

RV Dealer

SERVING CANADA'S RV INDUSTRY SINCE 1971 VOL 44 NO 3

NEWS



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contents

IN THIS ISSUE



IN THE SPOTLIGHT:

6 **Transitions**

Appointments, changes, awards and more.

8 **30 Years of Excellence**

In 1986 Merv Rumpel was unhappy with the compact motorhomes available on the market, and knew he could build something better. Three decades later, Pleasure-Way Industries remains a true Canadian success story.

14 **Atlas Niagara Festival**

A look at Atlas Trailer Coach Products' 19th annual Buying Show.

20 **Avoid The Crush of a Strong US Dollar**

Gary McGugan offers advice on beating exchange rate woes.

23 **Soft Skills, Hard Results**

Jim Clemmer explores the bottom-line implications of so-called soft skills.

42 **New Product Showcase**

46 **RV Industry Event Calendar**



INDUSTRY NEWS

28 GE To Sell \$30B Commercial Lending Businesses To Wells Fargo

30 Coachmen Launches Class B

34 Northern-Lite Back On Top

PUBLISHERS MESSAGE



The Big Show

Of all the events and dealer shows on the RV industry calendar, none is bigger or more important than the annual National RV Trade Show at the Kentucky Expo Center.

Louisville, the home of Blue Grass Country and of course the best Bourbon in the world, is where we see all the new product for the coming year, from every manufacturer in the industry, all under one enormous roof. It's where the movers and shakers of the RV industry gather to talk about the latest trends and developments. Louisville is where we see who will be crowned Canadian RV Dealer of the Year, and it's the home of the most talked about industry gathering of them all, our own RV Lifestyle and RV Dealer News Canadian Cocktail Hospitality Night!

Louisville is where we all have a chance to mingle and learn from the best in the business, like the Rumpel family of Saskatoon. When RV dealer Merv Rumpel decided to begin manufacturing his own Class B motorhomes back in 1986, he laid the foundations for one of Canada's greatest RV success stories! Today, we are proud to tell the Pleasure-Way story in this special issue, as the company celebrates its 30th anniversary.

It's been a very busy year at our office as we look ahead to 2016 and our 45th year of publishing RV Dealer News. We've introduced a number of changes to the magazine over the past year, including a new cover logo, new editorial features and an entirely new design inside and out. We've also worked very hard to develop our companion website, rvdealernews.com. With its special features, digital editions, industry news and videos, it's a great way to stay in touch in between print issues.

See you at the show!

Bill Taylor, Publisher
RV Lifestyle Magazine
Vie en Plein Air\RV Lifestyle Dealer News

CANADA'S FOREMOST RV INDUSTRY MAGAZINE

RV Dealer NEWS

VOLUME 44 NUMBER 3

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For more information please contact Trevor Smolski at 780.819.3271 or by email to tsmolski@firstcanadian.ca



TRANSITIONS

Winnebago Industries has named **Cathy Florea** as its new shipout manager.

Florea is a 21-year Winnebago veteran who most recently worked as a finals supervisor, flooring supervisor and production supervisor. In her new role, she will be responsible for finalizing all motorhomes for shipment.

Blue Ox has announced that **Pam Whitaker** has joined its sales team. Whitaker has served in various sales and service positions for more than 10 years. Part of her experience includes the automotive industry where she called on both automobile and RV dealers.



ARAM KOLTOOKIAM

Thor Industries, Inc. announced that **Aram Koltookian** has been named President of the company's **K-Z, Inc.** subsidiary. Koltookian has been serving as COO for K-Z since May 2014, and will assume the president role from company founder Daryl Zook, who remains as chairman.

Prior to serving as K-Z's COO, Koltookian was executive vice president at Dutchmen, where he helped lead the integration of the company's operations with Keystone. Prior to Dutchmen, he was with Keystone RV, where he served in a variety of roles including product manager and general manager over the Montana, Cougar, Outback and Springdale brands.

Forest River RV has named **Doug Lantz** president and general manager of its Shasta brand.

Lantz began his career in the RV indus-

try with Coachmen RV in 1988. He subsequently founded EverGreen RV, and served as its president from 2008 to 2012.

Lantz brings a wealth of knowledge, operational and sales experience, customer relations, team building skills and energy to his new role.



STEPHAN LUSSIER

Stephan Lussier has been named director of new business development for **Lippert Components'** aftermarket division. Lussier, most recently senior vice president of sales for The Coast Distribution System, Inc. in Morgan Hill, California, helped found International Trailer Supply in 1985, before going on to help found The Coast Distribution System Canada in 1992.

"Stephan brings a wealth of knowledge to our team," said Rick Worstell, LCI director of aftermarket sales. "His experience and enthusiasm for enhancing the RV lifestyle with premium aftermarket accessories and comprehensive dealer support will help us grow our aftermarket business and better serve customers."

Lippert Components CEO Jason Lippert said the company has made the RV aftermarket a major area of focus in the last few years. "Through sales to RV OEMs and the aftermarket, we've put over a half billion dollars' worth of RV components into the market through the first half of this year. Our continued focus on supporting RV dealers is a key factor in our long term strategy," said Lippert. "Stephan's industry experience and knowledge will help strengthen our team and further bolster our commitment to our dealer network."

Lippert Components also announced

that **Shannon Angle** has been named general manager of the new Lippert Interiors Marine Division, following the recent acquisition of Signature Seating. Building on more than 15 years of RV furniture manufacturing experience, Angle will work to grow this new division.

"Shannon has a successful record of working closely with customers to develop versatile furniture solutions for the mobile lifestyle," said Ryan Smith, vice president of Lippert Interiors.

Hopkins Manufacturing has named **Richard O'Leary** vice president and chief human resources officer, with responsibility for all HR-related activities worldwide.

O'Leary was formerly corporate vice president of human resources and chief human resources officer for plastics technology supplier Milacron, following previous roles at Iris International, Corning, Cytometrics, Owens Corning and Public Service Electric & Gas.

Brandon Miller joins **PullRite Towing Systems** as western region sales manager. Miller brings extensive experience to his new role, including stints as a representative for NTP, StagParkway, and Carter Distributing.

Paul Percival also joins the company as south-central region sales manager. Percival has more than 15 years of experience in the RV and marine industries, most recently at Arrow Distributing.

Allied Specialty Vehicles has named **Joyce Arnold** to the position of aftermarket key account manager for the company's RV division.

Arnold was formerly with the company's Allied Recreation Group (ARG), manufacturer of Fleetwood RV, American Coach, Holiday Rambler and Monaco motorized units, where she served as national parts operations manager.

IN MEMORIAM

Wallace J. Lewis, who founded **NTP Distribution** predecessor **Northwest Trailer Parts**, died Oct. 10 from complications of Alzheimer's disease.

Lewis is survived by his wife, Ingrid, two children, four grandchildren and one great grandchild. 🍁



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30 Years of Excellence



Merv (left) and Dean Rumpel celebrate 30 years of Pleasure-Way RVs.

In 1986 Merv Rumpel was unhappy with the compact motorhomes available on the market, and knew he could build something better. Three decades later, Pleasure-Way Industries remains a true Canadian success story.

By Craig Ritchie

Merv Rumpel is one of those people who are not afraid to roll up their sleeves and take matters into their own hands.

Since he founded Saskatoon RV dealership Glenwood Trailer Sales (now Glenwood RV Centre) in 1968, Rumpel had witnessed growing interest in camper vans. By the mid-1980s, he was actively searching for a high quality

Class B motorhome that would complement his dealership's bread-and-butter Triple E, Dutchmen and Jayco product. Unable to find one that he liked, Rumpel decided that he could build a better, higher quality camper van than what he was seeing in the market. Rolling up his sleeves, he set out to create an all-new manufacturing business that would build high-end mini-motorhomes unlike any

other – truly luxurious RVs with innovative designs and precision, high quality craftsmanship.

In keeping with his belief that RV travel was the most pleasurable of all, he named his new business Pleasure-Way.

The fledgling company built its first Pleasure-Way van in 1985, using a Dodge chassis with a dropped floor and raised roof. "Because my father was a



1987



1988



1989



1990



1991



1992



1993



1994



1995



1996

successful RV dealer, he knew a lot of other dealers, and it really wasn't difficult to find customers to sell the product," says Dean Rumpel, 49, Merv's son and current president of Pleasure-Way Industries Ltd. "I think we sold 10 or 12

vans in 1986, which was our first full year, through our own dealership and other dealers that my father had relationships with."

That business volume soared to 77 units in Pleasure-Way's second full year

of production. Word of mouth and endless networking by Merv Rumpel quickly grew the dealer network.

Production nearly doubled again in 1988, when the company sold a whopping 120 units and added a second US dealer in Jew Jersey. Spurred by such dramatic growth, Pleasure-Way moved that year from its original location on the Glenwood Trailer Sales dealership property to its own dedicated manufacturing space across town. With the added production capacity, Merv Rumpel forecast sales of 250 units for the coming year, and doubling the production team from 20 people to 40.

Although growth slowed with the recession of the early 1990s, Pleasure-Way's high product quality and customer-focused approach kept the firm on solid ground, and well positioned to move forward as economic conditions improved. The dealer network continued to grow, now including Tveten RV in Washington State and Scott Motor Coach in New Jersey, Pleasure-Way's first American dealers. From its original eight employees, the company grew to approximately 200 people by 2007.

Today, Pleasure-Way has returned to near pre-downturn levels with more than 150 employees producing a full line of five different models, built on either the Mercedes-Benz Sprinter and Dodge Ram Promaster chassis. Its North American dealer network now encompasses approximately 60 dealers in Canada and the US.

Trade office scores in New York

Sask. RVs, mushrooms and software in Big Apple

Score three more for Saskatchewan's New York trade office.

This is a story of three Saskatchewan success stories. Each involves the development of new markets along the American eastern seaboard, and the unheralded but highly effective trade office played a key role in each.



Paul Martin

S-P Business Editor

The first one involves mushrooms. If you happen to grab lunch at the Waldorf Astoria in New York, be sure to order the chanterelle mushrooms. They're from La Ronde.

A recreational vehicle distributor in New Jersey now carries Pleasure-Way vehicles manufactured in Saskatoon as a result of the New York office's work.

And the New York City Emergency Medical Service, which operates the Big Apple's 1,300 ambulances, is installing a software system designed by Intelligent Transportation Systems of Saskatoon.

The story of Saskatchewan mushrooms finding their way to the Waldorf, and some other upscale eateries, could be just the beginning.

