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RV PRO



Meet 2026's WOMEN IN BUSINESS

20 women exceeding expectations and mentoring the next generation of leaders.

Madison Underwood,
Nomadic Camper
& RV Repair

Queen Bee RV's Brenda Puckett Follows Her Calling To Teach

Women Embrace **RVWA's Tech Classes**

Newmar's New Class of Super Cs

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National Sales Director, US
RVWA Co-Chair
A results-driven leader with a strategic vision, Jennet elevates our sales organization through innovation and mentorship.



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Regional Sales Manager, IN
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Cindy Brewington
Regional Sales Manager, TX
Cindy's decades of experience, wisdom, and unwavering commitment have guided our teams and elevated our business in lasting ways.



Hope Zenda
US Business Development
Sales Manager, PA
Hope builds strategic partnerships and drives national account growth with insight, determination, and a forward thinking approach.



Amanda Cawley
Customer Service Manager, PA
With the passion for helping people, Amanda leads our customer support team with clarity, compassion, and an unwavering commitment.



Val Bell Byrd
Merchandising Manager, GA
Val elevates the in store experience through innovative merchandising, thoughtful design, and a deep understanding of shopper behavior.



Natalie Shroyer
Marketing Manager, GA
With a deep understanding of our customers, Natalie drives marketing strategies that connect, engage, and accelerates growth.



Nancy Trauger
Design Manager, PA
A creative force who leads with clarity, craftsmanship, and innovation, Nancy's team transforms ideas into compelling visual experiences that define our brand.



Kendra Hill
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Kendra brings our entire community together by planning dynamic, memorable events, including the Expo, that energize our team, strengthen industry partnerships, and create meaningful connections with customers.

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Madison Underwood of Nomadic Camper & RV Repair is a Women in Business honoree. *Photo courtesy of Madison Underwood. Background enhanced using AI.*

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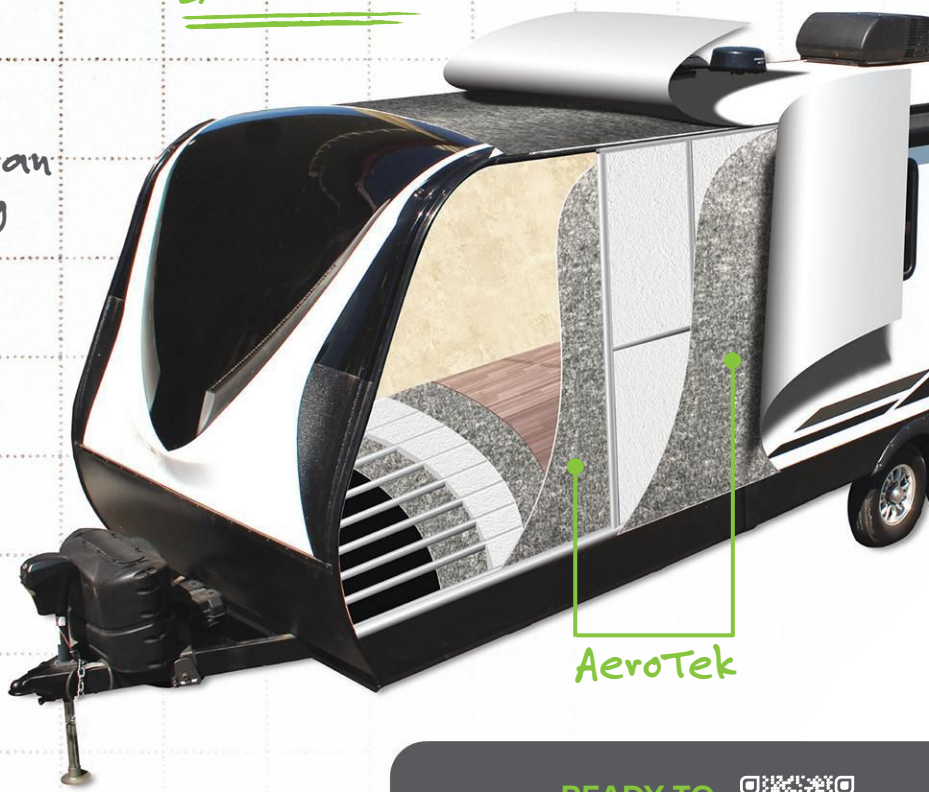
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Jordan Benschop

There is a rumor floating around that the RV buyer has pulled back. The numbers, however, tell a different story. Dealerships such as Bish's RV, courtesy of industry expert Josh the RV Nerd, report that even with a dip in recent show attendance, serious buyers are still very active — just more cautious (are we sick of that word yet?) and delayed, less willing to be rushed into heavy-weighted financial decisions. In other words, the market is losing *urgency*, not buyers. Demand is simply becoming more deliberate.

In past years, success in this industry often came down to volume — how much inventory you could move (and how quickly) with the biggest net you could cast to do it. Today, that approach feels increasingly out of step. Inventory is sitting longer. According to research from Rapidious, roughly 50% of units sat on the lot for more than 90 days last year. Used rigs, on the other hand, are on the come up, outperforming expectations and selling faster than what's new and shiny. It seems pricing strategy, not just the price itself, is becoming a differentiator between movement and stagnation.

A few members of RV PRO's Editorial Advisory Board touched on this in our look at 2026's key industry trends. A "precision market" like ours is rewarding those who understand nuance — when to hold, when to adjust and how to engage a well-researched customer who asks better questions and wants transparency.

A hesitant-turned-confident buyer wants trust, context and clarity. And that's where good leadership matters.

"Growth doesn't come from price tweaks. Growth comes from inviting, welcoming and connecting with new consumers who have historically been overlooked," Earl Hunter Jr., founder and president of The Unity Folks, told RV PRO.

Meeting someone where they are is a soft skill that many women across the industry are already using in meaningful ways — and that's what the May issue is all about. Our annual Women in Business spotlight isn't about recognition for its own sake. It's about who across all market segments is building trust in high-stakes purchases, reframing price versus value marketing and leading conversations on affordability and inclusion. In other words — the "influencers" of the moment who are helping mold a future industry that uses new rules of engagement to rework the buyer's experience and create space for emerging demographics.

In addition to these 20 ladies, featured starting on page 30 — who were selected from our largest nomination pool to date — get up to speed on the latest from the RV Technical Institute and RV Women's Alliance on female tech classes (page 47), an inaugural symposium for the RV-curious (page 24) and what's happening over at Newmar (page 10). Plus, our usual buffet of practical and insightful business advice starting on page 50.

Thanks for reading another of our favorites! We hope a takeaway is feeling confident in who is no longer "entering the industry," but impacting and excelling in the most complex version of it.



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HIRES & PROMOTIONS



Ember Recreational Vehicles announced the addition of Kaine Thomas as its new southern regional sales manager, further strengthening the company's growing sales team and commitment to dealer partners across the southern United States. With over a decade of experience across multiple RV segments and markets, Thomas brings deep expertise in dealer support and retail operations.



Airxcel Inc. promoted Denise Chariya to vice president of marketing, effective Feb. 1. Chariya will focus on expanding the company's marketing reach and effectiveness by leading Airxcel's marketing strategy and execution. "I'm excited to bring a component-supplier perspective to an industry I love," Chariya said. "I'm looking forward to working with our OEM partners, dealers and internal teams to align the stories we tell and to support the full customer journey."





Renogy announced the appointment of two RV industry veterans to its North American sales team. John Kendall joins the company as western regional sales manager, and Mike Barnes joins as OEM technical sales manager, based in Elkhart, Indiana. "John and Mike are joining an already strong team, and their deep industry knowledge, long-standing relationships and dynamic energy will only make us stronger," said Tiffany Dorin, Renogy vice president and head of operations, North America.



National Powersport Auctions announced the promotion of Mark Piccolo to general operations manager of its Philadelphia facility. In his new role, Piccolo will oversee all day-to-day operations at the Philadelphia facility, focusing on efficiency, service and continued growth. "Mark's dedication, industry knowledge and leadership have made a significant impact on our operations team," said Jeff Stalder, regional operations manager.

GIVING BACK

In March, **THOR Industries** donated two RAM ProMaster 3500 vans to Indiana's Elkhart County Gymtown Pantry through the Hunger Ends Here collaborative. With the donated vehicles, more than 50 local nonprofits can transport food from the Gymtown Pantry to partner organizations across the region.

Care Camps Foundation announced the 2026 Compete for Kids campaign taking place June 2026, in partnership with the **National RV Dealers Association (RVDA)**. The month-long fundraising campaign will take place during National Camping Month and RV dealerships across the country are invited to join in a friendly competition to support pediatric oncology camps. Funds raised through the campaign support camps that serve children with cancer and their families, providing safe and meaningful outdoor experiences that promote healing, connection and joy.

The **Florida RV Trade Association's** Northeast Florida Chapter board members approved donations to four separate nonprofit agencies in the Jacksonville, Florida, metro area. Donations went to the Clay County Police Athletic League for a youth activities program; the American Legion Post 129 for its annual Challenge 22 Walk in March; the Safe Animal Shelter in Middleburg, Florida; and the Emmanuel Project, which operates a mobile medical clinic to provide health care to uninsured adults and children throughout Northeast Florida.

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

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EVENTS

RVWA Spring Campout
May 1-3
Howe, IN
rvwa.org/events

Overland Expo West
May 15-17
Flagstaff, AZ
overlandexpo.com/west

RVs Move America Week
May 31 - June 4
Washington, D.C.
rvia.org/events/rvs-move-america-week

National Go RVing Day
June 13
gorving.com

Overland Expo PNW
June 26-29
Redmond, OR
overlandexpo.com/pacific-northwest

RVWACF Golf Scramble
June 25
Middlebury, IN
rvwa.org/events/golf-scramble

RV Aftermarket Conference
Aug. 10-13
Orlando, FL
rvia.org/events/rv-aftermarket-conference

NATDA Trailer Show
Sept. 1-4
Nashville, TN
natdatrailershow.com

America's Largest RV Show
Sept. 16-20
Hershey, PA
largestrvshow.com

Elkhart Open House Week
Sept. 28 - Oct. 2
Elkhart, Ind.
elkhartrvdealershow.com

RV MANUFACTURING

Gulf Stream Coach celebrated its 43rd anniversary in March, marking more than four decades in the RV industry as an independent, privately held family company. Gulf Stream leadership emphasized the role its nationwide dealer network has played in the company's growth. "Our dealers have been essential to Gulf Stream's success over the past four decades," said Gulf Stream President Phil Sarvari. "They connect our manufacturing teams with the families who take our RVs on the road, and their support has helped build the Gulf Stream brand across North America."

Storyteller Overland launched the Grand Bohemian, its new micro camper built on the INEOS Grenadier SUV platform. The Grand Bohemian is powered by a BMW 3.0L engine paired with an 8-speed ZF automatic transmission. It comes standard with an EVICTUS Prerunner suspension and Torque Enduro wheels wrapped in BFGoodrich off-road tires. A fully integrated Alu-Cab roof conversion creates a low-profile sleeping solution with standing room when deployed.



IN MEMORIAM



Dometic announced in March the unexpected death of Eric Brown, its director of sales. "His loss has profoundly impacted our team and the many customers, dealers and industry partners who had the privilege of working with him," Dometic said.

Brown had been in the RV industry a long time, building strong, genuine relationships with people across the RV space, the company said. In October 2025, Brown was named to the RV Industry Association (RVIA)'s Emerging Leaders Coalition Class of 2026.

"More than his accomplishments, Eric will be remembered for his big personality, his positivity and the personal connections he formed with so many of us," Dometic said. "He approached each day with dedication and heart, always going the extra mile to support those around him."

SUPPLIERS & AFTERMARKET

Grote Industries is marking its 125th anniversary this year, underscoring more than a century of innovation that has helped shape commercial vehicle lighting, wiring and safety systems across the trucking industry. In recognition of the anniversary, Grote will host companywide celebrations throughout June, bringing employees across the globe together to commemorate the milestone and reflect on the company's continued role in advancing transportation safety.



WEBINARS



Hidden in Plain Sight: Innovative Solutions for RV Enthusiasts
May 14 | 1 p.m. CT
Sponsored by The Headrest Safe

How To Create a Five-Star Day of Delivery Experience
May 28 | 1 p.m. CT
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Not Your Mother's Class C





Newmar's production strategy reflects a broader industry shift toward intentional design, advanced tech and lifestyle-driven refinement.

BY JORDAN BENSCHOP

PHOTOS COURTESY OF NEWMAR

There is a quiet shift happening in the industry — exactly the kind that tends to endure. Rather than overnight disruption, it's a slow and steady recalibration of what travelers want. Increasingly, that's becoming a Class C.

Class A motorhomes have historically been synonymous with expansive, feature-rich and premium. By contrast, the humble Class C was often seen as the pragmatic choice — more approachable and versatile, but rarely the crest of design or innovation. However, that distinction is dissolving, giving way for OEMs such as Newmar to intentionally reshape the segment.

The company's Class C activity has recently turned into company milestones, especially for one specific subcategory.

"As Newmar has expanded its presence in the Super C segment, we've been proud to introduce several meaningful firsts — both for our lineup and for the broader marketplace," says Kevin Erdman, Super C product marketing manager.

Model year 2026 debuts included the shortest floorplan available on a Freightliner S2 chassis — an introduction that speaks directly to demand for maneuverability without sacrificed capability.

On the other hand, the company also launched a new "ultra-premium" model dubbed the Summit Aire. With towing capacity up to 30,000 pounds and residential-grade elements, the model represents a clear statement: luxury is no longer exclusive to the Class A.

Customer response has been strong, Erdman says, especially for the balance of power and a more manageable footprint.

A NEW LANGUAGE OF LUXURY

Customization remains central to Newmar's overall strategy — now with a refined approach.

A standout example is the company's Artisan Series Custom Paint Process for Summit Aire and the 45-foot Supreme Aire. The process gives each rig a one-time-produced exterior graphic package, which is permanently archived as a true one-of-one design — an added sense of exclusivity, Erdman says.

Inside the coach, personalization is less about structural changes and more a curated feel.

"We are seeing continued interest in personalization, but it's typically rooted in design choices and lifestyle-driven features rather than dramatic floorplan adjustments. Customers want their coach to feel uniquely theirs — warm, comfortable and reflective of their personal style — while still benefiting from Newmar's proven quality, craftsmanship and service."

That philosophy extends to functional flexibility. Features such as a cab-over bunk — previously limited to a Grand Star standard — was expanded as an option for the full line: Super Star, Supreme Aire and Summit Aire. The enhancement supports a wider variety of travel styles, Erdman says, from family use to extended stays needing more sleeping or storage options.





The company has always believed that customers shouldn't have to choose between personalization and quality, he adds. Newmar's production approach is to offer customization with a framework that keeps its consistency and craftsmanship.



WHERE FUNCTION MEETS LIFESTYLE

Lifestyle trends — particularly the rise of remote work, extended travel and micro-adventures — are changing the way RVers are engaging with the Super C segment.

"They're looking for coaches that support that flexibility with comfortable, functional living and working environments," Erdman says. Watching a strong movement toward refined taste, Newmar is responding with updates that cater to both functional and aesthetic needs.

"Warmer, more organic materials, supple leathers and elevated interior design cues are increasingly influencing customer expectations," Erdman says. These trends help guide the OEM as it continues to create coaches that both perform powerfully and feel like home.

Sustainability is also becoming a meaningful innovation driver. Newmar is actively interested in eco-friendly materials for its design process. New power technologies and market-driven systems for its products are on the horizon — options that will improve user experience, be more desirable and cost-effective, Erdman says.

"Lithium products are quickly becoming some of the most commonly requested features, and we are working to provide them where they offer the best and most efficient sources of energy, reliability and sustainability," he says. "This approach is shared across all of our product lines, including our newest Class C, Freedom Aire. In a compact Class C footprint, we offer an all-electric energy package featuring a Lithionics 960 aH battery source along with roof-mounted solar panels for additional recharging capacity."

The system has been widely popular, he says, giving owners alternative energy sources that mean more time outside.

"We see and learn about new technologies almost every day," he says. "Everything from smart appliances to remote connectivity for coach monitoring and control, to safety and security — the availability of new technological advances plays an important role in new product development."

Erdman says he sees that trend continuing and likely accelerating in the near future.







THE CONNECTED COACH

Newmar relies on a blend of customer and dealer feedback to guide its product decisions.

"While we leverage a range of inputs, the most meaningful channels are the ones that allow us to connect directly with owners, prospects and our valued dealer partners. Conversations at the Newmar Service Center, Newmar Academy sessions, dealer interactions, RV resort events, rallies and even spontaneous discussions on the road all play a vital role in shaping our thinking."

RV shows give the team opportunity to see unfiltered reactions to its layouts, features and perceived value. The company's Service Center offers visibility into real-world use, spotlighting where durability, usability and the overall experience could be bettered.

"Digital research also plays a key role — we track online behavior, sentiment and competitive shopping patterns to understand emerging expectations around technology, connectivity and design," Erdman says.

Newmar's Annual Dealer Meeting is another main source of inspiration. Paired with continual conversations throughout the year, dealers are happy to talk ordering, trade-ins and on-lot customer interactions.

"Together, these channels give us a clear, 360-degree view of what Class C shoppers and owners value most, ensuring our product decisions stay grounded."

The Super C market has grown in both retail volume and representation, triggering new buying motivations and "hot buttons," he adds.

"While enhanced towing capacity and cargo capacity are still strong motivators, the bandwidth of the product segment has increased the profile of buyers to include those who place more importance on things like driving comfort and floorplan flexibility. Ease of chassis service has always been one of the most important core customer drivers, and it still remains highly important along with safety."

A CATEGORY ON THE RISE

If the past decade in RV manufacturing was defined by expansion, the next might be defined by refinement.

That sentiment proves true for the Class C segment, which by most indicators, is in a "very healthy position," Erdman says. Newmar sees continued growth potential fueled by expanding product diversity across the market — from entry-level units to premium models, plus adventure-focused trucks built on the Ford F-series and RAM platforms.

"The range of choices is considerable," he says.

While the OEM continues to watch and evaluate opportunities within those growing areas, it is "keenly focused" on its Super C offerings through performance data and feedback. That approach is already paying dividends, helping the company sharpen its product strategy and competitive alignment.

"As with any new design or model, time plus experience and feedback equals deeper understanding and improved performance," Erdman says. "The results we've seen tell us we're on the right track."

