employees and is planning to grow the team to over 25 within the next six months.

Recognized for his expertise beyond his company, Igor was invited to join a manufacturer's service advisory council, where he shares ideas to improve service operations from a technical perspective. He also participates in a national "20 Group," collaborating with service managers from across the country to exchange best practices and drive business improvement.

In his free time, he enjoys spending time with his wife and family, camping, riding motorcycles, watching professional racing, traveling and hanging out with his dog, Tyke.

"In his brief time within the RV industry, Igor has distinguished himself through exceptional achievements and an unwavering commitment to excellence," Amy says. "We are honored to count him among our team and eagerly anticipate the remarkable contributions he will continue to make throughout his career."

Igor's advice for up-and-coming leaders in the RV industry:
Successful RV leaders embrace the lifestyle, invest in continuous learning, seek and share mentorship, and prioritize listening. By living the RV experience, growing through training and industry collaboration, they not only strengthen their organizations but also help drive the future of the RV industry.
"The only way to do great work is to love what you do." —Steve Jobs

What it means to Igor to be a 40 Under 40 honoree:
Being recognized as a 40 Under 40 honoree at 28 years old is an incredible honor. To me, it signifies not only individual accomplishment but also the responsibility to contribute to the continued growth and direction of the RV industry, while supporting and inspiring others who are building their careers in this field.

IAN GARRETT

THE UNITY FOLKS

OPERATIONS MANAGER — EDUCATION & CUSTOMER SUCCESS

WITH COMPANY: 2.5 YEARS | INDUSTRY EXPERIENCE: 2.5 YEARS



Ian Garrett, 37, has made a name for himself during his two years at The Unity Folks (formerly Black Folks Camp Too) by helping to bring the company's high-level visions to life.

Working with RV campgrounds and resorts, RV brand partners, RV parts manufacturers and more, The Unity Folks is a marketing-driven business with the mission of increasing diversity in the outdoor industry and expanding the audience of potential RV buyers in the coming decade, particularly among people of color.

"His leadership has helped expand our mission of unity in the outdoor community across the RV industry and beyond," Earl B. Hunter, Jr., founder and president of The Unity Folks, says of Ian.

Ian has spearheaded the company's Unity Blaze Academy, helping over 5,000 individuals, including nearly 500 across the RV industry, become certified in the organization's ROI training program — Outdoor Industry Customer Service Training. He also helped develop the Unity Blaze Certified Partner program, which Ian says "has been adopted by RV campgrounds, resorts, manufacturers, educators, summer camps and more committed to inviting and welcoming new audiences into the lifestyle."

Ian also supported the launch and growth of the Unity Blaze Map, a nationwide platform that connects RVers and outdoor enthusiasts with Unity Blaze Certified Partners across North America.

During Ian's time on The Unity Folks team, the company has received the 2024 Excellence in Government Award from the state of Arizona, the 2025 Governor's Entrepreneur Recognition from the state of North Carolina and a 2025 Emmy Award nomination for "We are Here," a documentary that Ian participated in.

When he's not working, Ian enjoys spending time with his wife and children, hiking, running and — of course — camping.

"Ian's ability to help drive our business is a testament to his ability to navigate in a very sincere, meaningful, measurable and sustainable manner," Earl says. "Ian's leadership helps the Black Folks Camp Too and The Unity Folks business continue to grow in meaning and purpose across the outdoor and RV industries."

Ian's advice for up-and-coming leaders in the RV industry:
My advice would be that we need to realize the RV industry is changing, and we need to change with it. One thing that has become clear in my work is that demographics are shifting faster than people realize. The audience and generation that once carried the industry is aging. I believe the industry needs to focus its efforts on inviting and welcoming new families from emerging demographics if it wants long-term success. That is how we grow and keep the RV lifestyle a place where people gather, connect and share the road together.

What it means to Ian to be a 40 Under 40 honoree:
It is certainly an honor to be recognized. For me, it's proof that the work I'm doing to help the RV industry grow and adapt really does matter. I'm proud of that, and I believe the focus on unity is really important right now.

HOLLY TOPE

EMBER RECREATIONAL VEHICLES

DIRECTOR OF OWNERSHIP EXPERIENCE

WITH COMPANY: 3 YEARS | INDUSTRY EXPERIENCE: 10+ YEARS



Holly Tope joined Ember Recreational Vehicles when the company was still in its startup phase but turned any challenges she and the company faced into opportunities.

"As one of the foundational team members, she played a critical role in building and shaping the ownership experience department from the beginning," says Ember Recreational Vehicles Founder/President/CEO Ashley Bontrager Lehman.

With over 10 years in the RV industry, Holly, 39, applied her background in quality engineering to design scalable systems, processes and team structures that could grow alongside the company.

"One of the biggest challenges Holly helped overcome was establishing a customer service framework that could support a rapidly expanding customer base while maintaining a high-touch, personalized experience," Ashley says. "She developed protocols for handling inquiries, resolving issues

and capturing feedback — all while training and mentoring a new team in a fast-paced, evolving environment."

As director of ownership experience at Ember Recreational Vehicles, Holly leads the company's customer service department and does so with clarity, empathy and strategic insight.

"Holly brings a unique blend of analytical thinking and emotional intelligence to her leadership style," Ashley says. "She consistently guides her team with discernment, ensuring that every customer interaction is handled with care and resolved with integrity."

Within the organization, Holly has cultivated a culture of accountability and continuous improvement, empowering her team to think critically, act decisively and always prioritize the customer's experience.

Holly's leadership expands outside of the company. She's a member of the RV Industry Association's Emerging Leaders Coalition and a staunch advocate for higher standards in post-sale support and ownership engagement.

When she's not working, Holly enjoys spending time with her husband, Corey, and her three children. She also likes to golf and volunteer in her community.

Ashley describes Holly as a "quiet force of innovation" and went on to say, "Holly's contributions have not only helped Ember overcome the growing pains of a startup but have also laid the foundation for a customer experience model that sets a new standard in the RV industry."

