

## **RVDA of Canada Member Benefits – National**

The RVDA of Canada actively supports the recreation vehicle industry. The programs, activities and government advocacy the association undertakes are introduced and developed by members, for members. We encourage all members to engage: our work is meant to support your best interests. If you have any questions about the RVDA of Canada's role and what it can do for you, please contact your provincial or regional RVDA offices or the RVDA of Canada.

### **1. Communication:**

- National Membership Directory: an annual compendium listing member, events, endorsement partners, board members, and offers advertising options
- The RV Compass: an annual overview of the RV sector in Canada
- bimonthly Newsletters, delivering news, industry updates and educational articles for all dealership personnel
- biweekly eBulletin / Stolen RV Report, delivers urgent updates and time-sensitive information
- RVDA of Canada website, including member listing and "Members Only" area access to proprietary content

### **2. RVDA of Canada Endorsements:**

- Chemical Protection/Glass Etched Anti-Theft with iA-Dealer Services
- Creditor Insurance with iA-Dealer Services
- SAL Protection Plan (SPP) Extended Warranty Program with iA-Dealer Services
- Employee Group Benefit Program with Federated Insurance
- Property & Casualty Insurance Program with Federated Insurance
- Commercial Financing and RV Inventory Financing with Wells Fargo
- Baseline Processing Inc., providing better processes for credit card acceptance ...and your entire payments ecosystem!
- Spader 20 Groups, training that delivers insight, ideas and tactics to strengthen your business with Spader Companies
- Health Protection Services with Purfiyd®
- Hedging and Foreign Exchange Risk Management Solutions with Cambridge Global Payments
- Bluetooth Theft recovery Solution( KYCS Pro & Global iFind)
- Access to Tire Distribution Market with DT Tire and Atlas Tire Wholesale

### **3. Other general member benefits:**

- Calendar of Events: stay on top of key national and international events
- Canadian Anti-Spam Legislation Compliance Guidelines
- Catalogue of educational and promotional materials available to members
- Discount programs with:
  - o Choice Hotels (access programs)
  - o FedEx Express courier service
  - o Petro-Canada
  - o Marks (WorkWearhouse)
  - o Member Deals (access programs)
- Events that raise the public profile of the RV industry
- Monitor relevant research, best practices, programs and technologies that benefit the RV industry
- RVDA of Canada window decals

### **4. Dealer benefits:**

- “Buy Local” campaign: listing on national Buy Local website
- Charter member in Go RVing Canada coalition for the promotion of the RV lifestyle, including:
  - o Go RVing Canada Dealer Tie-in Program, featuring RV marketing programs and resources
  - o placement on the Go RVing Canada website – enhanced for above Tie-in Program participants
  - o RV video footage available for promotional projects (TV quality)
  - o Marketing Advantage Program with a library of Canadian RVing images; printable posters and other promotional material – free to Tie-in Program participants
- Dealer recognition and promotion, including the National Dealer of the Year Award and RV Show National Best Bulk Space Award
- Definition of a Professional RV Dealership: establishing dealer standards and building consumer confidence in Canadian dealerships
- Model Dealer Agreement

- Pre-owned RV Certification Program – with 90-day Coach-Net Roadside Assistance
- Representation on the board of the RV Educational Council / Mike Molino RV Learning Center
- RV Dealers International Convention / Expo: preferred pricing for members
- RVDA of Canada Code of Ethics emphasizes that your dealership adheres to the highest professional standards
- RVDA of Canada Strategic Plan: clear statement of annual objectives the association prosecuting on behalf of its members
- Stolen RV reports

**5. Government advocacy on RV issues. Membership gives you a voice in:**

- rectifying any legal or policy concerns of the RV industry
- proactively negotiating and providing “expert” input on issues before they become policy or legislation
- RVDA of Canada also provides members with resources for grassroots advocacy and an Election Kit to help members deal effectively with local and national issues

**6. Education enhancement and staff recruitment programs:**

- access to industry publications such as the RVDA of America's RV Executive Today and to the RV Technician Today online resource
- discount rates on approximately 50 select industry publications and RV dealership manuals covering general dealer operations, Sales, Rentals, Service, AfterMarket, and F & I Departments
- Education Toolkit :a Catalogue of Courses and Resources
- national training initiatives (e.g. RVIA's Trouble Shooter Clinics)
- preferred access to Mike Molino RV Learning Center resources and training, including Certification Programs for RV Technician, RV Service Manager, RV Service Advisor / Writer, RV Parts Personnel (Managers, Specialists), and Warranty Administrator
- privacy policy information and guidelines
- RVCareers.ca website for member job postings and recruitment of personnel to the RV industry
- RVDA of Canada RV Technician Bursaries

A catalogue of available publications and materials, including most order forms can be requested from the national office

## **7. Collaboration with US and Canadian associations affiliated with the recreation vehicle industry, including:**

- Canadian Camping & RV Council (CCRVC)
- Canadian Council of Motor Transport Administrators (CCMTA)
- Canadian Outdoor Recreation Roundtable (CORR)
- Canadian Recreational Vehicle Association (CRVA)
- Canadian Standards Association (CSA)
- Recreation Vehicle Dealers Association (RVDA) of America
- Recreation Vehicle Industry Association (RVIA)
- Tourism Industry Association of Canada (TIAC)
- Recreational Vehicle Women's Association (RVWA)

## **8. Statistics and Other Industry Data:**

- annual National RV Industry Payroll Survey
- annual participation in the Dealer Satisfaction Index (DSI) Survey
- compilation and distribution of provincial legislation standards
- monitoring and evaluation of industry data such as RV shipments
- monthly summary of national RV sales statistics and a discount on detailed, customized reports
- quarterly and annual economic reviews
- study on the Economic Impact of the RV Industry

## **9. Specific Committees: Members are invited to participate on industry committees, including:**

- Awards
- Education & Human Resources
- RV Dealers International Convention / Expo
- Funding
- Marketing Intelligence
- Member Services
- RV Education Foundation (Mike Molino RV Learning Center)