For Newmar, the evolution of its Class Cs and Super Cs reflect a broader industry truth: growth is no longer about adding more, but about building more intentionally. Coaches that are capable and considered, powerful and personal. And if the current trajectory is any indication, the Class C is no longer catching up — it's setting a pace. RVP



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Home Trends *on the Open Road*

Four companies weigh in on what's new for RV interior trends.

BY MICHELE MOORE

For some, an RV is a vacation getaway on wheels for a few days; for others, it's a home away from home for longer, possibly months or even years at a time. Regardless of how long they're using it, RVers are seeking interiors with relaxing aesthetics, modern conveniences and amenities, and high-end textures and color palettes. To learn more about what's new for RV interior trends, RV PRO spoke with several industry experts.

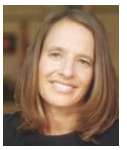
What is popular for RV interior trends currently? What residential design trends are you seeing transfer over to RVs?



Bill Fisch, ***president, The Mitchell Group:*** We sell exclusively coated textiles, commonly known as vinyls. While solid colors have been popular for years, the current trend is shifting toward softer neutral colors and a strong emphasis on textures. Products that mimic different textures are experiencing particularly high demand.



Corey Johnson, ***content writer, RecPro:*** RV owners want the same comfort and functionality they're used to at home, so there's been a growing demand for residential-style appliances and furniture. Things like larger refrigerators, more comfortable seating and furniture that feels less like traditional RV equipment and more like what you'd find in a home are becoming increasingly popular. The goal for many RVers is to create a space that feels familiar and livable, even while traveling.



Meta Steeb, ***design director, RV, Richloom Fabrics:*** The latest residential and RV interior design trends emphasize tactile and sensory experiences to create a protective, cocoon-like environment. In textiles, this shift is marked by a return to heavy textures and expressive, nature-inspired patterns. A blend of timeless classics — such as plaids, herringbones and tweeds — with contemporary faux leathers provides a sense of architectural depth, permanence and familiarity. Equally important are velvets and high-pile fabrics, offering both physical depth and a sense of refined, high-end luxury. Color palettes are shifting toward warm, earthy neutrals and deep, comforting colors, such as terracotta, sage green and chocolate brown. Beyond aesthetics, durability and sustainability are key. Responsibly sourced high-performance, stain-resistant and scratch-resistant textiles have become essential. These materials ensure a fresh, polished look that can withstand the rigors of the road without compromising on style.



Patrick Design Team ***(Sarah Williams, VP of design; Hannah Huff, senior designer; Amanda Schrock, designer; and Lori Best, designer):*** We've seen a trend of RV interior designers leaning heavily into the "light and bright" look: whites, beiges and cool grays. We're now seeing a shift toward warmer, richer palettes that add depth and dimension. Darker neutrals paired with cooler walnut finishes are creating interiors that feel more intentional and elevated while still cohesive. Residential design continues to influence RV interiors, particularly through layered materials and subtle design details. Elements like fluted accents, deeper beige tones and textured woodgrains are becoming more common. While residential interiors are embracing bold color quickly, RV manufacturers are adopting these trends in a more measured way to ensure they remain timeless and approachable for consumers. At Patrick, we are able to explore many of these finishes through The Experience at The Studio, which allows customers to visualize materials and palettes early in the design process without needing multiple physical prototypes.

"THERE'S GROWING INTEREST IN DISTINCTIVE PALETTES AND FINISHES THAT ADD PERSONALITY."

—PATRICK DESIGN TEAM



NetZERO BIO coated fabric in Lin India Ink. *Images this page courtesy of The Mitchell Group*



The Mitchell Group's Cowboy vinyl is available in multiple colors.

What have customers been asking for regarding RV interiors?

Fisch: Customers are increasingly prioritizing vinyls that offer both durability and ease of cleaning, recognizing the practical demands of RV living. This focus on performance reflects a desire for materials that can withstand the rigors of travel and maintain their aesthetic appeal over time.

Johnson: We've seen an increase in customers searching for dedicated workspace solutions inside their RVs. There's a growing interest in desks and workstations that can act as both living space and office space. Remote work is continuing to grow, so owners are looking for ways to work comfortably on the road. People want their RV to function as a true mobile lifestyle solution, not just a place to sleep while traveling.

Steeb: While compact RV interiors often favor neutral color schemes, customers are looking for home decor with a personal touch that reflects their personality, whether it is through a bold, graphic pillow, a piece of art or a handcrafted furniture accent. It is all about personalizing the space; in a small footprint, every detail matters. Our role as designers is to provide a highly functional, multipurpose foundation: a refined and sophisticated "blank canvas" that invites customers to layer on their own unique style.

Patrick Design Team: Storage remains one of the most consistent requests. In a compact environment like an RV, customers want smarter, more efficient ways to maximize space without sacrificing aesthetics. At the same time, there's a growing expectation for interiors that feel more residential. As people spend more time traveling in their RVs, they want spaces that feel comfortable, welcoming and thoughtfully designed. The challenge is balancing that elevated look with materials that perform well in an RV environment. At Patrick, we're continually working to develop component solutions that meet the full range of needs for RV manufacturers and consumers alike.

Are there any new trends for color schemes, furniture styles, fabrics, etc.? Why do you think those choices are popular right now?

Fisch: For Mitchell, it's been our ability to decorate solid vinyl with top prints and embossing to create a fabric-like appearance. Lighter colors are trending, and this is reflected in the overall design

RecPro kitchen appliances. *Image courtesy of RecPro*



The Timeless Classics RV collection.

scheme. Textures in lighter color schemes, especially soft tones, are currently in high demand.

Johnson: Customers are shifting away from the all white-and-gray color schemes that dominated for years. Instead, we're seeing more warm and natural tones such as olive greens, terra-cotta shades and warm wood cabinetry. These colors create a more inviting and grounded feel inside the RV and help bring elements of the outdoors in. Since RV travel goes hand in hand with nature and outdoor experiences, these warmer, earthy palettes vibe with many owners who want their interiors to reflect the environments they're staying in.



Steeb: PANTONE 11-4201 Cloud Dancer has been named the Pantone

The Quiet Palette curated collection. *Images (left & right) courtesy of Richloom Fabrics*

INTRODUCING

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Patrick Industries designers collaborate hands-on at The Studio.
Images this page courtesy of Patrick Industries



At The Studio, Patrick designers lay out materials as they build interior concepts.

Color of the Year 2026, a choice the Pantone Color Institute describes as "a whisper of tranquility and peace in a noisy world." Leatrice Eisman, the executive director of the institute, captures its essence perfectly, calling it a "conscious statement of simplification" that offers a much-needed release from external distractions. The warm white, adaptable hue of PANTONE 11-4201 Cloud Dancer provides a perfect foundation that can easily adapt to harmonizing or contrasting with any palette, serving as a canvas for creative self-expression the customers are longing for.

Patrick Design Team: One noticeable shift is the move toward fabric upholstery on sofas instead of traditional vinyl or leather. Textured fabrics, including bouclé, bring warmth and softness that make interiors feel more residential. We're also seeing more openness to color. RV buyers have traditionally been cautious in their color choices, but there's growing interest in distinctive palettes and finishes that add personality while still feeling timeless. Furniture design is trending cleaner and more modern, with crisp lines and a lighter visual profile. These styles help interiors feel more open while reinforcing the broader move toward residential-inspired spaces.

What else should our readers know about recent RV interior trends?

Fisch: People are increasingly seeking RV interiors that offer a touch of sophistication. With more time being spent in their RVs, there's a growing desire for units that feel like a comfortable extension of their homes. This shift reflects a preference for spaces that are both stylish and functional, catering to the needs of modern RV living.

Johnson: RVers are looking to become more independent, with interest in extended off-grid camping sessions increasing, which has led to a growing trend of solar power in RV setups. This trend has also resulted in more and more owners investing in appliances and components that are designed to be more solar-friendly. Energy-efficient refrigerators, appliances and electrical systems are becoming an important part of interior planning because they help RVers stay off-grid longer while still enjoying modern conveniences.

Steeb: Embrace what speaks to you. Personalize it. An RV is much more than a vehicle; it is an extension of your home. Make it yours and hit the road!

Patrick Design Team: One of the biggest shifts is happening in how RV interiors are developed. As timelines tighten, our OEM customers are looking for ways to evaluate ideas quicker and make decisions with more confidence. At Patrick, we recently launched The Experience, a collaborative digital design environment within The Studio in Elkhart, Indiana, where our designers can work alongside customers to visualize complete RV interiors at full scale. Customers can swap flooring, wallboard, cabinetry and other interior elements in real time. This digital prototyping approach allows teams to visualize complete interior environments much earlier in the process. It reduces the number of physical prototypes required, accelerates design decisions and significantly reduces costs. The Experience represents a new way of working that's helping reshape how RV interiors are designed. RVP

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Keeping It *Cool*

Coleman-Mach's Everest VS-18 is one of the latest HVAC products offering RVers comfort.

BY JENNIFER KING

PHOTOS COURTESY OF AIRXCEL



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Anthony Wollschlager

When the RV PRO team ran into the Airxcel team at NTP-STAG in January, there was one thing at the top of the discussion list: Coleman-Mach's latest innovation in air conditioning. Keeping an RV comfortable during the hot days of the summer is a must, so we asked Anthony Wollschlager, Airxcel CEO, to tell us more about this product and why dealers should keep it in mind for their customers.

RVP: Tell us about the new offering from Coleman-Mach — why did the company pursue this product?

Wollschlager: At Coleman-Mach, innovation starts with listening, both to our customers and to where the RV lifestyle is headed. As RV usage continues to evolve, so do expectations around comfort, efficiency and performance. Today's consumers want more: faster, quieter cooling with less energy demand, all without compromising the reliability they have trusted from Coleman-Mach for decades.

The Everest VS-18 was developed at the intersection of those needs and our engineering advancements. Our team continues to push forward with new technologies and smarter system design to deliver products that raise the standard across the industry. Backed by our industry-leading testing capabilities at our UL-certified lab, we ensured this product not only performs in the most extreme conditions, but consistently outperforms anything else in the market.

This is just the beginning. The Everest VS-18 represents the first of a new generation of innovation from Coleman-Mach as we continue to push the envelope and build products that truly overdeliver.

RVP: What features will dealers find most appealing for their customers?

Wollschlager: Dealers will immediately recognize how well this product aligns with what today's RV customers are asking for: quiet, powerful and consistent comfort.

At the core is variable-speed cooling, which continuously adjusts output to maintain a steady interior temperature. We were not satisfied with just delivering a variable speed AC, we wanted it to be the best in the market, so we paired it with our

ON DEMAND

When More Budget Stops Working: Rethinking Paid Media for RV Dealers

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- Which metrics matter most when evaluating performance in a tighter market

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SPEAKER



Eric Pedretti
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Everest VS-18 360 Airflow Ceiling Assembly

360-degree airflow ceiling assembly, engineered to distribute air evenly throughout the cabin, removing hot spots and creating a more balanced environment.

It is also designed with real-world usage in mind. The unit operates quietly and incorporates soft-start technology to reduce startup power demand. That makes it especially attractive for customers who want the option of using generators or off-grid power systems, where energy efficiency and smooth operation matter most.

RVP: Where is it best used (type of RV, type of outdoor environment)?

Wollschlager: The Everest VS-18 is designed to perform across the full spectrum of RV applications, from travel trailers to motorhomes, and in a wide range of environments.

It has undergone rigorous testing to ensure it can handle extreme conditions, particularly high-heat scenarios where cooling performance is most critical. Whether customers are traveling through desert climates or peak summer destinations, this unit is engineered to deliver consistent, reliable comfort.

RVP: How does this product solve pain points for RVers?

Wollschlager: This product directly addresses some of the most common frustrations RVers face: inconsistent temperatures, excessive noise and high energy demand.

With the Everest VS-18, we have created a system that balances peak cooling performance with energy efficiency and quiet operation. Instead of sacrificing one for the other, RVers get all three: strong, consistent cooling, lower power draw, and a much more peaceful interior environment.

It is about removing trade-offs and delivering a better overall experience.

RVP: How does it work with an RV's energy sources?

Wollschlager: The Everest VS-18 is designed to integrate seamlessly with the variety of power sources RVers rely on today. It operates on standard 115 VAC power, whether that is from shore power, a generator or a pure sine wave inverter connected to a DC battery source.



Everest VS-18 thermostat

One key advantages is its inverter-driven compressor. This unit ramps up gradually from off to full operation. That eliminates the heavy startup load and makes it much more compatible with generators and inverter-based battery setups, an increasingly important consideration for off-grid and energy-conscious RVers.

RVP: What do dealers need to know about installing this unit?

Wollschlager: Installation has been designed to be straightforward and flexible for dealers.

The unit fits a standard roof opening, simplifying replacement or new installations. It requires a wall thermostat, with a provided 25-foot cable that connects from the rooftop unit to the thermostat location.



Everest VS-18 shroud

Dealers also have flexibility depending on the setup:

- For cooling-only applications, only 115 VAC power is required.
- For combined heating and cooling systems (coming soon), the unit integrates with furnace controls and requires additional 12 VDC connections.

The indoor ceiling assembly supports both ducted and nonducted configurations, allowing it to adapt across a wide range of RV designs.

RVP: What do dealers and users need to know about maintaining it?

Wollschlager: Maintenance is simple and designed to keep the unit performing at its best with minimal effort.

Users should clean or check the ceiling assembly filter approximately every 30 days, depending on usage. At the start of each season, it is recommended to clean the outdoor coil and remove any debris from the rooftop unit.

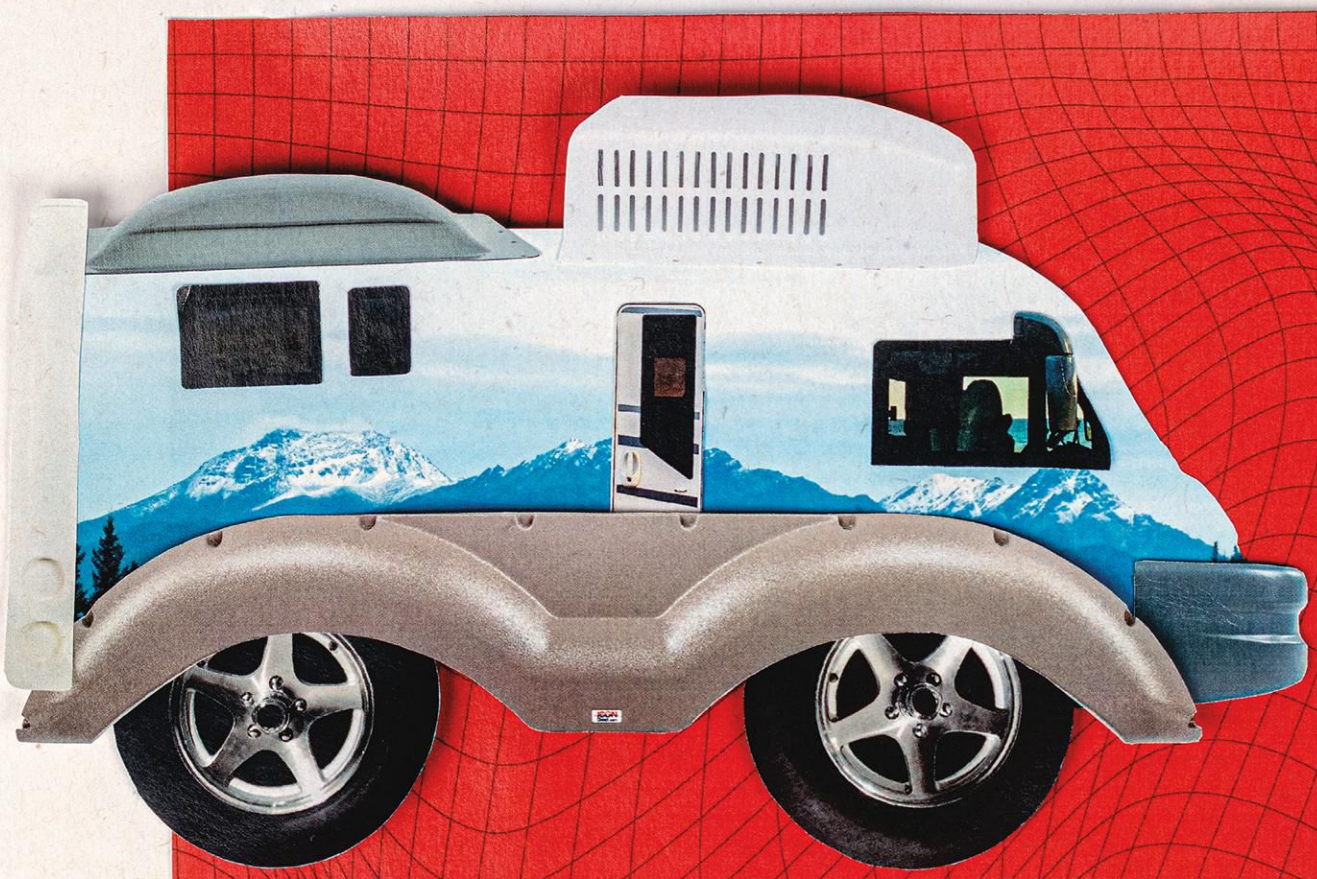
These basic steps help ensure optimal airflow, efficiency and long-term reliability.

RVP: How should it be winterized for the cold seasons?

Wollschlager: One of the advantages of the Everest VS-18 is its simplicity. There are no special winterization requirements for the unit.

As long as standard RV winterization practices are followed, the air conditioning system itself does not require additional preparation, making off-season storage easy and hassle-free. RVP

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FEATURE

The Queen Bee of RVing

Brenda Puckett uses her RV tech training to bring women into the lifestyle and give them the tools they need to feel confident on the road.

BY JOHN MCCURRY

PHOTOS COURTESY OF QUEEN BEE RV

More than 60 female RV enthusiasts from more than a dozen states convened in mid-March at a state park about 50 miles east of Tulsa, Oklahoma, to immerse themselves in all things RV. Educational sessions provided hands-on RV systems training and tips on towing and boondocking.

It was all part of the inaugural Queen Bee RV Symposium, organized by Brenda Puckett, the self-described Queen Bee RV, a role that might be explained as part educator and part cheerleader for women interested in RVing. More than a year of planning culminated in the four-day event, held at scenic Sequoyah State Park.

Puckett is elated with the feedback. Attendees said the event exceeded expectations.

"They have been sending me gushing messages. Even the road warriors said things like, 'I cannot tell you how much I have learned, what I've gained.' The speakers were phenomenal. It was successful beyond my wildest dreams."