Holly's advice for up-and-coming leaders in the RV industry:
As Craig Groeschel says, leadership is about trust and influence, not just titles. Focus on earning trust from your team by being transparent, reliable and empathetic. When your team trusts you, they'll follow your vision even in challenging times. Actively listen to your team, customers and dealers; ensure everyone feels heard and valued. When people feel empowered, they become more engaged, which ultimately leads to better outcomes. The RV industry is always evolving, and staying ahead means fostering a mindset of constant learning and process improvement. Consistently review what's working and what's not, and be willing to repeat. Small, intentional actions can lead to big progress over time. Always keep the customer experience at the heart of your decisions. Understanding the customer's journey will help you make decisions that resonate with their needs and expectations.

What it means to Holly to be a 40 Under 40 honoree:
Being named a 40 Under 40 honoree is truly humbling. I never imagined receiving such an accolade in my career, but it's an incredible honor to be recognized by my peers and colleagues in the RV industry. It validates the hard work and passion I've put into my role, and it's a reminder that progress is made not just through individual effort but by collaborating and learning from others along the way. It's inspiring and motivating to continue pushing forward, not just for my own development, but for the future of the industry as a whole.

HEATHER ING

THETFORD

CUSTOMER SERVICE MANAGER

WITH COMPANY: 11 YEARS | INDUSTRY EXPERIENCE: 11 YEARS



As customer service manager at Thetford LLC, Heather Ing's role requires her to be a proactive problem solver and to collaborate with departments across the company to ensure operational excellence. In her time with the company, she's done exactly that.

"She consistently drives initiatives that improve accountability and transparency across departments," says Alissa Reyes, senior vice president of administration and services at Thetford. "In cross-functional forums, Heather demonstrates a keen understanding of operational data and advocates for visibility in reporting systems, ensuring metrics are accurately captured and leveraged for decision-making."

Heather, 35, developed a new return material authorization (RMA) documentation process to better track overages and shortages. This initiative not only streamlined internal workflows but also strengthened customer-facing operations by ensuring claims were handled with clarity and fairness. Additionally, she's also implemented improvements to the warranty program — including ensuring better management of claims processes, service part availability, and timeliness of responses, as well as proactively examining quality and root causes of claims. This has saved the company over $1 million in warranty costs without sacrificing customer satisfaction.

Heather started her career with Thetford over 11 years ago as a call center representative and has since moved up several times to roles of warranty administrator, customer service rep, customer service supervisor, claims and compliance specialist, and now customer service manager. She's received company recognition for upholding Thetford's "Simple & Direct" value and was honored at the company's annual Values Awards ceremony.

After taking the leadership role of the customer service department at Thetford, Heather's team saw improved engagement scores from the company's Employee Voice Survey, zero regrettable attrition and internal interest and movement to her team. She's implemented regular development staff meetings, including a book club so that team members can grow within themselves and in the company.

Heather is a leader outside of Thetford as well. She's active in the RV Women's Alliance and the RV Industry Association (RVIA). She participated in the RVIA Emerging Leaders Collation Volunteer Day, helping build park benches for the Bonneyville Mill County Park and has served on a handful of RVIA committees/special task forces — warranty, dealer service parts and dealer training.

When she's not working, Heather enjoys spending time with her husband and two kids, often camping in their 26-foot travel trailer or enjoying her boys' little league games. She says they enjoy RVing as a family, "creating lasting memories together and experiencing firsthand the lifestyle that drives the RV industry forward."

"Heather has an amazing character — specifically infectious positivity," Alissa says. "No challenge is too difficult. She keeps the team at ease during

challenging times, and she has a passion for winning."

Heather's advice for up-and-coming leaders in the RV industry:
Never stop learning. Push yourself to continually expand your knowledge — whether it's about new products, emerging technologies, market trends or customer needs. Leaders who stay curious and committed to learning are better equipped to make informed decisions, innovate and guide their teams effectively.

What it means to Heather to be a 40 Under 40 honoree:
Being recognized as a 40 Under 40 honoree in the RV industry is an incredible honor. To me, it represents not just personal achievement but also the opportunity to contribute to an industry I'm passionate about. It's a reflection of the hard work, collaboration and support of the teams and mentors I've worked with over the years. Most importantly, it's a reminder to continue pushing boundaries, learning and giving back to the RV community that has given me so much.

BRANDY DROPTINY

WINNEBAGO

CUSTOMER SERVICE MANAGER

WITH COMPANY: 7 YEARS | INDUSTRY EXPERIENCE: 11 YEARS



Brandy Droptiny's leadership focuses on empowering others, creating opportunities and fostering community.

As customer service manager at Winnebago Towables, she exemplifies inclusive, purpose-driven leadership that resonates within the organization and across the RV industry. Over her six years with Winnebago and her decade in the industry, Brandy has built a career defined by initiative, resilience and a commitment to others' success.

Brandy works hard to provide her team with experiences that expand their professional and personal horizons. An obvious example is her decision to involve her staff in off-site industry events, such as the RV Women's Alliance (RVWA) Campout, where, for the first time, her team members were invited to attend and stay for the weekend. These opportunities help her team feel valued and learn more about the RV world.

She was also the driving force behind a Women's Build for Habitat for Humanity, uniting employees from local Winnebago Business Units to work together on a shared project, which in turn strengthened teamwork and benefited the community. She also led the first-ever Winnebago towables division's cardboard boat entry in the local community race, developing team spirit and building community pride.

This year, the Winnebago towables division underwent a major rebranding and adjusted to operating as a leaner organization, which required teams to do more with less while maintaining high standards of performance and innovation.

Brandy took the lead in helping the company navigate this shift. Through strategic leadership, she transformed her department into a fully functional and resilient team, even as they faced attrition and chose not to backfill certain roles. Her ability to optimize resources and maintain productivity has allowed the organization to focus on refining processes and identifying efficiencies, critical steps for sustainable growth.

Her approach ensured continuity during a challenging period and empowered her team to adapt, innovate and thrive. And her leadership directly contributed to the company's ability to evolve while staying true to its values and delivering on its commitments.

Over the past year, Brandy's department absorbed the responsibilities of four employees across two different teams with no disruption to service or support for retail customers. This seamless transition reflects her ability to optimize workflows and maintain high performance under lean conditions.

When a manager position became vacant, she backfilled it with an internal candidate, creating a career advancement opportunity and preserving critical knowledge. These decisions highlight her strategic leadership approach, which balances efficiency with employee development.

Brandy's RV industry career is a testament to talent and determination. She began as a claims processor, quickly advancing to warranty adviser, where she provided technical support and built expertise. Her trajectory continued upward at Winnebago, first as a senior retail warranty representative and eventually to customer service manager.

