# ARVDEALERSACONVENTION/EXPO

# MONDAY, NOVEMBER 7

#### 10:00 AM

Milano 1 RVDA of Canada Board of Directors lunch and meeting

#### 11:30 AM

RVDA of US Board of Delegates lunch & meeting, then RVDA of US Board of Directors meeting Neo 1 & 2

#### **AFTERNOON/EVENING EVENTS**

Priority RV Network Meeting and Reception (Private Event) Milano 5 3:00 p.m.

PCG Digital Welcome Reception (dealership personnel only) Milano 2 5:30 p.m.

Bank of America (by invitation only) Neo 3 7:30 p.m.

# TUESDAY, NOVEMBER 8



#### 8:00 AM

Salerno Rockstar Manager: From Valued Colleague to Significant Leader, Pete Smith, Sponsored by Gulf Stream Coach (Sold Out)

#### 8:15 AM

| Verona         | RVnGo: Economics of RV Rentals, Paul Kacir   |
|----------------|--|
| Neo 1          | F&I Exposed: Real Answers from Real Industry Experts, Nicole Armstrong, panel moderator                                  |
| Neo 3          | Wheeler Advertising: Marketing Plans for the Family Owned or Single Point RV Dealership,<br>Claire Wheeler, Shelby Smith |
| Milano 6       | Navigating the Impact of Stagflation on Your Hard-Earned Wealth, Brad Stanek   |
| Neo 2          | Order Takers No More! David Martin   |
| Milano 5       | KENECT: Using Kenect Texting in Your Service Department, Graham Anderson   |
| Tribune        | Jayco Towables & Motorized Partners in Progress Meeting  |
| <b>9:30</b> AM |  |

| Milano 5 | IDS - Integrated Dealer Systems: Making the Most of Your DMS - How to Tie it All Together to Get the Results You Want, Frank Tamburrini, Kurt Vajgrt |
|----------|--|
| Neo 3    | Wheeler Advertising: Need Answers to All the Latest Website Questions? Ron Wheeler, Avi Agarwal  |
| Milano 6 | Recent Regulatory Enforcement and How You Should Prepare, Aaron Hartshorn, Robert Ebin   |
| Neo 1    | Service Department Best Practices with Dealers Like You, Graham Anderson, panel moderator  |
| Tribune  | Winnebago Motorized & Towables Partners in Progress Meeting  |
| Neo 2    | RVRA Meeting: A Discussion of RV Rental Market Trends in 2023 & Beyond, Scott Krenek, Jeff Kurowski  |
| Verona   | Battleborn Batteries and Keystone RV: How Are Solar & Lithium Technology Enhancing the RV Lifestyle?   |
|          | Dragonfly, Made Coabyra Joch Miller Koyatone DV, Joch Miller Matt Christoneon Jon Drody (Denerted)   |

Dragonfly: Wade Seaburg, Josh Miller, Keystone RV: Josh Miller, Matt Christensen, Jon Brock (Repeated)

#### 10:45 AM

| Milano 5 | <b>Coach-Net:</b> Do Your F&I Products Support the Very Unique Needs of Today's RVers?<br>Shannon Boudreaux   |
|----------|---|
| Neo 3    | Motility Software: True Stories of Dealership Cybercrime, Brad Rogers, Brad Holton  |
| Neo 1    | Reset and Renew: Are you Ready for a Return to Reality? John Spader   |
| Verona   | Morgan Stanley: State of the Buy-Sell RV Market – Everything You Need to Know for a Successful Transaction, Jesse Stopnitzky, Jane Saxon, Brad Stanek |
| Neo 2    | The Virtual Sales Professional, David Martin  |
| Milano 6 | Top Five Safety Gotchas at RV Dealerships, Regina Metzker   |

#### 12:00 PM

| Milano 5 | Genesis Products: Elevating Interiors to Drive Sales, Phyllis Beyers, Jon Wenger         |
|----------|--|
| Verona   | AGWS/American Guardian Warranty Services: An Overview and Steps to Comply with the FTC's |
|          | Current & "Revised" GLBA Safeguards Rule, Charles Campbell                               |
| Milano 6 | New-Gen Sales Enablement: Unfair Advantage Sales Person Kit, Kristina Shrider            |
| NIDO 2   | KENECT. Haw Dealars Call Mara Haits & Improve Their Customer Experience with Kanast      |