It seems an exotic food importer in New York, a fellow who jets fresh, natural or wild food products from as far as South America, has taken a fancy to the La Ronde mushrooms. They are supplied by a company called Nature Berry, which also produces a line of preserves made from wild blueberries and cranberries.

The importer figures there might be a store room of natural, exotic products in Northern Saskatchewan, so he's planning a visit next month in search of other treasures.

Recreational vehicles

For Pleasure-Way Industries a new



Merv Rumpel, president of Pleasure-Way Industries in Saskatoon, with recreational vehicle unit shipped to New Jersey Thursday

dealer in New Jersey has meant an initial order valued at more than \$100,000 and it could result in a doubling of the Saskatoon manufacturing plant's output and payroll.

Merv Rumpel, president of Pleasure-Way and its sister firm, Glenwood Trailer Sales, says he had never heard of Saskatchewan's New York trade office but local trade department officials put him in touch with the Saskatchewan team in N.Y., N.Y. After the office lined up a couple dozen interviews in New York and New Jersey, Rumpel launched his sales trip, hitting paydirt in New Jersey where a distributor signed up and then ordered a half dozen units.

The New Jersey outlet is Rumpel's second American outlet. The other is in Washington state.

"We have a dealer on the west coast and the east coast (of the U.S.). Now we need some in between," Rumpel says with a smile.

Pleasure-Way, formed in 1986, has been a steady performer in the competitive recreation vehicle market. In 1985, one unit was built and sold. The following year 10 units went out the door, then

77 in 1987 and 120 this year.

Rumpel's sales projections call for 250 units to roll off the assembly line in the next 12 months. To accommodate the expansion, Pleasure-Way is moving into a larger building this week.

"We now have the facility where we can do it," he says of his plan to double production. He also figures that the growth will mean doubling his production staff from 20 to 40.

Traffic tech

The third Saskatchewan company to win a New York contract is ITS, Intelligent Transportation Systems, a division of the Hertz Northern Bus company in Saskatoon.

ITS was formed after Hertz developed a computer software package to manage its own bus fleet. The package streamlined everything from vehicle disposition to fleet maintenance but had applications beyond Hertz's own operation. So Greg Hertz set up ITS and started selling the unique software system.

He has parlayed that effort into 60 contracts, predominantly in North America but as far as away as New Zealand. ITS, employing six people,

also opened its first branch office, in Mississauga, Ont., three months ago.

Utilizing contacts developed by Saskatchewan's New York office, Hertz says he was able to begin a year of negotiations that resulted in a \$25,000 sales order Thursday from the New York City Emergency Medical System, the world's largest ambulance operator.

"We're seeing that we can compete at the international level and do well," says Hertz.

The Saskatchewan office, he adds, was instrumental in identifying the proper contracts within the New York administration and made the deal possible.

From time to time, Saskatchewan's trade offices have become political footballs and, unfortunately, the benefits derived by those offices is overlooked. Clearly these offices, as evidenced by these three examples, have an important role to play in diversifying Saskatchewan's economic base.

The secret is to ensure these offices produce results. New York obviously earned its keep this week.

Paul Martin's Business Views are heard daily on CJWW Radio.



Pleasure-Way's original production staff (above), and early factory views (below).

To this day, units are built by hand on the shop floor by skilled craftsmen, often working in the company of a junior apprentice so their unique skills can pass along to the next generation. There is no automation, there is no assembly line. Individual components are measured, constructed and hand-fit to each individual chassis in order to accommodate slight tolerance differences that exist from one vehicle to the next. Custom cabinetry isn't purchased, but hand-built on-site at Pleasure-Way's own dedicated mill shop. Between hand cutting, shaping and finishing, it takes an average of 22 hours to complete just a single set of cabin doors. Mass production, this ain't.

Quality control audits ensure that the company's meticulous standards are met or exceeded throughout. "We don't staple anything," says Rumpel. On average, it takes six weeks and more than 400 man-hours to finish each Pleasure-Way motorhome. It's an approach reflected in Pleasure-Way's tag line, "Created, not manufactured," and one which allows the company to stand behind its products with a full five-year warranty.

"The cornerstone of Pleasure-Way Industries Ltd. was built upon my father's old-fashioned work ethic, pride in craftsmanship and a 'customer comes first' approach to business," says Dean Rumpel. "We are proud to follow these principles today. Even now, in our 30th anniversary year, we still do not mass produce our motorhomes on assembly

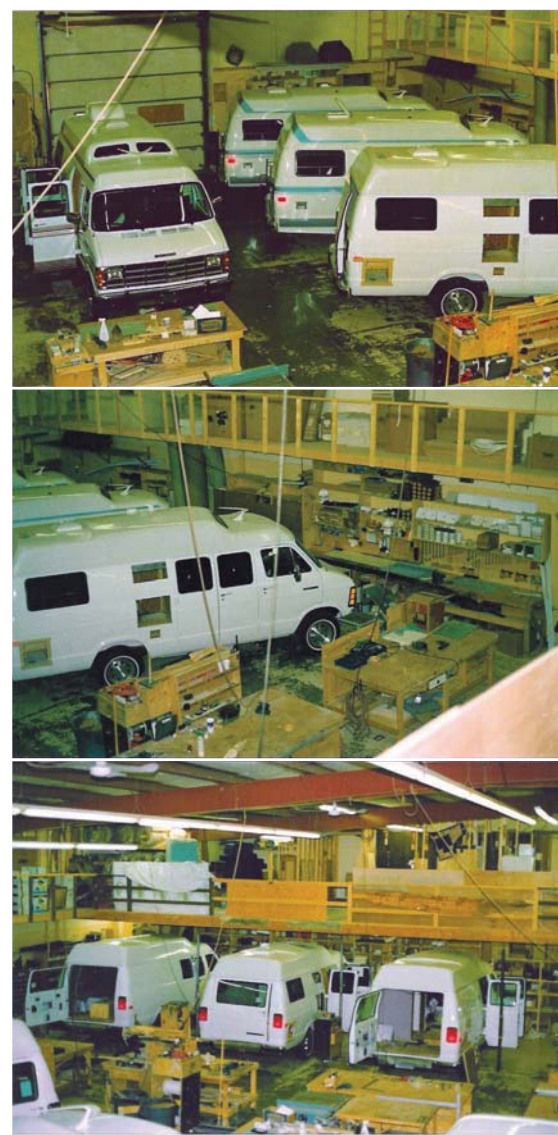
lines. Each motorhome is hand-crafted and custom-fitted to exacting standards and quality inspections."

The real benefit to this focus on process, time and quality is that Pleasure-Way enjoys one of the lowest warranty claim rates in the entire RV industry. Not only does this ultimately lower costs for both Pleasure-Way and its dealers, but having everything work the way it should right from the start simply builds long-term customer loyalty.

The approach builds loyalty within the company as well. More than 30 percent of Pleasure-Way's employees have been with the company for 10 years or more. Many have been there for more than 20 years, and some have been there since the very beginning. "They all take great pride in what they do and the role they play in making our motorhomes unsurpassed in the industry," says Rumpel. "Their dedication and commitment to quality is evident in every detail in our coaches, and in our incomparable customer service."

Pleasure-Way's focus on quality has resulted in the company being honoured by numerous awards, including the RVDA Quality Circle Award in 2014 – the fifth consecutive year it has been recognized.

Pleasure-Way is still owned and operated as a family business. Dean Rumpel started out by working in the family's Glenwood RV dealership with brother Terry (who now runs it), then moved to the Pleasure-Way manufac-





There's no assembly line at Pleasure-Way. Every component is carefully hand-made by skilled craftsmen, who often work in the company of a junior apprentice in order to ensure that critical skills and knowledge are passed along to the next generation.

turing business working in the upholstery department. Over time he assumed increasingly greater responsibilities – purchasing, warranty administration, sales, and marketing – grooming him to ultimately succeed father Merv as president in 2004. Merv, now 83 and officially retired, still maintains an office at the Pleasure-Way plant. “He still comes in now and then when he’s in town,” says Dean Rumpel. “He checks up on me. He may be retired but he still genuinely enjoys this industry.”

Looking ahead, Pleasure-Way faces a prosperous future as it celebrates 30 years in the RV industry. With the third generation of the Rumpel family now coming into the business – Terry’s son, Devon, who heads Pleasure-Way’s video production department and is responsible for filming, production and the company’s YouTube channel – the company’s prospects have never looked brighter. 🍁



Pleasure-Way

30th Anniversary

1986-2016





RV dealers from across Canada gathered for the Annual Atlas Niagara Fall Festival, held at the beautiful Fallsview Casino and the adjacent Hilton hotel conference centre.

It was a beautiful day in Niagara Falls, Ontario, when Canadian RV dealers gathered at the annual Atlas Fall Festival to see new products from more than 100 exhibitors, and celebrate the 45th anniversary of Atlas Trailer Coach Products.

Among the many innovations pioneered by Atlas for the Canadian market, dealers were briefed on the RV Partfinder program – an interactive

repair parts system that is internet-based for easy access from the Atlas website. This quick and easy system provides access to a cross-reference database of more than 9000 parts, with easy ordering functions – a real time-saver for dealers who sign up for the annual subscription.

Atlas has also expanded the Consumer Net system with a range of

marketing solutions that include retail catalogs, retail flyers and e-flyers, and a website catalog link for participating RV dealer websites.

The opening day festivities concluded with a cocktail reception and stage show at the Greg Frewin Theatre, featuring Canada's award-winning magician, comedienne Carla Collins, and a live country western concert.



The Fallsview venue provides a perfect exhibition area for a show of this magnitude. Bright, comfortable, and ideally suited for business on the show floor.



Great food and refreshments were available throughout the show.



Cody Berg and the crew from Samlex Solar, of Burnaby, B.C. displayed a range of products including the new Evolution™ Series pure sine wave inverter.



Mellisa Smith and Mary Lou Thibeault from Stromberg Carlson demonstrated a range of new products.



Steve Koehn from Pullrite showed the new hitches to Alyssa Gorrie and Louise Cooper from Campkins RV.



The ladies couldn't resist the new dishes from Winegard!



Tracy Lynn Hall and Tim Kowalski from Bio-Kleen not only showed new products, they announced their engagement at the Atlas Fall Festival. The romance of Niagara Falls triumphs again!



Matt Smith from SmartPlug Systems showed the newest innovation in power cord technology.