Outside of her professional role, Brandy is a role model for others. She invests in the next generation as a youth mentor. She also finds balance through personal pursuits like hiking and knitting.

Brandy's advice for up-and-coming leaders in the RV industry:
Leadership isn't defined by your title — it's revealed through how well you steward your responsibilities. My motivation and adventurous spirit are rooted in the parable of the talents (Matthew 25:14-30) and inspired by Amelia Earhart's words: "There's more to life than being a passenger."

What it means to Brandy to be a 40 Under 40 honoree:
Being nominated means the effort and heart I've poured into my team has gone beyond just getting through the day to day. It signifies that I've made a meaningful impact and left a lasting impression on those I'm honored to call both coworkers and friends.

CHASE RHODE

KEYSTONE RV

DISTRICT SALES MANAGER – EASTERN REGION

WITH COMPANY: LESS THAN A YEAR | INDUSTRY EXPERIENCE: 6 YEARS



At just 29 years old, Chase Rhode has already built a career defined by growth, resilience and leadership in the RV industry. Over his career, he has played pivotal roles in scaling startup brands, developing dealer networks and delivering measurable results.

Today, as district sales manager for Keystone RV's Eastern Region, Chase oversees sales for Reign, Sprout and the newly launched Walkabout brand, reflecting Keystone's confidence in his ability to drive success in a competitive market.

Chase's industry journey began at Forest River, where he served as southeast sales manager for Surveyor and r-pod. There, he learned the fundamentals of sales strategy and dealer relations while gaining a firsthand view of how established brands operate at scale.

That experience laid the groundwork for his leap into entrepreneurship as co-founder of Field & Sports LLC, where he scaled a national rep and consulting firm to launch multiple RV brands. Through this venture, he built dealer training systems, opened retail networks and generated millions in sales for manufacturer partners.

At Modern Buggy, Chase was tasked with building traction in the brand's early years. Here, he co-managed product development and dealer growth in an extremely challenging retail environment, helping to grow retail sales by 382% year-over-year from 2023 to 2024, with projections for another 57% increase in 2025. Modern Buggy was also recognized by two industry publications in 2023.

At Oliver Travel Trailers, Chase led the company from a direct-to-consumer sales model into a national dealer distribution network. By securing retail partners, developing scalable systems and enhancing marketing efforts, Chase helped generate millions in new business and positioned the company for sustainable long-term growth.

In each case, the challenge was the same: brands with limited resources competing against the biggest names in the industry. By developing scalable dealer training, securing strong retail partners and creating marketing strategies that punched above each company's weight, Chase helped those companies thrive and grow.

These achievements led to his current role as district sales manager at Keystone RV. Now overseeing sales across the Eastern U.S. for three brands, Chase is entrusted with expanding dealer networks, building market presence and ensuring that Keystone's newest products thrive in a dynamic industry landscape.

Chase is a former Division I soccer player at Wake Forest University and University of California-Davis. He earned his master's degree in management with distinction from the University of Nottingham.

He carries the discipline of athletics into every aspect of his life. The co-founder and player for the Raleigh Rebels, a semipro soccer team, he used his ability to grow organizations from the ground up to secure major sponsorships, including tens of thousands of dollars from The Coca-Cola Company. It also helped him lead the team into nationally televised tournaments on ESPN and Peacock.

Chase is also a volunteer soccer coach at St. Michael the Archangel Catholic School in Cary, North Carolina. For the past four years, he has mentored middle school athletes, emphasizing growth, accountability and teamwork. In 2025, his leadership guided the girls' team to a 17-1 record.

Chase's advice for up-and-coming leaders in the RV industry:
My advice is simple: stay resilient, stay humble and keep showing up. This industry has highs and lows, but consistency wins. If you approach each challenge with discipline and gratitude, and focus on serving dealers and customers first, I have learned opportunity will follow.

What it means to Chase to be a 40 Under 40 honoree:
For me, this recognition is less about me and more about the people who shaped me — my father, who has worked in this industry for decades and taught me the value of perseverance; my teammates and dealers, who trust me; and my faith, which has guided me. Being named to the 40 Under 40 affirms that the work we've poured into building brands, supporting dealers and creating community truly matters. It's humbling, and it motivates me to keep striving to be worthy of the trust placed in me. RVP



 BY MEL SELWAY



SALTDIUM - STOCK.ADOBE.COM

Is Your Inventory **on the Level?**

Tips for calculating your parts and accessories inventory levels and boosting gross profit.

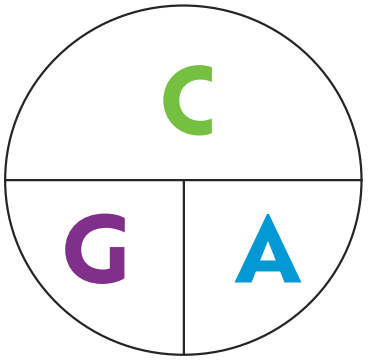
You may have noticed that this month's issue of RV PRO provides information related to jacks and levelers for your customers' RVs (see page 26 for info from the National RV Training Academy that dealers need to know to help customers with their jacks and levelers, and page 66 for a listing of the latest products). My column also relates to levels — of your parts and accessories inventories.

WHAT Amount of Inventory?

Perhaps you might be asking: How can I determine what the overall dollar value of my parts and accessories inventories should be? To assist you with this determination, I am offering my CGA Circle Tool, which I developed in the previous millennium.

The CGA letters represent the words:

- **C**OST OF SALES (COS) for the inventory for 12 months
- **G**ROSS TURN of the inventory over the same year
- **A**VERAGE COST of the inventory for the same 12months



The inserted figure shows the CGA Tool with three colors representing each of the three terms/factors. This CGA Tool can be used to calculate each of the three terms/factors if you know two of them.

To use the tool, you select the term/factor you want to calculate and cover that factor with your finger. Since we are discussing the inventory level, you will cover the "A" — average cost of the inventory for the 12-month period in question. The CGA Circle Tool indicates that you divide the C (COS for 12 months) by the G (gross turn desired).

Assume that your total COS for those 12 months = $636,000 and that you would like to achieve a gross turn of four (4). $636,000 ÷ 4 = $159,000, which is the calculated average inventory level. Using this simple example as a guide, you can determine the average level of your parts and accessories inventories.