**NEINELT:** How Dediers Sell More Units & Improve Their Customer Experience with Kenect, INEO 3 Ryan Browne

#### :15 PM

Milano 5 Safe Harbor: Every Deal Matters! A Strategy for Building an F&I Department in a Changing Market, Scott Miller

Social Selling Is Here to Stay: So How Can You Make the Most of This? Tanya Miller Milano 6 🔵

- **RVUniverse:** Looking for New Buyers with Deep Pockets? Jason Kassmeier Verona
- GE Appliances: Trading Up: Upselling, Service Standards, and Common Troubleshooting Neo 3 Techniques for RVAC, Jennifer Solomon, Faraah Schumacher, Tim Burdick

#### 1:30 PM

- Neo 2 • NTP STAG: Future of RV Parts and Accessories Merchandising, Val Byrd
- Go RVing: Through The Funnel The Path to Purchase with Go RVing, Courtney Bias, Sarah Neely, Neo 1 Dana DelVecchio, Jenna Tomovich
- Tiffin/Vanleigh Partners in Progress Meeting Tribune

#### 2:30 PM

Milano 3 O KEYNOTE SESSION: "Fearless at Work" with Molly Fletcher Sponsored by Wells Fargo Distribution Finance

### 3:30 - 7:00 РМ

Expo Hall Opens with Reception on the Expo Hall Floor Julius



Book signing by keynote speaker Molly Fletcher Tuesday, Nov. 8 3:30 at Wells Fargo WELLS booth #501 during FARGO the opening of the exhibit hall.

#### 7:00 PM

- RVDA of Canada Reception (by invitation only) Milano 2
- 40 Under 40 Recognition Event, Presented by RV PRO (by invitation only) Milano 3

F&I

Sales

• Fixed Operations

Vendor Training +Plus

○ Everybody

## WEDNESDAY, NOVEMBER 9

#### 8:15 AM

#### Breakfast begins in Milano Foyer at 8:15 followed by Annual Meetings at 8:45 (Canada) and 9:00 a.m. (US).

Milano 2 • RVDA of Canada Breakfast & Annual Meeting

Milano 3 - RVDA of US Dealer Breakfast & Annual Meeting

#### 8:45 AM

#### Milano 5 Conversations that Matter, Pete Smith

Neo 3 • DealerPRO RV Training: Learn How to Increase Your Technician Productivity by 50% or More to Reduce Cycle Time, *Ken Barnes* 



| Milano 5 | Effective Strategies for Onboarding New Hires, Jered Sobel                                     |
|----------|--|
| Milano 6 | Evaluating Your F&I Department: From Compliance to Performance, Jamison Carrier                |
| Salerno  | How to Audit Your Digital Marketing in 10 Minutes, Ron Wheeler                                 |
| Neo 4    | Running a Sales Process by BDC from the Time of Deposit to Delivery, Shawn Moran               |
| Neo 2    | Special Session: North American Economic Update, John Peak                                     |
| Tribune  | KZ/Venture Partners in Progress Meeting  |
| Neo 3    | DealerPRO RV Training: Find and Grow Technicians with Outside the Box Recruiting and Training, |
|          | Don Reed   |
|          |  |

#### **11:00** AM

Julius O Expo Open (lunch served at noon)





#### 2:00 PM

| Neo 2    | (2:00-4:00) Special Session: The Super Lawyers Take You Into the Courtroom, Harold Oehler, moderator |
|----------|--|
| Neo 4    | Building a Winning Sales Culture, Greg Cleary  |
| Milano 5 | Effective Dealership Peer-to-Peer Training, Kimberly Schultz   |
| Neo 3    | Go Power: RV Solar & Off-Grid Innovation, David Copeland   |
| Milano 1 | The Menu – It's More Than Just a Piece of Paper, Peter Chafetz (Repeated)                            |
| Salerno  | Work Smarter, Not Harder: 1 Piece of Content, 15 Different Touchpoints, Paige Bouma                  |

#### **3:15** PM

Milano 5 Are You Leaving Money on the Table in Your Service Department? Rob Grant, Steven Call
 Salerno Build Your Brand Story in Every Media Channel, Annie Wheeler-Rusch
 Neo 3 Unique Camping and Marine: How Much Do You REALLY Know About the Holding Tank Treatments You Sell? Ricky Stewart

Neo 4 • Lights, Camera, Action! The Importance of Video in Your Marketing Mix, Erin Ruane

Milano 1 F&I Best Practices, Tony Fiorillo, Ross Pantano

#### **4:00** PM

Abruzzi – Forest River Partners in Progress Meeting

Sorrento - Texas RV Association Reception (Texas Dealers Only)