ATLAS 45^{years}

Trailer Coach Products

Fall Festival Niagara Falls



Matt Clauss and Julie Walker from Lippert Components demonstrated the newest trend in seating comfort.



Bev and Garry Bewernick lead the Atlas team – a group of RV professionals with generations of experience in the parts and accessory sector.



Dealers had a chance to check out the latest towing products from the Cequent group.



John Hawkins and Bob Barber displayed the RVAA award winning BAL line of RV products.



Alexandra Lunder displayed the latest products from Valterra.

ATLAS

Trailer Coach Products



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ATLAS 45 years

Trailer Coach Products

Fall Festival Niagara Falls

Garry and Bev Bewernick were thrilled to host RV dealers from all across Canada and more than 115 suppliers at the annual Niagara Fall Festival, celebrating the company's 45th Anniversary.



Kim Dewsnap from Progress Manufacturing displayed the Fastway and Equal-I-Zer lines.



The Blue Ox team celebrated the company's 90th anniversary, and congratulated Atlas on their 45th year of service to the Canadian RV industry.



Thomas and Nancy Fanelli displayed the Progressive Industries line of surge and electrical protection products.



Business was brisk at the Thetford Norcold display.

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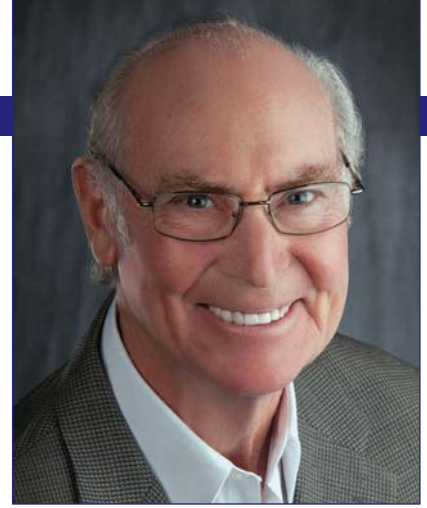
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By Gary McGugan

Avoid The Crush OF A STRONG US DOLLAR

You don't need a columnist to tell you the current weakness of the Canadian dollar is creating business challenges. If you recently visited an open house or bought some inventory, you've probably experienced sticker shock. You're likely already thinking about ways to cope with this unsettling circumstance. Here are few ideas to keep your dealership growing profitably – despite US dollar strength.

FIND ENTIRELY NEW RV BUYERS

RV owners will find today's prices higher than they paid for their current unit and that difference can be tough to overcome. One suggestion is to focus on thousands of potential buyers who haven't bought an RV before and who have no basis for comparison. Non-owners are looking at a pur-

chase through a very different prism. They tend to consider your selling price in the context of their budget or monthly payments, rather than the comparative prices of five years ago. With interest rates at historical lows, you're able to arrange purchase financing with monthly payments well within the means of many potential new buyers. With a creative sales and marketing plan you can find and bring such new buyers to your store and maintain retail sales momentum.

HELP YOUR SALES PEOPLE ADAPT

There is an art to selling products with higher prices. There is also an art to finding completely new customers for your dealership. The good news? These valuable skills can be developed. Salespeople can learn how to focus on attributes other than price. And they can develop an ability to bring in customers that are completely new to the industry. If you can't impart these skills, hire a specialist or encourage your association to organize training sessions.

NEGOTIATE

In every industry, manufacturers understand the financial health of their dealers comes first. They know pricing and policies must adjust to maintain sales while the US dollar is strong. The RV business is no exception. Some vendors reduce prices for foreign customers. Others increase advertising allowances or help with costs related to shows. They may

provide extended payment terms or reimburse your financing costs. Any of these concessions help you deal with the margin compressions usually required to maintain unit sales. Just as manufacturers earned extra profit when the Canadian dollar was recently stronger than the US dollar, you need to win their support to share in the pain of the currency differential to keep your dealership competitive and financially healthy.

'COST AVERAGE' YOUR INVENTORY

It may be too late to implement a currency hedging strategy, but it's still better to make regular purchases than try to time exchange rates. Like making investments in the stock market, it is almost impossible to determine an ideal time to buy. Purchase regularly to average costs of your inventory and keep selling prices competitive over the season.

WORKING CAPITAL IS CRUCIAL

It's essential to buy new inventory regularly. It's equally important to have lines of credit in place with banks or finance companies to buy trade-ins. Both require adequate working capital. Remember, current RV owners are not solely concerned with the suggested retail price of your products. Rather, they're focused more on the difference they will need to pay to buy a newer unit. Dealers with adequate working capital and good knowledge of resale values can



welcome trade-in units at fair and reasonable prices. Such a basic tool can often make the difference between a retail sale and a potential buyer leaving the lot to “think about it.”

OPTIMIZE PROFITS ON EVERY SALE

To maintain sales momentum, margins may compress on new unit sales to offset a wide dollar differential. Total profit per unit need not reduce. A more intense focus now on income potential from finance and insurance products can pay big dividends throughout the selling season. Call in your finance or insurance provider. Be sure you are selling the full suite of services available. Ask your provider to train salespeople on ways to help improve finance and insurance penetration with resulting profits. Then, be sure to embrace any technology tools they offer. Finance and insurance are not only useful profit enhancers; they can often be powerful closing tools to generate more sales.

GROW OTHER PARTS OF YOUR BUSINESS

Sometimes a current is just too strong to successfully swim upstream. Should currency pressures start to wear you down despite these proactive measures, create strategies to focus on higher profit components of your dealership. It might be too late to mobilize a seasonal storage program for this year, but it's not too late to develop, promote and reap the rewards of a pre-season service special. Promoted to existing customers or RV owners in the community, service visits in the January to March window can generate thousands more dollars in revenue from service and related parts sales.

There is still time to boost parts and accessory sales in the coming season. Rework showroom displays



to create more space and visibility for accessories, and you can boost annual profits substantially. Careful consideration of stocking incentives from parts and accessory suppliers can assure better inventory as the season arrives. Better displays and availability encourage more customers purchases and valuable gross margins that partially offset margin compression on unit sales.

CHECK YOUR BUSINESS CULTURE

With challenges resulting from the strength of the US dollar, I can confidently predict there will dealership winners and losers in the coming months. Why? Your dealership business culture drives the outcome. As respected management guru Peter Drucker once said, “Culture trumps strategy every time.” Even if you follow my advice and implement all of the strategies I outlined, the culture of your dealership will determine success or failure. So, I encourage you to first look closely at that culture. What are your dealership strengths? What

are weaknesses? How do customers perceive you? How do your employees think of the business? What can you do to change the culture?

To avoid being crushed by the US dollar, I encourage you to first assess your dealership business culture. Be sure you have a positive environment in every section of the business. Assure every employee is dedicated to customer satisfaction. And, demonstrate with your own words and actions that you're confident both your products and dealership represent great value. 🍁

Co-Author of the book NEEDS Selling Solutions, Gary McGugan helps companies grow profitably, drawing on his experience with financial services, automotive and power sports industries across the globe. He publishes articles regularly at <http://www.needsellingsolutions.com/needs-selling-solutions-news/>

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CL-36 Extend A Line



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SOFT SKILLS, Hard Results



By Jim Clemmer

Leadership deals with the world of emotions and feelings. It is more of an art than a science. Like artists, leaders have the ability to share their vision of the world. Leaders influence our perceptions and help us look at situations in new ways. These skills – and the leadership principles that guide their development – are critical to the success of an organization or team.

Of course, there are some people who remain unconvinced of the value of these “soft skills.” They’re typically managers with minimal leadership qualities, who prefer to focus on being bottomline driven, strategists, marketing aces, technical experts, “snooper-supervisors,” and so on.

These managers often talk about the importance of personal effectiveness and development. They pledge undying allegiance to values, mission, and vision. They go on about people issues, like communication, teamwork, respect, and service. But they really think it’s just a lot of fluff.

Well, maybe they should think again. Now there is hard evidence that those “soft” leadership principles are the major factor in what makes a high-performance team or organization. The exciting and rapidly expanding research on emotional intelligence shows that a leader’s personal characteristics and leadership competencies have a direct bearing on his or her personal performance – as well as on that of their team and organization.

For example, studies show that even a leader’s mood is highly contagious. Depending on whether he or she is upbeat and supportive, or cranky and disapproving, the team will either

be charged with high achievement or poisoned with deadly toxins.

IMPROVING OUR EMOTIONAL INTELLIGENCE

Cary Cherniss, at Rutgers’ University, has found “there now is a considerable body of research suggesting that a person’s ability to perceive, identify, and manage emotion provides the basis for the kinds of social and emotional competencies that are important for success in almost any job. Furthermore, as the pace of change increases and the world of work makes ever greater demands on a person’s cognitive, emotional, and physical resources, this particular set of abilities will become increasingly important.”

There’s not a lot we can do about the processing power between our ears. For the most part, we’re stuck with whatever intelligence quotient (IQ) we’ve got. The good news for many of us, is that our IQ is dramatically less important to success and happiness than our emotional intelligence (EQ). What’s even better is that EQ, unlike IQ, can be improved. It’s not easy (nothing worth doing ever is), but it can be done.

As University of Toronto psychology professors Steven Stein and Howard Book (what better name for an author?) write in their book, *The EQ Edge: Emotional Intelligence and Your Future*, “We know that emotional intelligence can be enhanced because we’ve seen it happen over and over again as we’ve worked with corporate CEOs and other executives,

school teachers, military personnel, counselors and consultants, mental health professionals, and husbands and wives. Adopting proven methods found in cognitive and behavioral therapy, as well as from psychodynamic theory, we have trained many of these individuals to increase their emotional intelligence in easily understandable and proven ways.”

Improving our emotional intelligence starts with a clear picture of our ideal self. This is at the hub of our Leadership Wheel: Where am I going (or what is the picture of my preferred future)? The next step is a “gap analysis,” or assessment of my current strengths and weaknesses, followed by a plan for bridging those gaps (building on my strengths and strengthening my weaknesses). Then the real improvement work begins – experimenting with new behaviors, reframing my thinking, developing skills, and mastering feelings. This can often be reinforced by forming new relationships, or by changing the dynamic of existing ones. These steps are generally difficult to sustain on our own. That’s why personal coaches, counselors, and consultants have become so popular. They help us step back from the movie of our life, to review and reset our thinking and actions.

We should take care not to make the intellect our god. It has, of course, powerful muscles, but no personality. It cannot lead, it can only serve.