To do this, you will need the total COS for your inventory for a 12-month period and the desired gross turn that you wish to achieve for that inventory. If you record the data for your parts and accessories inventories separately, you can determine the desired average level for each of those inventories.

If you have separate groupings for portions of your parts and accessories inventories, you could calculate the average level for each of these groupings. For instance, you might have placed all items related to water (waste and drinking) systems in one group and another set of items related to maintenance of the RV in another group. This would assist you in establishing average inventory levels for each of these groups.

I use the term "average" inventory level because your inventory will fluctuate between higher and lower values throughout the 12 months. This is due to several events, such as purchasing for the start of a season, purchasing to achieve special discounts and payment terms, and for high and low levels of customer purchases. This is also why you should track your inventory performance based on a rolling 12-month period.

Is That All?

In the previous calculations, I used the gross turn goal of four (4). If you have been reading my columns for a few years, you will recall that I suggest an achievable gross turn goal greater than four (4) is possible. To assist my clients in understanding how gross turn impacts gross profit, I have developed an Excel tool to calculate the increased gross profit to be derived by increasing your gross turn — with all other factors remaining constant. Here are some numbers in an example to demonstrate the benefit of increasing your gross turn.

Assuming:

- Inventory Cost On-hand = $182,500
- Current Gross Turn = 2.76
- Gross Profit % = 31

Yields: Gross Profit of $226,300

Increasing the gross turn to 5 increases the gross profit to $409,963.77, which is an increase to the gross profit of $183,663.77!

If this interests you, please email me and request the Excel tool.

And That's Not All!

Ready for some more suggestions for calculating your inventory level and possibly increasing your gross profit while also enhancing the breadth of your parts and accessories inventory?

How much SMI (slow moving inventory) is currently occupying space in your storeroom or in your display fixtures and tying up capital that could be invested in new products that you noticed in an edition of RV PRO?

Using the same Excel tool, you could calculate the amount of dead inventory that could be eliminated and possibly used to purchase goods that are in demand. If we assume that 27% of the inventory in the previous example is SMI, then by posting that percentage in a cell, we determine that $49,275 is SMI. This money could either be realized as earned income by eliminating the SMI or it could be invested in items that your customers are currently demanding or might be purchasing if these items were on display.

This increase to the breadth of your parts and accessories inventories provides an opportunity to increase your gross sales, your gross profits, and to enhance your customers' service experiences because they have a broader selection of goods to purchase without having to have them special ordered.

> "THIS INCREASE TO THE BREADTH OF YOUR PARTS AND ACCESSORIES INVENTORIES PROVIDES AN OPPORTUNITY TO INCREASE YOUR GROSS SALES AND YOUR GROSS PROFITS."

If you decide that the additional $49,275 is not needed to purchase new or additional inventory, then your average inventory level could be $133,225. Using this new inventory level and keeping the other factors used in the previous section, we can calculate these values:

- Inventory Cost On-Hand = $133,225
- Current Gross Turn = 2.76
- Gross Profit % = 31

Yields: Gross Profit of $165,199

Increasing the gross turn to 5 increases the gross profit to $299,273.55, which is an increase to the gross profit of $134,074.55!

Have I piqued your curiosity?

Now What?

As with many of my suggestions to improve your parts and accessories inventory performance, you will need to make some changes to how those inventories are managed. I have offered some tools, so now it's your turn to apply them — or not. 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.



BY THOMAS MORIN

8 Steps To Avoid Customer Objections

Boost your sales team's confidence and success rate by anticipating specific objections and preparing in advance.



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Objections are often an integral part of the sales process, which can arise from the moment the customer walks in until the time they leave, whether a sale is made or not. Typically, the consensus on whether objections hinder a successful sale often depends on how the salesperson handles and resolves them.

When objections arise, they can significantly impact a customer's emotions and attitude, influencing not only their perception of the product being considered but also their judgment of the salesperson's knowledge, ability and competence. If the salesperson isn't clear and concise in their product demonstration, customer confusion can create an objection that can disrupt an otherwise positive sales process.

In some situations, customers voice an objection intentionally, to try to gain negotiating position, while others may not feel comfortable purchasing something unless they first raise an objection to force the salesperson to earn the right to sell something to them.

Regardless of how they emerge, managing customer objections is a key component in any sales process, and one that requires salespeople to be completely prepared so they don't get caught off guard. Unfortunately, many years of observing and coaching salespeople have shown me that too many of them go through a sales process hoping that no objections will surface and then get quite stressed when they do. However, there is a much more effective approach.

Advanced Preparation

Instead of battling objections when they arise, salespeople should anticipate them and develop responses in advance. The usual objections are often similar from customer to customer, so salespeople can prepare responses and quickly recall them when needed.



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Once memorized, a salesperson can make situational adjustments to fit each objection as they come up. This will increase a salesperson's confidence level in handling them and reduce the stress that accompanies them with previously well-thought-out answers.

Of course, salespeople need to analyze what causes objections in the first place, because that can change the direction of a sales process on a moment's notice. Some objections are created by the salespeople themselves without realizing it. Here are some situations where salespeople may cause objections later on.

1. Don't relieve customer anxiety

In my first sales book, "Know Your Customer," I reviewed why knowing your customers' day can help relieve the anxiety some customers walk in with. Many of these are caused by the normal things we all deal with in a day. When I was a salesperson years ago, I had to address real-life situations because sometimes customers walk in the front door with obvious anxiety about something that had happened earlier. Maybe they:

- Got a speeding ticket on the way to the dealership
- Had an argument with their spouse on the phone in the parking lot
- Got a phone call that a son got suspended from school for getting in a fight
- Received word that a parent received a cancer diagnosis
- Got a phone call that her husband lost his job

There are more, but those are just a few of life's typical, stressful moments that can emotionally derail a customer's feelings and make a customer too unsteady to proceed.

In most cases, these things are not a salesperson's business. But when the customer makes them part of the meet-and-greet process, additional discussion needs to take place before proceeding to allow the customer to get it off their chest. Sometimes, this may include rescheduling or (at the very least) taking additional time to be a friend, with sincere, person-to-person sympathy, to help get customers back into the frame of mind for a productive shopping process.

It's not appropriate to pry into a customer's personal life, but customers are people, too, and in vulnerable times, sometimes they need a friend and that might happen to be a salesperson at a particular moment in time.