Puckett lives in northeast Oklahoma, where she decided to hold her first symposium. She has traveled around the country to teach women's workshops for several years. The symposium will become an annual event, but Puckett is open to holding it in various locations. She says the women's movement in RVs has momentum and is finally being noticed by the industry.

"It's always been my dream to host my own symposium and have it be the go-to event for women's education in the RV space, whether they're brand-new or road warrior veterans," Puckett says. "We had women's presenters, speakers, vendors and sponsors. They were either the owner of the company or co-owner of the company, and that was what we achieved."

Puckett partnered with Bob Hurley RV, a well-known dealership in Tulsa, for the event. It is a relationship she says will continue for future symposiums. Bob Hurley also sent over some of their RVs, so attendees could see them up close and ask questions. Puckett moderated a panel with Hurley staff.

"They sent us an army of their female staff," she says. "It was so amazing. They had someone from marketing, sales, accounting, controller, inventory and parts and service. Those departments are all female-led."

Bob Hurley also put Puckett in touch with Ashley Lehman, co-founder and CEO of Ember Recreational Vehicles, a builder of lightweight travel trailers in Bristol, Indiana.

"She wanted to be a part of this too.

> "IT'S ALWAYS BEEN MY DREAM TO HOST MY OWN SYMPOSIUM AND HAVE IT BE THE GO-TO EVENT FOR WOMEN'S EDUCATION IN THE RV SPACE, WHETHER THEY'RE BRAND-NEW OR ROAD WARRIOR VETERANS."
>
> —Brenda Puckett (right) with symposium attendee Beth Howard





She joined us via Zoom while she was in an airport, traveling, but she wanted to be involved as well," Puckett says. "That was so powerful, getting to talk to somebody in that type of leadership role, and the women getting to ask her about the manufacturing process. That session was what every RV dealer wishes RV owners would know. I got a little teary during some of their sessions, because that was exactly what I had envisioned: the women not feeling intimidated, confidently asking questions in a safe environment."

Puckett also crafted symposium sessions led by women with successful RV careers. Evada Cooper, one of the original co-owners of the National RV Training Academy and author of an RV cookbook, was the symposium's featured speaker. She delivered a session titled "My RV Kitchen," which has been popular at RV rallies.

Another featured speaker was Ashley O'Neill, a specialist from Performance Trailer Braking in Norman, Oklahoma, who conducted a hands-on session on brakes,

Puckett held sessions led by women during the symposium at Sequoyah State Park.



Queen ROUTE

suspensions and axles.

"We had women there at the symposium who don't own an RV yet, and they're RV-curious. They're out there shopping or testing the waters, and want all the information. I love hearing women say that they learn something, and that they're taking away something."

Puckett launched Queen Bee RV in 2020, after attending the National RV Training Academy in Athens, Texas, and becoming a certified RV inspector. She initially performed inspections. Over time, her efforts evolved into a women's education business and a movement to promote participation of women in RVing. She also became a technical assistant at the academy and later became one of its lead instructors, spending about half of her time there. When she's not teaching in Texas, Puckett holds Queen Bee RV events around the country.

"It just evolved into this women's niche. I've been traveling the country for the past several years, teaching workshops and focusing on women," she says. "I've had manufacturers invite me to their rallies, to do some focused women's sessions. It's not just solo women. There are people like me that are married and the mister, or partner, does not like to camp. There are people who camp with their partner, as well as just with the girls. Then there are a lot of women who are single. They might have lost a spouse or are divorced. It's a good mix."

Puckett focuses on essentials during her women's workshops. This could be basic information on electrical, propane systems or water and wastewater management.

"We'll do some life safety things with all the pieces and parts. Safety is a hot topic with the ladies. A lot of them are hitching and towing. We go through all sorts of valuable information about being a better RV owner and operator. That is important to them."

Puckett thinks many RV dealers underestimate the buying power of women. This was a concern expressed by symposium attendees.

"Not all of them understand there are women out there who are ready to purchase, who are doing this by themselves. It was impactful to have Bob Hurley employees there, because they have such a female force on their staff. They definitely have been catering to





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Patrick's design team is utilizing innovative technology to reduce physical prototypes and see designs come to life in real time.





THE EXPERIENCE



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Our design team works closely with customers to bridge concept and production, accelerating approvals with expert insight and design direction. Every material and surface is captured and transformed into a Digital Twin: a virtual replica that reduces the reliance on physical prototypes.



The Experience is only one of many resources for customers offered at The Studio. To learn more about the design team's capabilities and The Experience, scan the QR code below!



Casino night at the symposium.



Attendees of the Queen Bee RV Symposium outside of Tulsa, Oklahoma.

them. I've been getting invited to national manufacturer's rallies specifically to speak to women. People are noticing, so I hope dealerships are paying attention."

Puckett says people are sometimes confused about the connection between Queen Bee RV and her work at the National RV Training Academy. Sometimes they can't understand that they are separate businesses.

"I want to make sure people understand I am a contract worker there, but it is my job. It keeps me sharp. I'm always growing my skills by teaching there," Puckett says. "I like writing curriculum and speaking to all different types of adult learners. I absolutely love it."

Puckett and her husband, whom she refers to as "Mr. Queen Bee," were campers years ago, until he decided he no longer wanted to camp. A chance encounter with an all-female camping group led Puckett to make a decision that altered her career arc.



"Mr. Queen Bee and I decided that we would try camping 15 or more years ago. We only lasted a few years. We live out in the country, and he prefers to be here with all his toys on our land. He was growing weary of camping. We stumbled across an all-female camping group who had reserved the whole campground where we were camping. It was called 'Sisters on the Fly,'" she says.

Encountering this women's group, coupled with her husband's urging, gave Puckett the confidence to plunge into solo RVing and, eventually, pursue her current twin careers.

"Sometimes I need to see somebody else doing something, and then it occurs to me I can do that too," Puckett says. "My husband was the one to suggest to me that I could camp by myself. It had never occurred to me that I could do that without my spouse."

Puckett encourages women interested in RVing to do their due diligence. She has a YouTube channel accessible through her website, queenbeerv.com, with lots of how-to videos and blogs.

"There's so much information out there presented by a woman to women. Just go out and try to envision yourself doing it. Trust yourself and start visualizing yourself out there, living life to the fullest. I promise you, you'll find your tribe," Puckett says. "There are tens of thousands of us out there. I don't know the exact number, but I've seen data that shows 40% of RV owners are women. Just give it a whirl and reach out. I don't want to say don't be scared, because it is scary. I encourage them to take the first step, whether it's looking online or coming to an actual event."

Before Queen Bee RV, Puckett was a real estate agent, and before that, she owned a cheerleading and dance team company for about 20 years.

"Needless to say, I'm an extrovert, and I like to be out there. I've always risen to the role of trainer or leader. Coaching has always been in my blood, and I did the same thing in real estate. It was a natural [fit] once I saw the training academy. I thought, I could come back here and do this one day. Sure enough, I made it. I'm still there."

With her busy dual career, Puckett hasn't had much time to go camping lately. She hopes to change that this year.

"I have a lovely travel trailer that looks pretty retro. It's newer, and it fits my brand to a T. I love being in it. I love camping, so I'm going to be doing more of it this year, and I do have some rallies I'll be going to. We'll see if I'll drag the trailer there, or if I have to fly, but I'm hoping to camp." RVP

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Women in Business 2026

The diverse roles of this year's 20 honorees show just how far women have come in the RV industry.

BY DARIAN ARMER, RONNIE WENDT & RV PRO STAFF

Tennis legend Serena Williams once said, "The success of every woman should be the inspiration to another. We should raise each other up." Each May, for our annual Women in Business section, celebrating women's accomplishments in the RV industry is something the RV PRO team takes pride and joy in.

Susan Carpenter, president and founder of the RV Women's Alliance (RVWA) and aftermarket manager at B&B Molders, has been in the RV industry for over 30 years. When asked what makes women in the RV industry special, she says, "The powerful combination of resilience, adaptability and leadership they bring to the table every day. In an industry built on relationships, women have been instrumental in driving growth, building trust and creating the kind of meaningful connections that set the RV business apart. The RV industry is unlike many others because it truly has a family feel to it — where business relationships often grow into friendships, mentorships and lasting partnerships. Women have helped shape that culture in a significant way, not only through empathy and collaboration, but also through their ability to lead, solve problems, inspire confidence and move the industry forward."

Despite making up nearly half of the workforce in the United States, women still face greater barriers to success than their male colleagues — less support, fewer opportunities for advancement and wage gaps. According to Forbes, women earn 81 cents for every $1 men make, a pay gap that has widened since 2025's 84 cents for every $1. A McKinsey and Co. study found that "women early in their careers are far less likely than men to be people managers."

Susan notes that the RV industry can be challenging for women as well. "Like many industries with traditionally male-dominated spaces, women have sometimes had to work harder to prove their expertise, earn a seat at the table and have their voices heard," she says. "Whether in leadership, sales, service or manufacturing, women have often had to navigate outdated perceptions while also balancing many professional and personal responsibilities.

"What has been inspiring over the last five to 10 years," Susan says, "is seeing how much women have grown in visibility, influence and leadership across the industry. More women are stepping into executive roles, owning businesses, leading teams and helping shape the future of RVing in meaningful ways. They are not only succeeding, but they are also opening doors for others and creating space for the next generation to thrive. [RV PRO's] Women in Business issue highlights this every year."

Monika Geraci, senior director of PR and communications for the RV Industry Association (RVIA) and Go RVing, was a 2025 Women in Business honoree. She says that "the strength of the RV industry lies in its extraordinary culture of mentorship. Across the industry and within our own organization, both men and women are deeply committed to advocating for one another's professional growth and career aspirations. This shift toward intentional investment in leadership is what makes our field so rewarding. It is inspiring to see this year's Women in Business honorees, who exemplify how a supportive community and active mentorship create clear pathways for the next generation of leaders to thrive."

Looking to the future, Susan hopes to see more women "recognized as leaders, innovators and experts throughout every part of the RV industry. I also hope the industry continues to invest in mentorship, inclusion and opportunities that encourage women to grow and lead confidently. When women thrive in this industry, they don't just participate in its success — they define its future through leadership, resilience and impact."

Due to a record number of peer nominations, RV PRO selected 20 honorees for this year's spotlight. Please join us in celebrating these outstanding women and their impact on the RV industry.

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Andrea STEM

Vice President of HR | TowMate

As vice president of human resources at TowMate, Andrea is responsible for building and leading the company's HR function. When she joined nearly two years ago, TowMate had minimal formal HR infrastructure, her nominator says. Andrea established core HR systems and processes, including employee benefits administration, policy development, compliance, onboarding, performance management and internal communications.

In creating TowMate's HR systems, Andrea worked closely with leadership and managers to understand the company's culture and operations, and then used her large-company experience to develop solutions that made sense for a 50-employee organization. Rather than applying one-size-fits-all solutions, she designed systems tailored to TowMate's size, culture and growth stage. Her nominator says her communication, transparency and consistency built credibility across the organization. Managers began to rely on her guidance, employees saw tangible improvements in benefits and communication, and leadership gained clearer visibility into performance and accountability.

Andrea also plays an active role in organizational leadership, documenting and facilitating manager and leadership meetings, defining expectations and accountability, and supporting cross-functional initiatives to improve customer service and internal operations. Since her arrival, the company has seen improved retention and increased employee engagement. Leadership accountability has improved through documented meetings, clearer expectations and better communication across departments.

Andrea contributes to the growth of women in the RV industry by creating a workplace where women can thrive, lead and grow within a traditionally male-dominated manufacturing and towing sector, her nominator says. Through fair policies, equitable benefits and consistent leadership practices, she ensures that opportunities for advancement, flexibility and professional development are accessible to all employees. As a senior executive in an RV-focused manufacturing company, Andrea is also a visible example that women can and do hold influential leadership roles in this industry, her nominator says. By fostering an inclusive culture internally, Andrea helps strengthen the broader RV industry workforce.

One thing that sets Andrea apart, her nominator says, is her ability to balance structure with humanity. She brings big-company experience into a small manufacturing environment without losing sight of the people behind the processes. She is described as equally comfortable navigating compliance, benefits and policy as she is having difficult conversations, mentoring managers or supporting employees through moments that matter in their lives.

Her nominator says Andrea's impact is felt daily in how TowMate operates, how managers lead and how employees engage with their work. Andrea's influence has helped shape the company into a more disciplined, transparent and people-centered organization.



Becky GOODELL

CEO | Blacksford Premium RV Rentals

As CEO, Becky leads Blacksford Premium RV Rentals, sets strategy and oversees all operations. She has led the company in its last three years of growth, her nominator says, from one market (Bozeman, Montana) to four (Las Vegas, Phoenix and Seattle), more than tripling reservations and the RV fleet. Becky has also helped position Blacksford as one of the go-to companies for customers seeking an upscale experience for their iconic national park and vacation trips in the American West.



Revenues have nearly tripled since Becky became CEO, her nominator says, and reviews have been extremely positive. Repeat customers constitute over 10% of Blacksford's revenue, and customers frequently ask where the company will open its next location. All of the high potential team members of Blacksford are women, and they all look to Becky as a mentor and model for career and personal growth.

Becky's background is as a lawyer and consultant to major corporations on ethics and preventing scandals borne of executive misconduct, her nominator says. She has advised CEOs and senior executive teams all over the world in tense circumstances and won their confidence in charting a framework and action plan to turn things around. At Blacksford, Becky has spearheaded a strong marketing and branding effort without a background in those fields.

Her nominator describes her as having strong convictions and being unflappable and says that she is extremely thoughtful and compassionate as well. Becky does not shy away from bad news but addresses it head-on.

Becky's advice for up-and-coming women in the RV industry:

Work hard and trust your instincts. Don't be afraid to be tough and identify problems, even if it makes you unpopular short-term. Place a high value on employees who work hard and live up to the company's values. For Blacksford, our top value is exceeding customers' expectations to create customers for life.

What it means to Becky to be a Women in Business honoree:

I see this as recognition that Blacksford is redefining the RV rental business by offering new, premium RVs at sought-after locations coupled with extraordinary customer service. We believe that renting an RV is a gateway to a continued RV lifestyle. I am honored to be recognized by RV PRO.

Natalia's journey from Russian immigrant to a senior executive leading one of the RV industry's top lending organizations is a testament to her determination and grit. Nominators write that her background also contributes to her inclusive, grounded approach to leadership.

Born and raised in Russia, Natalia immigrated to the U.S. at 18 years old with limited English and no established support network. She worked to establish herself and gain all the necessary documentation.

"These early experiences required perseverance, resourcefulness and an ability to adapt quickly — attributes that continue to define her leadership style," her nominator writes. "Natalia's background gives a unique perspective on navigating change, uncertainty and understanding different cultural frameworks."



As the executive leader responsible for BMO Bank's RV and Marine Indirect Lending, she oversees a large national organization that originates RV loans to an extensive dealer network. She also manages the bank's multibillion-dollar RV loan portfolio.

"Her scope includes full leadership of sales and relationship management, underwriting, operations, product development, risk management, pricing strategy and overall financial performance," her nominator says. "Natalia ensures the business delivers a competitive program, a strong dealer experience, and sustainable growth for BMO."

Natalia's unique background brings to the table experience in finance, product development, strategy and technology that she applies to her work to drive meaningful innovation in the industry.

"Under her leadership, BMO has implemented operational enhancements that accelerate loan funding, improving dealers' cash flow and reducing friction in the sales process," a nominator says. "She has championed several product innovations that simplified BMO's program and increased dealer competitiveness."

One example is her leadership in developing a first-of-its-kind structure that allows RV dealers to include more aftermarket products in the loan, improving both dealer profitability and consumer choice.

A passionate advocate of women in the RV industry and financial services, she serves as a mentor and champion for emerging female leaders, sharing her expertise, providing guidance and connecting women to new opportunities and professional networks.

The end result is women in leadership who feel capable, supported and inspired. Natalia also participates in women-focused industry forums and leadership events including the Most Powerful Women in Banking conference.

Natalia ENGERT

Head, U.S. Indirect Lending | BMO Bank

Natalia's advice for up-and-coming women in the RV industry:

Confidence is often built after the leap, not before. We tend to believe confidence precedes action, but more often it follows it, especially for women. Taking the risk is what teaches you that you can handle more than you thought.

As chief of sales at National Indoor RV Centers (NIRVC), Angie leads a team of 60-plus employees across all locations, which has grown to nearly 50% women and to five locations under her leadership. Her impact is felt company-wide, one nominator explains, through her work, leadership, coaching and support of her teams. She helped establish a sales culture rooted in respect for women, families and customers, and she assists in hiring and onboarding. Another nominator says Angie also works directly with every manufacturer NIRVC represents, ensuring the company is "competitive and ahead of the industry curve."

One of the things Angie does at NIRVC is create product videos for new incoming unit models, ensuring customers and staff alike have clear, engaging and informative content the moment coaches arrive. Due to the popularity of these educational product videos on YouTube — which have over 23 million views — another nominator says Angie is a public face so recognizable, that "we can't even walk through the airport without her getting stopped!" The videos highlight real-world usability and help buyers make informed decisions before they ever step into a showroom. A nominator says Angie connects with people on a personal level, listening, guiding and supporting them long after the sale is over.

Each year, Angie represents NIRVC at over 20 All Inclusive Motorhome Club rallies, strengthening relationships and elevating the company's presence within the RV community. Additionally, Angie plays a role in custom interior design for many of NIRVC's coaches, blending creativity with customer needs.

Several nominators say that she has inspired other women to join the RV industry, especially since Angie started out in sales knowing little about RVs, became one of the No. 1 salespeople nationwide for both Entegra and Newmar — a position she maintained throughout her sales career — and worked her way up to her current role. One says Angie's "work ethic and enthusiasm for this company and this industry are an inspiration." Another nominator adds, "I welcome her input to any situation that I am dealing with."

Angie balances work with being a mother of three and grandmother of five. Many nominators state, "She has shattered every glass ceiling she's ever stood under." They also describe her as kind, dependable, genuine and fully engaged, as having integrity, being a good person and loving both her family and the RV industry. One nominator says, "Words don't describe the amount of respect and admiration I have for her and what she has done for our company, and the industry."

Angie MORELL

Chief Sales Officer | National Indoor RV Centers

Angie's advice for up-and-coming women in the RV industry:

A simple but favorite quote of mine is, "The harder I work, the luckier I get." If you show up consistently, take great care of the customer, and genuinely love what you do, the success part has a funny way of taking care of itself.