– Albert Einstein

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Cary Cherness of Rutgers University in “The Business Case for Emotional Intelligence” (www.eiconsortium.org), makes a strong case for having a high EQ. According to Cherness, “Competency research in over 200 companies and organizations worldwide shows that about one-third of the vast difference between high and low performers (top performers are 12 times more productive than those at the bottom and 85 percent more productive than the average performer), is due to technical skill and cognitive ability while two-thirds is due to emotional competence. In top leadership positions, over four-fifths of the difference is due to emotional competence. An analysis of more than 300 top-level executives from fifteen global companies showed that six emotional competencies distinguished stars from the average: Influence, Team Leadership, Organizational Awareness, Self-Confidence, Achievement Drive, and Leadership.”

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For over three decades, Jim Clemmer’s keynote presentations, workshops, management team retreats, seven bestselling books, articles, and blog have helped hundreds of thousands of people worldwide. The Clemmer Group is the Canadian strategic partner of Zenger Folkman, an award-winning firm best known for its unique evidence-driven, strengths-based system for developing extraordinary leaders and demonstrating the performance impact they have on organizations.

RBC Economic And Financial Market Outlook

Editor's note: RBC's most recent economic outlook holds promise for Canadian businesses, as outlined in the following excerpts.

Canada's economy contracted mildly in both the first and second quarters of 2015, causing a flurry of recession talk. We see this talk as being misplaced given that the depth of the decline was marginal and the weakness was concentrated in the energy sector. As well, the pullback does not appear to have been sustained as the June GDP gain of 0.5 percent strongly suggests a return to positive growth in the third quarter. Perhaps a more compelling argument against a recession call is that despite the slowing in overall economic activity, Canada's labour market continued to generate jobs. Year to date, employment gains have been running at 14,000 per month and although the unemployment rate inched up to 7.0 percent in August following six consecutive months of holding at 6.8 percent, this reflected a surge in the labour force signaling improved confidence of Canadian workers. Additionally, wages began to accelerate at a much sharper clip starting in May suggesting that if anything businesses were competing for workers not laying them off.

Income Growth And Rising Wealth

Low borrowing rates and ample available credit saw Canadian households ramp up their reliance on borrowing in the first half of 2015, with outstanding debt balances rising at the quickest pace in more than two years. The persistence of historically low interest rates, and to a lesser extent, sustained income gains have kept the relative costs of servicing these debt balances at a record low. If principal payments are included in the debt service calculation, the picture is not as favourable with the debt-to-income ratio standing at a historically elevated level. The rise in the value of both financial and real estate assets however is providing a degree of protection for consumer bal-

ance sheets which continue to exhibit solid credit-worthiness with low levels of bankruptcy or foreclosures. We project consumption growth will be firmer in 2016 backed by a lower profile for gasoline prices than previously expected and our expectation that the labour market will continue to generate job growth and wage gains next year.

Housing Market Rally To Continue

Canada's housing market is poised to post one of its best years on record in 2015 despite the Canadian economy being hit by a significant negative shock (plunge in oil prices) and a spike in condo completions in some markets. Low interest rates and the resilient labour market continue to provide substantial stimulus for housing demand. That said, strong momentum is not equally shared across the country with home resale activity plummeting in oil industry sensitive markets (Alberta and Saskatchewan) and soaring in the non-energy intensive exporting provinces, Ontario and British Columbia. Our forecast calls for home re-sales at the national level to rise by 5.0 percent to 505,400 units in 2015, marking the second-highest level on record. Home prices are correspondingly forecast to rise by 4.6 percent, little changed from 4.8 percent registered in 2014. Our forecast assumes a slight easing in resale activity in 2016 as interest rates begin to increase with price gains slowing to 3.2 percent in that year. In keeping with these forecasts we look for housing starts to slow marginally in 2015 and 2016 although remaining within our estimated range for current demographic requirements of 180,000 to 190,000 units.

Canadian Exports Ramp Up

Slowing trade activity globally and more specifically between Canada and

the US contributed to the economy's soft performance in the first half of the year. The export sector weakness ended abruptly in June when volumes surged and recovered the declines recorded since the beginning of the year. Exports also increased in July with sales of merchandise outside of commodities rising to the highest level since before the recession. The combination of the snap-back in US growth and a substantially weaker Canadian dollar looks to have finally fuelled a pickup in demand for Canadian exports which we expect to continue.

We expect the Canadian dollar to remain under downward pressure in the near-term which will further improve Canadian companies' competitiveness. Low commodity prices, especially oil, combined with a widening in interest rate spreads as the Federal Reserve raises its policy rate while the Bank of Canada remains on the sidelines will likely result in the Canadian dollar weakening to 73.5 US cents by the end of this year. The currency is likely to stabilize and recover modestly in 2016 as oil prices trend higher and markets price for the next move by the Bank of Canada to be a rate hike rather than a cut. That said, the currency's rally is likely to be limited as the Fed continues to be more aggressive in tightening policy and given our forecast for oil prices on a WTI basis to average \$57.00 in 2016, from \$50.50 this year. We forecast the Canadian dollar will gain 5 percent against its US counterpart in 2016.

Bank Of Canada To Stay On Sidelines

The Bank of Canada aggressively eased monetary policy this year with the January rate cut followed up with another 25 bps reduction in July. These moves occurred as the Bank incorpo-



rated lower investment by energy producers; expectations of slower emerging market growth and the faltering in non-energy exports into their growth projections. The Bank's updated forecast anticipated a decline in real GDP in the second quarter to be followed by a gradual recovery in growth in the second half of the year. Recent data reports, as discussed above, suggest that the economy is performing in line with the Bank's expectation with the risk, in our view, being that real GDP growth exceeds the Bank's forecast in the third quarter. Our read of the data is that the economy is already en route to a period of above-potential growth reducing the need for the Bank to ease policy further. Canada's inflation performance has similarly evolved in line with the Bank's thinking with the headline rate weighed down by falling energy prices and the core rate remaining slightly above the 2 percent target due to the weaker currency driving up import prices and easing in competitive pressures in some sectors. The headline rate is forecast to rise to the 2 percent target in early 2016 as the weight from the sharp drop in energy prices in 2014-2015 diminishes, core inflation gravitates to the Bank's target rate (2 percent) as the currency stabilizes and then gradually appreciates. That said, the upside to the inflation outlook will be capped by the recent widening in the output gap which our forecast anticipates will persist until early 2017.

Against this backdrop, we expect the Bank of Canada to hold the overnight rate at 0.5 percent until late 2016. The combination of the economy approaching full capacity and the risk to the inflation outlook shifting to the upside will likely result in the Bank looking to reverse the rate cuts put in place in 2015 with the overnight rate forecast to rise to 1.0 percent by the end of 2016. Ten-year yields are forecast to gradually rise as the inflation rate steadies around the Bank's 2 percent target and US Treasury yields move higher.

Lippert Components Expands Into Marine Market

Elkhart, Indiana-based RV component manufacturer Lippert Components has identified new growth opportunities in the recreational boating market.

In the wake of its acquisition of Signature Seating earlier this year, Lippert has invested in building its market share in the recreational boating market. "LCI is the leading provider of furniture solutions for the towable RV industry, and the addition of Signature and its experienced team provides immediate access to the pontoon boat market," said LCI president Scott Mereness. "Fresh water boats, and in particular pontoon boats, are a natural extension of our collection of premium RV furniture."

Rob Roehm, who was Signature's CEO, will remain with LCI to help manage the business, which manufactures and supplies captain's seats, swiveling bucket seats, lounge seats, flip flop seats with storage, arm rests, consoles and more. Under the direction of Ryan Smith, vice president of Lippert Interiors, Shannon Angle, a 15-year seasoned veteran of LCI's furniture operation, will lead LCI's efforts in the marine furniture market. Joining him is Michele J. Goldsmith, a seasoned marine industry veteran. The former National Marine Manufacturers Association (NMMA) Accessory Manufacturer Division chairwoman also sits on the NMMA board of directors, Grow Boating Initiative board of directors and American Boat & Yacht Council technical board of directors.

In addition, Lippert announced that the company has entered a national sales representation agreement for the marine aftermarket with Derema Group, a marine industry-focused national manufacturer's representative firm. The newly combined teams' objective is to grow LCI's marine and RV furniture mar-

kets through cross-market synergy, innovative design and customer service. "We are bringing the same passion and commitment we have for the RV market into the marine industry with dedicated sales, operations and technical support," said LCI director of aftermarket sales, Rick Worstell. "Michele is a long-time leader in the marine industry and will help us build a strong and experienced team that combines veteran Lippert Interiors and Electronics professionals and marine aftermarket representation from the Derema Group."

Smith emphasized that the furniture team is already working with existing customers to get feedback and assess the furniture needs of fresh water boat manufacturers. "We want to unite our team's knowledge and expertise of boat and RV furniture to develop fresh solutions for both markets," said Smith. "There's significant potential to grow marine and motorhome furniture business, and we're ready to develop and deliver even more versatile, compact and comfortable furniture to enhance the mobile lifestyle."

Since entering a six-year supply agreement with Furrion in July 2015, LCI now also distributes premium Furrion brand electronics to boat manufacturers and dealers, including LED televisions, sound systems, navigation systems and power solutions. Furrion marine electronics have been engineered, designed and tested to meet the unique performance levels that the marine industry demands, including extreme travel vibrations and temperature variations.

The company has begun aggressively showcasing its product lines to boat manufacturers, and exhibited at the 2015 International Boatbuilders' Exhibition and Conference (IBEX) trade show, held in Louisville in late September.

GE To Sell \$30B Commercial Lending Businesses To Wells Fargo



**WELLS
FARGO**

GE announced in mid-October that the company has reached an agreement to sell GE Capital's global Commercial Distribution Finance, North American Vendor Finance and Corporate Finance platforms to Wells Fargo & Co.

The sale, which is expected to be completed in early 2016, includes ending net investment of approximately \$30 billion and approximately 3,000 employees. "This is our largest transaction to date and a critical step in our efforts to reduce the size of GE Capital," said Keith Sherin, GE Capital chairman and CEO. "Since our April 10 announcement, we've signed more than \$126 billion in transactions, which is over 60 percent of our overall plan, and are on track to become less than 10 percent of GE's earnings as the company transitions to a more focused digital industrial company.

"We're very pleased to sell this significant piece of our business to Wells Fargo, a respected industry leader who is committed to helping our customers grow and succeed. Wells Fargo's strong operations, risk and regulatory expertise, combined with their customer focus, will allow them to seamlessly integrate our businesses," Sherin added.