2. Product doesn't meet the customer's needs

In the early stages of a meet and greet, too many salespeople are determined to make a great first impression by showing off their product knowledge to the customer, so the customer perceives them as professional and competent. As a result, the average salesperson talks way too much and misses valuable information in those first few minutes.

Keep it simple in the meet and greet process. Talk less, ask questions, listen and take notes. Confirm what you're hearing often with a nod or comment and ask for clarification when it's needed. It's not just what they want, but why they want it, how they plan to use it and what they're willing to pay for it.

The salesperson who isn't actively listening runs the risk of putting their customer in front of the wrong product, which virtually ensures an objection will arise later.

3. Didn't nail down a budget range

Getting the true budget from the customer is harder than most think, especially when salespeople attempt to get that number before they have built comfort, rapport and trust. Although we need it, trying to get a customer's budget before trust is built is often a mistake, as many customers intentionally give a number that's lower than reality or, in some cases, have been advised to do so before they walk into the business.

Salespeople are often satisfied with getting just one budget number from their customer. It is important to get not only a preferred budget but also a maximum dollar amount they would consider for the product that meets every need or want they had when they walked in.

4. Missed body language cues

Asking well-thought-out, specific questions will be enough to get all the information a salesperson needs to find the perfect product that fits the customer's budget.

However, the perceptive salesperson will also pay close attention to the customers' nonverbal clues and body language to ensure that it complements the words they are saying. If they are saying one thing but illustrating uncomfortable body language that contradicts that, the perceptive salesperson must ask follow-up questions to confirm that what the customer said is acceptable to them.

5. Ensure the customer is comfortable

A huge customer fear is that they are afraid the salesperson might try to "pull something on them." This can be easily prevented by announcing what you plan to do next and asking if it's OK with them.

Ask something like: "Would you prefer that we start looking at products that are on the lower price of your budget first, or the higher end?" This is a good way to start. Each time you want to go in another direction, announce it to the customer first and ask if they're comfortable with that.

6. Confirm that the decision-maker is present

Far too many salespeople spend hours working with a customer, and when trying to close them, find out that they aren't the final decision-maker. Some sales managers and coaches like to ask that question near the middle of the process, but this should be covered in the early stages. The key is when to ask and how to ask.

When to ask: The salesperson must achieve comfort, rapport and trust first. The customer must answer questions willingly before asking if they are the final decision-maker.

How to ask: With comfort, rapport and trust in place, it's fine to say: "Are you the person who can approve a final purchase, or will someone else help you decide to purchase today?" If both buyers are not present, the salesperson should reschedule or get the second buyer on the telephone.

7. Tune into whether a customer feels comfort, rapport & trust

No transition from meet and greet to product demonstration should move forward until comfort turns into rapport and rapport turns into trust. Observations of salespeople have proved to me that this is the point where more deals are lost than any other in a sales process, because this one step was rushed and overlooked.

8. Slow down in the first few minutes

Customers come to a business to look at their product, and they are excited and can't wait to go do it. They're often anxious and in a hurry, but too many salespeople succumb to the urge to rush their customer in front of the product before other necessary things have been established.

Salespeople need to establish a slower pace initially before jumping into their company's selling system with each customer. It's the first test to establish that they will control the process, not the customer. The moment a customer dictates the pace of the shopping process is the exact moment when the salesperson gives up any sort of control over their selling system and how the customer participates in it.

Implementing these eight steps can help prevent objections that derail an otherwise enjoyable shopping process and increase the odds of earning a sale. 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.



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JACKS & LEVELERS



RV LEVELING RAMPS

Camco Manufacturing, Greensboro, North Carolina, offers its FasTen RV Leveling Ramps. Achieve faster, more reliable RV or trailer leveling with Camco's FasTen RV Leveling Ramp Kit. Designed for ease and efficiency, this set of two durable tire ramps provides perfect leveling with minimal effort. The heavy-duty trailer ramps feature a secure tire curve for maximum grip and an AccuPark ridge, allowing for fast and accurate parking. A built-in T-handle ensures easy positioning, transport and storage. Compatible with FasTen Camper Leveling Blocks.

camcooutdoors.com



ELECTRIC TRAILER JACK

Meyer Distributing, Jasper, Indiana, offers its 3500-Pound Electric Trailer Jack. This 3500-pound electric trailer jack offers operation with a responsive touch panel for easy extend and retract. Built-in LED lighting ensures visibility in low light, while the automatic retraction and stop feature enhances safety. Battery monitoring indicator lights keep you aware of power levels, and sleep mode with a control panel safety lock prevents accidental use. Durable and convenient, it's a perfect upgrade for safer, smarter trailer handling.

meyerdistributing.com



TOP & SIDE MOUNT JACKS

Demco Products, Boyden, Iowa, presents its Top and Side Mount Jacks. Demco jacks serve the ultralight trailer market with GVWRs from 2,000 to 7,000 pounds. Made of steel with black powder-coated outer tubes and zinc-plated inner legs for lasting protection, the line includes top-wind and side-wind configurations plus side-mount swivel, pipe-mount, A-frame, weld-on and weld-in choices. Well-known in the RV industry for towing equipment, couplers and trailer accessories, Demco strengthened its lineup with its jack line introduced in 2023.

demco-products.com



RV STABILIZING BLOCK

Weigh Safe, Lindon, Utah, offers its Flap Jack. The Weigh Safe Flap Jack is a foldable, space-saving RV stabilizing block built for trailers, campers and heavy equipment. Rated up to 6,000 pounds, it delivers fast setup, stability and portability. Durable construction and a compact design make it a solution for saving space without sacrificing strength. From family trips to jobsites, the Flap Jack makes setup safer, easier and more convenient — wherever the road takes you.

weigh-safe.com



ELECTRIC TRAILER TONGUE JACK

Lippert, Elkhart, Indiana, presents its Lippert Power Stance Electric Trailer Tongue Jack. The Power Stance electric tongue jack is an alternative to manual cranking. Built for A-frame trailers, it delivers 3,500 pounds of lift capacity with push-button operation. Featuring a 2-way-to-7-way plug powering system, it connects directly to your tow vehicle with the optional Power Swap Auxiliary Cord, protecting your RV's battery. With built-in LED lights, chain storage, a protective one-piece head cover and an emergency manual crank for backup, the Power Stance eliminates the strain of manual jacks.