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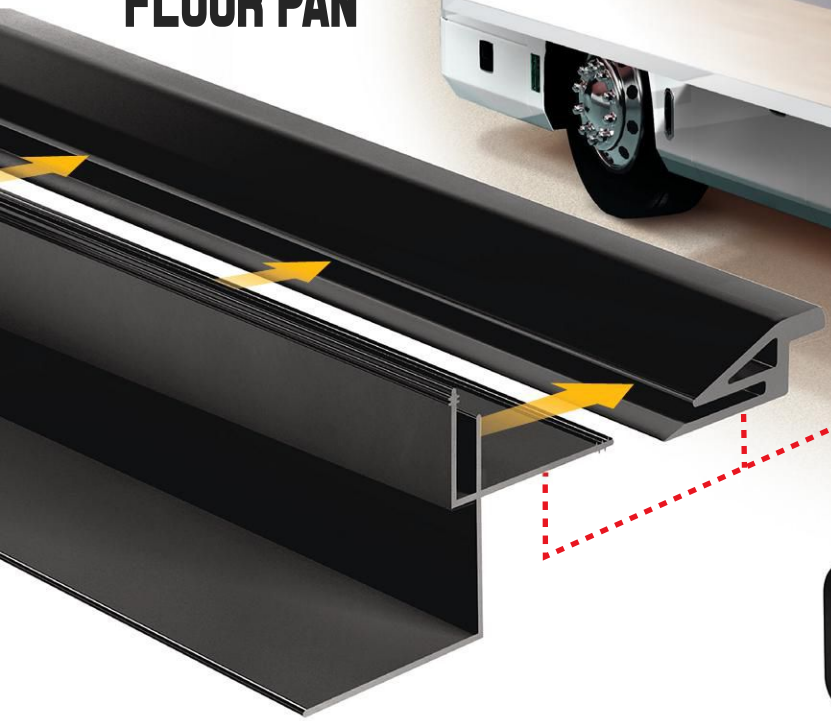


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Sheri is a jack of all trades when it comes to her role as office manager and co-founder of Fuller RV Rentals and Sales. She is responsible for all aspects of customer care and support, answering incoming calls 24/7.

Beyond that, Sheri does customer orientations when they pick up their rental units, handles all rental and sales paperwork with customers, filling propane tanks when needed, plus setup, breakdown and staffing displays at RV shows. Sheri does a bit of everything and anything to keep the dealership running smoothly.



"Sheri has mentored others entering the RV rental business for the past 43 years. She developed a proven system to convert rental units to sales after they are taken out of the fleet. She educates customers on why they should rent before making a major RV purchase and then regretting they purchased something they don't like. She conducts consumer seminars at New England RV shows and rallies throughout the year to help increase awareness and educate consumers," a nominator writes.

The nominator continues, "Sheri is always willing to help and answer questions on all aspects of the industry — sales, rental, maintenance on the fleet and troubleshooting for customers and noncustomers alike."

Sheri says, "Women can be very successful in this business, and I love having the opportunity to mentor many of them."

When COVID-19 hit, the dealership was inundated with requests for rentals to get away. Sheri worked day and night to fulfill rental requests for vacations that promised relative safety and relaxation for families, or to set up loved ones in a rental unit next to a home to accommodate someone with COVID.

"She worked tirelessly and with very little sleep for almost six months helping families in need," a nominator writes. "Sheri is the ultimate ambassador for the RV lifestyle and always has the busiest display at the consumer RV shows. I can easily find Sheri by looking for the longest lines in the aisle. She is as happy and helpful now as she was when she and her husband founded the company 43 years ago."

Sheri FULLER

Co-Founder | Fuller RV Rentals & Sales

Sheri's advice for up-and-coming women in the RV industry:

Just listen to your customers so you can give, get or help them. That will show you do know the RV industry and what it has to offer.

What it means to Sheri to be a Women in Business honoree:

I am honored to be accepted as one of RV PRO's 2026 for Women in Business. For the last 43 years, I have been working hard at being well rounded in the RV industry where women can succeed now.

Mariah started Gavins Point Recreational Center in 2021, building the business from the ground up.

"With no prior experience in RV sales or the RV industry, Mariah was driven by her passion for camping and a vision of providing a local RV dealership where none existed," her nominator says. "This vision and determination led to a remarkable achievement in its first eight months of operations — selling more than 300 RVs as a startup."

Building her business began with building her team. "Rather than focusing on the lack of RV experience, she hired individuals based on their character, strengths and potential for growth," a nominator says. "Along with her husband, she hired each person personally and communicated the vision for the dealership, training them in all aspects of the RV industry. Mariah's leadership style focuses on fostering a culture of continuous learning, hard work and ambition, which has played a key role in the success of her dealership.

"Her unwavering positivity and confidence in the success of the business have inspired her team, demonstrating her true leadership."

In 2023, Mariah tackled the challenge of purchasing an existing RV dealership and transitioning the business while maintaining the existing team.

"The transition was incredibly fast — she entered into the purchase agreement and closed the deal within 30 days," her nominator says. "This not only meant integrating with a new team and location, but also introducing a Grand Design lineup to the new Red 10 RV location, relocating to a new facility that required an extensive remodel and implementing a new dealer management system, website and processes. Despite these monumental challenges, Red 10 RV had its most successful year in its 10-year history, just a year and a half after taking over."

Not only is Mariah the owner and driving force behind her business, she is also responsible for the financial health and strategic planning of the company, and key decisions related to payroll, hiring and business growth.

Mariah stays engaged in the day-to-day operations while also driving the business growth on a large scale. She has a hand in company expansion opportunities, overseeing marketing strategies, leading monthly meetings and organizing company events and philanthropic efforts.

Mariah had a measurable impact on both of her dealerships, which saw remarkable growth in the past year — Gavins Point Recreational Center achieved a 151% increase in total sales and Red 10 RV saw a 179% increase, her nominator says.

This past year, Mariah faced her greatest challenge when her youngest daughter, a 3-year-old, needed a lifesaving bone marrow transplant. Mariah had to live 26 hours away from home for six months to care for her daughter, which required her to shift from being hands-on to managing from afar.



Mariah NELSON

Owner | Gavins Point Recreational Center & Red 10 RV

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We are proud to celebrate Dr. Yi Li on her well-deserved nomination for RV Pro's 2026 Women in Business. Dr. Li's pioneering approach to renewable energy has redefined the possibilities of off-grid living.

By championing clean, reliable power ecosystems, she remains a driving force in making sustainable energy accessible to every RVer.

Her leadership not only fuels Renogy's global growth but continues to pave the way for true energy freedom across the entire RV industry.

Congrats!

Yi Li
Founder & CEO, Renogy

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In describing Bree's approach to her work in the RV industry, one nominator writes, "Bree recognizes that challenges are unavoidable — what separates professionals is how they respond.

"Rather than giving up or becoming discouraged, she uses setbacks and feedback as fuel. She resets, brings a fresh perspective and focuses on solutions that create value for her customers. That resilience and solution-driven-mindset have strengthened her relationships, accelerated her growth and become a hallmark of her leadership style."

As the primary liaison between customers and UFP, Bree is responsible for driving sales growth, expanding product adoption and building long-term partnerships with manufacturers. Some of her key responsibilities include identifying new business opportunities, negotiating pricing and programs, coordinating with operations to ensure reliable delivery and resolving service issues quickly.



"She balances growth with operational execution by maintaining accurate forecasts, aligning inventory and credit and collaborating cross-functionally to deliver consistent results," one nominator says

Bree has been a big part of the work to educate OEM partners on the BRAWN family of products and helping manufacturers adopt technologies that improve durability and performance.

She was a key contributor and advocate of the BRAWN Plated Wall System in partnership with Shasta RV. The wall system replaces traditional hand-built walls with a stronger, more consistent structure. Her leadership helped bring the innovation to market and drove adoption with OEMs.

Through hard work and dedication, Bree has delivered measurable impact reflected in consistent growth in market share and sales, significantly expanding her book of business year over year.

One nominator says that Bree's "drive to win new opportunities and deepen existing partnerships has directly translated into sustained revenue growth and stronger positioning in the RV market."

Bree cares about people, too. Her nominator writes that she shares knowledge freely, encourages collaboration and helps create an environment where others feel supported and confident.

"Beyond the numbers, Bree sets an exceptional professional standard through her work ethic, preparation and attitude. She brings positive energy that strengthens the group dynamic and contributes to a collaborative, high-performing culture. Her results and leadership make her a key driver of both organizational growth and team success."

Bree UNDERHILL

Account Manager | UFP Factory Built

Bree's advice for up-and-coming women in the RV industry:

Stay committed, passionate and focused. Never forget to have fun while doing it! Always ask questions. This industry is great and has so many amazing people that are willing to connect and help you grow.

The title "office manager" doesn't do justice to the roles that Samantha fills at Liberty Trail RV.

"Samantha is the operational backbone and financial steward behind multilocation performance. In addition to leading regional operations, she serves as the accounting department, overseeing financial reporting, payroll, reconciliations and compliance with precision and integrity. She doesn't just manage offices — she builds high-functioning systems that drive profitability and accountability," her nominator says.

Having joined a startup RV company, Samantha was integral to helping lay the operational and financial foundation that allowed the business to scale quickly and sustainably — it currently has two locations with a third on the way. She developed and implemented standardized processes across departments, created financial tracking systems from the ground up and established accountability measures that drive performance across all locations.

Her nominator says Samantha doesn't just lead well operationally, she leads people well, too. "She mentors managers, refines onboarding processes and fosters a culture of ownership and excellence. Her ability to pair strategic thinking with hands-on execution has transformed rapid growth into organized, scalable success."

Part of that is through the ongoing support and growth of women in the RV industry. Samantha "leads visibly, confidently and without apology in spaces where women are still underrepresented," her nominator says, "particularly in operations and financial leadership roles. ... She demonstrates that women belong at the center of strategy, finance, and executive decision-making in this industry."

Most importantly, Samantha leads by example. Her competence, decisiveness and measurable impact help normalize women in high-level operational and financial roles.

"In an industry where advancement often follows a traditional hierarchy, Samantha rewrote the script. She overcame the challenge of being underestimated by consistently delivering measurable results — proving that leadership is not given by title, but earned through performance, vision and execution."

Samantha CURTIS

Regional Office Manager | Liberty Trail RV

Samantha's advice for up-and-coming women in the RV industry:

My advice ... is simple: don't wait for a seat at the table — earn it and own it.

What it means to Samantha to be a WIB honoree:

Being named a Women in Business honoree is such an honor. To me, it reflects the support, mentorship and trust of the people I've had the privilege to work alongside. This recognition is not just about individual achievement — it represents the collective effort of strong teams, great leadership and a community that encourages growth and accountability."



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Camco's 2026 New Products & Innovation

SPEAKERS



Tony Diaz
Trade Marketing Manager
Camco



Jim Alvarez
Key Account Manager
Camco

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Kellie TAUBE

Vice President, Global Sales | TST



As vice president of global sales for TST and its parent company PSI, Kellie has overseen sales activities across OEM and aftermarket channels, leading teams that support RV and commercial vehicle segments. She has played a key role in strategic planning, budget development and identifying growth initiatives tied to top-line revenue and gross margin targets.

Kellie's leadership style is best described as hands-on and deeply engaged. She operates as a "player-coach," staying close to the details while guiding her team toward broader objectives. She works directly with customers and internal stakeholders, maintaining a presence that reinforces accountability and collaboration. And she leads by example: never assigning work she wouldn't take on herself. That mindset has helped foster a culture built on trust, consistency and shared responsibility.

She is an advocate for the customer, consistently bringing insights back to product development, operations and marketing teams. By translating real-world feedback into actionable direction, she has helped TST's offerings stay competitive and aligned with market needs.

Kellie has also optimized the sales organization by implementing a CRM platform and defining key performance indicators. The tools established a communication framework and performance monitoring system, while ensuring her team maintained operational autonomy. The result is a balanced environment where expectations are clear, communication is consistent and teams are empowered to succeed.

Throughout her career, Kellie has challenged traditional demographics by hiring and developing women within her organization. Her background as a mechanical engineer further strengthens her credibility, allowing her to navigate technical discussions with confidence and break down preconceived notions. She also supports broader initiatives such as Women in Trucking, contributing to efforts that promote inclusion across the commercial vehicle space.

Her engineering background continues to be an asset in her role, enabling her to serve as an effective liaison between sales, engineering and operations. This technical foundation allows her to approach challenges with analytical rigor while maintaining a practical understanding of how decisions impact both customers and internal teams.

At the core of Kellie's leadership is a collaborative mindset and a genuine passion for the work she does daily.

According to leaders at TST: "Kellie's leadership of our sales and marketing efforts has been instrumental in evolving our team to the next step in our growth. We are in the process of appointing a new commercial business leader who will be working in concert with her to maintain consistency in our value proposition across all markets."

Jennifer SCHILLACI

Owner | RV Roofing Solutions & Learn to RV



As the co-owner of RV Roofing Solutions and owner and podcast host of Learn to RV, Jennifer has cultivated a connected, informed and empowered RV community rooted in service and shared experience.

Jennifer is the driving force behind marketing, sales, brand development and community engagement. With a personal approach, she engages RVers in a way that feels less like a transaction and more like a conversation around a campfire.

Her background — a homeschooling mother of seven and the wife of a retired United States Marine — shapes her ability to manage complexity, communicate clearly and lead with structure and empathy.

In 2025, Jennifer expanded her impact by acquiring Learn to RV, a struggling educational platform. She transformed the blogging platform into a dynamic, accessible resource hub designed to educate and support RV owners at every stage of their journey. The platform is now a place where people can learn confidently and connect meaningfully.

Jennifer has also worked to elevate RV Roofing Solutions into a recognized name within the industry. Despite its 20-plus year history, the business had limited visibility until Jennifer strategically repositioned it for growth.

Her determination opened doors that had long remained closed, including securing the company's debut at the Hershey RV Show in 2025 after a three-year waitlist, complementing a 16-year presence at the Tampa SuperShow.

Jennifer's influence is also evident in the partnerships and recognition the company has earned. In 2025, RV Roofing Solutions was invited as a Tiffin Allegro Club benefit partner and selected as a Family RV Association member benefit partner. In 2026, following the Tampa SuperShow, the company was invited to take part in the Open Roads VIP Program. And in 2026, the company will launch a dedicated family chapter for the Family Motor Coach Association.

She uses her vendor and influencer roles to create opportunities for customers, partners and peers to share and gain recognition. Through initiatives like the Learn to RV podcast and her presence at rallies, she creates environments where people feel supported and empowered.

Her commitment to supporting women in the RV industry shines through her sponsorship and participation in events such as the FMCA Western Area Ladies Luncheon, where she has also served as a speaker. Through Learn to RV Chick Chats and other community gatherings, she fosters spaces where women can ask questions and learn.

Jennifer's resilience was tested in July 2024 with the unexpected loss of Scott, her mentor and the original owner of RV Roofing Solutions. She restructured the business within a single day to ensure continuity for employees, customers and partners, even with legal, operational and emotional difficulties before her. Under her leadership, the company continued to grow while staying true to its values.



RVPRO product webinar

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FREE | MAY 14 | 1 P.M. CENTRAL

Security and convenience are top priorities for RV travelers. In this webinar, learn how The Headrest Safe Company is bringing discreet, built-in security solutions to the RV industry through an innovative safe integrated directly into a vehicle's headrest. Designed for more than just personal vehicles, the Headrest Safe can be installed inside all driveable RVs, providing hidden storage for valuables such as cash, identification, electronics and other personal items, keeping them protected while on the road without taking up valuable interior space. With durable steel construction and multiple locking options, including biometric, keypad or key access, the system delivers both security and quick access for drivers.

We'll explore how this technology works, why hidden storage solutions are gaining traction with RV manufacturers, and how companies like Grand Design RV are already integrating the Headrest Safe into new models such as the Grand Design Lineage Class C Motorhome. If your RV doesn't come with The Headrest Safe pre-installed, it's simple to add. Join us to see how smart, space-saving security features are enhancing safety and peace of mind for today's RV owners.

SPEAKERS



Todd Pearson
Director of Revenue
Headrest Safe



Mike Caudill
RV Industry Expert, Journalist, Thought Leader
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Jen PENDLEY

RV/CM Accessory & Account Business Manager | Cummins

As RV and CM accessory business manager for Cummins, Jen drives the strategic and operational performance of Cummins' RV generator accessory business. She oversees product lifecycle management, pricing strategy, customer engagement, competitive analysis and long-term planning.

Jen leads cross-functional collaboration with engineering, supply chain, sales, marketing and operations teams to protect product availability, cost competitiveness and customer responsiveness. She also manages key OEM accounts, supports new product development and leads forecasting and demand planning efforts.



She champions a culture focused on accountability, innovation and customer experience. She applies proven management methodologies to drive alignment and momentum to shift entrenched processes into more agile, customer-centric practices.

Her innovations show up in the competitive intelligence frameworks she has developed, the data-driven market recovery strategies she leads and her ability to identify cost reduction and service improvement opportunities that support OEM needs.

Jen has improved forecasting accuracy, reduced inventory gaps and strengthened coordination between supply chain, engineering and sales. She has also driven improvements in OEM communication, responsiveness and alignment, and she has contributed to profitable accessory sales growth and better alignment of the product portfolio.

Her leadership skills proved vital during one of the most challenging periods in the RV generator market. Facing aggressive pricing, product availability issues and increased customer frustration, Jen tackled the challenges by fostering collaboration across teams, performing thorough competitive research and presenting customer feedback effectively to leadership. She also advocated changes such as cost reduction strategies, improved communication processes and data-driven decision-making that enabled Cummins to regain trust with OEMs.

Jen is also deeply committed to advancing women in the RV industry, via the RV Women's Alliance and by mentoring professionals at Cummins and within the supplier network. She also participates in networking events, leadership development programs and industry committees where she amplifies women's perspectives and encourages inclusion.

Her dedication to growth is equally evident in her personal journey. Jen is currently pursuing a master's in business administration to expand her strategic leadership, finance, organization and innovation skills.

Jen's advice for up-and-coming women in the RV industry:

Women entering the RV industry shouldn't feel like they need to know everything to contribute. Trust your voice, stay curious and build strong relationships. This industry needs your perspective.

Heather HARRISON

Owner/President | Family Fun RV

As the owner and president of Family Fun RV, Heather leads with a hands-on approach that touches every part of the dealership, from high-level strategy to the day-to-day interactions that shape the customer experience. Whether overseeing sales, guiding operations, managing inventory, directing financial decisions or supporting her team, Heather moves seamlessly between roles with a clear and consistent presence.