The transaction includes the leadership, employees and platforms of GE Capital Commercial Distribution Finance (CDF) and GE Capital Vendor Finance.

CDF serves customers in 60 countries providing customized inventory financing to fund the flow of finished durable goods from manufacturers to dealers. The business operates globally in six core industries: marine, recreational vehicles, motorsports, outdoor products, technology, electronics and appliances.

Vendor Finance is a leading provider of private label and co-branded programs for OEMs, dealers and end users across four core industries in the U.S. and Canada: office imaging, construction, material handling and technology.

The transaction also includes essentially all of GE Capital Corporate Finance's portfolio of senior secured loans and leases for middle market companies across the U.S. and Canada, as well as some employees. Corporate Finance has 10 specialized equipment lending and leasing verticals, with particular expertise in food and beverage, forestry, metals, restructuring and retail.

When completed, the transaction will contribute approximately \$4.2 billion of capital to the overall target of approximately \$35 billion of dividends expected to be paid to GE under the disposition plan (subject to regulatory approval). With this transaction, the total ENI for 2015 announced sales is more than \$126 billion.

"We continue to execute quickly on our asset sales. With this transaction, GE Capital has only one significant platform remaining for sale in the U.S., our Franchise Finance unit with



\$5.5 billion of ENI. Once the U.S. transactions have closed and the split off of GE Capital's retail finance business, Synchrony Financial, has occurred, GE Capital expects to file an application in 2016 for de-designation as a Systemically Important Financial Institution as its footprint in the U.S. will be significantly reduced. Globally, GE Capital expects to be substantially done with its exit strategy by the end of 2016," said Sherin.

As previously announced, GE is embarking on a strategy to create a simpler, more valuable company by reducing the size of its financial businesses through the sale of most GE Capital assets and by focusing on continued investment and growth in its world-class industrial businesses. GE will retain the financing businesses that relate directly to GE's industrial businesses.



Halifax RV Show Moves Ahead

With barely three months remaining until opening day, organizers of the 2016 Halifax RV Show have announced that the event will proceed as planned thanks to a new agreement to repair the roof of its host venue.

“Master Promotions Ltd. has learned of a pending arrangement between the Nova Scotia government and a private developer that will allow operations to continue at Exhibition Park in 2016,” wrote Show Manager Scott Sprague in an October 2 email to exhibitors. “Pending ratification of this deal, the private developer has indicated immediate possible upgrades to the facility. As a result, we will be proceeding with our 2016 Halifax, NS based events.”

The Halifax RV Show, to be held at Exhibition Park from January 28 to 31 inclusive, will be followed by the Halifax International Boat Show from February 18 to 21, the Motorcycle and Powersport Atlantic show March 4 to 6, and the Nova Scotia Spring Ideal Home Show from April 1 to 3.

The Halifax RV Show is one of many major events hosted each year at Halifax’s Exhibition Park facility, located about 25 minutes from downtown and owned by the Province of Nova Scotia. As reported in our previous issue, the building was so severely damaged by storms last winter that it requires more than \$9 million in repairs to its roof, which partially buckled under the weight of record-breaking snowfalls. It is money the province is loathe to invest in the 30 year-old building, especially with construction of the new Nova Centre convention facility in downtown Halifax well underway, and on schedule to open for the 2017 season.

With the lack of an alternate venue with an equivalent volume of open floor space, local event producers had been encouraging the province to either partner with a private investor to temporarily refurbish the Exhibition Park facility. Master Promotions president, Wendell Howes, had been among the most vocal proponents of a private-public sector partnership. In late September he told local media that closing Exhibition Park “will lead to the loss of millions of dollars in sales taxes to the province and revenue to the hospitality industry, not to mention a major loss in potential sales to business operators from around the Maritimes.”



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Coachmen Has High Expectations For New Galleria Class B Motorhome



Coachmen RV has great expectations for its all-new Galleria Class B motorhome, announced in October.

Based on a 170-inch extended Mercedes-Benz Sprinter chassis with a 3L V6 BLUEtec turbo diesel and five-speed automatic transmission, the new Class B will be offered in three floor plans: a 24ST version, with power sofa and triple Captain's chairs; the 24 SQ, with power sofa and quad Captain's chairs; and the 24TT, with twin beds and triple Captain's chairs. Key features include a Carefree power armless awning with LED lights and wind sensor retract, an Onan Microlite 2.5kW LP generator, Thetford 12v macerator waste disposal system, and custom Amish Hardwood cabinetry with radius doors and soft-close hinges.

The Galleria is the first product launched by the company's all-new motorhome division, operating as a stand-alone business unit at the company's Middlebury, Indiana manufacturing complex.

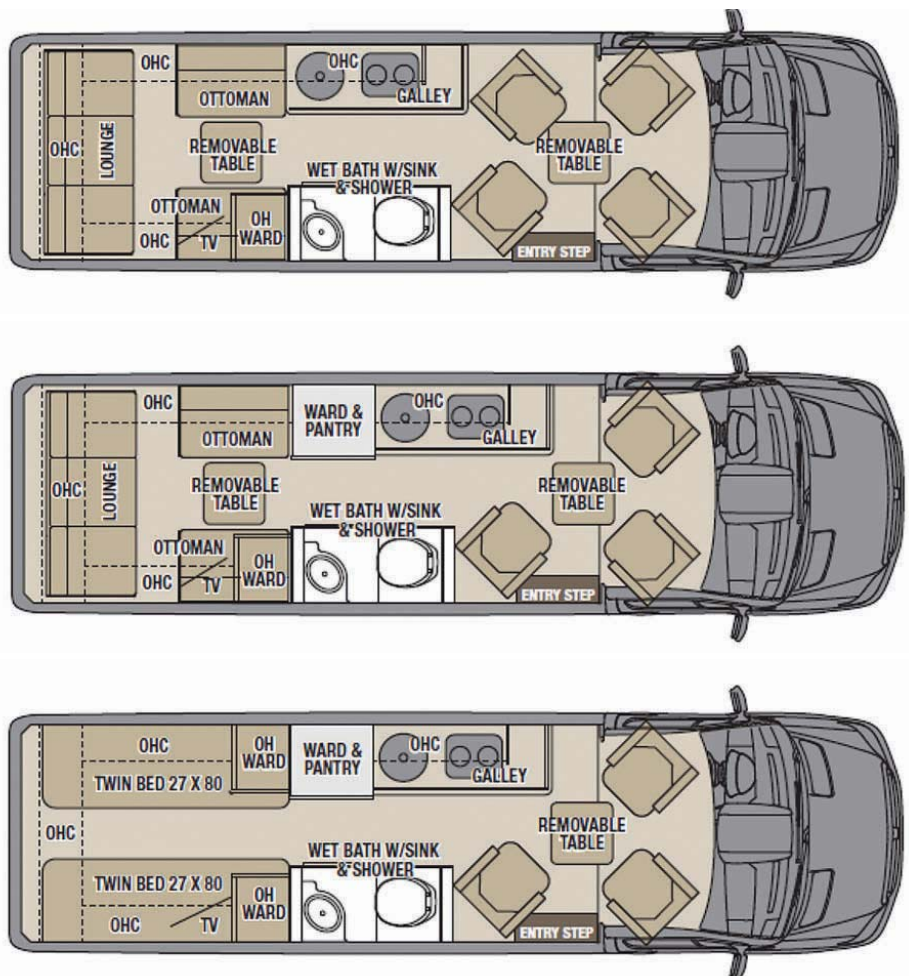
Briefly ...

750 Celebrate Blue Ox 90th Anniversary

Blue Ox recently celebrated its 90th anniversary in a big way – with an open house that attracted an estimated 750 people.

Held on October 7 at the company's Pender, Nebraska headquarters, the event was attended by Blue Ox partners, customers and local neighbors. "I was delighted with the turnout that included our customers, partners, and friends who came to help us celebrate this significant milestone," said Ellen Kietzmann, Blue Ox president and CEO. "The most consistent comment I heard was, 'Wow, I had no idea.' They seemed to be genuinely impressed with not only the scope of the products we manufactured but also by the complexity and engineering that goes into making these products. It was truly a family reunion."

Factory tours proved especially popular with guests, many of whom openly asked what the company planned to do to celebrate its 100th anniversary in 2025.



Frank Hugelmeyer Brings A New Era To RVIA

Frank Hugelmeyer has officially taken his seat as president of RVIA, succeeding Richard Coon, who retired after serving in the position for the past 10 years.

Hugelmeyer, whose appointment was announced in early June 2015 by RVIA chairman of the board, Derald Bontrager, president and CEO of Jayco, Inc., was from 2000 – 2014 president and CEO of the Outdoor Industry Association (OIA).

In assuming his new role at RVIA, Hugelmeyer said, "After spending much of the summer getting to know RVIA members and staff, I am even more enthusiastic about this association and this industry. I want to honor and thank my predecessor, Richard Coon, who leaves the association in a great position, and who has been a wonderful partner during our transition. The team that Richard built in the past decade is outstanding and now it's our task to continue to work on behalf of the industry."

Hugelmeyer added: "It is also time to turn the page and prepare RVIA for the future. I look forward to working with chairman Bontrager and the rest of our dedicated board, our senior management team and our entire staff to create and unite our industry around a common vision, leading to even greater success."

"Whether it is understanding next generation consumers or embracing new technologies, the association must keep pace with and stay ahead of the rate of change facing our membership and the RV industry," said Bontrager. "As a skilled strategist and dynamic leader, Frank Hugelmeyer is again the right man at the right time for RVIA, and that is why we enthusiastically welcome him as RVIA's new president."

Hugelmeyer was the long-time president and CEO of the Outdoor Industry Association (OIA), the trade association for the outdoor recreation industry and title sponsor of the Outdoor Retailer tradeshow. In this capacity, he worked with the world's premier outdoor brands and business executives including The North Face, Patagonia, Timberland, Columbia Sportswear, L.L. Bean, REI, Cabela's and Amazon, along with numerous governmental agencies, non-profit groups and foundations.

In addition, he has served on a wide variety of boards and advisory groups including the Outdoor Foundation, National Forum on Children and Nature, Sustainable Apparel Coalition, Theodore Roosevelt Conservation Partnership, Western Governors' Association Recreation Task Force and President Obama's Partnership for America's Great Outdoors.

Briefly ...