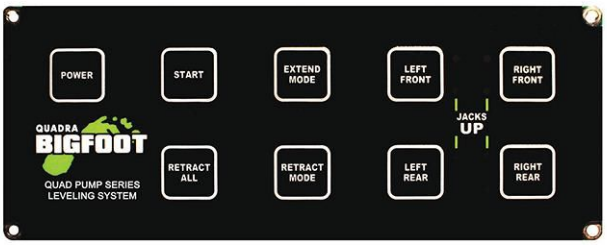
lippert.com



DROP LEG STABILIZER JACKS

Husky Towing, Exeter, Pennsylvania, presents its Drop Leg Stabilizer Jacks. Protect your trailer from rocking or tipping when not attached to the tow vehicle with a pair of Husky Towing Foldable Drop Leg Stabilizers. These stabilizers are made from heavy-gauge metal construction for durability and strength, and easily fold flat against the trailer frame or body for space-saving storage. No need to remove and store them separately from the trailer — they are always in place and ready for the next time they are needed.

huskytow.com





HYDRAULIC LEVELING SYSTEM

Leveltron, White Pigeon, Michigan, offers its AKQ Hydraulic Leveling System. Leveling solutions for a diesel pusher, Class A gas, Class 8, school bus conversions and other heavy-duty chassis. A replacement for malfunctioning, discontinued and obsolete leveling systems. One-touch automatic leveling with a lifetime warranty on the cylinders. All components for the Bigfoot hydraulic systems are either manufactured in-house or sourced from suppliers located in the American Midwest.

thebigfootleveler.com



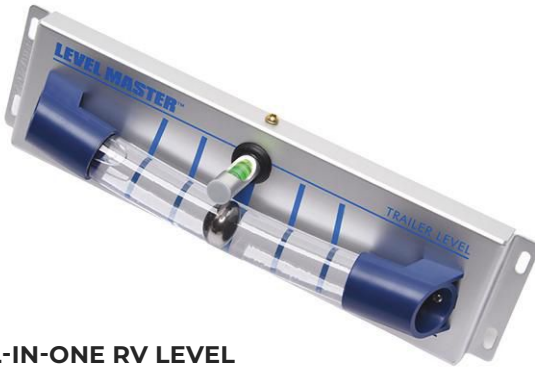




ELECTRIC TONGUE JACKS

Stromberg Carlson, Traverse City, Michigan, offers its Family of Jacks. Stromberg's electric tongue jacks are available in capacities from 2500 to 5000 pounds. The JET-2500 supports lightweight trailers pulled by smaller vehicles. The JET-3555 (white) and JET-3755 (black) tongue jacks support trailers using weight distribution hitches pulled by SUVs or lightweight trucks. The JET-4500 uses half the power of other jacks and features ball screw technology to ease setup and teardown. The JET-4500 and JET-5000 are for large, heavy-load trailers pulled by tow vehicles with stiff suspensions that cause more resistance when setting weight distribution bars.

strombergcarlson.com



ALL-IN-ONE RV LEVEL

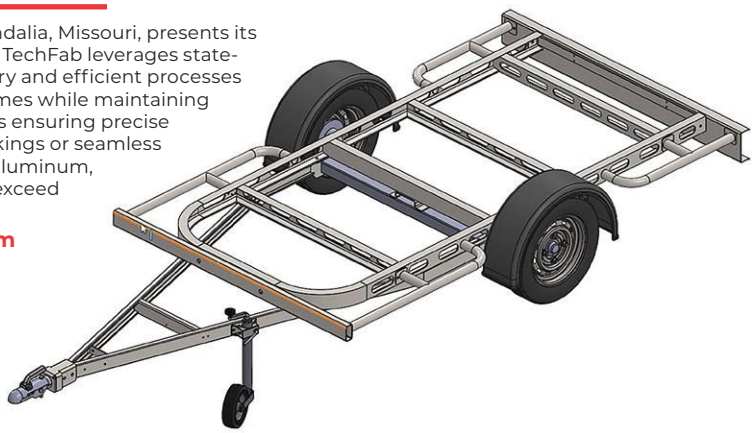
Wheel Masters, Vancouver, Washington, presents its Level Master. The Level Master (PN 6700 for trailers, 6780 for fifth wheels) is a large, 11-by-2-3/4-inch, all-in-one RV level designed for easy, accurate leveling. Visible from the driver's seat, it provides both side-to-side and front-to-rear leveling assistance for trailers, fifth wheels and motorhomes. Each mark on the scale equals 1 inch of blocking, making setup simple. The adjustable front-to-rear scale works with tongue jacks. Easy to install and backed by a 1-year limited warranty.

wheelmasters.com

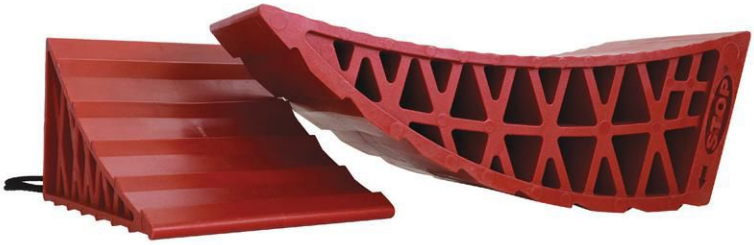
STEEL TRAILER FRAME

TechFab Steel, Vandalia, Missouri, presents its Steel Trailer Frame. TechFab leverages state-of-the-art machinery and efficient processes to minimize lead times while maintaining quality. Whether it's ensuring precise cuts, accurate markings or seamless assembly, steel or aluminum, TechFab strives to exceed expectations.