This consistency has been critical in a highly competitive market. Family Fun RV's market position remains secure, thanks to Heather's ongoing efforts to defend it against the tide of acquisitions by national retailers and large dealer groups.

Rather than reacting to outside pressure, she focuses on what she can control: smart operational decisions, strong customer relationships and long-term stability. She builds success on sound judgment and a steady hand — qualities that keep the business moving forward, even when conditions are uncertain.

Inside Family Fun RV, that approach shapes a culture rooted in professionalism, accountability and mutual respect. Heather leads by example, working alongside her team rather than directing from a distance. It's not a "do as I say" environment; it's a "let's get it done together" mentality that builds trust and ownership across the dealership.

Heather's leadership has weathered a few major tests. Over a 12-month period, the dealership experienced significant theft losses due to multiple stolen RVs and repeated nightly incidents, one of her nominators says. Financial and operational difficulties arose from these events, exacerbated by a lack of insurance payouts.

At the same time, she oversaw moving the dealership from the Portland, Oregon, metro area to St. Helens, a major transition requiring focus, coordination and steady leadership.

Through it all, Heather stayed composed, kept the dealership moving forward and remained fully committed to her team and customers. The way she managed these tough situations and kept the business on track underscores her strong character and leadership qualities.

Heather leads Family Fun RV with authority, confidence and deep operational knowledge. Vendors, partners and customers see her as a capable, knowledgeable dealer principal who understands her business at every level.

Family Fun RV also supports local events and organizations in St. Helens, including the Columbia County Fair & Rodeo, the Reindeer Run, Highway 30 Cruisers and River City Speedway. This participation stems from Heather's conviction that local businesses should give back to their communities.

Heather's advice for up-and-coming women in the RV industry:

Take all the training you can, consider all advice given, stay true to yourself and your morals, be honest and kind, and work hard to always be the best you can.



As the digital marketing manager and content and industry engagement lead at Lightspeed DMS, Kristin develops and publishes industry-facing content that highlights product innovations, dealer success stories and product developments.

Working with product, sales and OEM partners, Kristin translates complex technical capabilities, such as software integrations and operational tools, into actionable insights for industry audiences. Her work strengthens brand awareness, deepens dealer relationships and positions Lightspeed as a trusted partner. Kristin helps shape broader industry conversations around technology, dealer performance and the future of the RV ecosystem. By fostering these connections, Kristin elevates Lightspeed's presence and credibility while ensuring the dealer voice remains central.

Kristin supports and mentors sales initiatives by guiding new campaigns and messaging strategies. Kristin works with teams to ensure that value is communicated clearly and that solutions are aligned with the real-world needs of dealers.

One of Kristin's notable contributions is the "I Love Lightspeed" campaign, an initiative that combined storytelling, brand advocacy and customer engagement. This campaign strengthened brand affinity by amplifying customer voices and reinforcing community among RV dealers.

The results of her work are reflected in metrics and growth at Lightspeed. Through her efforts, the RV segment achieved 117% of its revenue goal, driven in part by stronger positioning, clearer messaging and increased market visibility under her leadership.

Kristin has also contributed to increasing inbound demand, with improved website content and social media engagement generating more qualified leads and strengthening top-of-funnel activity. By aligning storytelling, customer advocacy and industry relevance, she ensures Lightspeed is visible and compelling to prospective customers.

Kristin advocates for greater representation and recognition of women who are making meaningful contributions across dealership operations and ownership. An example is her work on customer testimonials featuring Gina Starett, co-owner of Mountaineer RV & Outdoor Center. She highlighted Gina's leadership, success and business acumen to showcase real-world examples of women excelling and leading in the RV industry.

Kristin JOHNSON

Digital Marketing Manager | Lightspeed

Kristin's advice for up-and-coming women in the RV industry:

Leave things better than you found them. No matter the role, the project or the room you walk into, bring curiosity, bring effort and bring a mindset that asks, "How can I make this just a little better?" That might mean improving a process, helping a teammate, asking a thoughtful question or simply doing the small things well. Over time, those small improvements add up.





As co-owner and VP of marketing, communications and business development at VanLife Campers, Catherine oversees brand positioning, communications, strategic partnerships and initiatives that strengthen customer relationships, community engagement and long-term business development.

At VanLife Campers, the product (the van) is central but never disconnected from what it represents. Van-life is a way of living, traveling, slowing down and reconnecting with what truly matters. Catherine's mandate is to translate this universe into a coherent, human and inspiring brand through marketing and branding initiatives. A core part of her strength is the ability to balance the concrete sale of a Class B and the deeply human side of this industry.



Beyond the vehicle itself, Catherine's work focuses on demystifying van-life, breaking down preconceived ideas and communicating the benefits of traveling this way. The company's intention goes far beyond selling a van — it is supporting people in a life project.

Catherine's greatest challenge was finding her place in an industry largely dominated by men, asserting her voice and, most importantly, establishing credibility of marketing. Too often, marketing is perceived as a cost — difficult to track, measure and justify. She therefore undertook an effort to break down every investment, define actions, tie initiatives to objectives and translate them into concrete tasks.

In an environment where marketing is often the first budget considered for cuts, it was critical to demonstrate its strategic value and tangible impact on growth. The process was long and demanding, but today, Catherine operates with full autonomy, grounded in trust, structure and results.

One of the elements that clearly sets Catherine apart is her strong ability to build networks and her genuine love for people. This allows her to create authentic connections, develop powerful partnerships and ensure that VanLife Campers is always taken seriously as a business partner.

Catherine VACHON

Co-Owner | VanLife Campers

Catherine's advice for up-and-coming women in the RV industry:

Build your circle with intention. Surround yourself with people you trust — people who elevate you and who you elevate in return. That dynamic is a growth engine. Prioritize team strength. Success is rarely individual. A strong, aligned team will carry you further than any solo effort. Take care of your clients. Always. It's not a tactic; it's a long-term positioning.

Stay in learning mode. Keep evolving. Raise your standards. Do things properly, even when no one is watching.

What it means to Catherine to be a Women in Business honoree:

I feel genuinely privileged. Remarkable people have crossed my path, and I've had the opportunity to work on ambitious, demanding projects, while truly enjoying the process.

Kayla's title is director of customer service, but she is much more than that. She works directly with OEM partners and customers to ensure concerns are resolved efficiently, overseeing warranty claims, service coordination and complex technical inquiries with a high level of expertise and care.

Kayla mentors a growing customer service team and collaborates closely with line workers, shipping and receiving, and service teams. Her ability to bridge communication across departments allows RVMP to operate cohesively and proactively — she is one of the most versatile and knowledgeable team members at RVMP, one nominator says.

She brings a strong manufacturing background within the RV industry and has rapidly grown into a trusted, influential leader. She has played an integral role in every new product release and regularly represents RVMP at industry trade shows alongside the sales team, where she builds lasting relationships with OEMs, dealers and customers from a wide range of backgrounds.

Kayla contributes to the ongoing support and growth of women in the RV industry by leading with visibility, confidence and consistency in a space where strong female leadership continues to grow. She advocates for women's voices both internally and externally and supports their growth within her team by mentoring, empowering and encouraging them to develop confidence in their skills.

One significant challenge Kayla has faced in her career was navigating two company acquisitions within a three- to four-year period. Acquisitions often bring uncertainty, shifting priorities, process changes and cultural adjustments, all of which can impact team morale and daily operations. She remained a steady and dependable leader.

Kayla is a mother and role model to two girls, and a gym junky who loves to "meet her daily protein goals." Outside of work, she enjoys showing up to her team members' special events. She also helps coach a softball team at Harris Little League.

Kayla's advice for up-and-coming women in the RV industry:

One of my favorite quotes that I live by is "we don't have problems; we have solutions we just have to find."

Kayla AULT

Director of Customer Service & Support | RVMP

What it means to Kayla to be a Women in Business honoree:

Being a Women in Business honoree means a lot to me because it represents more than just my work — it reflects the journey, the challenges and the people who supported me along the way. It's a reminder that showing up, staying resilient and continuing to grow really matters. I also see it as a responsibility to keep pushing forward, to support other women and to help create opportunities for those coming up behind me.



Teresa oversees the financial operations of Arrowhead Camper Sales, including payroll, floorplanning, tax management and general bookkeeping. She also supports the sales process by assisting customers during deal closings and providing front-end customer service.

Under her leadership, Arrowhead Camper Sales has never operated in the red, her nominator says. For a 54-year-old family-owned business, to remain consistently profitable is an extraordinary achievement.

Teresa mentors two young women who represent the company's future, and her impact goes beyond day-to-day guidance. She shows up with unwavering encouragement, helping establish confidence in their abilities and reminding them that they belong in this industry. "Whether we're facing new challenges or celebrating small wins, Teresa is the steady, compassionate presence we can always count on. Her belief in us has shaped not only our growth in the RV industry, but also the kind of professionals we aspire to become," her nominator says.

Losing the founder of the business — and more importantly, Teresa's father — in 2019 brought challenges that few could have navigated with the grace she demonstrated. Murrell Fitzgerald left an immeasurable void at the shop, and customers often said he left big shoes to fill. Teresa stepped into that responsibility with quiet strength and remarkable capability. She assumed nearly all of the duties her father once handled, while continuing to manage her own responsibilities. Her resilience, dedication and unwavering commitment not only honored her father's legacy but also ensured the continued success and stability of the business he built.

Outside of work, Teresa is constantly serving others. She is a Bible class teacher, supports multiple local charities and school programs for less fortunate families, and enjoys spending time with her family.

Teresa's advice for up-and-coming women in the RV industry:

Get out of your office chair. Your role or position is not too important for you to meet your customers and employees. Learn about them and from them. Take time to shake their hand, tell them thank you and how much you appreciate them.

Make sure you take time out for your community. Participate in community events. Donate to your local schools and nonprofits. Find the organization that could use just a little more financial help or back labor.

When your priorities are in the right order, everything else falls into place.

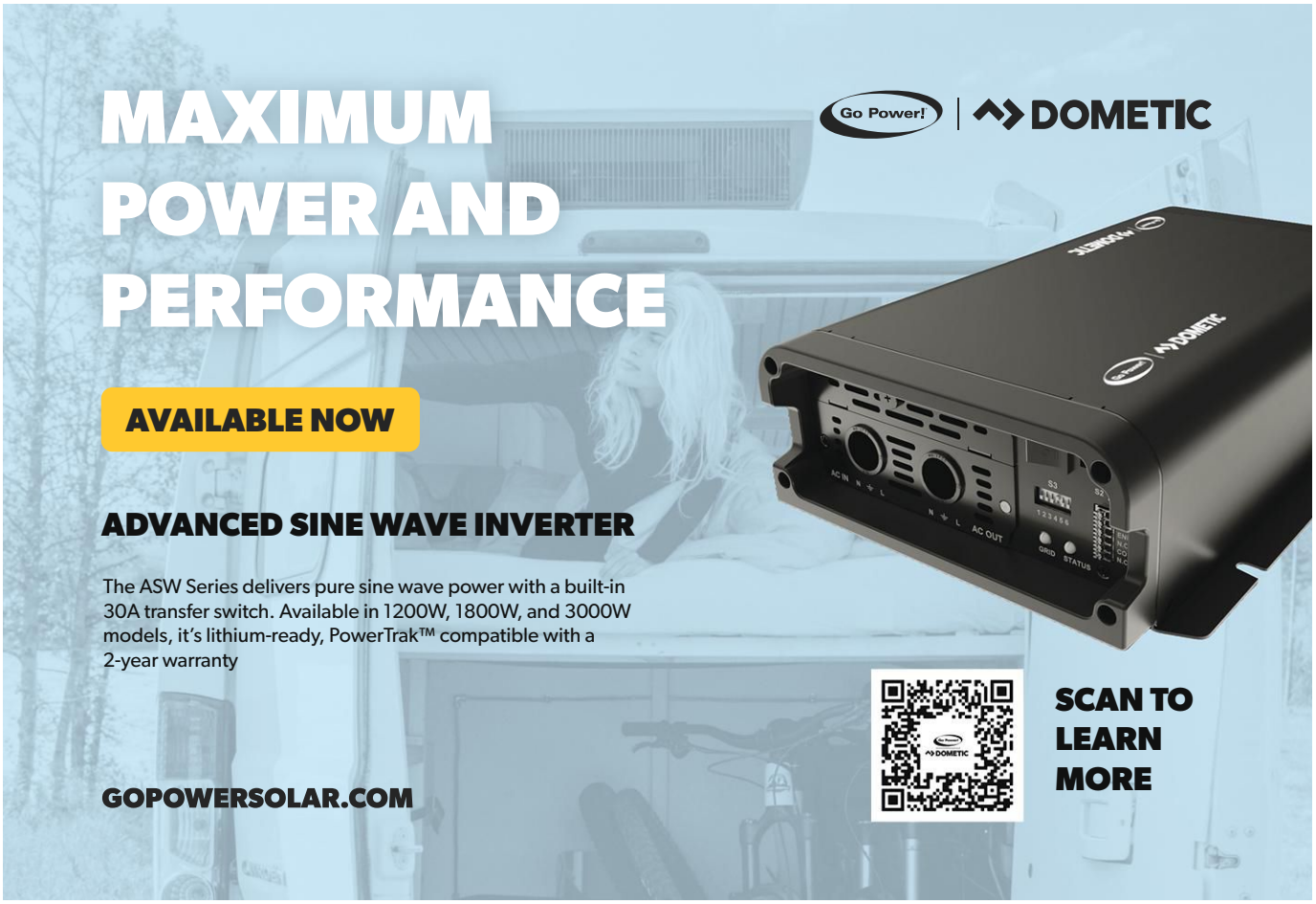
What it means to Teresa to be a Women in Business honoree:

I am very humbled and honored. I must give credit to my mother, Carolyn Fitzgerald. For me, my mom was a trailblazer. She and my father, Murrell, taught our family how to work and the business ethics to go with it.



Teresa HERNDON

Co-Owner & Vice President of Administration | Arrowhead Camper Sales



As CEO at Renogy, Yi is responsible for staffing, managing and motivating the leaders of every facet of the company's global organization, from engineering to supply chain, manufacturing, sales, marketing, customer success and administration. She built the business from the ground-up 16 years ago, and based on her exceptional scientific competency, she is the driver of the strategy and technology that has established Renogy as a global leader in off-grid power for mobile applications.

Yi oversees executive leadership, international operations, financial planning, manufacturing strategy and long-term market expansion, with a strong focus on advancing off-grid energy solutions for the RV, marine and mobile power industries. Yi has been a pioneer in bringing advanced lithium battery technology, integrated solar systems and complete off-grid energy platforms into the mainstream RV market. Under her leadership, Renogy evolved from a component supplier into a full-solution provider offering end-to-end energy ecosystems designed specifically for mobile living and off-grid applications.



Yi is supporting the RV Women's Alliance build this year and utilizing solar equipment in third-world countries to power deep water pumps to ensure economically challenged communities have fresh water.

As a female founder and CEO in both the energy and RV sectors, industries historically dominated by men, Yi has been an incredible example of leadership and technical authority. She promotes inclusive hiring practices, supports women in leadership roles, and encourages cross-functional professional development within Renogy.

Yi LI

Founder, President & CEO | Renogy

Yi's leadership culture prioritizes opportunity based on capability and initiative, resulting in strong female representation across management, engineering coordination, marketing leadership and business operations. By creating and nurturing a performance-driven but supportive environment, she has helped create pathways for women to take ownership of major strategic initiatives, customer programs and organizational leadership roles.

One of the major challenges Yi faced was scaling Renogy into a fully integrated global energy solutions provider while navigating rapid technological shifts, supply chain complexity and increasing industry competition. Yi invested heavily in engineering, battery technology and system-level design, a move that required significant operational restructuring, expanded manufacturing coordination and long-term capital commitment. Through this transition, she strengthened the company's leadership structure, expanded global production capabilities and aligned teams around a unified product ecosystem strategy.

This decision ultimately transformed Renogy into a comprehensive energy platform provider capable of supporting OEM manufacturers and large-scale commercial partners, significantly strengthening the company's long-term competitive position and impact on the industry.

As the leadership development coordinator for Lippert's Transportation Group, Siria supports the growth and development of leaders across a diverse workforce. She coordinates and delivers leadership training programs, partners with leaders to identify development needs, and helps implement initiatives that strengthen employee engagement, communication and leadership effectiveness.

In her role, Siria has introduced innovative approaches to leadership development by focusing on practical, people-centered programs that strengthen confidence, communication and long-term career growth within a traditionally operational workforce.

One of her most impactful contributions has been her leadership of the Lippert Women's Network. She has helped grow the network into a thriving community that provides connection, mentorship and professional development for women across multiple locations and roles. Siria has intentionally expanded opportunities for connection, with a particular impact among Spanish-speaking employees who often benefit from her ability to bridge communication and cultural gaps. She ensures women across all roles and backgrounds feel seen, heard and supported.

Siria's leadership is defined not only by program execution, but also by innovation in inclusion — creating spaces where women feel seen, supported and empowered to grow within the RV industry. She approaches every interaction with a people-first mindset, always willing to step in to help, encourage or support others wherever needed.

Her influence extends beyond formal programs. Siria invests personally in mentoring and encouraging others, including supporting women through key career milestones that have contributed to shaping a more inclusive and people-focused culture at Lippert. Through her authenticity, empathy and dedication, she continues to elevate women and strengthen the future of leadership within our organization and the broader RV industry, her nominator says.

Siria's advice for up-and-coming women in the RV industry:

Own your God-given purpose, silence imposter thoughts and lead fearlessly, because you are called to transform, to influence and to shape a legacy that elevates both the RV industry and every person entrusted to your leadership — men and women alike.

Siria KRESSER

Leadership & Culture Coach / Women's Network Chair | Lippert

What it means to Siria to be a Women in Business honoree:

Being recognized as a Women in Business honoree is both humbling and motivating. It reinforces my responsibility to lead with integrity, champion growth and create opportunities for others. More than a personal achievement, it's a call to serve the people and industry I'm entrusted to influence and a reminder to women that they, too, belong at the table. If my leadership opens even one more door for another woman to walk through, this honor becomes even more meaningful.



As co-owner of Nomadic Camper & RV Repair, Madison also works on social media, takes pictures and helps with marketing, runs the front desk and talks to customers, answers phone calls and emails and more. Coming to the RV industry with no experience, Madison now has multiple certifications and wears multiple hats daily to keep the operations flowing.