RVDA of BC Names New Board

The RVDA of BC held its annual general meeting on September 9th and is pleased to introduce the Board of Directors for its 2015-2016 fiscal year:

President: Jason Bell, Chemo RV

Vice President: Collin Yaretz, South Thompson RV

Treasurer: Murray Sullivan, Sullivan Motor Products

Past President: Chris Clarke, Traveland RV Supercentre

Directors:

Ward Fraser, Voyager RV

Doug Thibault, First Canadian Group of Companies

Tammy Ramsay-Henderson, Meridian RV

Alex Loosdrecht, Fraserway RV

Rob Williamson, LMG Finance Inc.

Jon Itterman, Okanagan College

Keith Donkin, Northern Lite Mfg.

Vicki Yan, Industrial Alliance Ins. & Fin.

Services: IA-SAL

RV Dealers Seeing Younger Demographic

Recreational vehicles bring the comforts of home on the road, making them a popular choice among vacationing retirees who have time to take the scenic route. But some dealers are seeing a growing number of younger families choosing to adopt the RV lifestyle, according to published reports.

Fraserway RV's Mark Boucher was interviewed by CTV news over the summer on the growing popularity of RV camping with young families. "What we're seeing now is probably high 30s, early 40s," Boucher said, adding that sales have been going up each year. "I'd say 60% or better are just writing a cheque and paying for it."

The lower Canadian dollar may also be a factor in stirring interest in RVs among younger families, as the cost of flights and hotels continues to rise. According to a recent survey of 1,500 Canadians by the Conference Board of Canada, approximately half said they would consider traveling within the country by RV.

NEWS TIPS

Have some hot news
we should know about?

Send us the details!

craig@rvlifemag.com

Lance Adds Roadside Assistance Benefits on 2016 Models



Lancaster, California-based Lance Campers has announced that consumers who purchase a new 2016 Lance truck camper (Ultra-Light Travel Trailers, Truck Campers & Toy Hauler models) manufactured starting 10/1/2015 will receive one year of Lance Emergency Roadside Assistance.

The membership offer provides emergency assistance for the owner, a

spouse or significant other, and children age 24 or younger licensed to drive your RV or other vehicles owned. Service delivery – contracted by Lance to approved third-party suppliers – includes:

- Technical Support and Roadside Assistance provides 24/7 technical assistance from a staff of RVIA/ RVDA and ASE certified technicians.

- Towing of the disabled vehicle to the nearest qualified repair facility.
- Tire Assistance including changing of the vehicles flat tires or towing of the vehicle to a tire facility.
- Delivery of Fuel and Emergency Fluids as necessary to remedy any disablement.
- Locksmith/ Lockout Services to the vehicle and assistance in the opening of the locked vehicle, and or/ obtaining a replacement key
- Jump-Starts to the vehicles dead battery or a tow to a qualified facility.
- RV Mobile Mechanic Dispatching of a mechanic to the site of the mechanically disabled vehicle.
- Dealer locator will guide the customer to the nearest Lance authorized location.

Dealers are reminded that the member is still responsible for all charges related to on-site repairs, including but not limited to fuel, fluid, key services, parts and labor costs.

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Roadtrek Lauches EcoTrek Technology

Kitchener, Ontario-based class B motorhome manufacturer Roadtrek Motorhomes Inc. has introduced a new lithium ion EcoTrek power module that is said to “lift the electrical system limits” for Roadtrek owners.

The new technology enables the user to become completely energy-independent, allowing the use of up to 90 percent of available power before any voltage loss will occur. The cell protection system is said to be optimized for all weather and electrical demand situations, and will charge from any available source due to its proprietary E-Trek charge control, which harmonizes the vehicle alternator, Onan, engine generator, solar and shore power as required.

“Roadtrek has a very complex and detailed R&D team that developed our new EcoTrek, and VoltTrek groundbreaking technologies using our in-house labs and working with external academic sources to do detailed validation testing,” said Roadtrek president and CEO, Jim Hammill. “Our focus is to make the use of the unit easier and let people go anywhere they want, without a cord.”

The EcoTrek power module is available in 200, 400, 800 and 1600 amp hour versions, and can be combined with mass solar systems ranging from 200 to 600 watts. Roadtrek backs these items by a six year warranty on parts, labor and manufacturing defects.

Briefly ...

Dometic To Go Public

Sweden’s Dometic Group has announced its intention to become a public company.

In a statement the company notes that the move represents “a logical and important next step for Dometic.” Aiming to raise an estimated \$4.6b Swedish Krona from its initial public offering (approximately \$702m CAD), the cash infusion will be used to write down existing debt and provide greater financial flexibility. Shares are expected to be offered internationally, with the stock listed on the Nasdaq in Stockholm.

Lance Goes Hollywood

Lance Camper Mfg. Corp. has announced the release of all-new running footage highlighting the company’s 2016 Ultra-Light Travel Trailer, Truck Camper and Toy Hauler product lines.

“We are jazzed about the new product video we have produced. We were able to capture a little bit of everything using a combination of drone, Go Pro and studio quality footage,” said Bob Rogers, director of marketing. “In addition to high quality customer leads, our primary objective is to continue to provide our dealers with practical marketing tools. This new running footage works great for creating TV ads or can be looped for use in the showroom, in units or at shows. The goal is to show customers great looking product in great looking locations so they can create a mental picture of themselves living the Lance lifestyle. It also slows the customer down and gives the sales staff more time to genuinely engage.”



Northern Lite Back On Top

The Canadian Recreational Vehicle Association (CRVA) Board Of Directors recently met in Kelowna, BC for their Annual General Meeting held at the Grand Okanagan Resort.

One of the highlights of the trip was the opportunity to visit the new Northern Lite truck camper facility along with members of Canadian Camping & RV Council (CCRVC) who had their AGM the day prior. After a devastating fire last year the factory is now fully operational with most aspects of manufacturing in-house.

Company President Mac Donkin and GM Keith Donkin have been manufacturing since 1989 and are very pleased with the upgrades to the new plant. As North Americas only five star rated truck camper builder, they are proud to have returned so quickly to an even higher quality standard of manufacturing, being more efficient with the ability to expand capacity to record levels in 2016.

Here are some images taken on the plant tour:



Russ Felty, Keith Donkin and Mac Donkin welcomed Board Members for a guided tour of their new factory in Kelowna, BC.





The new production line includes the latest innovations in RV manufacturing. Above, Mac Donkin demonstrating the 7-foot automatic awning, and top right - rear bumper step with patio.



R & D continued during the time the plant was being rebuilt. Board Members get a closer look at the retooled fibreglass mold.

Skilled craftsmen working to meet the demand.

RVIA Names New Board, Executive Committee

The Recreational Vehicle Industry Association (RVIA) recently named its new board for directors for the 2016 fiscal year.

Paul Cassidy, vice president of sales and service, Roadtrek Motorhomes; Jack Cole, president, Lance Camper Manufacturing Corp.; and Tim Tiffin, general manager, Tiffin Motor Homes, were re-elected to three-year terms while Ryan Elias, vice president and general manager, Triple E Recreational Vehicles/Leisure Travel Vans, and Jim Jacobs, president, Allied Recreational Group (ARG), were newly elected to a three-year terms.

Incumbents Garry Enyart, director of mobile generator sales and Coach Care, Cummins Power Generation, and Mike Farmer, vice president of sales and marketing, Carefree of Colorado, were re-elected to the Board as At-Large members for three-year terms.

Kevin Phillips, president, Thetford Corp., was also re-elected as a Supplier representative for a three-year term.

The board subsequently named an Executive Committee for fiscal year 2016. Derald Bontrager of Jayco, Inc. will continue as Chairman of the Board and will be joined by First Vice Chairman Bob Parish, GE Capital; Second Vice Chairman Garry Enyart, Cummins Power Generation; Treasurer Matt Miller, Newmar Corp.; and, Secretary Kevin Phillips, Thetford Corp. Chairman Ex Officio Doug Gaeddert of Forest River, Inc. and RVIA President Frank Hugelmeyer will also serve on the group.

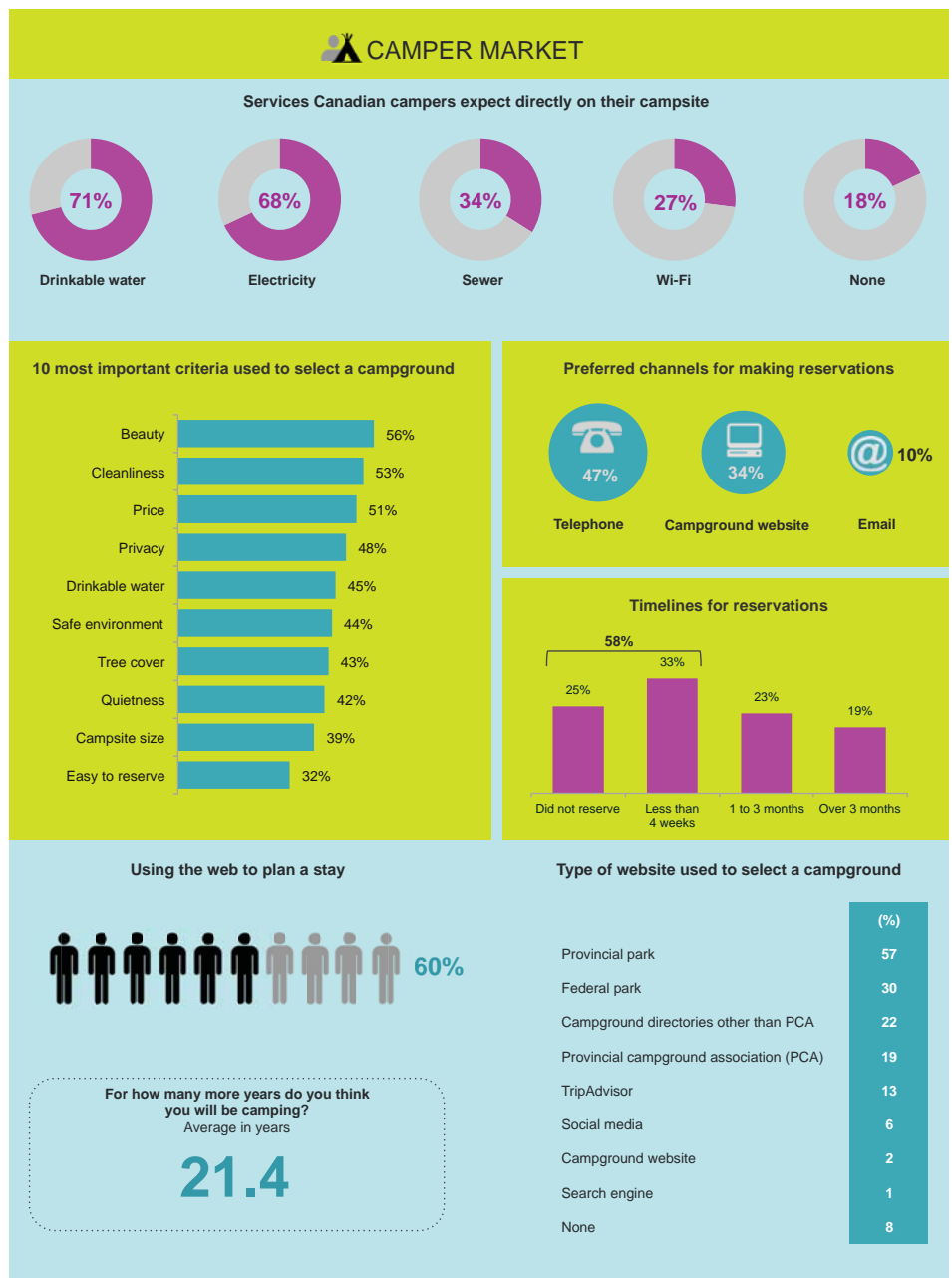
The Board also approved adding Bill Rogers of Keystone Automotive Operations to the Board, replacing Mick O'Donovan to that company's seat.