techfabsteel.com







CURVED LEVELER

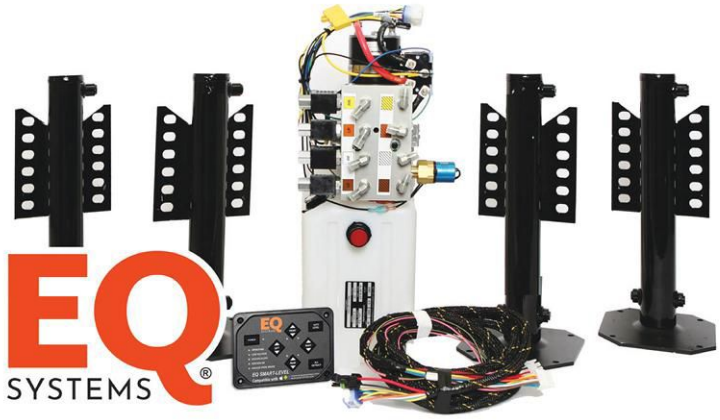
Valterra Products, Mission Hills, California, presents its StayPut Curved Leveler. Valterra Products' new curved leveler kit simplifies setup, offering a broad 1/2-inch to 4-1/2-inch lift range. The Stop Line prevents roll-offs, while ridged grips ensure stability. This heavy-duty curved leveler and wedge chock combination eliminates the guesswork, getting travelers off the pavement and into relaxation faster.

valterra.com

ELECTRIC TONGUE JACK

RecPro, Bristol, Indiana, presents its RV Electric Tongue Jack. The RecPro Electric Tongue Jack assists with RV leveling and stabilizing. It offers a lifting capacity of up to 3500 pounds with an 18-inch stroke and LED lights for use at nighttime or in low-light conditions. Hardened steel gears, a UV-protected casing and a black powder-coat finish offer durability and longevity to ensure long-lasting and reliable usage. This 12-volt electric tongue jack can be operated with one button press or via the emergency crank-through handle.

recpro.com



HYDRAULIC LEVELING SYSTEM

EQ Systems, Cassopolis, Michigan, offers its EQ Smart-Level Hydraulic Leveling System. EQ Systems has a wide variety of leveling systems, including a clamp-on system designed for the Sprinter (Pat. 12,319,247) and Transit Cutaway Chassis. The system comes with an electric over hydraulic pump that will level your coach in minutes. EQ Smart-Level also allows full operation of the leveling system from a smart device when paired with the EQ Bluetooth app.

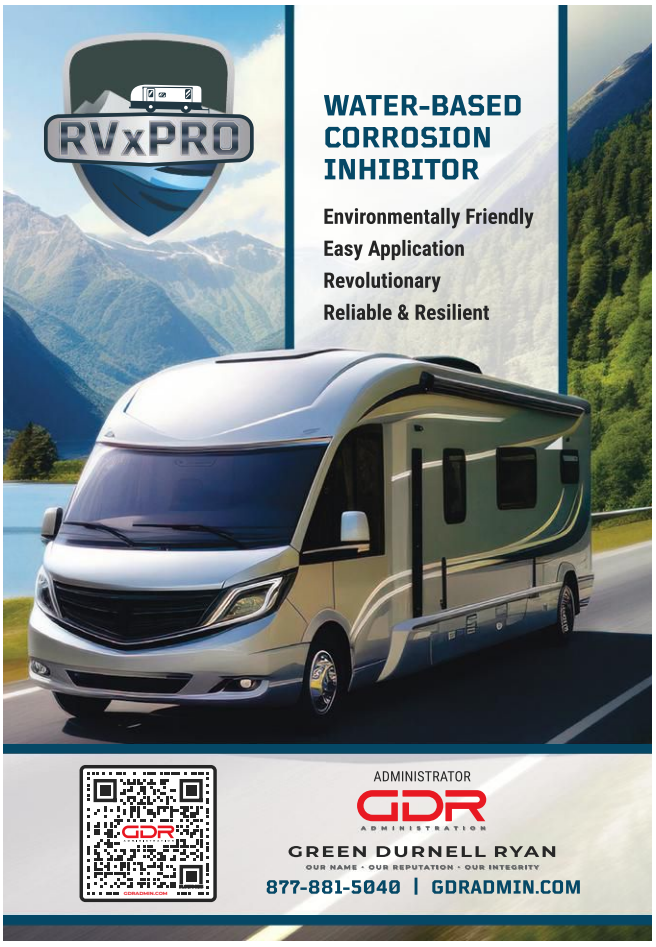
eqsystems.us



RV LEVELING BLOCKS

Ultra-Fab Products, Elkhart, Indiana, offers its Heavy-Duty RV Leveling Blocks that offer reliable RV leveling. No shifting, no collapsing — just solid support where you need it. Made from ultra-tough plastic with a massive 30,000-pound weight capacity. Engineered for rugged outdoor use, they are backed by a lifetime warranty. Each block measures 8.3125 inches by 8.3125 inches. Adds 1 inch of height per block. Available in a four pack, eight pack or 10 pack.

ultra-fab.com











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ADVERTISER	PAGE
American Guardian Warranty Services Inc/AGWS	3
Century Chemical Corp	67
Design Engineering Inc/DEI	67
Dometic Corp	5
Eberspächer	37, 55
EcoProProducts	22
Ember RV	33
EQ United	49
Fleetwood Family RV / REV Group	35
Garmin Corp	70
GDR Administration	69
Genesis Products Inc	BC
Go Power!	11
GE Appliances, a Haier Company	1
Icon Technologies Ltd	7
Motility Software Solutions	23, 51

ADVERTISER	PAGE
Newmar Corp	41
Northpoint Commercial Finance	45
NTP-STAG	IFC
Patrick Industries Inc	24
Pinnacle Appliances	70
Protective Asset Protection Division	IBC
RecPro	15
Rollick Inc	43
RV Mobile Power	39
Scanstrut	46
Statement of Ownership	70
Storyteller Overland	43
SuperSprings Intl Inc	47
Thetford/Norcold Corporate Headquarters	53
Trim-Lok Inc	9
Vigilante Locks	69, 70

Pit Stop



Thanksgiving On the Go

Spending the holiday in your RV with limited space and oven power? No worries — check out these RV-friendly Thanksgiving recipes that are quick and delicious for the whole camp.

