

# RVDA | RV DEALERS CONVENTION/EXPO ADDENDUM & HIGHLIGHTS

## EXHIBITOR UPDATES

### New Exhibitor:

#### Affinity Ventures Booth #735

Ph. (505) 463-1222

[affinityventures.com](http://affinityventures.com)

Affinity Ventures is a 26-year-old Mergers and Acquisition/Transaction Advisory Firm with over 90 years of combined experience with assisting privately held business owners. Services include selling 100% of their business, finding investors to grow their business, or generate debt for capital equipment purchases or personal liquidity.

#### Carrots Auto Booth #410

Ph. (817) 968-7958

[www.carrotsauto.com](http://www.carrotsauto.com)

The automotive employee performance and management platform that will help you grow revenue, retain employees and build a growth culture.

### Cancelled Exhibitors

- Care Camps #410
- Lifeline Batteries #608

## VENDOR TRAINING +PLUS

### Vendor Training +Plus Cancellations Tuesday, Nov. 9:

**10:45am - 11:45am** *Building a Dealership Scorecard to Achieve Your Vision* **Location:** Bordeaux

**12:00 - 1:00pm** - *Lifeline AGM & Lithium Batteries Why Should RV Owners Upgrade?* **Location:** Bordeaux

## WI-FI IN THE DEALER LOUNGES

Sponsored by RVDA

Search for: **RVDA** / Password is: **RVDA2021**

## RVDA CONVENTION/EXPO PLATFORM

Visit the RVDA Convention/Expo Platform at <https://virtual.rvda.org> for updates and to plan your schedule.

## TWO TRACKED EDUCATION SESSIONS AVAILABLE ON DEMAND

### **VIRTUAL ONLY:** The Unknown Road Ahead: Understanding the 2022 Economic Outlook and Its Impact on Your Dealership

**Speaker:** Vijay Chandar

**Virtual Presentation:** <https://virtual.rvda.org/>

Join Morgan Stanley's economics expert, Vijay Chandar, an executive director at Morgan Stanley, to discuss the current state of the economy and market forecasts for the RV industry. With a new administration and a new economic recovery cycle, Vijay Chandar will discuss what RV dealers can expect in year 2022.

#### Are you:

- Concerned about the duration of the current business cycle and when this rapid economic growth will come to a halt?
- Wondering about the 2022 economic forecast and the impact it will have on you as a RV dealer?
- Unsure how the new administration policies will impact your business in 2022 and beyond?

#### Learning Objectives:

- Learn about the current business cycle and when this rapid economic growth will come to a halt.
- Understand the 2022 economic forecast and the impact it will have on you as a RV dealer.
- Review how the new administration policies will impact your business in 2022 and beyond.

Morgan Stanley

The Stanek Group at Morgan Stanley

- Searching for ways to have your excess cash working harder?
- Considering an exit and wondering what the value of your dealership may be?
- Looking for ways to combat the potential tax increases and keep more of your hard earned wealth?

Stop by booth #716 to learn how our free thirty minute consultation can help you get the answers you are looking for

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Morgan Stanley and its Financial Advisors do not provide tax or legal advice. Individuals should seek advice based on their particular circumstances from an independent tax or legal advisor. CFP Board owns the mark CFP® in the

## TWO TRACKED EDUCATION SESSIONS AVAILABLE ON DEMAND 'Continued'

### **VIRTUAL ONLY: To Infinity and Beyond: Marketing to the Next Generation of RV Buyers**

**Speakers:** Sarah McGuire and Kseniya Savelyeva

**Virtual Presentation:** <https://virtual.rvda.org/>

Millennials are the instant gratification generation. Gen Z are a generation of digital natives. Now they're shopping for RVs—and their buying habits reflect their age. According to a 2020 RVIA study, 22% of RV owners are between the ages of 18 and 34. Not only that, but 30% of millennials reported they were likely to buy an RV in the next year. But this new generation of RV buyers brings their own set of expectations to the market. They've got big ideas and they like to do their research.