Madison completes all administrative requirements and financial responsibilities to keep the business running and oversees scheduling, accounting, sending out ROs, assigning jobs, hiring, firing and more.

Madison has been certified with Dometic, Aqua Hot, Airxcel, Suburban and Lippert. She attends RV industry conferences and is well respected and known for dedication to a positive customer experience.

Madison exemplifies multitasking — working alongside her husband and sometimes bringing her 11-month-old to work. One nominator says she is a prime example of the ultimate female leader and has strong attention to detail.

When Madison and her husband started their business, it was a mobile service and repair only. Since then, it has grown into a brick-and-mortar business, and revenue has grown 87%, one nominator says.

Madison is known for diffusing heated situations and has had a positive effect on the company's culture. One nominator says she is always helping others and guiding them in the right direction. She is a mentor to women in leadership in her area. She is also a part of Shop Fix Academy and sets an example for what women are capable of.

Madison has met the challenge of being the only female in the industry in her area with a positive spirit, passion and a love for learning. She overcame a tough challenge when her front desk employee quit and Madison had to return to work just five days after giving birth. As another example of her resilience, her nominator says that when some male customers don't initially respect her because she is female, she respectfully turns that around by showing her knowledge and experience.

In addition to running Nomadic full time, she also has her own photography business, Memories By Madison, and she is in real estate.

Madison's advice for up-and-coming women in the RV industry:

Women absolutely belong in this industry. We are just as capable of learning the systems, the technical knowledge and the hands-on skills that the RV field requires. In fact, many women thrive here because we bring strong attention to detail, communication skills and a willingness to keep learning.

If you're a woman considering the RV industry, don't let outdated stereotypes discourage you. Instead, let them motivate you. Every time someone doubts you is an opportunity to prove what you know. Get certified. Ask questions. Stay curious. The more knowledge you gain, the more confident you become — and knowledge truly is power in this field.

Madison
UNDERWOOD
Co-Owner | Nomadic Camper & RV Repair



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As sales administrator, Kristin plays a critical role in the day-to-day and long-term success of the sales organization. She serves as the operational backbone between sales, finance, production and leadership, ensuring accuracy, efficiency and accountability at every stage of the sales process.

Her responsibilities include managing sales documentation, pricing accuracy, order processing, dealer communication, reporting and internal coordination. Kristin identifies inefficiencies, implements process improvements and ensures the sales team can focus on growth while operations are handled with precision and consistency.



Kristin demonstrates leadership not through title, but through ownership, initiative and influence. She consistently anticipates needs before they become issues and brings thoughtful, solution-oriented ideas to leadership.

She has introduced and refined systems that improve workflow, reduce errors and increase transparency. Her ability to see both the strategic and operational sides of the business allows her to innovate processes that are scalable, repeatable and sustainable. Her leadership has elevated the professionalism and effectiveness of the entire sales organization.

Over her 16 years with the company, Kristin has taken ownership of processes that go far beyond her job title. She leads by example through consistency, accountability and problem-solving. When obstacles arise with orders, production or communication, Kristin doesn't wait to be told what to do. She steps in, coordinates the right people and drives solutions to completion.

Kristin **LAIL**

Sales Administrator | Heartland RV

She was deeply involved in the complex migration of Heartland's legacy systems into Jayco's existing platforms — an effort that required exceptional attention to detail, adaptability and cross-functional coordination. While managing a heavy workload, she ensured continuity in sales operations, pricing, order processing and dealer communication.

Despite the scale and complexity of the transition, she made the experience seamless for both new and long-standing customers, minimizing disruption and maintaining confidence in the brand during a critical period of change. Her work helped preserve dealer trust, sustain revenue momentum and ensure operational stability throughout the integration.

Kristin is a trusted mentor and advocate for women. She willingly shares knowledge, offers guidance and provides encouragement — especially to women stepping into new or traditionally male-dominated roles.

Kristin's advice for up-and-coming women in the RV industry:

My advice is to be flexible. I have held many different roles throughout my career. I have always taken every opportunity to learn different aspects of the RV manufacturing business. The ability to be multifaceted has helped me to advance and evolve. RVP

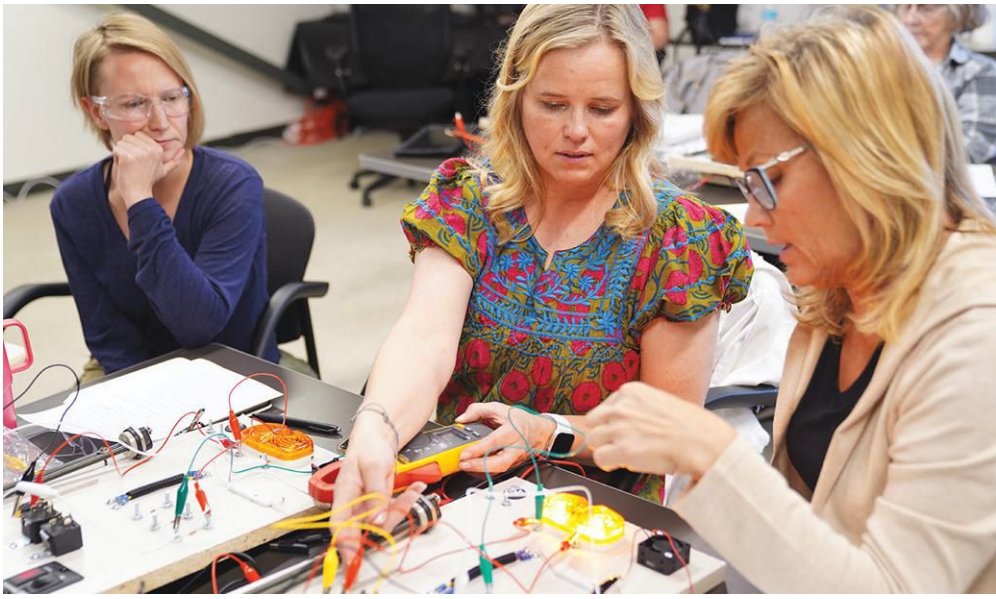


EMBRACING THE TECHNICAL SIDE OF RVs

Seeking to broaden their knowledge, women flock to systems courses organized by **the RV Women's Alliance.**

BY JENNIFER KING

PHOTOS COURTESY OF RV WOMEN'S ALLIANCE



There's a saying that when someone once complimented Fred Astaire on his dance prowess, a bystander commented that while he was impressive, Ginger Rogers did everything he did, but backwards and in high heels.

Since then, that phrase has been widely adopted by women who have wanted to show that they, too, can succeed in a man's world, all while also rearing children and entering rooms typically reserved only for men.

That sure has been true historically when it comes to women in the RV industry who truly understand the technical side of things. But the RV Women's Alliance (RVWA) has been working in partnership with the RV Technical Institute (RVTI) to change all of that.

Enter the RV Systems All-Female Classes — a deep dive into Level 1 technician training offered for groups of women who want to learn more about the electrical, propane, plumbing and appliances in an RV.



Jessica Rider

The classes are ideal for women who have roles in parts, warranty, tech service, customer service and more, and who want to learn how these systems flow through an RV and how they all connect to the body, the chassis, generators and more.

Jessica Rider, who operates Pull Through Sites Mobile RV out of St. Louis, is the lead instructor for the all-female systems classes and a Level 4 Master Certified technician. The classes started in 2021 by bringing in women who were not in the industry already. At the time, Bill Stewart, who passed away last year, was the lead instructor.

"He was a huge champion of getting that kicked off with us," Rider says about getting the classes going. "Having Bill as a partner and RVTI, obviously, as a partner because we're teaching their curriculum ... was huge."

Finding the Right Path Forward

While initially the classes might include women who were interested in becoming RV techs, they also included women who simply wanted to understand more about

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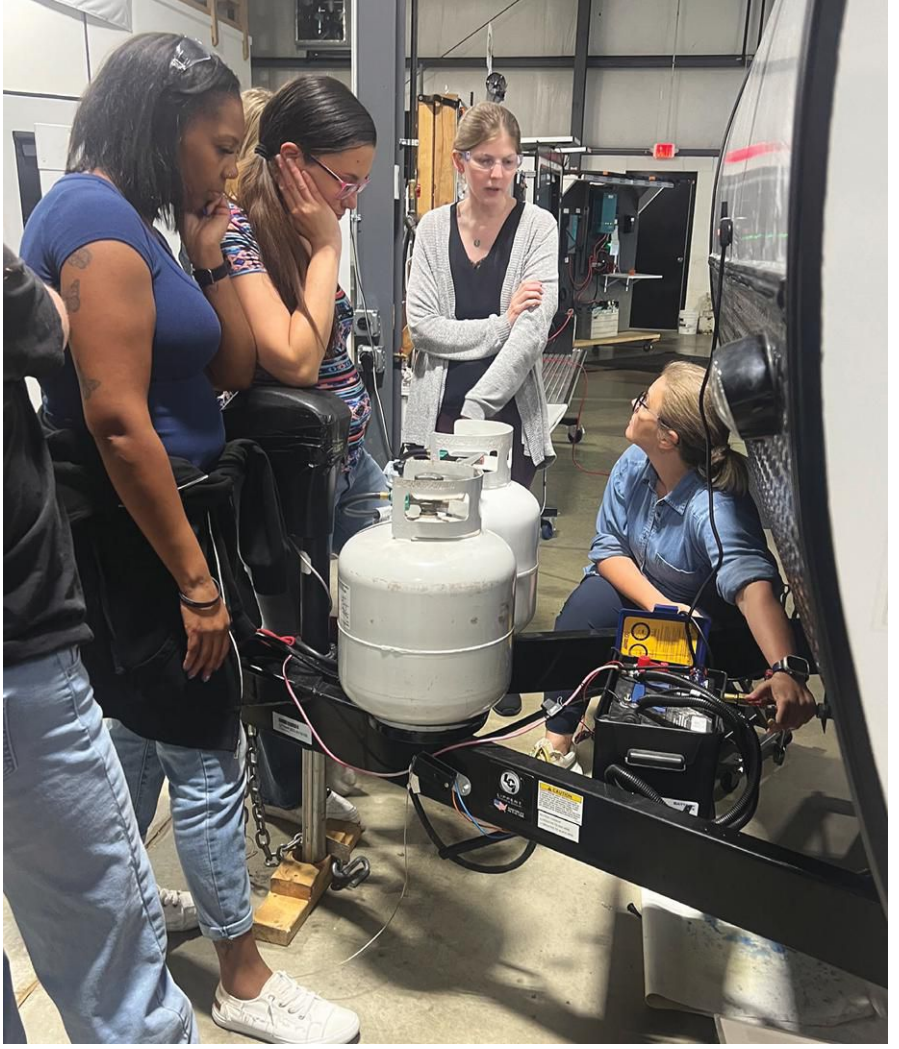
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their own coach. Then in late 2024, the classes transitioned based on the feedback they were getting, Rider says.

One thing that changed was Rider coming on to teach; she mentored with Stewart to learn how to teach the technical material.

Then, in 2025, the program was revamped to steer away from teaching women to become techs to focus on women already in the RV industry who wanted to learn more about the technical side of RV units.

"So that's where we pivoted in '25, which has gone over extremely well," Rider says. "We taught a class in Canada in '25 [and] we did our first night class in '25, which was great.

"Then this year we have now kicked off our first hybrid class," she explains, stating she had three different hybrid classes starting in March when RV PRO spoke to Rider by phone.

Those classes include a five-week online course and then one week in person.

"We are also kicking off our first time we're ever going to teach Level 2 this year," she says. "We've always taught Level 1, and now we're going to kick off ... a Level 2 course."

"I'm not teaching them how to be a technician," Rider says. "I'm teaching them how to understand the technical pieces of an RV so they can do their job better. We are teaching service writers; we're teaching people in warranty and customer service; women [who] are in marketing [who] touch the customer online. We're teaching those different levels because they're hungry for the knowledge. They want to do their roles better."

This year, the in-person week of the course will be held in conjunction with the RVWA's Chassis to Classy program. Through shared visions of RVWA members and the sponsoring suppliers, a Vision Vehicle — a fully built RV — will be created with help from RV manufacturers, suppliers and industry partners. The completed vehicle will be raffled, with proceeds supporting RVWA's Charitable Foundation.

Two of the hybrid classes Rider is working with this spring are partnerships with OEMs Nexus and Alliance; the third class is a mix of 10 women in different roles in the industry — it's that group that will work on the Vision Vehicle.

Teaching How Women Like To Learn

Rider says her style of teaching is to take things step by step.

"We're talking and working through not just the theory of how electricity works, but we're talking about how it actually flows through an RV from a woman's perspective — not from a guy who's been turning a wrench for 30 years," she says.

Giving the students the confidence that they understand what's going on before they dive in to repairing something is key, Rider says.

"A man will just grab a hammer and start going and figure it out as he goes, and we want to plan ... We need to know the steps. And so, for a lot of women, because they don't know every step or they don't know how electricity flows, or they don't know the difference between 120 volt and 12 volt and what runs where and how does it work, they don't have the confidence to answer questions.

"What I try to really give them, and ... what RVWA gives overall ... [is] the confidence on this technical piece. It's helping them understand not only the information, but the confidence to navigate a conversation with that 65-year-old guy customer that's calling you and knows everything ... and then he says, 'my furnace doesn't work.'"

Rider says they talk through scenarios like that during their lessons — she will ask students to bring her the last five customer complaints or questions they were faced with. Then they'll discuss how to confidently take the knowledge they are learning in the courses back to their customers, and also to their employer and show how they've added value to their place of business.

Boosting Knowledge & Confidence

With approximately 200 women who have completed the technical courses through RVWA's program, Rider says the future is likely going to consist of more hybrid classes. Because much of the course can be completed individually, and without needing time away from work, this method is more convenient for more people.

They are also beta-testing a new form of training, Rider says, with more info on that to come.

And with RVWA establishing the Bill Stewart Scholarship fund, to help continue his legacy and educate additional women on the technical aspects of RVs, assistance will be there for those who want to participate.

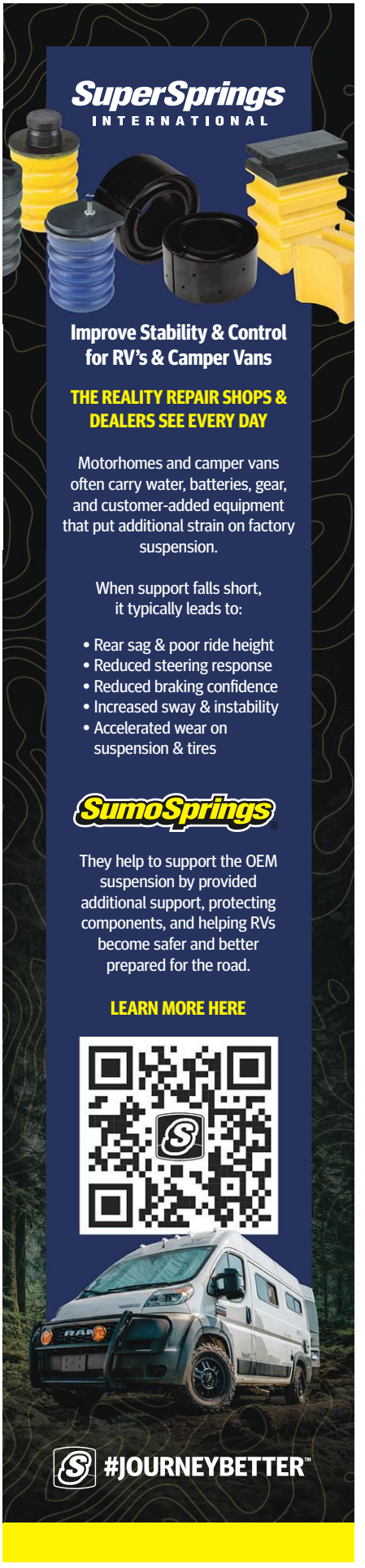
"We felt like that was something so near and dear to all of our hearts," Rider says of the scholarship in Stewart's name. "So women, when they apply for the class, they can apply for the scholarship as well ... And we've been very fortunate to have several companies contribute."

Rider says she is happy to be able to take the skills she's acquired from her business and help others build their knowledge of RVs.

"I started my company wanting to get into this industry because of the gaps. There are blatant gaps in this industry, specifically with customer service. And I knew that I could bring my background and help change that," she says. "And then getting involved with RVWA and getting the opportunity to teach these classes, it not only fills the gap because the more knowledge people have, the faster we can get things through warranty claims, the faster we can get customers back to doing what they intend to do with their RV, which is get outdoors.

"So, I love that from a personal aspect. And then, I really enjoy mentoring and helping specifically women see their potential. They may not understand their potential or how to use this knowledge to better themselves further down the line or ask the questions they need to ask. And I believe that I help bring that out in them." RVP

For more information on RVWA's courses or the Bill Stewart Scholarship, visit rvwa.org/events/rv-systems-classes or rvwa.org/rvwa-charitable-foundation/bill-stewart-scholarship.



BY JAY DUPREY

Where RV Dealers Are Losing Sales

Use behavioral analysis to determine buyer patterns and increase sales.



KZENON - STOCK.ADOBE.COM

If there's a single word dealers used to describe 2025, it would likely be uncertainty. Tariff reversals, inflation, affordability concerns and rapid shifts in technology have created a market that feels heavy, immovable and definitely resistant to momentum. In 2026, "affordability" seems poised to dominate the conversation.

Consumers are responding accordingly. They are shopping longer, comparing harder and demanding better experiences. These buyers — the intentional, price-sensitive and informed — represent both the greatest opportunity and the greatest risk to dealers. They are also the buyers most likely to slip quietly out of the funnel.

The good news is simple: dealers already have what they need to spot them. They have the data. They have the platforms. What they lack are the insights.

Every dealership runs on the same familiar infrastructure: a customer relationship management (CRM) tool to capture customer intent and engagement, and a dealer management solution (DMS) to capture the outputs of that journey. Together, these systems feel complete. Together, they feel sufficient.

Over time, they become as invisible as the lights, the HVAC system, computers and phones — essential, familiar and rarely questioned. Data goes in. Reports come out. Dashboards refresh. Everything works, right?

Yet sales continue to leak out of the funnel.

CRMs and DMS platforms are excellent at documenting outcomes. What they are not designed to do is explain behavior — why one buyer moves forward while another drifts away, even when they look similar on paper.

Over time, dealers begin to accept funnel leakage as natural. Some level of attrition, we tell ourselves, is unavoidable. It's part of the numbers game. It's just how it works.

But that assumption creates a dangerous blind spot.