- **Instant Pot Turkey Legs With Gravy**
  Instant Pot makes the breast juicy and tender.
  berrymaple.com



- **Slow Cooker Brown Sugar Pineapple Ham**
  Easy to make with just five ingredients.
  myorganizedchaos.net
- **Slow Cooker Mashed Potatoes (no boil)**
  Saves you from boiling, draining and mashing potatoes on the stove.
  kristineskitchenblog.com
- **Air Fryer Corn on the Cob**
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  temeculablogs.com



- **Slow Cooker Green Beans With Shallots & Almonds**
  Green beans are slow cooked in bath of butter and vegetable stock.
  culinaryginger.com
- **Instant Pot Cranberry Relish**
  Ready in 4 minutes and the perfect topping for your Thanksgiving meal.
  cleaneatingkitchen.com
- **Campfire Apple Pie**
  No-fuss apple pie foil packets that can be made on the grill or over a campfire.
  lovefromtheoven.com



- **Slow Cooker Stuffing With Sausage & Kale**
  A surefire winner for the RV park potluck.
  offtheeatenpathblog.com

AUGUST 2025 SHIPMENTS

28,212 (units)
total RV shipments

3.1% decrease
compared to August 2024 (29,105 units)

To date, shipments are up 4.2% with 241,550 units

"The innovation of our industry is on full display as manufacturers and suppliers continue to build new products and features that appeal to a wide variety of lifestyles and budgets that make up today — and tomorrow's RVers," said RVIA President and CEO Craig Kirby. "RVing has always been about freedom and adventure, and it continues to be one of the best ways for families and friends to get out there and make memories that will last a lifetime."

ELECTION RESULTS: 2026 RVIA BOARD OF DIRECTORS

Official representatives from member companies cast their votes during the September balloting for four open seats announced in August. New and returning 2026 members are:

RV Manufacturers:



Ryan Elias — president and general manager of Triple E Recreational Vehicles/Leisure Travel Vans



Brett Randall — president, CEO and majority owner of Columbia Northwest Inc., d/b/a Aliner

RV Suppliers:



Brent Diver — partner and chief revenue officer for Ranger Distribution Inc.



Mike Hesse — CEO and owner of Blue Ox

Trends To Know: Townsizing

This growing travel trend is not only about where you travel but also about how you feel when you're there. Some of the most in-demand getaways are now the quietest ones — such as laid-back small towns with walkable main streets, countrysides and unhurried afternoons.

- According to Priceline's 2025 travel trend report, ***young travelers are 67% more likely than average travelers to see a vacation as an opportunity to live out their small-town fantasies.***

The RV industry can underscore this trend to their consumers by:

- Working with RV parks and campgrounds: Encourage RV parks and campgrounds that are located near small towns to highlight their proximity to local attractions.
- Highlighting the narrative: Creating content, such as articles and social media posts, that tells the stories of RVers exploring various local attractions.
- Creating townsize-themed travel guides: Develop and distribute themed itineraries that focus on specific towns or regions.
- Leveraging influencers and user-generated content: Partner with RV influencers and digital nomads who are already practicing townsizing.

Source: Go RVing



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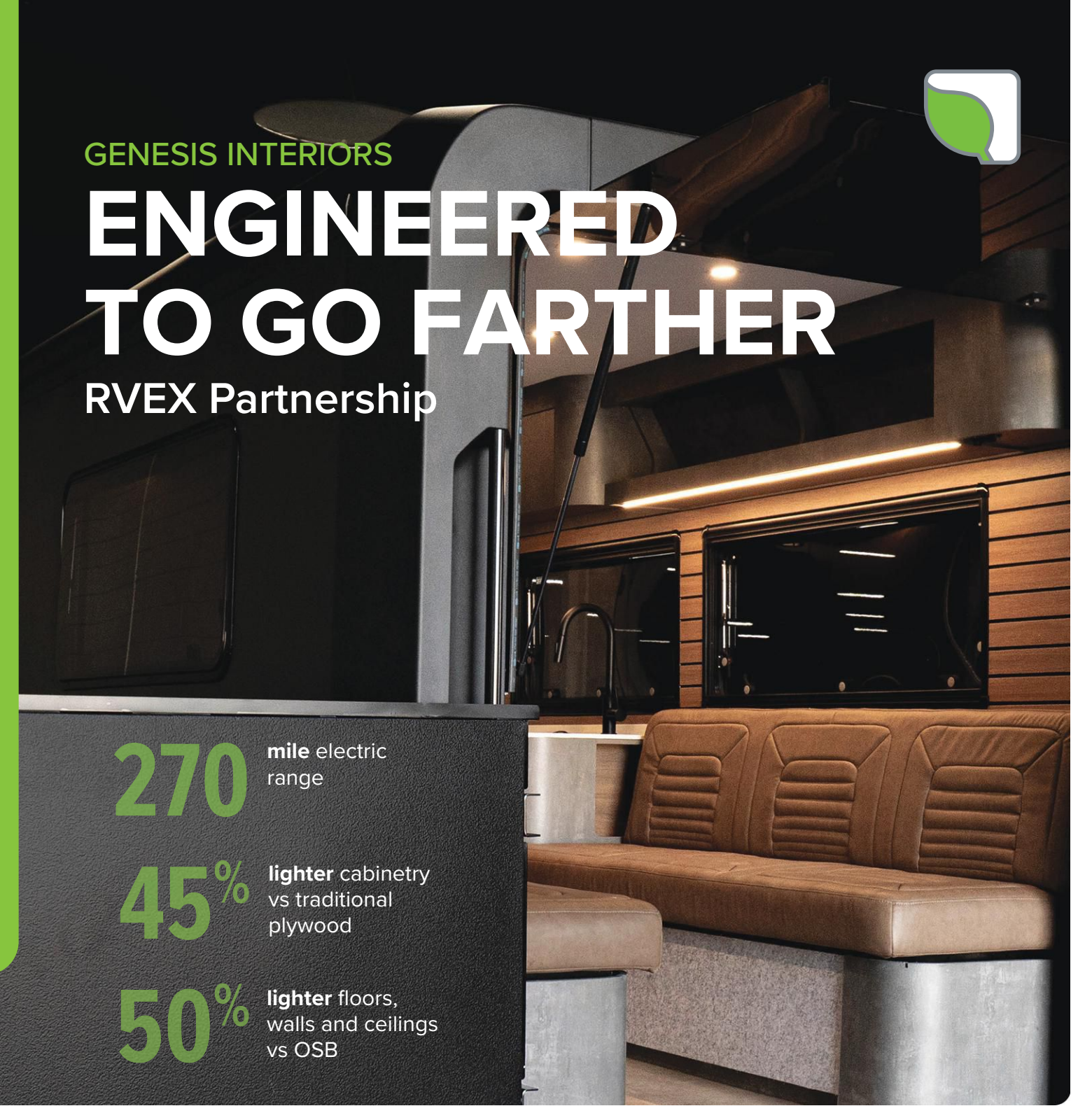
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