To understand what Millennials and Gen Z consumers look for in a business, you need to speak their language. In this workshop, Kseniya Savelyeva, Chief Marketing Officer at Integrated Dealer Systems, will share her insights into how you can market to the new generation of RV-ers, backed by over 8 years of RV industry marketing experience.

Learning Objectives:

- What Millennials and Gen Z consumers care about when shopping for RVs.
- Practical, manageable tips for maintaining a strong online presence.
- How to translate traditional customer service into modern communication loops.

## EDUCATION PROGRAM OFFERS FOUR DEEP-DIVE WORKSHOPS

### **Wednesday, November 10, 2:00 – 4:15 pm**

**Super Lawyers Panel:**

**How to Protect Your Dealership from Lawsuits**

**Speakers:** Rob Cohen, Enoch Hutchcraft, W. Scott Powell, and Harold Oehler

**Room:** Champagne 4

Description: This year's Super Lawyer's Super Session features RV industry legal experts who can help dealerships avoid costly lawsuits. The panel, comprised of experienced attorneys who represent RV dealers and manufacturers, along with a special guest, will provide attendees their best ideas for preventing and defending lawsuits against a dealership. This session is an excellent opportunity for dealers and their employees to learn some pro-active steps to resolve disputes before they escalate into expensive and time-consuming litigation.

### **Thursday, November 11, 9:00 – 11:15 am**

**Psychology of Objections: Prevent the Fires, Fix the Wiring!**

**Speaker:** Jonathan Dawson

**Room:** Versailles 1

'How would you overcome this objection?' 'What would you say to a customer when they do X?' I get questions like these daily from salespeople and managers. But focusing on how to overcome objections is like asking which fire extinguisher is the best when your house had 5 electrical fires in the last month. Shouldn't you identify the cause of the fires instead of constantly trying to put them out? By understanding the psychology of your customer and what causes them to react a certain way, you can fix the faulty wiring in your sales process. During this workshop, dealers will learn a 5-step proactive process to minimize or remove objections before they happen. This approach will create a customer-centric experience with less conflict and stress while increasing your closing ratio and profit!

### **Thursday, November 11, 2:00-4:15pm**

**How Go RVing is Playing the Long-Game to Keep the RV Buying Momentum in Motion**

**Speakers:** Courtney Bias, Sarah Neely, Jennifer Asai, Kirk Smith, Annie Kiperman, and Garrett Self

**Room:** Versailles 1

COVID-19 dramatically changed the landscape of the travel industry and pushed RVing to the forefront of travel considerations with COVID buyers clearing dealer lots of inventory while RV manufacturers found themselves working in overdrive to meet consumer demands for new units. But what happens when the RV honeymoon begins to fade and retail sales begin to settle into a new normal? Go RVing is preparing for what could be a rocky road ahead and is ready with strong strategies around creative advertising and targeted, strategic media buying to continue driving foot traffic into RV dealerships. Join Go RVing and their agencies for a preview of 2022 and the strategy to keep the momentum going.

### **Friday, November 12, 8:00-10:15am**

**Building a Championship Team: Identifying, Hiring, and Retaining Top Performers**

**Speaker:** Jamison Carrier

**Room:** Chablis

Top performers change your business on every level. Their performance will raise the bar in your dealership, and simultaneously improve the performance of your dealership's average performers. This workshop will clearly define the process of sourcing, recognizing, landing, and retaining top performers in Fixed Ops and every other department.

**RVDA** | **RV DEALERS**  
**CONVENTION/EXPO**  
**VIRTUAL ONLY NOV. 29 - JAN. 31**

**VISIT [HTTP://VIRTUAL.RVDA.ORG](http://virtual.rvda.org)**

## CONTINUE THE EXPERIENCE

**You will be able to:**

- invite more staff to participate.
- view hours of on-demand educational content available 24/7.
- explore products and services for more than 140 exhibitors.