It limits our ability to ask, let alone answer, the questions that actually matter to sales operations:

- Why does one buyer accelerate while another hesitates?
- When does momentum truly break?
- What patterns consistently drive conversion or collapse?

Without clear answers, we fall back on instinct. Experience. Anecdotes. Gut feel. Salespeople chase the deals that feel alive. Managers and F&I departments trust their sense of who is "serious." Sometimes that works. Often it doesn't.



RV dealers already know, intuitively, what contributes to lost deals. The answer is often time.

- Payment-sensitive buyers hesitate when expectations don't align.
- Rate-sensitive buyers pause while waiting for better terms.
- First-time buyers second guess after submitting for financing.
- Trade-in customers stall over valuation friction.
- Cash buyers move quickly — or disappear just as fast.

What dealers rarely know is when decay begins, which behaviors predict collapse or which buyers must be prioritized within the critical 48- to 72-hour window to preserve momentum. Without that clarity, effort is spread evenly where it should not be. Long-shot deals receive the same attention as high-probability ones. Cycle times lengthen. Revenue is lost — not because of poor salesmanship, but because attention arrives too late.

The fix is not another system. The fix is insight from the same data.

Instead of grouping leads or customers by their demographics or statistics, group them by behavior — how leads move through your sales process to become buyers. This is the logic behind behavioral cohort analysis: organizing customers based on shared patterns of engagement, timing and progression.

Seen this way, patterns familiar to instinct and experience begin to emerge.

There are buyers who move quickly — responding promptly to outreach, transitioning smoothly between steps and remaining open to structure discussions. These deals tend to close when they are prioritized. Many stores win them by accident. What if dealers won them intentionally? These buyers are valuable because they reduce carrying costs, improve cash flow and increase profitability — these are the "spot" deals.

Then there are buyers who slow down. They don't disappear but remain uncertain. Response times lengthen. Questions cluster around payments or trade-ins. Momentum falters, but not irreversibly. These are often the most profitable saves, if intervention happens early enough.

And there are buyers whose engagement thins out entirely. Long gaps between contact. Repeated deferrals. High sensitivity to structure. These deals absorb attention disproportionate to their likelihood of closing. Most dealers know they exist. Few can clearly identify them or know how many they truly have.

None of this requires speculation. The data already reflects it. What's missing is the decision layer — the analysis that translates behavioral signals into priorities.

Despite heavy investment in CRM and DMS platforms, most dealerships perform little or no behavioral analysis. Success is attributed to individual skill rather than repeatable process. And the pressure of daily operations leaves little room to step back.

The cost of that inattention is real: lost deals, slower cycles, wasted effort — all far more expensive than the work required to understand what the data is already actually saying.

"DEALERS DO NOT LOSE DEALS BECAUSE THEY LACK TECHNOLOGY. THEY LOSE DEALS BECAUSE THEY LACK VISIBILITY."

Dealers do not lose deals because they lack technology. They lose deals because they lack visibility into the quiet middle of the sales journey — the place where confidence is either strengthened or quietly allowed to fade along with the sale.

The dealers who win more deals in times of uncertainty or high buyer confidence are those who learn, who have clarity about buyer behavior, especially in the middle of the funnel — not the dealers with the newest software or the most sophisticated dashboards. They will be the ones who extract insight from familiar systems, recognize behavioral patterns and whose sales teams act intentionally at every stage of the funnel.

No, you don't need a new system.

You need better insights from the one you already have. RVP

Jay DuPrey is senior national sales manager, RV and marine, at Octane. He has operated powersports and marine dealerships and now leads lending and sales strategy and thought-leadership across the RV and marine industries. DuPrey works closely with dealers on financing, sales operations and performance, and writes about how process, behavior and data shape outcomes on the showroom floor. For more, visit octane.co.



BY TAYLOR ALLIS

Where Will AI Have the Biggest Impact for RV Dealerships?

Using AI strategically can give RV dealers an advantage in sales, customer relationships, inventory and more.



AUREMAR - STOCK.ADOBE.COM

Artificial intelligence (AI) is no longer a future concept for RV dealerships. It's already shaping how many dealers sell, service, price and communicate — often quietly behind the scenes.

The key question isn't if dealers should use AI. It's how and where to start.

Based on real-world results across the industry, the strongest return from AI shows up first in sales and customer relationship management (CRM), followed by marketing, service, inventory and decision intelligence.

The common thread: AI delivers the most value where human bandwidth fails to meet consumer velocity — closing the gap between what customers expect and what dealership operations can actually deliver with finite staff, limited hours and inconsistent execution across stores.

Sales & CRM: Where AI Delivers the Fastest ROI

Sales and CRM consistently see the highest impact from AI because speed, prioritization and follow-up are all critical in today's RV buying journey.

RV purchases often involve longer research periods, multiple visits,



trade-ins, financing conversations and family decision-making. AI helps sales teams stay engaged through that entire process.

AI helps dealerships focus their time where it counts by:

- **Prioritizing leads** based on real buying signals, engagement patterns and website behavior
- **Responding instantly,** often within minutes, instead of hours; 52% of dealers now use AI to support 24/7 customer engagement
- **Automating follow-up cadence** so no opportunity slips through the cracks
- **Surfacing coaching insights** from similar deals across thousands of transactions
- **Providing real-time pipeline visibility,** highlighting stalled or at-risk deals before it's too late

Dealerships using an AI-powered CRM report up to a 32% increase in conversions and a 70% reduction in response times.

This isn't about replacing salespeople. It's about helping your salespeople manage every conversation in a more informed and timely way.

Marketing: Personalization Without the Manual Work

Marketing is another area where AI quietly delivers value.

RV shoppers often spend months researching floorplans, features, pricing and destinations before making a purchase. AI helps marketing teams stay relevant throughout that process.

AI enables:

- Automated audience segmentation using actual purchase and behavior data
- Campaign copy suggestions, including subject lines, body copy and calls to action
- Customer personalization at scale

The result, when deployed well, is outreach that feels personal, relevant and timely, without adding work for already busy teams.

Service: Proactive Instead of Reactive

Service departments are the backbone of many successful RV dealerships, and AI is beginning to strengthen fixed operations even further.

Instead of waiting for problems to appear, AI helps dealerships anticipate them.

That includes:

- Maintenance alerts before breakdowns happen
- Smarter scheduling that balances technician workload
- Automated service status updates via text
- Outreach tied to warranty expiration or service history, not generic reminders

The outcome is better utilization, fewer surprises and a smoother experience for customers and staff alike, especially during changing seasonal periods.

Inventory & Pricing: Reducing Guesswork

Inventory decisions carry real financial risk. AI reduces that risk by analyzing demand, trends and market conditions in real time.

Dealers can use AI to:

- Adjust pricing dynamically as conditions change
- Identify slow-moving inventory before flooring costs increase
- Gain visibility across multiple locations for larger dealer groups

Instead of relying on intuition alone, teams make decisions backed by data.

Decision Intelligence: From Rearview to Road Ahead

Traditional reporting tells you what already happened. AI-powered decision intelligence helps predict what's coming next and can recommend key actions to improve your future operations and growth.

That includes:

- Forecasting future trends instead of reacting to last month's numbers
- Detecting anomalies and acting on them before they turn into larger issues
- Benchmarking performance against industry peers and generating real-time reports across stores

This shift from hindsight to foresight is where AI becomes a true strategic advantage.

Start Where It Matters Most

The most effective AI strategies don't try to transform everything at once. They start where friction is highest and opportunity is greatest.

For many RV dealerships, that means improving how leads are handled, how service capacity is managed or how inventory decisions are made.

AI doesn't replace dealership expertise. It amplifies it. And when applied with purpose, it becomes more than technology. It becomes a competitive advantage for RV dealerships looking to operate smarter, respond faster and grow more confidently in a rapidly evolving market. RVP

Taylor Allis is the chief product officer at Lightspeed DMS. For more information, visit lightspeeddms.com.



BY LINDA CAHAN

Creating a Memorable Visual Identity

Make your dealership stand out to customers through impactful displays.



COLLEENMICHAELS - STOCK.ADOBE.COM

When someone is shopping for a new or used RV, they either go to the place they've passed while on the road or Google "RVs near me." Their expectations of your location are basic: RVs lined up outdoors, a few special RVs inside, gondolas filled with chemicals, accessories and assorted things that make the RV experience doable. Their low expectations of being visually entertained in a dealership are why you have the perfect opportunity to blow their socks off and make your location memorable in a positive way.

Most RV locations look fairly similar, and customer expectations tend to be low. But if you are doing your best sales in the top- and bottom-priced markets, not the "hollow-middle," at least half of your customers expect a more attractive and interesting shopping experience. People who are open to spending more money on longevity, ease of use and extra features also shop at high-end stores for other products. Upscale clothing and accessories stores put time into their appearance as do better appliance, flooring, furniture and home accessories showrooms.

Years ago, I saw an impactful window display on West 56th Street in New York City. There must have been at least 15 mannequins in the window all wearing different black outfits. The lighting was strong, so everything popped. When I walked into the store, it took me a while to realize that there were almost no mannequins or displays, just merchandise. But my first impression was so powerful that I thought the rest of the store was as interesting as the window. As my profession is visual merchandising, I eventually figured out I was visually tricked and was impressed that it worked! I still am!

About eight years ago, I saw an even more impressive and memorable display at Curtis Trailers in Portland, Oregon. In this case, the display was in the back of the store/accessories area, up high on a very strong platform above the wall shelves. The ceiling was an arch shape, making room for a huge wall mural of pine trees and a lake in front of Mt. Hood. There were two old-style trailers on either side with good quality fake evergreens scattered around the camping site with some chairs and other accessories. It was outstanding and still is! There were no other displays on the selling floor — and there was no need for any. The huge back wall said it all:



“BRIGHT LIGHTS SIGNAL POSITIVITY AND JOY. CONSIDER HANGING COLORFUL OUTDOOR STRING LIGHTS AROUND YOUR FOCAL DISPLAY.”

we care about our store and our customers, and we exemplify quality.

Over my years of writing for RV PRO, I have brought up focal points endless times because they matter. When you walk into your showroom or accessories area, what is the first thing you see? Have a few others who work with you identify the first major focal area they see as well. Get as many opinions as possible. That area, if possible, is where you place your fabulous display. Of course, if it won’t work for some structural reason, find the second most visible place.

STRUCTURE: The idea is to wow your customers as they walk in. If this signature focal area pops out from one wall, you can use the wall as a backdrop. This can take a wallpaper photo mural or a hand-painted one. Add a small trailer and some camping/dining furniture and accessories, plus a lit (battery) lamp or two. Light at eye level draws the eye to an area immediately. If your focal area needs to be freestanding, it works best if it’s not on a platform. The fewer level changes in your store, the better. It doesn’t take much for people to trip, especially when they’re on their phones or are older. Instead, add good fake grass to make the area stand out visually.

ELEMENTS: Other than a stand-alone structure, major factors in attracting positive attention are lights, colors and either mannequins or cutout photo blowups.

If there’s a wall, other than a mural (painted or wallpaper), check out Sky Factory for something your customers will tell their friends about (skyfactory.com). This is a big budget item, and it may be a pie in the sky for most dealerships. But it’s worth mentioning as this company creates realistic moving or still skies for your ceiling, or lit wall pieces for beautiful scenic views. They are the top in this field and have their products in many hospitals, corporations and specialty retailers. There are knockoff companies that are less expensive. But I have worked with Sky Factory and can comfortably recommend them. If you buy from a different company, look for reviews first. Either way, a lit, overhead sky or natural-looking wallscape will give you a wow factor that few can duplicate. This concept works well for a focal area that you don’t plan to move anytime soon.

As humans, we are attracted to light. Darkness equals the unknown or potential danger. Light is instant information about what is safe and secure. Bright lights signal positivity and joy. Consider hanging colorful outdoor string lights around your focal display. They will attract positive attention. There are many types of string lights available online; Walmart has some good prices on lights. Plug-in lights limit where you can put the signature focal display. Finding rechargeable battery string lights is a challenge but do-able.

Don’t limit yourself to white lights, and never use “cool” white lights. You can have some fun with pink lights mixed with yellow and orange accessories around the trailer. Whatever color lights you choose, color-spot by carrying that color down into the



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floor merchandise display with props such as folding chairs, a drink tray with good plastic glasses, a colorful hat hanging on the corner of a chair, whatever makes sense with the scene you've created. Please buy UL-approved lights and stay away from Temu. It's tempting, but you won't get quality lights.

Certain colors attract the customers' eyes instantly in different ways. A bright yellow-green is the No. 1 color that people notice and respond to in a positive way. This can be seen on flat surfaces such as walls, panels or good fake bushes, trees and outdoor grasses and plants.

Green and blue are the two most favorite colors in the world mainly because we couldn't live without them. Blue skies indicate sun, which we need to live. Blue water, which reflects the sky, looks safe to drink, clean and inviting. And thanks to green trees, we have oxygen — the No. 1 factor in our lives.

Yellow is the first color the retinas of our eyes perceive. It's the color of optimism and positivity, and it creates serotonin in our brains. Yellow also says "stop and think," which is why it's used as the caution light color on stoplights and for caution signs. Mixed, yellow and green become the color of life and happiness. It's an excellent accent color for a focal display.

The bestselling colors come from the sun and fire — reds, oranges, yellows and pinks. Red sells the best but only in very small amounts. Too much red reads as angry.

For your focal signature display, pick a few colors that work together to create positive energy. For example: lime (yellow) green foliage with some blue in the background and small pops of yellow, orange and red around the display area.

Good quality cutout 3D photo blowups of people hanging out in the focal area are a fun, affordable way to capture attention. These should be on a rigid foam board and cut out so no white board is showing. You may need to create a frame to hold them up. But this only works well when customers can't see around the photos to the frames. So if your display area is against a wall, photo blowups can work. If there's a 360-degree view, they will look tacky. It could be very fun to have people who work for you pose for the photos!

Whether your focal area comes off a wall or is freestanding, you don't want this display to totally block the view into the rest of your store. Make sure there are "see-through" areas into the rest of the selling floor.

CHANGING IT OUT: Your customers hopefully come back for accessories and chemicals somewhat regularly. This signature focal display should be changed seasonally. If you are using string lights, this is easy. Multicolored holiday lights plus a minimally decorated fir tree with the same lights will signal the winter holidays. If you're using mannequins or photo blowups, Santa hats will add fun.

Valentine's Day is easy — switch to pink lights and add cutout paper hearts hanging from the structure with thin pink ribbon or use fishing line so they seem to be hanging in midair.

Spring brings floral colors and the yellow-green will signal new beginnings. Consider a fake hanging flower basket or two. Summer is great for sunflowers and tall grasses — real or fake.

If you have a signature focal display that makes you happy, please send a few photos of it to lindacahan@gmail.com for a future column. RVP

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



BY MEL SELWAY

Giving Your Storage Space Breathing Room



NDABCREATIVITYI - STOCK.ADOBE.COM

By applying these techniques to organize your goods, you can increase efficiency and gain space for in-demand products.

PHOTOS COURTESY OF MEL SELWAY

In more than 50 years of working with inventories of goods, I have discovered that one item has almost always been in excess in most of those inventory storage areas: AIR!

And by air, I refer to unused storage space.

Too often, inventory managers think in two dimensions when placing goods in the storage areas of their inventory department. Yet in a storage unit/area, space/volume has three dimensions: width, height and depth. Optimally, using all three of these dimensions when storing goods can enable more efficient placement of goods and could increase the efficiency of workers within that inventory environment.

A Space Challenge

A client contacted me with a problem regarding the storage areas of his business. His parts and accessories inventories were contained in three areas, and he was concerned that some of these areas could be accessed by unauthorized personnel. He wanted to combine all the stored goods in one primary storage area. This primary storage area had five rows of storage racks that consisted of 10 units each measuring 36 inches wide by 24 inches deep by 120 inches in height (50 units total). In addition to these, there were some other storage units for special storage. As shown in the image on the next page, there was a large volume of AIR stored in many of these units.



Over a 10-day period working after hours, an associate and I:

- Removed one unit from four of the rows so the personnel didn't have to walk more than 15 feet to get an item in an adjacent row. This reduced the total number of these storage units to 46!
- Established the spacing between shelves within these units where goods having a height relatively equal to the shelving spacing could be placed.
- Used compartmentalized storage containers where appropriate to use the entire 24 inches of depth of each shelf.
- Assigned bin locations to each item and entered these bin locations in the dealership management system (DMS) so that personnel could efficiently stock and retrieve goods.
- Erected additional storage units along a wall where goods had previously been stacked on top of each other.
- Transferred small items from the large storage racks to modular drawer units.
- Located frequently requested items proximate to the workstations to further reduce travel time for the associates.

Upon completion of this project, my client was certain that we had tossed goods into the trash container because he was amazed that we were able to condense the storage so effectively.

Space Utilization Tips

My associate and I applied some inventory storage concepts that I had developed in my 50-plus-year career of managing and consulting in the inventory industry. Those of you who have been reading my columns know that I believe in the concept of bin locations. If an effective bin location system is in place within an inventory storage area, then personnel can efficiently stock goods and retrieve goods because each item has been assigned a home (bin location or locations if necessary) that is listed in the DMS database. If you have not developed and maintained a bin location system, then these other concepts might be of only limited use in your inventory storage area(s).

Another of these inventory management tools I have developed is termed the size/quantity concept. To apply this concept, it is necessary to group goods by size and/or quantity so that items having similar heights can be assigned to the same shelf (or shelves), which minimizes the wasted space. This can be accomplished for goods that have a similar height or by placing multiple pieces of small goods in containers of similar height. The image on the right (page 59) illustrates this size/quantity concept.

My skipped letter/number concept is



"BY OPTIMIZING YOUR STORAGE VOLUME, YOU COULD ENHANCE THE OPPORTUNITY OF INCREASING YOUR SALES VOLUME."

another tool that I have developed that coordinates with the concepts of bin location and size/quantity. Since an inventory of goods is in a state of flux with items entering and exiting depending on the volume of demand, it is necessary to allow for modification of the storage equipment and areas in which these items are housed. To easily accommodate these modifications, I suggest assigning bin locations using a series of skipped letters or numbers. The image below illustrates this.

Notice the labels (A03M, etc.) on the upright in the left of the image below show the shelf bin locations and that the uppermost shelf in the image is A03M, while the next lower shelf is A03P. These inform us that these items are in Aisle A, Rack 03, and on Shelves M and P. And, as shown in the blue bin box that is open, the first item has a bin location of A03M3A, while the second item has a bin location of A03M3C because that item requires two spaces in the bin box.