#### **5:30** PM

Milano 3 • RVBusiness Top 50 Dealers Awards Reception

Dealer/GM Sales Object Obje

# THURSDAY, NOVEMBER 10

#### **7:30** AM

Patrician Organ Stanley & Somerset Breakfast: Tax Planning in a Changing Environment (Owners/Dealers) Private Event

#### **8:30 - 10:30** AM

Milano 4 • RVDA Leadership Roundtable: An Interactive Session with Actionable Outcomes, Bill Koster & Kristina Shrider

#### 9:00 AM

Milano 5 • A Customer Experience Strategy: Your Competitive Advantage, Theresa Syer

Milano 3 • RV Universe/AuctionTime.com: Public Online Auctions - What Are RVs Selling For? Jason Kassmeier

Milano 8 Leading Your F&I Team, Jamison Carrier

Milano 7 • Unconventional Hiring Strategies for Your Parts and Service Departments, Sara Hey

Milano 6 • What's Your Unique Value Proposition and Why Do Your Ads Need One? Tanya Miller

Milano 1 • Cutting Edge Strategies for Customer Retention & Lawsuit Prevention, Harold Oehler

#### 10:15 AM

Milano 3 • Morgan Stanley: ESOPs as a Way to Exit Your Dealership: What Is One & Is it Right for You? Brad Stanek

- Milano 6 Google Reviews 101 for RV Dealers, Graham Anderson
- Milano 1 O Macro & Markets: Update & Outlook, John Augustine
- Milano 7 🗧 So, You're Running a Parts Department, Sara Hey
- Milano 8 The Menu It's More Than Just a Piece of Paper, Peter Chafetz (Repeat)
- Milano 5 💿 Black Folks Will Buy RVs Too, Earl Hunter
- Tribune Operational Alliance Partners in Progress Meeting

#### 11:00 AM

Julius O Expo Open (lunch served at noon)



Milano 1 • Cyber Security: Who's Actually Accountable? David Darrell

Milano 5 • SUPER SESSION: Raise Your Customer Experience – Turn the RV Buyer into a Lifetime Advocate of Your Dealership, *Theresa Syer* 

Milano 4 • SUPER SESSION: Running a Service Department While Maintaining Your Sanity, Sara Hey

Milano 7 - The Right Balance - Optimizing Working Capital & Cash in Your Dealership, Jane Saxon

Milano 8 Finding Your Formula for Future F&I Success, Paul Sheldon

Milano 3 • Battleborn Batteries and Keystone RV: How Are Solar and Lithium Technology Enhancing the RV Lifestyle? Dragonfly: Wade Seaburg, Josh Miller, Keystone RV: Josh Miller, Matt Christensen, Jon Brock (Repeat)

Milano 6 (2:00 - 3:30) Supercharge Your Online Aftermarket Parts & Accessories Buying Process to Drive Business Growth and Gain a Competitive Edge, Tony Yerman, Kristina Shrider

#### 3:15 PM

Milano 1 ● Distance ≠ Difference: How Company Culture Can Unite Multi-Location Companies, Lori Stacy
 Milano 3 ● Qualify Wizard: Double Your ROI. A Bolt-on Solution that Spikes the Returns of ALL Your Existing Marketing Campaigns, Scott Krausman

Milano 7 • AppOne: Streamline Your Workflow with AppOne<sup>®</sup>, Tyler Kelly

Milano 8 
The E-F&I Process: After the Sale Product Sales with New Annual Revenue, Shawn Moran

#### **4:30** PM

| Milano 1 | From the Front-line to Manager: It's Not an Easy Transition, David Spader | r |
|----------|---|---|
|          |   |   |

Milano 3 • Somerset: How to Create Financial Stability in an Uncertain Market Place, Steve Blake, Jane Saxon

Milano 7 • Lightspeed: Technology - Do More with Less Resources, Christopher Hauck

Milano 8 • RV Technical Institute: RVTI - Launching Level 3 Tracy Anglemeyer, Sharonne Lee

Milano 5 • The Sales Turn Over (TO) Process: Steps to Transfer Trust and Information, Peter Chafetz

Milano 6 • Putting the Development in BDC: Processes & Strategies that Work, Dominic Zappia

# FRIDAY, NOVEMBER 11

#### **MA 00:8**

Neo 1 O SUPER SESSION: Lions of Leadership - Are You as Good as the Top 7%?, David Spader