CCRVC Update

The Canadian Camping and RV Council (CCRVC) recently held its latest Board of Directors meeting in Kelowna, BC. The CCRVC board encompasses representatives from RVDA of Canada (RVDA), the Canadian Recreational Vehicle Association (CRVA) and the provincial campground associations from British Columbia, Manitoba,

Ontario, New Brunswick and Alberta. The Provincial Camping Association of Quebec did not attend the Board Meetings which also included Chris Mahony, President of Go RVing Canada.

The board meeting included a review of 2015's activities, including participation in Lobby Day on Parliament Hill in Ottawa in April,



RVDA of Canada 2016 Board

RVDA of Canada's current Board of Directors are:
 Jason Bell, *Chemo RV Sales and Service, 150 Mile House, BC*
 Darcy Turgeon, *Carefree Coach & RV, Edmonton, AB*
 Kyle Kehoe, *Kehoe RV, Saskatoon, SK*
 Jim Gorrie, *GNR Camping World, Winnipeg, MB*
 Herb Cowen, *Pike Lake Golf Centre, Clifford, ON*
 Josée Bédard, *Roulotte Chaudière, Lévis, QC*
 Bruce Marsh, *Cape Breton Trailer Sales, Bras d'Or, NS*
 Trevor Moase, *Vacationer RV Sales and Service, Kelvin Grove, PEI*

Briefly ...

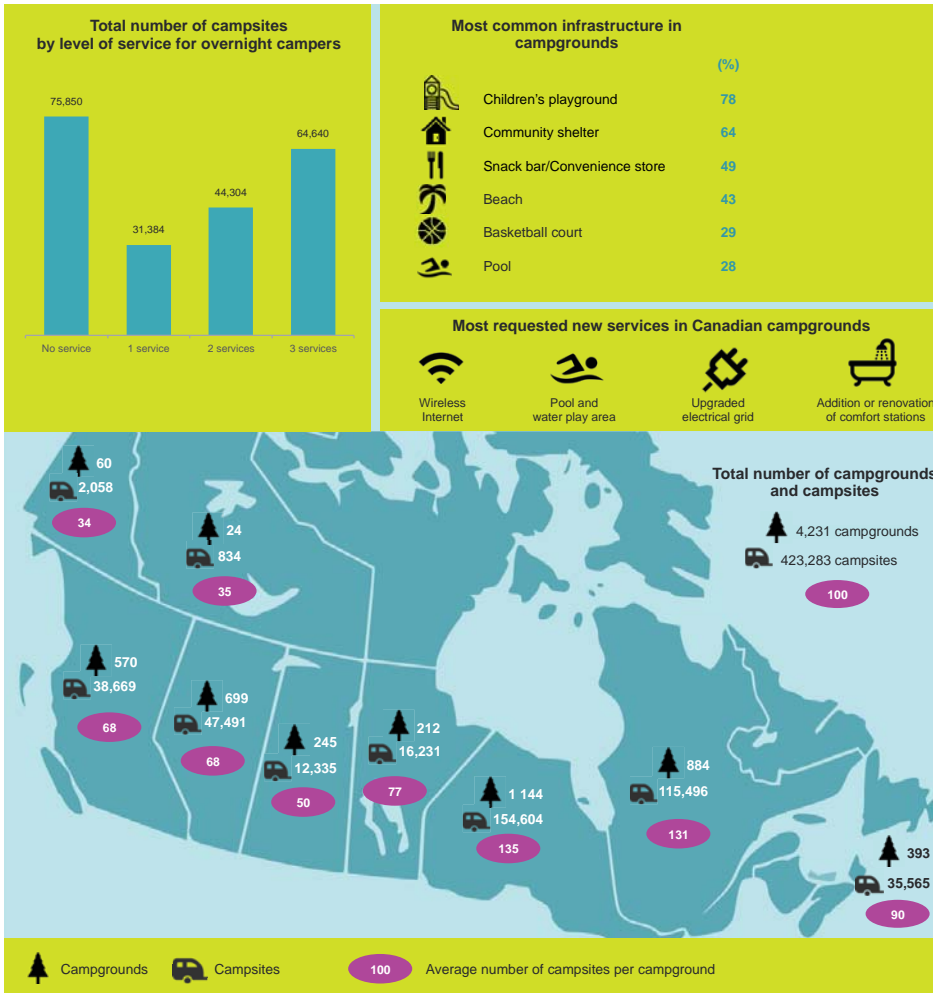
Six Canadian RV Dealers recognized among the RV Business magazines Top 50 Dealers.

Congratulations to the following Canadian RV dealers who were honoured as winners of the RV Business Magazine Top 50 Award.

- Woody's RV World, Calgary, Alberta
- Aarkann RV, Edmonton, Alberta
- Bucars RV, Balzac, Alberta
- Minard's – Weyburn, Saskatchewan
- Rangeland RV, Balzac, Alberta
- Voyager RV, Winfield, BC

The annual RV Business Top 50 Dealers are selected by a panel of RV industry experts from a group of 300 RV dealers nominated by the North American RV manufacturers. Key elements of the selection process include innovation, community service, and creativity.

The awards were presented by RV Business Magazine at the RVDA International Convention in Las Vegas on Thursday, November 5, 2015.



and the highly successful launch of National Camping Week in May. CCRVC also held a strategic planning session which brought an excellent exchange of ideas for the future of CCRVC from all stakeholders.

An economic survey contracted by CCRVC discovered that there are currently 5.8 million Canadians camping but that 55 percent of them utilize a tent instead of an RV. "We want to find ways to convince the millions of Canadians who currently camp in a tent to find the benefits of progressing to an Recreation Vehicle," said Robert Trask, CCRVC Chairman. "By investing in the Economic Survey, CCRVC now possesses the facts to verify the camping habits and wants of an average Canadian which we can now apply in our industry marketing strategies."

RVDA chairman George Goodrick added "The RVDA of Canada views

the Canadian Camping and RV Council as an important component of the Canadian RV Industry. The RVDA of Canada along with the CRVA has provided a significant investment in CCRVC because we saw the necessity of a strong and vibrant National Campgrounds Association in Canada. By getting all of the stakeholders around the same table and discussing common goals and challenges can only benefit all of us."

CRVA president Roger Faulkner echoed RVDA of Canada's commitment to the CCRVC. "Along with RVDA, CRVA committed to CCRVC for a reason and that reason has more significance today than when we first started it back in 2013. The opportunities ahead of us are endless," said Faulkner. The Economic Survey was the trigger point, but with several new initiatives on the table we are now ready to rock and roll going forward!"

Go RVing Canada

Encouraging Canadians to rediscover their sense of adventure and freedom

Go RVing Canada is coming off one of their most successful years to date as they embarked on a mission to go farther, take people places they had never been and encourage them to seek out new adventures. In step with the changing media landscape, Go RVing Canada spent the past year evolving their communications approach to reach Canadians in impactful ways online, in print and in unexpected places.

Go RVing Canada launched the Wildhood campaign with the aim to help Canadians reconnect with their sense of childhood adventure, and to encourage all Canadians to tap into their natural born camper. Through Wildhood, Go RVing Canada continues to help Canadians rediscover the craving for exploration, adventure, curiosity, kinship and freedom we all knew as children, but may have forgotten as we took on the responsibilities of adulthood.

The campaign concept, created by partner agency ds+p, encourages more Canadians to try RVing and highlights the amazing possibilities the RV lifestyle can offer. Wildhood launched in Canada with 30-second radio spots in both English and French. The campaign featured public relations support as well as a national 30-second TV spot that launched in March. The Wildhood manifesto, along with 60-second videos in English and French, can be found on GoRVing.ca.

A fully integrated agency team provides support, with broadcast media buying conducted by Starcom MediaVest Group, web design by Level, and public relations, social media and digital media buying by Edelman.

The initial success of Wildhood has taken the Canadian industry by storm. To date, the Wildhood spot on has logged over 1.5M video views on Youtube and through broadcast was recently nominated for two industry North American advertising awards. As the association looks ahead to 2016,

it will grow the success of this campaign and ultimately expand Wildhood to address specific tactical barriers such as affordability, drivability and lifestyle perception.

“Tactically the majority of our advertising efforts of Go RVing Canada lead consumers to the gorving.ca website. This portal continues to serve as a wealth of information for anyone interested in the RV lifestyle - whether they plan to purchase, rent, or want to explore campgrounds across Canada on their next RV adventure”, says Christopher Mahony, Executive Director, Go RVing Canada.

During 2015 the association grew its RV dealer listing website traffic by over 24%, which resulted in a record year with over 500,000 searches and visits to RV dealer listings on the website. To replace the leads program our RV dealer email system now allows consumers to request a list of RV dealers nearby to be sent directly to their inbox. To date, over 80,000 dealer listings have been sent and these have led to increased referrals to external RV dealer websites.