If demand for the item in A03M3C decreases, the space is available for other items. Perhaps these happen to be two different items that are small enough to fit in one division each. These items would be assigned bin locations of A03M3B and A03M3C respectively and the items occupying the divisions behind A03M3C would not have to be assigned new bin locations.

Benefits of Exploring Your Space

If you are interested in maintaining your inventory accuracy, which we discussed in my March and April columns in RV PRO, then you have learned that it is important to have accurate bin locations. This requires that bin locations be assigned to new items you have added to your inventory and to delete bin locations for items that are no longer in your inventory.

By applying the concepts explained in this month's column, you can easily assign bin locations to the new items by locating a space that can accommodate the size/quantity of these new items. Whereas if you place items in part number sequence, usually a lot of effort is required to place any new items into the part number sequence.

By finding more space, perhaps you could stock a larger mix of goods that your customers are requesting. And perhaps you could place frequently required goods more proximate to the workstations, thereby minimizing the time and footsteps required to issue those goods.





Is It Worth the Effort?

By optimizing your storage volume, you could enhance the opportunity of increasing your sales volume. You decide if that result is worth the effort to explore your storage space. 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

The Importance of Making a **Strong Connection With Customers**

Selling the way a customer prefers will increase your odds of hearing a "yes."



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Most RV dealerships today use a "selling system" for their sales staff to use with customers, offering a step-by-step approach that ensures consistency and reflects the customer service philosophy of their respective ownership.

However, with slower RV sales during the past few years, things feel a bit different now as customers are feeling a much greater sense of urgency from sales staff to make the sale. With interest rates being higher and money tighter than in previous years, this has raised the salesperson-customer tension level up another notch compared to what everyone was used to.

The result is that customer anxiety in those precious first few minutes of the meet and greet is at a much higher level than we've seen in a long time, creating new opportunities for mistakes that salespeople often overlook. The key to combat this is in the extra steps that need to be taken in the early stages to soften customer fears when working with a salesperson for the first time.

With that in mind, here are a few new priorities that have taken on new meaning in recent years. Not adjusting to these in the early stages can quickly make customer engagement feel like "predator and prey."

Not Recognizing Customer Anxiety Early On

Most salespeople want to make a good first impression with their customers and are highly focused on that during the first few minutes. They want to look and sound impressive to prove to the customer that they are professional and knowledgeable. However, this heavy focus often makes them talk way too much and, as a result, listen far too little, especially if the salesperson is an extrovert. One of the biggest pet peeves customers have and are on the lookout for is whether their salesperson is listening to them, so this can create an unfavorable first impression for most and set off alarm bells for some.

Customers who have had a prior bad experience with a salesperson at another dealership will be hyperfocused with the next one they work with because those memories tend to stay with them. They will zero in on how the next salesperson conducts themselves, and everything they do and say, and whether they are actively listening to them is a major focus item.

Salespeople should not only listen intently to what a customer is saying but also look for customer verification with complementary body language cues. The anxious customer may say positive things, but will exhibit uncomfortable body language cues, such as not making eye contact, folding their arms, or exhibiting uncomfortable facial expressions that signal discomfort. Follow-up questions are needed here to confirm the customer is comfortable before proceeding.

Not doing so will only delay their discomfort to a later time, likely to arise again when the salesperson tries to close the deal. This will result in the customer saying, "I want to go home and think about it," and no sale will take place ... all because their discomfort in the early moments was never properly addressed or clarified.

Rushing the Meet & Greet

This is a major error that salespeople make every single day. For some reason, too many salespeople have a false sense of security and rushing customers out to the back lot to get in front of their product is a security blanket for them. Unfortunately, all this does is delay the critical work that must be done in the first few minutes of the meet and greet.

The anxious customer tends to say, "I just want to go look at some motorhomes," and so many salespeople respond by leading them out into the lot to look at them before they know what they want, why they want it and how much they want to pay for it. In many cases, this is a diversionary tactic to hopefully avoid interaction with the salesperson, when most of the time, they're just tagging along, not knowing what to show them next.

In this situation, any obvious customer anxiety never gets addressed, and the salesperson misses the chance of helping the customer relax enough to feel comfortable talking openly, not to mention building some rapport and trust with the salesperson.

I am aware of some dealerships that put time limits, often 15-20 minutes, before they expect the salesperson to go to the desk so that the sales manager can select three products to show the customer and send them out into the lot. This is a major mistake, as not many salespeople are adept at identifying customer anxiety, sufficiently relaxing them, and having them feel comfortable, honestly communicating all the information the salesperson needs to get them on the right product, in 15 minutes.

For the very nervous customer, it may take as much as 45 minutes to an hour to relax and feel comfortable communicating before handling the pressure of talking about RVs or money with the salesperson. If you watch top salespeople (in the top 10% of their dealership), they will relax and chat for as long as it takes before attempting to get the information they need to start the sales process.

This must take place even if the customer walks in the door requesting to look at a specific product they might have seen on the company website. Why? Not every customer is able to understand what they want versus what they need, and the salesperson will only be able to get that after helping the customer relax and be honest in communicating that.

The bottom line here is this: slow down. Stop rushing the meet and greet because the information you need and the customer comfort you need to achieve to get that is a pay now, pay later proposition.

Selling to Every Customer the Same Way

As stated earlier, most dealerships have some type of selling system, with specific steps and, in some cases, specific words (or word tracks) that they are required to use with every customer. Many of these systems are based on psychological science and/or consumer research and testing, which are memorized by company trainers and salespeople through daily or weekly practice sessions. Theoretically, they are very sound. Practically, not so much. Why? Because not every customer wants to be sold in the same way. Customers come with different interests, skill sets, ways of how they prefer communicating, and most of all, how they want to be sold.

The analytical customer doesn't want to hear about all the good times you can have in an RV. They want specific details, facts, documentation and, if possible, handouts that verify what the salesperson talked about in their product demonstration. They tend to be more interested in the technical make-up of an RV, and why things work a certain way.

The expressive "good-time" Charlie customer doesn't want to hear any of that. All they want to know is how many people they can entertain while camping, how they can cook up a great spread, and how awesome the stereo speakers are. Don't bore them with facts and details — they don't want to hear any of it.

If you slow down and build enough rapport with your customer, you can get a solid read on the type of customer they are. This will help you know what to say and how to say it. It's the customer who will decide how they want you to sell to them, and not the other way around.

The steps laid out here are sequential and they aren't intended to replace or downgrade any company selling system — they will make it more effective.

Recognizing a customer's anxiety and taking steps to help relax them and feel comfortable will allow them to feel safe enough to pass along the information you need to do your best work for them. That can only happen by calming your enthusiasm a bit in those first few minutes.

Demonstrating and selling to a customer in the way the customer prefers, and not the way the company prefers, will increase your odds of hearing a "yes" when you're trying to close the deal. 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.



HVAC/HEATING



AIR CONDITIONER

ASA Electronics, Elkhart, Indiana, presents its Advent Air, an affordable replacement AC. For the first time in 10 years, ASA Electronics has reimagined Advent Air. New Advent Air units now offer more control with a Bluetooth thermostat controlled by a remote control (optional). The new thermostat can be retrofitted to existing Advent Air systems, allowing for an easy HVAC system upgrade. The first round of this new design will be available in 13,500 Btu as well as 15,500 Btu.

asaelectronics.com



FURNACE & WATER HEATER

Aqua-Hot, an Airxcel brand, Frederick, Colorado, offers its Wave 40. The patent-pending Wave 40 is Aqua-Hot's all-in-one RV heating solution, combining forced air and hydronic heating in a single unit. Delivering a continuous hot water flow of 1.3 gallons per minute, this 34,200-Btu-per-hour heating system is engineered for quiet, efficient operation. The Wave 40 features open source/RV-C compatibility, Wi-Fi diagnostics, seamless integration with Aqua-Hot in-floor heating, reliable performance above 10,000 feet and a low-point drain for easy winterization.

aquahot.com



ROOF VENT FAN

Camco, Greensboro, North Carolina, presents its Skylight Vent Fan Plus. This premium accessory offers an unobstructed sky view, filling interiors with natural light and airflow. Featuring a 60-degree oscillating vent, three fan modes and four speeds, it's designed for superior comfort. The smart thermostat auto-activates at 78 F (customizable via the app), while multicolor LED lighting adds ambiance. Easy to control via app, remote or touch panel, and simple to install.

camco.net



HEAT TRANSFER FLUID

Century Chemical Corp., Elkhart, Indiana, offers its Heat-Flow. Heat-Flow (formerly known as Century Heat Transfer Fluid) is a premium propylene glycol-based heat transfer fluid designed for reliable performance in RV, solar, hydronic and HVAC heating systems. Its advanced formula delivers temperature stability, a high boiling point and heat transfer efficiency while remaining low-toxicity and noncorrosive to system components. Heat-Flow ensures efficient operation and long system life in demanding heating applications.

centurychemical.com

AIR CONDITIONER

Eberspächer Systems & Solutions, Mississauga, Ontario, presents its Breezonic HP. Give your RV builds a competitive edge with Eberspächer's Zeliox NEO 3600 and Breezonic HP systems. Zeliox integrates battery, inverter, charger and MPPT solar control into one compact unit, simplifying installations while delivering 3,600 watts of quiet, emission-free power with charging from shore, solar or vehicle alternator sources. Breezonic's inverter heat pump provides efficient heating and cooling with reduced energy draw and noise.

eberspaecher-motorhomes.com





SMART THERMOSTAT

Micro-Air, Hamilton, New Jersey, offers its EasyTouch RV Smart Thermostat. Enjoy the comfort of your RV all year long. Micro-Air's EasyTouch RV Smart Thermostat, a drop-in replacement for existing digital thermostats, performs every function of the original thermostat and adds Wi-Fi and Bluetooth capabilities. Combine the thermostat with Micro-Air's free app and control your RV heating and cooling system remotely from anywhere — perfect for families and pets on the go.

microair.net

ROOFTOP AIR CONDITIONER



Fogatti, Elkhart, Indiana, presents its RV Rooftop Air Conditioner InstaCool Ultra. The InstaCool Ultra RV rooftop air conditioner provides fast cooling and powerful heating with up to 30% reduced energy consumption and 418 CFM airflow. Powered by eco-friendly R32 refrigerant, dual motors and triple centrifugal fans, it delivers efficient, reliable performance from 23 F to 115 F. Ultra-quiet operation at 43 dB, sealed ducts and vibration isolation ensure comfortable, energy-efficient climate control.

fogattiliving.com

ROOFTOP AIR CONDITIONER & HEAT PUMP



GE Appliances, Louisville, Kentucky, presents its GE Profile RV Rooftop Air Conditioner + Heat Pump. This RV air conditioner features heat pump operation that draws warmth from outside air — even at 25 F — to supplement your heating system. A sound-dampened motor ensures quiet performance, while improved airflow enhances comfort. R32 refrigerant delivers cooling with lower environmental impact. Built-in diagnostics with freeze protection and low voltage detection add reliability, complemented by intuitive controls, easy maintenance, high efficiency and a two-year transferable warranty.

geappliances.com

ROOFTOP FAN

Meyer Distributing, Jasper, Indiana, offers its MaxxFan Plus Pivoting Directional Fan, a high-performance rooftop fan designed to maximize airflow and comfort. Building on the MaxxFan Plus design, it features a pivoting fan section that drops down to direct airflow where it's needed most. The four-speed exhaust fan delivers up to 400 CFM and operates with the lid open or closed. Flush-mounted keypad controls ensure easy operation, while integrated tabs allow quick, tool-free installation of a Fanmate Vent Cover (sold separately). Includes a two-year limited warranty.

online.meyerdistributing.com



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RV ACCESSORIES

Elwell Corp., Washougal, Washington, offers its NorthWin RV Accessories. NorthWin RV Accessories delivers high-speed airflow solutions. Built with durable engineering and informed by real RV experience, the lineup of roof vents, wall vents and interior fans features removable fly screens, sun blinds, rain sensors and intuitive controls. Competitively priced, easy to install and low maintenance, NorthWin fans circulate fresh air, regulate temperature and minimize humidity while delivering consistent performance.

elwellcorp.com

ELECTRIC HEATER

RV Comfort Systems, Bothell, Washington, presents its CheapHeat Electric Heater. RV Comfort Systems provides two electric heating options for modern RVs: the Dual Fuel Hybrid Gas/Electric Furnace and the All-Electric Furnace replacement. These solutions enable safe, long-term electric heating, avoiding the risks associated with using portable heaters for long periods. The UL-listed CheapHeat meets industry standards and NFSP 1192 code and works reliably for continuous use.

rvcomfortsystems.com





AIR CONDITIONER WITH HEAT PUMP

RecPro, Bristol, Indiana, offers its RV Air Conditioner 15K with Heat Pump. The RecPro15K Quiet RV Air Conditioner with Heat Pump offers powerful cooling and heating capabilities with low noise production and a low startup amp draw of 16 amps. Indoor decibel levels range from 55.4 dB at low speed to 59.1 dB at high speed, while outdoor decibel levels are as low as 72 dB, allowing users to enjoy efficient heating and cooling with little to no disturbance.

recpro.com



AIR CONDITIONER

Webasto Thermo & Comfort North America, Fenton, Michigan, offers its Webasto Cool Top Trail 48V, which regulates temperature in parked vehicles such as RVs, campers and mobile workspaces. Its heat exchangers ensure reliable performance from 122 F down to 23 F, with both cooling and heat-pump functions. Designed for quiet operation and low-maintenance longevity, it features a lightweight, UV-stabilized polypropylene housing. Full climate control — cooling, heating, dehumidification, timer and sleep mode — is accessible via a convenient remote.

webasto.com



UNIVERSAL RV THERMOSTAT

WalTech RV, Austin, Texas, presents its WalTech Universal RV Thermostat. One RV thermostat can replace 10-plus HVAC brands and connects via Wi-Fi or built-in cellular, automatically choosing the strongest signal across AT&T, T-Mobile and Verizon. It functions as a Bluetooth gateway to monitor propane tanks, control smart plugs and relays, and manage an expanding range of RV devices. Advanced pet monitoring is also available.

waltechrv.com

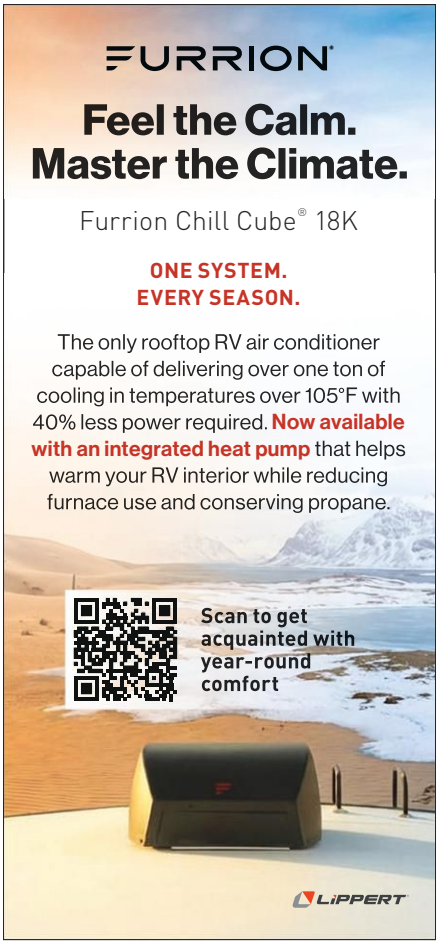


If you're interested in submitting a product for the Special Product Focus section, reach out to your sales rep:

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

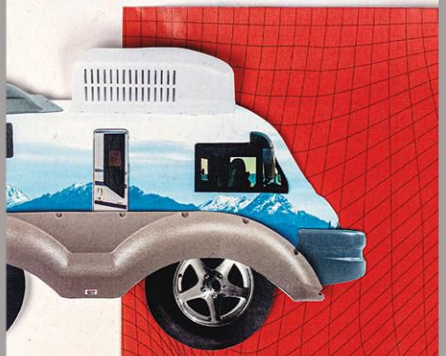
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Pit Stop



Who's in the Driver's Seat?

Industry research shows women influence ~85% of RV purchase decisions in the U.S.; make up over half of trip decision-makers; and in some segments represent 50%-75% of dealership customers. Women are often:

- Balancing budget vs. lifestyle
- Evaluating long-term value (not just floorplan "wow")
- Making decisions around safety, storage and livability

Features buyers consistently prioritize:

- Storage
- Bathroom layouts
- Lighting — harsh vs. livable
- Kitchen usability
- Seating that fits everyone

The takeaway: Women RVers are not a niche — they're a primary buyer. Sales processes, showroom layouts and marketing language should reflect that. Also, what sells isn't always what's being sold.

Sources: RVIA, Go RVing, industry dealer reports

STOCK.ADOBE.COM

FEBRUARY 2026 SHIPMENTS

29,206 (units)
total RV shipments

11.1% decrease
Feb. 2025 (32,871 units)

For the year, shipments are off 10.9% with 53,889 units shipped

Towable RVs, led by conventional travel trailers, ended the month down (-14.8%) from last February with 25,268 shipments. Motorhomes finished the month up 22% compared to the same month last year with 3,938 units.

Park model RVs finished February up 20.1% compared to the same month last year, with 401 wholesale shipments.

Save The Date

RVs Move America Week is a critical event on the RV industry calendar.

The annual conference begins with committee meetings where volunteers from across the industry gather in our nation's capital and work to build a strategic roadmap for future growth of the **$140 billion dollar RV industry.**

RVs Move America Week

May 31 – June 4

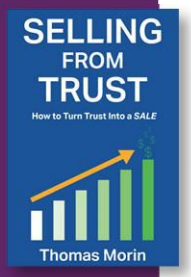
Washington, D.C.

The Mayflower Hotel, Autograph Collection

1127 Connecticut Avenue NW
Hotel reservation cut-off date is May 8 at 5 p.m. ET.
Learn more at rvia.org/events/rvs-move-america-week

TO BE READ

RV PRO columnist Thomas Morin, book author and sales coach, released his latest title, **"Selling from Trust: How to Turn Trust Into a Sale."** The new book offers a strategy that's built around how customers prefer to communicate when they're developing personal relationships.



"It's a winning approach that can be repeated with every customer because it's about the customer rather than the selling system," says Morin. "The sales process is a process that, through repetition and finesse over time, gets stronger, more precise and can lead to more profitable deals and help to establish a solid path to referrals with new customers going forward."

Get the paperback at hereiampublishingllc.com

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