The association also maintains a range of interactive tools on the website, designed to engage consumers and offer more ways to research RV types and learn about RV dealerships. Among the newest tools is the Persona Quiz, set up as a questionnaire to discover travel habits and vacation destination preferences in order to help guide consumers to their ideal type of RV. Upon completion, the consumer is asked to compare RV types and find the nearest RV dealer. In only a few months we have seen over 56% of users who tried this quiz completed these conversions and moved further down the purchase funnel – a resounding success. Also worth noting is the extensive data gathered provides key insight into the habits and demographic types of consumers interested in the RV lifestyle, and helps inform future content development and initiatives designed to ultimately send more traf-



fic to RV dealers.

In the coming year, Go RVing Canada will continue to encourage Canadians to rediscover their sense of adventure and freedom – everything that makes the RV lifestyle special. Go RVing Canada plans to expand their suite of digital tools to include cost-calculators to show the affordability of the RV lifestyle, microsites that will feature innovations for each RV type, and an upgraded Canada-wide interactive RV trip planner to encourage social sharing of destinations across Canada. Additionally, it will host the second annual National RV & Camping Weekend, working in partnership with campgrounds and RV dealers across the country.

The 2016 Go RVing Canada dealer tie-in program will expand with over 20 new lifestyle images and 5 minutes of fresh video content. In addition to the archive of RV lifestyle media, tie-in dealers also benefit from monthly social media content calendars as well as consistent PR updates. Dealers are encouraged to participate in the many Go RVing Canada activities that ultimately help bring media to on-the-ground experiential efforts. The program also provides training and information through its webinar series as well as PR communication and media kits. Dealers are encouraged to make use of these assets as well as the many Go RVing Canada resources available to them.

For more information about the Go RVing Canada programs please contact Chris Mahony at chris@gorving.ca

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Why Spreadsheet Expense Reporting is Costing You (In More Ways Than One)

RV Dealer News had the opportunity to sit in on a special presentation by the team at Concur Canada, experts in the field of Spend Management solutions. We asked them to provide a guest editorial on new ways to streamline the expense report process... here's how you can forget spreadsheets and keep your expense reports accurate and up to date with just a few clicks on your iPhone!

If your organization is like most, you probably use spreadsheets to manage expense reports because it's 'good enough.' But good enough is not really good enough when you consider the cost implications.

Businesses already spend more in the Travel & Entertainment category than in any other and the use of spreadsheets only adds to these expenses. However, a lot of manual processes seem to work well until the hidden costs and inefficiencies are examined. Then the true costs start to ratchet up.

Five Reasons to Update Your Expense Reporting Process Right Now

1. Spreadsheets aren't mobile.

Employees can't fill out a spreadsheet on a smartphone, yet mobile is a modern mandate. Business travelers demand connectivity and spreadsheets are not congruent with the work-from-anywhere mindset of today's workforce. Soon, mobile expense reporting will be the only way it's done.

The current process: Employees are responsible for managing and submitting receipts. The finance department validates each line item while making sure they have a paper receipt for each transaction. Assuming everything matches up, those paper receipts must then be physically stored.

The mobile process: Employees snap a smartphone photo of receipts, submit them electronically, and toss the paper. Every receipt can be viewed online

and automatically matched with the appropriate expense entry. Managers can approve from anywhere using their smartphone.

2. Spreadsheet data entry wastes time.

Manual expense reporting affects productivity across the board. By automating the process, the entire timeline is sped up, allowing employees to focus on the jobs they were hired to do rather than on endless and tedious data entry.

3. Spreadsheets are often inaccurate.

Manual data entry increases the likelihood of errors. Think about it: When an expense is incurred, digital data is created around the purchase and a receipt is automatically printed. The employee re-types that same info from the receipt (that was digital to begin with) into a spreadsheet, prints it, and staples the receipt to the printed copy. The result is duplication of effort and unnecessary mistakes.

Automated expense reporting, on the other hand, grabs exact credit card transactions, matches them to receipt photos and specific vendors, and automatically and accurately assigns an expense classification such as "meal," "lodging," or "office supplies." Now think about how many tasks could be eliminated across your company over the course of one week, much less an entire year.

4. Spreadsheets slow down the entire process.

After hours of manual entry, the spreadsheet is printed and sent to a manager for a signature. The report may then sit for days. Once approved, it needs to be processed so the employee can be reimbursed. This workflow—one filled with emails and attachments—is slow, inefficient, and ultimately expensive.

Automated expense reporting is just the opposite. Exact credit card data and receipts are automatically captured digitally. Employees simply click

'submit' and the expense report can be reviewed and approved from any mobile device—with a full audit trail. It's a much faster way to approve and reimburse, which makes for much happier employees.

5. Spreadsheets don't provide immediate insight into spend.

Ten percent of operating expenses are T&E related. Therefore, it stands to reason that managers should really know where the money is going - in real time. But when the expense data is a stack of paper, finding needed information is neither quick nor easy.

With automated expense reporting, your expense data is at your fingertips. Reporting is immediate and you can drill down to get the line item details for any expense, allowing more visibility into the spend. This information can then be used to encourage traveling employees to make better decisions, saving the company money.

Learn More...

Discover how to stop processing your expenses and start managing your spend and cash flow at www.tryconcur.ca

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Easy Powered Lifts are rated for 500 lbs. They raise and lower with use of a powered drill / driver to RV roof height. The 10' x 30" wide deck with 54" wide footprint is accessed with a custom extension ladder. The Easy Powered Lift deck is pinned to the frame on each of four corners for extra safety. Frame extends from 10' 9" to 12' 7" or 13' 7". Freefall



worm gear protection, 6" locking wheels and deck padding are included. 7 ½' extended perimeter railings are contained within the deck and easily rotated outwards and connected with adjustable kickboard assemblies to allow for containment of air conditioner servicing areas.

For more information on Easy Powered Lifts please visit www.Scissordeck.com

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Titan 8 in 1 Power Pack



Get power when you need it with the Titan 8 in 1 Solar Power Pack from Tri-Lynx. The Titan 8 in 1 Power Pack provides up to 600 amps of power, enough to jump start most cars and small SUVs. It's portable and versatile, with two 12 volt sockets, a 5 volt USB outlet for electronic devices, and a 200 watt power inverter with a 110 volt AC socket. Built-in sensors indicate battery charge, and the Titan 8 in 1 comes with its own battery booster cable and clamps. The flashing LED hazard lights keep you safe during road side emergencies, while its built-in air compressor provides 260 PSI, enough power to pump up everything from flat tires to deflated soccer balls. Lightweight and with a rubber handle makes it easy to transport, the Titan 8 in 1 Power Pack is solar powered, so you'll never have to worry about replacing any batteries.

Engineered in Canada, the Titan 8 in 1 is more than just a jumpstarter – it's a power anywhere station. For more information please visit www.trilyn.com

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RV Lifestyle





|| January 22 – 24

Hamilton RV Show & Sale

Players Paradise, Stoney Creek, ON
Natalie Conway, RVDA of Ontario
(888) 331-8885

www.rvshowhamilton.ca

|| January 28 – 31

**47th Annual Calgary
RV Show & Sale**

BMO Centre,
Stampede Park, Calgary, AB
Dan Merkowsky, RVDA of Alberta
(888) 858-8787 • (780) 455-8562

www.rvda-alberta.org/shows.html

|| January 28 – 31

Halifax RV Show

Exhibition Park, Halifax, NS
Scott Sprague
(888)454-7469

ssprague@mpltd.ca

See “Events” link at www.arvda.ca.

|| February 4 – 7

Montreal RV Show

Palais de congrès, Montreal, QC
Agar Grinberg, RVDA of Quebec
(514) 338-1471

www.salonvr.com

|| February 11 – 14

**36th Annual Edmonton RV
Exposition & Sale**

Edmonton EXPO Centre
Edmonton, AB
Dan Merkowsky, RVDA of Alberta
(888) 858-8787 • (780) 455-8562

www.rvda-alberta.org/shows.html

|| February 11 – 15

Toronto RV Show & Sale

Toronto Congress Centre, Toronto, ON
Natalie Conway, RVDA of Ontario
(888) 331-8885

www.rvshowtoronto.ca

|| February 12 – 15

Red Deer RV Show

Westerner Park, Red Deer, AB
Peter Schmucker, Paradise RV
(877) 506-1132 • (403) 340-1132
peter@paradiserv.ca

www.rvshowreddeer.com;

www.rvda-alberta.org/shows.html

|| February 12 - 15

43rd Annual London RV Show

Agriplex, Western Fair District,
London, ON
Don Ferguson
(866) 226-2678

www.londonrvshow.com

|| February 19 – 21

Central Alberta RV Show & Sale

Westerner Park, Red Deer, AB
(Parkland, Prairie &
Stockman Pavilions)
Al Ryz
(888) 933-7326 • (403) 262-2121
aryz-spg@fieldofrvdreams.com

www.caRVshow.ca;

www.rvda-alberta.org/shows.html

|| February 25 – 28

**Toronto Spring Camping
RV Show and Sale**

Toronto International Centre,
Toronto, ON
Shane Devenish
(905) 315-3156
info@crva.ca

<http://torontospringcampingrvshow.com/>

|| February 26 – 28

**23rd Annual Ottawa
Spring RV Show**

EY Centre, Ottawa, ON
Michael Rodgers
(877) 817-9500

www.ottawarvshow.com

|| March 4 - 7

Montreal RV Show

Olympic Stadium, Montreal, QC
Salon VR Inc.
(514) 338-1471

www.salonvr.com

|| March 10 – 13

Manitoba RV Show & Sale

Winnipeg Convention Centre,
Winnipeg, MB
Dave Amey
(204) 256-1916

Ameytradeshows@gmail.com

www.manitobarvshow.com

|| March 11 – 13

Moncton RV Show

Moncton Coliseum Complex,
Moncton, NB
Scott Sprague (888) 454-7469
ssprague@mpltd.ca

See “Events” link at www.arvda.ca

|| March 17 – 20

Quebec City RV Show

ExpoCité, Centre de foires,
Quebec City, QC
Agar Grinberg, RVDA of Quebec
(514) 338-1471

www.salonvr.com

|| April 8 – 10

Vancouver Island RV Show & Sale

Arbutus Meadows
Equestrian Centre
NanOOSE Bay (Parksville), BC

www.rvda.bc.ca

|| April 15 – 17

Kitchener RV Show & Sale

Kitchener Memorial Auditorium,
Kitchener, ON
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www.rvshowkitchener.ca

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